

/ NOVEMBER 2025 /



LOOPER
INSIGHTS

STREAMER OF THE MONTH



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 *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™ (EMPV™)**

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.

EMPV™ 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	EMPV™ SCORE
1	Landman	<i>Paramount+</i>	£1,823,992
2	Trigger Point	itvX	£1,406,425
3	The Witcher	NETFLIX	£1,210,600
4	Frankenstein	NETFLIX	£1,122,318
5	Celebrity Race Across the World	iPLAYER	£1,068,576
6	The Celebrity Traitors	iPLAYER	£1,009,763
7	Monster: The Ed Gein Story	NETFLIX	£917,564
8	KPop Demon Hunters	NETFLIX	£916,524
9	Tulsa King	<i>Paramount+</i>	£852,090
10	Pluribus	Apple tv	£826,788

STREAMER OF THE MONTH

/ TOP 10 APPS /

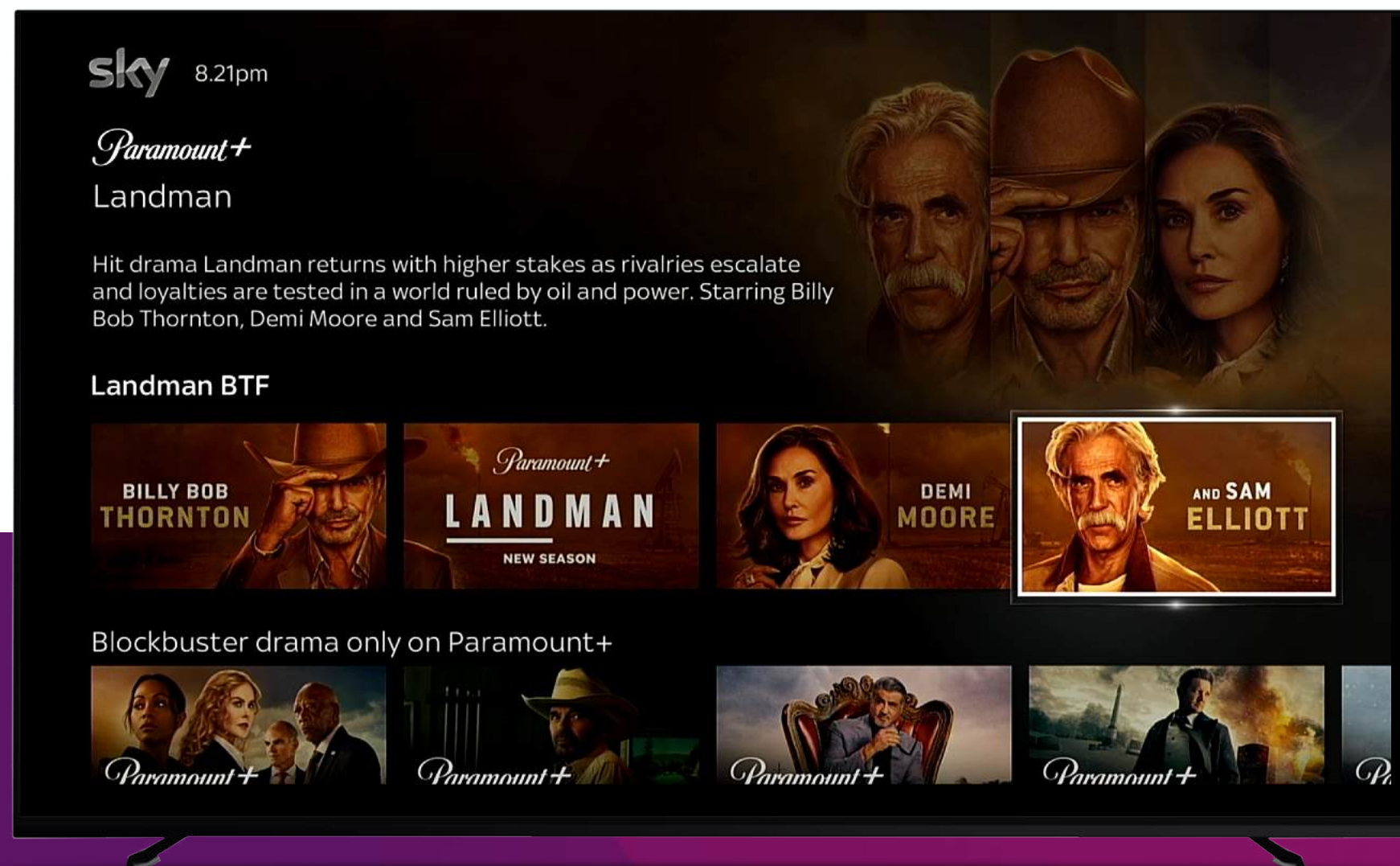
POSITION	APP	EMPV™ SCORE
1	iPLAYER	£35,852,909
2	prime video	£32,994,954
3	<i>Paramount+</i>	£22,535,649
4	itvX	£21,383,023
5	NETFLIX	£19,765,112
6	Disney+	£16,390,195
7	5	£10,577,542
8	4	£10,005,673
9	Apple tv	£9,805,943
10	NOW	£7,347,175

