



PLATFORM ESSENTIALS

RECENTLY LAUNCHED AND EXTENDED STREAMING PLATFORMS

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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New Platform

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Discontinued

Microsoft Movies & TV

Announced

Kava

New Platform

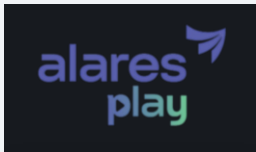
Borneo.TV

LancsTV

Truth+

Love Drama

LATIN AMERICA



NEW PLATFORM

Subscription

SOURCE: [Tavi Latam](#)

Alares Play

Country: Brazil

Brazilian telecom company Alares has launched Alares Play, its own streaming platform featuring movies, series, children's content, and more. Aimed at enriching its service offering, the platform is available across multiple devices for users in Brazil. Alares Play is part of the company's strategy to enter the digital entertainment space and compete in the growing streaming market, with plans to expand its content catalog and features over time.

LATIN AMERICA **INSIGHTS**



As of July, **HBO Max leads with 65 unique partners** in Latin America, driven by its diverse content and strategic regional alliances.



Telecom companies lead LATAM **bundling**, holding **59%** platform bundles and fueled by competitive subscriber acquisition strategies.



LATAM households use on average **7 streaming platforms**, reflecting a vibrant market.



NORTH AMERICA



NEW PLATFORM

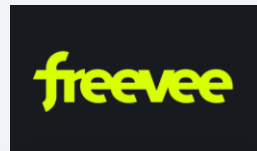
Free

WETA+

Country: United States of America

WETA has launched WETA+, a free streaming platform for viewers in Washington, D.C., Maryland, and Virginia. It offers live and on-demand access to PBS and WETA programs, including local shows like If You Lived Here and WETA Arts. The service streams five WETA channels and features over 50 curated collections. WETA+ is available on smart TVs, streaming devices, and mobile apps.

SOURCE: [NCS](#)



UPDATE

Free with Ads

Amazon Freevee

Country: United States of America

Amazon will shut down its Freevee app in August 2025. Freevee's free, ad-supported content, including originals, movies, and live TV, will move to Prime Video's "Watch for Free" section. Users can access this without a Prime subscription. This change is part of Amazon's effort to simplify its streaming offerings by consolidating everything under Prime Video.

SOURCE: [TechCrunch](#)

UCAN INSIGHTS



UCAN households **spend 18 hours weekly** on subscription services, underscoring streaming's role in daily entertainment.



Smart TVs dominate UCAN streaming, used by **63%** of households, signaling advanced adoption of connected devices.



U.S.A. households average **5 streaming platform** subscriptions, balancing cost and content variety in a mature market.



EUROPE



EXPANSION

Subscription

HBO Max

Country: Albania, Cyprus, Estonia, Georgia, Iceland, Latvia, Lithuania, Malta

HBO Max has expanded its presence in Europe by launching in 12 new markets, including Albania, Armenia, Cyprus, Estonia, Georgia, Iceland, Latvia, Lithuania, Malta, and others. This growth brings HBO Max's availability across Europe to more countries, offering popular HBO and Warner Bros. content, Discovery shows, and kids' programming. This expansion is part of Warner Bros. Discovery's broader strategy to increase its streaming footprint across the continent.

SOURCE: [C21Media](#)



UPDATE

BBC NL+

Country: Netherlands

BBC Studios Benelux has launched BBC NL+, a new streaming and VOD platform available via KPN TV+ and NLZIET. The service offers curated BBC content in Dutch subtitles, live streaming of BBC NL, and FAST channels like Top Gear and BBC Drama. Viewers can access it through the NLZIET app and KPN TV+ integrated app, expanding access to British programming in the Netherlands.

SOURCE: [BroadBandTV News](#)



UPDATE

Subscription

Transactional

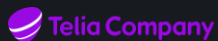
Subscription with Ads

Amazon Prime Video

Country: Netherlands

Starting August 26th, 2025, Prime Video will introduce ads in the Netherlands as part of Amazon's plan to expand ad-supported content. Ads are already available in countries like the US, UK, and Germany. Amazon aims to balance ads while offering an ad-free option, supporting Prime Video's goal to become more profitable and invest in exclusive content.

SOURCE: [Fubo](#)



UPDATE

Telia Company

Country: Latvia

Telia Company will sell all its shares to Latvia, Latvenergo, and LVRTC.

The final agreement is expected by the end of 2025, with the deal closing in the first half of 2026.

Currently, Telia owns 49% of Tet and 60.3% of LMT.

SOURCE: [BroadbandTV News](#)

EUROPE



ANNOUNCED

Subscription

Ligue 1

Country: France

The LFP will launch its own platform to stream Ligue 1 starting with the 2025-2026 season after failing to secure a national broadcast deal. Managed by LFP Media and backed by CVC, the service will offer eight of nine matches per round (Friday to Sunday), excluding the Saturday 5:00 PM CET game, which remains on BeIN Sports. The subscription will be priced at €14.99 per month.

