



STREAMER OF THE MONTH

SEPTEMBER 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	Only Murders in the Building	hulu	\$6,854,401
2	Lilo & Stitch	Disney+	\$6,201,664
3	The Summer I Turned Pretty	prime video	\$4,166,913
4	The Morning Show	Apple tv+	\$4,145,805
5	The Terminal List: Dark Wolf	prime video	\$4,048,119
6	The Paper	peacock	\$3,997,055
7	High Potential	hulu	\$3,834,439
8	Peacemaker	HBO max	\$3,680,864
9	Superman	HBO max	\$3,640,434
10	A Minecraft Movie	HBO max	\$3,462,635

STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	APP	\$MPV™ SCORE
1	prime video	\$118,166,971
2	HBO max	\$98,067,268
3	tubi	\$94,610,129
4	Disney+	\$86,106,957
5	Paramount+	\$77,832,553
6	hulu	\$76,426,622
7	The Roku Channel	\$75,971,133
8	pluto tv	\$74,879,271
9	peacock	\$68,470,619
10	Apple tv+	\$48,926,580



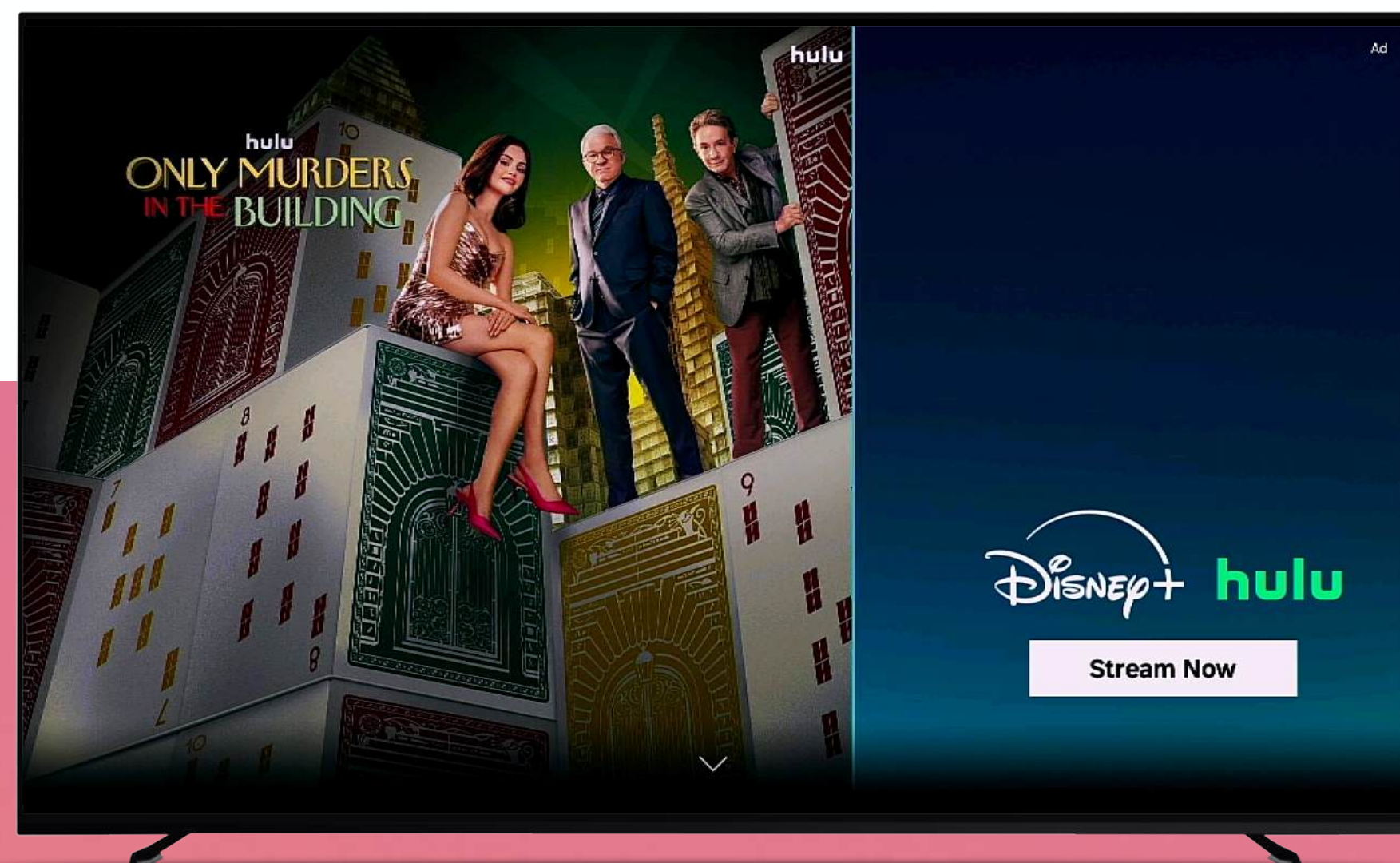
*Apple TV, Cox Contour 2, Cox CSP, Fire TV, Google TV, LG TV, PlayStation 4, PlayStation 5, Roku, Samsung TV, Vizio TV, Xfinity and Xbox One Console