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

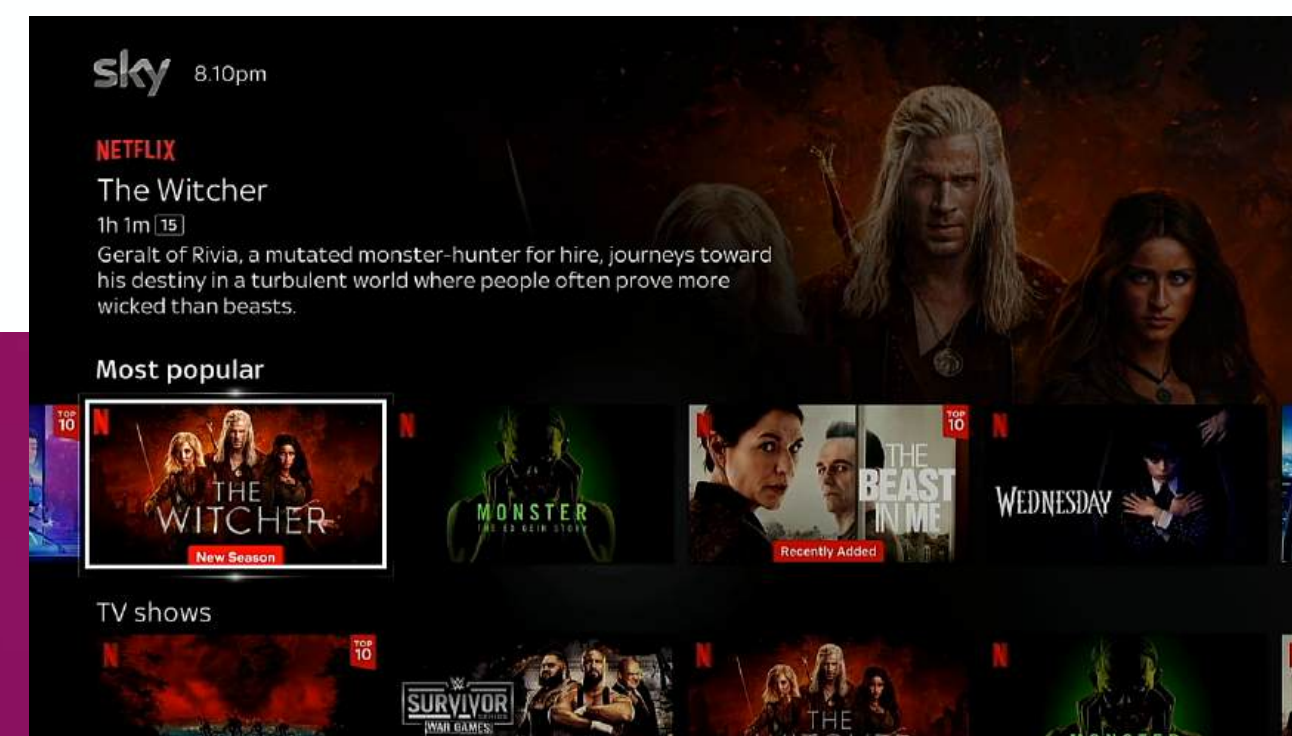


TOP TITLES OF THE MONTH

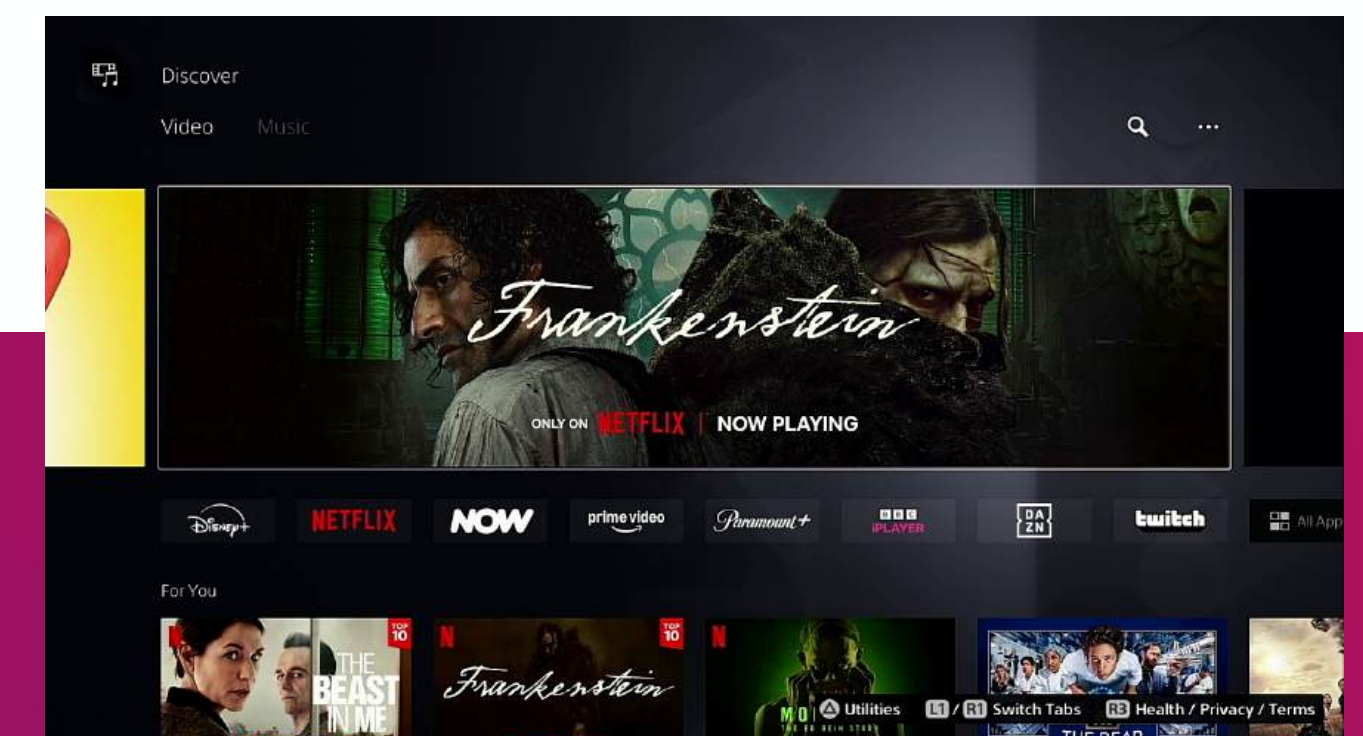
- In a twist even Claudia Winkleman would raise an eyebrow at, BBC iPlayer pulled off the ultimate betrayal—quietly plotting, scheming, and then banishing Prime Video to second place. After months lingering in the shadows as runner-up, the national broadcaster finally stepped forward as the most promoted streaming app in the UK, claiming the top spot with a stealthy yet striking £MPV™ of £35.9M. A true Traitor move... executed to perfection.
- The global streamers also delivered a standout month, claiming seven of the Top Ten titles. Paramount+’s *Landman* led the charge as Britain’s most promoted show, securing a strong £MPV™ of £1.8M. But November truly belonged to *Tudum*, as Netflix dominated the rankings with the most titles in the mix. *The Witcher* and *Frankenstein* cast their combined spell with an impressive £MPV™ of £2.3M, cementing Netflix’s grip on the month.
- In the news:** As reported in [Broadcast](#), Ofcom’s annual report on the BBC raised concerns about the "significant crisis" in editorial decision-making, urging the corporation's board and executives to improve editorial standards and take a firmer grip on controversies. Despite this warning, the report highlighted positive news for the broadcaster, noting that the number of complaints the regulator received concerning due impartiality had more than halved in 2024/25 compared to the previous year.



