



LOOPER
INSIGHTS

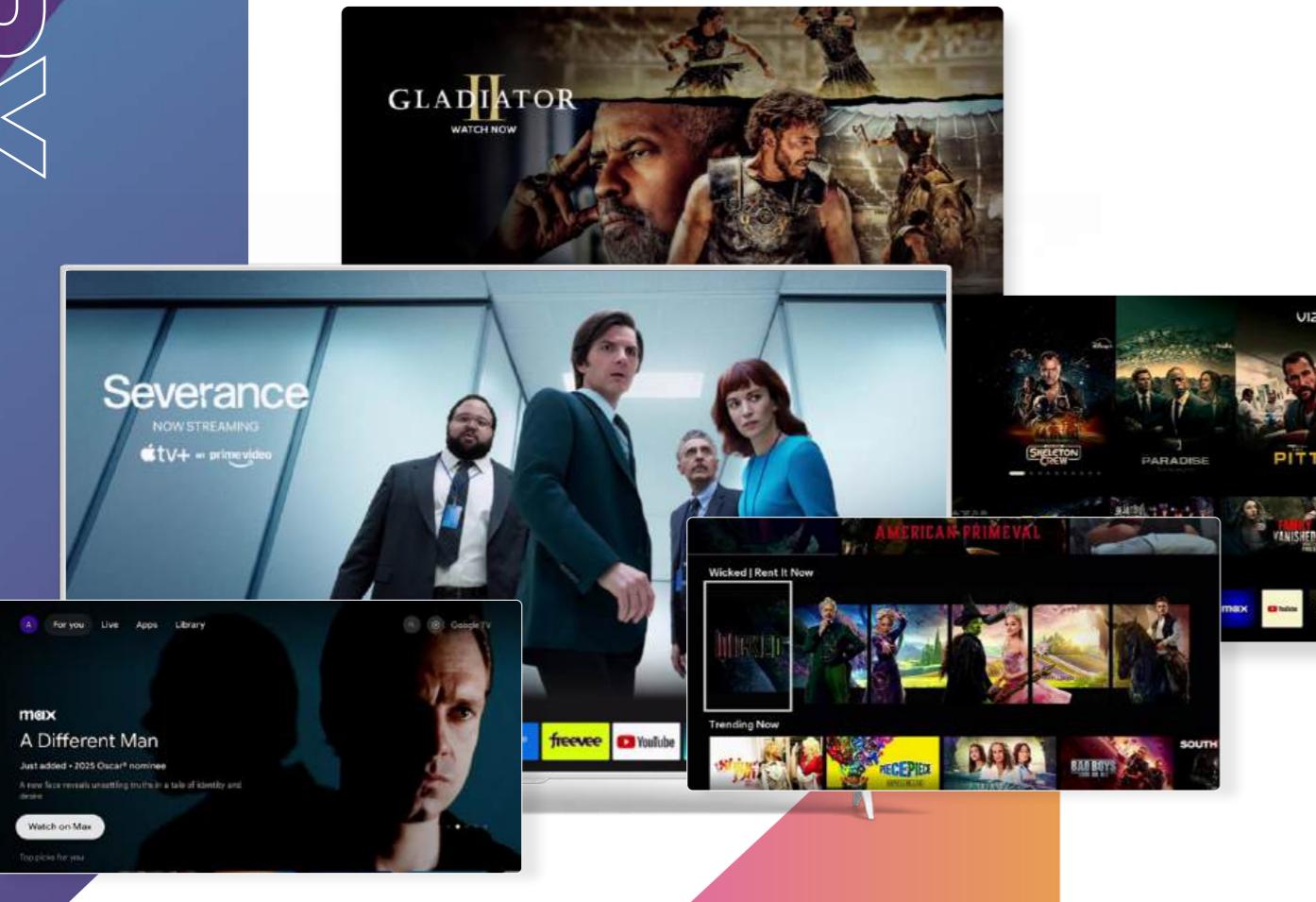


2025 IN REVIEW:

CORPORATE TAKEDOWNS, SPORTS MEDIA'S REVOLUTION
AND THE PRICE WAR FOR THE CONSUMER

/ IN THE NEWS /

The start of the year saw **Netflix** solidify its financial position by announcing subscription price increases across the US, Canada, Argentina, and Portugal. This move followed stronger-than-expected subscriber growth in late 2024, during which the streamer added nearly **19 million** new subscribers. The growth was attributed to the success of global hits like *Squid Game* and the platform's expanding content slate, notably its push into live sports, including the *FIFA Women's World Cup*. These price hikes reflect the company surpassing its subscriber targets and achieving a significant rise in both net profit and sales.



