

Because One Episode is Never Enough

Bingelt+ (theoretical) Case Study

Bingelt+

Bingelt+ is a global video-on-demand (VOD) streaming platform that has redefined how people consume entertainment. Founded in 2010, the company started as a DVD rental service but quickly pivoted to digital streaming, becoming a household name for binge-watchers worldwide. Today, Bingelt+ boasts millions of subscribers across multiple regions, offering a vast library of original series, blockbuster movies, and questionable reality TV.

Challenge

Bingelt+ operates on a subscription-based model, offering ad-free streaming to its users. However, in recent years, it has also introduced a budget-friendly, ad-supported tier to attract cost-conscious viewers. The company continuously explores ancillary revenue opportunities, including partnerships, in-app purchases, and interactive live content.

Despite fierce competition from rival platforms like StreamFlix, HooLoo, and Dizzy+, Bingelt+ remains a dominant force in the streaming industry. Known for its data-driven approach to content recommendations and its habit of cancelling beloved series when they get interesting, the company thrives on user engagement and retention strategies.

Challenge

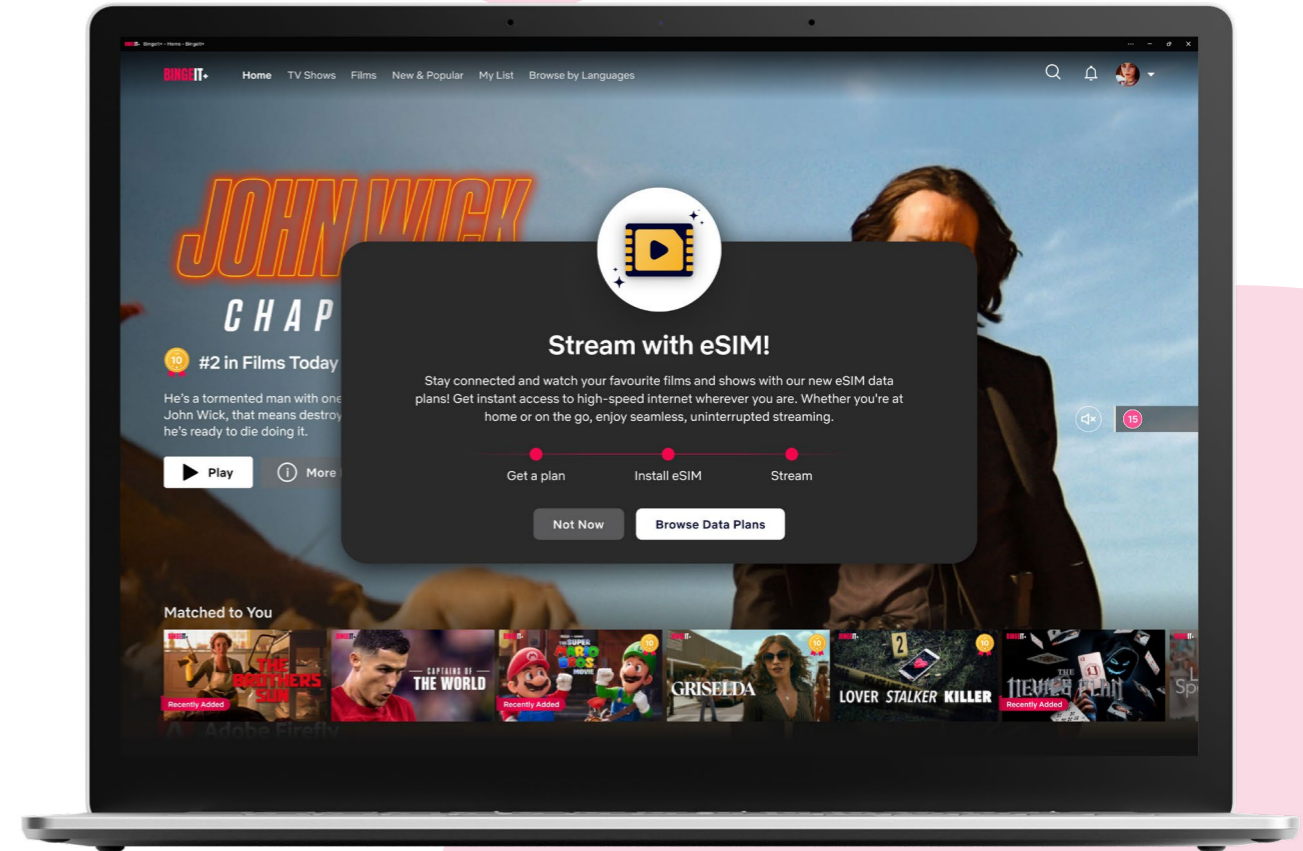
In 2025, Bingelt+ faces increasing pressure to retain subscribers, combat content fatigue, and maintain streaming quality across all devices. The company noticed a trend: more users were streaming on laptops but struggled with connectivity issues, especially when travelling or working remotely. Many relied on unstable public Wi-Fi or battery-draining tethering solutions.

