

MPAA ONLINE VIDEO REPORT: 4TH QUARTER 2015

Key Developments in Movie & Television Online Services in Q4 2015

Multi-Territory Services

Netflix (Global)

- In January, [Netflix expanded to more than 130 countries](#) including Saudi Arabia and Azerbaijan in the Middle East, Singapore, Vietnam, and South Korea in Asia, and Russia, [Romania](#), Poland, and Turkey. The only major market Netflix does not operate in currently is China.

Buni TV (Africa, US, UK)

- In November, [pan-African VOD service Buni.tv](#) announced it is rolling out more than 1,000 movies, TV shows, documentaries and kids programs to 10 partner platforms across Africa, the US and the UK.

Showmax (Europe, North America, Australasia)

- In December, Africa-based media giant [Naspers announced its roll out of Showmax](#), their SVOD service beyond its domestic South African market and into Europe, the US and parts of Asia. The same reports suggests [a deal with Samsung](#) is in place to include a Showmax app in its connected TVs. In South Africa, Showmax launched with a 10,000 hours of programming that included content from HBO and the Hollywood studios.

DisneyLife (UK, China)

- In November, [Disney launched its new streaming service DisneyLife in the UK](#), a Netflix-like service that streams Disney movies, TV shows, music, audiobooks and e-books to users' mobile devices or TVs via Apple's AirPlay or Google Chromecast. Then in December, Disney and the Alibaba Group entered into a multiyear agreement to [launch DisneyLife in China](#) (login required). In China the services will require a Mickey Mouse shaped digital media adapter to connect to Disney programming on TV and when launched will include hundreds of movies, including both Disney and Pixar titles, over 5,000 songs, over 2,000 TV episodes, and a large library of Disney books (audio and e-books).

Key In-Country Services

Africa

- In October, the consulting firm Balancing Act announced [more than 100 VOD platforms are now staking their claims to the African marketplace](#), with most focused on a single-territory or regional markets with the strongest being in South Africa. Audiences so far are relatively small: just 6% of African online traffic is video, but that number is expected to rise in the coming years.

Japan

- In September, [Japanese Contents Group launched the TVoD service Benobo](#). The company is comprised of 29 organizations, including film studios, TV broadcasters, the Motion Picture Producers Association and the Japan & International Motion Picture Copyright Association. The transactional TV service will include rental and purchase content from distributors Shochiku, Toei, Kadokawa, Disney, Toho and the Tokyo Broadcasting System.

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Mexico

- In October, [newly launched OTT service Filmin Latino debuted its app on Google Play & Apple Store](#). The Spanish OTT service provider Filmin and the Mexican Film Institute (IMCINE) launched Filmin Latino to distribute high-quality local and independent films, as well as recent documentaries produced by IMCINE, proprietary short films, and 100 films from the 1970s and 1980s available for free.

United Kingdom

- In October, IHS Technology reported that [The British Film Institute \(BFI\) launched BFI Player+](#) (login required), a subscription video service offering selected content from mainly catalogue titles. This SVoD service requires no contract, and has around 300 films available for streaming including ‘The Red Shoes’, ‘Throne of Blood’ and early Hitchcock collections, and it is likely to see numerous additions throughout the year.
- In November, the BBC increased their offering of original content on its online iPlayer service after its plan to move youth skewing channel [BBC3 into an online only service](#) (login required) was approved by the BBC Trust. BBC3 was launched in 2003, and targeted a core audience of adults aged between 16 and 34. The BBC3 move is expected to save money, with savings going to fund new dramas on the flagship BBC1.

United States

- In October, [NBC announced its new subscription streaming service Seeso](#). The service officially [launched on January 7](#), offering an ad-free streaming service focused on comedies, including Monty Python classics, ‘Parks and Recreation,’ ‘The Office,’ ‘The IT Crowd,’ ‘The Kids In The Hall,’ and others. Subscribers also have next-day access to full episodes of ‘The Tonight Show Starring Jimmy Fallon’ and ‘Late Night with Seth Meyers’ as well as ‘Saturday Night Live,’ and original programs like ‘The UCB Show’ and ‘Before the Morning After,’ and stand-up specials.
- In November, [Univision launched its OTT service Univision Now](#). This latest subscription-video service provides live broadcasts of the Univision and UniMás networks with their respective full schedules of telenovelas, sports, news and award shows. Univision Now is available on the web and via apps for Apple iOS and Google Android devices and the service provides a DVR-style ‘rewind’ feature that provides replays of live programming for up to 72 hours, as well as on-demand access to primetime shows for up to seven days after on-air premiere.