

/ APRIL 2025 /



LOOPER
INSIGHTS

STREAMER OF THE MONTH



ABOUT LOOPER INSIGHTS

Founded in London in 2017 by Lucas Bertrand and Nelly Voukaki, Looper Insights has risen to the forefront of the Media and Entertainment industry as the leading end-to-end SaaS analytics solution. Recognized for excellence, the company has earned prestigious accolades, including **Best in Class – Insights** at the BASE Awards 2023, **Best of Show – Winner** at IBC 2023, and **Best Content Management Innovation in a SaaS Product** at The SaaS Awards 2024. Looper Insights is the proud owner of the world's only dataset that meticulously tracks every digital asset across major connected TV devices worldwide, setting a new standard in industry intelligence.

Working alongside industry giants like Amazon, Disney, NBCUniversal, and Warner Bros., Looper Insights has earned the trust of Hollywood studios, global streaming platforms, and local broadcasters. The company's innovative blend of hardware and software solutions enables seamless content analysis across a range of connected devices, from Smart TVs to gaming consoles.

In an industry that demands accuracy, Looper Insights stands as a reliable provider of the most advanced insights available.

WHAT IS STREAMER OF THE MONTH?

Streamer of the Month is your monthly round-up to uncover the latest trends and winners in marketing on the biggest digital storefronts, focusing on the leading US market for rankings, expanding to merchandising highlights globally.

Through its easy-to-read format, we unveil the top 10 entertainment streaming Apps and the top 10 titles promoted by these Apps, focusing on their Media Placement Value™ (MPV) performance. We cover top promotional highlights and news of the month, which have been selected due to strategic excellence and outstanding promotional materials.

At the core of Streamer of the Month is MPV™, a weighted Share of Voice score that measures a placement's proximity to users and the likelihood of user conversion to your service or content.

We hope you enjoy it!

THE WINNER

We analyzed the top 12 devices* in the UK to see who was winning the best promotional real estate.

STREAMER OF THE MONTH
/ TOP 10 TITLES /

POSITION	TITLE	APP	MPV™ SCORE
1	Reacher	prime video	1,741
2	Severance	apple tv+	1,658
3	1923	Paramount+	1,234
4	MobLand	Paramount+	1,225
5	The White Lotus	NOW	1,182
6	This City is Ours	iPLAYER	1,131
7	The Studio	apple tv+	1,093
8	Moana 2	Disney+	1,069
9	Grace	itvX	1,014
10	The Last of Us	NOW	1,008

STREAMER OF THE MONTH
/ TOP 10 APPS /

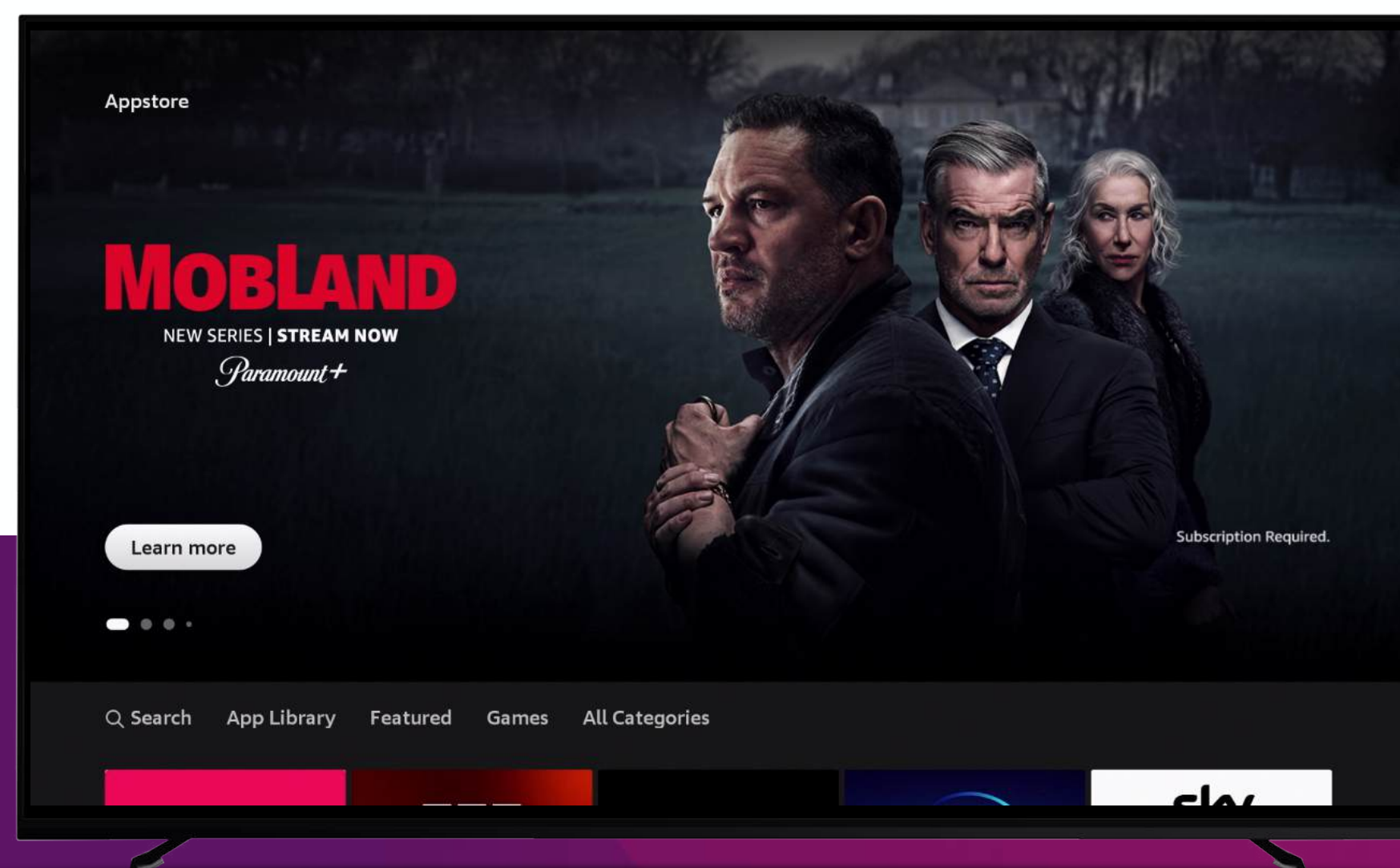
POSITION	APP	MPV™ SCORE
1	iPLAYER	37,941
2	prime video	34,973
3	itvX	27,017
4	Disney+	23,889
5	NETFLIX	20,264
6	Paramount+	17,895
7	apple tv+	16,807
8	4	12,754
9	5	10,596
10	NOW	9,873

