



STREAMER OF THE MONTH

MARCH 2025





ABOUT LOOPER INSIGHTS

Founded in London in 2017 by Lucas Bertrand and Nelly Voukaki, Looper Insights has redefined how the Media & Entertainment industry measures digital visibility. As the only end-to-end SaaS analytics platform tracking every digital asset across major Connected TV devices worldwide, we provide an unparalleled competitive advantage to the world's most influential media players.

Recognized as Best in Class – Insights (BASE Awards 2023), Best of Show – Winner (IBC 2023) and Best Content Management Innovation in a SaaS Product (The SaaS Awards 2024), Looper Insights is the trusted analytics partner for Hollywood studios, global streaming platforms, and leading broadcasters—including Amazon, Disney, NBCUniversal, and Warner Bros.



BASE Awards Winner
Best in Class- Insights



The SaaS Awards 2024 Winner
Best of Show



IBC Winner
Best of Show

WHAT IS STREAMER OF THE MONTH?

Formerly known as *Merchandise of the Month*, our successful flagship monthly report has been rebranded as **Streamer of the Month** - your essential industry briefing on top-performing streamers across CTV platforms. This refreshed report stays true to its mission: delivering the latest marketing trends, spotlighting standout digital storefronts, and setting the benchmark for success in the streaming landscape.

Focusing on the U.S. market, we break down:

- The Top 10 Entertainment streaming apps across key platforms
- The Top 10 Titles promoted across key platforms
- Their performance through **Dollar Media Placement Value™ (\$MPV™)**

At the heart of *Streamer of the Month* is **MPV™ (Media Placement Value™)**, our proprietary visibility metric that quantifies not just where content appears, but how prominently it's featured across platforms. It's how we measure weighted Share of Voice on screen.

\$MPV™ takes this a step further. It translates on-screen visibility into an estimated monetary value by factoring in placement prominence (MPV™ score), audience reach (impressions, device base), and industry-standard CPM benchmarks. The result is a standardized valuation of your content's promotional exposure- paid or earned- enabling accurate comparison of impact across the streaming landscape.

For streamers, studios, platforms, and broadcasters, this means the ability to benchmark performance, optimize placement strategies, and unlock the true value of visibility across CTV, mobile, gaming consoles, and beyond.

Each edition highlights standout marketing strategies, exceptional promotional execution, and key industry developments across the U.S. and international markets, offering a concise, executive-level view of who's winning in digital content promotions.

THE WINNER

We analysed the top 10 devices* in the U.S. to see who was winning the best promotional real estate.

STREAMER OF THE MONTH

/ TOP 10 TITLES /

POSITION	TITLE	APP	SMPV™ SCORE
1	Reacher	prime video	\$5,293,469
2	The Wheel of Time	prime video	\$3,637,322
3	Friday Night Baseball	apple tv+	\$3,631,045
4	Invincible	prime video	\$3,421,373
5	The White Lotus	max	\$3,058,353
6	Major League Soccer	apple tv+	\$2,970,579
7	Severance	apple tv+	\$2,928,337
8	The Gorge	apple tv+	\$2,798,225
9	1923	Paramount+	\$2,197,558
10	Daredevil: Born Again	Disney+	\$2,094,256