Sky Q UK



Sky Q UK

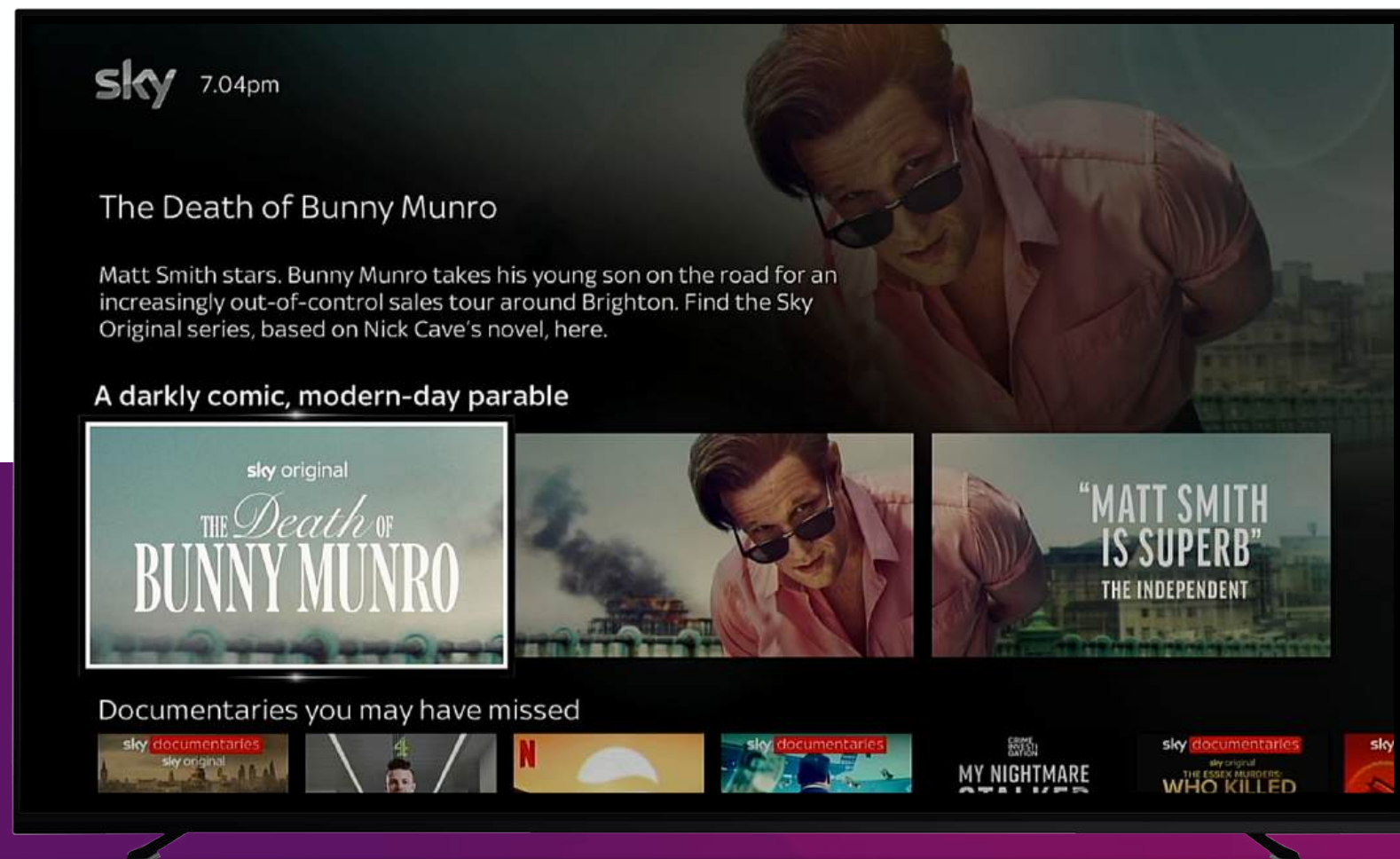


PS5 UK

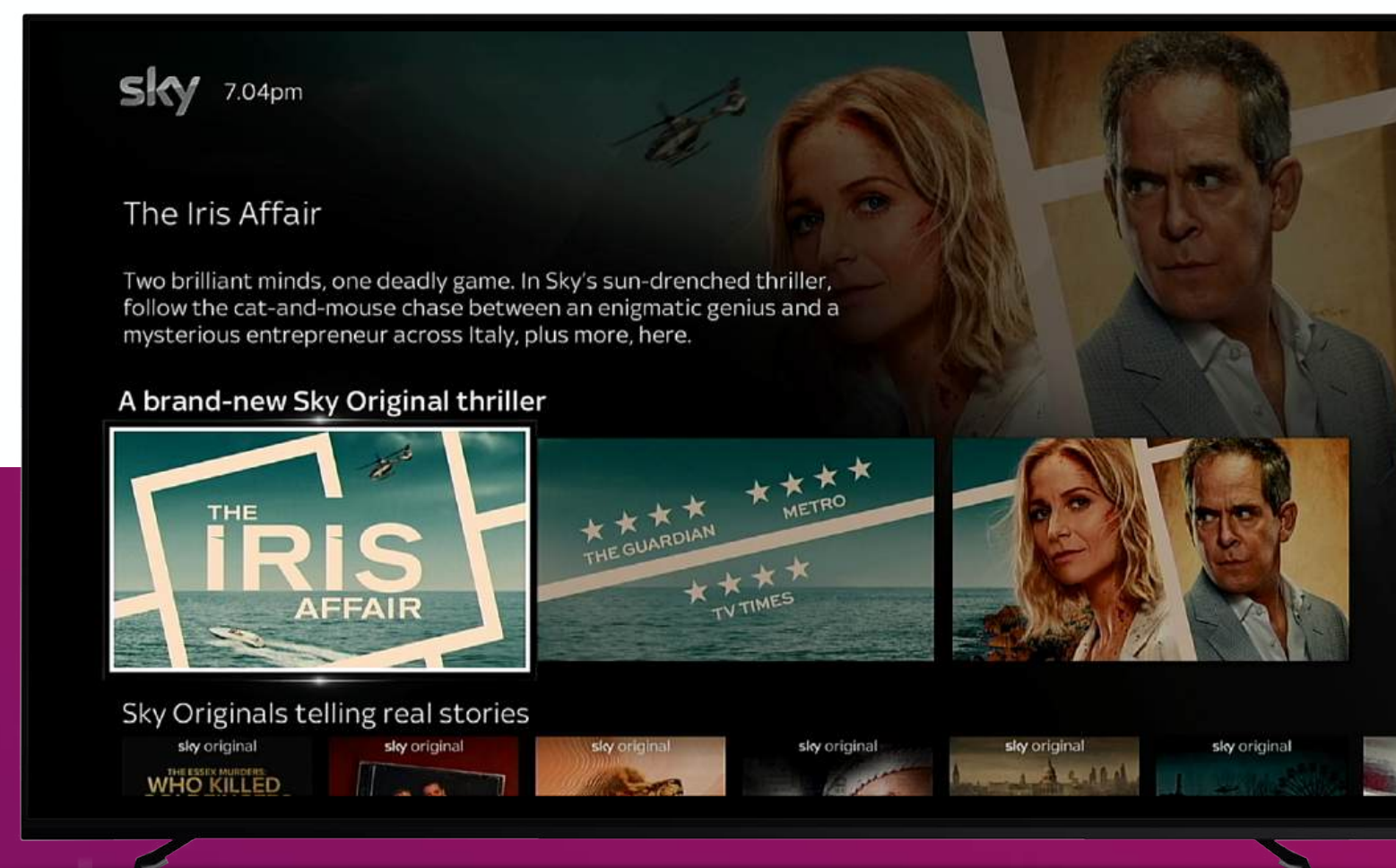
ALL EYES ON SKY

Sky went all out in November, treating its customers to a powerhouse lineup of original and exclusive content, carefully curated collections, and irresistible special offers. The platform kicked off with its latest originals- *The Death of Bunny Munro* and *The Iris Affair*- giving each title a dedicated swimlane takeover, while also extending the same spotlight treatment to *All Her Fault*. Sky then spotlighted environmental awareness with a curated collection tied to COP 30, offering audiences a variety of thematic content. The month closed with a bang with a 50% Black Friday sale across its TVOD catalog. Complementing these efforts, Sky's streaming service NOW secured standout placement for *All Her Fault* on Fire TV and banner visibility for *The Death of Bunny Munro* on PS5, ensuring audiences couldn't miss a moment of the action.

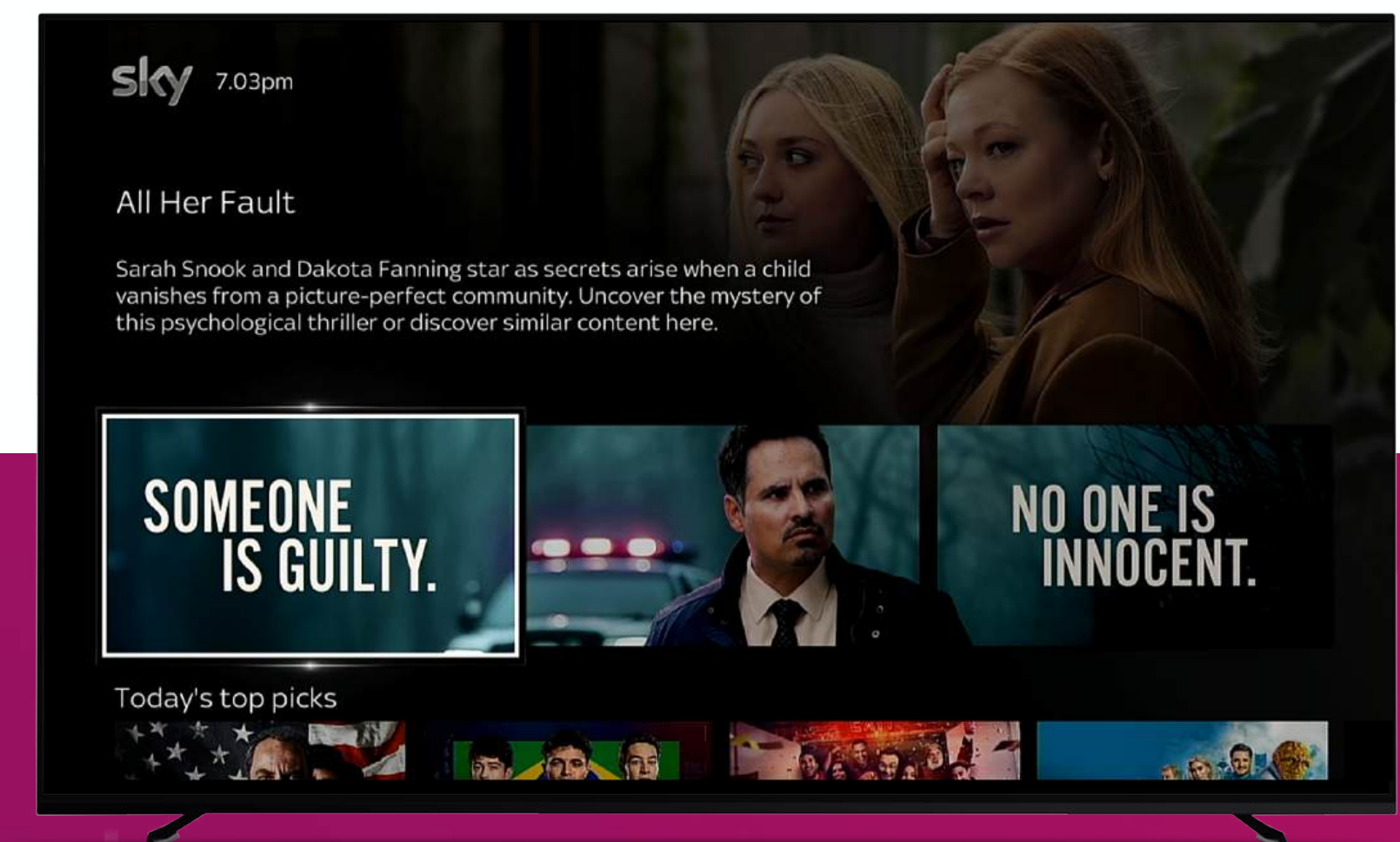
In the news: As reported in [Screen Daily](#), Sky, driven by Comcast, is in talks to buy ITV's streaming and network business for an enterprise value of £1.6BN. The deal excludes the profitable ITV Studios production arm but is expected to face regulatory scrutiny due to the merger of the two companies' large advertising operations.



