

/ SEPTEMBER 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. Recognised 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 standardised 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, optimise 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 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	£1,736,620
2	NCIS: Tony & Ziva	Paramount+	£1,303,329
3	The Thursday Murder Club	NETFLIX	£1,270,551
4	The Guest	iPLAYER	£1,256,123
5	Hostage	NETFLIX	£1,183,872
6	KPop Demon Hunters	NETFLIX	£1,145,744
7	Alien: Earth	Disney+	£1,027,029
8	Lilo & Stitch	Disney+	£1,009,174
9	The Summer I Turned Pretty	prime video	£927,467
10	Wednesday	itvX	£917,609

STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	APP	£MPV™ SCORE
1	prime video	£36,034,100
2	iPLAYER	£33,941,542
3	itvX	£25,937,318
4	Paramount+	£25,399,671
5	NETFLIX	£23,303,000
6	Disney+	£21,765,088
7	4	£12,591,060
8	5	£10,795,037
9	apple tv+	£9,906,417
10	NOW	£8,139,803

*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

STREAMER OF THE MONTH

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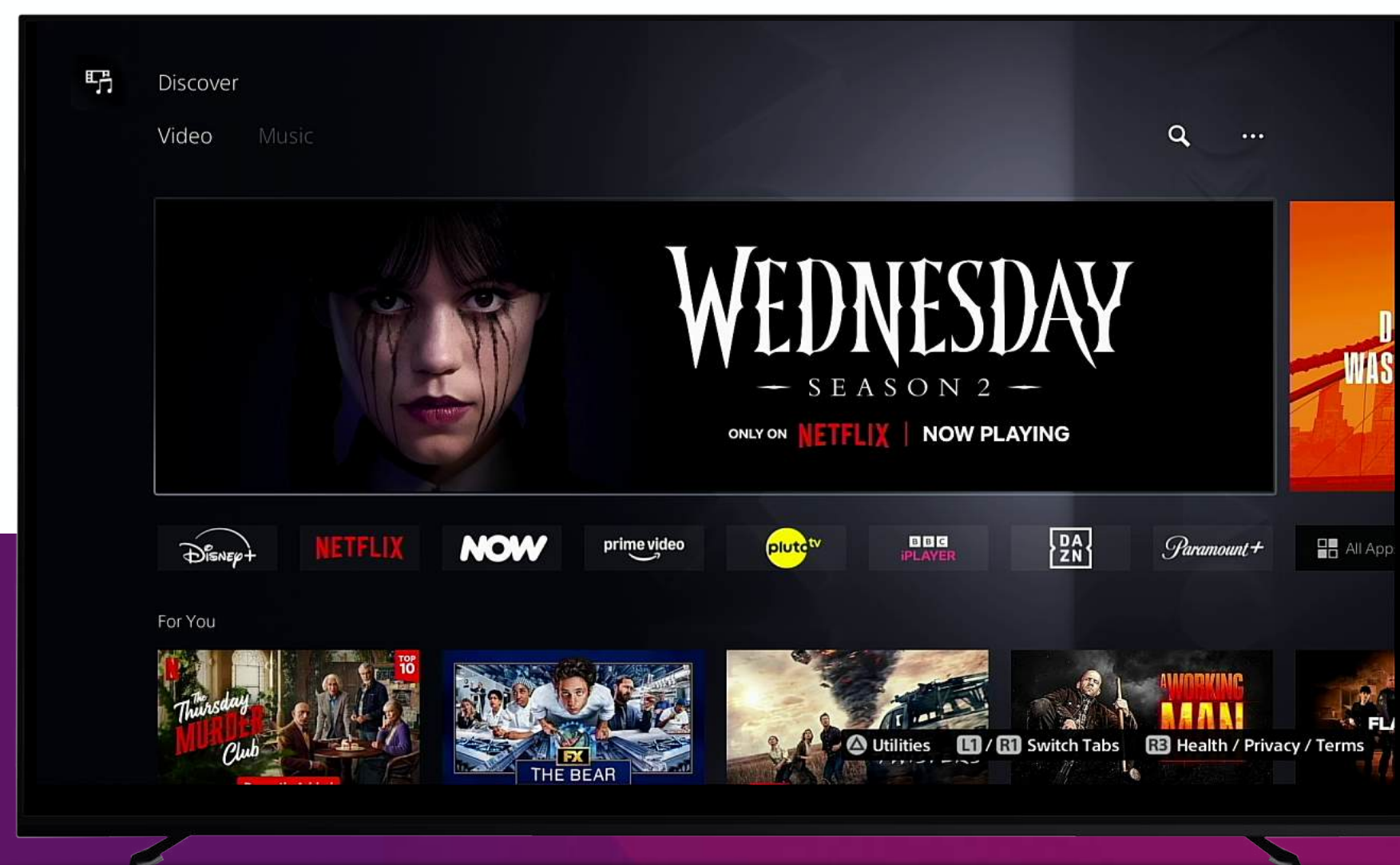
In September, *Wednesday* continued to cast its spell over UK audiences, retaining the top spot with an £MPV™ score of £1.7 million, down just 8% from August. Paramount+'s *NCIS: Tony & Ziva* made an impressive debut, ranking second with £1.3 million, while Netflix maintained a strong presence with *The Thursday Murder Club*, *Hostage*, and *KPop Demon Hunters* all placing within the top six.



