



# STREAMER OF THE MONTH

AUGUST 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 13 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	\$MPV™ SCORE
1	The Summer I Turned Pretty	prime video	\$5,245,641
2	Twisted Metal	peacock	\$4,902,942
3	The Gilded Age	HBO max	\$4,804,758
4	Chief of War	apple tv+	\$4,513,057
5	A Minecraft Movie	HBO max	\$4,220,656
6	Dexter: Resurrection	Paramount+	\$3,966,467
7	King of the Hill	hulu	\$3,949,634
8	The Pickup	prime video	\$3,912,318
9	Sinners	HBO max	\$3,522,577
10	Peacemaker	HBO max	\$3,340,876

STREAMER OF THE MONTH  
/ TOP 10 APPS /

POSITION	APP	\$MPV™ SCORE
1	prime video	\$125,432,654
2	HBO max	\$93,772,295
3	The Roku Channel	\$88,823,991
4	Disney+	\$81,243,654
5	tubi	\$79,230,278
6	pluto tv	\$76,738,193
7	Paramount+	\$70,430,181
8	peacock	\$60,336,267
9	hulu	\$59,989,283
10	apple tv+	\$44,922,297






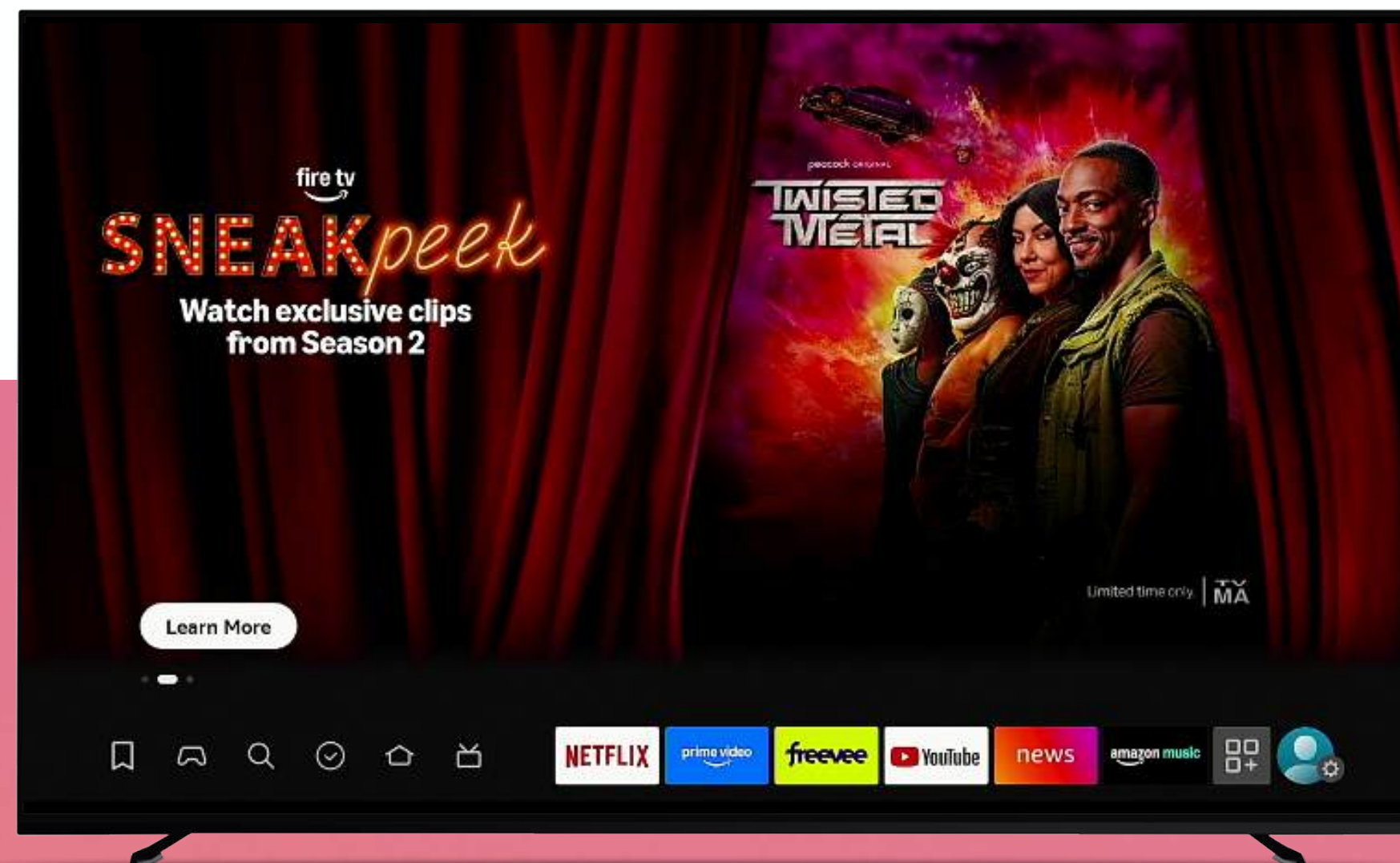
\*Apple TV, Cox Contour 2, Cox CSP, Fire TV, Google TV, LG TV, PlayStation 4, PlayStation 5, Roku, Samsung TV, Vizio TV, Xfinity and Xbox One Console