STREAMER OF THE MONTH

/ TOP 10 APPS /

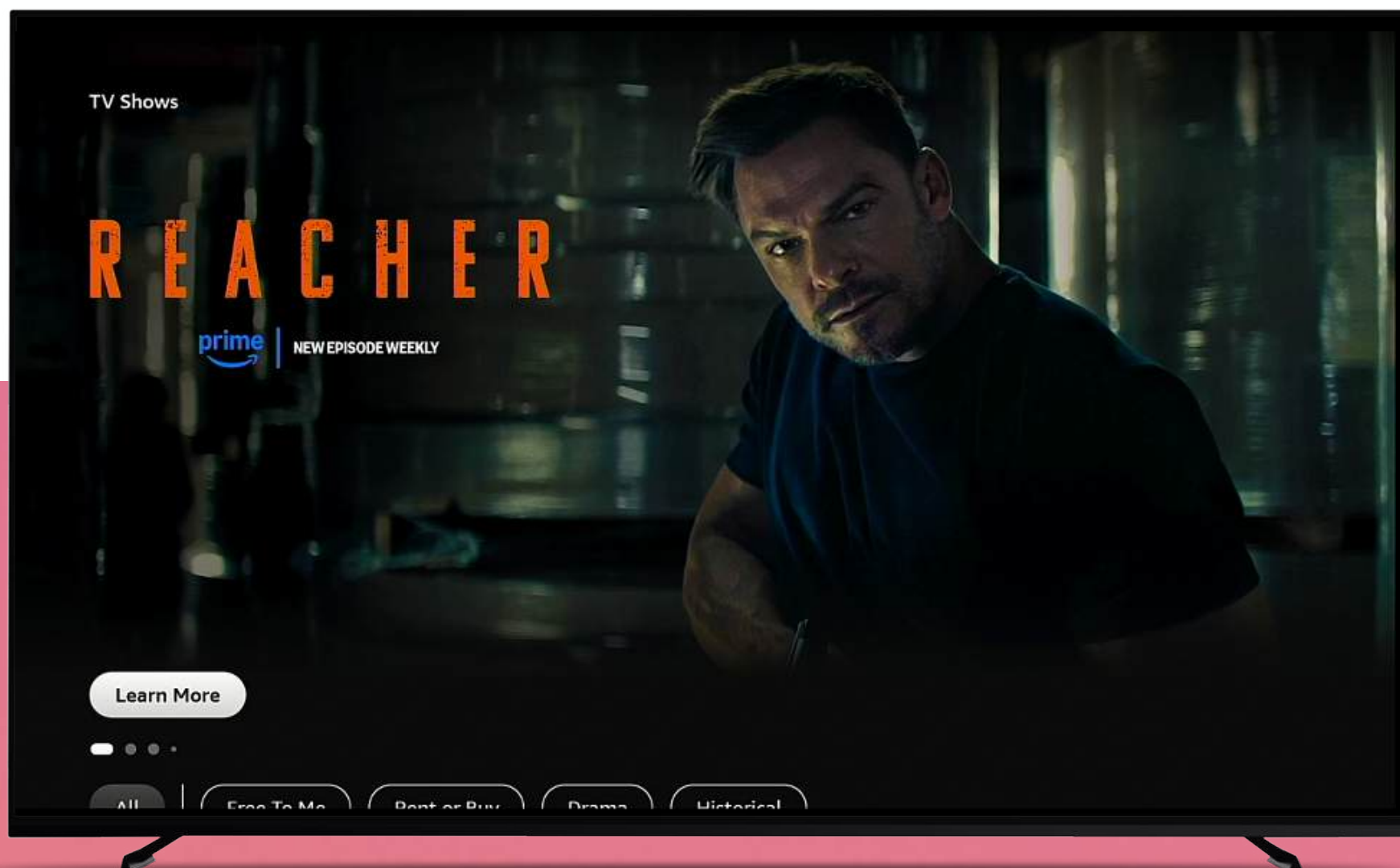
POSITION	APP	SMPV™ SCORE
1	prime video	\$78,885,852
2	tubi	\$55,262,121
3	Disney+	\$38,177,649
4	peacock	\$37,625,610
5	apple tv+	\$36,476,974
6	Paramount+	\$35,472,799
7	max	\$34,543,350
8	The Roku Channel	\$34,195,098
9	pluto tv	\$31,528,372
10	hulu	\$26,754,048



*Roku, Google TV, Fire TV, Vizio TV, PlayStation 4, Apple TV, LG TV, Samsung TV, Xbox One Console and Xfinity