*Apple TV, Fire TV, Google TV, LG TV, NOW TV, PS4, Roku, Samsung TV, Sky Q, Sky Stream, Virgin TV 360, Xbox One Console

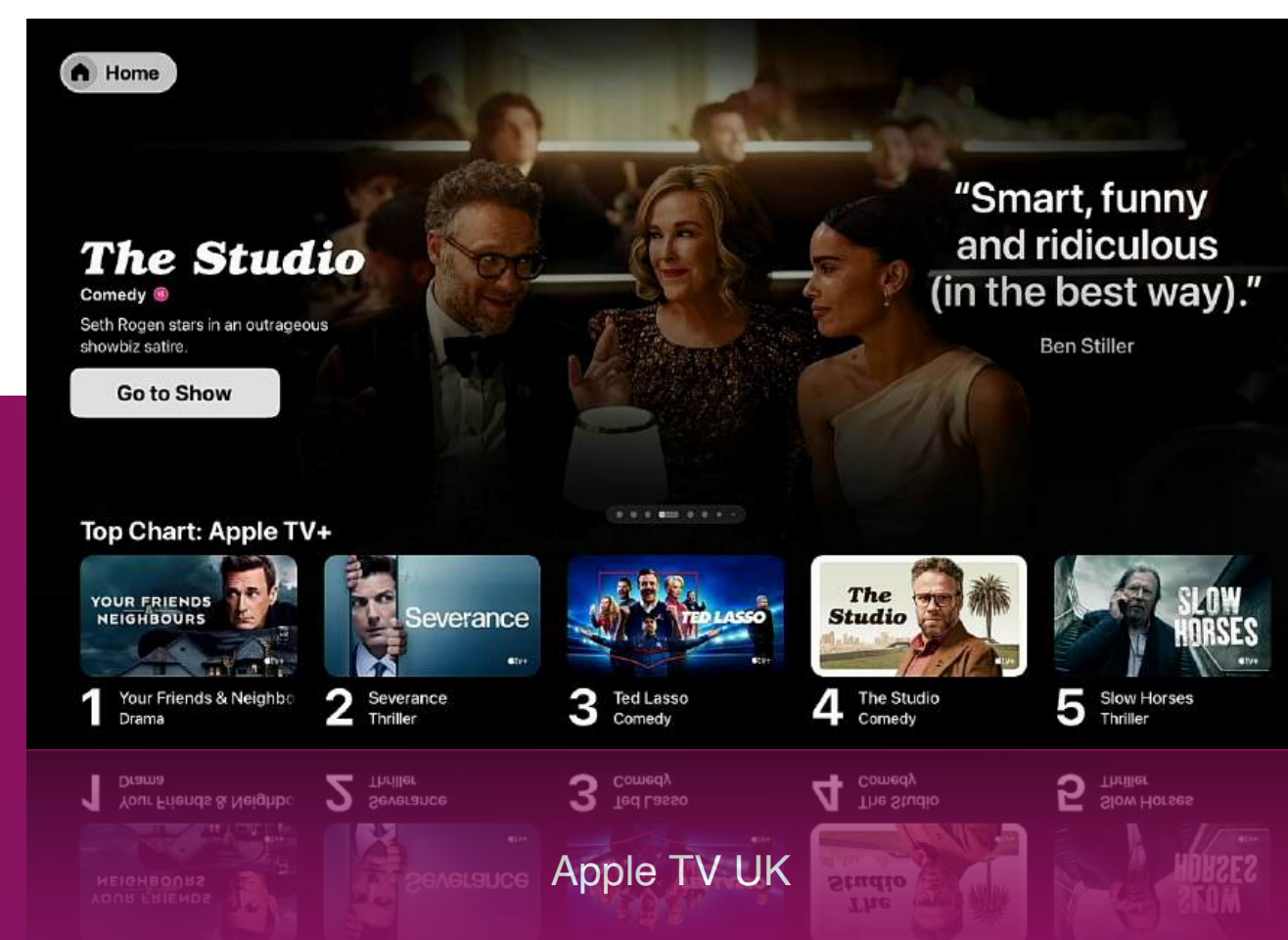


TOP TITLES OF THE MONTH

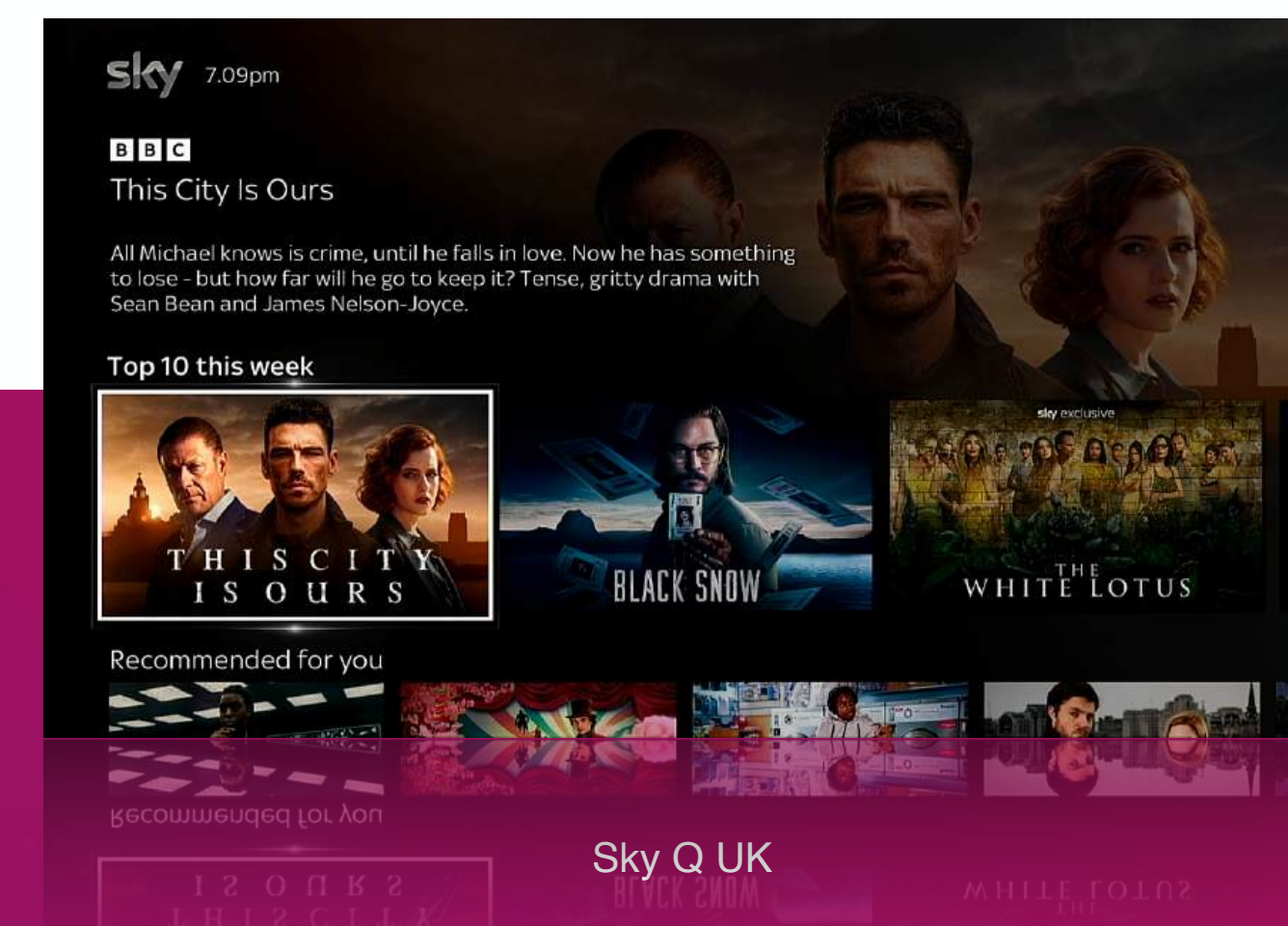
- April's top titles showed little change from March, with *Reacher*, *Severance* and *1923* holding steady, and *The White Lotus* slipping just one spot.
- Notable new entries for April included Paramount+'s *MobLand*, debuting as the highest new title with an MPV™ score of 1,225. Apple TV+'s *The Studio* and NOW's *The Last of Us* also made strong impressions, earning MPV™ scores of 1,093 and 1,008 respectively.
- It was a quieter month for the UK's Public Service Broadcasters (PSBs), with just two titles making the top 10. BBC iPlayer's gangster drama *This City is Ours* was the highest-ranking local title at number six (MPV™ 1,131), followed by ITVX's *Grace* in ninth place (MPV™ 1,014).
- In the news:** A UK parliamentary [report](#) urges streamers like Netflix and Amazon to pay 5% of UK subscription revenue into a fund supporting British high-end TV. MPs warn that global platforms risk crowding out local talent and distinct UK storytelling, with domestic production already down 27%. While some support the levy, industry groups argue it could reduce investment and increase costs.



