

/ DECEMBER 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™ (£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 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	£MPV™ SCORE
1	Landman	Paramount+	£3,259,021
2	National Basketball Association	prime video	£2,458,239
3	Stranger Things	NETFLIX	£1,857,663
4	The War Between the Land and the Sea	iPLAYER	£1,383,329
5	Pluribus	apple tv	£1,353,568
6	Fallout	prime video	£1,193,455
7	Home Alone	Disney+	£1,108,912
8	The Grinch	itvX	£1,092,182
9	Sean Combs: The Reckoning	NETFLIX	£994,027
10	Love Actually	itvX	£980,221

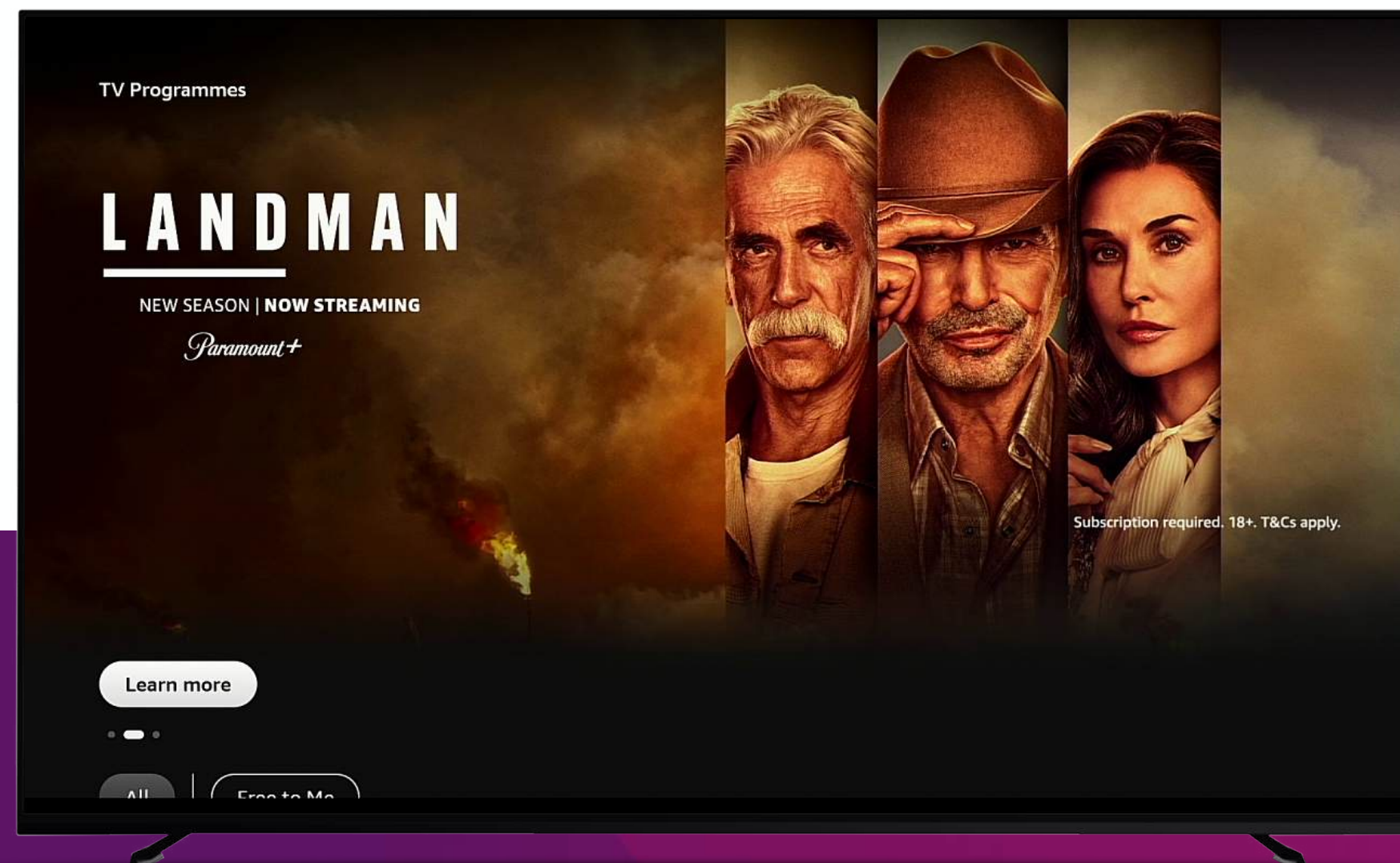
STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	APP	£MPV™ SCORE
1	iPLAYER	£47,175,794
2	prime video	£33,327,084
3	itvX	£29,895,595
4	Paramount+	£26,781,763
5	Disney+	£24,920,224
6	NETFLIX	£23,072,042
7	4	£16,516,136
8	apple tv	£15,683,941
9	5	£13,584,944
10	NOW	£9,182,803

