



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.

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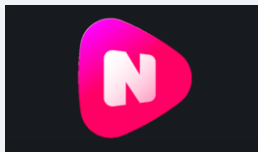
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New Platform

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LATIN AMERICA



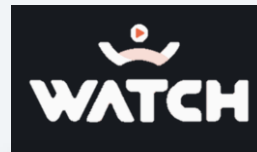
NEW PLATFORM

Free with Ads

Sua Novela

Country: Brazil

Kwai, the short video app popular in Brazil, has launched Sua Novela, a free streaming platform offering short-format fiction series exclusively for the Brazilian market. Developed by Kuaishou, the service is Android-only for now, with iOS coming soon. It targets mobile users seeking quick, engaging local content on the go.

SOURCE: [TaviLatam](#)

NEW PLATFORM

Free with Ads

Watch Free

Country: Brazil

Watch Brazil has launched Watch Free, a free streaming platform with ads, featuring eight live channels and over 500 on-demand titles. Unveiled at the 2025 Abrint Global Congress, the OTT targets ISP partners by offering value-added content and new advertising revenue opportunities. Channels include Acelerados, Desimpedidos, and Fit Dance.

SOURCE: [TaviLatam](#)

NEW PLATFORM

Subscription

MUBI GO

Country: Mexico

MUBI launched MUBI GO in Mexico on May 29th, offering one cinema ticket per week to watch a curated film at select theaters. For USD 14.30 per month, or USD 9.20 for the first month, subscribers enjoy a hand-picked selection that goes beyond MUBI's catalog, including films from partner distributors, bringing quality cinema back to the big screen.

SOURCE: [ELUniversal](#)

RENAME

Free with Ads

Subscription

Play Plus

Country: Brazil

Brazilian broadcaster Record will rebrand its streaming platform PlayPlus to RECORDPlus. This change aims to refresh the service after a drop in subscriptions. RECORDPlus will feature new cloud-based technology and personalized ads, supported by partnerships with companies like evertz.io. The rebranding reflects Record's focus on digital innovation and improved user experience.

SOURCE: [TaviLatam](#)

LATIN AMERICA



UPDATE

Subscription with Ads

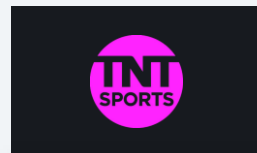
Subscription

Disney+

Country: Mexico

Disney+ has launched its Ad-Supported Standard Plan for direct purchase in Mexico. For just USD 6.66 per month, subscribers can stream top Disney, Pixar, Marvel, Star Wars, Star, and ESPN content, including Moana 2 and live sports. The plan includes ads, supports two devices, Full HD, and Stereo 5.1.

SOURCE: [SenalNews](#)



UPDATE

Subscription





TNT Sports

Country: Argentina

Telecentro now offers nationwide access to TNT Sports via streaming, even for users without a pay-TV subscription. For USD 11.80 per month, football fans across Argentina can subscribe and watch Liga Profesional matches, including the River-Boca derby, through the Max platform on any compatible device. The service includes live games, highlights, and TNT Sports original shows.

SOURCE: [NewsLineReport](#)

LATIN AMERICA **INSIGHTS**

-  **76%** of households in LATAM prefer **series**, the highest percentage globally compared to other regions.
-  Preference for **free-with-ads platforms** increased by **10%** in the past year, now **reaching 73%** in the region.
-  **Brazil** ranks second globally in the number of **available streaming platforms**, with over **610**, just behind the U.S.
-  **18 platforms** in LATAM are offering **ad-supported plans**, with **Mexico** and **Brazil** leading with **12** active platforms each.



NORTH AMERICA

 VEEPS ALL ACCESS

VEEPS All Access

Country: Canada

VEEPS All Access has officially launched in Canada, offering unlimited live entertainment via the VEEPS app for USD 14 per month (introductory offer). To celebrate, Canadian subscribers can stream a special live show by Metric from Toronto's Budweiser Stage on June 6th. The platform features exclusive concerts, behind-the-scenes content and more.

NEW PLATFORM

Subscription

SOURCE: [Canoe](#)

 CNN

CNN

Country: United States of America

CNN will launch a new streaming product in fall 2025 as part of its All Access subscription tier, first in the U.S. Subscribers will get live channels, catch-up features, and on-demand content via the CNN app, connected TVs, and CNN.com. Existing Pay TV users can access the service at no extra cost.