TOP TITLES OF THE MONTH

STREAMER OF THE MONTH

/ SEPTEMBER 2025 /

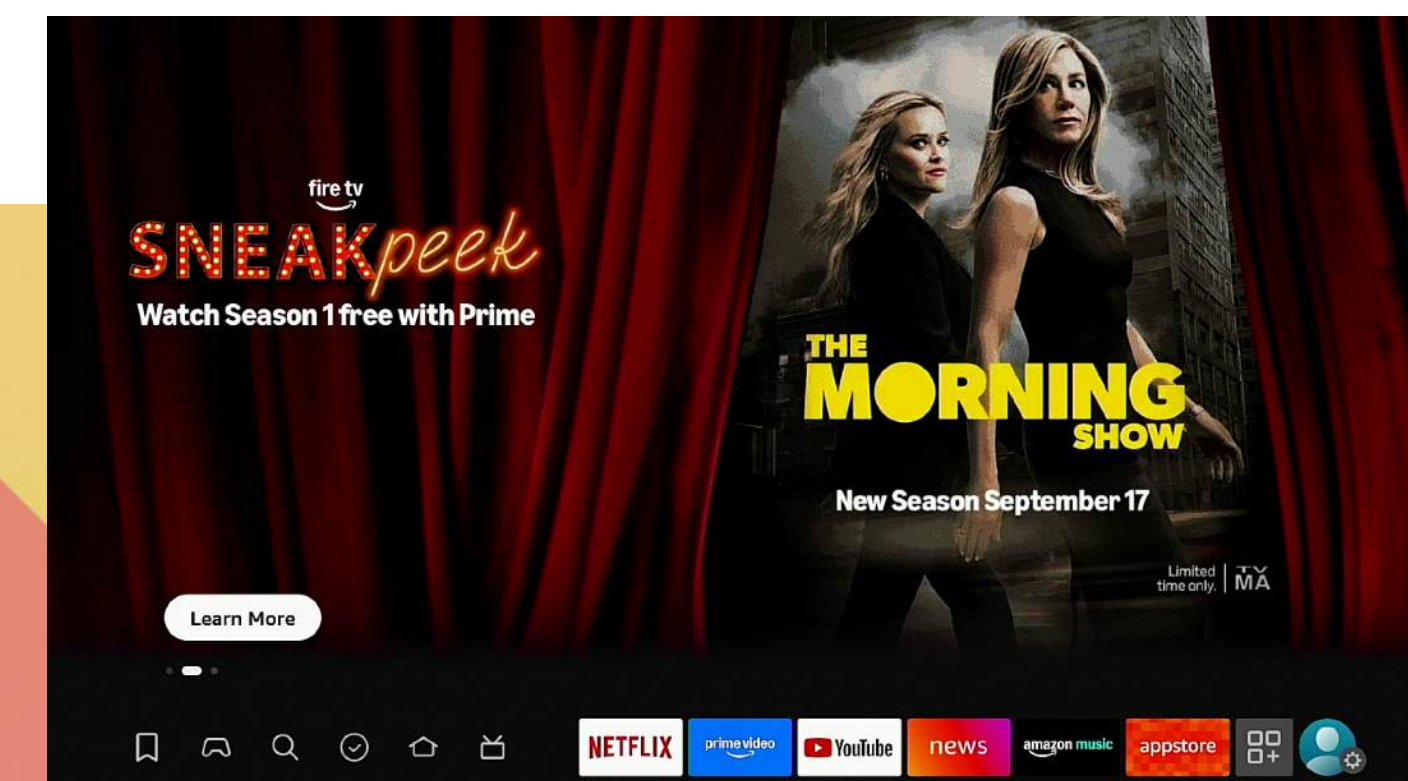
-  This September, *Only Murders in the Building* climbed to the top with an impressive \$MPV™ score of \$6.8 million, overtaking *The Summer I Turned Pretty*, which slipped 21% from its August peak. *Lilo & Stitch* followed closely at \$6.2 million, extending Disney+'s family-focused momentum, while *The Morning Show* and *The Terminal List: Dark Wolf* both held steady above \$4 million on Apple TV+ and Prime Video.
-  Returning favourites also showed resilience. HBO Max's *Peacemaker* rose 10% month-over-month, while *A Minecraft Movie* eased 18% as attention shifted to new releases. *The Paper* delivered a strong debut for Peacock, and *High Potential* boosted Hulu's originals slate. Overall, September reflected a healthy mix of fresh debuts and enduring hits driving competition across the U.S. streaming landscape.
-  **In the news:** According to [Deadline](#), the recently merged Paramount Skydance is considering a bid to acquire the entire Warner Bros. Discovery company. The potential all-cash offer, backed by Oracle co-founder Larry Ellison and his family, comes just as Warner Bros. Discovery CEO David Zaslav had announced plans to split the company into two separate entities by April.



Samsung TV (2022) U.S.



PlayStation 4 U.S.



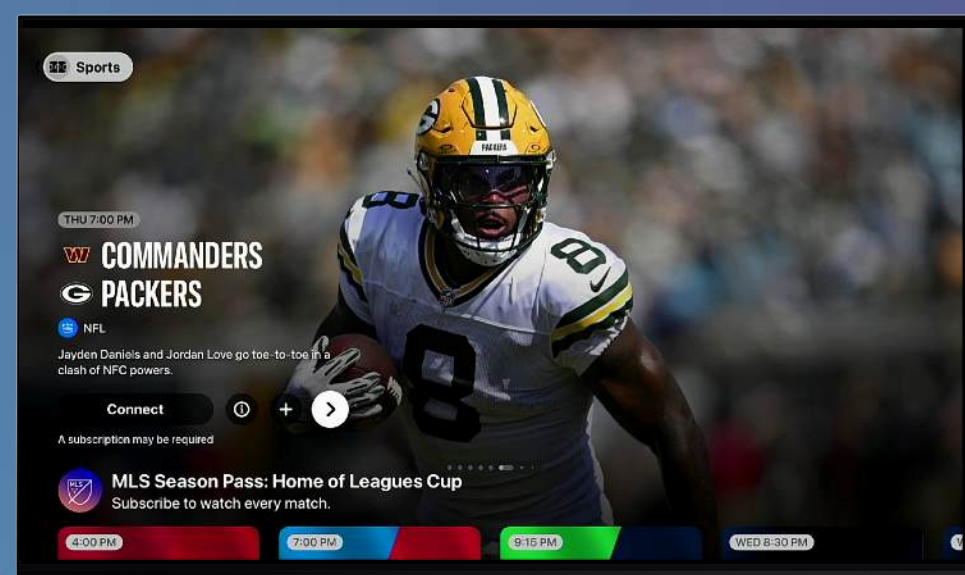
Fire TV U.S.

