

/ AUGUST 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?

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 key global markets, we break down:

- The Top 10 Entertainment streaming apps across key platforms
- The Top 10 Titles promoted across key platforms
- Their performance through **Pound 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 analyzed the top 13 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	Wednesday	NETFLIX	£1,891,362
2	MobLand	Paramount+	£1,539,682
3	The Summer I Turned Pretty	prime video	£1,306,424
4	Squid Game	NETFLIX	£1,217,577
5	Happy Gilmore 2	NETFLIX	£1,192,567
6	Destination X	iPLAYER	£1,112,986
7	KPop Demon Hunters	NETFLIX	£1,090,878
8	Dexter: Resurrection	Paramount+	£1,022,914
9	Under the Bridge	itvX	£964,752
10	Annika	iPLAYER	£834,986

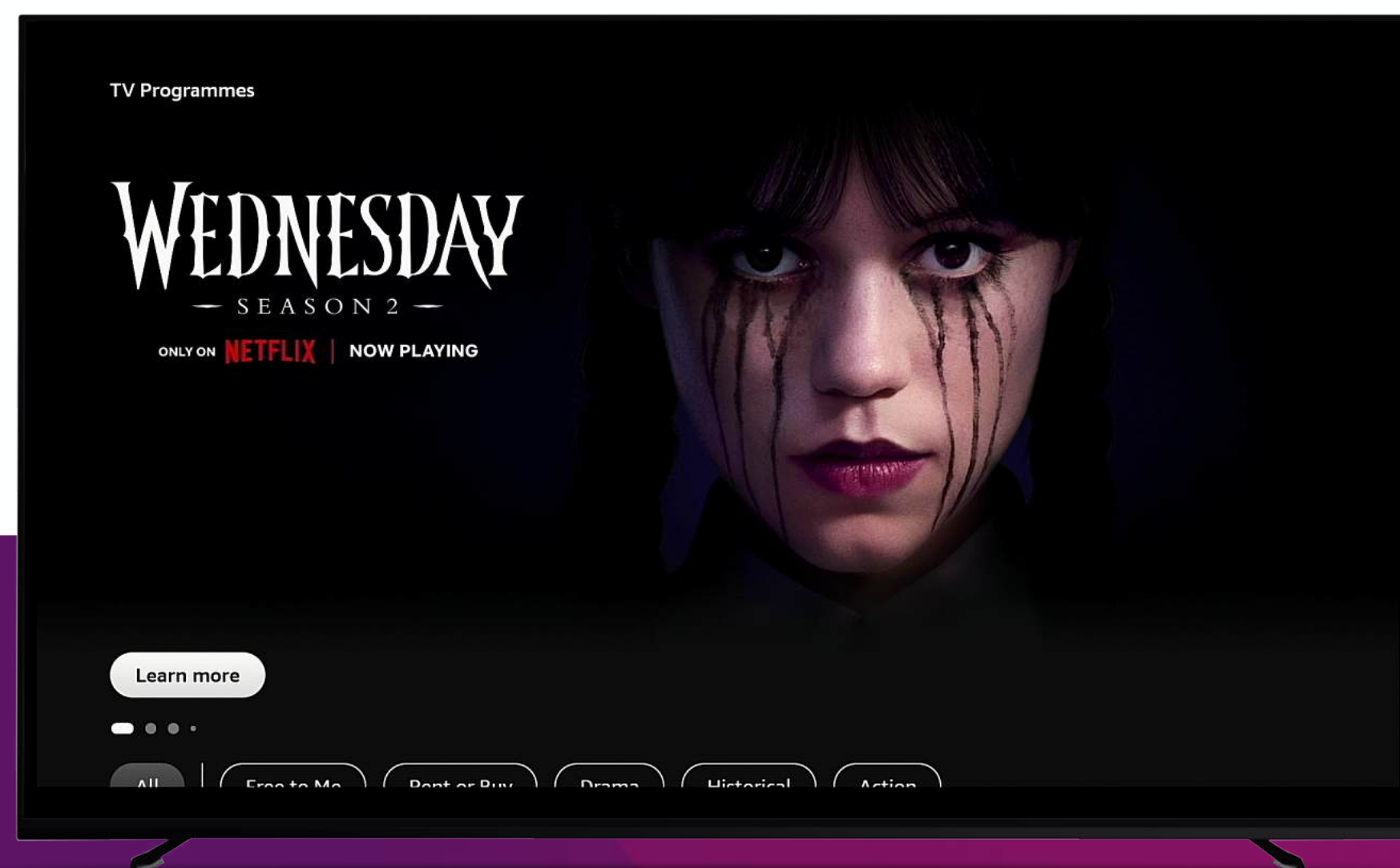
STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	APP	£MPV™ SCORE
1	prime video	£43,428,277
2	iPLAYER	£35,729,587
3	itvX	£29,413,059
4	Paramount+	£25,744,932
5	NETFLIX	£23,554,71
6	Disney+	£19,873,829
7	4	£13,580,334
8	5	£12,078,277
9	apple tv+	£11,282,873
10	NOW	£7,045,490