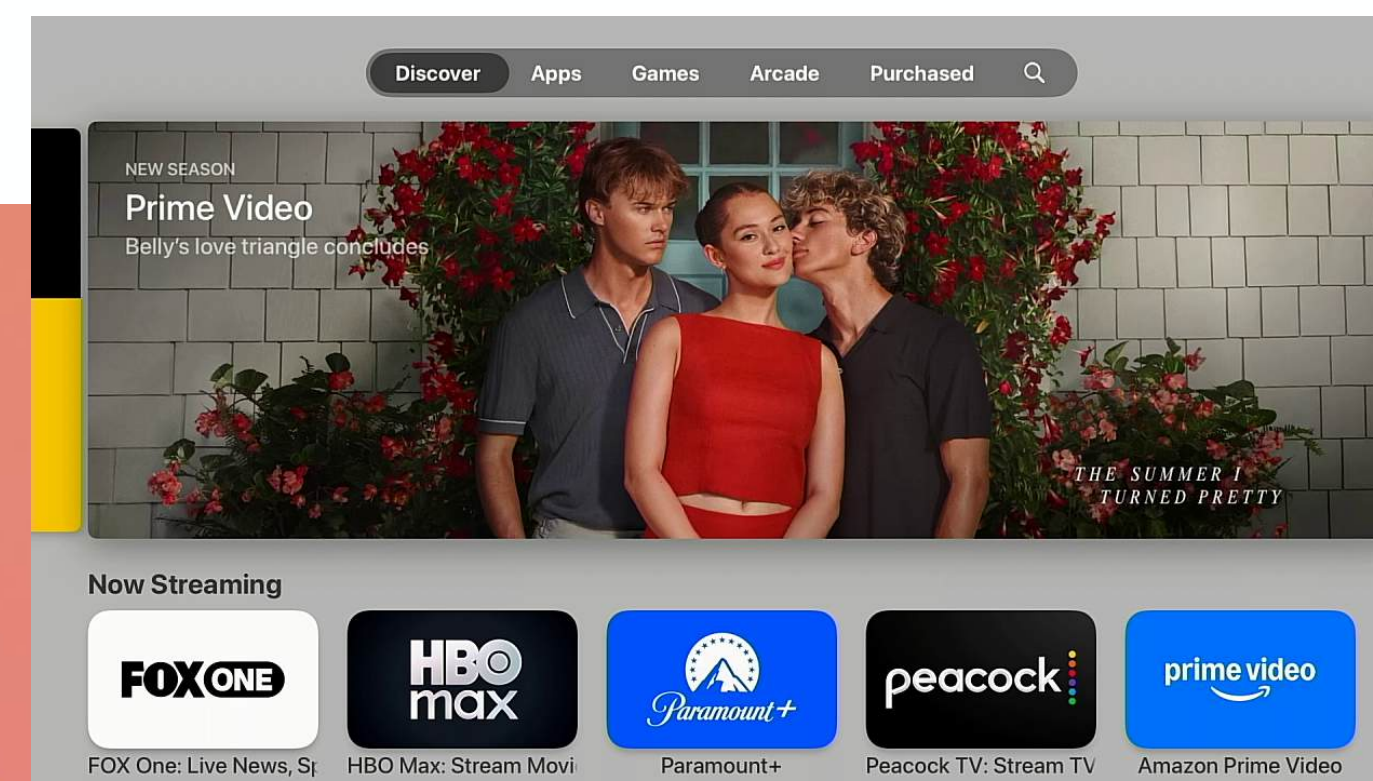
# TOP TITLES OF THE MONTH

STREAMER OF THE MONTH  
/ AUGUST 2025 /

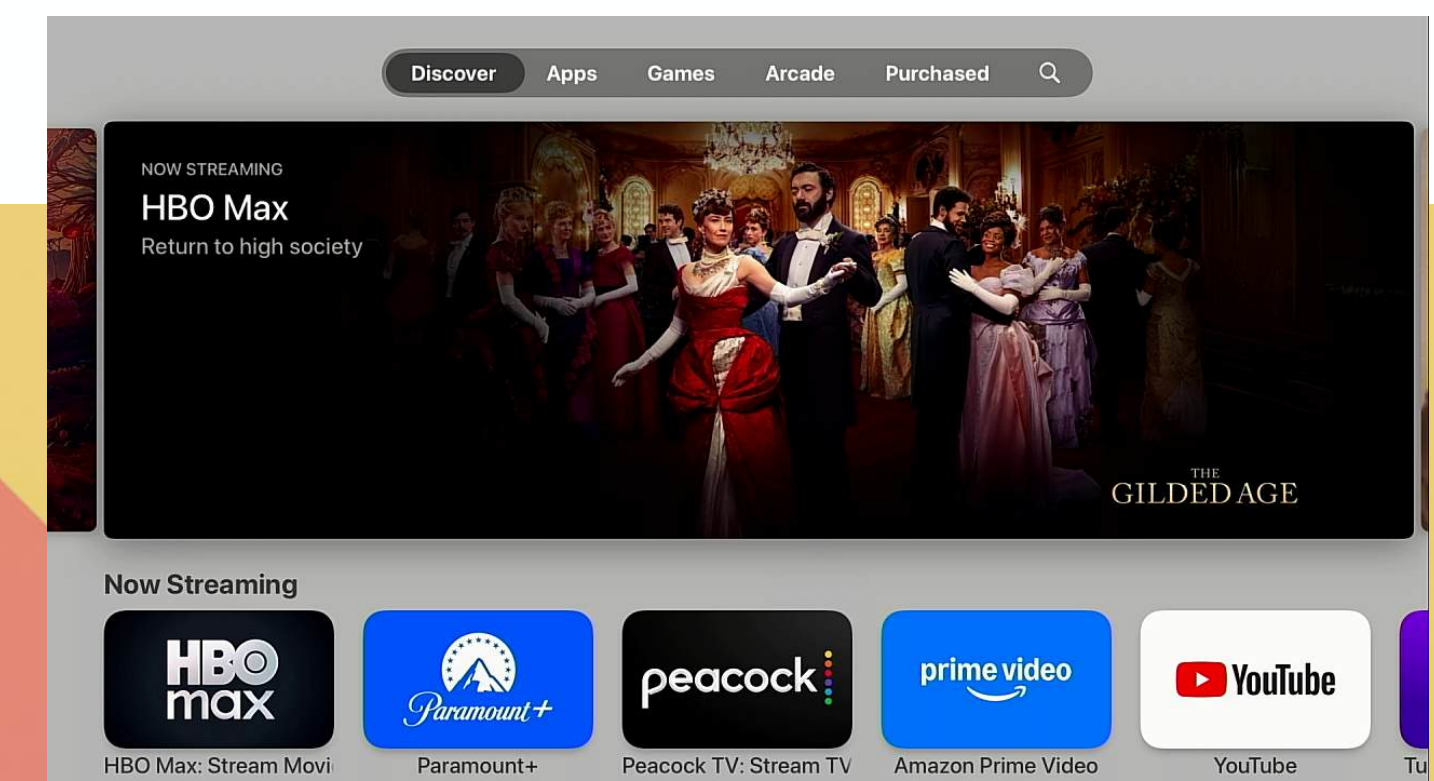
-  This August, unsurprisingly, *The Summer I Turned Pretty* cemented its reign, amassing an \$MPV™ score of over \$5.2M and solidifying its impressive momentum with a 17% jump in merchandising from the previous month. Among the other top titles, the results were mixed. *Sinners* saw its \$MPV™ score slip by 16%, while *Dexter: Resurrection* proved its enduring appeal by gaining 9% from July.
-  The month's new releases also came out swinging. *Twisted Metal* made a strong season return with an \$MPV™ score of \$4.9M, with *The Gilded Age* right on its heels at \$4.8M. This highlights that while established fan favorites continue to grow, platforms are also eagerly embracing new stories and returning seasons.
-  **In the news:** As reported by [Deadline](#), the merger between Paramount Global and Skydance Media officially closed in an \$8.4 billion deal. The newly combined company is now named Paramount, A Skydance Corporation, with David Ellison as Chairman and CEO. This deal was backed by private equity firm RedBird Capital.



Fire TV U.S.



Apple TV U.S.



Apple TV U.S.



# ESPN'S NEW APP GOES BEYOND CABLE



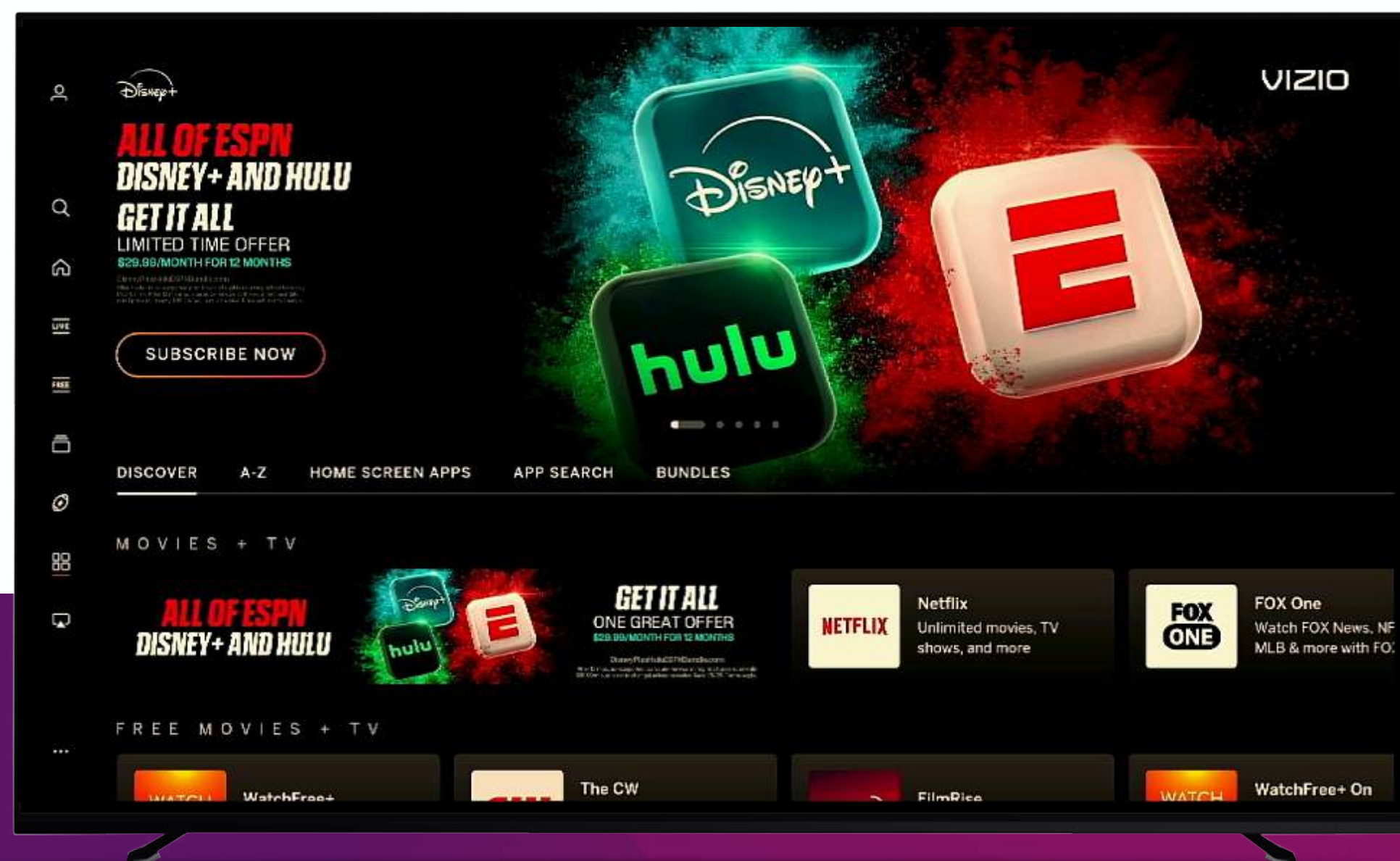
In August, ESPN launched its core app, offering consumers the option to subscribe directly to its full suite of networks and services. The launch introduced several key enhancements, including the integration of game statistics, betting information, fantasy sports and commerce functionalities. The app also features a multiview option and a personalized "SportsCenter For You" feed, designed to enhance user engagement through a customizable experience.