Sky Q UK

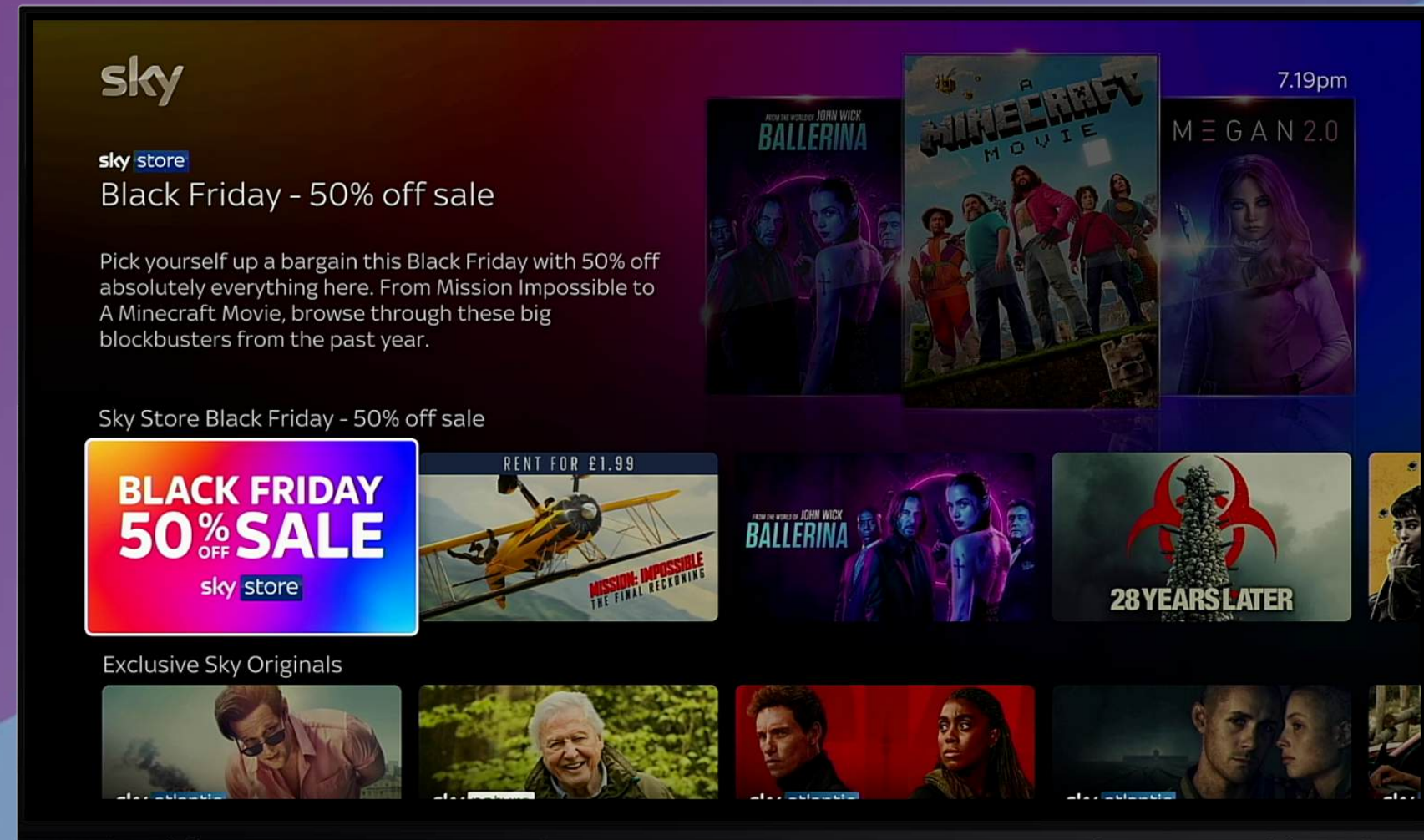


Sky Q UK

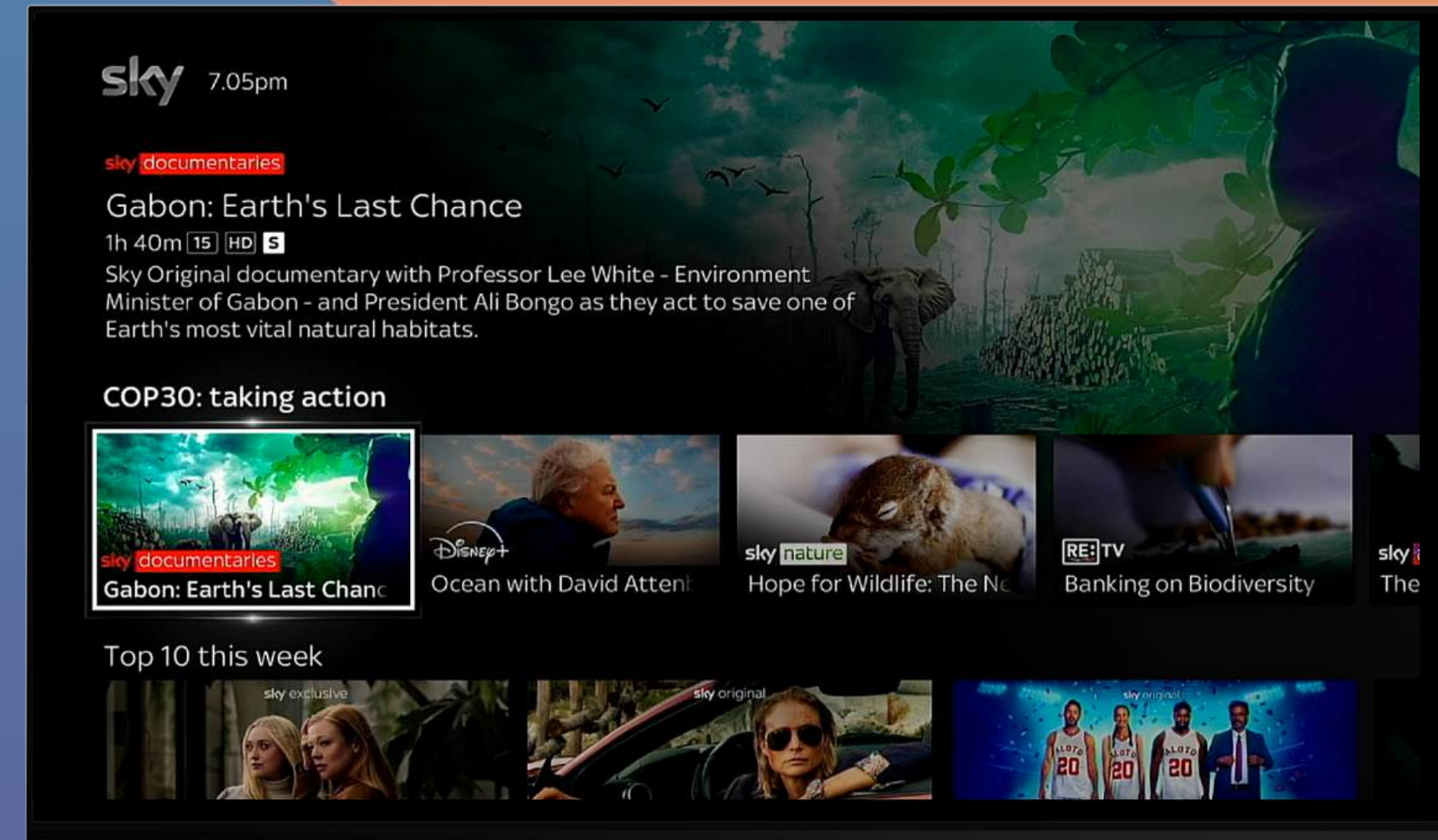


Sky Q UK

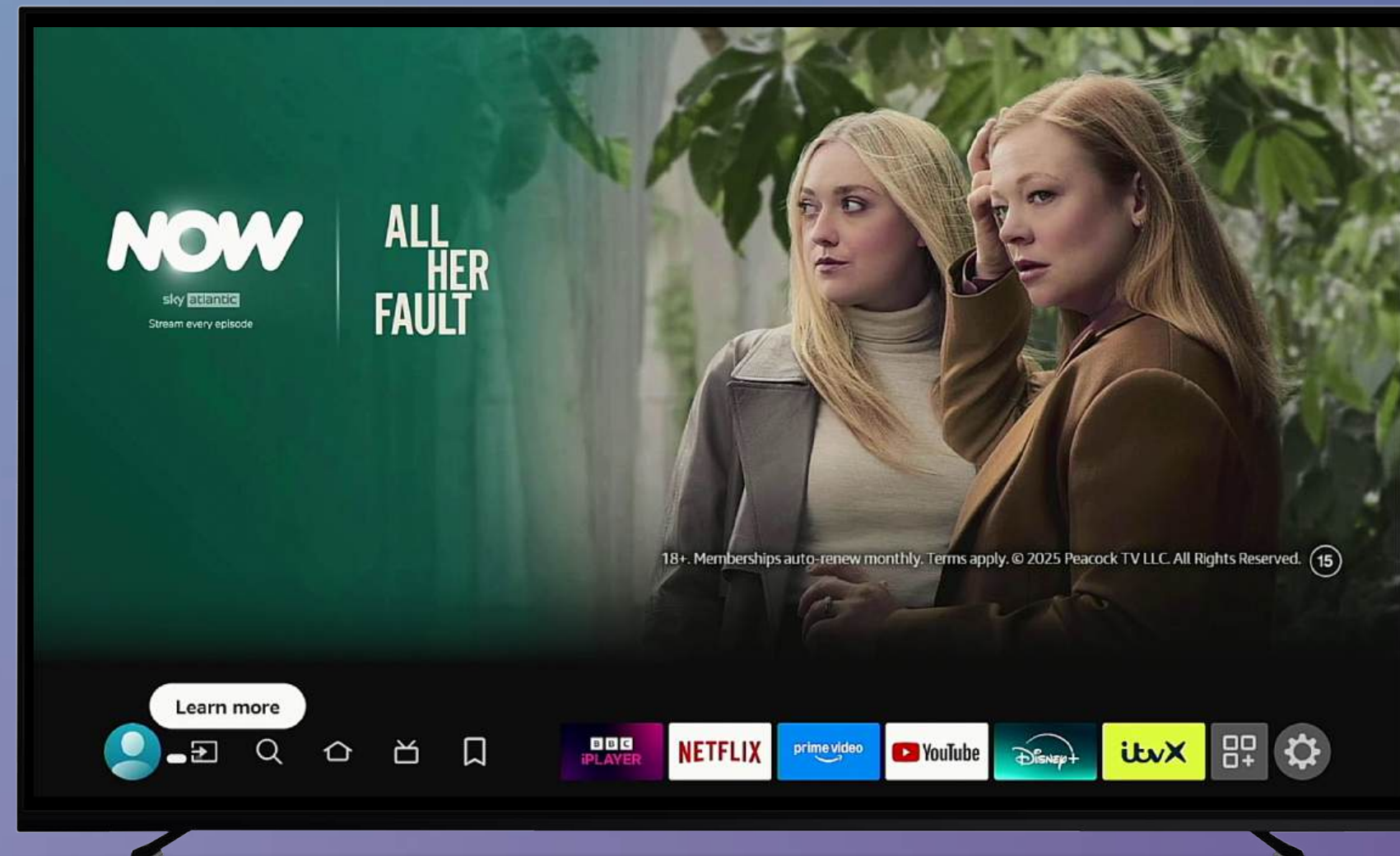
ALL EYES ON SKY



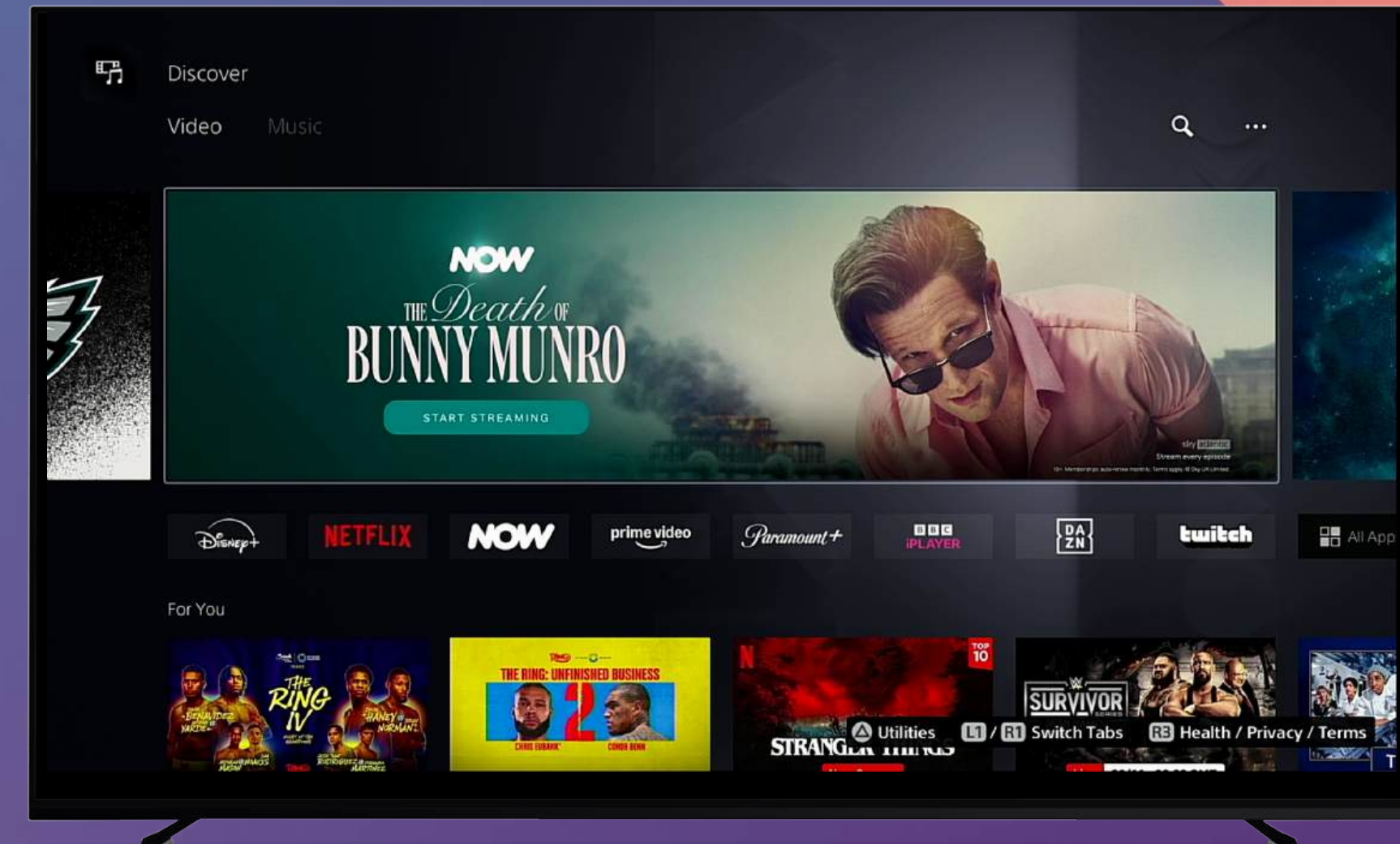
Sky Q UK



Sky Q UK



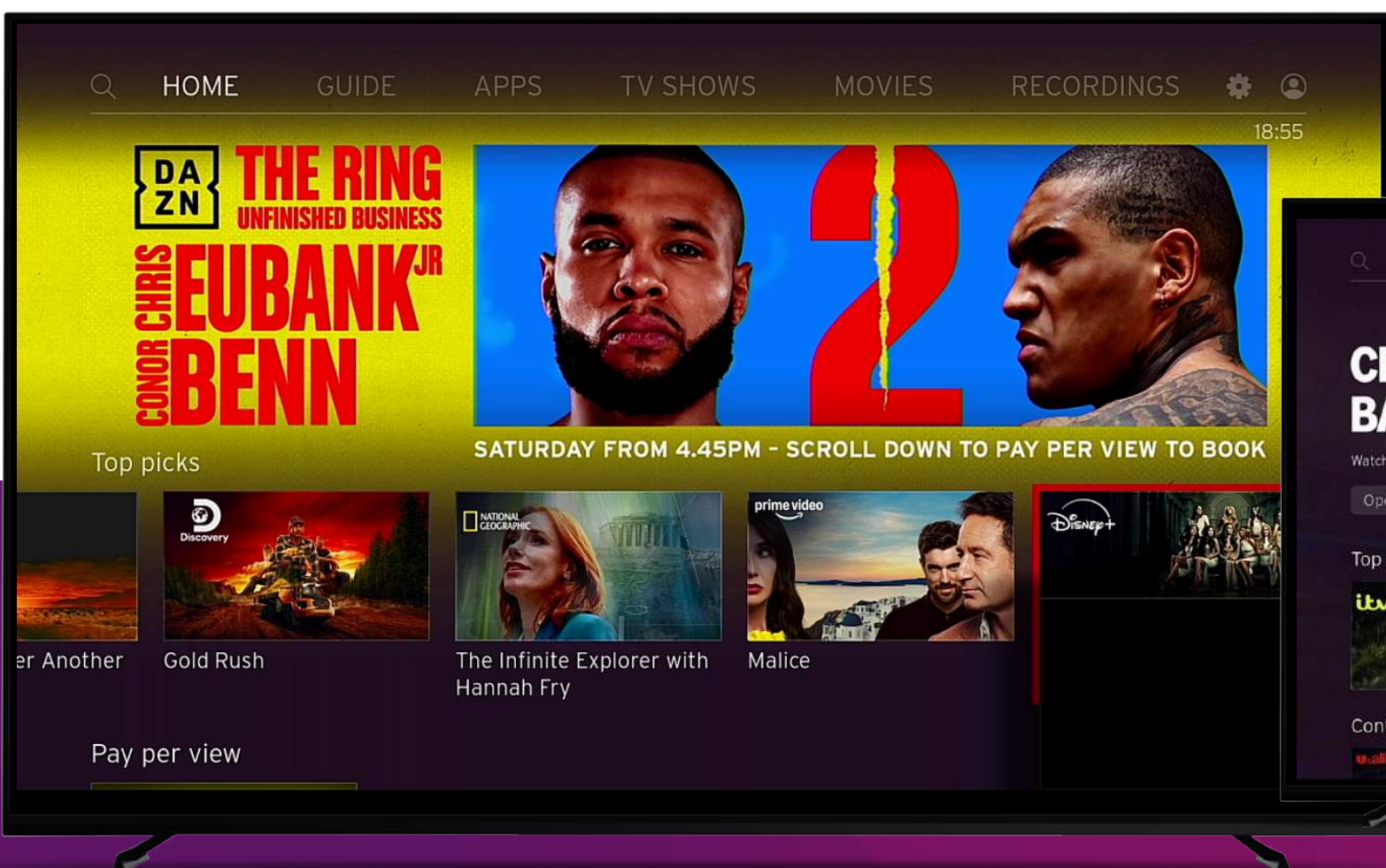
Fire TV UK



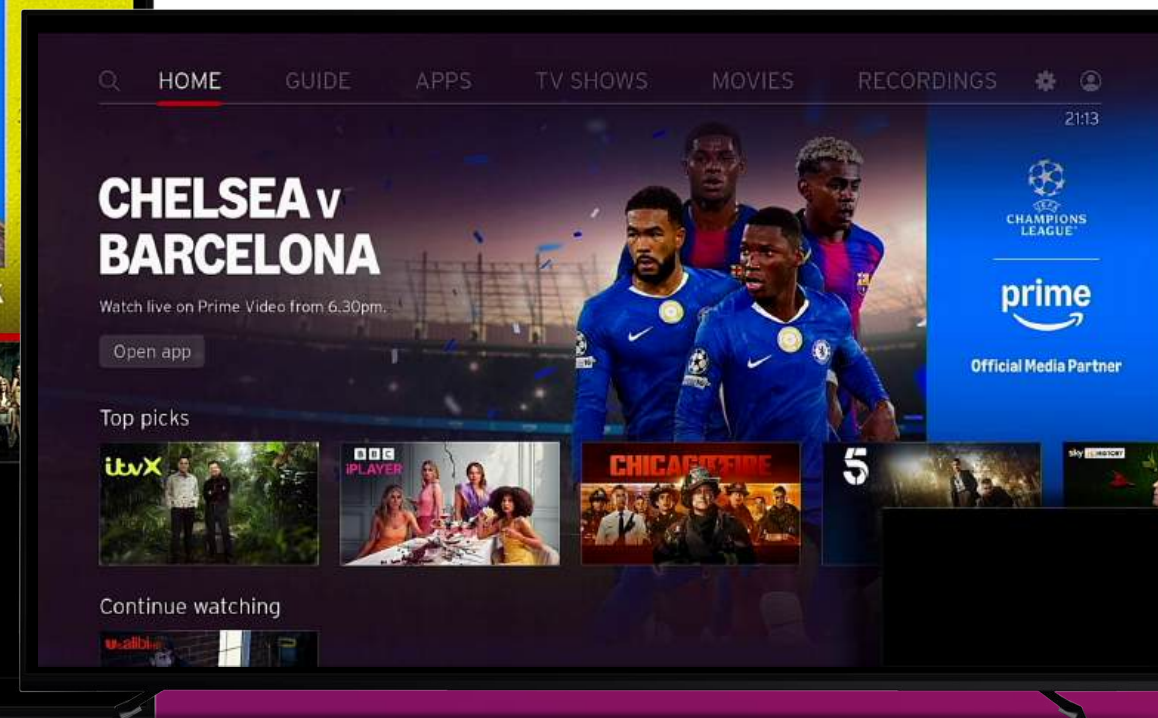
PS5 UK

KNOCKOUTS, GOALS, AND TOUCHDOWNS

- November was a slam dunk for UK sports fans, with streaming platforms serving up action-packed coverage across every major sport. DAZN scored prime ringside placement on Virgin TV 360 for the highly anticipated boxing rematch between Chris Eubank Jr. and Conor Benn. Prime Video also made its mark on Virgin TV 360 with UEFA Champions League coverage of Chelsea vs. Barcelona, while banner placement on PS5 highlighted their NFL coverage of the Chicago Bears vs. Philadelphia Eagles Thanksgiving showdown. Meanwhile, NOW put Premier League fans front and center with standout placement on Samsung TV, ensuring no goal or tackle went unnoticed.
- In the news:** Paramount+ and Arsenal have announced a global partnership to create co-branded content featuring club players, legends, and supporters alongside various Paramount+ shows, and will prominently feature Paramount+ branding during men's and women's match days. The collaboration aims to connect supporters through shared experiences and follows Paramount's recent acquisition of Champions League rights in the UK and Ireland starting in 2027 as reported in [Broadcast](#).



