



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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Rename

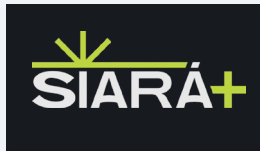
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New Platform

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LATIN AMERICA



Siara+

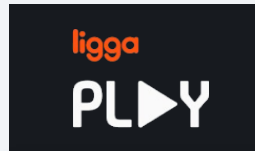
Country: Brazil

Siara, a new public video-on-demand platform, has launched in Brazil. The service aims to provide free access to educational, cultural, and entertainment content, expanding public digital media offerings in the country.

NEW PLATFORM

Free

SOURCE: [SeñalNews](#)



Ligga Play

Country: Brazil




Ligga has launched a new linear TV and streaming service, currently available in Brazil. The platform offers live channels, on-demand content, and plans to include exclusive shows and local productions, aiming to expand digital entertainment options and potentially grow across Latin America.

NEW PLATFORM

TV Everywhere

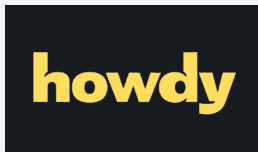
SOURCE: [ConvergenciaLatina](#)

LATIN AMERICA **INSIGHTS**

-  On average, **75%** of Netflix, Amazon, and YouTube Premium users in LATAM subscribe directly, without bundles.
-  Around **15%** of Disney+, HBO Max, and Pluto TV users access these platforms through **non-telco bundles** (e.g., digital wallets).
-  For **Netflix**, the share of users choosing the **ad-supported plan has doubled in less than two years.**



NORTH AMERICA



NEW PLATFORM

Subscription

Howdy

Country: United States of America

Roku has launched Howdy, a new low-cost, ad-free streaming service priced at USD 3.99 per month. The platform offers a curated selection of shows and movies, aiming to attract budget-conscious viewers while expanding Roku's streaming ecosystem.

SOURCE: [USAtoday](#)

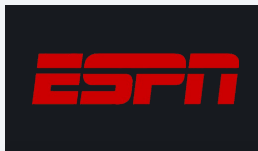
NEW PLATFORM

Subscription

Fever Direct

Country: United States of America

Indiana Fever, the WNBA team, has launched Fever Direct in partnership with Endeavor Streaming. The platform offers live games, highlights, and exclusive content, aiming to engage fans directly and expand digital access to team content.

SOURCE: [MSN](#)

NEW PLATFORM

Subscription

ESPN

Country: United States of America

ESPN launched its standalone streaming service on August 21st, just ahead of the college football season. It offers two subscription tiers: ESPN Select at USD 12 per month (or USD 120 per year) and ESPN Unlimited at USD 30 per month (or USD 300 per year). Bundles combining ESPN Select with Disney+ and Hulu are available, and the platform will also include NFL Media content, expanding its live sports and on-demand offerings.

SOURCE: [TheStreamable](#)

UPDATE

NewsON

Country: United States of America

ZEAM has acquired NewsOn Local TV Streaming from Sinclair, expanding its footprint in local streaming. The move aims to enhance regional content offerings and strengthen ZEAM's position in the growing local streaming market.

SOURCE: [Variety](#)

NORTH AMERICA



UPDATE

Nexstar

Country: United States of America

Nexstar will acquire Tegna for USD 6.2 billion, creating one of the largest local TV broadcasting groups in the USA. The merger aims to expand Nexstar's reach, strengthen local content delivery, and enhance advertising and digital revenue opportunities.

SOURCE: BroadbandTVNews



RENAME

MSNBC

Country: United States of America

MSNBC is rebranding as MS NOW, signaling a refreshed focus on digital-first content. The change aims to modernize the network's image, attract younger viewers, and expand its presence across streaming and online platforms.

SOURCE: DEADLINE

UCAN INSIGHTS



The **average subscription price** is **USD 12** in the **USA** and **USD 11** in **Canada**.



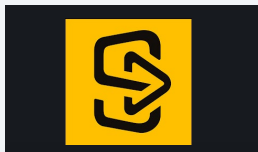
Account sharing averages **20%** across the region.



There are **over 500 bundles** available in UCAN, with **USA bundles representing 81%** of the total.



EUROPE



SportDeutschland.TV

Country: Europe

SportEurope TV, formerly SportDeutschland.TV in Germany, has rebranded and is expanding across Europe. The platform will now provide live sports, highlights, and on-demand content in multiple markets, aiming to become a pan-European hub for sports streaming

RENAME

Subscription

Subscription with Ads

SOURCE: [BroadbandTVNews](#)



Streamz

Country: Belgium

Belgian streaming service Streamz will soon restrict account sharing by requiring users to set a "home location." Devices regularly used on the same Wi-Fi network will be linked to this home location, and Streamz will use information such as IP addresses, device IDs, and account activity to verify devices. Users may access content from other locations temporarily, but the new system aims to ensure that accounts are primarily used within a single household.

UPDATE

Subscription

TV Everywhere

SOURCE: [Cybernews](#)



TVNZ+

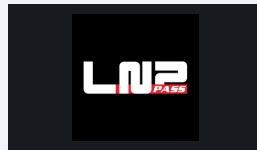
Country: Netherlands

TVNZ will offer paid access to the 2026 FIFA World Cup, which features 48 teams, including New Zealand's All Whites, across 104 matches over 39 days. While All Whites games will air free on TVNZ 1, viewers can purchase a pass via TVNZ+ for full coverage, including all matches, replays, and highlights, positioning TVNZ as a strong competitor to Sky TV in New Zealand's sports broadcasting market.

UPDATE

Subscription

SOURCE: [DEADLINE](#)



LNP PASS

Country: Italy


Deltatre is set to relaunch its Italian basketball streaming platform. The service will offer live games, highlights, and on-demand content, aiming to enhance fan engagement and strengthen digital coverage of Italian basketball.