/ HIGHLIGHT OF THE MONTH /

SHOWDOWN:
SEVERANCE VS. PARADISE PREMIERES

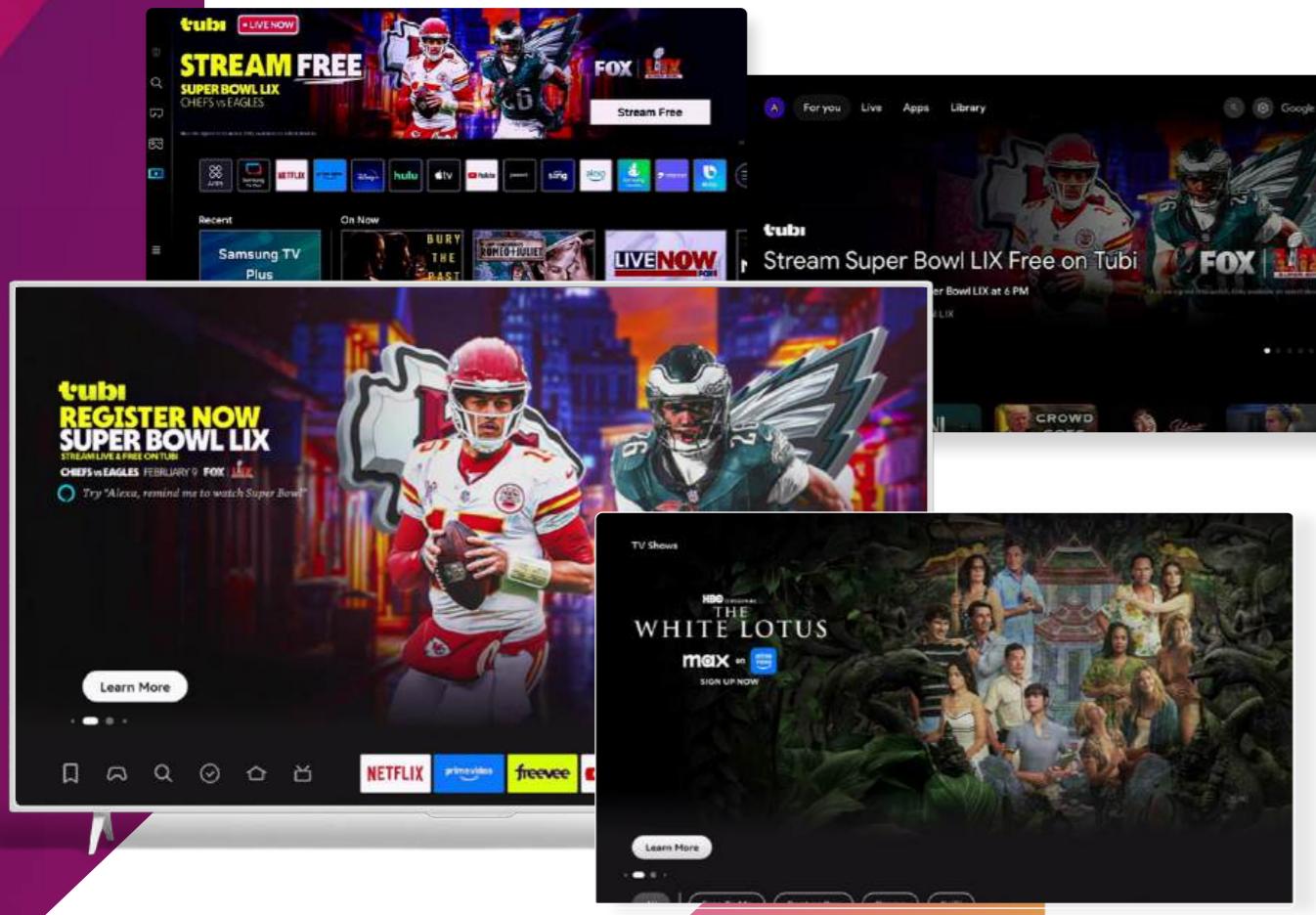
January saw a head-to-head battle between two major streamers launching highly anticipated new and returning series. **Apple TV+** debuted the latest season of its fan-favorite hit, *Severance*, while **Hulu** introduced its newest original, *Paradise*. Following the delayed announcement of Academy Award nominations due to the **Los Angeles wildfires**, streamers began spotlighting key contenders. Titles from **Peacock** and **MAX** received prominent recognition, while **Paramount+** leveraged the cultural buzz to secure prime placement for its film *Gladiator II*.