TOP TITLES OF THE MONTH

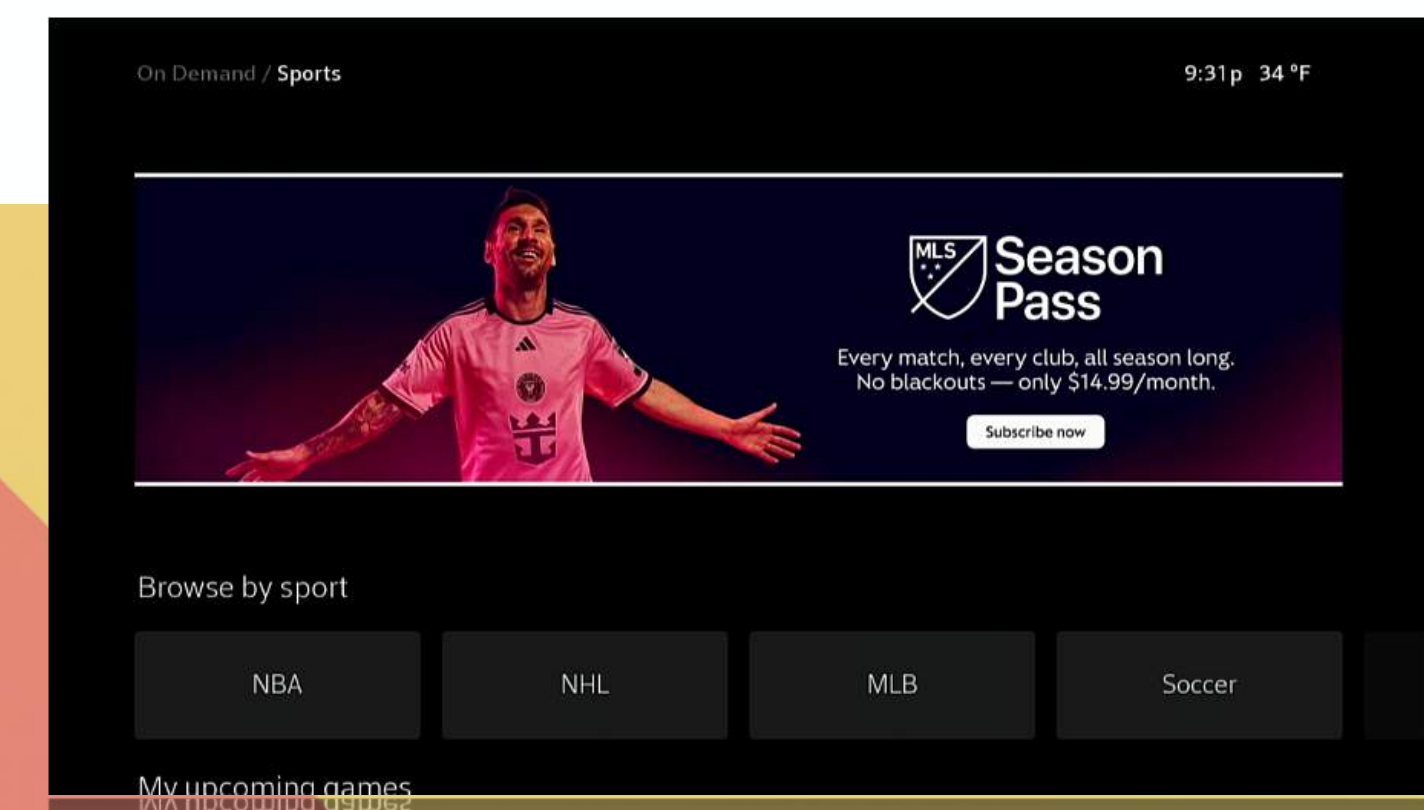
- In March, Prime Video's *Reacher* maintained its dominance, securing the top spot with an impressive \$MPV™ score of \$5,293,469, while *The Wheel of Time* made a powerful return for its third season, claiming second place with \$3,637,322 in \$MPV™ value across connected devices. However, the real standout of the month was Apple TV+, with four titles making the Top 10 and generating a combined \$MPV™ value of \$12,328,186. Despite this remarkable achievement, it fell just \$23,978 short of Prime Video's total across its three high-performing titles—underscoring a fiercely competitive battle for audience engagement at the top.
- Sports content was a major force for Apple TV+ in March, with *Friday Night Baseball* and *Major League Soccer* delivering standout \$MPV™ scores of \$3,631,045 and \$2,970,579, respectively. Beyond the numbers, is live sports driving subscriber growth and retention? Our latest report reveals a surprising disconnect between industry ambition and consumer behavior. Discover more in [The Sports Streaming Craze](#).
- In the news:** Tubi is booming, with 97% of viewing driven by on-demand content over linear channels, pushing it toward \$1 billion in revenue this year, per [TheDesk.net](#). With 97 million monthly active users- most not tied to pay TV - Fox is spotlighting Tubi's powerful programmatic and direct ad sales in its upcoming Upfront pitch.