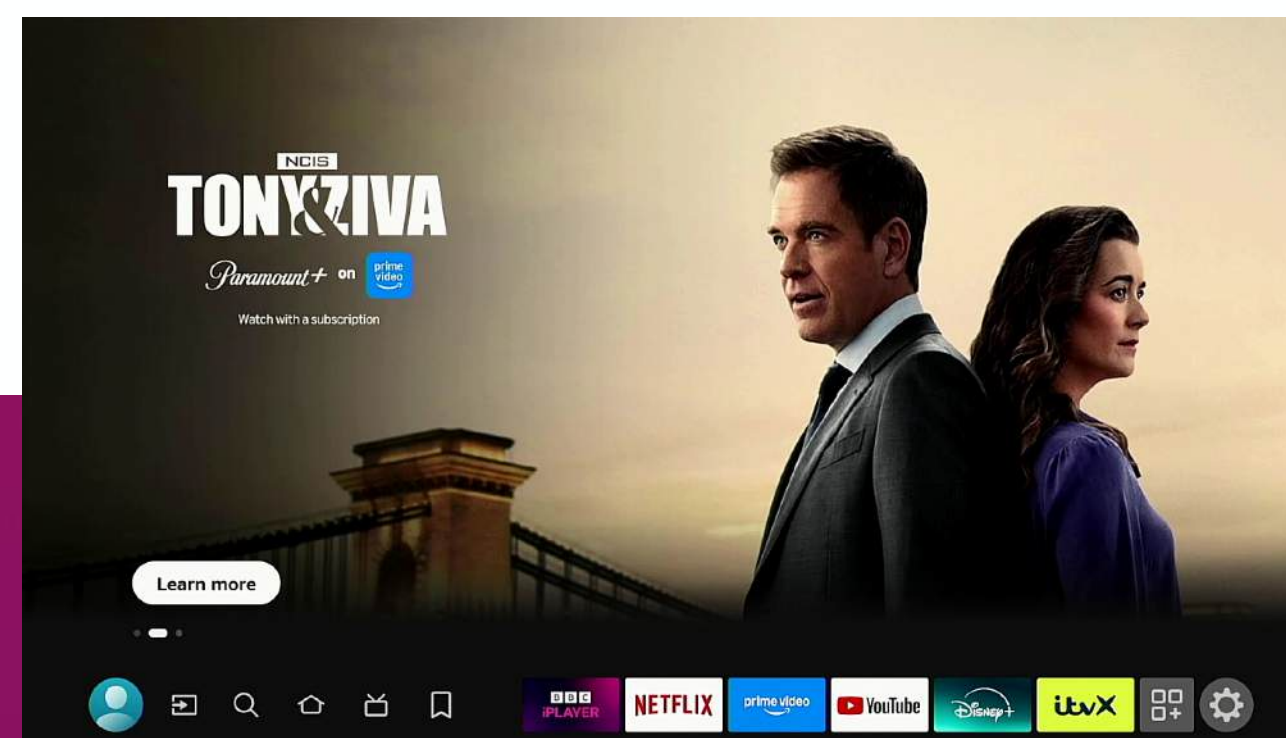
Among other standout performers, *KPop Demon Hunters* rose 5% month-on-month, reaffirming the appetite for animated and youth-oriented titles, while *Alien: Earth* and *Lilo & Stitch* boosted Disney+'s family and sci-fi credentials. Prime Video's *The Summer I Turned Pretty* dipped 29% as its seasonal buzz cooled, though ITVX's *I Fought the Law* entered the top ten with strong debut momentum. The results reflected a balanced month of holdover hits and fresh arrivals across the UK streaming landscape.



