



/ NOVEMBER 2025 /



LOOPER
INSIGHTS

STREAMER OF THE MONTH



LOOPER
I N S I G H T S

ABOUT LOOPER INSIGHTS

Founded in London in 2017 by Lucas Bertrand, 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 *Merchandiser 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 **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 9 devices* in the Australia to see who was winning the best promotional real estate.

STREAMER OF THE MONTH
/ TOP 10 TITLES /


POSITION	TITLE	APP	\$MPV™ SCORE
1	Pluribus		A\$719,018
2	Love Island Australia		A\$706,263
3	NBA		A\$646,163
4	Down Cemetery Road		A\$558,527
5	Love It or List It Australia		A\$540,545
6	Landman		A\$539,425
7	All Her Fault		A\$462,489
8	Slow Horses		A\$448,290
9	All's Fair		A\$411,842
10	The Last Frontier		A\$359,190

STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	APP	\$MPV™ SCORE
1		A\$9,753,736
2		A\$9,732,032
3		A\$8,066,827
4		A\$7,404,726
5		A\$5,849,361
6		A\$5,793,060
7		A\$5,646,432
8		A\$5,549,516
9		A\$4,088,504
10		A\$3,592,690

*Apple TV, Fetch TV, Fire TV, Foxtel, Google TV, Hisense Vidaa TV, LG TV, PS4 & Samsung TV