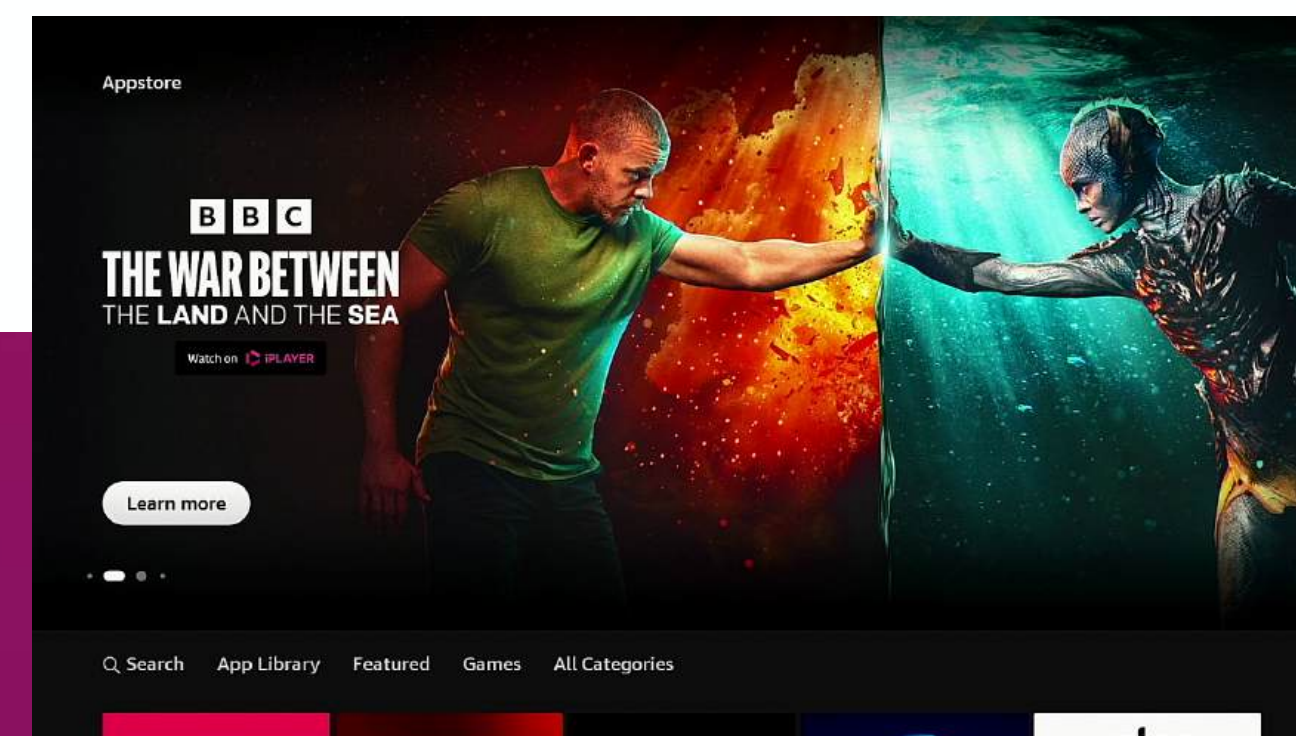
*Apple TV, Fire TV, Google TV, Hisense Vidaa TV, LG TV, PS4, PS5, Roku, Samsung TV, Sky Q, Sky Stream, Virgin TV 360, Xbox One Console

TOP TITLES OF THE MONTH

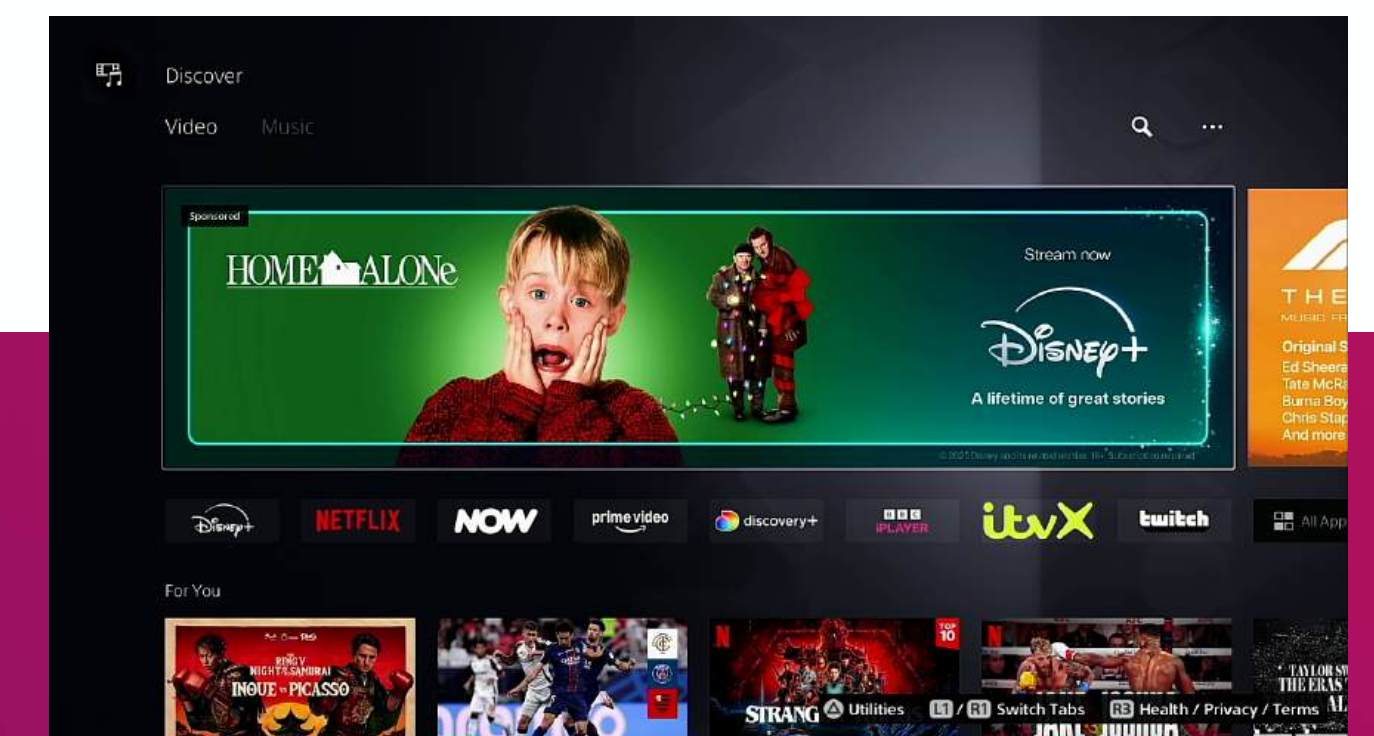
-  BBC iPlayer dominated app promotion in December, ranking as the UK's most promoted app with a £MPV™ of £47.1M- comfortably ahead of its nearest rival, Prime Video, which generated £33.3M.
-  *Landman* remained the UK's most promoted title, generating over £3.2M in £MPV™. However, festive content dominated platform strategies, with Christmas classics *Home Alone*, *The Grinch* and *Love Actually* all breaking into the Top Ten, delivering a combined £MPV™ of more than £3.1M.
-  **In the news:** According to [Deadline](#), the UK government is considering radical reforms that could see the BBC launch a Netflix-style subscription service or introduce limited advertising to supplement a reduced license fee. Under these proposals, flagship entertainment like *The Traitors* could be placed behind a paywall while core services like news and children's programming remain universally accessible, marking a major shift in the broadcaster's public service mission.