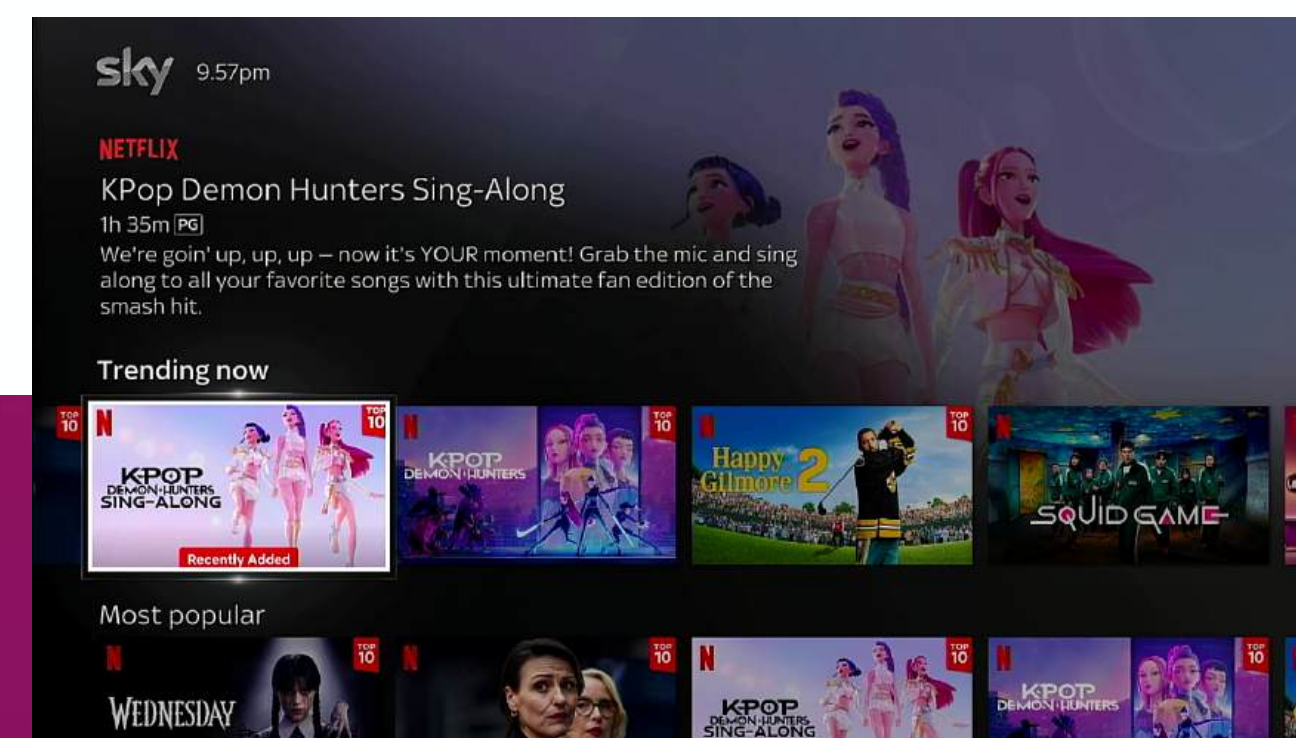
*Apple TV, Fire TV, Google TV, LG TV, NOW TV, PS4, PS5, Roku, Samsung TV, Sky Q, Sky Stream, Virgin TV 360, Xbox One Console