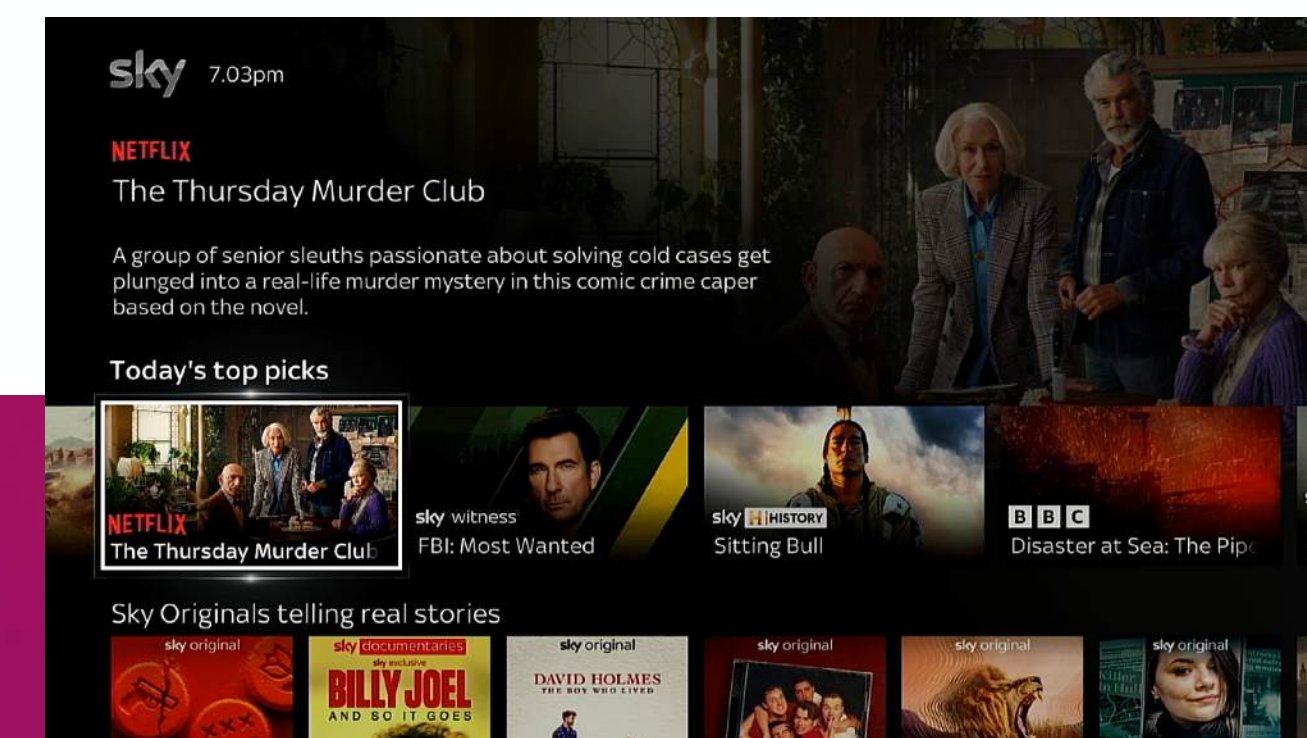
In the news: According to [Deadline](#), streamer spending on British TV shows exceeded \$1 billion in 2024, a 24% increase that occurred during a period of "sluggish" overall growth for the UK television industry. Pact CEO John McVay stated that this investment comfortably surpasses Channel 4's annual originals budget and criticised the broadcaster's "snarkiness" and "mudslinging" in a recent dispute over a show.