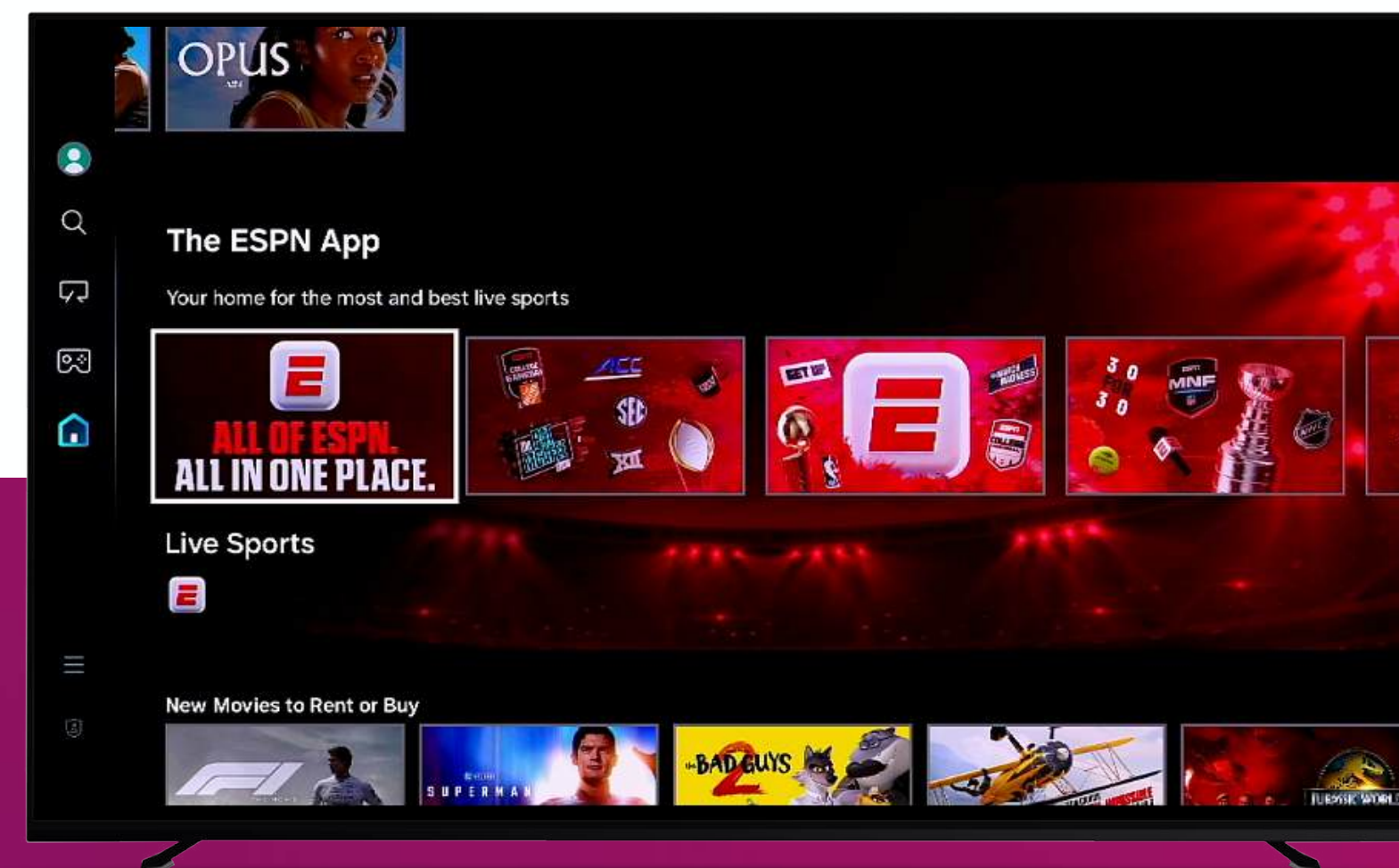
This strategic move aims to provide fans with greater flexibility and access, regardless of their viewing method. All new features are available to both direct subscribers and those who authenticate through a traditional pay-TV package. The launch was supported by promotional initiatives from key partners; Samsung TV featured a dedicated "swimlane" takeover, while Vizio TV promoted the broader bundle offer, which includes Disney+ and Hulu.



**In the news:** Per [The Hollywood Reporter](#), Fox launched a new streaming service called Fox One in August, which will bundle live news, sports and entertainment. The company is also offering a bundle option with ESPN's new direct-to-consumer app, and aims to reach single to mid-single digit millions of subscribers in the next few years without cannibalizing its cable audience.



Vizio TV U.S.



Samsung TV (2022) U.S.



# ANIMATION REIGNS SUPREME

- Animation took center stage for streamers in August, with Paramount+, Disney+ and Hulu all making big moves.
- Paramount+ continued to lean into its long-standing hit, promoting new episodes of *South Park* on Fire TV for the first time in two years. Meanwhile, Hulu kicked off the relaunch of *King of the Hill* with prominent banner placement on PS4. However, Disney+ truly dominated the conversation, securing prime placement across PS5, Fire TV and Vizio TV for its new animated Marvel spin-offs, including *Iron Man and His Awesome Friends* and *Eyes of Wakanda*.
- In the news:** According to [Variety](#), Disney is integrating Hulu into its flagship Disney+ streaming app, with a unified app set to launch in 2026. This strategic move aims to improve the consumer experience, lower churn, and create a more comprehensive entertainment package with content from Disney, Hulu and ESPN.