Fire TV U.S.



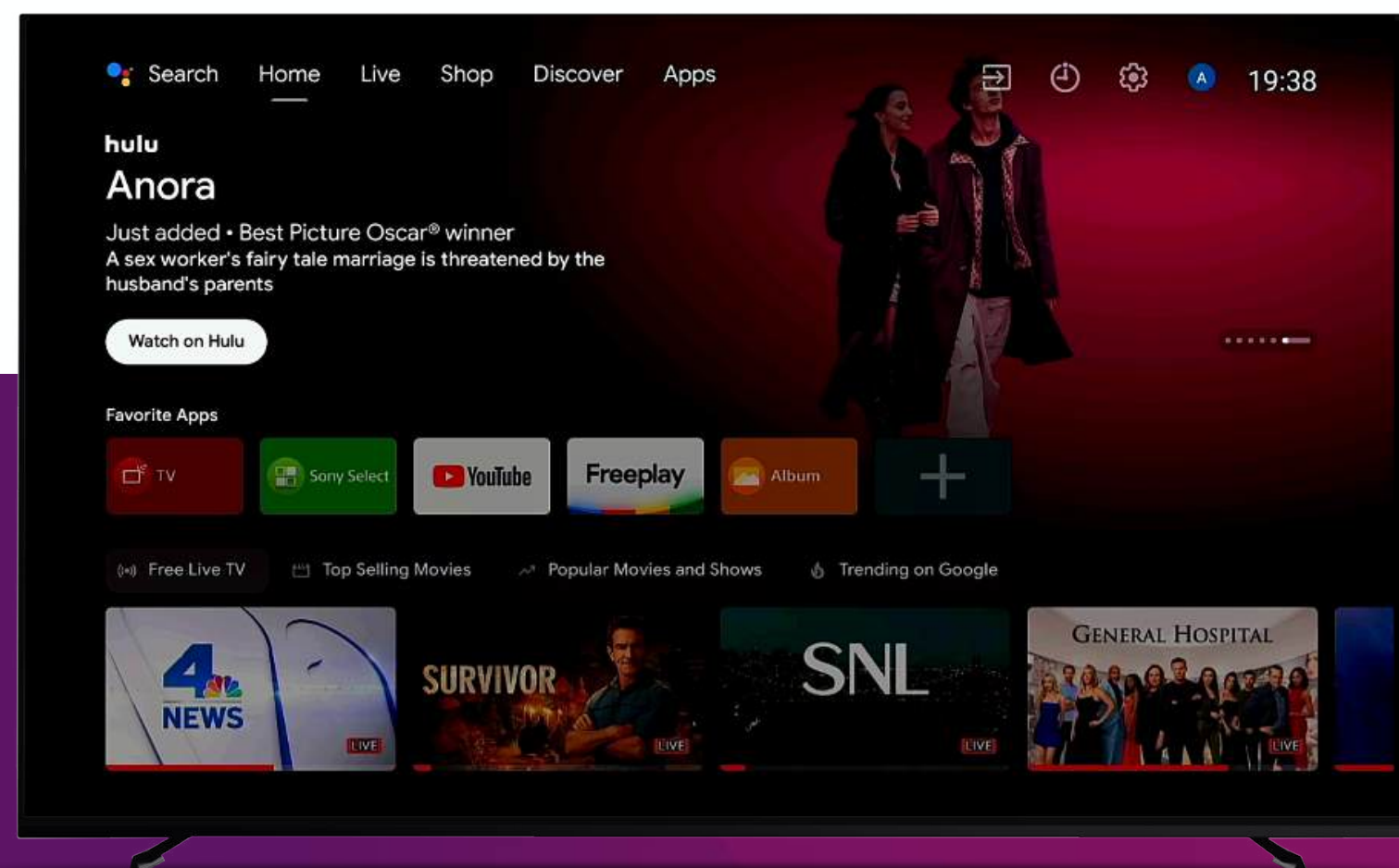
Apple TV U.S.