Fire TV UK



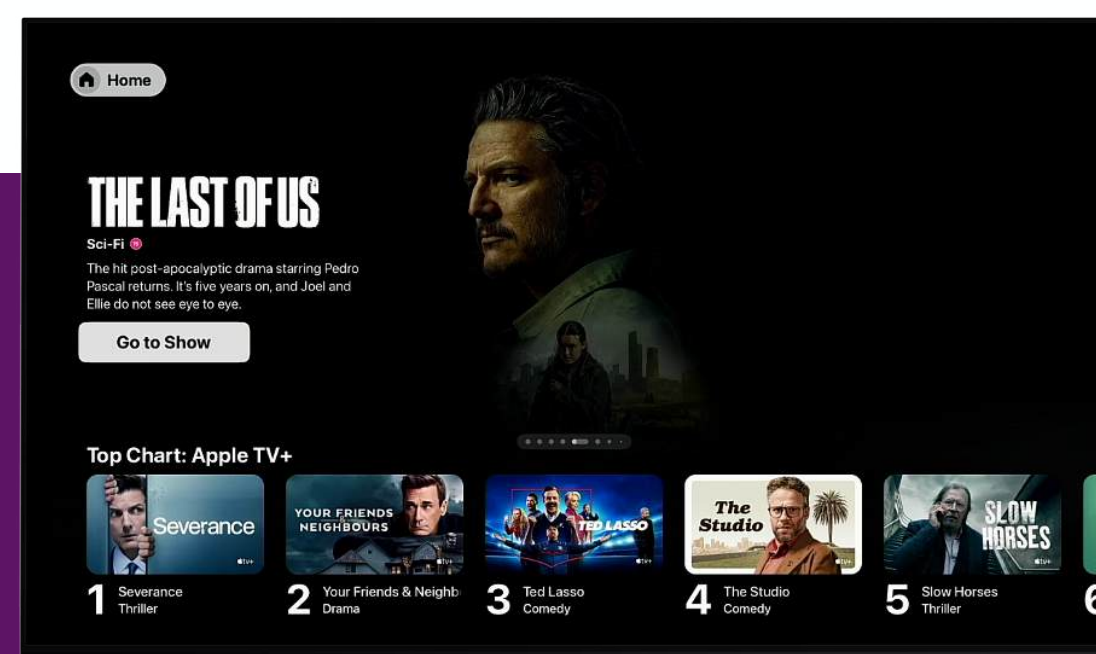
Apple TV UK



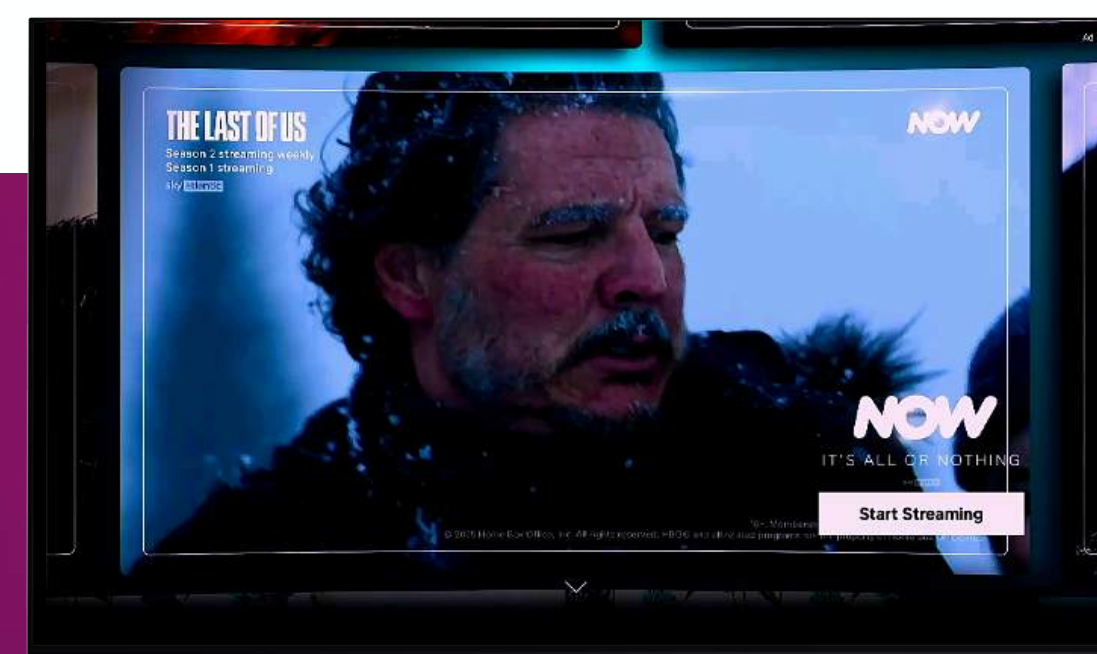
Sky Q UK

SURVIVAL MODE: *THE LAST OF US* TAKES OVER THE UK

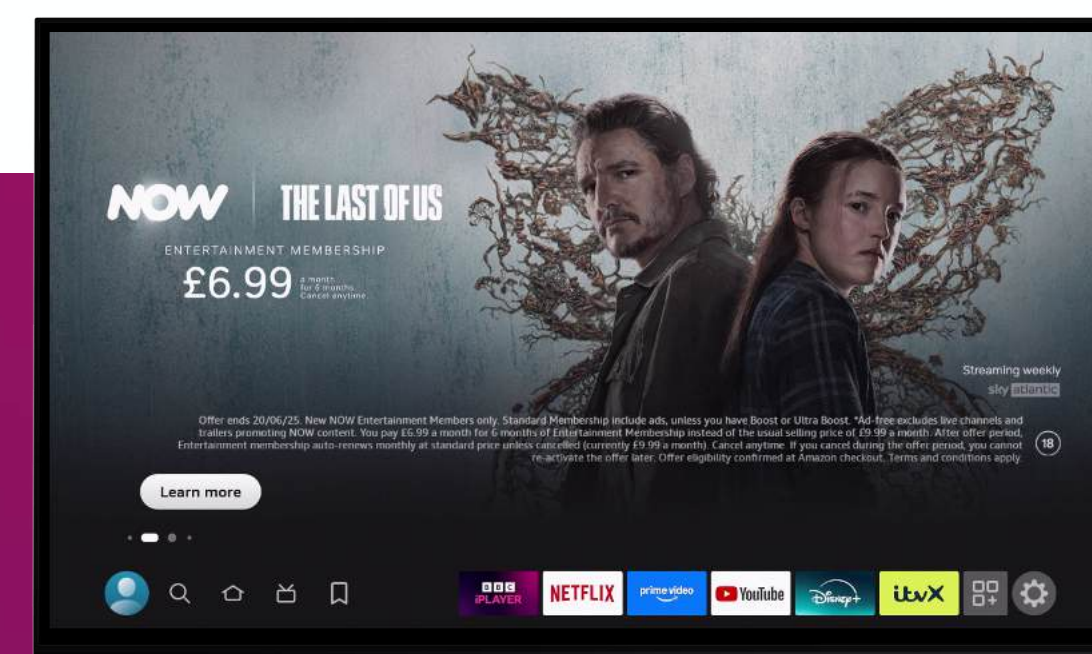
- In the aftermath of its global rise (see our [U.S. edition of Streamer of the Month](#)), you'd have to have been holed up in an abandoned building to have missed the unstoppable force that is *The Last of Us* Season 2. The UK was no different - its premiere on NOW (Sky's streaming service) left no one untouched. It spread like wildfire across Apple TV, Samsung, and Fire TV, ensuring that the infected had nothing on this must-watch event. No escape. Just survival.
- In a move as sharp as a clicker's bite, the BBC capitalized on *The Last of Us* premiere, with a promotional tie-in on Google TV. They showcased *Time*, featuring Bella Ramsey, letting viewers see her range beyond the apocalypse. It was a perfect match - one rising star, two unforgettable performances and no shortage of gripping drama.
- In the news:** According to [Ampere Analysis](#), South Korean shows have overtaken UK content to become the second most-watched globally on Netflix after the US, now making up 17% of the top 500 non-US titles. Driven by hits like *Squid Game*, Netflix is investing \$2.5 billion through 2028 to sustain this success, with a focus on original productions and local partnerships. This growth is supported by South Korean companies like CJ ENM, which are expanding globally through collaborations with US studios and streaming platforms.