| STREAMER OF THE MONTH / TOP 10 TITLES / | | | |
|--|------------------------|-------------|--------------|
| POSITION | TITLE | APP | \$MPV™ SCORE |
| 1 | Severance | apple tv+ | \$6,200,168 |
| 2 | On Call | prime video | \$3,548,629 |
| 3 | Conclave | peacock | \$3,540,130 |
| 4 | The Traitors | peacock | \$3,417,716 |
| 5 | The Pitt | max | \$3,266,276 |
| 6 | Beast Games | prime video | \$3,182,272 |
| 7 | Silo | apple tv+ | \$3,000,038 |
| 8 | Reacher | prime video | \$2,880,804 |
| 9 | Tom Clancy's Jack Ryan | prime video | \$2,256,147 |
| 10 | Deadpool & Wolverine | disney+ | \$2,209,387 |

| STREAMER OF THE MONTH / TOP 10 APPS / | | |
|--|--------------------|--------------|
| POSITION | ENTERTAINMENT APPS | \$MPV™ SCORE |
| 1 | prime video | \$98,447,943 |
| 2 | tubi | \$61,710,941 |
| 3 | peacock | \$60,197,297 |
| 4 | max | \$56,881,811 |
| 5 | Disney+ | \$56,650,756 |
| 6 | Paramount+ | \$45,379,429 |
| 7 | apple tv+ | \$35,750,072 |
| 8 | hulu | \$34,978,500 |
| 9 | pluto tv | \$33,528,132 |
| 10 | NETFLIX | \$27,697,523 |

/ IN THE NEWS /

February brought major developments in content ownership and platform financial performance. **Amazon MGM Studios** formalized a joint venture with producers Michael G. Wilson and Barbara Broccoli, granting Amazon creative control over the future of the prestigious **James Bond** franchise following its 2022 MGM acquisition. **In parallel**, **Roku** announced strong financial results for Q4 2024, reporting a total revenue of **\$1.2 billion**, with the majority generated from advertising and subscription services. **Furthermore**, the company reinforced its dominance by maintaining a 40% share in the U.S. and Canadian streaming market, reaching 145 million households.



/ HIGHLIGHT OF THE MONTH /

TUBI WINS SUPER BOWL: 15.5M VIEWERS FREE

February's content landscape was dominated by the Super Bowl and a highly anticipated series return. For the first time ever, Fox streamed Super Bowl LIX for free on **Tubi**, attracting **15.5 million viewers** and highlighting the growing power of ad-supported platforms. Platforms across the U.S. capitalized on the massive event, with major smart TV interfaces showcasing striking imagery of the Kansas City Chiefs and Philadelphia Eagles in top banners with "Live Now" calls-to-action to capture viewers. **At the same time**, the highly anticipated return of Max's fan and critic favorite series, *The White Lotus*, also secured premium, widespread ad placement across multiple connected TV interfaces.