TOP TITLES OF THE MONTH

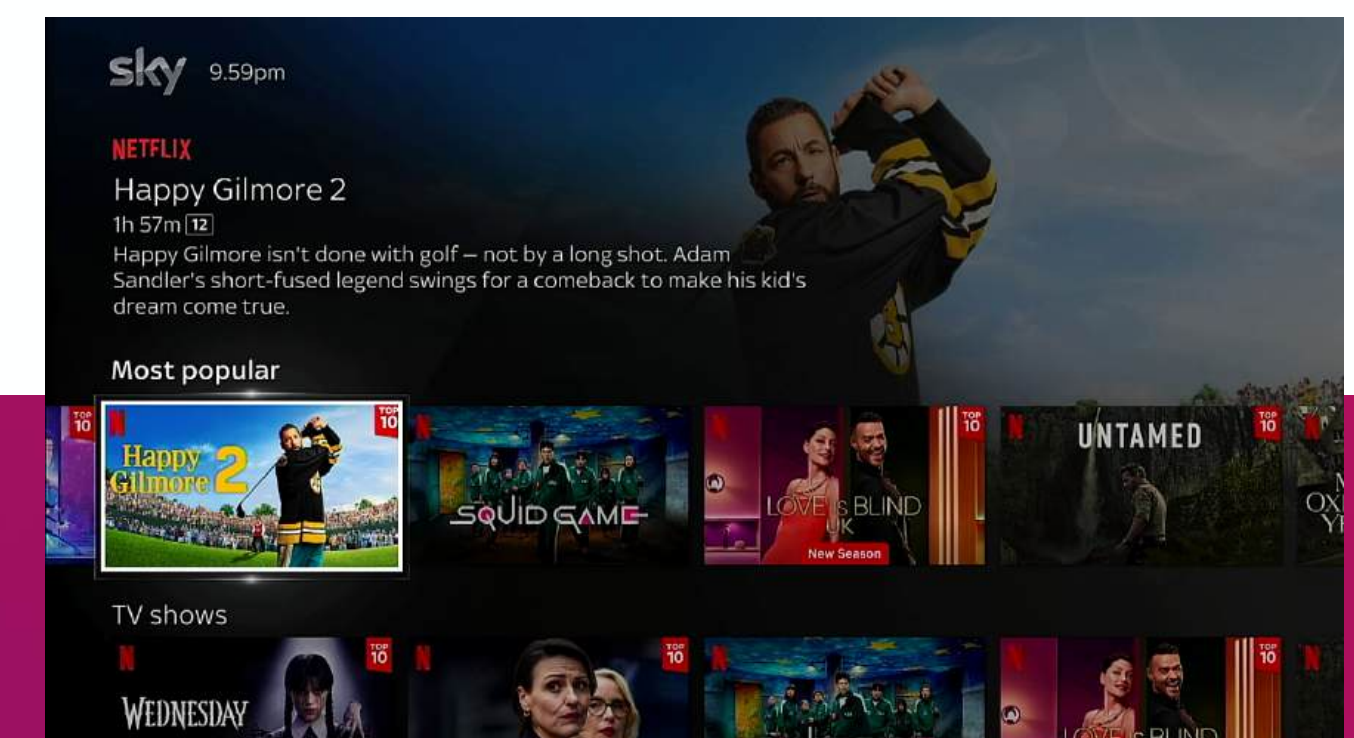
- Global streamers are dominating the UK market, with Prime Video leading the way and holding a 19% promotional lead over BBC iPlayer. This reflects a larger content trend: global services took seven of the top ten titles, proving they are winning the content war.
- Netflix led the charge with four titles, including the record-breaking hit *Wednesday*, which claimed the top spot with a £MPV™ score of £1.8M. This was followed by other major titles like *Squid Game*, *Happy Gilmore 2* and *K-Pop: Demon Hunters*, highlighting the breadth of their content power.
- In the news:** As reported in [Broadcast](#), senior leaders from the BBC and Channel 4 have rejected the idea of a merger between the two broadcasters, despite a recent Ofcom report encouraging them to form more ambitious partnerships. While dismissing a full merger, both networks expressed a strong interest in pursuing closer collaboration and strategic partnerships to better compete with global platforms.