PlayStation 5 UK

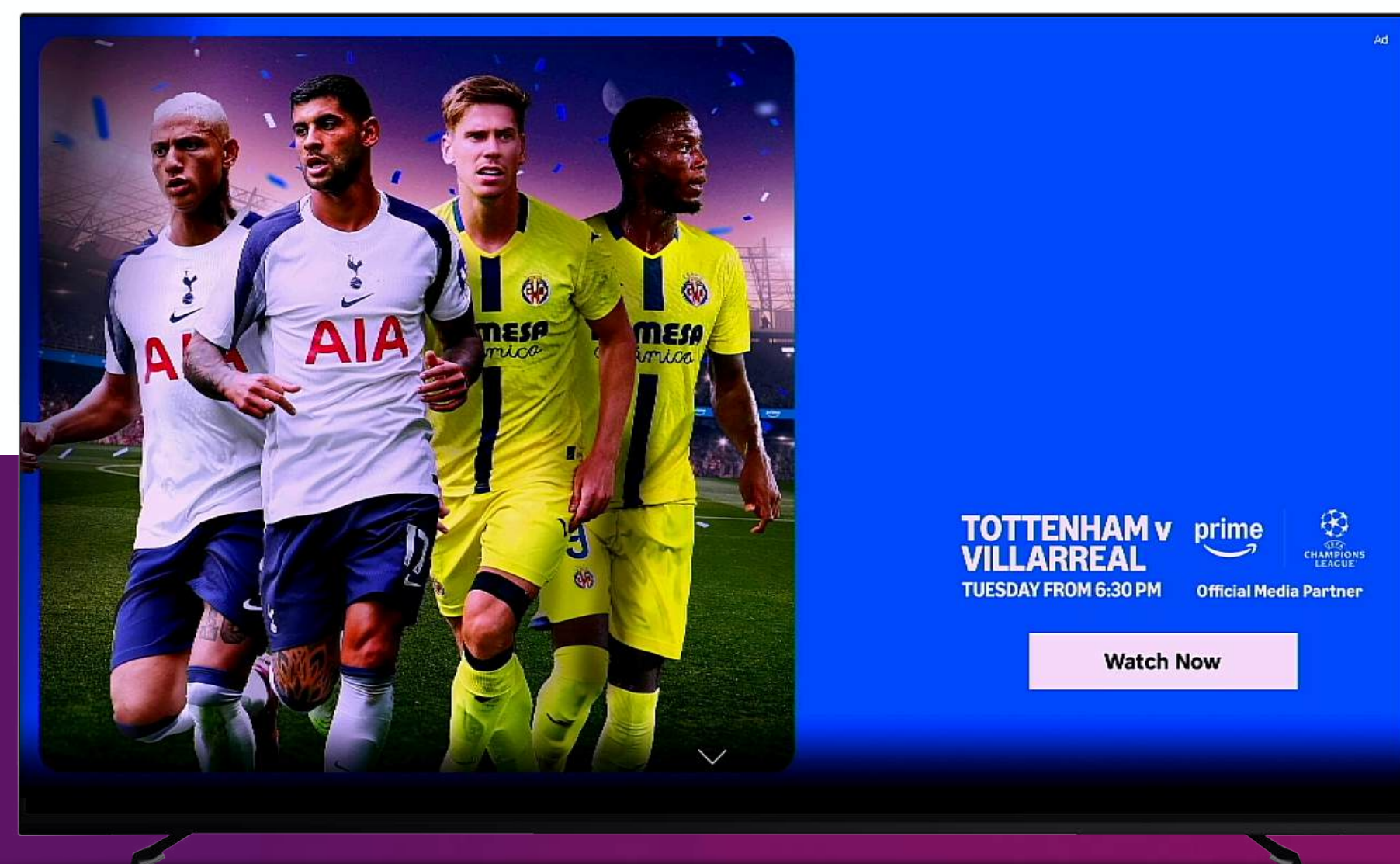


Fire TV UK



Sky Q UK

EUROPE'S ELITE RETURN TO THE SCREEN

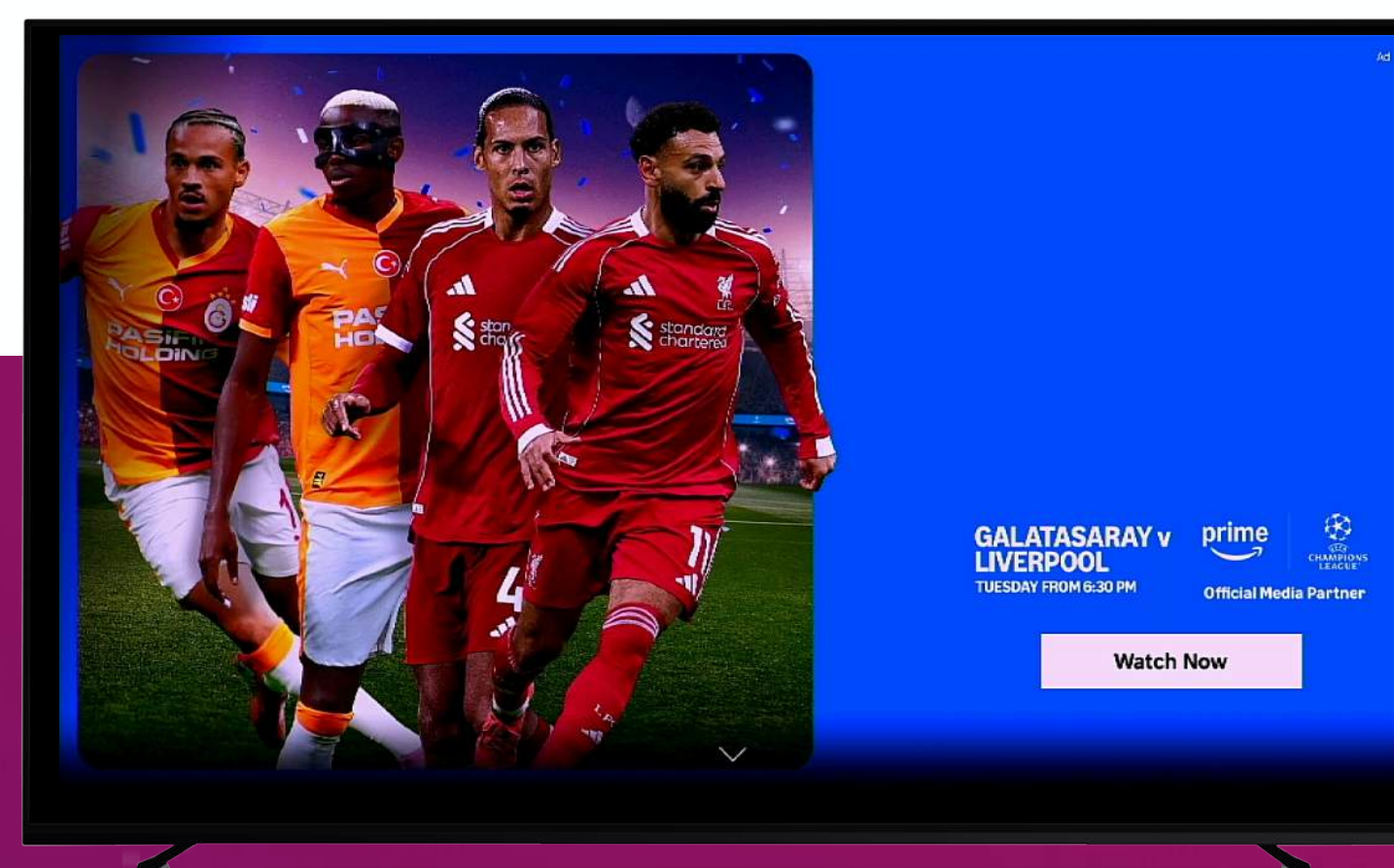


Samsung TV (2022) UK

With the kick-off of the *UEFA Champions League* proper, Prime Video took centre stage across connected-TV platforms with standout coverage of Europe's biggest clubs. On Samsung TV, the service commanded full-screen takeovers featuring striking visuals of players from Liverpool, Galatasaray, Tottenham Hotspur and Villarreal, creating an unmissable moment that brought the intensity and prestige of the tournament straight into viewers' homes.

The bold campaign combined vivid player imagery and high-energy creative to celebrate the return of Europe's elite