KICKING OFF STREAMING'S BIGGEST SEASON

- The *NFL* dominated streaming platforms as services across the board geared up for a new season of live football. Peacock led the charge with *Dallas Cowboys vs. Philadelphia Eagles* featured prominently on the likes of Vizio TV, while Prime Video showcased its *Washington Commanders vs. Green Bay Packers* matchup across key platforms, keeping *NFL* action front and center for fans.
- Elsewhere, Hulu, Paramount+, and Roku amplified their football coverage with high-impact visibility. Hulu's live *NFL* push secured strong placement on the likes of Vizio TV, Paramount+ promoted its lineup through a dedicated "NFL Football" row on Samsung TV, and Roku spotlighted the Disney+, Hulu, ESPN Bundle with bold crossover creative tying live sports to its broader entertainment slate. Together, these activations made the *NFL* one of the most visible and talked-about sports properties in streaming during September.
- In the news:** As reported by [Variety](#), YouTube's first exclusive NFL broadcast on September 5, 2025, attracted a global average minute audience of over 17.3 million viewers, with 16.2 million of those in the U.S. The game, a free livestream between the Kansas City Chiefs and the Los Angeles Chargers, was a key promotional vehicle for YouTube's exclusive U.S. rights to NFL Sunday Ticket.



Vizio TV U.S.



Apple TV U.S.



Vizio TV U.S.



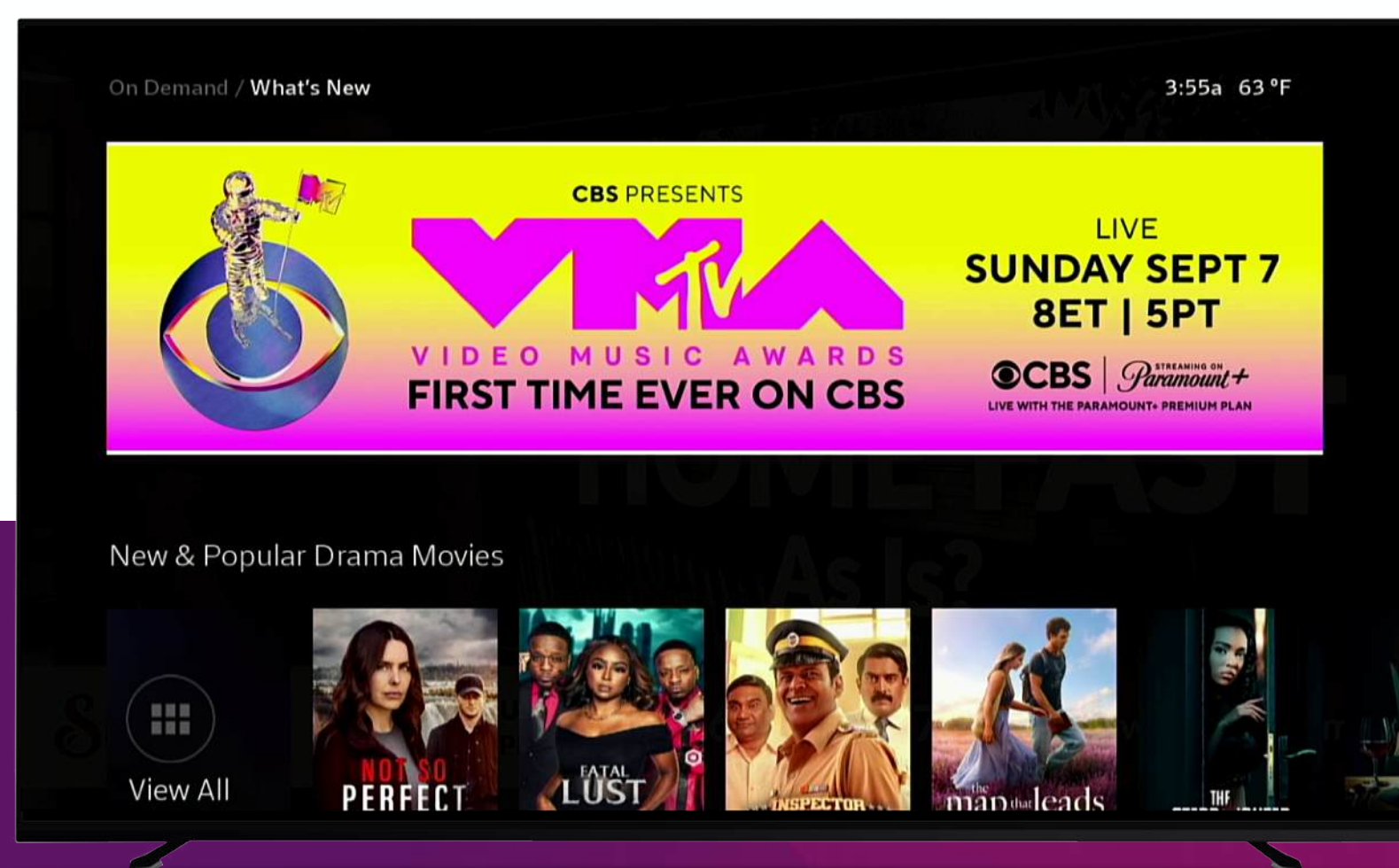
Samsung TV (2022) U.S.