Fire TV UK



Sky Q UK



Sky Q TV UK

A TALE OF TWO SUMMER STRATEGIES



Over the summer, Sky TV delivered a powerful one-two punch of original programming and cultural celebration. The platform used a full swimlane takeover to showcase the return of its BAFTA-winning comedy, *Mr. Bigstuff*, for a new season, reminding viewers of its continued investment in top-tier UK originals.



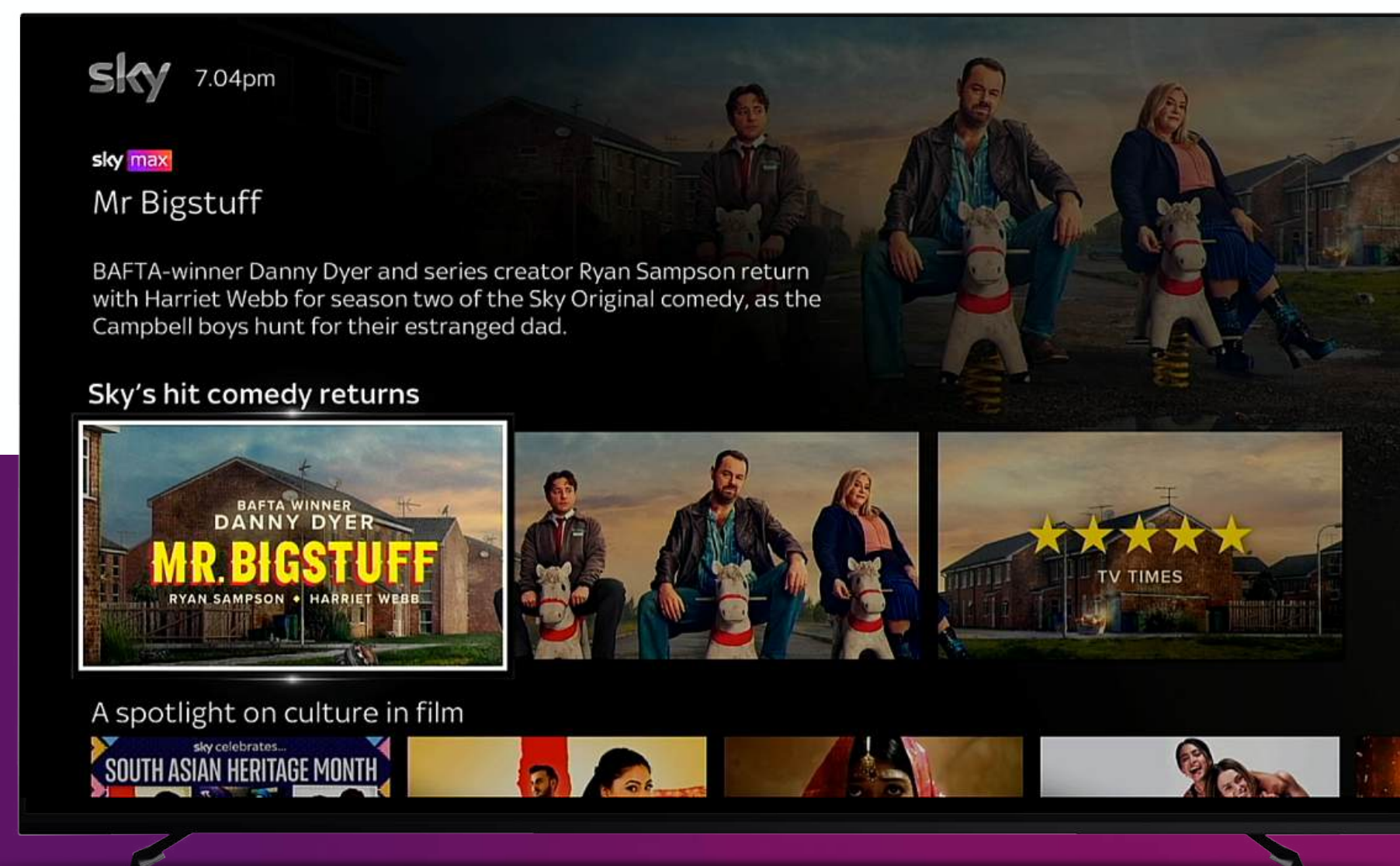
At the same time, Sky championed cultural diversity by dedicating a spotlight rail takeover to celebrate South Asian Heritage Month. This section brought renewed attention to culturally significant films like *Little English* and the classic *Bend It Like Beckham*, highlighting their enduring impact and showcasing Sky's commitment to a wide range of content.