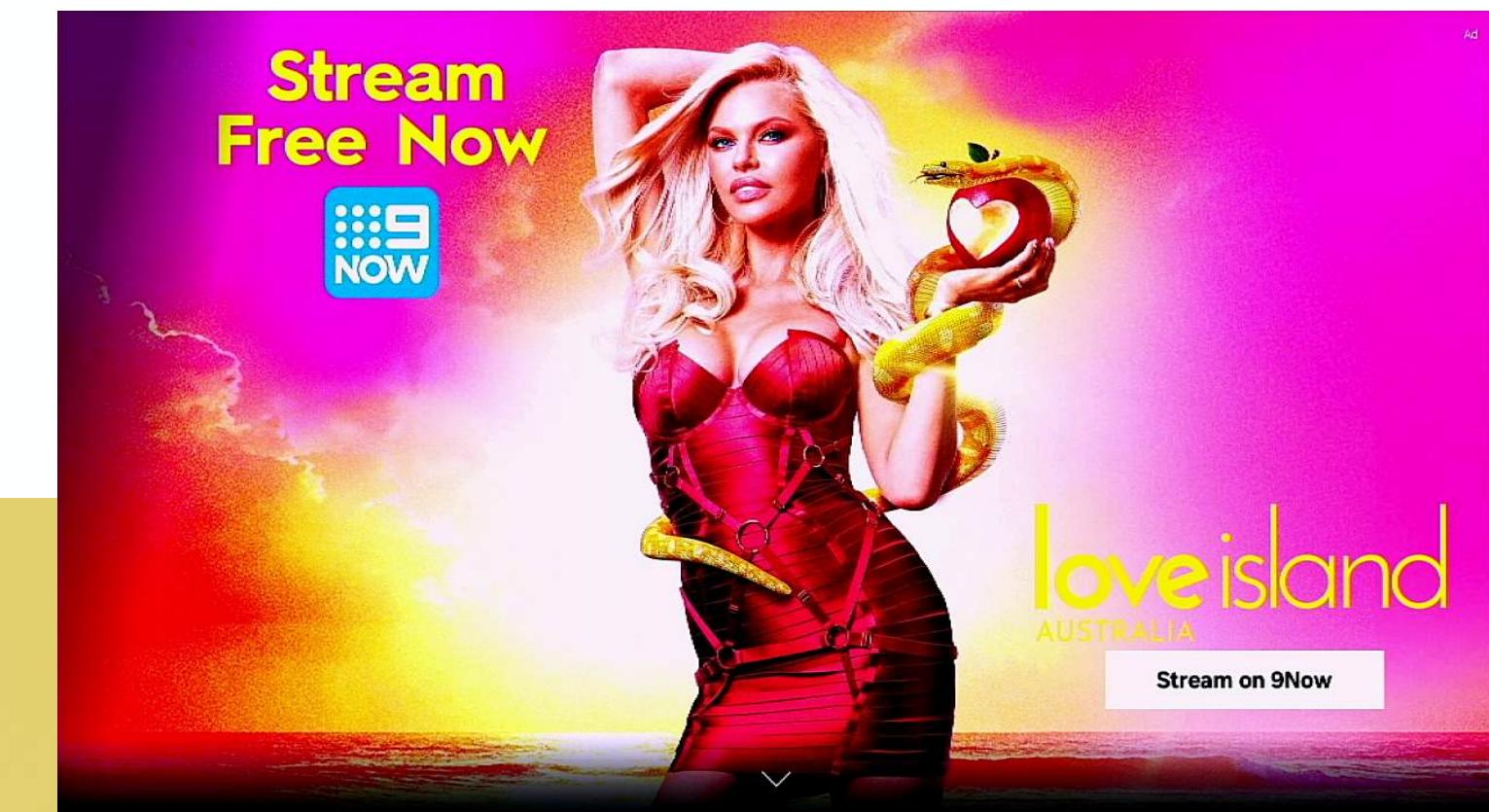
TOP TITLES OF THE MONTH

November's promotional landscape was dominated by Apple TV, with its title *Pluribus* emerging as the top-promoted title, generating a significant A\$719K in \$MPV™. Australian local content also demonstrated substantial promotional appeal, as 9Now's *Love Island Australia* and Binge's *Love It or List It Australia* collectively achieved an impressive \$MPV™ exceeding A\$1.2 million.

