

# Things to know about streaming services Disney Plus

Disney calls the future of the company Disney Plus. This is the upcoming streaming service of this entertainment giant. So when it came out, what was the price of the service and what did you see on Disney +?

Disney calls the future of the company Disney Plus. This is the upcoming streaming service of this entertainment giant. It is the exclusive home to develop online blockbusters of Marvel, Star Wars, Pixar and Disney itself. Avengers: Endgame will be live on December 11. In addition, Disney is also promoting a series of original shows and movies based on those and others.

Disney Plus will not be available in the next two months, but Disney is offering an online discount for subscribers 3 years in advance of the service.

Last month, the company released trailers, news revealing plans for six new original series including the Star Wars Obi-Wan Kenobi series with the return of Ewan McGregor and three live-action Marvel-based shows. Ms. character Marvel, Moon Knight and She-Hulk. The trailer features a big-budget live-action Star War comic strip - The Mandalorian and a host of shows and movies will be available when it launches.

Disney Plus ignores the price, gives all subscribers access to four live streams simultaneously and supports 4K Ultra HD in Dolby Vision, HDR10 and Dolby Atmos audio. Viewers can also create 7 profiles to suit different members of the family. And while Disney Plus is the company's answer to Netflix, they won't release original series episodes at the same time as their giant rival, new episodes coming out weekly.

Like The Mandalorian, the majority of the service's original program relies on the company's large budget franchise. Certainly, the original Marvel shows will be closely intertwined with the stories that take place on the big screen in the cinema.

However, the biggest surprise of Disney's new streaming service is the price. Disney Plus alone costs \$ 7 a month in the US, half the price of HBO Now and a big discount compared to Netflix. And because Disney Plus has 4 streams at the same time with 4K and Dolby Atmos quality, its \$ 7 subscription price is closest comparable to Netflix's \$ 16 a month price.

## What is Disney's streaming service?

The Disney Plus streaming service will be a competitor to video streaming services such as Netflix, HBO Now and Apple TV Plus. This is a premium subscription without any ads, giving customers access to an extensive library of Disney and Fox content as well as exclusive TV shows, movies, and documents.

Other Disney streaming services like Hulu and ESPN Plus that focus on sports will run on the same technology platform, so you can register them with the same password and credit card. Disney has plans for all three of these services with its own subscription, but when Disney Plus launches in the US, they will offer a package of three

services for \$ 13 a month.



However, FX Plus, the service was discontinued on August 21, not considered for inclusion in Disney Plus. FX Plus is an additional \$ 6 a month subscription for Cox and Comcast cable subscribers to drop ads from FX shows like Atlanta, American Horror Story and It's Always Sunny in Philadelphia. It became part of Disney when the company bought Fox for \$ 71.3 billion.

Disney Plus will include all of Disney's family-friendly content, and most of the pricing will appeal to a mass audience. Basically all this content is made for audiences with a PG-13 rating. It has content from Disney proper, Marvel, Lucasfilm, Pixar and National Geographic. And in addition to the traditional genre, it also offers all 30 purchases of The Simpsons.

On the other hand, Hulu is where Disney distributes many adult-oriented material. For example, Hulu will stream a new series of Marvel cartoons for adults and that's where content like Deadpool will stream. Hulu will continue to stream content from three of the broadcast networks, as well as its own original series such as The Handless's Tale and Castle Rock.

And Disney now has full control of Hulu's direction. Hulu is owned by the father of the parent company and in May Disney said it would buy the rest of Hulu without owning it, giving Disney more flexibility in offering discounted packages.

## **When is Disney Plus released?**

Disney Plus will be released on November 12 in the US, Canada and the Netherlands. A week later on November 19, it will be available in Australia and New Zealand.

Timing is a smart strategy. First of all, Disney Plus can promote big-budget Disney movies released for the holiday season. Frozen 2 is scheduled to hit theaters on November 22 and Star Wars: The Rise of Skywalker will premiere on December 20.

Netflix also said that the last few months of the year are the time with the largest audience. According to Netflix, there were more than 80 million accounts watching Bird Box in the first month of release.

Disney plans to deploy Disney Plus worldwide in two years. The company also provides an overall timeline for when the service will be expanded to major areas of the world.

Disney Plus is expected to launch:

1. Western Europe: In 6 months from October this year to March next year.
2. Eastern Europe: In a year starting in early October 2020.
3. Latin America: For three months starting October 10, 2020.
4. Asia Pacific: For two years starting from early October this year.

## **Price of Disney Plus service**

In the US, Disney announced the service would cost \$ 7 a month or \$ 70 a year. Disney Plus offers a \$ 13 monthly fee lower than the most popular plan that allows you to stream two services at the same time with high-resolution of Netflix in the US. But Disney Plus will allow all subscribers to play four devices and access 4K content at no charge.