While many platforms were promoting blockbuster titles, Virgin TV took a different approach by focusing on value. The provider launched a special summer offer for the streamer Mubi, giving customers 70% off their monthly subscription for six months. To highlight the appeal of the service, Virgin TV featured acclaimed titles from Mubi's catalog, including *The Substance* and *Twin Peaks*.



In the news: According to [Broadcast](#), Channel 4 is facing criticism and advertiser backlash for its documentary, *1000 Men and Me: The Bonnie Blue Story*. The film, which follows the adult actress, has been accused of glamorizing violence and misogyny, leading several major advertisers to pull their ads.



Sky Q TV UK



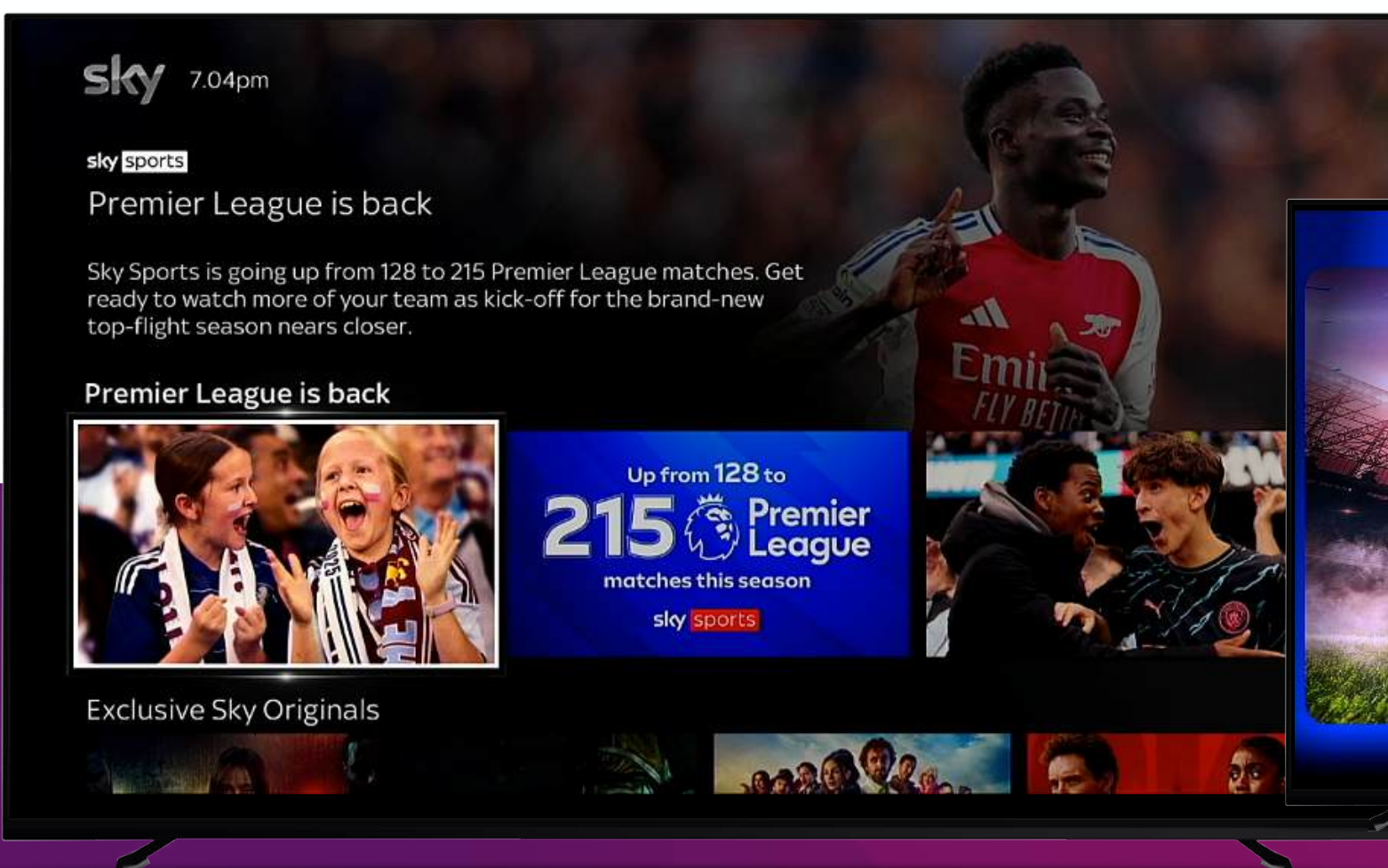
Sky Q UK



Virgin 360 UK

SPORT STORMS BACK TO UK SCREENS

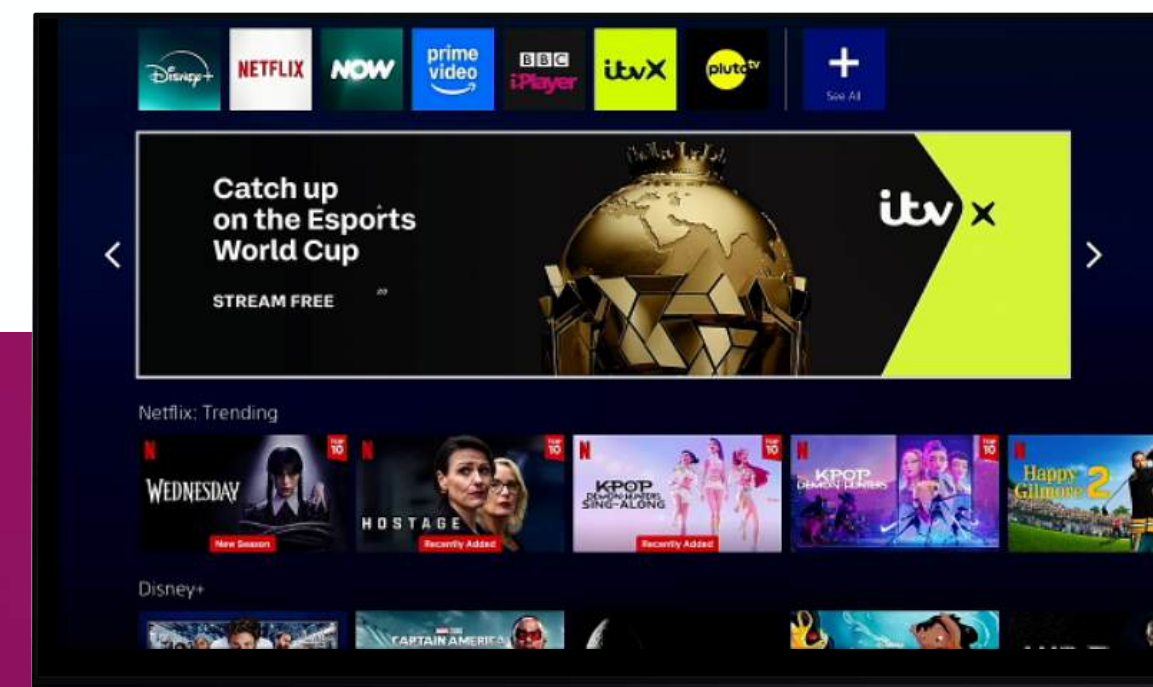
- After a scorching summer, major sporting events made a triumphant return, bringing competitive action back to screens across the UK.
- Sky kicked things off with a dedicated swimlane takeover to celebrate the return of the Premier League. At the same time, Samsung TV promoted Prime Video's coverage of the UEFA Champions League, ensuring football fans were spoilt for choice. Meanwhile, the excitement extended to other platforms: PS4 highlighted ITVX's coverage of the Esports World Cup, and LG TV gave a spotlight to BBC iPlayer's newest *Match of the Day* presenters, proving that summer was a winning season for sports fans everywhere.
- In the news:** Per [Broadcast](#), BBC's new Chief Content Officer, Kate Phillips, has committed to commissioning content for YouTube as a key priority. This move comes as YouTube has surpassed ITV in UK viewership, prompting the BBC to increase its focus on the platform without abandoning its primary iPlayer service.