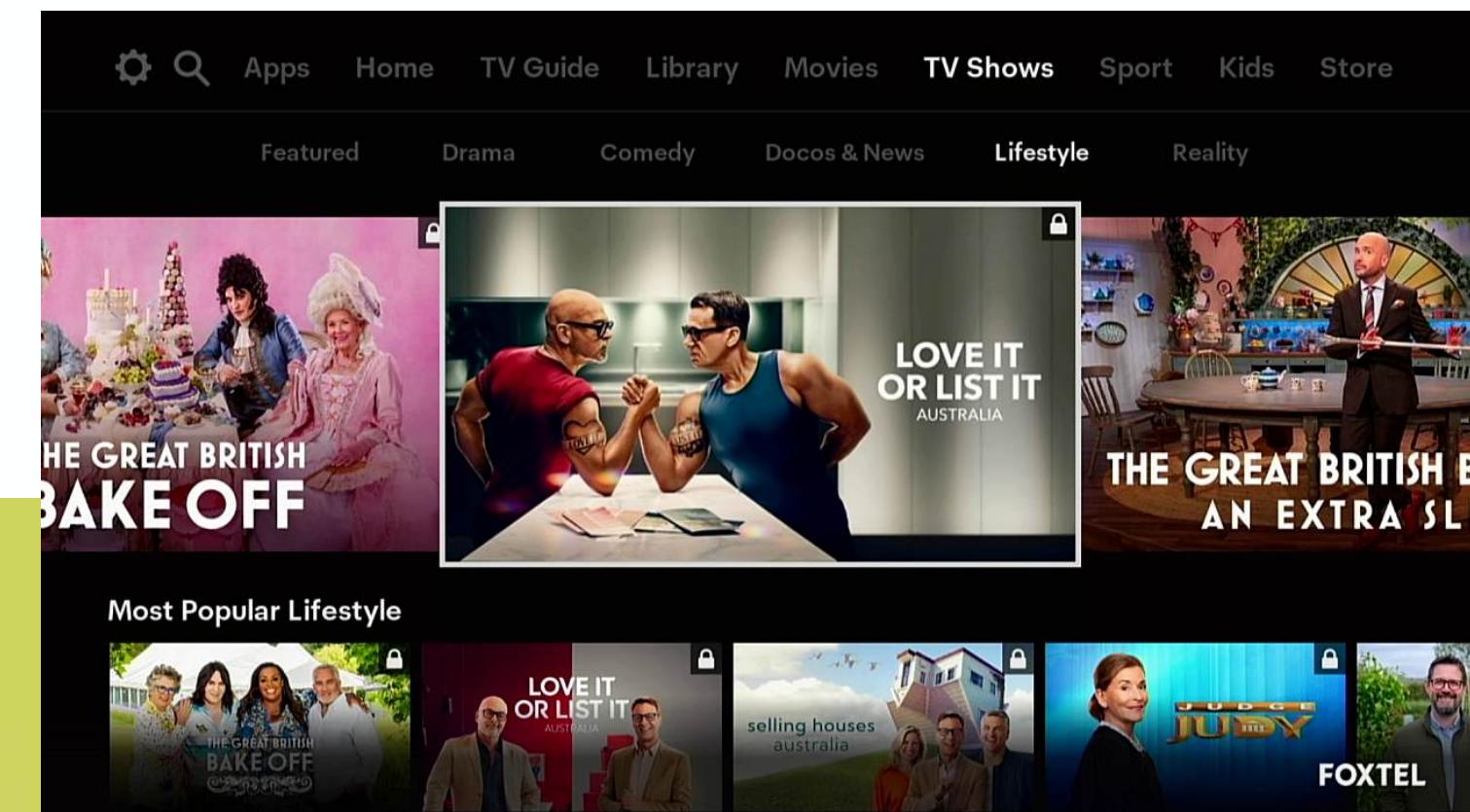
In the news: According to [TV Blackbox](#), Q3 data from JustWatch shows Netflix remains Australia's most engaged streaming platform at 23%, followed closely by Prime Video at 20% and Disney+ at 19%, reflecting strong competition among the top global players. Local services like Stan (11%), Binge (9%), and Paramount+ (8%) continue to hold an important mid-tier presence, highlighting a mature but increasingly fragmented streaming market.