Sky Q UK



Fire TV UK



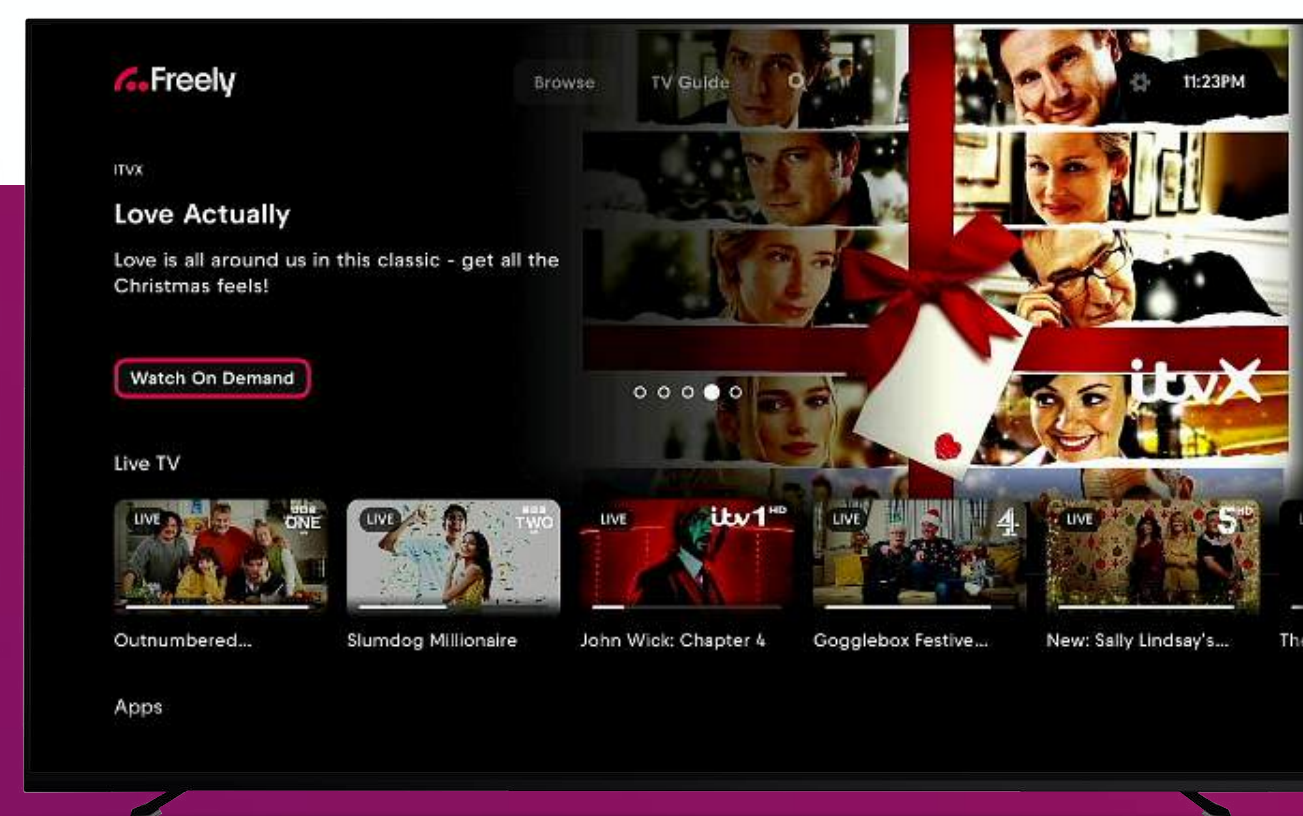
PS5 UK

LOVE, LAUGHTER AND A LITTLE CHRISTMAS MAGIC



Fire TV UK

- Christmas is the season for appointment viewing in UK homes, and in December, streamers truly delivered the festive magic. First, let's cha-cha-cha with BBC iPlayer, which scored a perfect 10 with the *Strictly Come Dancing* finale, securing prime placement on Fire TV. The holiday cheer didn't stop there, *The Scarecrow's Wedding* and *Stuffed* also twinkled on Apple TV with standout placements.
- Channel 4 went all out with festive fun, giving viewers a slice of yuletide joy across Fire TV and Virgin TV. Their celebrity special of *The Great Christmas Bake Off*, *Jamie's Cook-Ahead Christmas*, and *First Dates at Christmas* ensured audiences were baking, laughing, and swooning through the holidays.
- Finally, ITVX wrapped things up with timeless Christmas charm. *Love Actually* warmed hearts on Freely, while younger viewers got in on the festivities with a multi-title promotion featuring *Barbie: A Perfect Christmas* and *The Show Queen* on Roku. From dance floors to kitchen counters to cozy Christmas romance, December's streaming lineup brought a full festive feast straight to the living room.
- In the news:** According to [Broadcast](#), the free streaming platform Freely has expanded its lineup by partnering with Warner Bros. Discovery and CNN to add seven new live and streaming channels. While CNN Headlines is available immediately, six additional free-to-air channels including Quest, TLC, and Food Network will join the service early this year, bringing the platform's total to over 70 live channels.