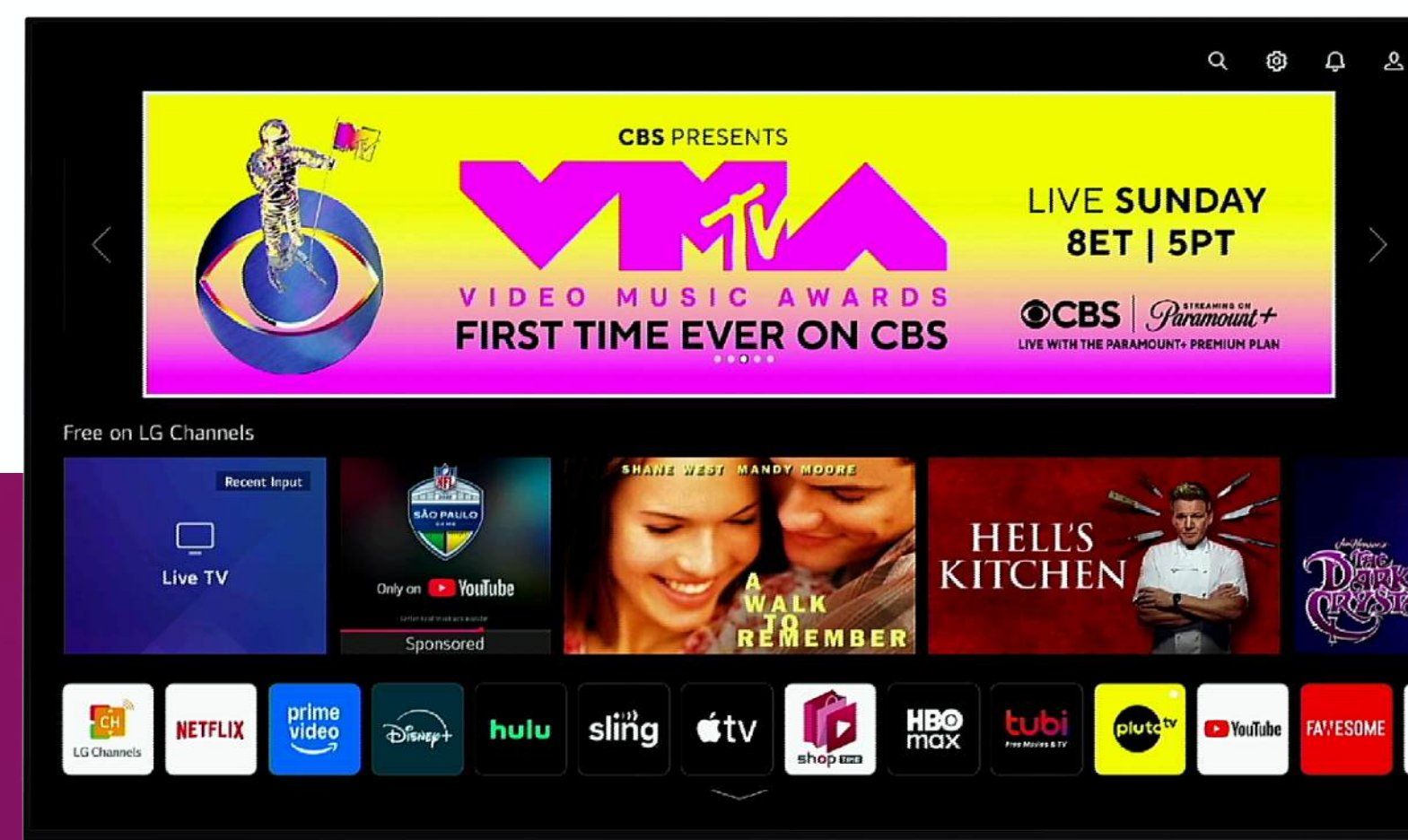
Roku U.S.

A SHOW-STOPPING SEPTEMBER FOR PARAMOUNT+

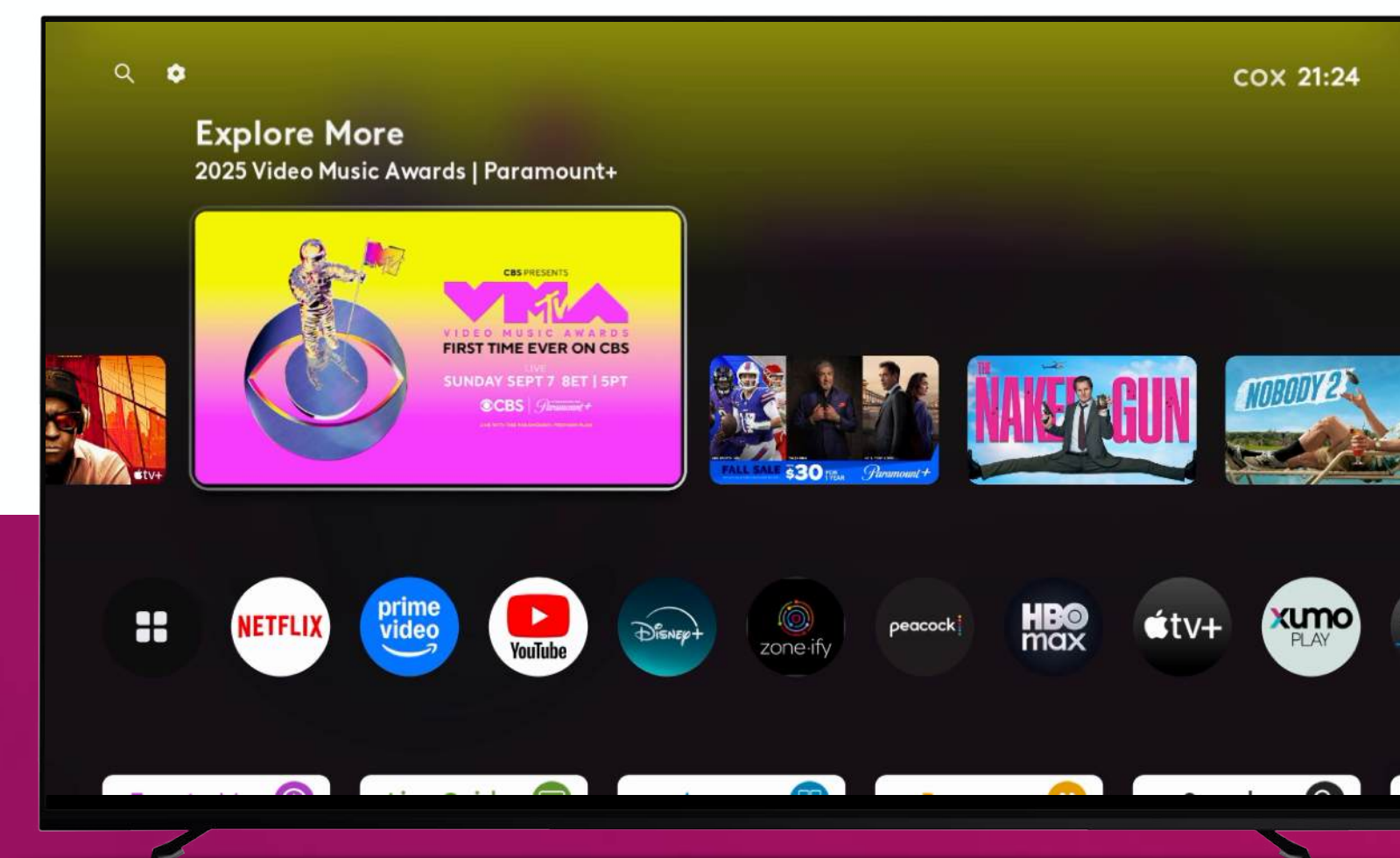
- Paramount+ lit up the streaming landscape with the *MTV Video Music Awards*, marking the first-ever broadcast of the event on CBS and extending its reach through streaming. The vibrant campaign stood out across major platforms like Cox and LG TV, featuring premium placement that highlighted the live broadcast alongside top Paramount+ titles including *NFL*, *Tulsa King*, and *NCIS: Tony & Ziva*.
- On the likes of Cox Contour 2 and LG TV, Paramount+ secured strong visibility with top carousel placements that amplified excitement for the star-studded awards show. The bright, bold creative and cross-promotion with CBS underscored Paramount+'s strategy of uniting live events and entertainment under one roof - making the VMAs one of September's most eye-catching streaming moments.
- In the news:** [Variety](#) reports that Warner Bros. Discovery has sued Dish Network, alleging that Sling TV's new short-term "Passes" violate their distribution agreement and undermine the standard pay-TV business model of monthly subscriptions. The lawsuit, which follows a similar one filed by Disney and ESPN, claims that the passes harm programmers and could disrupt their relationships with other distribution partners.