competition. By pairing iconic clubs with premium presentation, Prime Video successfully captured fan excitement and reinforced its position as a leading destination for live sport in the UK.

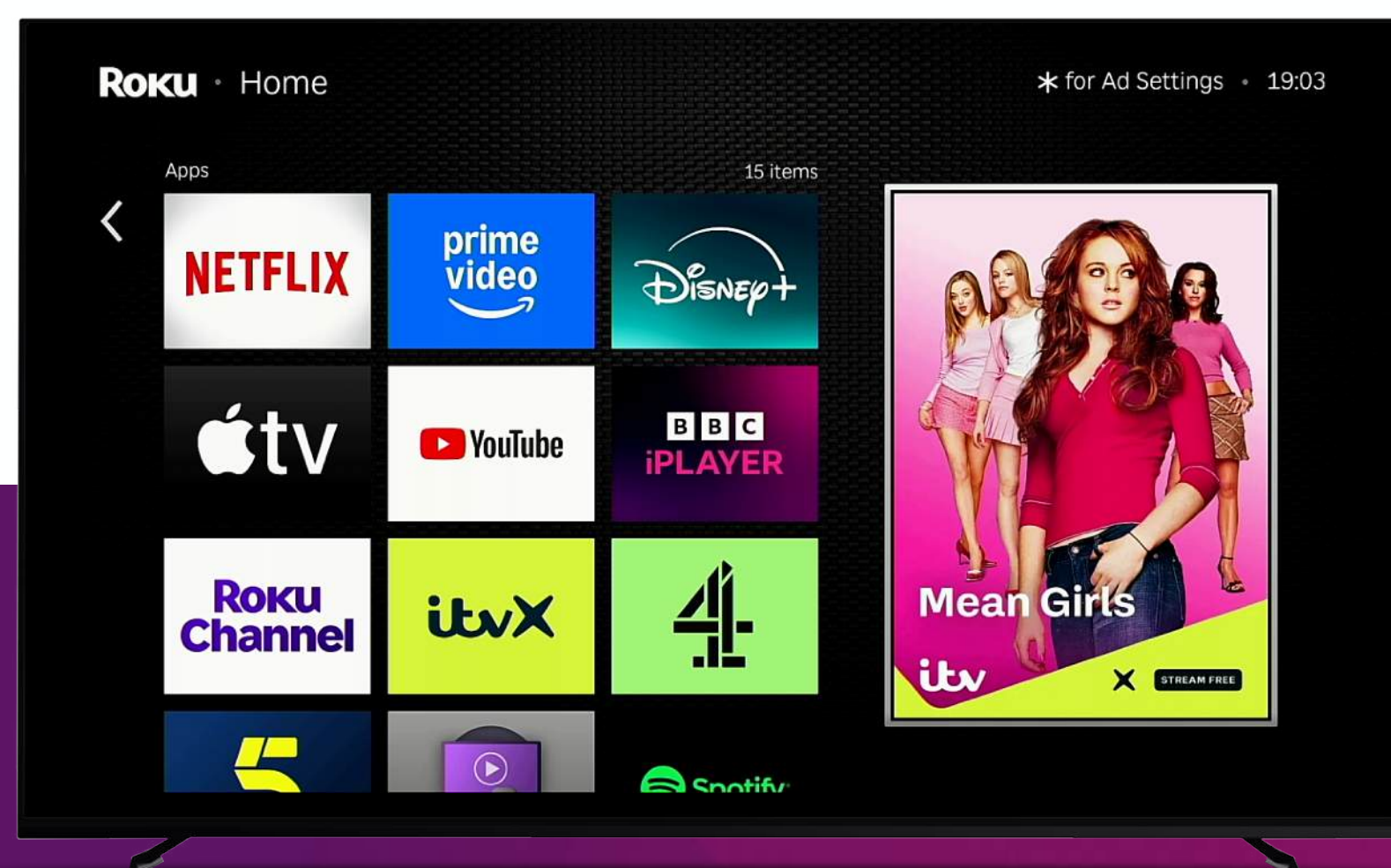
In the news: According to a new report from Oliver & Ohlbaum, Freely, the British broadcaster-backed streaming platform, has reached over half a million weekly users in its first year, with the largest group of users aged 16-34. The study, titled, [*The Heart of the Nation: The enduring power of the national broadcasters*](#), also found that over half of UK TV viewers believe public service broadcasters are best at representing people like them, with this sentiment rising to 60% among those in lower-income households.