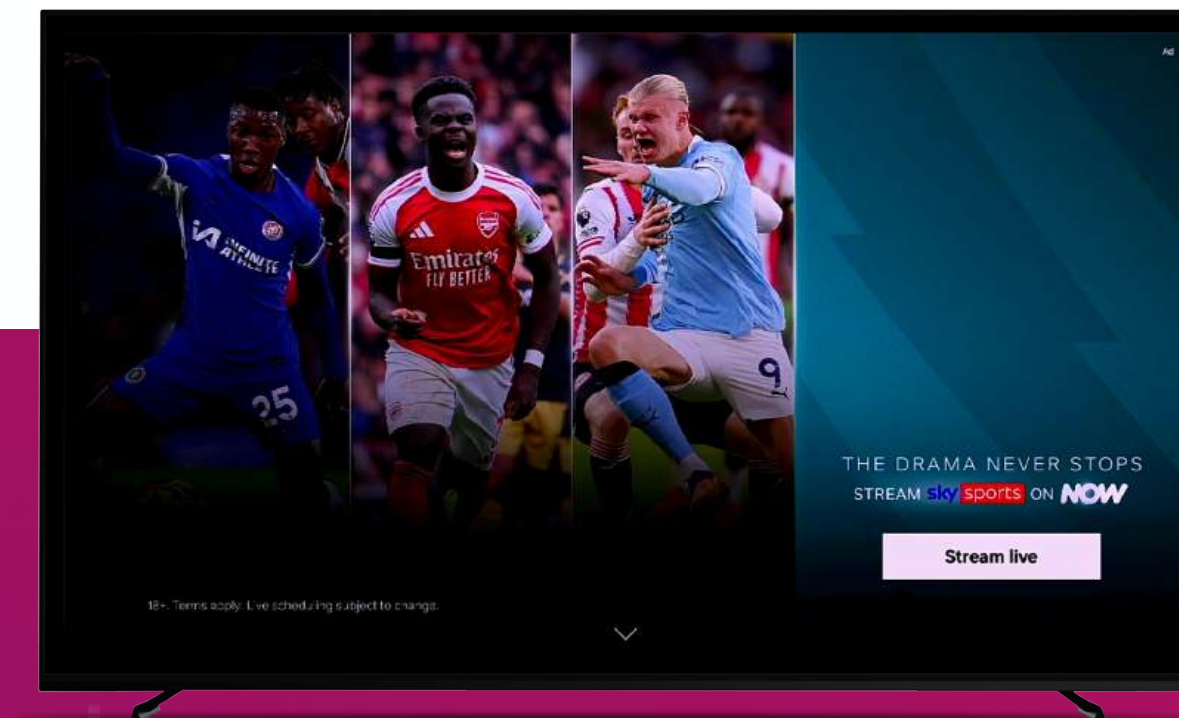
Virgin TV 360 UK



Virgin 360 UK



PS5 UK



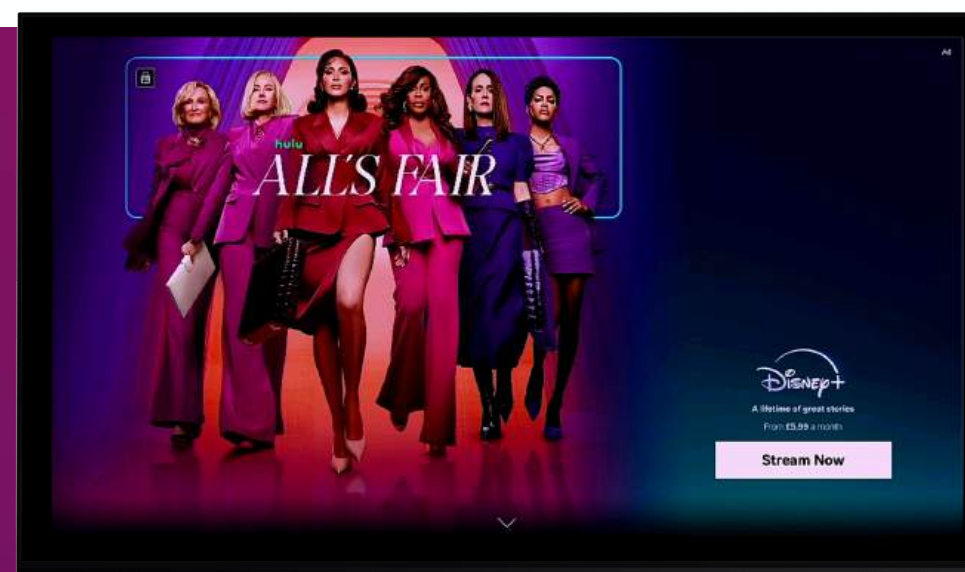
Samsung TV (2022) UK

FROM HEROES TO HIJINKS

- Disney+ kicked off an exciting month in the UK with a slate of high-impact launches. Titles such as *All's Fair*, *The Fantastic Four: First Steps*, and *Freakier Friday* secured standout placement on Samsung TV, capturing audience attention across the platform. Meanwhile, Paramount+ made a strong showing of its own, scoring prime visibility for *Landman* on both Virgin TV 360 and Fire TV- ensuring the series reached viewers across multiple screens.
- In the news:** [Barb's Q3 2025](#) data revealed continued significant growth in the UK streaming market's advertising tiers, with 35% of Netflix homes and 30% of Disney+ homes now on their respective ad-supported plans. Despite this uptake and mostly stable individual subscriber numbers, the overall number of UK streaming-video-on-demand homes saw a small decrease, dropping to 20.5 million households.