Freely UK

LOVE, LAUGHTER AND A LITTLE CHRISTMAS MAGIC



Fire TV UK



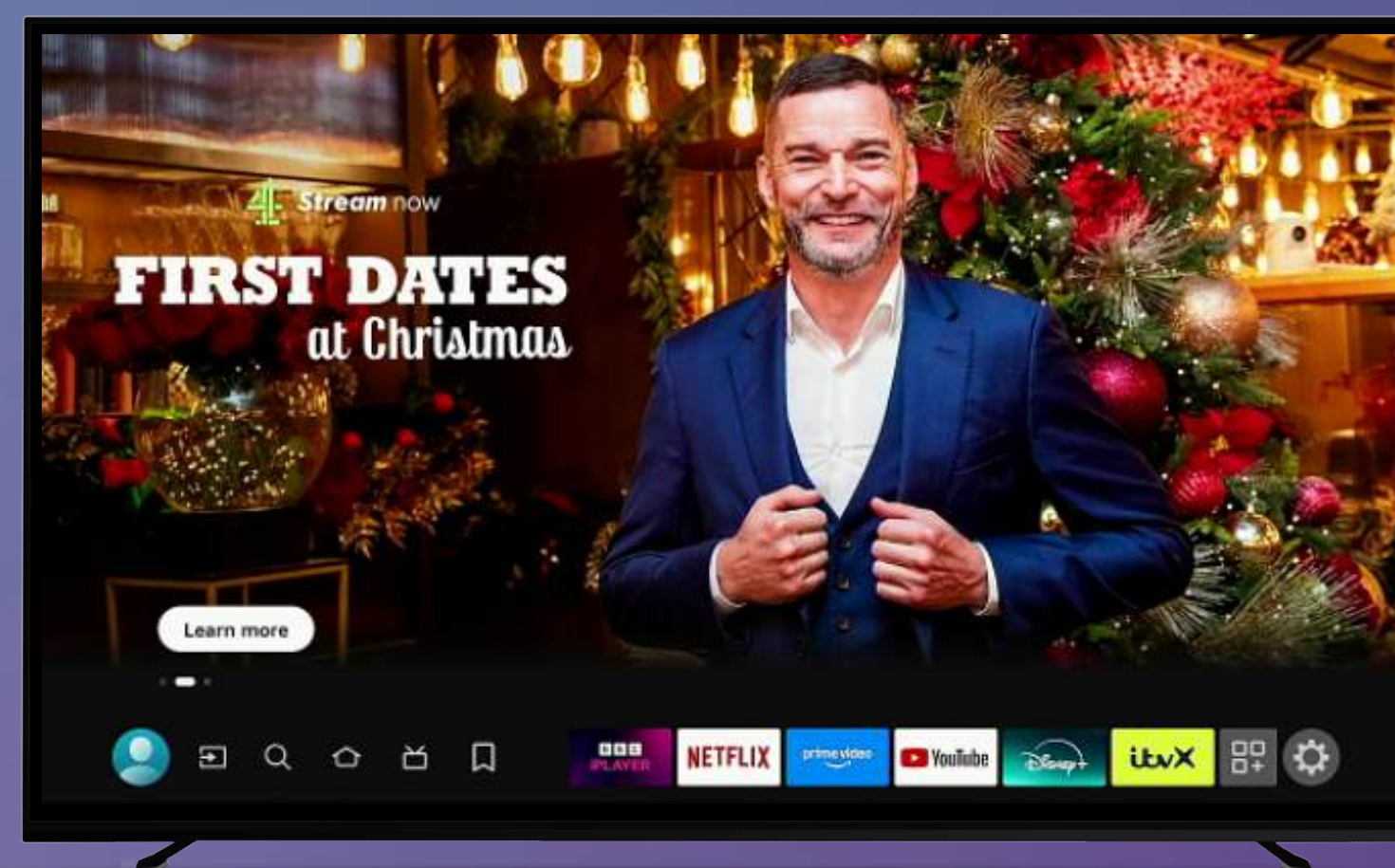
Fire TV UK



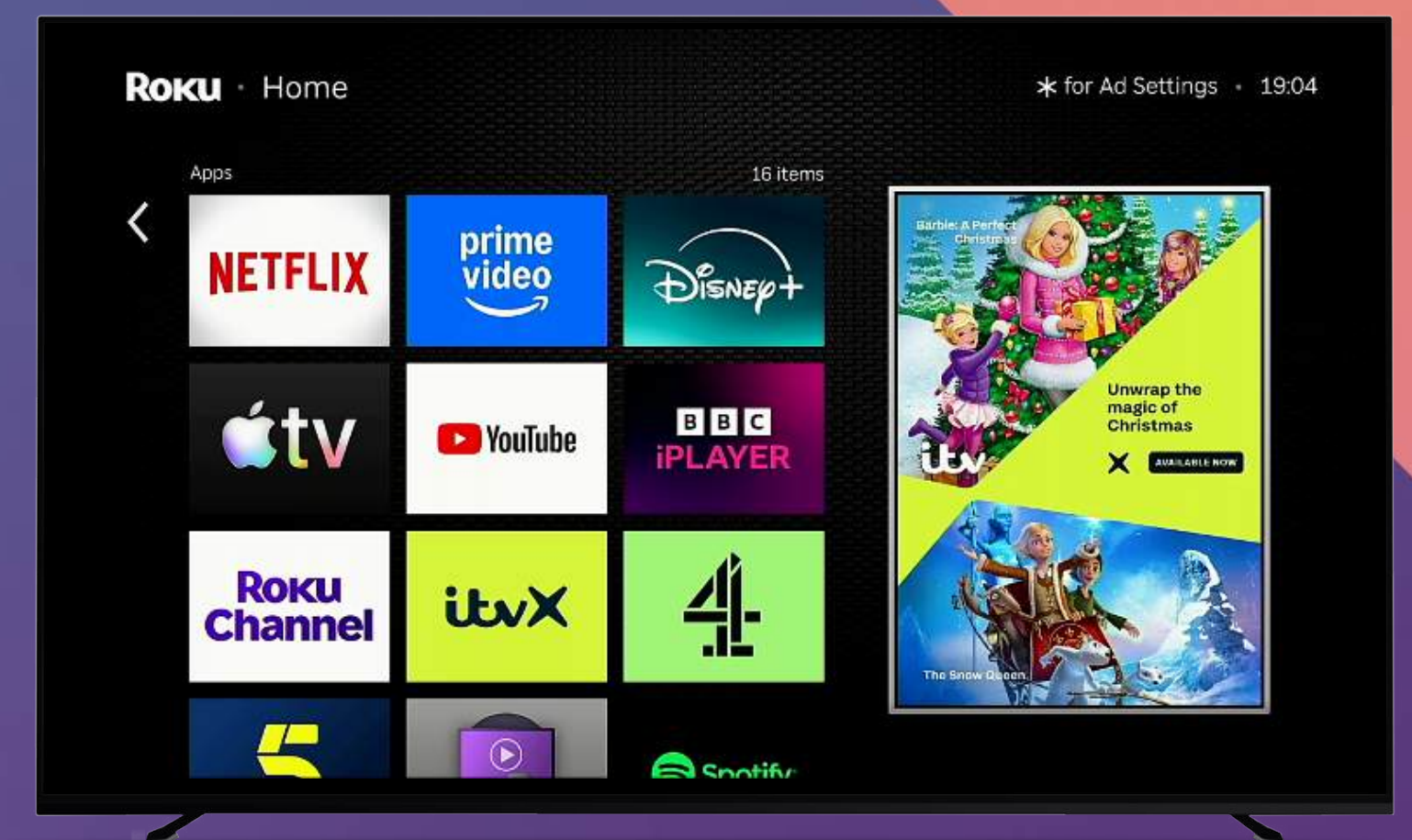
Fire TV UK



Virgin TV 360 UK



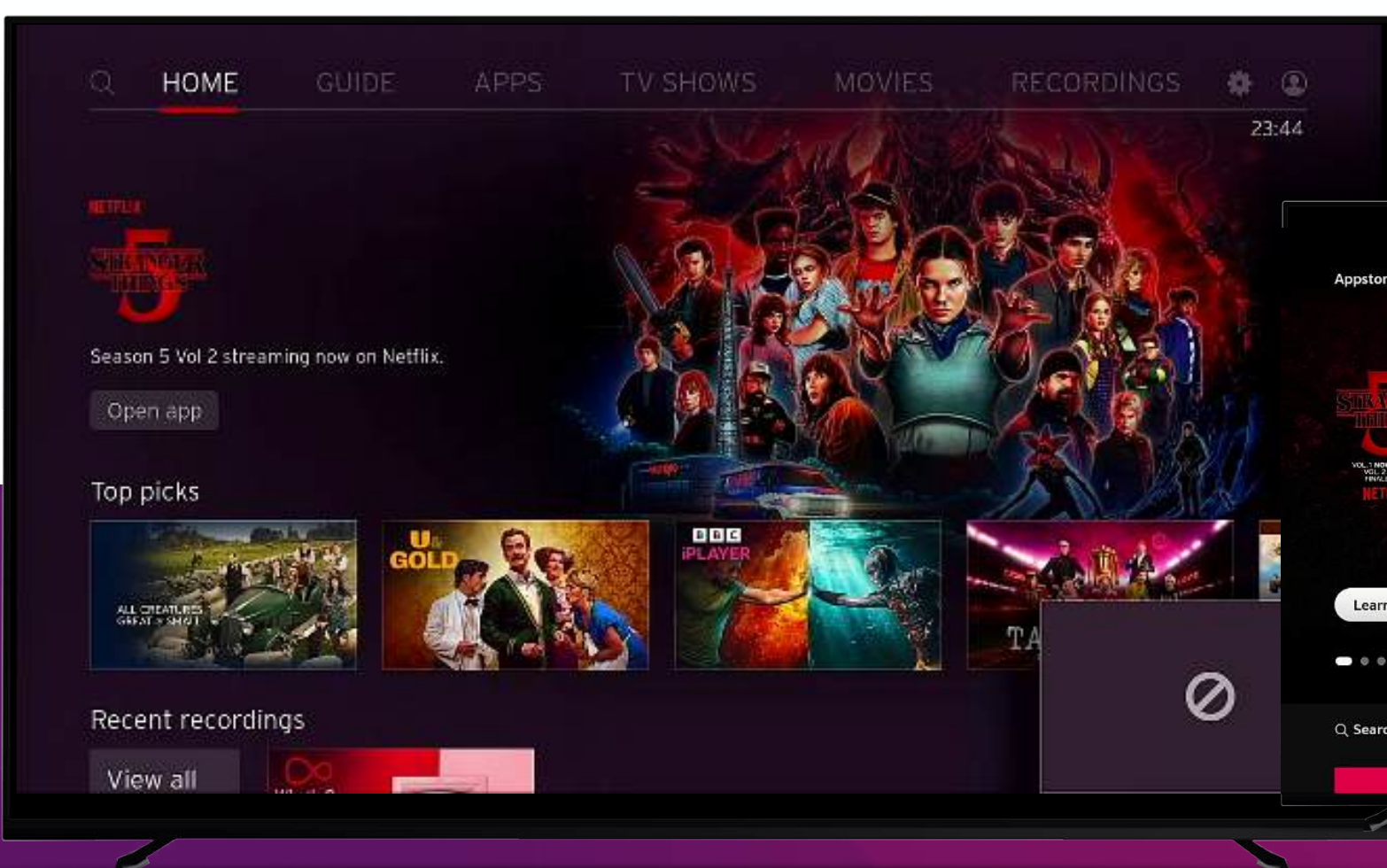
Fire TV UK



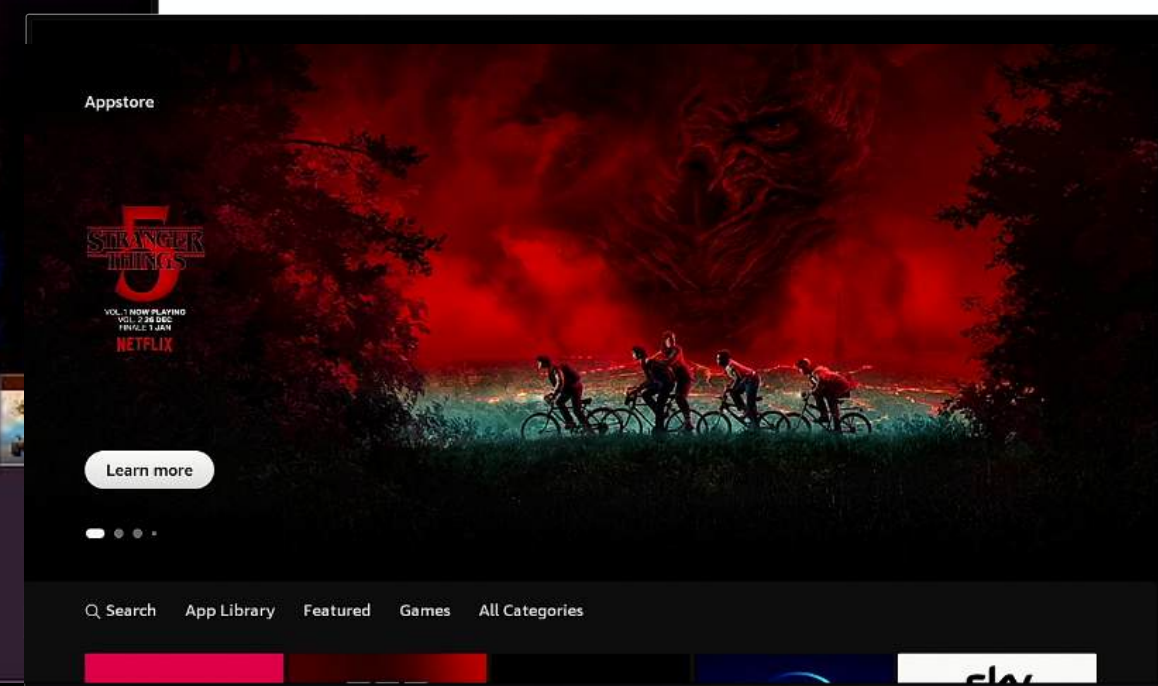
Roku UK

VECNA'S SHADOW LOOMS

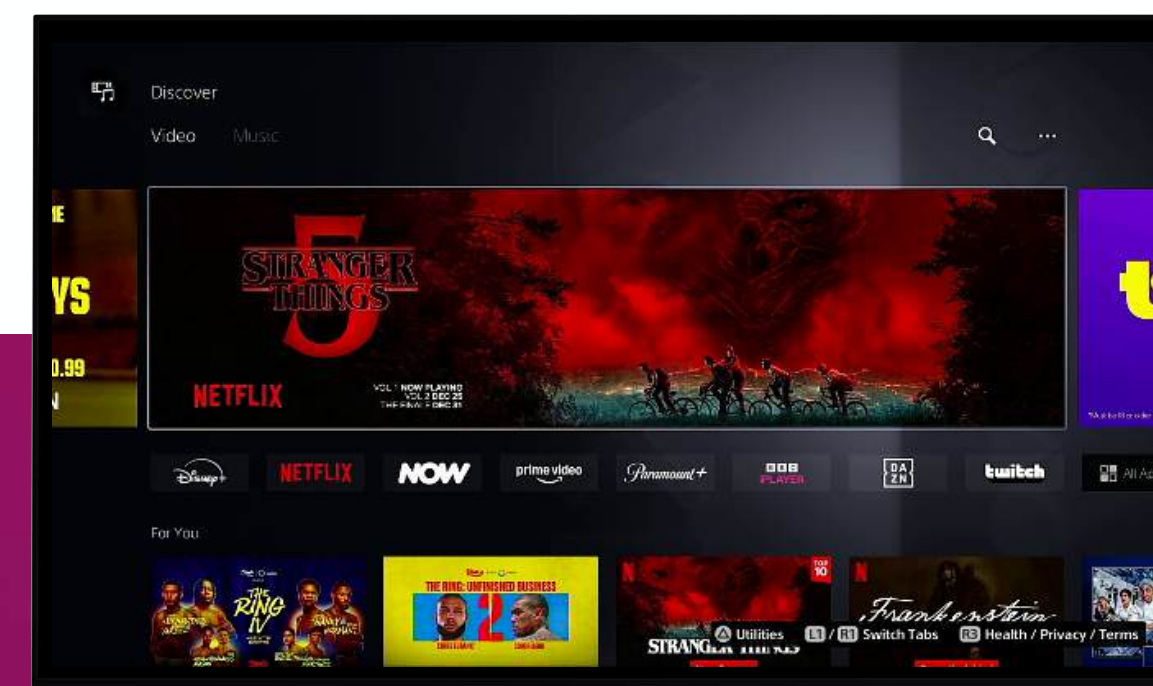
- Hawkins invaded UK screens as Netflix's final season of *Stranger Things* gripped audiences in a chilling stranglehold. The Upside Down crept into every corner, dominating Virgin TV 360, Fire TV, Sky Q and PS5, making sure fans couldn't escape the suspense. With every placement, the finale felt less like a show and more like an event- a world where Vecna's shadow loomed and Hawkins' secrets spilled into living rooms nationwide.
- In the news:** According to [The Hollywood Reporter](#), HBO Max is scheduled to launch in the UK and Ireland in late March 2026, completing the streaming service's overall European rollout. This move follows the conclusion of a long-standing exclusive content partnership with Sky and will offer subscribers various tiers including "Basic with Ads," "Standard," and "Premium" plans.