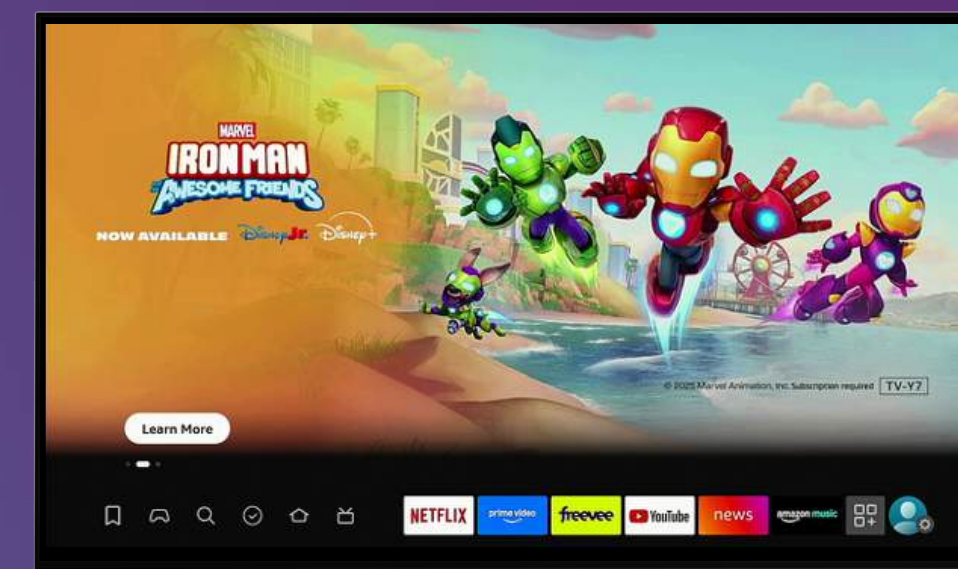
Fire TV U.S.



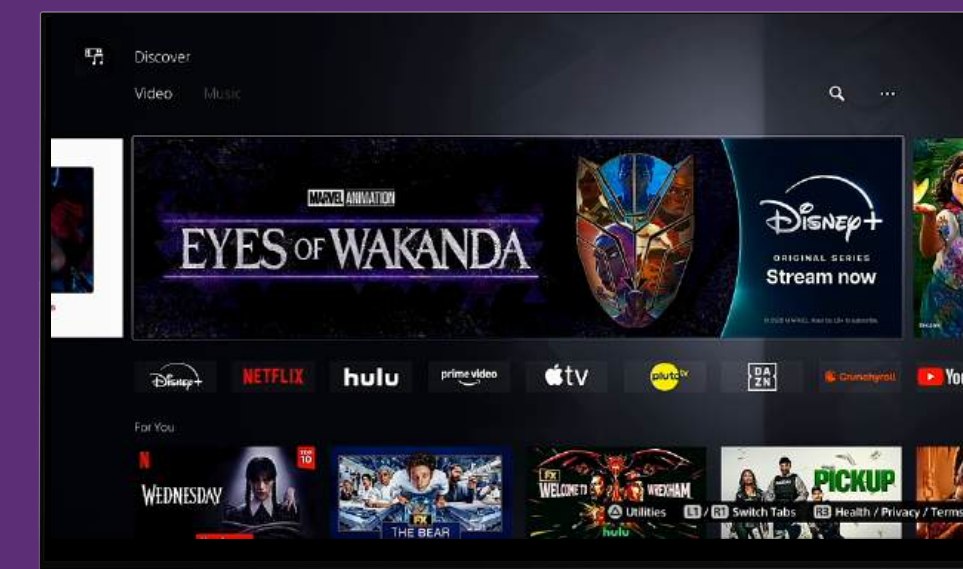
PS4 U.S.



Vizio TV U.S.



Fire TV U.S.



PS5 U.S.



# ALIEN: EARTH VS. TWISTED METAL



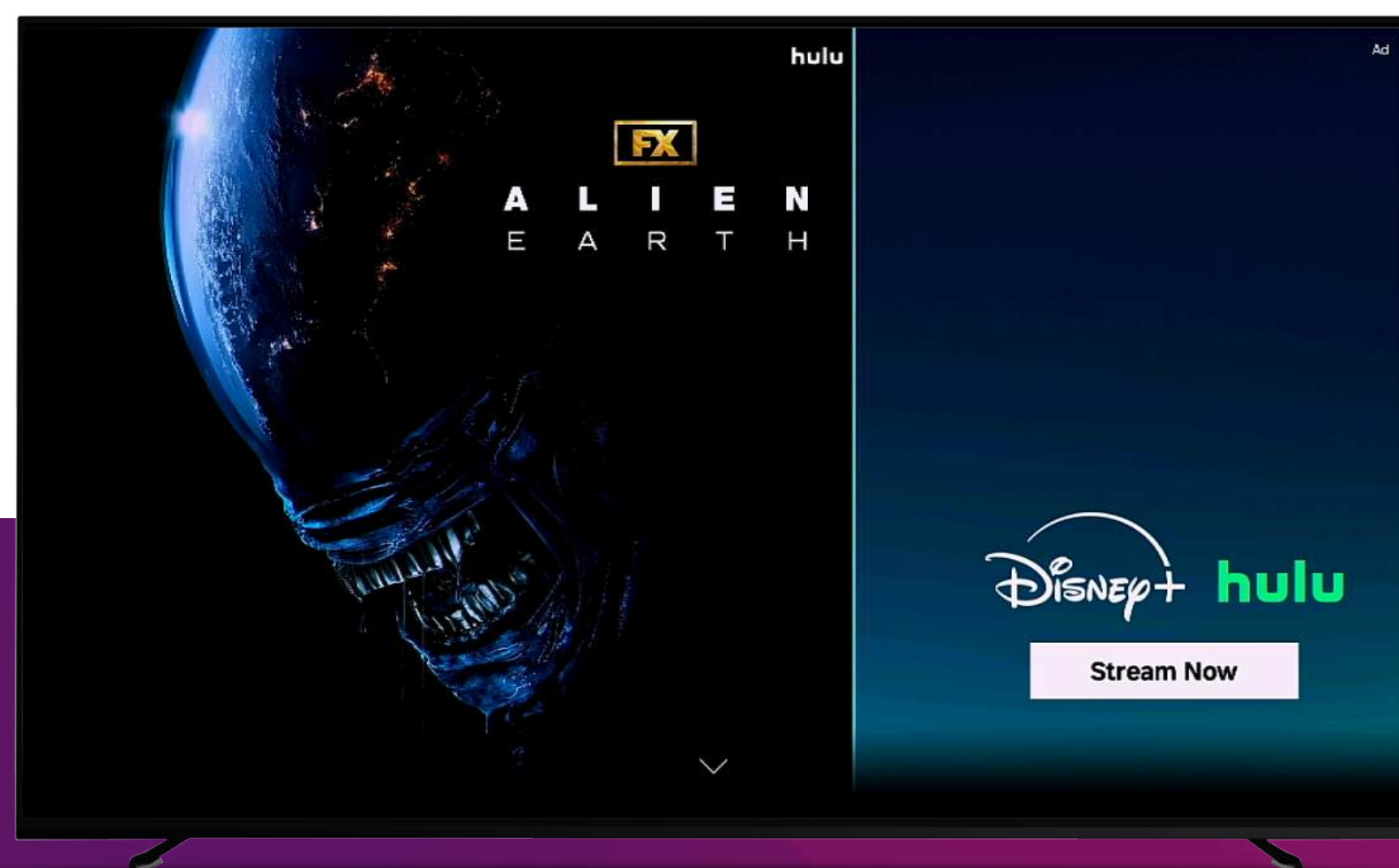
In August, Hulu unleashed the highly anticipated *Alien: Earth*, commanding attention across the U.S. streaming landscape. The series secured premium placement on Samsung TV and LG TV, while Vizio TV amplified the launch with bundle promotions that not only spotlighted this chilling new release but also elevated titles from Disney+ and HBO Max- ensuring *Alien: Earth* emerged as a centerpiece in a broader ecosystem of must-watch content.