Samsung TV (2022) UK



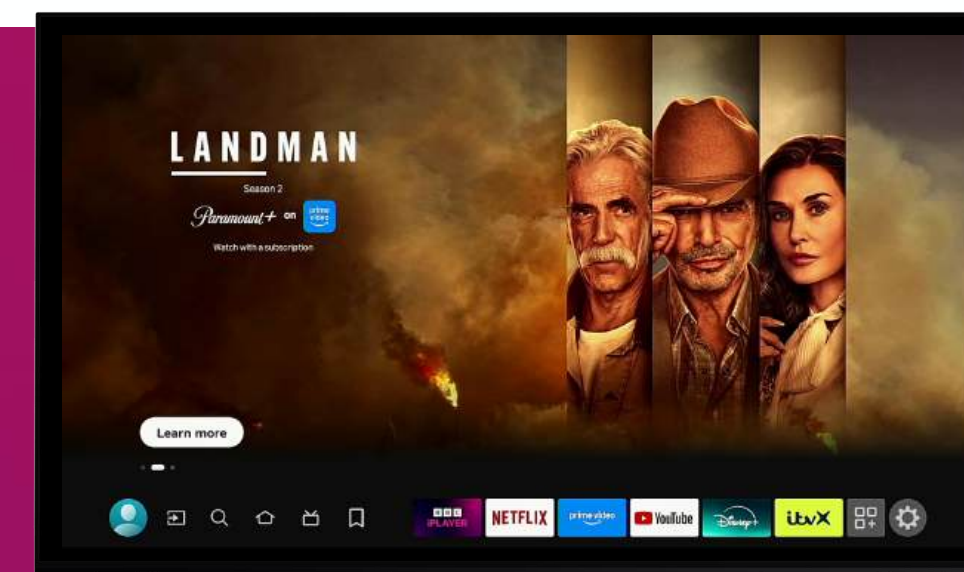
Samsung TV (2022) UK



Samsung TV (2022) UK



Virgin TV 360 UK

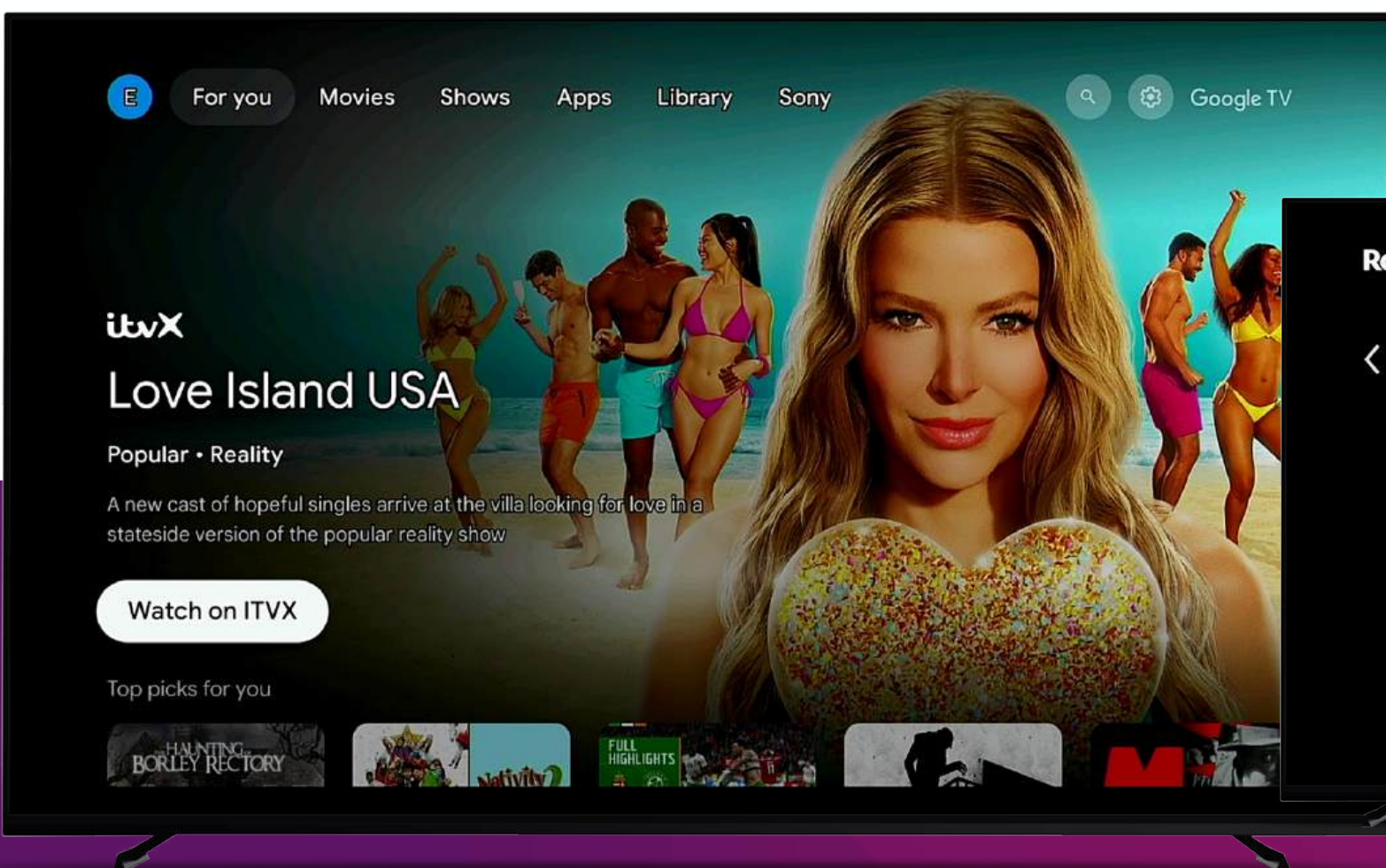


Fire TV UK

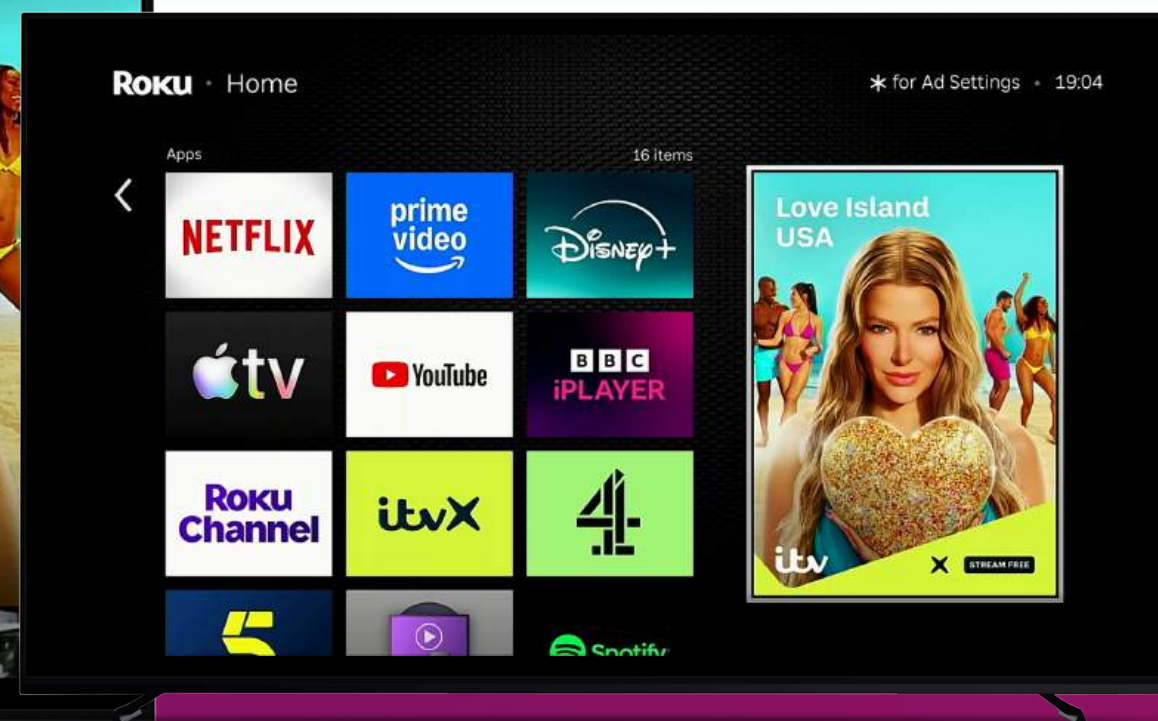
LOVE, LAUGHS AND JUNGLE FEVER

Finally, ITVX dominated the unscripted space in November, making sure every hit found its audience. *Love Island USA* returned, sliding into platform DMs with standout exposure on Sony TV and Roku. Meanwhile, the jungle called again as *I'm a Celebrity... Get Me Out of Here!* secured prime placement on Fire TV. The stars truly aligned when ITVX followed up with the latest series of *Alan Carr's Changing Ends*, riding the wave of his win on *The Celebrity Traitors* to capture maximum audience attention.