RELAUNCH

Subscription

SOURCE: [BroadbandTVNews](#)

EMEA INSIGHTS

 **25%** of households in EMEA prefer live sports, making it the region with the **lowest preference for live content globally**.

 **Germany** has the **highest availability of free and ad-supported plans** in the region, yet **71%** of users still primarily choose **subscription-based models**.

 **20%** of households in EMEA **watch live content only for sports or major events**.



ASIA



EXPANSION

Subscription

KION**Country:** Kyrgyzstan

Russian telecom operator MTS, through MTS Media, has launched its Kion video streaming service in Kyrgyzstan. The platform offers movies, series, and live TV, and is accessible via smart TVs, mobile apps, and web browsers, expanding MTS's digital entertainment presence in the region.

SOURCE: Telecompaper

NEW PLATFORM

Subscription

CCP Channel**Country:** Phillippines

The Cultural Center of the Philippines (CCP) has launched CCP Channel, a new streaming platform. The service offers performances, cultural programs, and educational content, aiming to expand access to Filipino arts and heritage through digital media.

SOURCE: TFM

APAC INSIGHTS



In average, households in APAC
use **4 subscription platforms**.



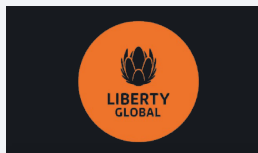
In Hong Kong, **Disney+** offers an annual plan
promotion where subscribers can enter to win tickets
to Hong Kong Disneyland (HK\$1,802 value).



45% of APAC households prefer live content, a
significantly higher share compared to other regions.



GLOBAL



UPDATE

Liberty Global**Country:** Global

Liberty Global has sold its 2.5% stake in Vodafone for around USD 1.4 billion, as part of its strategy to reduce debt and focus on key markets while keeping a more selective approach in the telecom sector.

SOURCE: [BroadbandTVNews](#)

ANNOUNCED

Subscription

EbonyLife ON PLUS**Country:** Global

Ebonylife founder Mo Abudu has launched a new global streaming platform, Ebonylife ON+, aiming to spotlight African stories for international audiences. The service will feature original productions, films, and series, expanding the reach of African content worldwide and strengthening Ebonylife's position in the global entertainment market.

SOURCE: [Variety](#)

UPDATE

Subscription

Free with Ads

RTVE Play**Country:** Global

Spain's competition authority has approved that RTVE Play, the public broadcaster's streaming service, may include advertising under regulatory supervision. The move allows RTVE to generate new revenue while ensuring fair competition with private platforms.

SOURCE: [AUDIVISUAL451](#)

RENAME

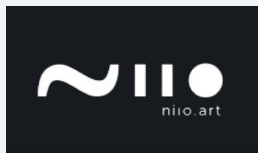
Free

World Athletics+**Country:** Global

World Athletics has launched a revamped and rebranded streaming service, formerly known as Inside Track, now offering live coverage, archives, and exclusive content. The platform aims to strengthen global fan engagement and expand the sport's digital reach.

SOURCE: [Sportcal](#)

GLOBAL



Niio Art

Country: Global

Niio has launched a streaming art signage service, delivering curated visual art experiences to screens in homes, offices, and public spaces. The platform aims to make digital art more accessible and integrate creative content into everyday environments.

NEW PLATFORM

Subscription

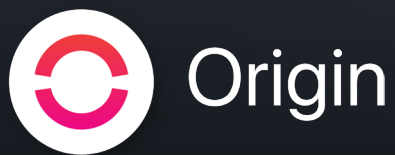
SOURCE: [GlobeNewswire](#)

GLOBAL INSIGHTS



HBO Max is now available through Amazon Prime Video Channels, **offering a 7-day free trial** in Mexico, Colombia, Brazil, Sweden, the Netherlands, France, the United States, and Spain.



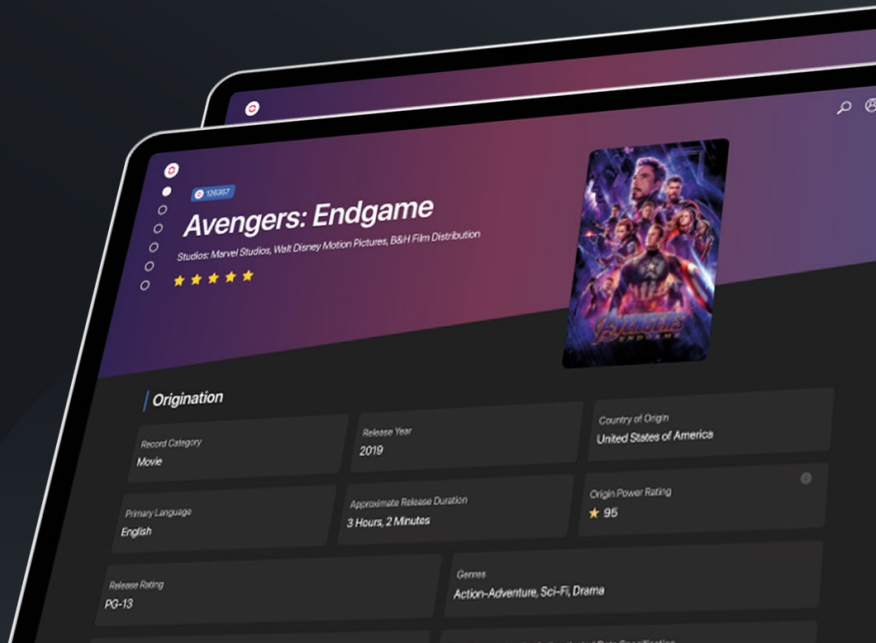


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