Fetch TV AU



Samsung TV (2022) AU



Foxtel AU

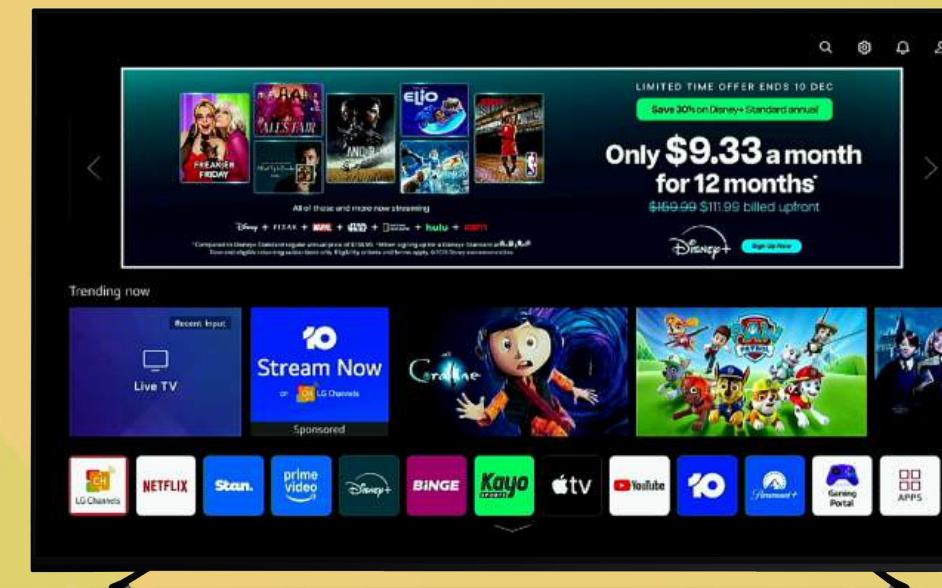
STREAM BIG. SPEND LESS.

Australian audiences were spoiled for choice in November, with a wave of standout streaming deals. Disney+ led the charge with its eye-catching \$9.33-per-month for 12 months offer, prominently featured across Fire TV and LG TV. Apple TV+ joined the action with a tempting Black Friday deal- \$7.99 per month for six months on Fetch- while Prime Video made waves by cutting up to 75% off select channel subscriptions, including big-name favourites such as HBO Max, Lionsgate+ and AMC+. Even Stan got in on the action, rolling out a \$5-per-month for two months offer on Samsung TV. All up, it was a blockbuster week for streaming fans.