Sky Q UK



Samsung TV (2022) UK



PS4 UK



LG TV (2022) UK

FRESH DRAMS & FAN FAVORITES



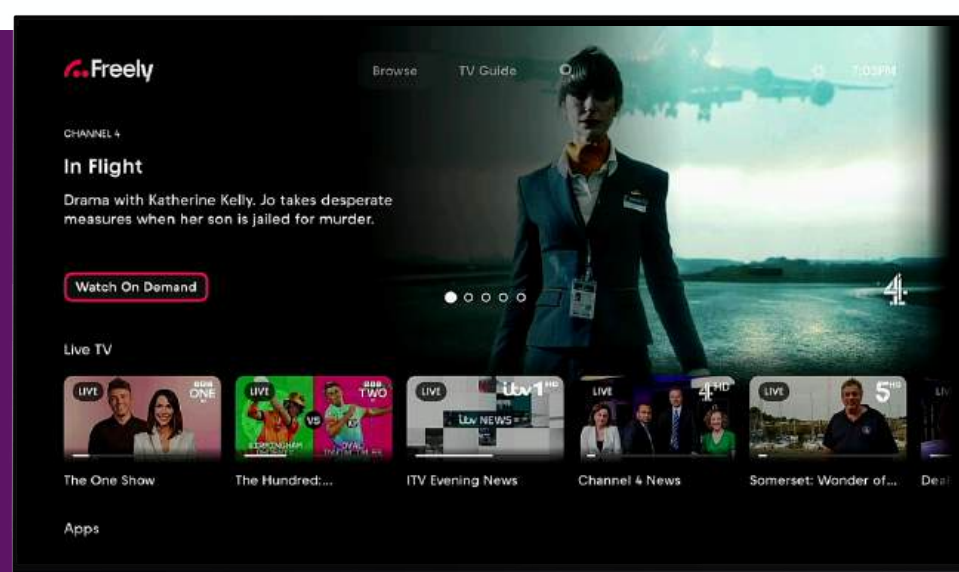
Closing out August, UK broadcasters Channel 4 and BBC iPlayer made a final push for viewers with a range of new and returning content. Channel 4 secured strong placement for its new drama, *In Flight*, on Freely and Roku. The broadcaster also received a prominent feature rotator on Fire TV for its acclaimed mini-series, *Johnny Vegas: Art, ADHD and Me*.