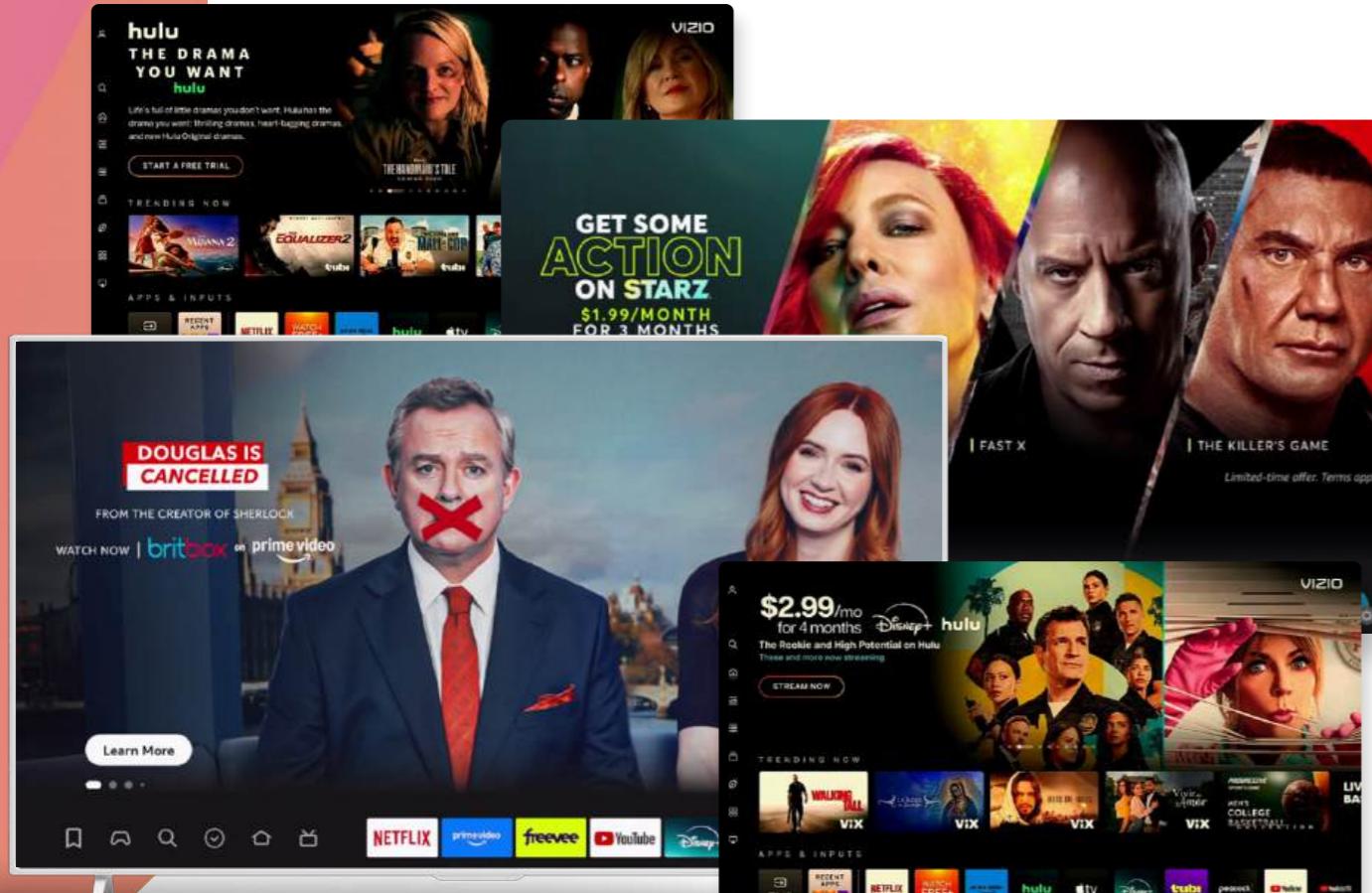
| STREAMER OF THE MONTH / TOP 10 TITLES / | | | |
|---|--------------------------|-------------|--------------|
| POSITION | TITLE | APP | \$MPV™ SCORE |
| 1 | The White Lotus | max | \$6,536,285 |
| 2 | Invincible | prime video | \$5,958,523 |
| 3 | Reacher | prime video | \$5,707,700 |
| 4 | Yellowjackets | Paramount+ | \$4,983,995 |
| 5 | Moana | Disney+ | \$4,952,832 |
| 6 | The Wild Robot | peacock | \$4,343,880 |
| 7 | Severance | tv+ | \$4,050,287 |
| 8 | Conclave | peacock | \$4,004,489 |
| 9 | You're Cordially Invited | prime video | \$2,291,717 |
| 10 | Gladiator II | Paramount+ | \$2,285,857 |