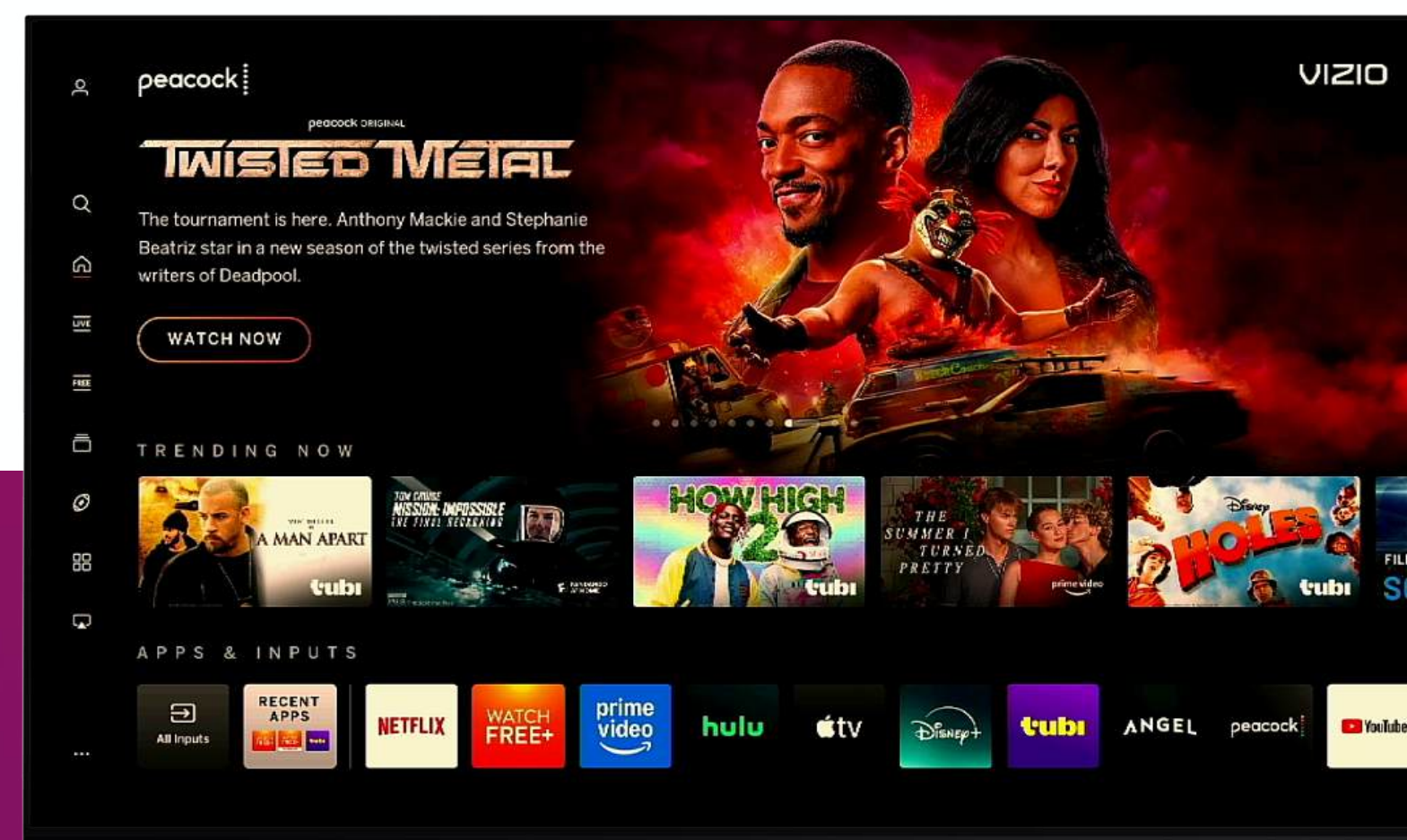
*Twisted Metal* made a high-octane return to screens, with Peacock ensuring it was unmissable for U.S. audiences. The show revved up its promotion with a full-throttle campaign, including a swimlane takeover on Samsung TV, premium placement on Vizio and Fire TV, and a special 50% off Peacock Premium offer on PS4. This multi-platform blitz helped drive viewers directly to the action, no matter how they were watching.



**In the news:** [WorldScreen](#) reports that Roku has partnered with Lionsgate, Warner Bros. Discovery and FilmRise to launch Howdy, a new ad-free streaming service. Priced at just \$2.99 per month, the platform offers almost 10,000 hours of content, including popular movies and shows, as a low-cost alternative to more expensive streaming services.



Samsung TV (2022) U.S.



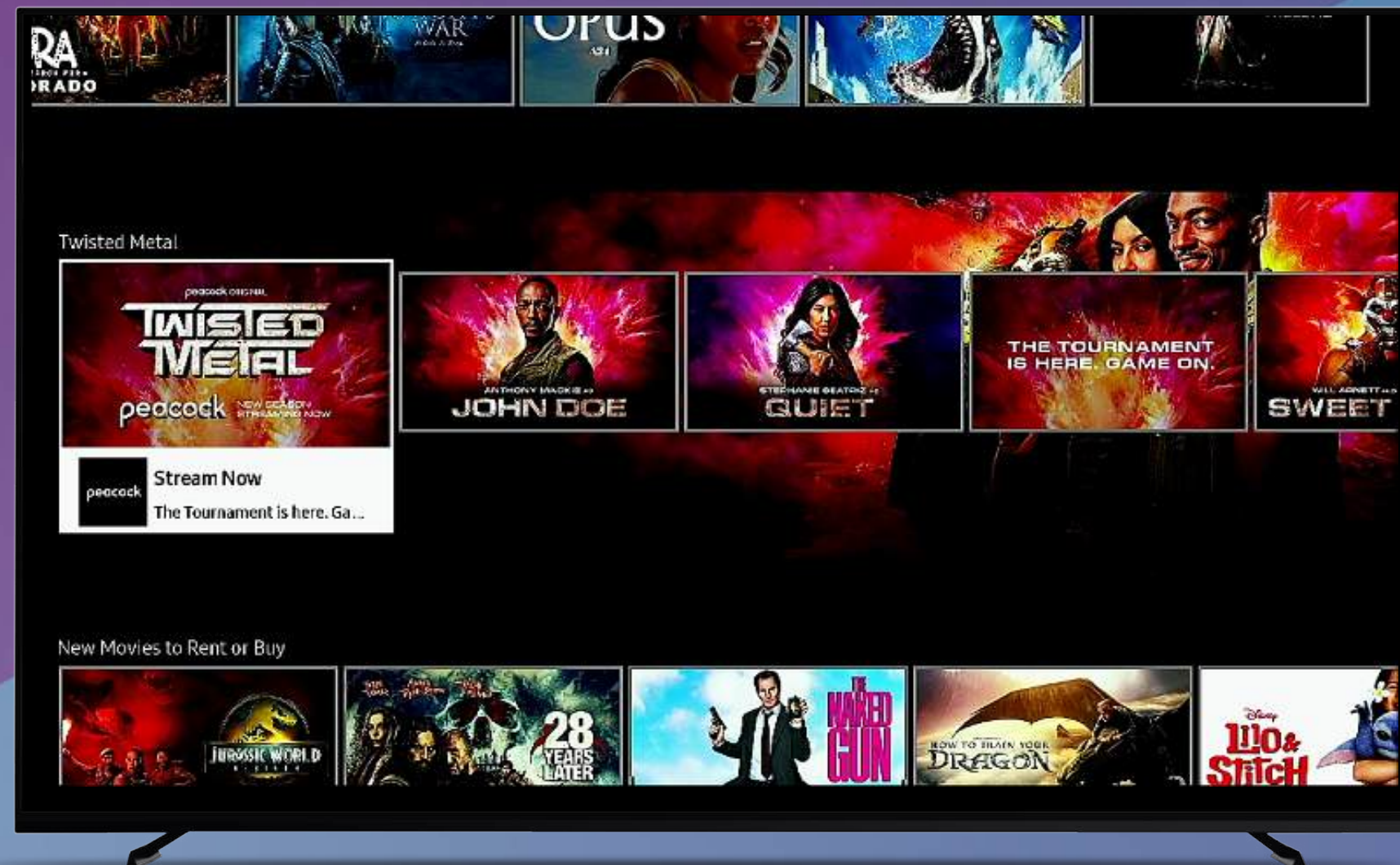
Vizio TV U.S.



