

# Disney+ streaming service sets November launch

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Disney's video streaming service will offer Disney's films and TV shows, along with the library it acquired from Rupert Murdoch's 21st Century Fox

Disney announced Thursday that its video streaming service would launch in the US in November, spotlighting its blockbuster-making studios as it takes on powerhouse Netflix.

The company said that after launching in the US on November 12 at \$6.99 per month, Disney+ will gradually expand internationally, starting in Europe.

Disney is among some of the biggest names in the media and tech world gearing up to move into streaming, in what could be a major challenge to market leader Netflix.

Disney plans to make the streaming service available in all major regions of the world within two years.

The service will offer Disney's films and TV shows, along with the library it acquired from Rupert Murdoch's 21st Century Fox. That includes the "Star Wars" and Marvel superhero franchises and ABC [television](#) content.

Last month Walt Disney Co. closed its \$71 billion deal for the film and television assets of 21st Century Fox as the "legacy" producers controlling Hollywood seek to fend off Netflix and other streaming firms including Amazon.

Details about Disney+ were shared by executives at an annual investor day, where chief executive Bob Iger said the streaming service would combine the strengths of Disney and the assets acquired from Fox.

"The Disney+ platform is being built on that foundation, one that no other content or [technology company](#) can rival," Iger said.

"We knew the best approach to the market was to create great content and distribute it in innovative ways. It is that simple."

Disney+ will combine offerings from powerhouse brands including Pixar, Marvel, and Star Wars with content from Hulu and sports network

ESPN.

Disney stressed plans to use its coveted content, and original creations to come, to differentiate itself in the increasingly competitive streaming television market.

The entertainment colossus was arranging to get Disney+ on a broad array of smartphones, tablets, gaming consoles, set-top boxes and smart televisions, according to executives.

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