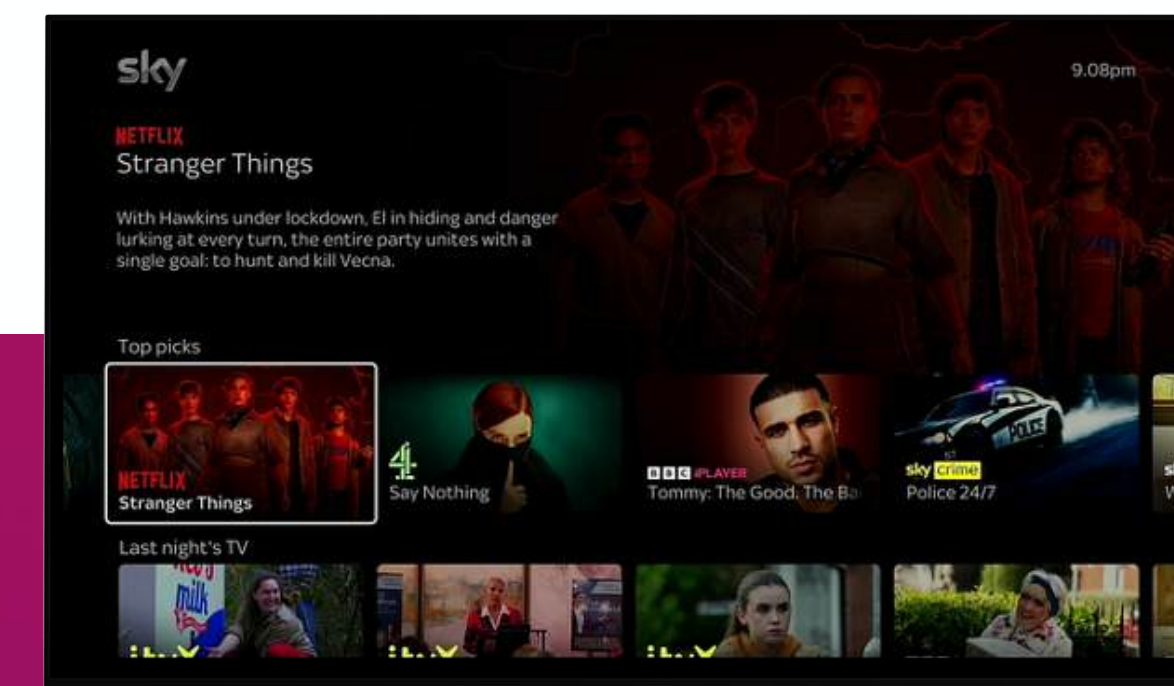
Virgin TV 360 UK



Fire TV UK



PS5 UK



Sky Q UK

FULL THROTTLE VISIBILITY



Apple TV didn't let up on the accelerator when it came to *F1: The Movie* visibility. Brad Pitt's latest cinematic thrill raced to the forefront with premium placement on Apple TV, while Fire TV revved up excitement with Feature Rotator placements and Sky Q went full throttle with a row takeover- ensuring audiences everywhere were strapped in for a pulse-pounding ride from start to finish.



In the news: Five's streaming service in the UK is expanding with six new live channels and hundreds of hours of on-demand content through a first-time deal with Hearst Networks and an expanded partnership with AMC Networks International (AMCNI) UK, including four new FAST channels such as AMC Cupid, AMC Reality, Love After Lockup, and True Crime UK. According to [C21](#), these launches, alongside new AVoD collections from Hearst and AMC, strengthen 5's position as a leading destination for premium programming, particularly in true crime.