NEW PLATFORM

Subscription

SOURCE: [CnnPressRoom](#)

 masn+

MASN+

Country: United States of America

MASN has introduced MASN+, a direct-to-consumer streaming service providing access to Orioles and Nationals games for viewers in the Baltimore and Washington, D.C. markets. Priced at USD 19.99 per month or USD 89.99 for the remainder of the 2025 season, the service is available across multiple platforms and eliminates the need for cable subscriptions and blackout restrictions.

NEW PLATFORM

Subscription

TV Everywhere

SOURCE: [MLB](#)

 ESPN

ESPN

Country: United States of America

ESPN will launch a new standalone streaming service this fall, offering full access to all ESPN networks and live sports, including ABC broadcasts, for USD 29.99 per month. A "select" ESPN+ plan and a full Disney bundle priced at USD 35.99 per month will also be available. The subscription service includes personalization features and will debut alongside The Rich Eisen Show on Disney+ and ESPN+.

ANNOUNCEMENT

Subscription

SOURCE: [Variety](#)

NORTH AMERICA



ANNOUNCEMENT

Subscription


Fox One


Country: United States of America

Fox Corp. has announced Fox One, a new streaming service set to launch ahead of the NFL season, targeting cord-nevers with live and on-demand access to Fox, Fox News, FS1, and more. The platform will feature sports, news, and entertainment, plus advanced personalization. Pricing is to be confirmed, but it won't undercut pay-TV bundles.

SOURCE: [HollywoodReporter](#)

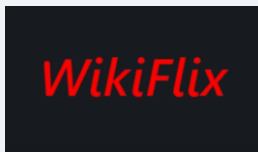
UCAN **INSIGHTS**

 **UCAN** leads globally in preference for **live-streaming content**, with **37%** of users favoring this format.

 **57%** of platforms in UCAN now offer **live-streaming** and **event-based** content.



EUROPE

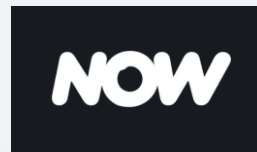


NEW PLATFORM

Free

WikiFlix**Country:** Germany

WikiFlix, a new free streaming platform developed by Wikimedia Germany, has launched with over 2,500 freely licensed films—no login or subscription required. Drawing from public domain sources via Wikidata, it offers classics like Nosferatu and It's a Wonderful Life in multiple languages. The platform aims to democratize film access outside commercial models.

SOURCE: [Advanced-Television](#)

REBRAND

Subscription

TV Everywhere

NOW**Country:** Italy

Sky has revamped its streaming platform Now with a new app rolling out across all devices in Italy. The update includes personal profiles (up to six per account), enhanced parental controls, a redesigned homepage with personalized recommendations, live TV integration, and a Restart feature for live broadcasts. Now is built on NBCUniversal's global streaming infrastructure, promising better performance and stability.

SOURCE: [Corriere](#)

EMEA INSIGHTS



Among all local platforms in Europe, **15%** originate in the **UK**, **11%** in **France**, and **10%** in **Germany**.



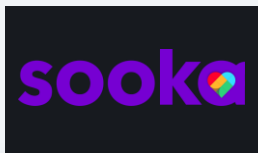
In Germany, **41%** of content is distributed via **free** and **free with ads** platforms, with **documentary** as the leading genre.



In addition to **Comedy**, the second most preferred genre is **Action** in Italy (**45%**) and **Crime** in Germany (**42%**).



ASIA

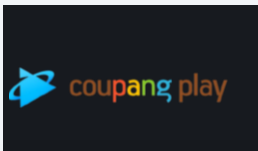
**Astro Sooka****Country:** Malaysia

Irdeto partners with Astro to revamp its Sooka streaming platform, delivering a fully upgraded user experience, enhanced security and scalable technology. The transformation includes a modern UI, personalized content, and seamless performance across devices, helping Astro boost engagement, reduce costs, and strengthen its market position in Malaysia.

ANNOUNCEMENT

Subscription

Free with Ads

SOURCE: [Irdeto](#)**Coupang Play****Country:** South Korea

Coupang Play will launch a free, ad-supported streaming tier beginning in June 2025. As an established streaming service in South Korea, originally available only to Coupang's paid members, the platform will now provide all users access to original programming, films, and sports content without requiring a subscription. This initiative aims to broaden the audience and strengthen Coupang Play's competitive position in the South Korean streaming market.