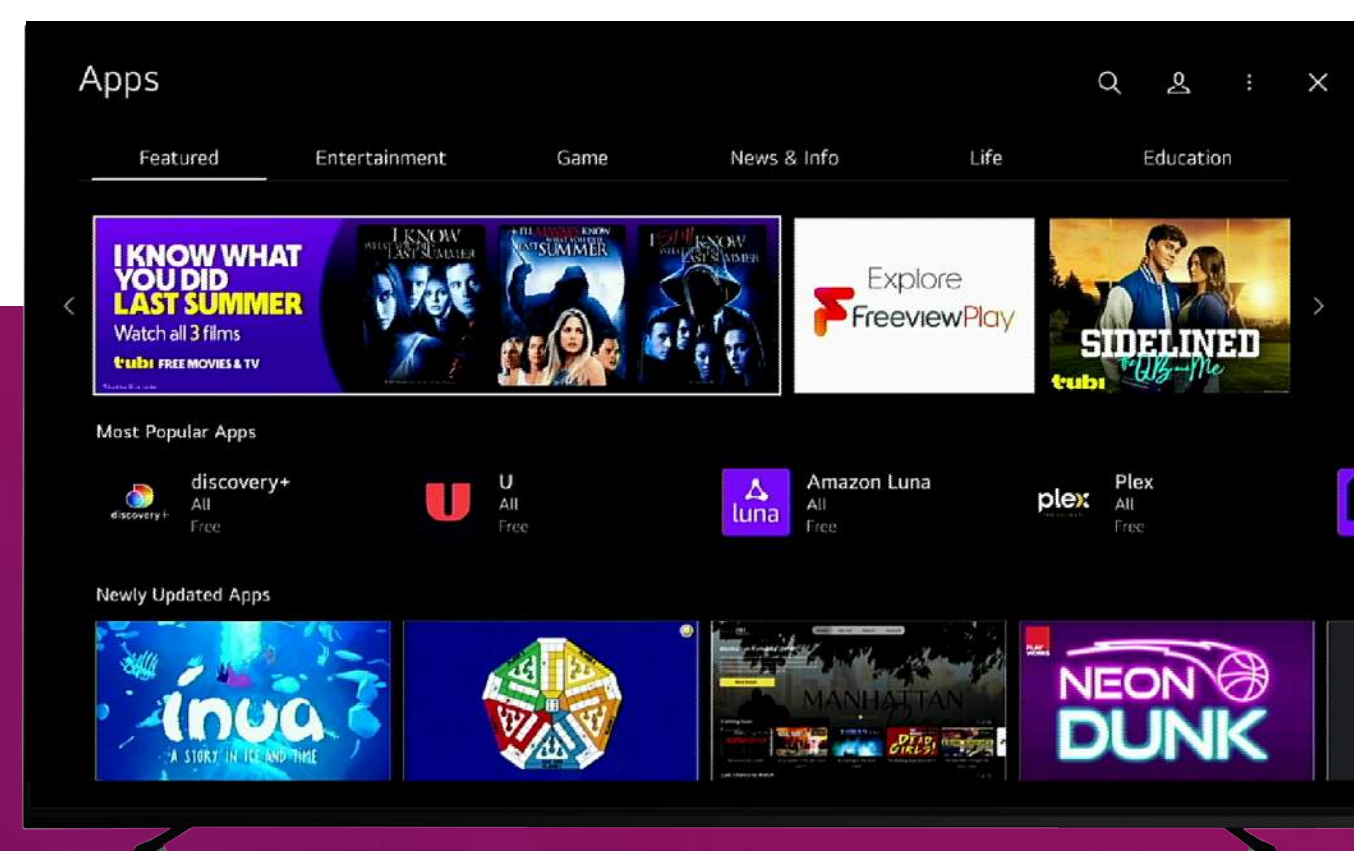
Samsung TV (2022) UK

SEASONAL STREAMING SETS IN EARLY

- Streamers began leaning into cult moments this September, tapping into nostalgia and pop culture buzz to keep audiences engaged. ITVX led the charge with *Mean Girls* promoted on Roku, perfectly timed ahead of the film's iconic "3rd October" date - a moment that reliably sparks fan conversation and memes across social media each year.
- Meanwhile, Tubi spotlighted its *I Know What You Did Last Summer* collection across LG TV, building on the momentum of the franchise's new 2025 release. By pairing timely revivals with beloved classics, platforms transformed familiar titles into fresh viewing events - proving that nostalgia and renewal remain two of streaming's most powerful tools for engagement.
- In the news:** According to [Broadband TV News](#), ITVX's streaming on-demand and linear viewing increased by 35% year-on-year in August 2025, reaching over 260 million streams. The growth was led by the drama and reality genres, with popular titles including *I Fought the Law* and the final week of *Love Island*.