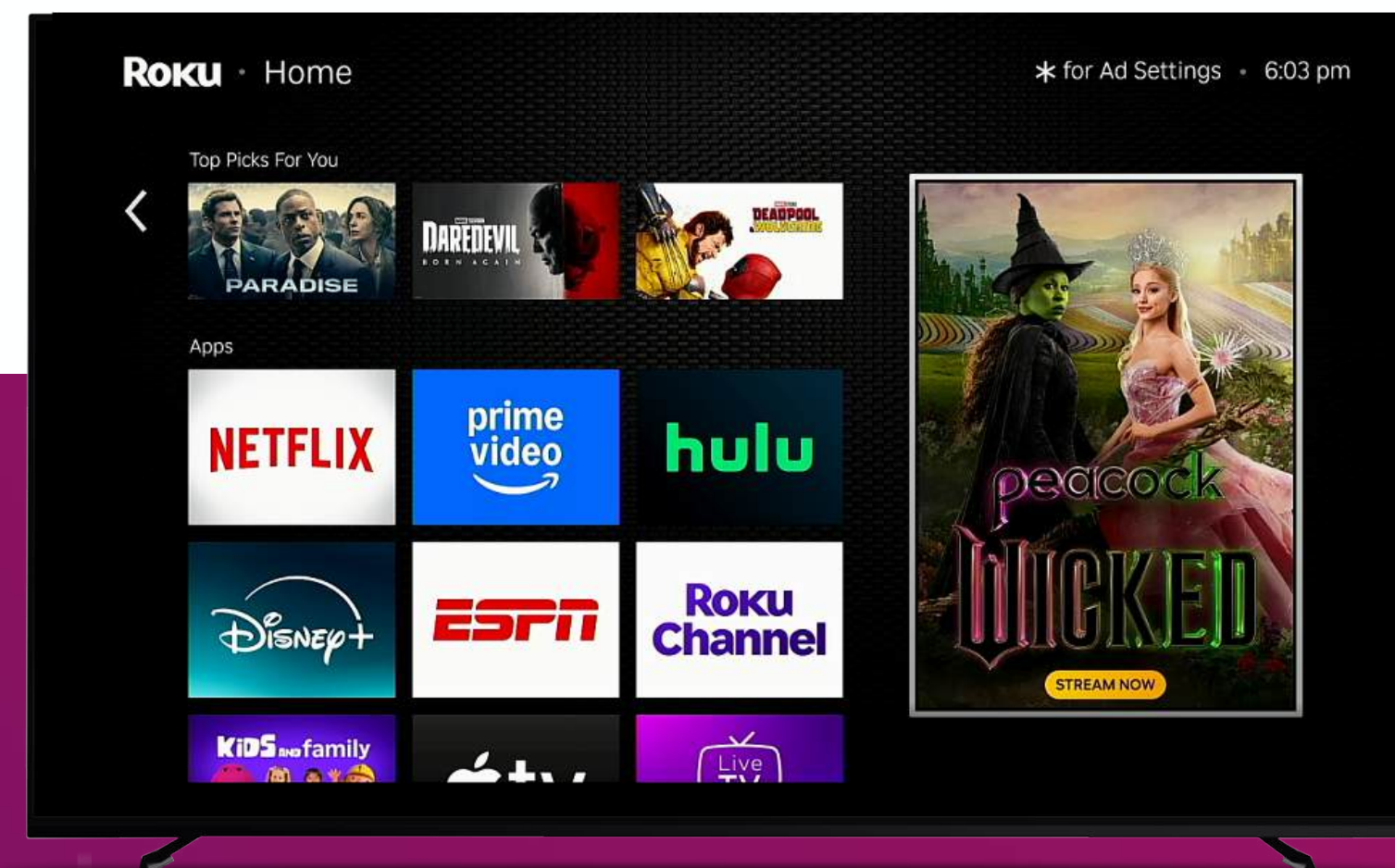
Xfinity U.S.