Cox Contour 2 U.S.



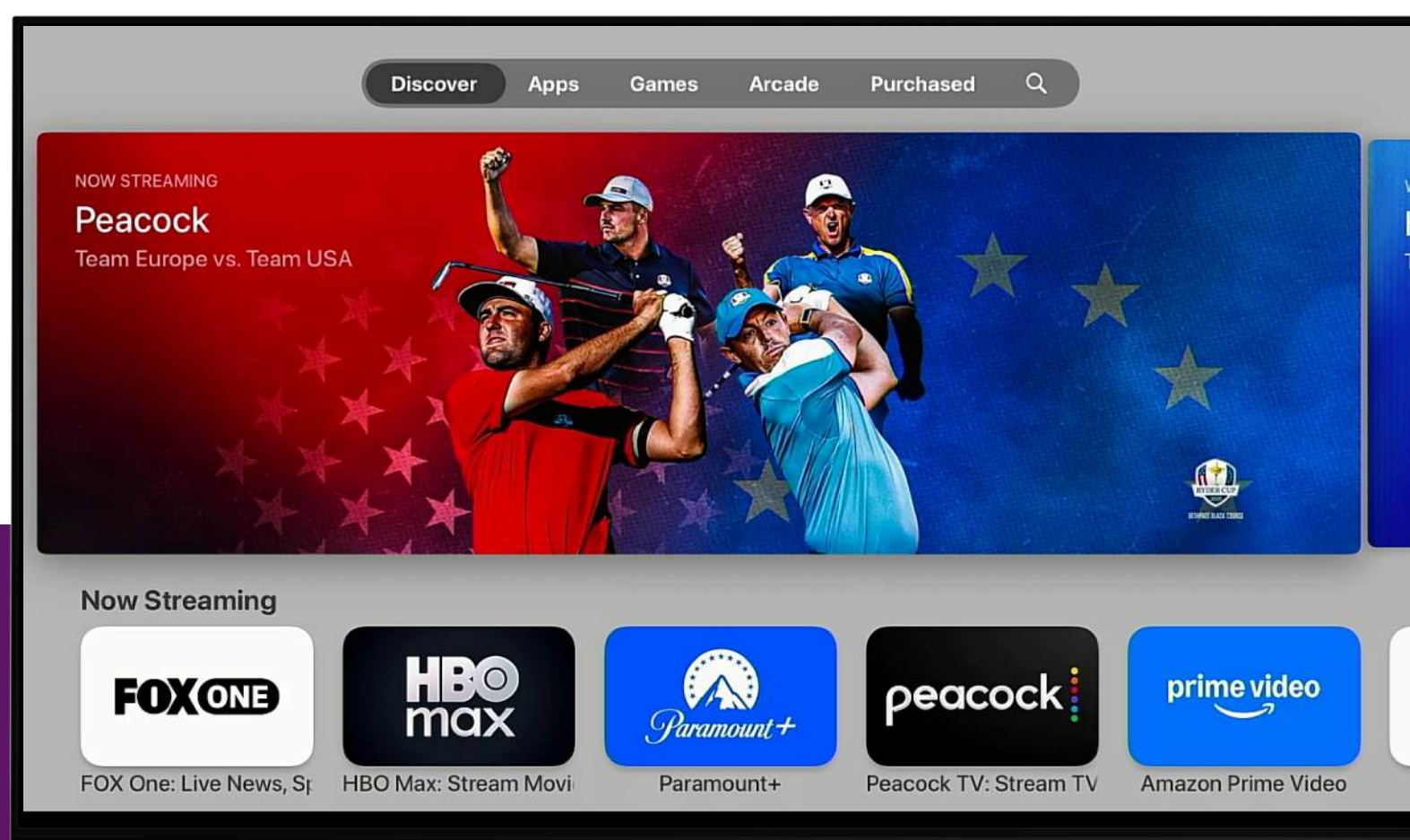
LG TV (2022) U.S.



Cox CSP U.S.