Roku UK



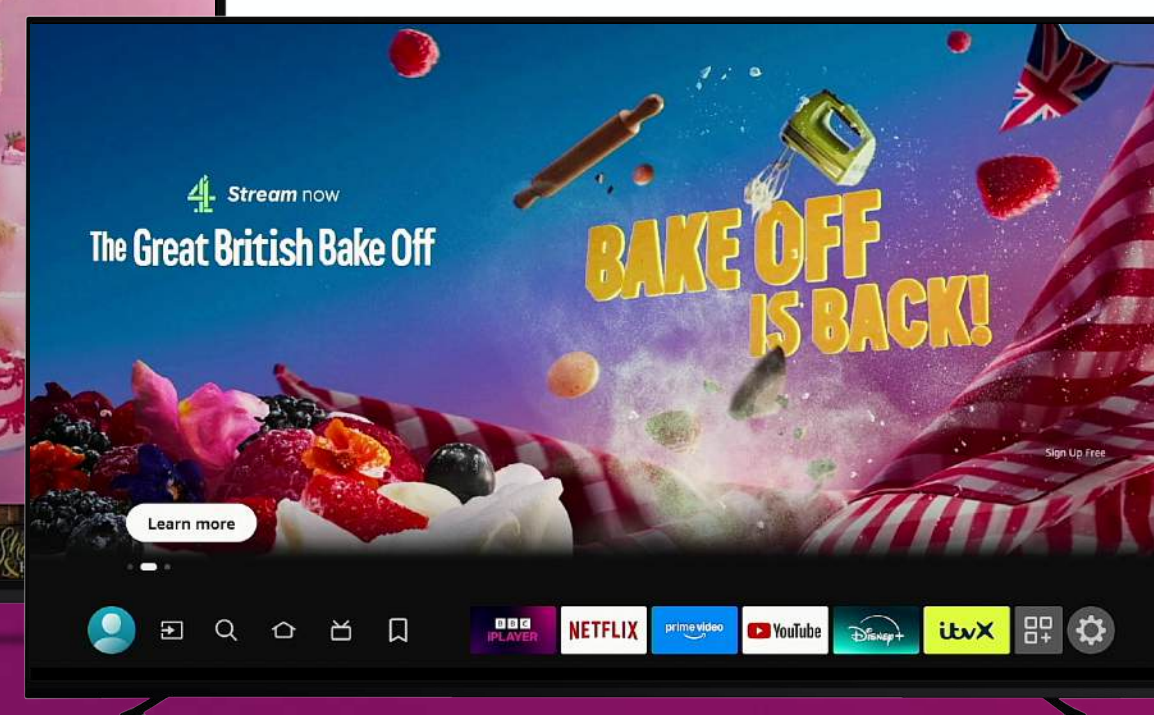
LG TV (2022) UK

BRITAIN'S SWEETEST SHOW STEALS THE SPOTLIGHT

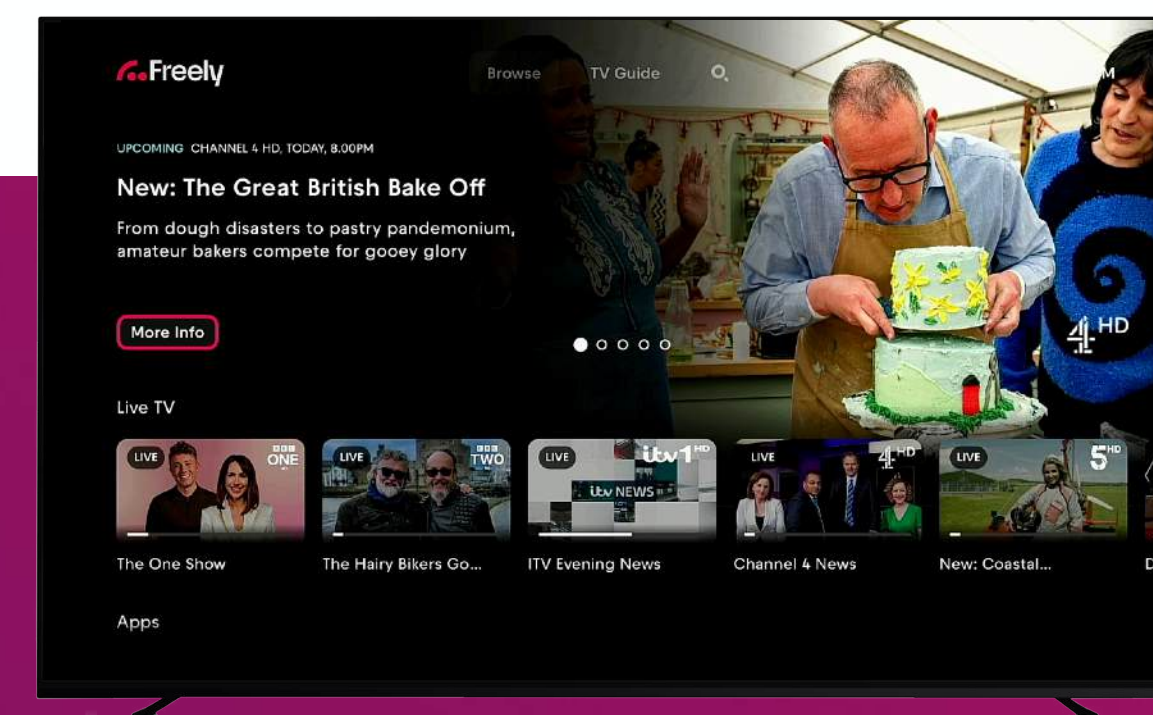
-  This September, *The Great British Bake Off* returned in full force, commanding exceptional visibility across multiple connected-TV platforms. On Google TV, Fire TV and Freely, Channel 4's iconic series topped the carousel in premium tabs. Even on Sky Q, *The Great British Bake Off* continued to mix it up among the "Top Picks", keeping viewers well aware that Britain's most beloved baking show was back.
-  With colourful, joyful creative and a distinctly British sense of fun, Channel 4's campaign brought the tent's energy to screens nationwide. The combination of strong platform reach and vibrant visuals