AND THE AWARD FOR BEST STREAMING PLACEMENT GOES TO HULU, MAX & PEACOCK

- As the curtain closed on awards season in early March, Hollywood's brightest stars took center stage at the dazzling Academy Awards. While the golden statuettes found their winners, U.S. streaming platforms kept the spotlight on the year's most celebrated films, ensuring the magic lived on for audiences everywhere.
- And the award for standout streaming placements goes to... Hulu's *Anora*, taking top billing on Sony TV with a well-deserved call-out for its Best Picture win. Over on Fire TV, Max's *Sing Sing* delivered a show-stopping performance with an outstanding Feature Rotator placement. But it was Peacock that truly stole the scene, seamlessly weaving its logo into *Wicked*'s signature colors—an enchanting move that turned heads on Roku and captured the magic of the film's soaring success.
- In the news:** The 97th Oscars drew 19.69 million viewers - a five-year high - driven by delayed digital viewing and strong engagement from younger audiences. Ratings among adults 18–34 jumped 28% year-over-year, reaching a six-year peak. The broadcast also dominated online, generating 104.2 million social interactions - surpassing both the Grammys and the Super Bowl, according to [Screen Daily](#).



Sony TV U.S.



Roku U.S.



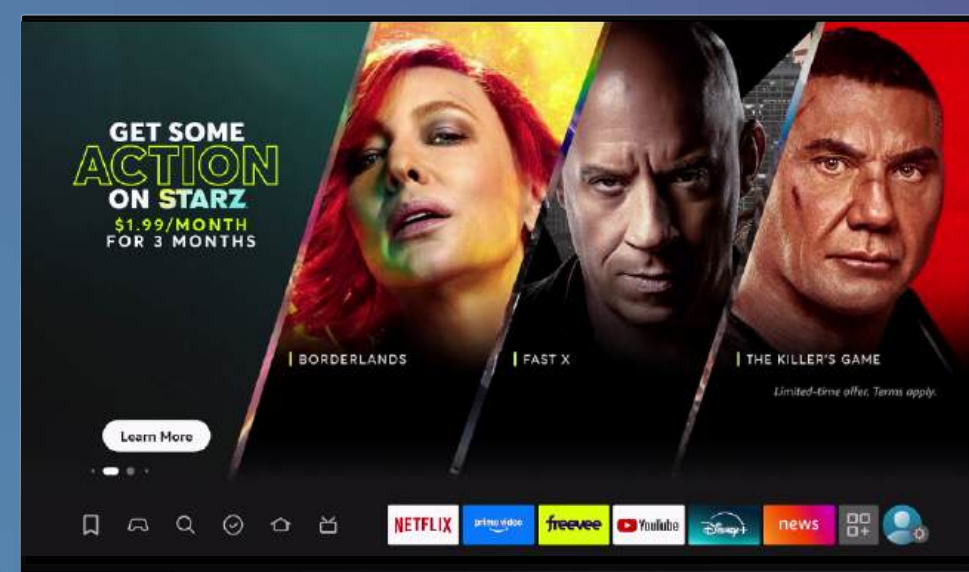
Fire TV U.S.

STREAMING WARS HEAT UP: IRRESISTIBLE DEALS & STRATEGIC PLACEMENTS DOMINATE

- March saw a surge of irresistible price promotions as Disney+ and Hulu's \$2.99/mo for 4 months bundle took center stage on Vizio, spotlighting fan-favorites from *Moana 2* to *The Kardashians*, *The Rookie*, and *High Potential*. Not to be outdone, STARZ fired back with their *Get Some Action* campaign on Fire TV, offering an unbeatable \$1.99/mo for 3 months deal, featuring hits like *Borderlands*, *Fast X*, and *The Killer's Game*. With streamers battling for attention, expect even more enticing offers to roll out throughout the year.
- The Brits took charge on Fire TV as BritBox showcased the best of UK drama, with *Douglas is Cancelled* dominating with a Feature Rotator. Meanwhile, Hulu raised the flag for U.S. content with its *The Drama You Want* campaign on Vizio TV, delivering standout placements for *The Handmaid's Tale* ahead of its final season and the highly anticipated *Good American Family* in a powerhouse multi-title push.
- In the news:** Streaming services are grappling with rising costs and growing consumer frustration - particularly among younger audiences - as the average monthly spend climbs to \$69 for just four subscriptions, marking a 13% increase from last year. Despite efforts to curb subscriber churn, many users feel they're not getting enough value for their money. According to [Deloitte's](#) 19th annual *Digital Media Trends* report, 39% of consumers have canceled at least one paid streaming service in the past six months, with younger generations increasingly turning to ad-supported options or free content on social media instead.