UPDATE

Subscription

Transactional

Free with Ads

SOURCE: [Kbizzoom](#)**Streaming Channel****Country:** Japan

Japan Digital Serve to Launch Trial of "Streaming Channel" via Milplus in June 2025.

Milplus will begin testing a new curated streaming service combining regional cable TV content across genres like travel, food, and variety. Designed for casual viewing, it lets users enjoy themed channels without constant searching. The trial aims to boost local visibility and offer nationwide reach.

ANNOUNCEMENT

Free with Ads

SOURCE: [JDserve](#)

OCEANIA



NEW PLATFORM

Free with Ads


Herald NOW


Country: New Zealand

The NZ Herald introduces Herald NOW, an advertising-supported streaming platform offering daily live news coverage hosted by Ryan Bridge. Combining real-time reporting with premium journalism, it aims to meet New Zealand's growing demand for accessible, high-quality video content across web and YouTube.

SOURCE: NZME

APAC INSIGHTS

 **Free-with-ads** is the most preferred business model in APAC, chosen by **59%** of users.

 **Pay TV** remains strong in APAC, reaching **51%** penetration among internet-connected households.

 Asia hosts over **280 local** streaming platforms, with **India** accounting for **19%** and **South Korea 12%**.



GLOBAL



RENAME

Subscription

Subscription with Ads

TV Everywhere

SOURCE: [Deadline](#)**Max****Country:** Global

Warner Bros. Discovery will rebrand Max back to HBO Max during the U.S. summer, aiming to reinforce its identity as a premium subscription streaming service centered on quality content, after consumer data showed the HBO name drives stronger recognition and trust in a crowded streaming market.



EXPANSION

Free with Ads

SOURCE: [TodoTVNews](#)**13Go****Country:** Global

Chile's Canal 13 launches América Vivo, a free Spanish-language streaming platform with advertising, combining 13Go's channels with top Latin American broadcasters. It targets U.S. Hispanic audiences via Canela.TV with free, live, culturally-driven content designed to expand regional reach and connect global viewers.



ANNOUNCEMENT

Transactional

SOURCE: [HollywoodReporter](#)**Letterboxd Video Store****Country:** Global

Letterboxd will launch a curated transaction platform called the Letterboxd Video Store, offering themed film rentals inspired by user enthusiasm, film festivals and global cinema, targeting its 20 million film-loving users with a pay-per-view model that connects audiences with overlooked and undistributed titles.



NEW

Subscription

Transactional

SOURCE: [Great Lakes Super Sprints](#)**GreatLakesSprints.TV****Country:** Global

Great Lakes Super Sprints (GLSS) launched GreatLakesSprints.TV for the 2025 season, offering live and on-demand coverage of GLSS and select affiliated races. The platform aims to improve fan access and increase exposure for drivers and sponsors, reflecting GLSS's commitment to expanding its digital presence.

GLOBAL INSIGHTS



Apple TV+ launched a **25% discount** on MLS Season Pass plans, available globally.



MUBI introduced a **global promotional offer**: four months at a reduced price, available from May 16th to May 26th.

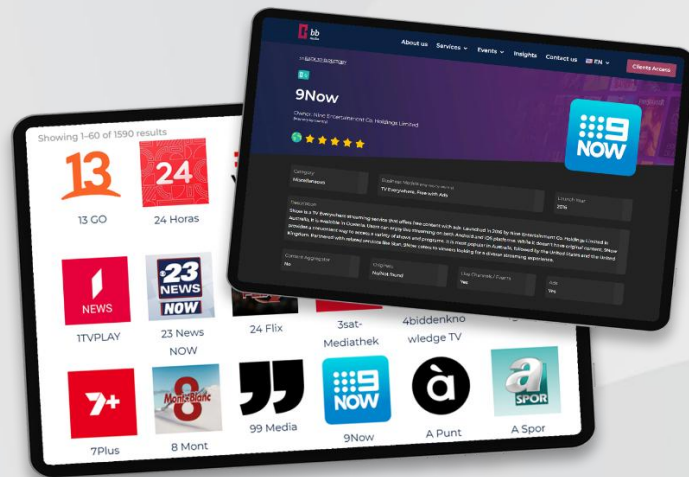


DISCOVER THE STREAMING SERVICE DIRECTORY

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.

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