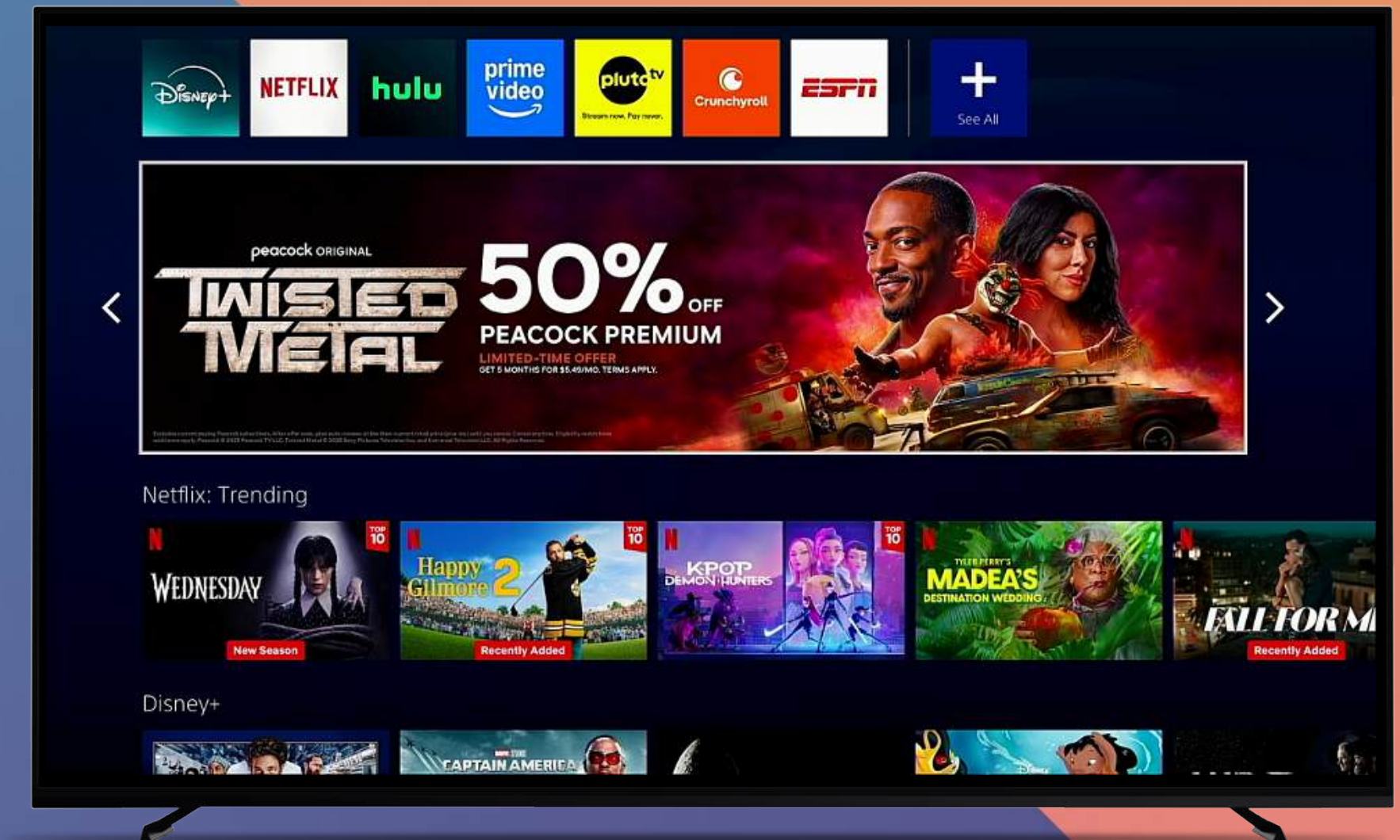
LG TV (2022) U.S.



# ALIEN: EARTH VS. TWISTED METAL



Samsung TV (2022) U.S.



PS4 U.S.



Vizio TV U.S.

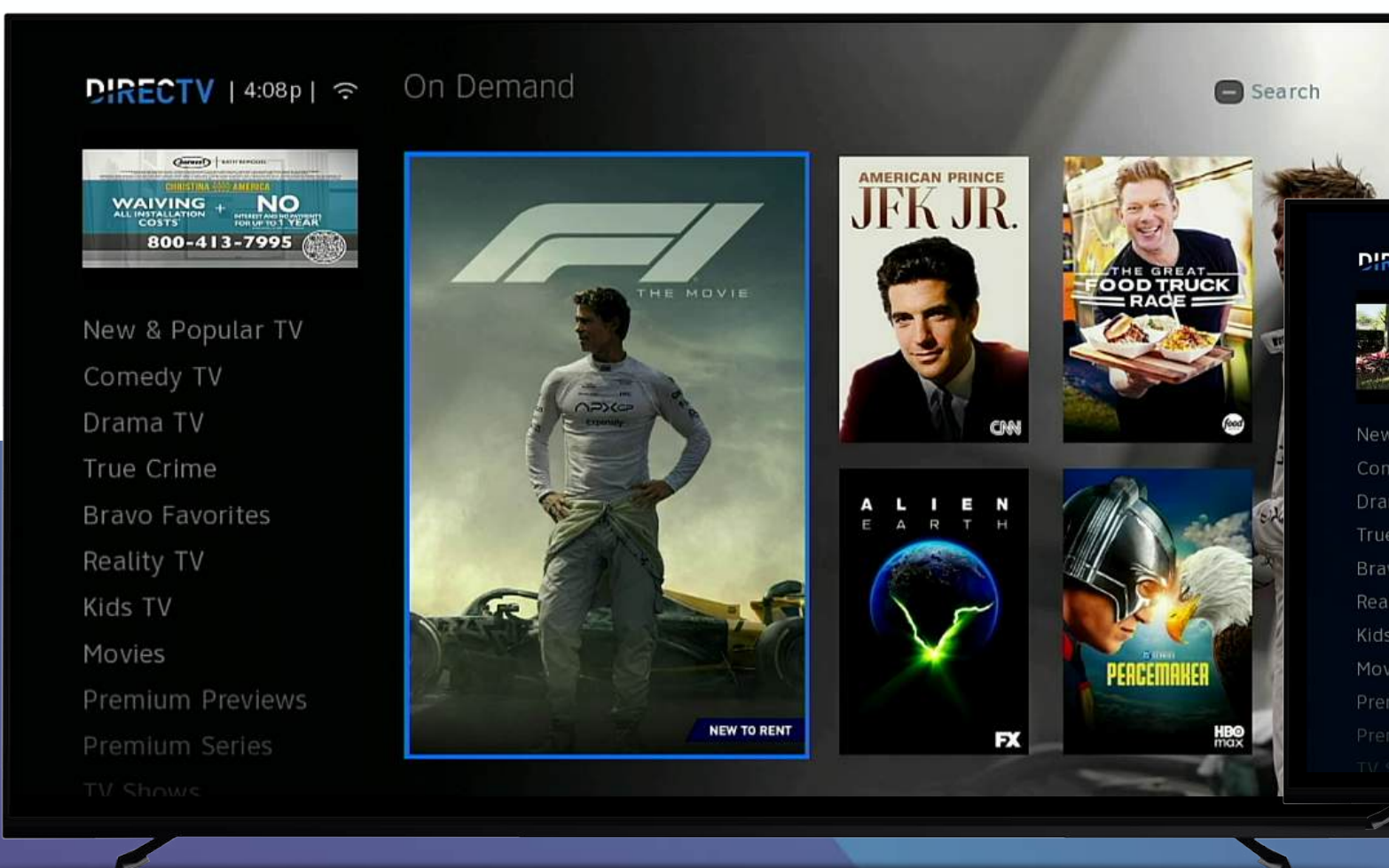


Vizio TV U.S.



