

April 2025

Multiscreens+ PLATFORM ESSENTIALS

RECENTLY LAUNCHED AND EXTENDED STREAMING SERVICES

PLATFORM ESSENTIALS

Want to know where are the main platforms present?

Which revenue model stands out in each region?

This report was born from the need of the customers who were looking for a broad list with enclosed variables of streaming services from different regions. It gives you a technical data sheet of all streaming services in existence. Platform Essentials covers over +121K on-demand and live streaming content platforms worldwide.



FREE MONTHLY SUMMARY

Variables covered per country

- ✓ Type of launch.
- ✓ Revenue model.
- ✓ Web page.
- ✓ Region and country.
- ✓ Streaming service name.
- ✓ Streaming service logo.

FULL DATABASE

More variables covered per country

- ✓ Presence by country.
- ✓ Content type.
- ✓ Services with Ads.
- ✓ Launch date per country.
- ✓ Owner.
- ✓ Social media feeds.

05 **North America**

Rebrand

DirecTV Stream (United States of America)

Update

Max (United States of America)

Netflix (United States of America)

New Platform

Impact TV+ (United States of America)

06 **Asia**

Expansion

Max (Turkey)

Update

Amazon Prime Video (Japan)

07 **Latin America**

Update

Mercado Play (Latam)

Canal 13 (Chile)

Disney+ (Argentina, Brazil, Chile, Colombia, Mexico)

New Platform

Neo Telecom (Paraguay)

08 **Europe**

Update

Max (Spain, Portugal, Andorra)

MagentaTV (Germany)

Sportworld (Germany, Austria, Switzerland)

Rebrand

BBC (Netherlands)

09 **Global**

New Platform

Unleashed by DOGTV (Global)

Kedoo Entertainment (Global)

Rebrand

Max (Global)

NORTH AMERICA



directvstream

REBRAND

SUBSCRIPTION

FREE WITH ADS

DirecTV Stream

Country: United States of America

DirecTV rebranded its streaming services, dropping the “Stream” name and consolidating everything under DirecTV.com. The new lineup includes free ad-supported channels, genre-based bundles, and traditional packages via streaming. The DirecTV app is now the main platform. The shift reflects a broader move away from satellite and toward app-based TV.

Source: [StreamTVInsider](#)



max

UPDATE

SUBSCRIPTION

SUBSCRIPTION WITH ADS

TRANSACTIONAL

Max

Country: United States of America

Max has introduced the Extra Member Add-On, allowing users to share their account with someone outside their household for USD 7.99/month. Each Extra Member gets their own login and can stream from one device at a time. A Profile Transfer option lets users move watch history and settings to a new account.

Source: [Press.WBD](#)



impacttvplus

NEW PLATFORM

FREE

Impact TV+

Country: United States of America

Impact Network has launched Impact TV+, a free streaming platform offering culturally rich, values-based entertainment for Black families. The service provides on-demand access to the network’s uplifting and inspiring content. Impact TV+ expands Impact’s digital presence significantly.

Source: [Variety](#)



netflix

UPDATE

SUBSCRIPTION

SUBSCRIPTION WITH ADS

Netflix

Country: United States of America

Netflix introduces a new subtitles option showing only spoken dialogue in the original language, without audio cues. It debuts with You Season 5 and will expand to all new Netflix originals. Users can now choose between standard dialogue subtitles and SDH/CC captions. Subtitle customization like font and size is also available.

Source: [Advanced-Television](#)

ASIA



max

EXPANSION

SUBSCRIPTION

SUBSCRIPTION WITH ADS

Max

Country: Turkey

Max has launched in Turkey, replacing BluTV with expanded global and local content. Two plans are available: Standard USD 6 per month or USD 60 per year, and Premium USD 7.80 per month or USD 79 per year, offering offline viewing and up to 4K quality. Sports content from Eurosport is also included.

Source: [Advanced-Television](#)



amazonprimevideo

UPDATE

SUBSCRIPTION

SUBSCRIPTION WITH ADS

TRANSACTIONAL

Amazon Prime Video

Country: Japan

Amazon Prime Video launched limited ads in Japan, with an ad-free option available for USD 3. The regular Prime fee remains unchanged. Ads run 15–30 seconds and cannot be skipped during shows. Users can upgrade via the app or website for uninterrupted streaming.

Source: [Evrimagaci](#)

LATAM



mercadoplay

UPDATE

FREE WITH ADS

Mercado Play

Country: Latin America

Mercado Libre has launched the Smart TV app for Mercado Play, its free, ad-supported streaming platform. Now available on Samsung, LG, Android TV, and Google TV, it brings movies, series, and documentaries straight to the big screen. The service, already available on mobile and web, expands into living rooms for a more immersive, accessible experience.

Source: [iProfesional](#)



neotelecom

NEW PLATFORM

SUBSCRIPTION

TV EVERYWHERE

Neo Telecom

Country: Paraguay

Paraguayan ISP Neo Telecom is developing its own streaming TV platform, set to launch in the coming months. The service will offer live channels, VOD content, and AI-based personalized recommendations. It will be included free with select Internet plans.