PEACOCK TEES UP A GLOBAL SHOWDOWN

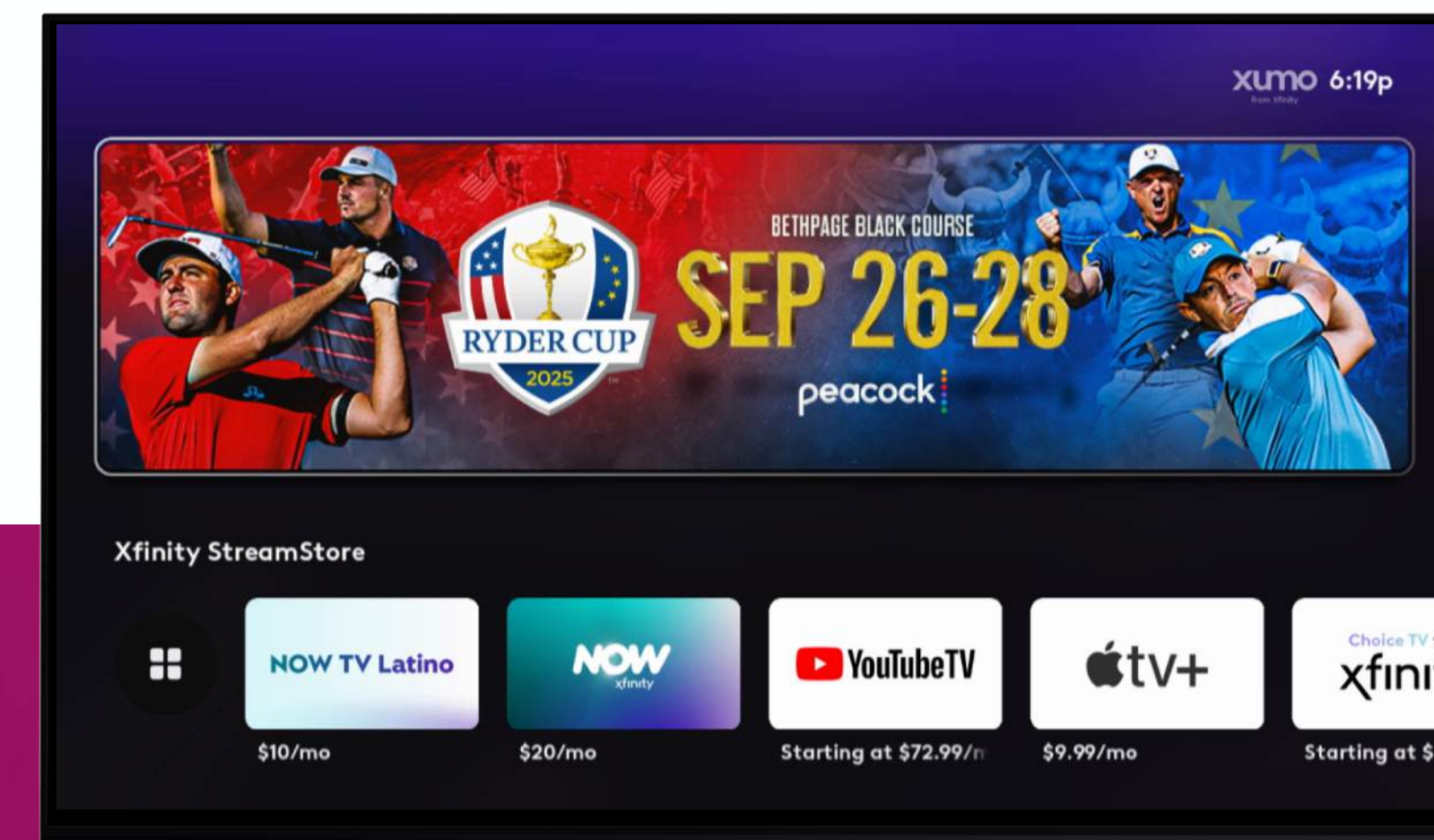
- Although the *Ryder Cup* only teed off at the end of September, Peacock still drove impressive visibility across major streaming platforms. The high-stakes tournament between Team USA and Team Europe took center stage on Apple TV and Vizio TV, both featuring Peacock in top carousel positions that spotlighted the competition's intensity and live-event appeal.
- While Xfinity Flex did not feature the event in its top carousel, it still delivered strong exposure through a wide banner on the landing page, enhanced by bold visuals and clearly marked event dates. This cohesive, multi-platform push ensured that Peacock's live coverage reached audiences across every major device, cementing its position as a go-to destination for marquee sports moments.
- In the news:** Reported by [Deadline](#), Amazon and Netflix have partnered to enable advertisers to buy Netflix inventory through Amazon's demand-side platform (DSP). This deal, set to launch in Q4 across 11 countries, underscores a wider industry trend of ad spending shifting from traditional linear TV to streaming platforms.



Apple TV U.S.