# SUMMER'S BIGGEST HITS TAKE OVER STREAMING PLATFORMS

- This summer, the silver screen came home. Blockbusters dominated U.S. platforms, with studios pulling out all the stops to bring the theater experience to living rooms. First, DirecTV rolled out the red carpet for two cinematic titans, with full-scale takeovers for both *F1: The Movie* and *Superman*. The action continued on Samsung, which delivered a double feature with prime placement for *Mission Impossible: The Final Reckoning* and *Jurassic Park: Rebirth*, making it clear that the biggest blockbusters were just a click away.
- In the news: [C21](#) reports NBCUniversal's streaming service, Peacock, is now available to subscribers as an add-on channel on Prime Video in the U.S. This deal between Comcast and Amazon makes Peacock's ad-free tier accessible for the first time on Prime Video, expanding its reach and helping it compete with other major streamers.



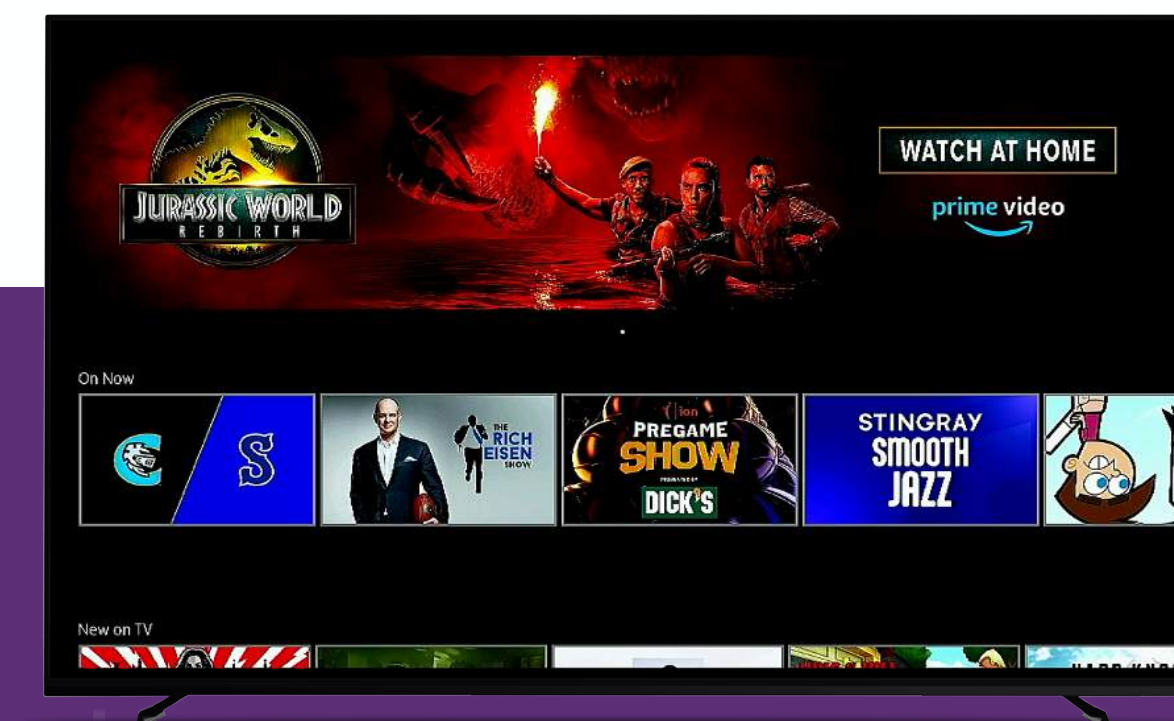
DirecTV U.S.



DirecTV U.S.



Samsung TV (2022) U.S.

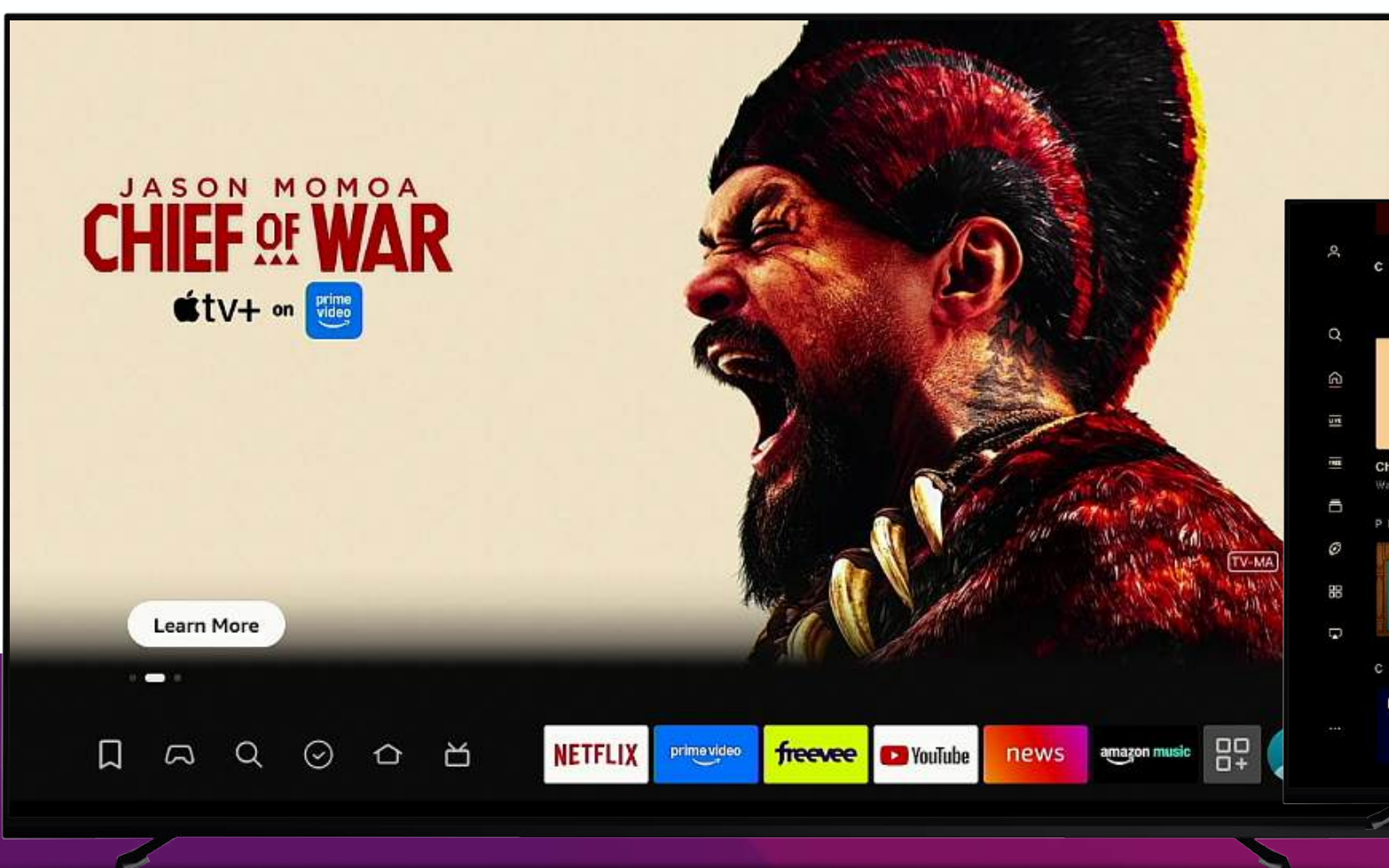


Samsung TV (2020) U.S.