made *The Great British Bake Off* one of September's most instantly recognisable and widely visible returning shows - a clear win for Channel 4's autumn line-up.
-  **In the news:** As reported by [Broadband TV News](#), the number of UK homes with access to a subscription video-on-demand (SVOD) service increased by 500,000 in Q2 2025, reaching a total of 20.6 million. The report from Barb suggests that much of this growth is driven by existing users migrating from ad-free to ad-supported subscription tiers.



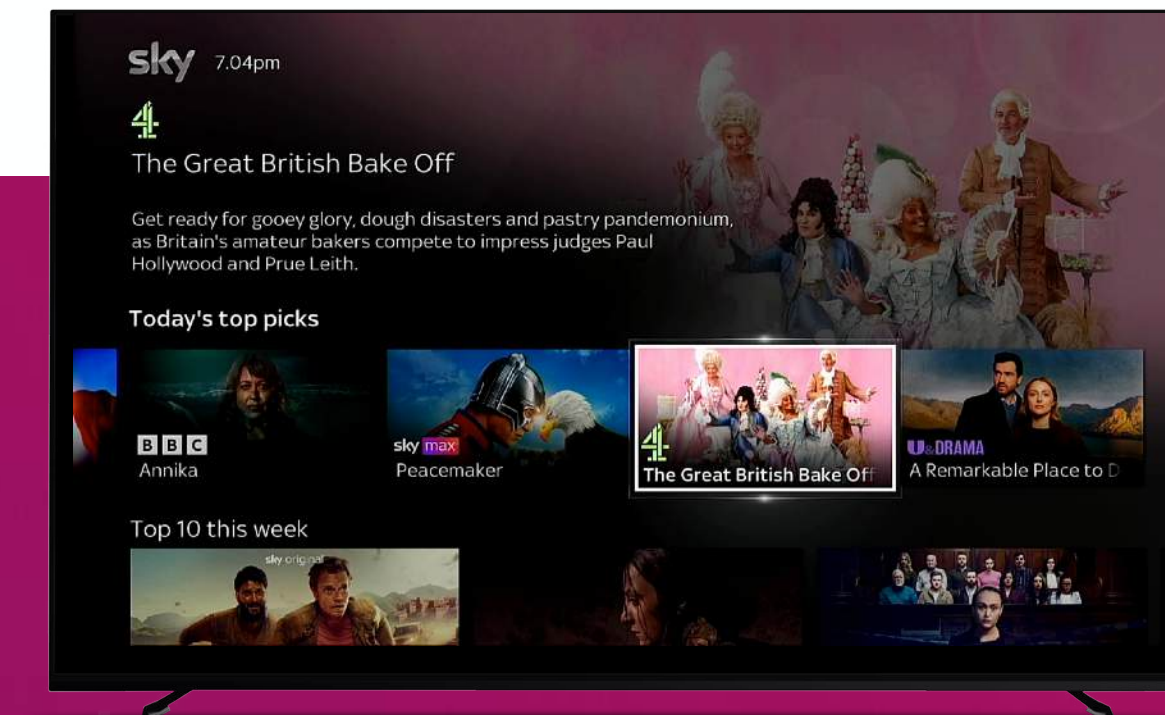
Google TV UK



Fire TV UK



Freely UK



Sky Q UK



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

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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