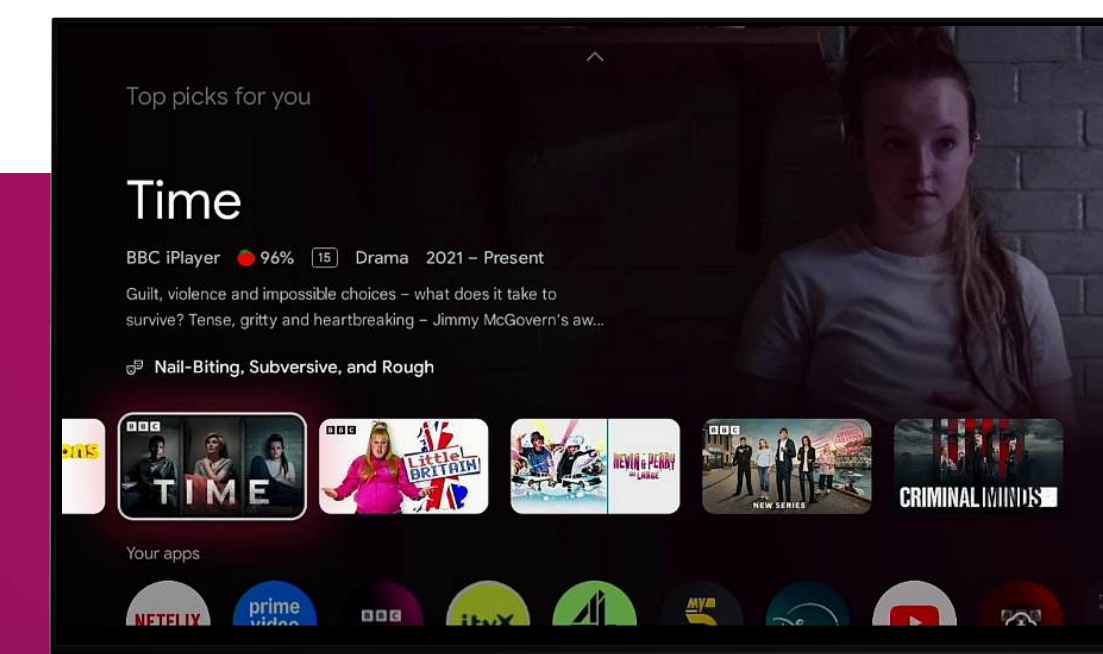
Apple TV UK



Samsung TV (2022) UK



Fire TV UK



Google TV UK

ROMANCE, DYSTOPIA & EASTER FUN



Sky TV, ever the overachiever in the world of digital charm and chaos, spent April doing what it does best: flexing its platform muscles with just the right mix of Bridget Jones awkward-romance and *Black Mirror* existential dread. First, it rolled out the red carpet (or a dedicated swimlane) for *Bridget Jones: Mad About the Boy* as it stumbled adorably into its TVOD window, diary entries and all. Then came *Black Mirror*, ominously flickering onto Netflix with its unsettling future-now vibes, also getting prime placement. And just to keep viewers emotionally whiplashed in all the best ways, Sky sweetened the deal with a £2.99/month Apple TV+ offer - three months of prestige streaming for the price of a posh coffee.