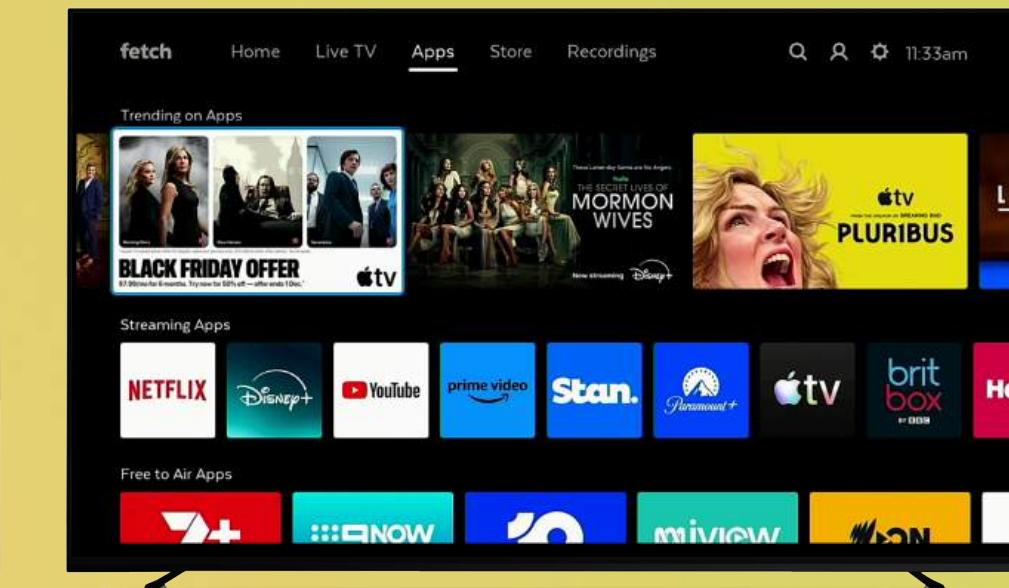
In the news: According to [Screen Daily](#), Australia's Labor government announced that the most popular subscription video on demand (SVOD) services operating in the country will soon be obliged to invest in new local drama, documentary, or children's, arts or educational programming. It is understood that services with more than one million subscriptions will need to invest either a minimum of 10% of the total they spend on programming for Australia or 7.5% of their Australian revenues, though the enabling legislation has not yet been introduced in Parliament.