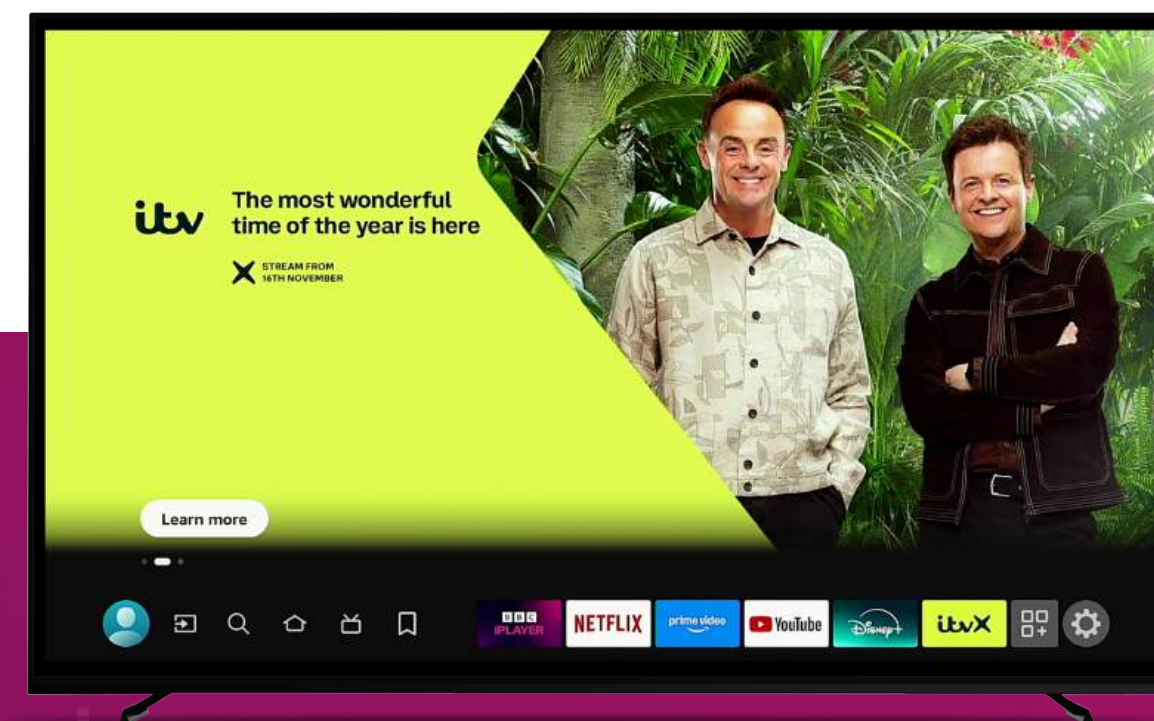
In the news: Reported in [Variety](#), Netflix's animated film *KPop Demon Hunters* has been ruled ineligible for the BAFTAs despite a formal appeal, as the movie failed to meet the minimum requirement for a qualifying theatrical release in the UK. This exclusion is a notable setback because the film is considered an Oscar frontrunner, and historically, no film has won the Best Animated Feature Oscar without first receiving a BAFTA nomination.



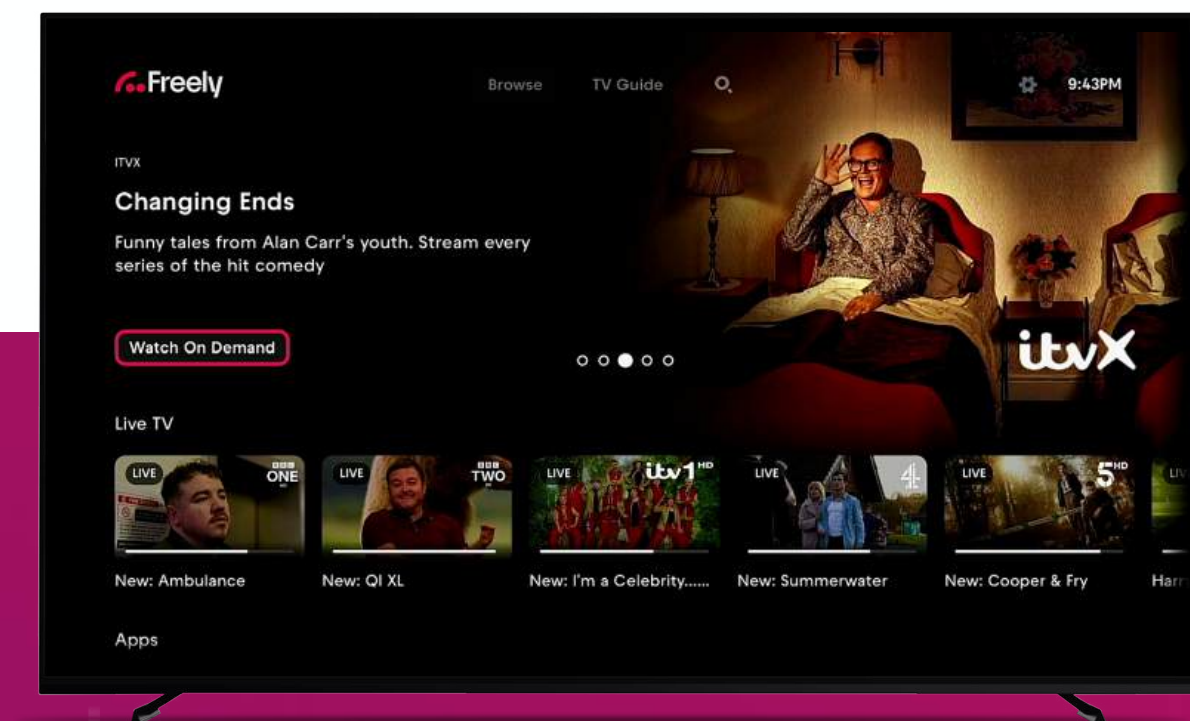
Sony TV UK



Roku UK



Fire TV UK



Freely UK



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hello@looperinsights.com
looperinsights.com