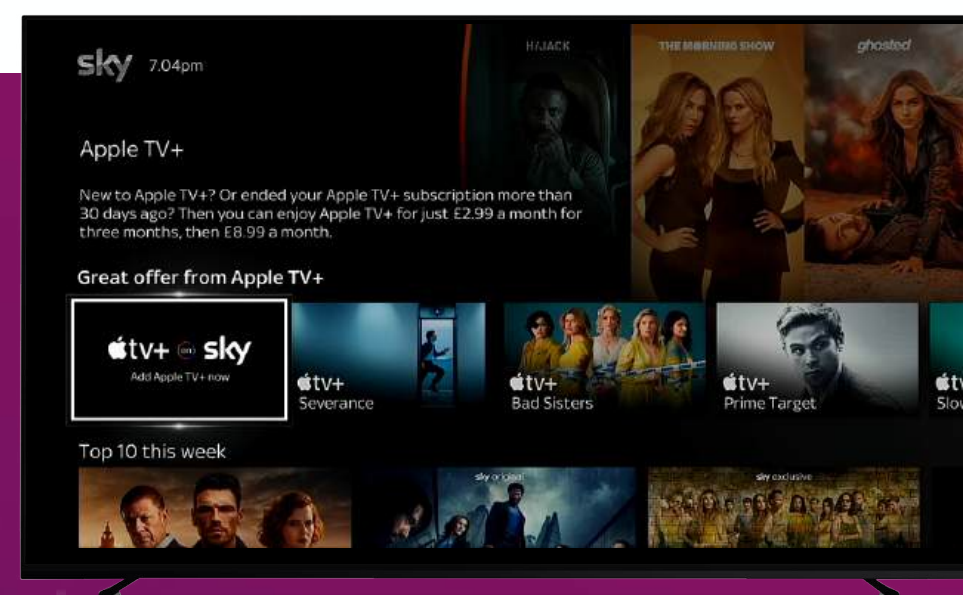
Just in time for Easter, Sky transformed its platform into a festive family playground with an Easter Egg Hunt promo bursting with kid-friendly fun. From Disney+'s *Your Friendly Neighbourhood Spider-Man* swinging in for action to a lineup full of cheerful characters, there was something for every little viewer. To top it off, families got two whole months of free Sky Kids, featuring a joyful crew of favorites like SpongeBob, Bugs Bunny, and Bluey, because nothing says Easter like superheroes, giggles and cartoons galore.



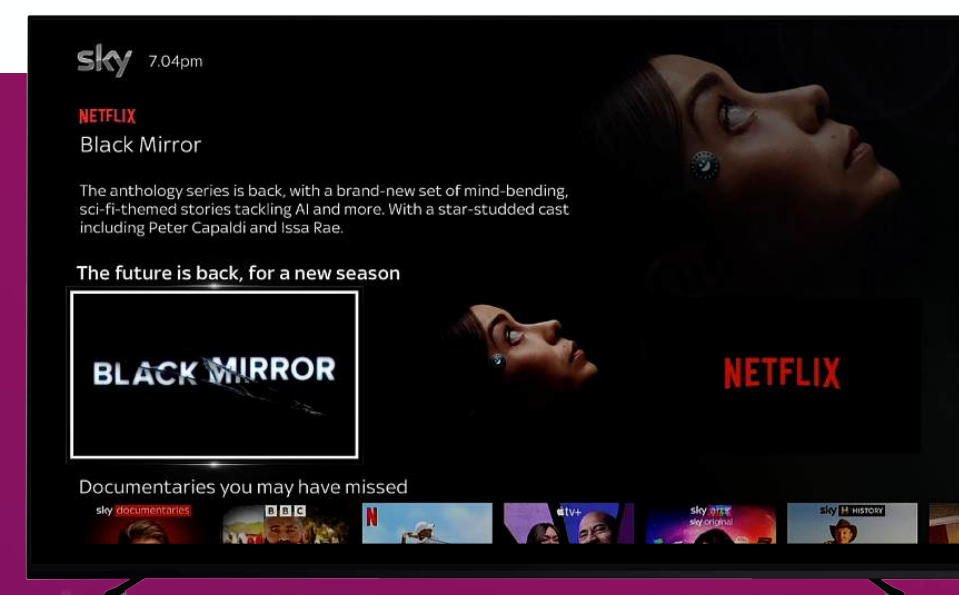
In the news: Sky is launching a [UK version of *Saturday Night Live*](#) (SNL) next year, marking the show's debut in the UK. It will feature live comedy sketches, guest hosts and musical acts, staying true to the US format. Sky is hoping to revitalize live sketch comedy with a star-studded cast of top British comedians. This move is a gamble, but with SNL's global success, the UK version aims to draw in fresh talent and audiences.