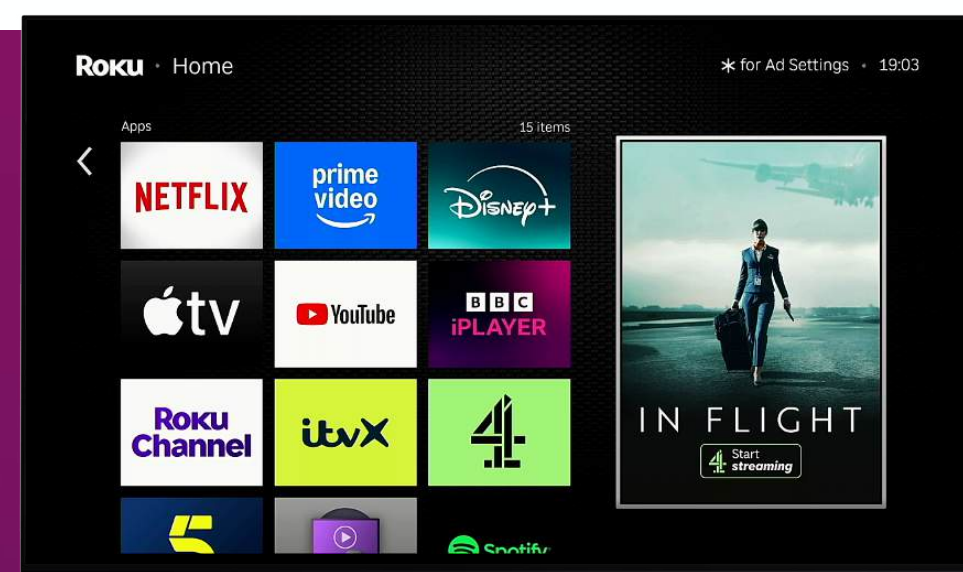
Meanwhile, BBC iPlayer gained premium placement on Sony TV for its latest nature documentary series, *Parenthood*. The streamer also leaned into its iconic back catalog, using a feature rotator on Fire TV to promote *Top Gear*, showcasing fan favorites Jeremy Clarkson, James May and Richard Hammond alongside The Stig.



In the news: According to [Deadline](#), Paramount's new UK chief content officer, Ben Frow, has pledged that Channel 5 will be supported in the company's new era following its recent \$8 billion merger with Skydance. Frow stated that the new leadership is "very keen on Channel 5," aiming to alleviate anxieties among the broadcaster's staff and signaling that it is a key part of Paramount's future plans.



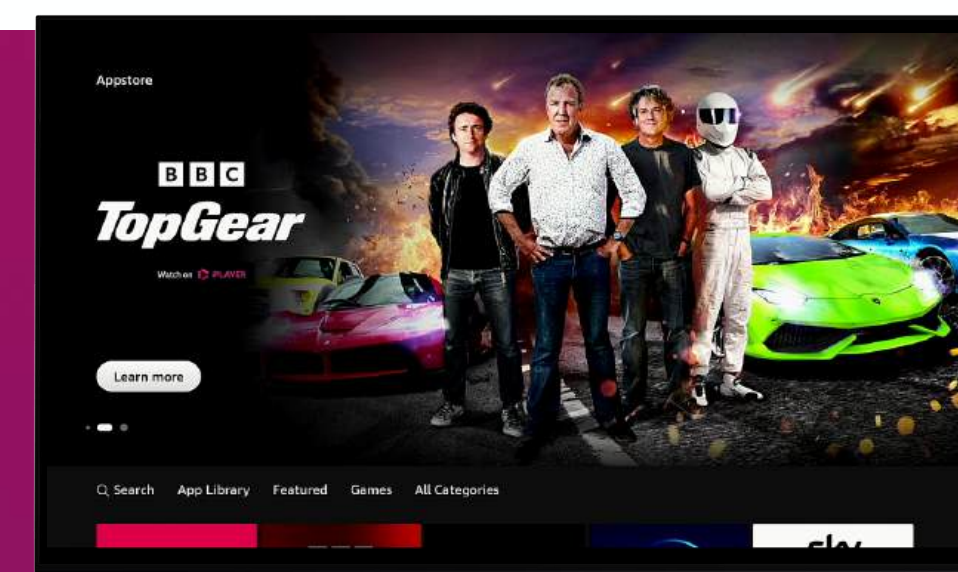
Freely U.S.



Roku UK



Fire TV UK



Fire TV UK



Sony TV (2022) UK



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

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Report: This new report, based on a survey of **1,100 U.S. members of the public and 46 media, streaming, and tech executives**, explores gaming's role in the streaming future and what could stall the next level.



Report: Building on our previous report, we've analyzed how gaming IP performs on major streaming platforms. Using metrics like **Media Placement Value (MPV™)** and **Dollar Media Placement Value (\$MPV™)**, this new data-driven report examines how gaming titles are promoted and discovered, and the value of that visibility in the current streaming landscape.



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