SOURCE: [GetFootball](#)

EMEA INSIGHTS



FAST services penetrate **36%** of EMEA households, with **sports** leading at **47%** viewership



40% of EMEA households who avoid streaming platforms **prefer traditional TV**, reflecting diverse media habits across the region.



EMEA has the lowest subscription rate, averaging **3 platforms per household.**



ASIA



EXPANSION

Subscription




HBO Max

Country: Armenia, Kazakhstan, Kyrgyzstan, Tajikistan

HBO Max expanded into several Asian countries, including Armenia, Kazakhstan, Kyrgyzstan, and Tajikistan. The platform became available exclusively through a paid subscription, providing full access to its content library. Users could sign up directly with local pricing and payment options. There was no free trial or ad-supported version at launch, and access did not require third-party providers.

SOURCE: [C21Media](#)

APAC INSIGHTS

-  The **Free with Ads** business model has the highest penetration in APAC, reaching **63%** of households.
-  **United States, Japan and India** lead in local productions available on streaming services.
-  APAC has over **33K active streaming services**, with **54%** offering live channels and events.



GLOBAL



UPDATE

Paramount+

Country: Global

The FCC has cleared Skydance Media's \$8B acquisition of Paramount Global, removing the final hurdle for the creation of "New Paramount." Skydance agreed to drop DEI initiatives and appoint an ombudsman to monitor editorial bias at CBS News. The deal includes the acquisition of National Amusements, plus \$1.5B in new capital. The merged company will control CBS, Paramount Pictures, Nickelodeon, MTV, BET, Paramount+, Pluto TV, and global networks.

SOURCE: [Ottverse](#)

ANNOUNCED

Transactional

Kava

Country: Global

Nigerian entertainment companies Inkblot Studios and Filmhouse Group have announced the upcoming launch of Kava, a global streaming platform dedicated to Nollywood and African stories. The platform is scheduled to launch in August 2025 and will initially offer over 30 popular Nollywood films. Kava plans to add new content weekly and develop original productions, aiming to promote African filmmakers.

SOURCE: [MSN](#)

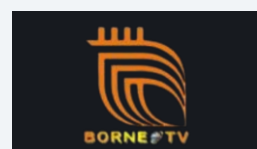
DISCONTINUED

Transactional

Microsoft Movies & TV

Country: Global

Previously purchased content remains accessible via the Movies & TV app on Xbox and Windows, but no new purchases or rentals are possible.

SOURCE: [Hpitertextual](#)

NEW PLATFORM

Transactional

Borneo.TV

Country: Global

Sabah has launched Borneo.TV, a new streaming platform aimed at showcasing local stories, culture, and nature to global audiences. Officiated by Chief Minister Datuk Seri Hajiji Noor, the platform carries the slogan 'Cerita Sabah di Mata Dunia' and will feature original documentaries and creative content.

SOURCE: [BORNEOPOST](#)

GLOBAL



NEW PLATFORM

Free

Transactional

SOURCE: [OperaWire](#)

Staatsopet.TV

Country: Global

The Bayerische Staatsoper has launched a new streaming platform called Staatsoper.tv, announced on June 27th, 2025. The platform offers free access with registration to a wide range of video and audio content from the opera house, its ballet company, and orchestra. Users can enjoy live broadcasts, on-demand performances, archival recordings, interviews, and behind-the-scenes content.



NEW PLATFORM

Free

SOURCE: [BroadcastNews](#)

LancsTV

Country: Global

Lancashire Cricket has introduced LancsTV, a free streaming platform offering live coverage of non-televised men's and women's matches, plus exclusive on-demand content. Developed with StreamAMG, the service aims to enhance fan engagement and will remain free to watch. The platform launched with an exclusive stream of the Men's Vitality Blast on July 13th and features a members-only LancsTV+ area.



NEW PLATFORM

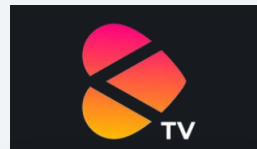
Free with Ads

SOURCE: [THEWRAP](#)

Truth+

Country: Global

Trump Media & Technology Group introduced Truth+, a global streaming service offering live TV and on-demand content, in partnership with Newsmax. The platform is available on iOS, Android, web, and major connected TV devices, with plans for broader rollout.



NEW PLATFORM

Subscription

SOURCE: [C21Media](#)

Love Drama

Country: Global

Kedoo Entertainment has introduced Love Drama, a mobile app for shortform romantic drama series. Episodes are under two minutes, shot in vertical format, and focus on themes like forbidden love and high-society romance. Targeted at women and couples globally, the app uses a subscription and token-based model, starting at USD \$7.99/week.



THANK YOU

Contact us: ask@fabricdata.com