Sky Q UK



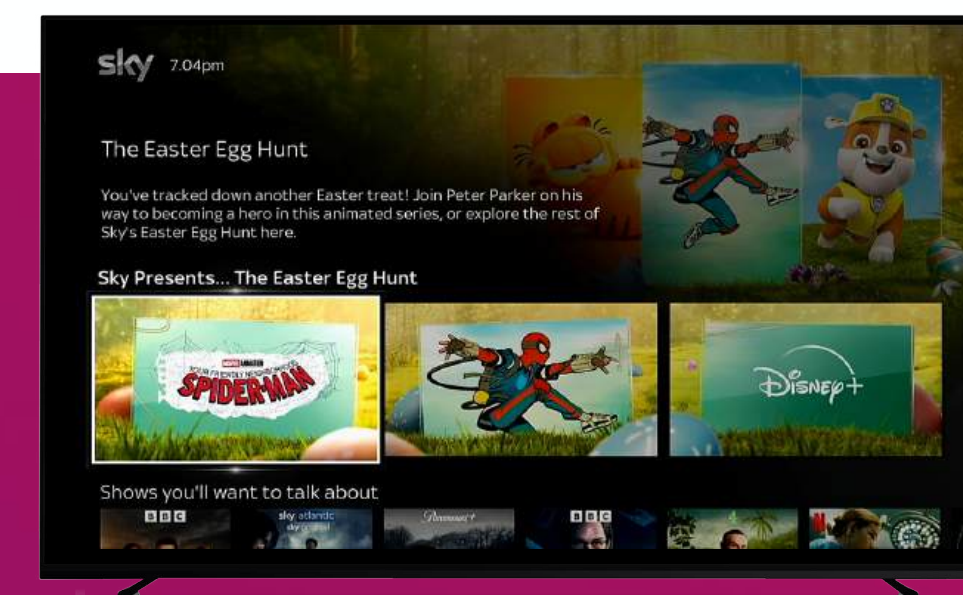
Sky Q UK



Sky Q UK



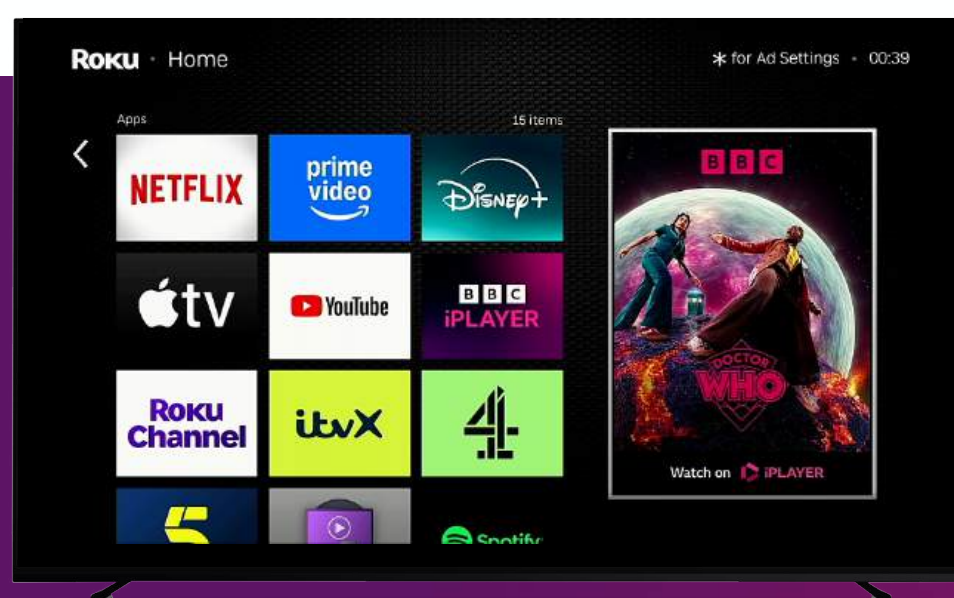
Sky Q UK



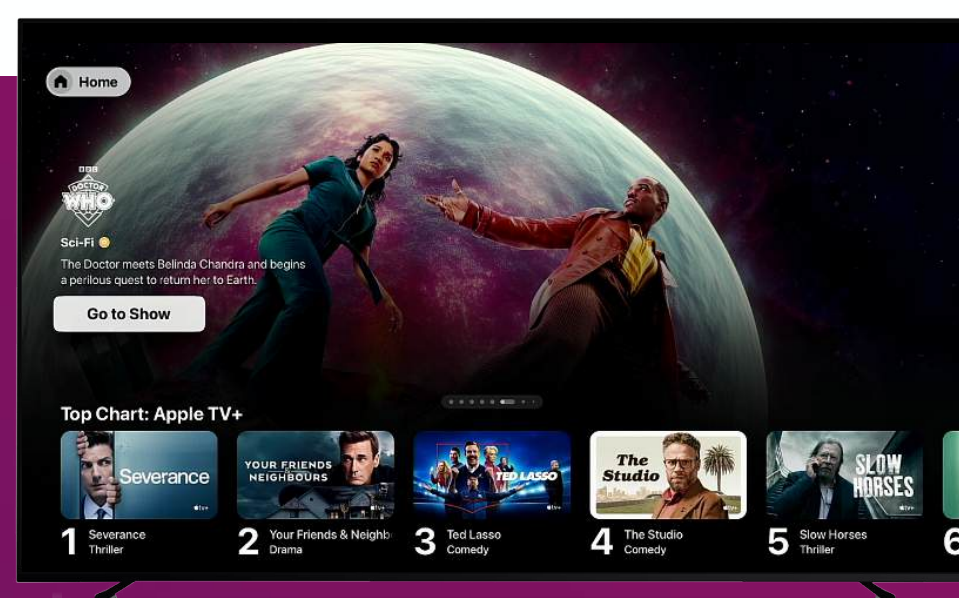
Sky Q UK

APRIL'S FINAL ACT: *DOCTOR WHO* LANDS, *BIG BROTHER* RETURNS

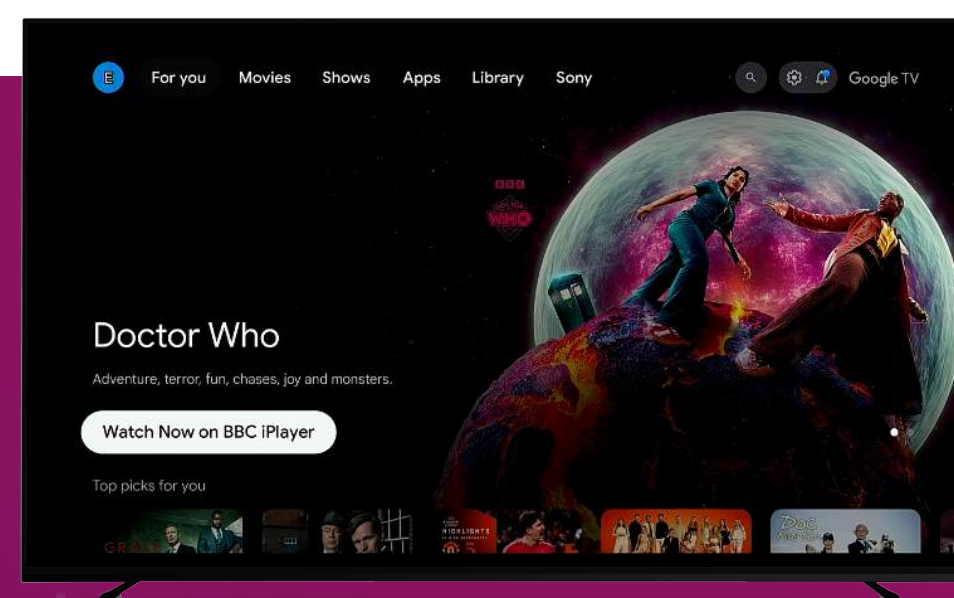
- Wrapping up April with a bang (and a bit of interdimensional flair), BBC iPlayer and ITVX dropped two massive crowd-pleasers to command the screens.
- Over on BBC iPlayer, *Doctor Who* materialised once again, landing TARDIS-style into prime placement on Roku, Apple TV, and Sony TV- no sonic screwdriver required. Meanwhile, ITVX opted for a different kind of time-travel chaos with the return of *Celebrity Big Brother*, teleporting straight onto Roku and Fire TV with all the drama, glitter and existential dread of a Dalek in a dressing gown. And yes, the promo lasted longer than Mickey Rourke's stint in the house.
- In the news:** [Channel 4 chief executive Alex Mahon](#) will leave her role this summer after eight years at the helm. Chief operating officer Jonathan Allan will serve as interim CEO while the board searches for her permanent successor. Her departure follows that of former chair Ian Cheshire, with Dawn Airey now acting as interim chair. Airey praised Mahon's leadership as "transformational," highlighting her cultural, creative and business impact on the broadcaster.