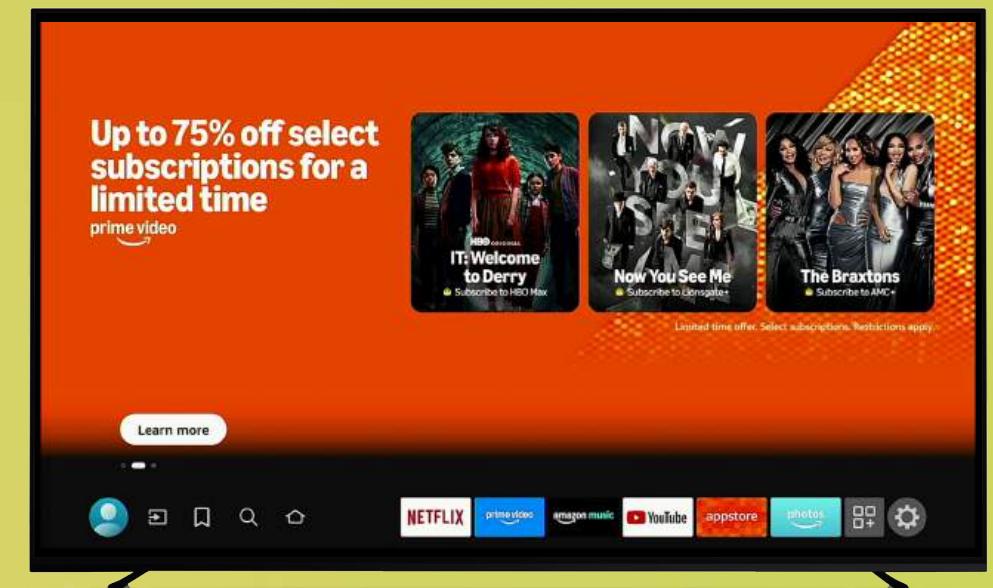
Fire TV AU



LG TV (2022) AU



Fetch TV AU



Fire TV AU

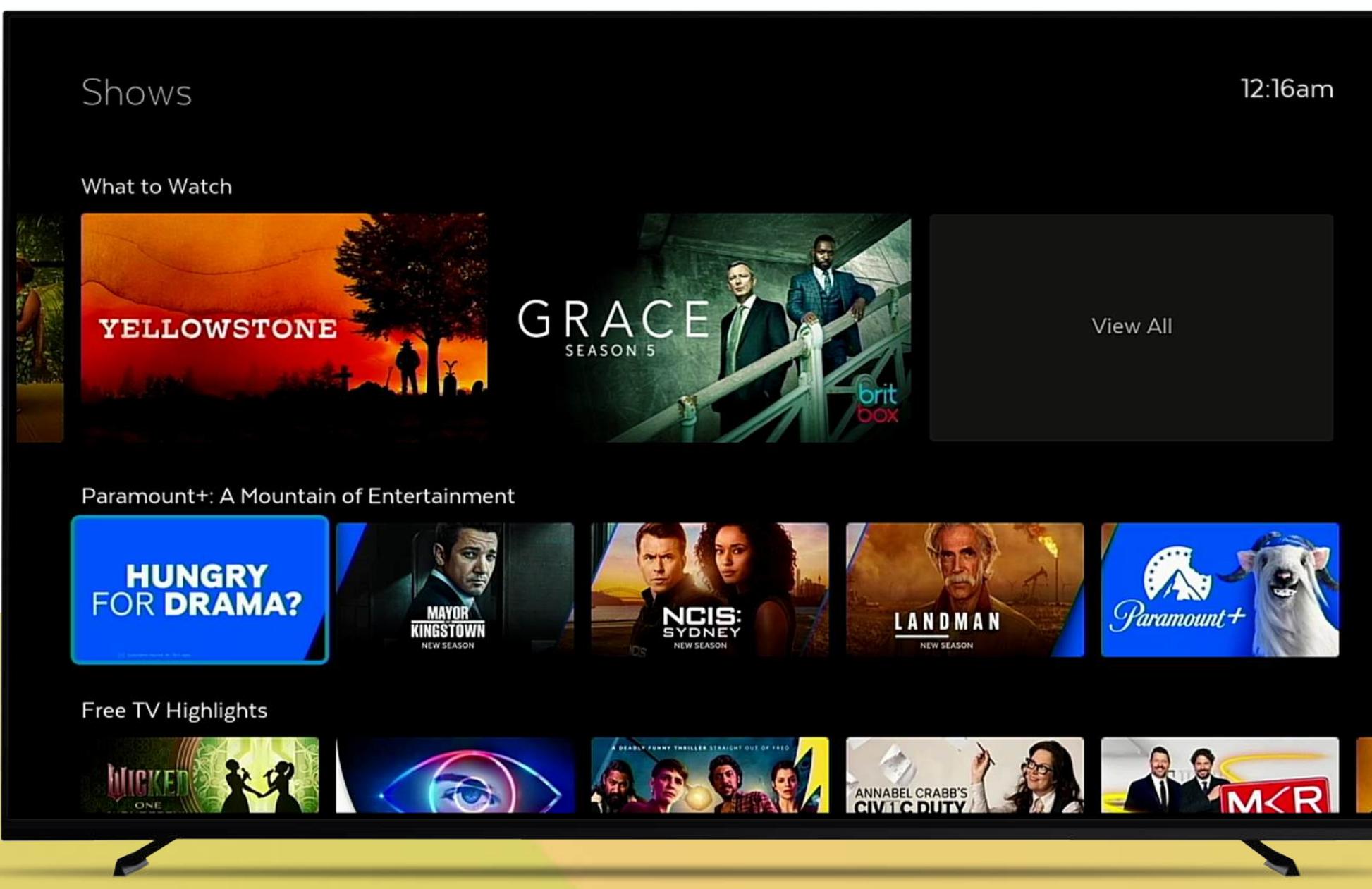


Samsung TV (2022) AU

PARAMOUNT+ DOMINATES SCREENS

Paramount+ delivered a standout performance in promotional visibility across Australia this November, so much so that their coverage earned two full pages. The month kicked off with a multi-brand campaign swimlane takeover on Fetch TV, setting the tone for a big promotional push. Next up was *Ghosts: Australia* securing prime placement on Samsung TV, Google TV and Apple TV. Rounding out the month, the newest season of *Landman* also enjoyed high-impact visibility across Fire TV, Google TV and Samsung TV. A blockbuster month for Paramount+.

In the news: According to [Screen Daily](#), UK sales agents are increasingly acquiring Australian genre films, leading to a "flood" of titles at the AFM, due to the country's strong, government-backed infrastructure that champions genre cinema and provides a reliable pipeline of high-quality projects. The distinctive originality of Australian filmmakers and the recent global success of films like *Talk To Me* further bolster the commercial appeal of this content.