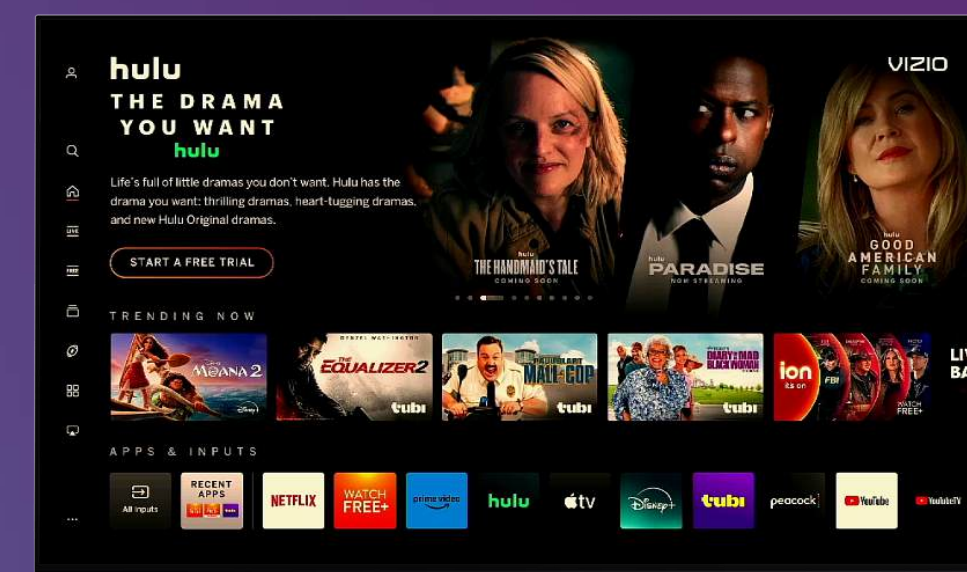
Vizio TV U.S.



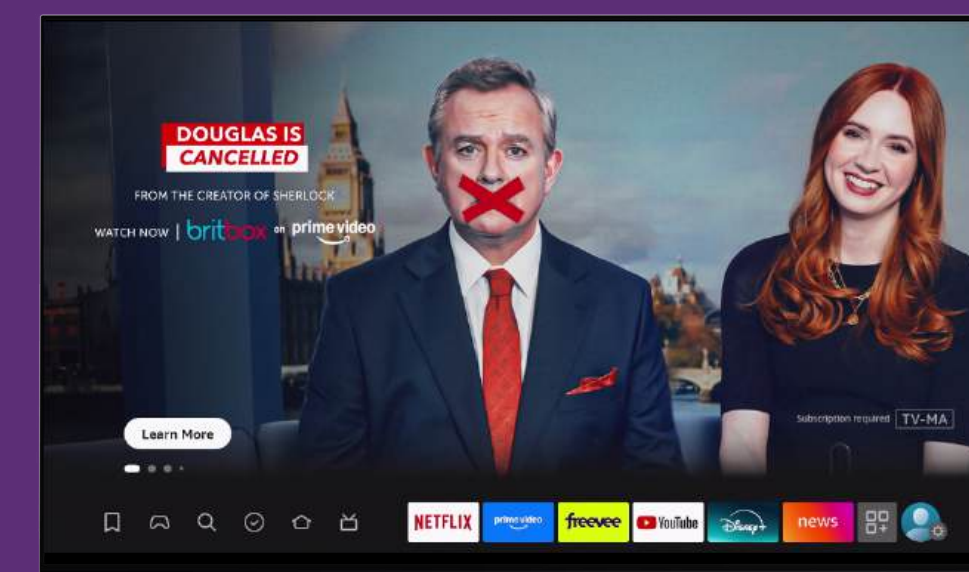
Fire TV U.S.



Vizio TV U.S.



Vizio TV U.S.