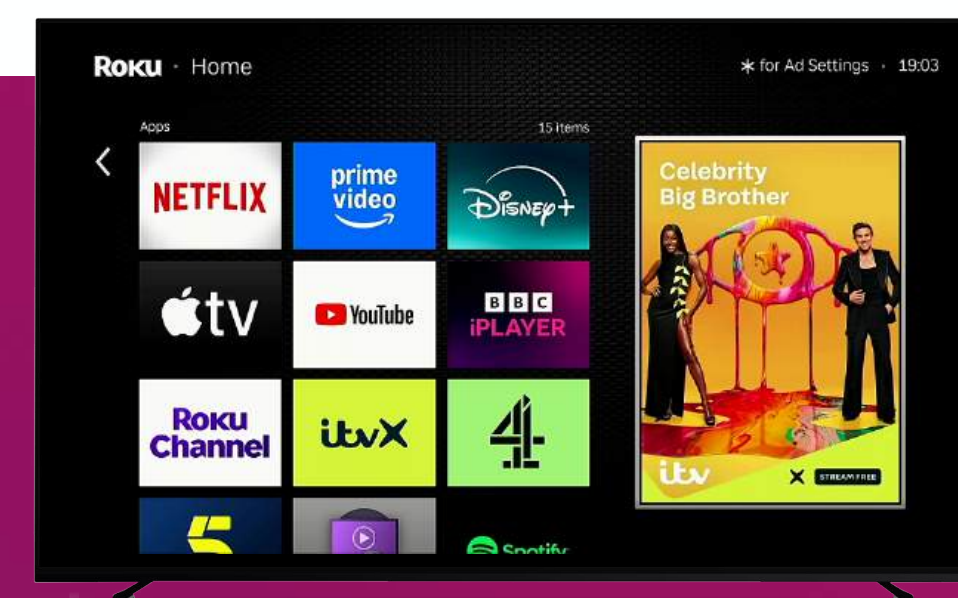
Roku UK



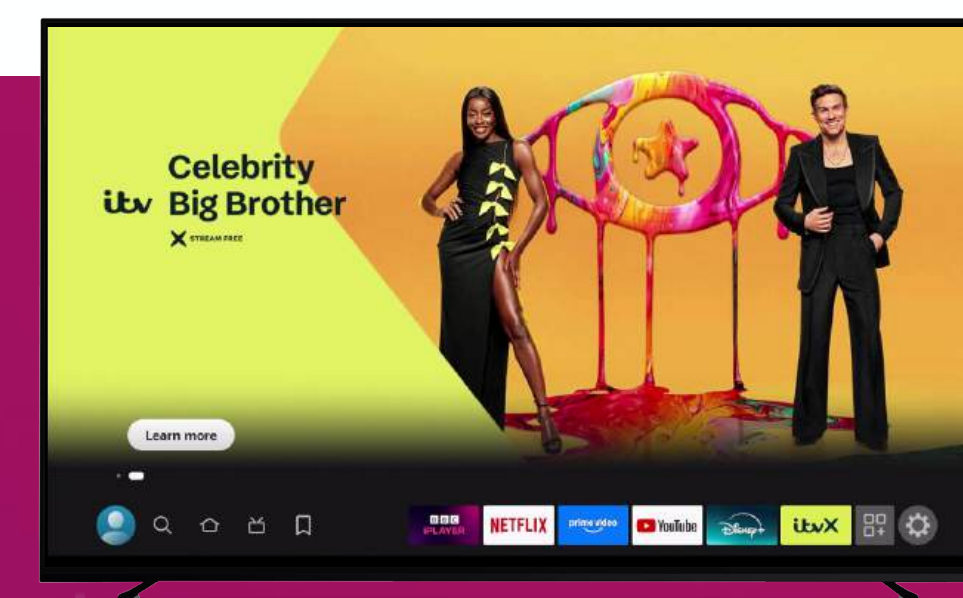
Apple TV UK



Sony TV UK



Roku UK



Fire TV UK



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FUEL YOUR INSIGHTS WITH LOOPER INSIGHTS' LATEST WEBINARS, REPORTS & CASE STUDIES

STREAMER OF THE MONTH
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**CLICKS, CONTENT, AND CASH:
THE REAL SCORE ON SPORTS STREAMING**

INDUSTRY EXPERTS

- Shawne Merriman**
Founder & CEO
- Ceo Wimmer**
Partner - Head of Revenue
- Cathy Rasenberger**
President, Rasenberger Media LLC

[WATCH WEBINAR](#)

Webinar: Discover how leading sports and media experts use Looper Insights' latest data to evaluate the true value of live sports in streaming. Explore the impact on retention, platform strategy, and merchandising to uncover what drives lasting growth and where streaming investments deliver the highest return.



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