| STREAMER OF THE MONTH / TOP 10 APPS / | | |
|---------------------------------------|--------------------|--------------|
| POSITION | ENTERTAINMENT APPS | \$MPV™ SCORE |
| 1 | prime video | \$82,802,331 |
| 2 | tubi | \$51,072,206 |
| 3 | peacock | \$43,809,886 |
| 4 | Paramount+ | \$41,079,250 |
| 5 | max | \$37,768,435 |
| 6 | Disney+ | \$34,171,460 |
| 7 | The Roku Channel | \$32,185,859 |
| 8 | tv+ | \$29,520,764 |
| 9 | pluto tv | \$25,108,947 |
| 10 | hulu | \$24,059,697 |

/ IN THE NEWS /

The **97th Oscars** achieved a **five-year high** in viewership at **19.69 million**, fueled by younger audiences (18-34 ratings up **28%**) and strong delayed digital viewing. The broadcast also dominated social media with **104.2 million interactions**, exceeding the Grammys and the Super Bowl.

Meanwhile, **Tubi** experienced rapid growth, nearing **\$1 billion in revenue**, driven by its **97 million monthly active users** and a model where **97%** of viewing is **on-demand**.



/ HIGHLIGHT OF THE MONTH /

STREAMING PRICE WAR: \$1.99 DEALS LAUNCH

March featured intense promotional activity as streamers engaged in a price war. **Disney+** and **Hulu** initiated a major deal, bundling their services for **\$2.99/month for four months** across Vizio devices. In response, **STARZ** launched a competing offer on Fire TV, providing a **\$1.99/month for three months** deal. Platforms also executed targeted content campaigns, with **BritBox** showcasing UK dramas and **Hulu** highlighting US hits like *The Handmaid's Tale* across smart TV platforms.

| STREAMER OF THE MONTH / TOP 10 TITLES / | | | |
|---|-----------------------|-------------|--------------|
| POSITION | TITLE | APP | \$MPV™ SCORE |
| 1 | Reacher | prime video | \$5,293,469 |
| 2 | The Wheel of Time | prime video | \$3,367,322 |
| 3 | Friday Night Baseball | apple tv+ | \$3,631,045 |
| 4 | Invincible | prime video | \$3,421,373 |
| 5 | The White Lotus | max | \$3,058,353 |
| 6 | Major League Soccer | apple tv+ | \$2,970,579 |
| 7 | Severance | apple tv+ | \$2,928,337 |
| 8 | The Gorge | apple tv+ | \$2,798,225 |
| 9 | 1923 | paramount+ | \$2,197,558 |
| 10 | Daredevil: Born Again | disney+ | \$2,094,256 |