Fetch TV AU



Samsung TV (2022) AU

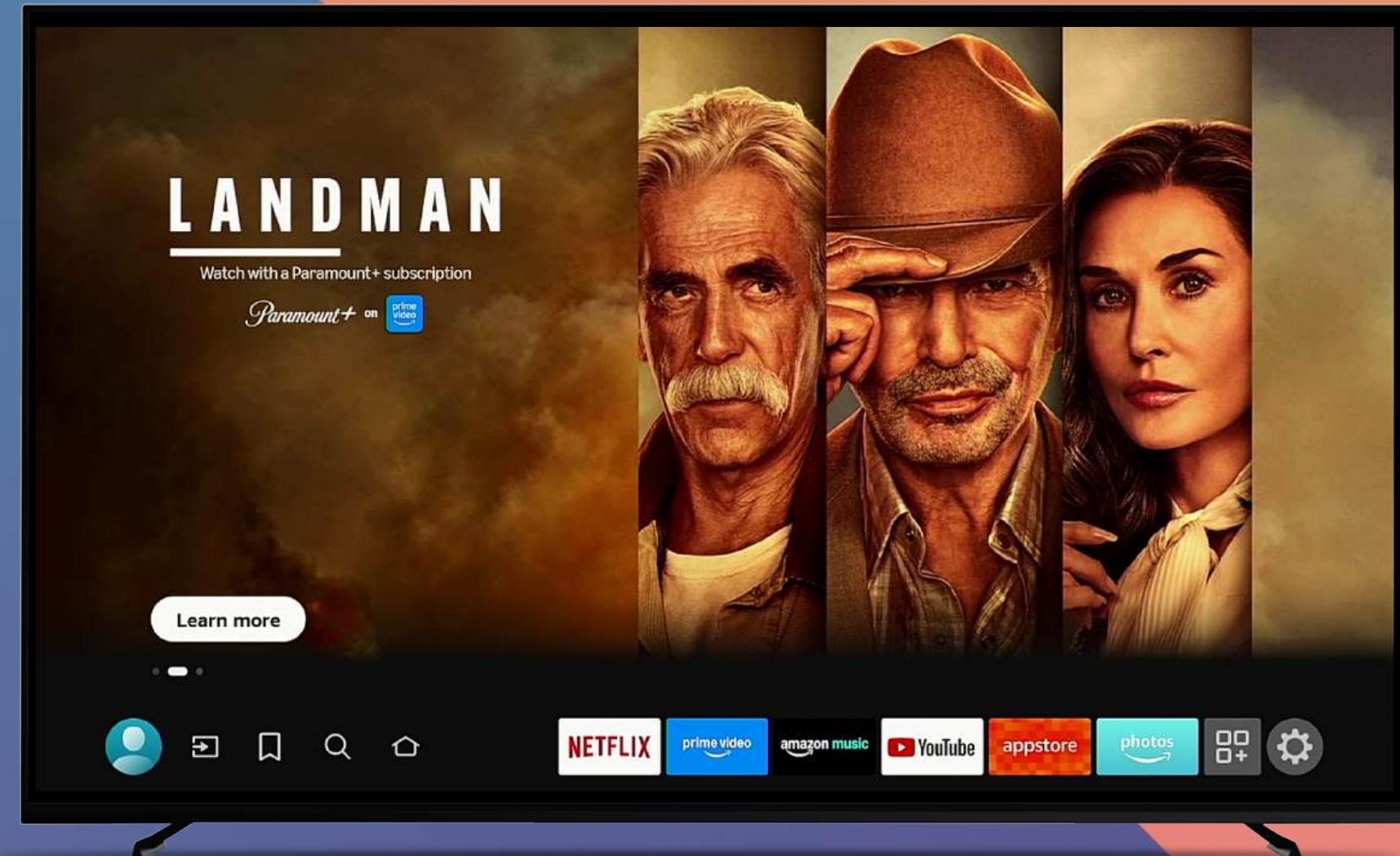


Google TV AU

PARAMOUNT+ DOMINATES SCREENS



Apple TV AU



Fire TV AU



Google TV AU

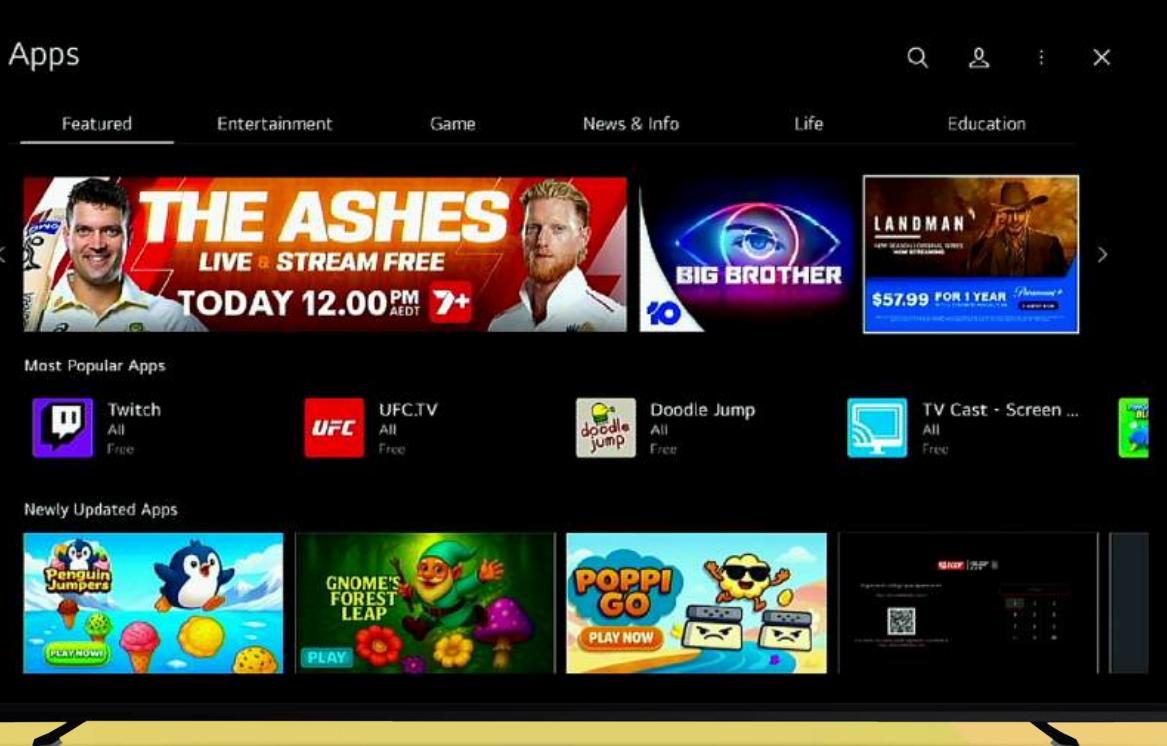


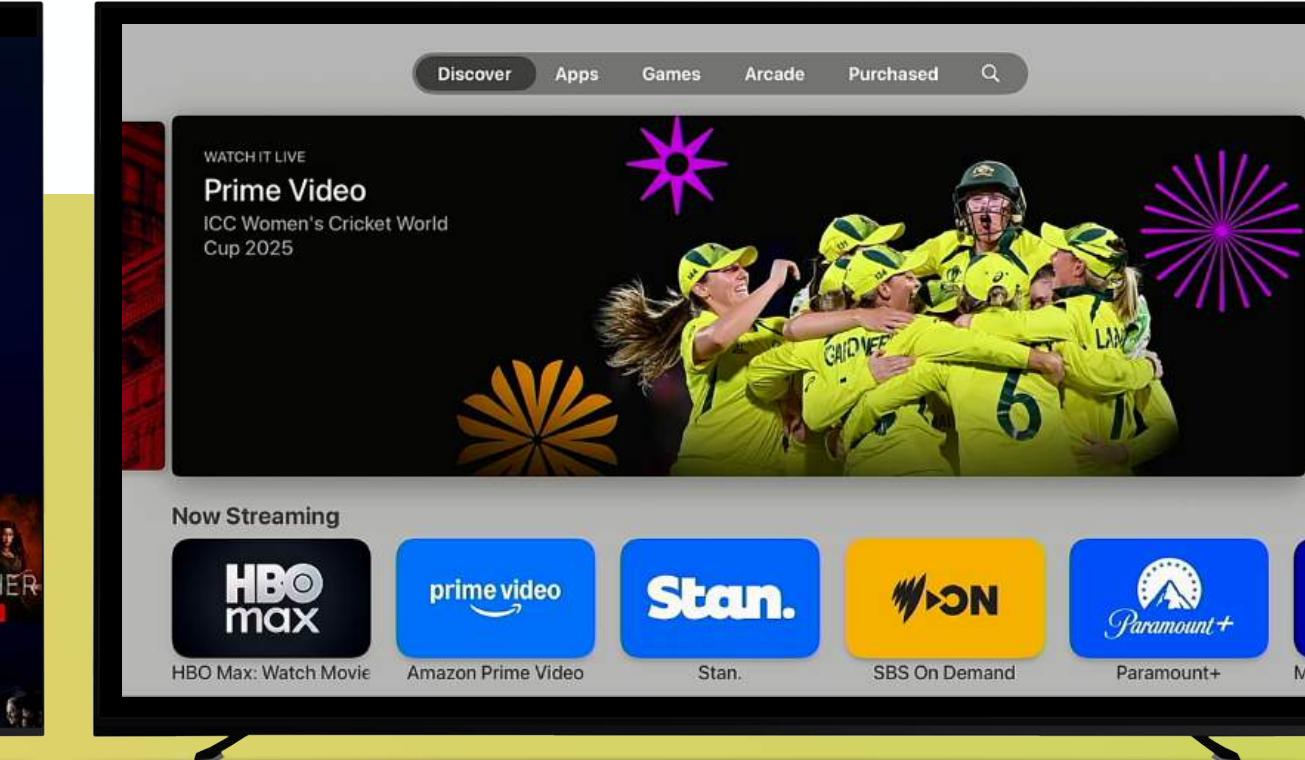
Samsung TV (2022) AU

SPORT STEALS NOVEMBER

Closing out November was a classic Aussie favourite: sport, and this month, cricket stole the spotlight. 7 and 7+ delivered premium coverage of *The Ashes*, earning prime visibility on PS4 and LG TV. Prime Video kept the momentum going with its coverage of the ICC Women's Cricket World Cup, landing standout placement on Apple TV. And for hoops fans, Prime Video's selection of NBA games also scored identical, high-impact Apple TV promotions. A strong finish to a sport-packed month.

In the news: According to [TV Blackbox](#), BINGE will expand its offering from December 2025 by combining entertainment, lifestyle programming, and live news into a single streaming platform, with NBC News NOW, Sky News Extra, and Sky News Weather joining to bring the total number of live news channels to 13. As part of this restructure, Foxtel will retire its standalone FLASH and LifeStyle services in early 2026, creating a more streamlined experience for subscribers.


LG TV (2022) AU

PS4 AU

Apple TV AU

Apple TV AU



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