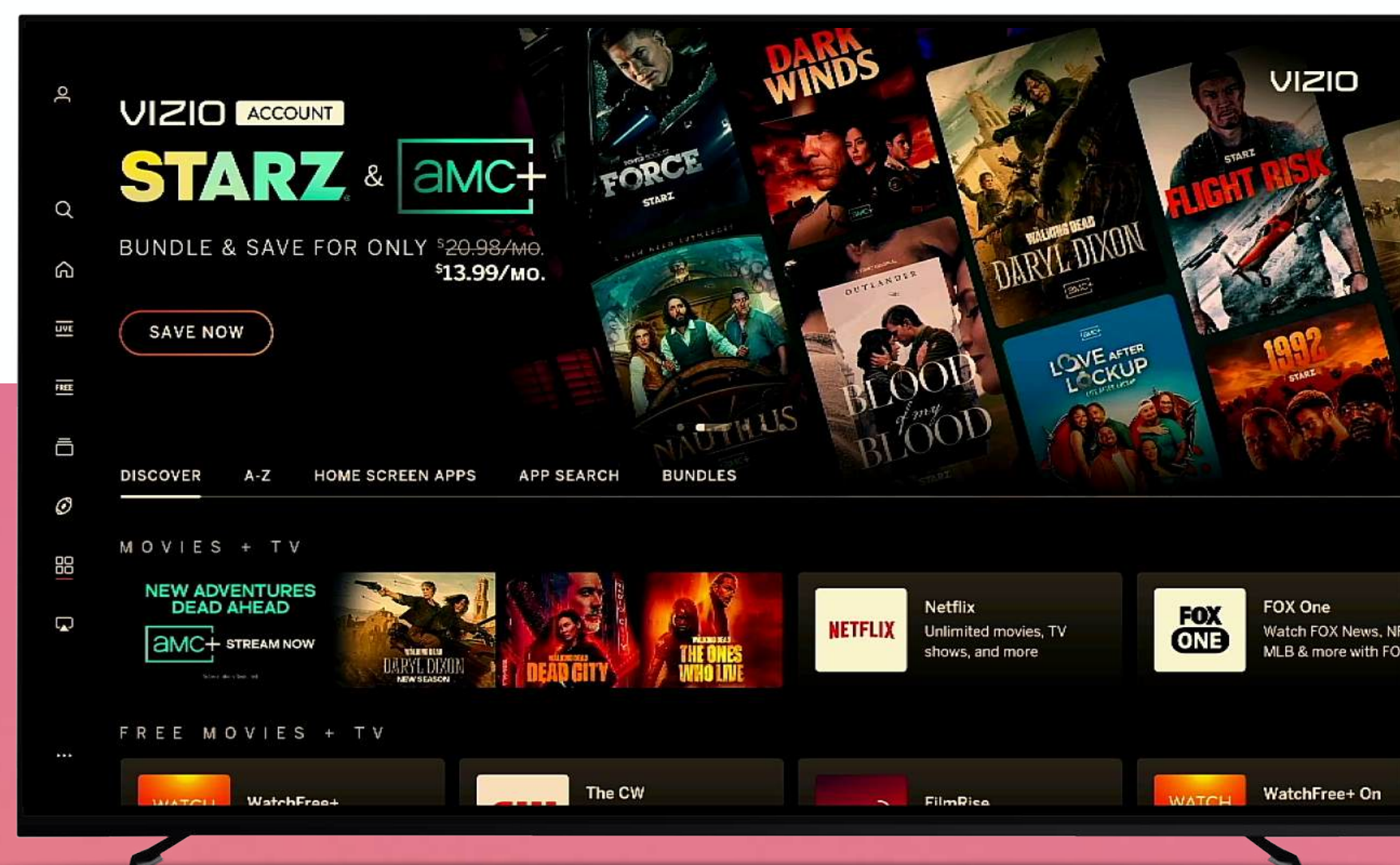
Vizio TV U.S.



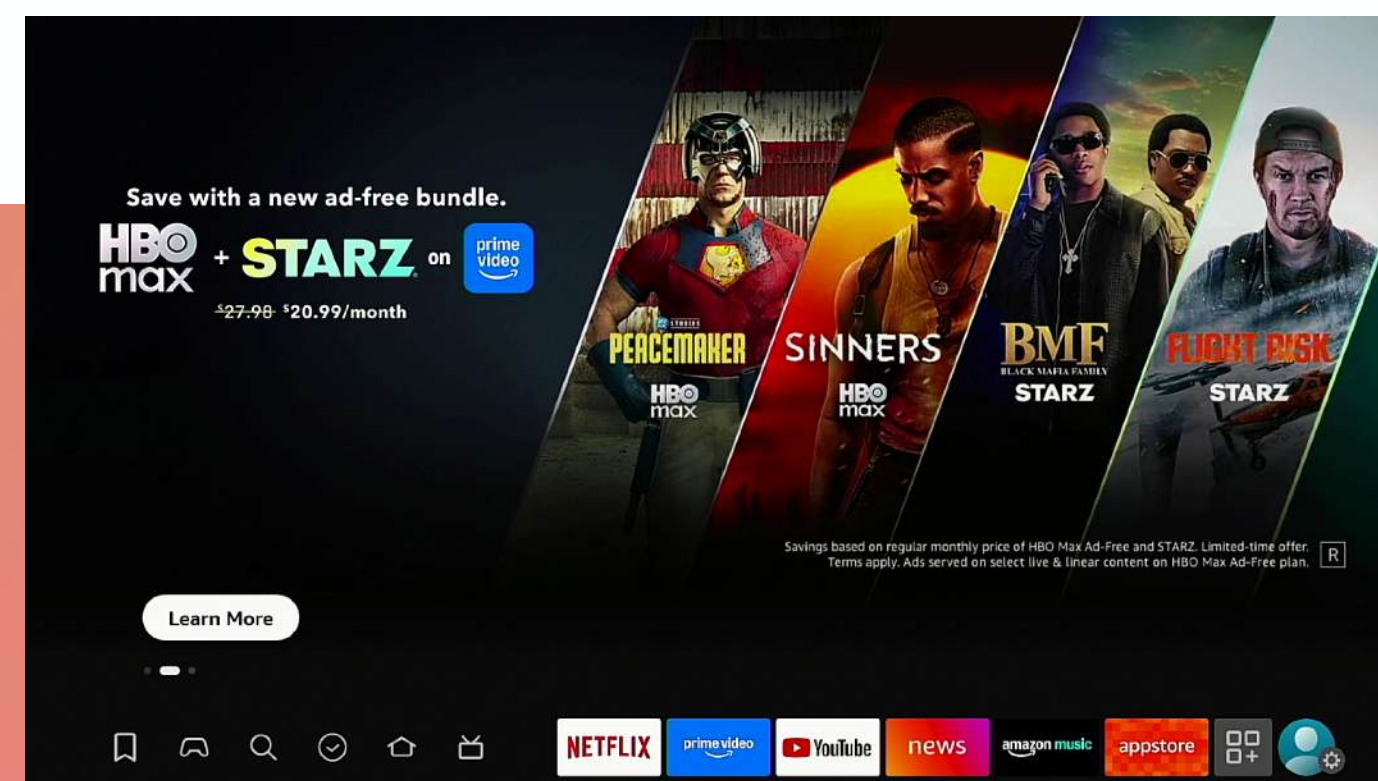
Xfinity Flex U.S.