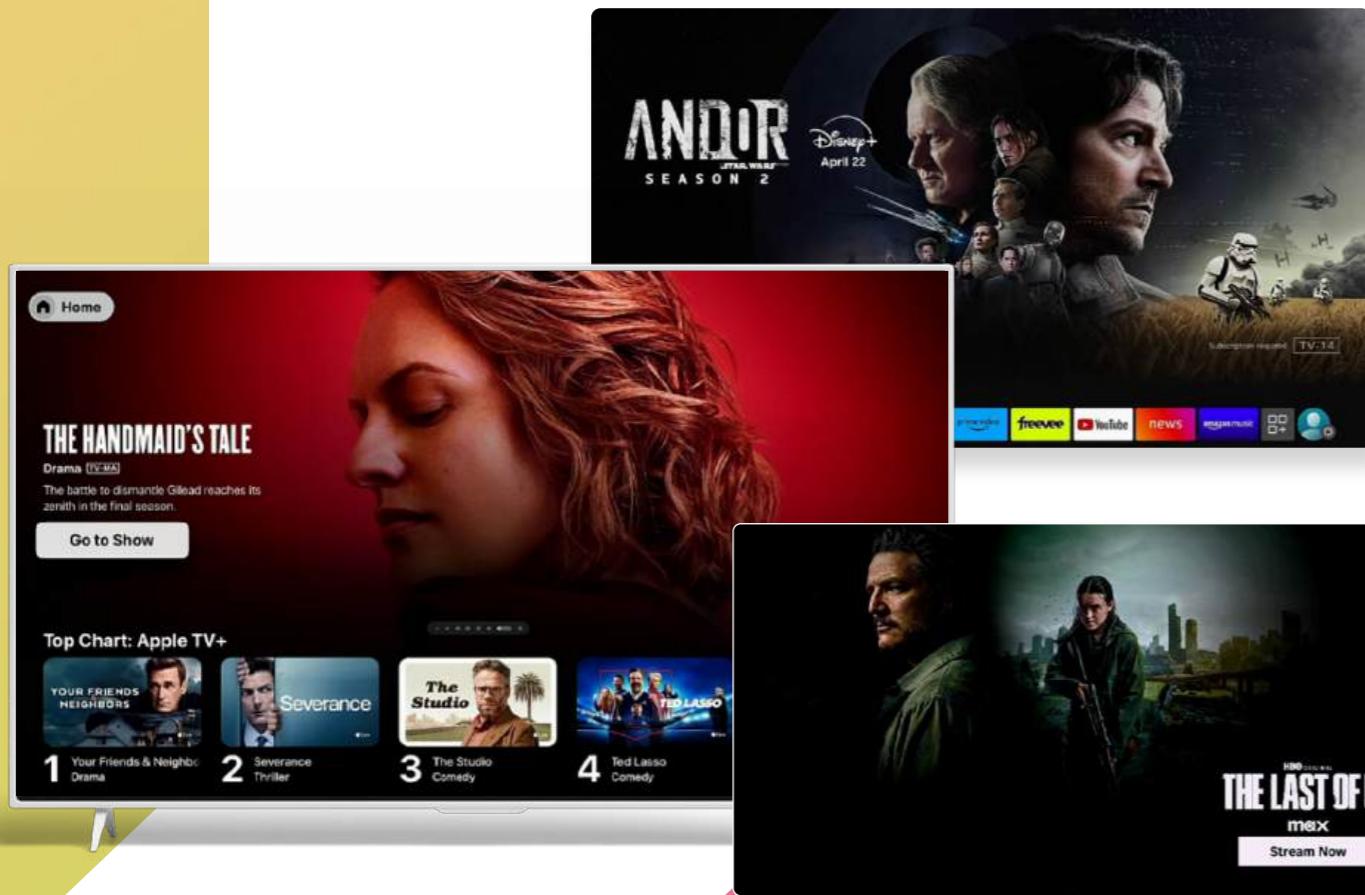
| STREAMER OF THE MONTH / TOP 10 APPS / | | |
|---------------------------------------|--------------------|--------------|
| POSITION | ENTERTAINMENT APPS | \$MPV™ SCORE |
| 1 | prime video | \$78,885,852 |
| 2 | tubi | \$55,262,121 |
| 3 | disney+ | \$38,177,649 |
| 4 | peacock | \$37,625,610 |
| 5 | apple tv+ | \$36,476,974 |
| 6 | paramount+ | \$35,472,799 |
| 7 | max | \$34,543,350 |
| 8 | The ROKU Channel | \$34,195,098 |
| 9 | pluto tv | \$31,528,372 |
| 10 | hulu | \$26,754,048 |