Disney CFO Christine M. McCarthy suggests that Disney Plus prices may increase as the service advances, calling the cost of \$ 7 a month an 'initial' price. The company also said it will combine Disney Plus with Hulu (with ads) and ESPN Plus, offering a \$ 5 discount if signing up for all three streaming options.

After a few months have passed, Disney will offer more catalogs of exclusive shows and movies on Disney Plus. Meanwhile, the company will start pushing prices higher.

In Canada, Disney Plus will cost 9 Canadian dollars a month, or 90 Canadian dollars a year. In the Netherlands, it costs 7 euros per month, or 70 euros per year. In Australia, it will cost 9 Australian dollars a month, or 90 Australian dollars per year. And New Zealand subscribers will pay 10 New Zealand dollars per month, or 100 New Zealand dollars every year.

## **How to play the Disney Plus service**

Disney promises broad support for devices such as phones, tablets, computers, TVs connected and played on media boxes. At its major launch in April, Disney specifically called for support for Roku TV and Playstation 4. In August, the company also said it had a global distribution agreement with Apple, Google, Microsoft, Microsoft, Roky and Sony. , manufacturers of:

1. Box, TV Roku
2. Apple TV, iPhone, iPad, as well as Chromecast transmitters
3. Xbox One
4. PlayStation 4

Disney Plus can stream 4K Ultra HD content in Dolby Vision, HDR10 and Dolby Atmos audio. Each Disney Plus account will be allowed to stream 4 devices and can create 7 user profiles for different family members. Disney Plus will also offer downloads for offline viewing.

## **What can you watch on Disney Plus?**

Disney Plus will include content from the Disney, Marvel, Pixar, Star Wars and National Geographic brands. It will also plan to stream shows from Fox - all 30 seasons of The Simpsons will be available on Disney Plus starting from the first day, and many programs like The Sound of Music, The Princess Bride and Malcolm in the Middle will be participating in the first year.



Disney Plus will be the only place where you can stream all of Disney's released movies, starting with Captain Marvel. Frozen 2 will be live streaming on the service next summer after it hits theaters in November. Disney Plus will also contain Pixar, Star Wars' entire library of movies and classic hand-drawn animated series from Signature Series and Disney Vault.

And of course, the company is developing a huge amount of original programs and movies, exclusive to this service.

The originals consisted of a heavily invested The Mandalorian with approximately US \$ 15 million each. A Star Wars prequel series based on Rogue One will feature Diego Luna, who played Cassian Andor in the original film.

And Disney has seven live action series with the stars of the blockbuster Avengers in their own shows.

At Comic Con in July, Marvel Studios President Kevin Feige detailed how the studio's Disney Plus programs were designed to give a basic look to Marvel fans. The characters and storytelling of the Marvel Cinematic Universe will be interwoven between theaters and original series on Disney Plus.

You can also watch original documentaries, reality shows, contests, backstage, etc. at Disney Plus. This could also be where Disney premieres the short live action movies.

## **So what will Disney's shows be on Netflix?**

Disney will most likely disappear from Netflix by the end of 2019. Since 2016, Netflix is the first place to watch Disney movies with subscriptions. That means Netflix is the starting place for America's biggest blockbusters in the past three years. Disney's top two films in 2017 and the top three in 2016 and 2018.

But Disney has decided not to renew its contract with Netflix because Disney movies in 2019 are all for Disney Plus. That means, Captain Marvel is the first Disney movie to hit theaters in 2019 and available on Disney Plus instead of Netflix. It also means that Mary Poppins Returns is the last Disney movie to be shown on Netflix.

But licensing is complicated and a report shows that Disney will return those movies to Netflix and remove them from Disney Plus temporarily starting in 2026. It affects movies released from October, 2016 to December 2018 includes Marvel titles like Captain America: Civil War, Thor: Ragnarok, Black Panther and Avengers: Infinity War; Star Wars hits like Rogue One: A Star Wars Story and The Last Jedi; and Pixar staples like Finding Dory, Coco and The Incredibles 2.

Disney Plus will not lose these titles until six years after the service launches. At that point, Disney Plus will build a large permanent library of original content and it will continue to bring all its latest releases to Disney Plus and nowhere else.

Netflix's Marvel Defender programs are also complex. Netflix has launched five original series based on Defender characters in partnership with Disney. In 2018, Netflix canceled three of them: Daredevil, Luke Cage and Iron Fist. Then in 2019, Netflix canceled the last two parts: The Punisher and Jessica Jones. Kevin Mayer, chief executive of Disney Plus, said they might be able to "revive" canceled shows, but the terms of the original agreement could restrict Disney Plus until 2020.

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