BUNDLES, DEALS & DOUBLE EXPOSURE

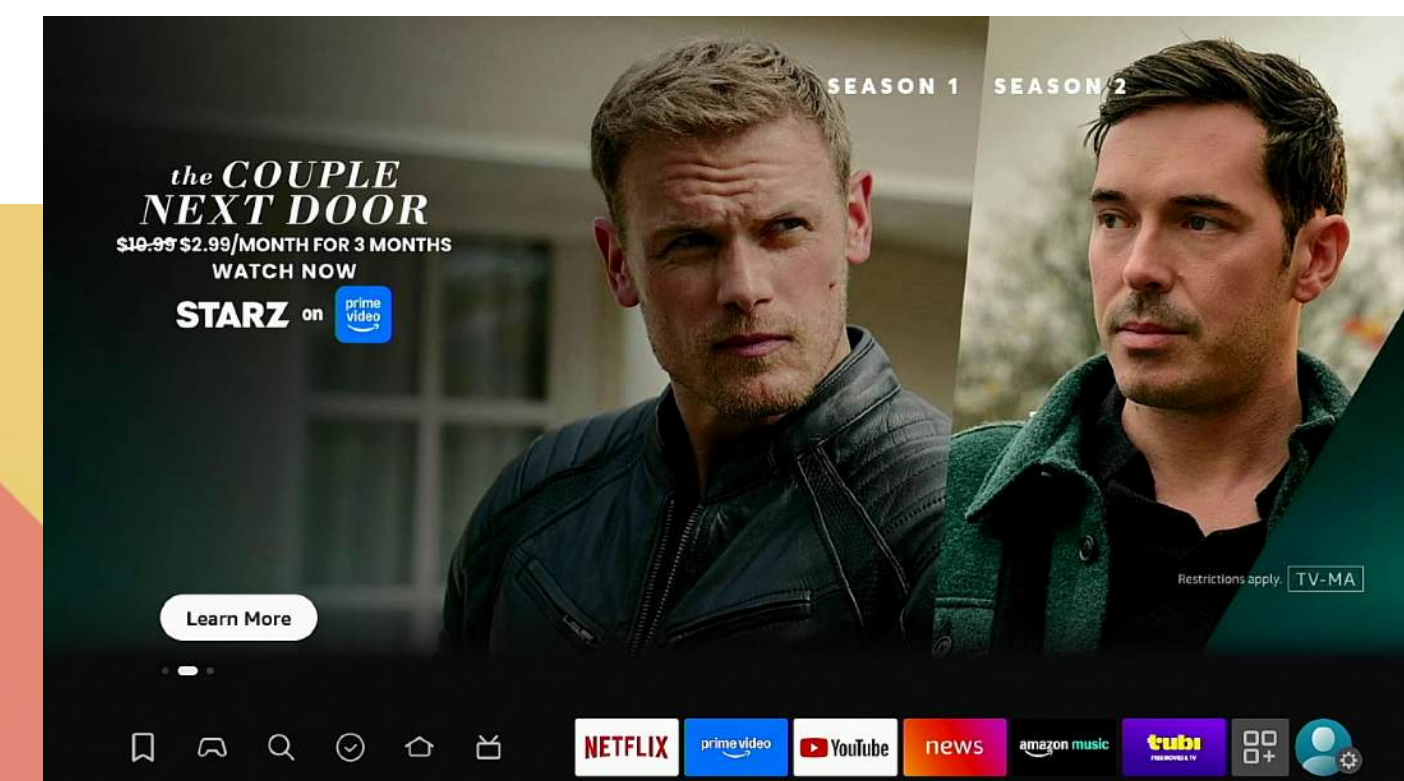
-  In September, STARZ doubled down on promotional activity across connected TV platforms, spotlighting both its original programming and bundled savings. On the likes of Fire TV, *The Couple Next Door* headlined visibility with bold creative and a limited-time discounted offer, while HBO Max's "HBO Max / STARZ" bundle featured nearby, promoting a reduced ad-free package for subscribers.
-  Meanwhile, Vizio TV resurfaced the STARZ & AMC+ Bundle, giving it prime carousel placement and highlighting its lower promotional price point. Across all activations, STARZ emphasized value with clear price messaging and multi-service deals - reinforcing its strategy to attract and retain viewers through compelling bundles and seasonal discounts.
-  **In the news:** [Variety](#) reports that President Trump's renewed threat to impose a 100% tariff on films made outside the U.S. has sparked confusion and frustration across Hollywood. Studios and streamers were caught off guard by the social media announcement, with industry executives questioning how such tariffs could apply to a globalized film business. While most remain skeptical that the policy will materialize, the remarks reignited debate over federal incentives to keep production in the U.S.



Vizio TV U.S.



Fire TV U.S.



Fire TV U.S.



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LOOPER INSIGHTS

Share of Voice is the New Ratings.

Measuring Your Real CTV Footprint.

HOSTED BY
Product Marketing Manager
James Moore

LISTEN NOW

LISTEN NOW

Podcast: Traditional ratings can't keep up with today's fragmented CTV landscape. In our latest episode, Product Marketing Manager James Moore explains why Share of Voice is the new ratings - and how **Media Placement Value (MPV™)** reveals your true content footprint across platforms.

LOOPER INSIGHTS

Beyond Viewership

Modeling Performance with CTV Visibility Data

HOSTED BY
James Moore
Product Marketing Manager

Thamila Madji
Head of Data Science

WATCH NOW

Webinar: Looper Insights' James Moore and Thamila Madji explore how to move beyond traditional viewership metrics using CTV visibility data. This session introduces methods to bridge the "Visibility Gap," integrate on-screen promotional data, and model true ROI - plus an exclusive look at our new **Merchandising Intelligence Dashboard**.



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hello@looperinsights.com
looperinsights.com