To enhance user experience and reduce churn, Bingelt+ needed a way to provide built-in mobile connectivity directly within their platform.

Solution

After a relatively quick search (connectivity for the laptop market is still in its infancy), Bingelt+ chose Mobilise's Windows eSIM SDK to integrate eSIM functionality into its Windows streaming app. Users could:

- Browse and purchase mobile data plans directly within the Bingelt+ app.
- Connect instantly to a reliable mobile network, avoiding slow or insecure public Wi-Fi.
- Enjoy high-quality streaming anywhere with a stable data connection.





Our users expect their binge-watching marathons to be interrupted only by cliffhangers, not connectivity issues. Integrating eSIM into our platform means no more ‘buffering wheels of doom’ – just pure, uninterrupted streaming bliss.

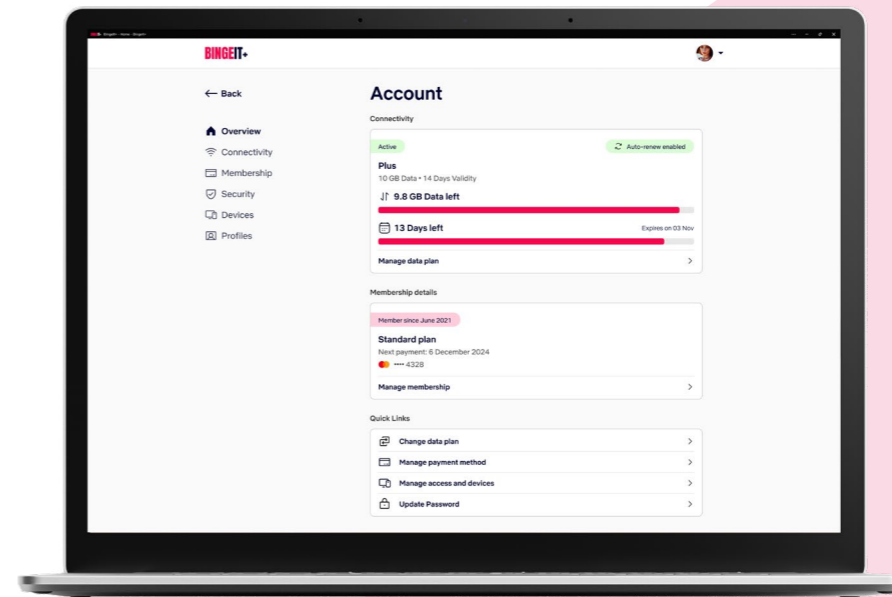
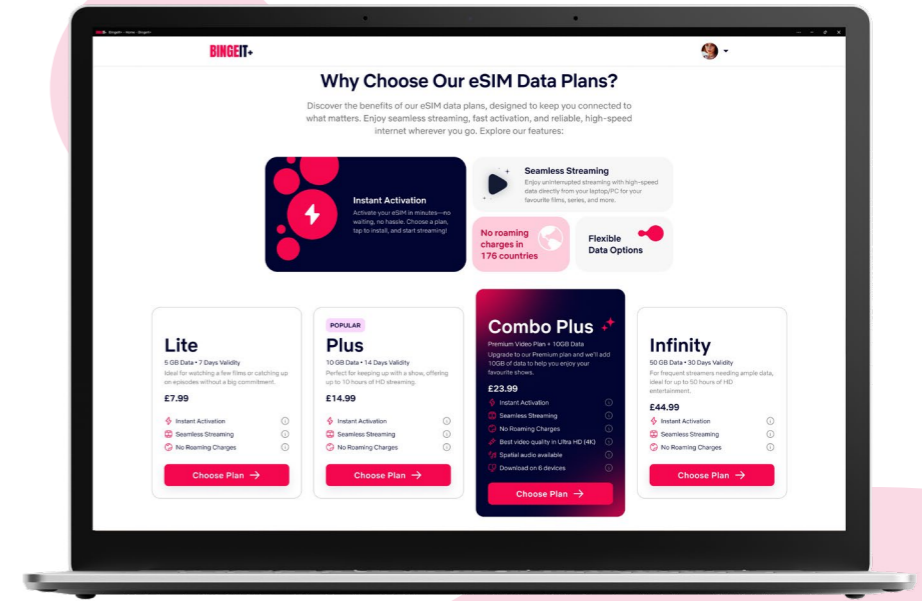
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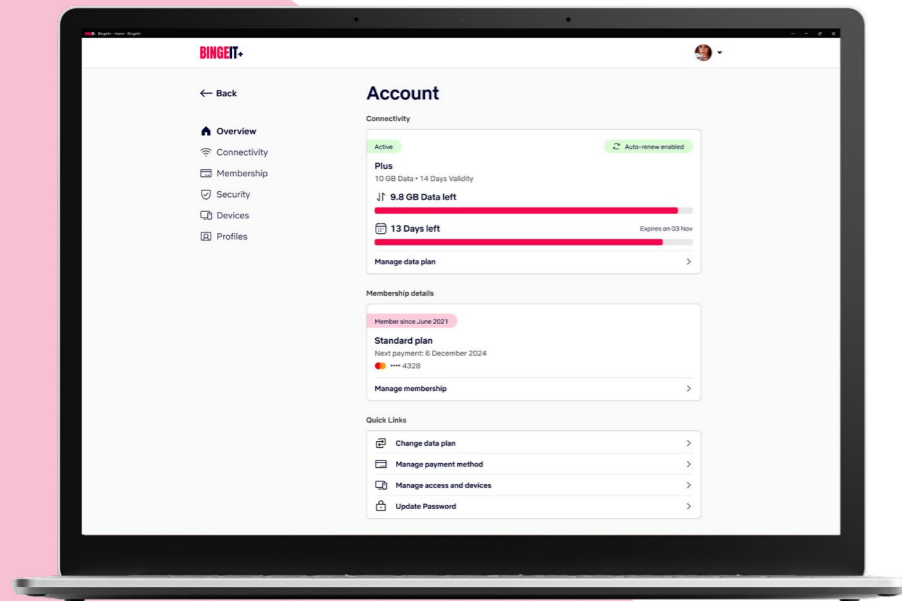
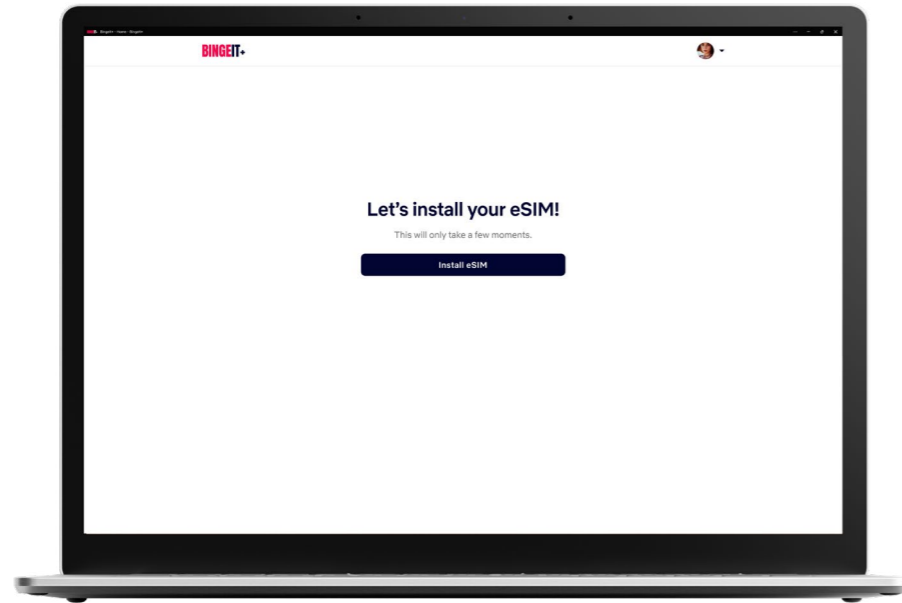
Chief Product Officer of Bingelt+

Results

By embedding Windows eSIM SDK into their Windows desktop app, Bingelt+ saw remarkable improvements:

- Instant access to the SDK APIs right after signing a deal with Mobilise, resulting in fast deployment of the new feature.
- A wide range of affordable eSIM data packages offering instant connectivity in 175 countries, boosting monetisation efforts through ancillary revenue of approx. \$10 million per year from mobile data purchases.





- By integrating eSIM, Bingelt+ successfully differentiated itself from competitors and offered enhanced digital services beyond traditional content streaming, decreasing churn rate by 5-10%.
- Viewers streamed content without interruptions, increasing customer satisfaction.
- Users spend 12% more time on the platform thanks to reliable connectivity.

[View Bingelt+ prototype →](#)

About Mobilise

Simplified mobile connectivity solutions

Mobilise provides innovative, modular software solutions for telecoms and beyond, enabling businesses to offer digital-first customer experiences. With a focus on flexibility and engagement, our solutions empower companies to streamline operations, adapt quickly, and exceed customer expectations.



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