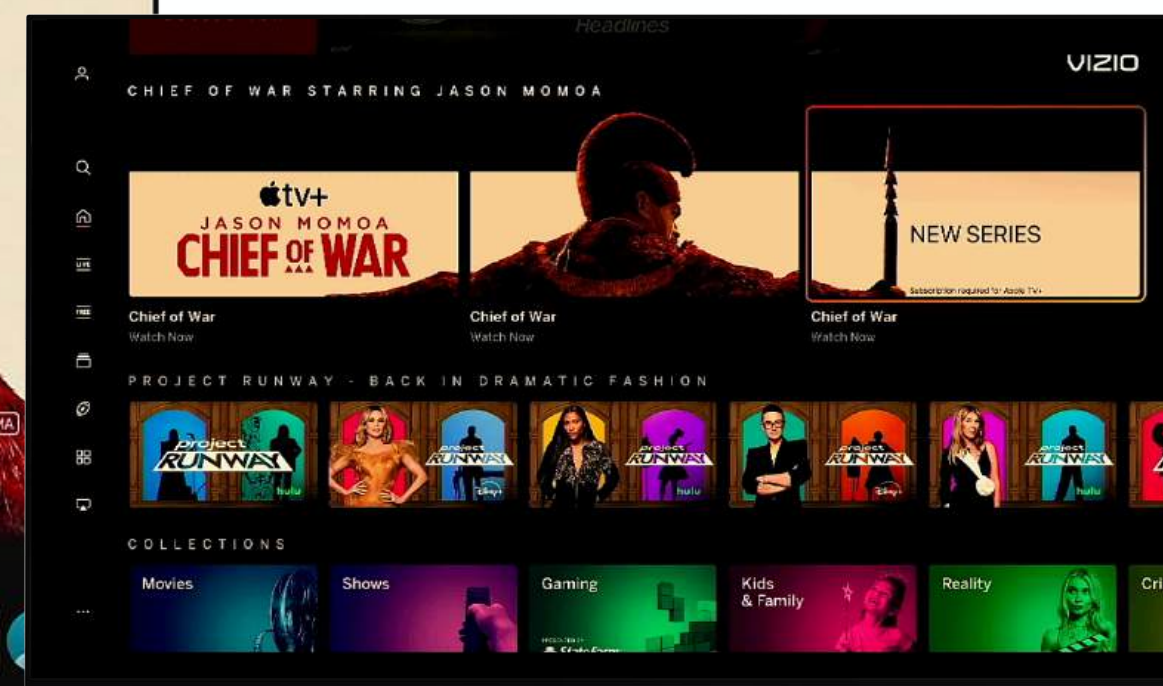


# ORIGINALS TAKE THE SPOTLIGHT

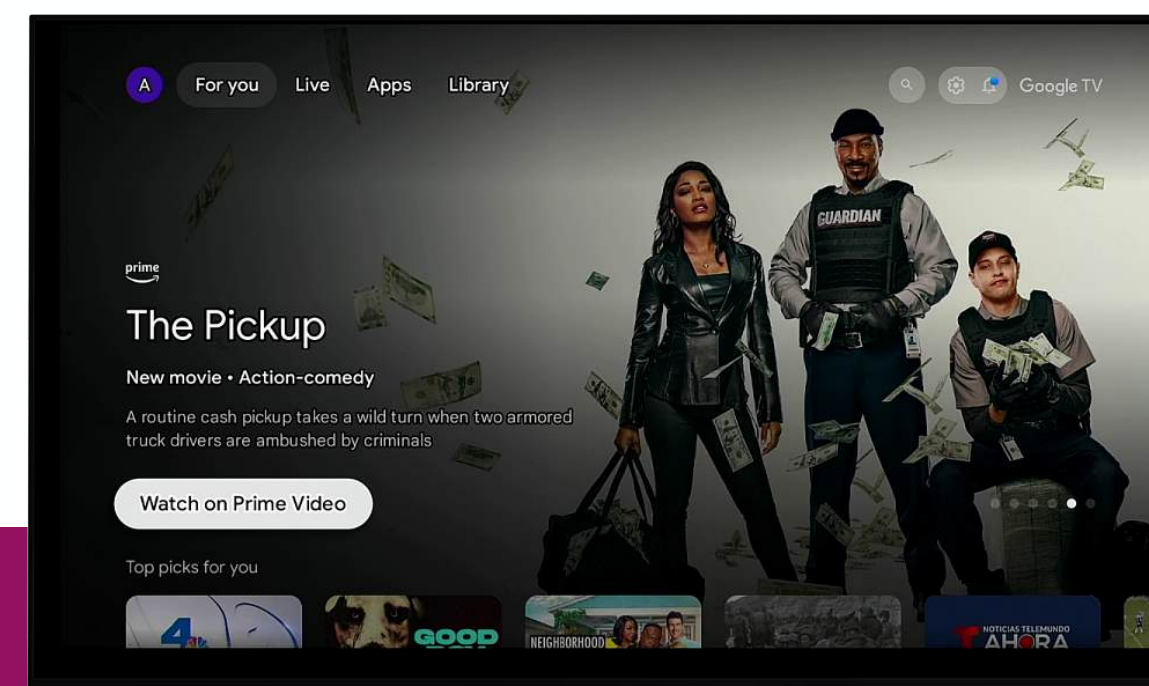
- August also saw a major push for new original content, with Apple TV+, Prime Video and HBO Max all vying for the spotlight.
- Apple TV+ led the charge, securing exceptional placement for its new series, *Chief of War*. The show was highlighted not only on Prime Video but also with a full swimlane takeover on Vizio TV. Meanwhile, Prime Video's new film, *The Pickup*, and the highly anticipated second season of HBO Max's *Peacemaker* also received top-tier visibility on Google TV, rounding out a strong month for original programming.
- In the news:** As reported by [C21](#), Apple TV+ has raised its monthly subscription price in the U.S. by 30%, increasing the cost from \$9.99 to \$12.99. This is the third price hike for the ad-free service since its launch in 2019, though the annual subscription price remains unchanged.



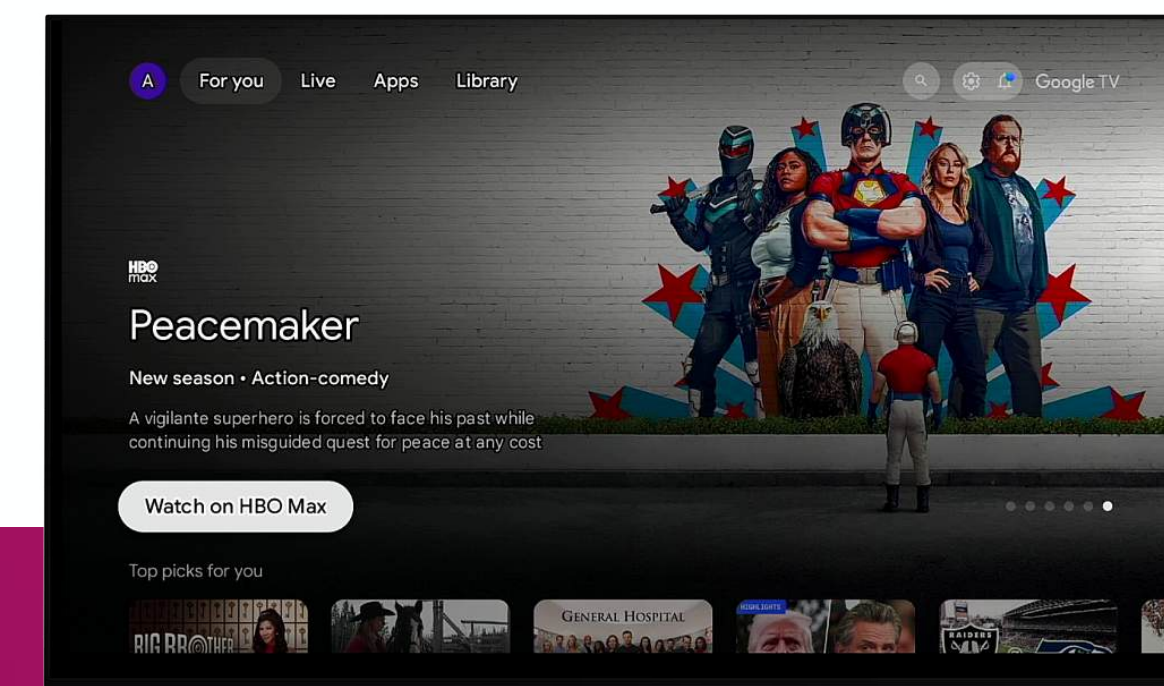
Fire TV U.S.



Vizio TV U.S.



Google TV U.S.



Google TV U.S.





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INSIGHTS

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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