Sky Q UK



Fire TV UK



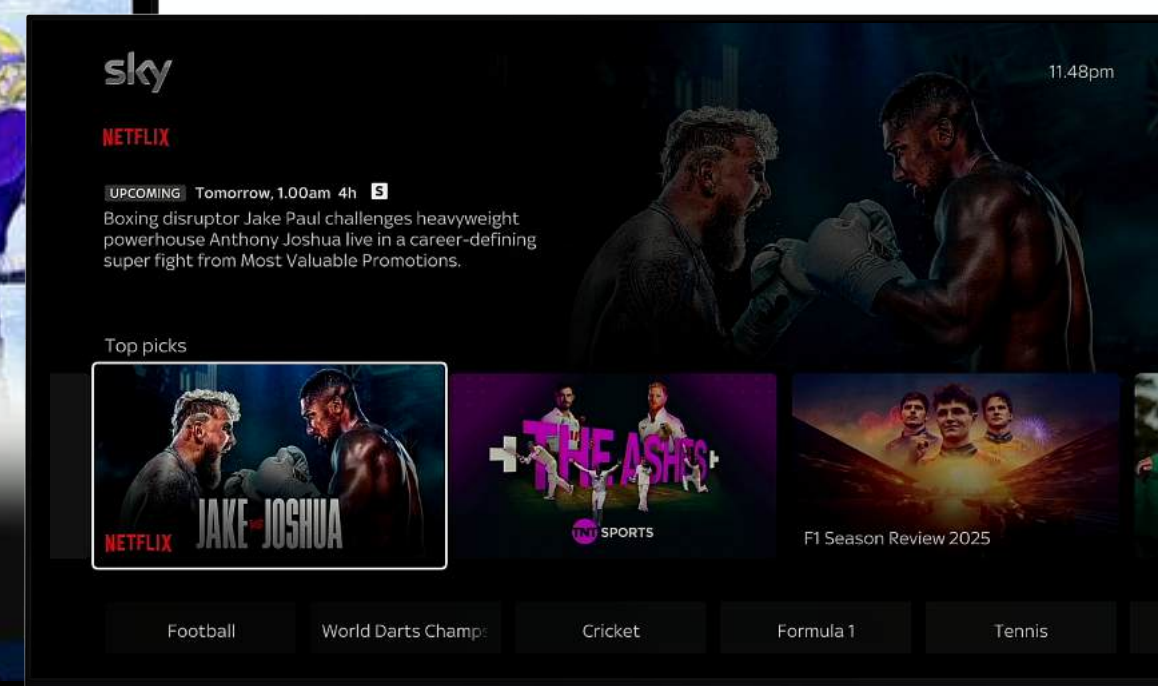
Apple TV UK

RINGSIDE. GRIDIRON. EVERYWHERE

- December packed a knockout punch for sports merchandising, and Netflix landed several big wins. Their live coverage of Jake Paul vs. Anthony Joshua delivered ringside excitement with prime placements on Sky Q and PS5, while their NFL Christmas Gameday coverage dominated screens on PS5 and Fire TV, keeping fans front and center for every touchdown, tackle, and knockout moment.
- In the news:** TNT Sports has outbid the BBC to become the live UK broadcast partner for the Glasgow 2026 Commonwealth Games, ending the BBC's streak of 18 consecutive Games since 1954, and plans to deliver over 600 hours of live coverage across TNT and HBO Max. While the BBC said it was unable to match the bid, it will continue discussions to provide some coverage, amid concerns from athletes and politicians about reduced free-to-air access, as reported by [BBC News](#).



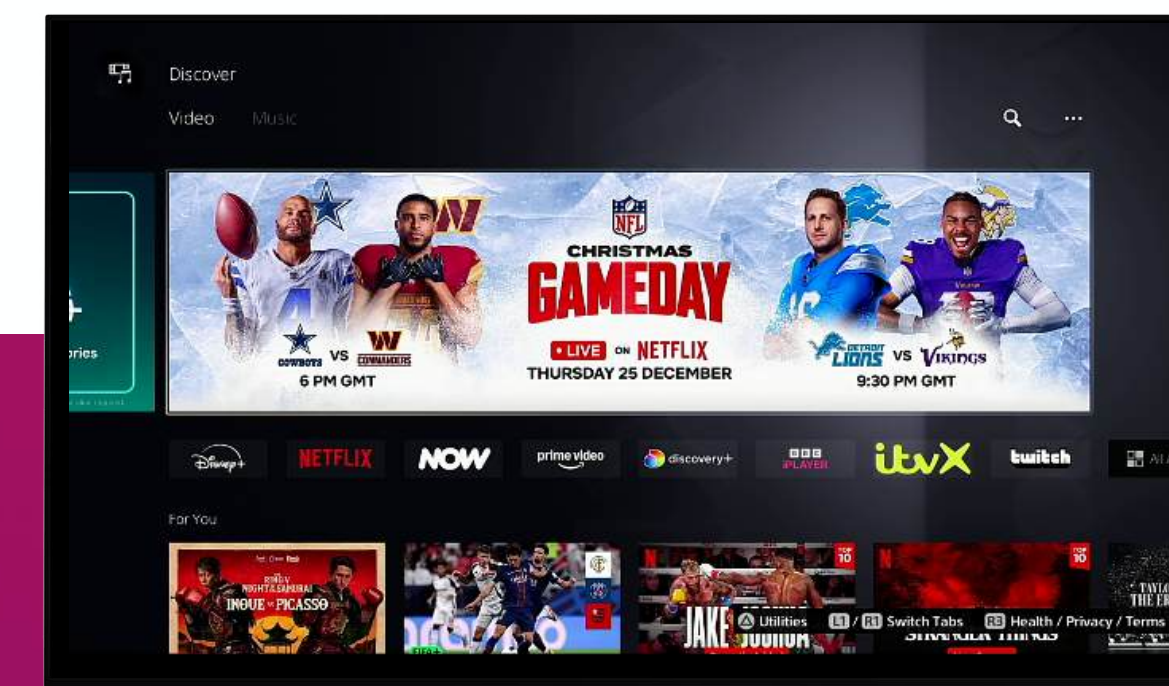
Fire TV UK



Sky Q UK



PS4 UK



PS5 UK



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