Source: [TaviLatam](#)



canal13

UPDATE

FREE WITH ADS

Canal 13

Country: Chile

Canal 13 refreshes its brand with a new logo and slogan, positioning itself as a multiplatform content creator. The update modernizes the channel while preserving its legacy across TV, streaming, and digital platforms.

Source: [TaviLatam](#)



disneyplus

UPDATE

SUBSCRIPTION

SUBSCRIPTION WITH ADS

Disney+

Country: Argentina, Brazil, Colombia, Chile & Mexico

Disney+ now offers direct purchase of its ad-supported plan in Latin America, expanding beyond partners like Mercado Libre. The option is available in Brazil, Colombia, Mexico, Argentina, and Chile. Users can now choose between Premium, Standard, and Standard with Ads plans.

Source: [TaviLatam](#)

EUROPE



max

UPDATE

SUBSCRIPTION

SUBSCRIPTION WITH ADS

TV EVERYWHERE

Max
Country: Spain, Portugal & Andorra

Max has introduced an ad-supported plan at EUR 6.99/month in Spain and Andorra, and at EUR 5.99 in Portugal, expanding its reach via Amazon Prime Video Channels. Standard and Premium options cost EUR 10.99 and EUR 15.99 in Spain and Andorra, and EUR 9.99 and EUR 13.99 in Portugal. Ads in Spain will be managed by Warner Bros. Discovery and Pulsa Media.

Source: [Audiovisual451](#)



magentatv

UPDATE

FREE

SUBSCRIPTION

MagentaTV
Country: Germany

MagentaTV, Deutsche Telekom’s streaming platform, will offer selected content for free starting April 24th, with no subscription or registration required. Free access includes episodes from The Handmaid’s Tale, Suits LA, live German ice hockey, and music festivals like Wacken and Hurricane. A free trial week with full access is also coming soon.

Source: [Advanced-Television](#)



bbc


REBRAND

SUBSCRIPTION

BBC
Country: Netherlands

Premium drama channel BBC First has rebranded as BBC NL in the Netherlands. The content is now curated locally in Amsterdam and fully subtitled in Dutch. The new lineup includes Miss Scarlet S5, All Creatures Great and Small S5, and Beyond Paradise S3. The move follows a similar rebrand to BBC Nordic in 2023.

Source: [BroadbandTVNews](#)



sportworld

UPDATE

TRANSACTIONAL

SUBSCRIPTION

Sportworld
Country: Germany, Austria & Switzerland

Sportworld has launched a pay-per-view (PPV) service for watching sports events without a subscription. It debuted with the Copa del Rey final (Real Madrid vs Barcelona) for EUR 2.99 in Germany, Austria, and Switzerland. Available on Samsung and LG smart TVs, with plans to expand to more devices and events.

Source: [BroadbandTVNews](#)

GLOBAL



unleashedbydogtv

NEW PLATFORM

FREE WITH ADS

Unleashed by DOGTV

Country: Global

Unleashed by DOGTV is a new free 24/7 streaming channel for dog lovers, launched by OGTV Networks on platforms like Fire TV (US), Tugo TV (US/Canada), and YouTube. Unlike DOGTV, which targets dogs, this new service offers over 250 hours of English-language content for pet parents, including expert advice, adoption shows, and heartwarming stories.

Source: [SenalNews](#)



supertoons

NEW PLATFORM

FREE WITH ADS

SUBSCRIPTION

Super Toons

Country: Global

Kedoo Entertainment launched the Super Toons app globally for USD 1.30, offering ad-free kids' content with parental controls and a 15-minute daily screen time limit. It also expanded its FAST channels on TCL Channel worldwide and Xiaomi TV+ across Europe.

Source: [C21Media](#)



max

REBRAND

SUBSCRIPTION

SUBSCRIPTION WITH ADS

TV EVERYWHERE

Max

Country: Global

Max has rebranded with a sleek black-and-white logo, dropping its previous blue design in favor of a look that closely resembles HBO's iconic branding. The new aesthetic aims to reinforce the connection between Max and HBO. This marks the platform's second major visual shift since launching as HBO Max in 2020.

Source: [Variety](#)

DISCOVER THE STREAMING SERVICES DIRECTORY

The first and only guide covering +1.5K platforms, in 250 countries and territories, along with +50 insightful variables!

Navigate every streaming service in existence. Learn about coverage, business models, commercial offering, user base, available titles and top demanded Movies and TV shows.

[CLICK HERE!](#)



ABOUT BB MEDIA | FABRIC

Award Winning Data Science Company, specialized in Media & Entertainment for over 37 years.

We study how markets evolve in any of their formats and screens, developing primary survey methodologies for linear and non-linear measurement of content.

We are focused. We are experts. We innovate. We act fast. We are thorough. We deliver.



OUR CLIENTS





bb
media



Fabric

Thanks

Contact us at info@bb-media.com