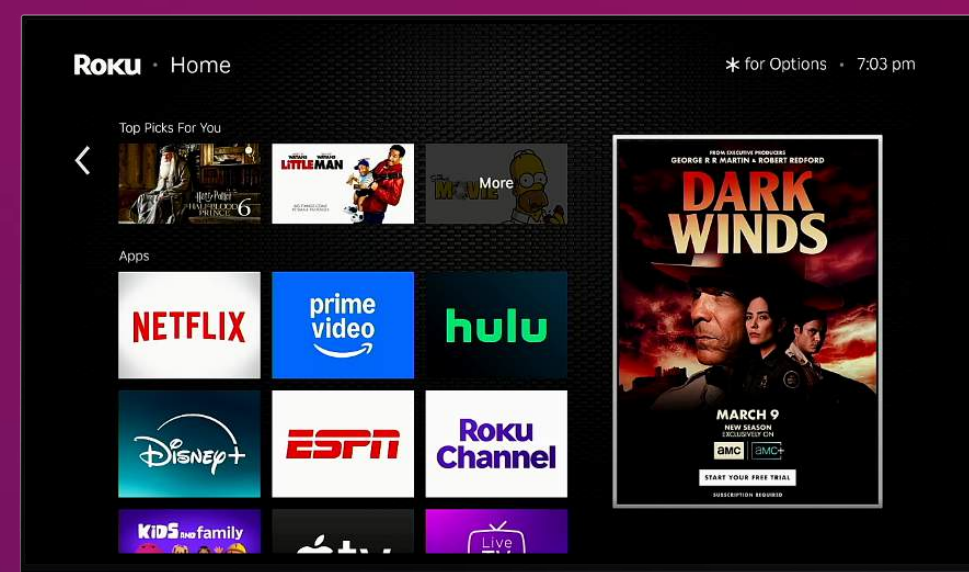
Fire TV U.S.

DARK WINDS SOARS, GEMSTONES BOWS, & SKY STUNS

- AMC+'s *Dark Winds* unleashed its intense third season this March, carving a path across Roku and Fire TV with dominant placements that kept viewers hooked. Meanwhile, Max brought the final chapter of *The Righteous Gemstones* to life, securing top-tier placement on Google TV ensuring fans stayed glued to the screen for every twisted moment.
- A quick trip to Italy now, where our friends at Sky have truly mastered *La Dolce Vita* with their flawless swimlane takeovers. From the premiere of Netflix's *Il Gattopardo* to the ongoing brilliance of *The White Lotus*, Sky is serving up a perfect blend of drama, culture, and style.
- In the news:** According to [Deadline](#), *Dark Winds* Season 3 premiered to a record-breaking 2.2 million viewers- a 50% jump from Season 2 - and sparked a surge in AMC+ subscriptions, doubling subscriber acquisition. With Season 4 already in production, the critically acclaimed series continues to captivate audiences with its gripping storytelling and standout performances.



Fire TV U.S.



Roku U.S.



Sky Q IT



Sky Q IT



Google TV U.S.



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/ MARCH 2025 /

Discovering \$MPV and pMPV

Maximize Your Content's Visibility and Engagement

HOSTED BY
Product Marketing Manager
James Moore

WATCH WEBINAR

Webinar: In this session, we dive into \$MPV™ and pMPV™, two new metrics for measuring media placement performance, comparing Super Bowl strategies, maximizing content visibility, and predicting placement success to stay ahead in the evolving streaming landscape.

Unlock Benchmarking

Stay Ahead with Smarter Analytics

HOSTED BY
Product Marketing Manager
James Moore

WATCH WEBINAR

Webinar: Discover how Looper Insights' Benchmarks Tool helps content providers track MPV™, Share of Voice, and Above-the-Fold placements to optimize digital merchandising, stay competitive, and make data-driven decisions in an evolving streaming landscape.

The Sports Streaming Craze

Sustainable Growth or Overhyped Trend for 2025?

READ REPORT

Report: Despite big bets on live sports, 56% of consumers say it won't affect their streaming choices. This report challenges assumptions, revealing key insights on subscription fatigue, free streaming's rise, and the true ROI of exclusive sports rights.

AMC Networks

optimizes marketing and boosts viewership with data-driven insights

READ CASE STUDY

Case Study: AMC Networks teamed up with Looper Insights to boost content merchandising using the MPV™ metric, driving smarter marketing, better partner alignment and success for hits like *The Walking Dead: Daryl Dixon* and *Late Night with the Devil*.



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