04

/ IN THE NEWS /

YouTube marked its 20th year as a dominant force in media, valued at an estimated **\$475–\$550 billion**, and is now the most-watched TV platform. The platform reinforced its creator economy dominance by having paid out over **\$70 billion** to creators since 2021, and its revenue growth put it on track to potentially surpass that of Disney. Concurrently, **Roku** announced a significant expansion to its hardware lineup, introducing new ultra-compact streaming sticks, smart home devices, and enhanced Roku TVs. These updates are designed to deliver smarter content discovery and personalization for its growing base across global households.



/ HIGHLIGHT OF THE MONTH /

THREE GIANTS RETURN:
FRANCHISE TRIPLE THREAT

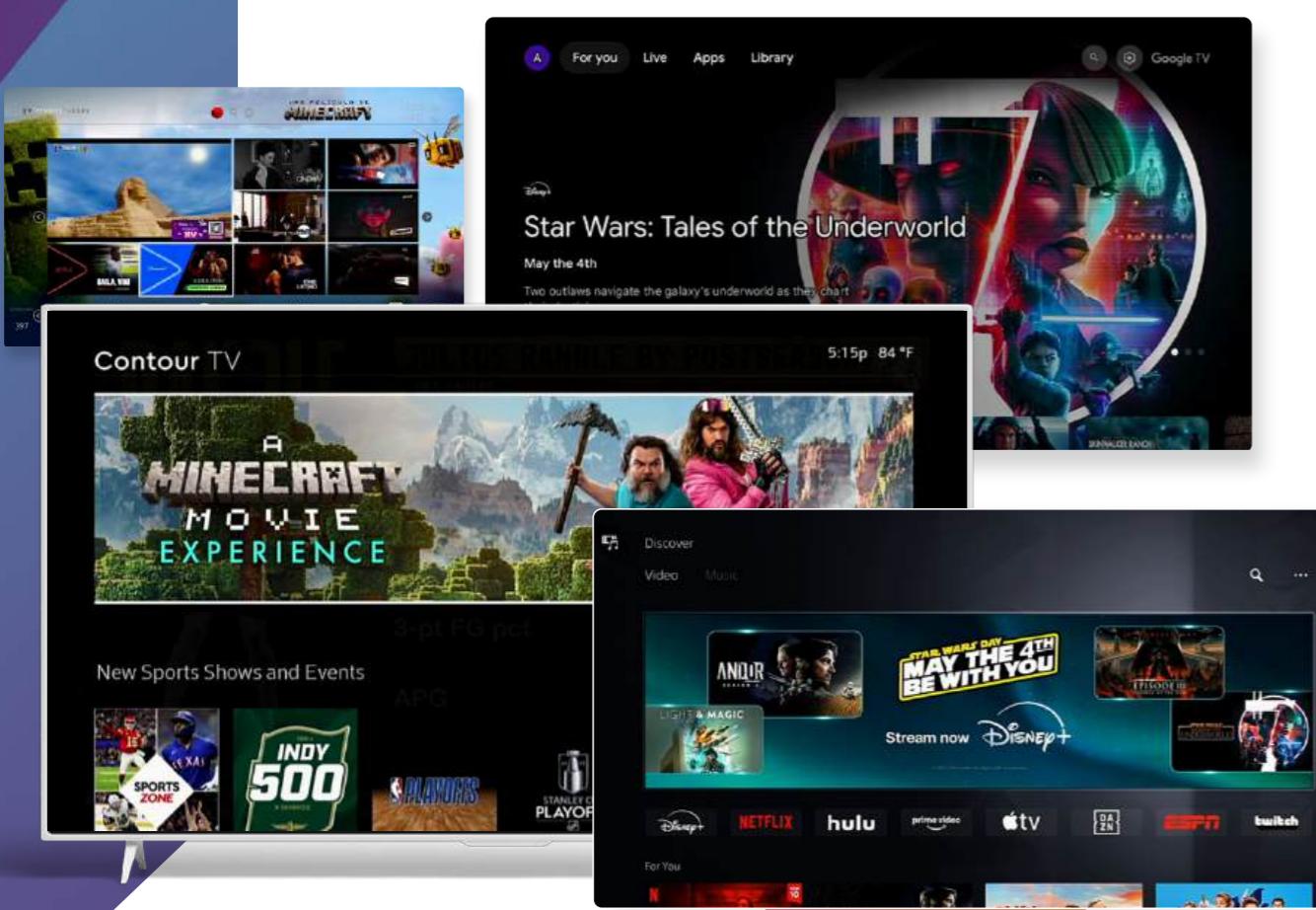
April was defined by the aggressive return of three major tentpole series that commanded significant audience attention and platform visibility. *The Last of Us* surged back, becoming a dominant force that was heavily featured across numerous TV and streaming device interfaces globally. This high-profile return was closely followed by the start of the highly anticipated final season of *The Handmaid's Tale*, which received powerful featured placements across leading smart TV operating systems. Finally, the return of *Andor* was deployed like a strategic mission, securing key placements to drive viewing and demonstrate the enduring power of premium, long-awaited original content.

| STREAMER OF THE MONTH / TOP 10 TITLES / | | | |
|--|-----------------------|-------------|--------------|
| POSITION | TITLE | APP | \$MPV™ SCORE |
| 1 | Friday Night Baseball | tv+ | \$5,184,625 |
| 2 | Reacher | prime video | \$4,618,426 |
| 3 | The Wheel of Time | prime video | \$4,501,924 |
| 4 | Major League Soccer | tv+ | \$4,417,720 |
| 5 | The Bondsman | prime video | \$3,513,723 |
| 6 | The Last of Us | max | \$3,507,569 |
| 7 | The White Lotus | max | \$3,419,122 |
| 8 | The Handmaid's Tale | hulu | \$3,329,136 |
| 9 | Invincible | prime video | \$3,152,584 |
| 10 | Bosch: Legacy | prime video | \$2,745,203 |

| STREAMER OF THE MONTH / TOP 10 APPS / | | |
|--|--------------------|---------------|
| POSITION | ENTERTAINMENT APPS | MPV™ SCORE |
| 1 | prime video | \$101,469,837 |
| 2 | tubi | \$59,401,198 |
| 3 | The Roku Channel | \$48,768,012 |
| 4 | pluto tv | \$43,761,189 |
| 5 | tv+ | \$41,663,458 |
| 6 | max | \$40,848,386 |
| 7 | Disney+ | \$40,467,617 |
| 8 | peacock | \$39,975,232 |
| 9 | Paramount+ | \$35,762,654 |
| 10 | hulu | \$34,396,568 |

/ IN THE NEWS /

May saw two significant corporate realignments in the streaming space focused on brand identity and autonomy. **STARZ** officially completed its separation from Lionsgate, becoming a standalone public company trading on the Nasdaq while maintaining a creative partnership on core franchises like *Power* and *BMF*. Concurrently, Warner Bros. Discovery announced it would be reverting its streaming service name from Max back to **HBO Max**. This strategic rebranding aims to leverage the established high-quality reputation of the HBO brand to emphasize curated content over sheer volume.



/ HIGHLIGHT OF THE MONTH /

FRANCHISE POWER:
STAR WARS & FILM DEBUTS

The start of the month saw a significant brand-driven initiative to promote a major sci-fi franchise, coinciding with a fan holiday. This push featured a new series, *Star Wars: Tales of the Underworld*, which was globally spotlighted with premium visibility across multiple connected device interfaces, including gaming consoles. Following this campaign, the massive global box office success, *A Minecraft Movie*, made its debut for at-home viewing. This new release generated widespread availability and high visibility across the U.S. and internationally.

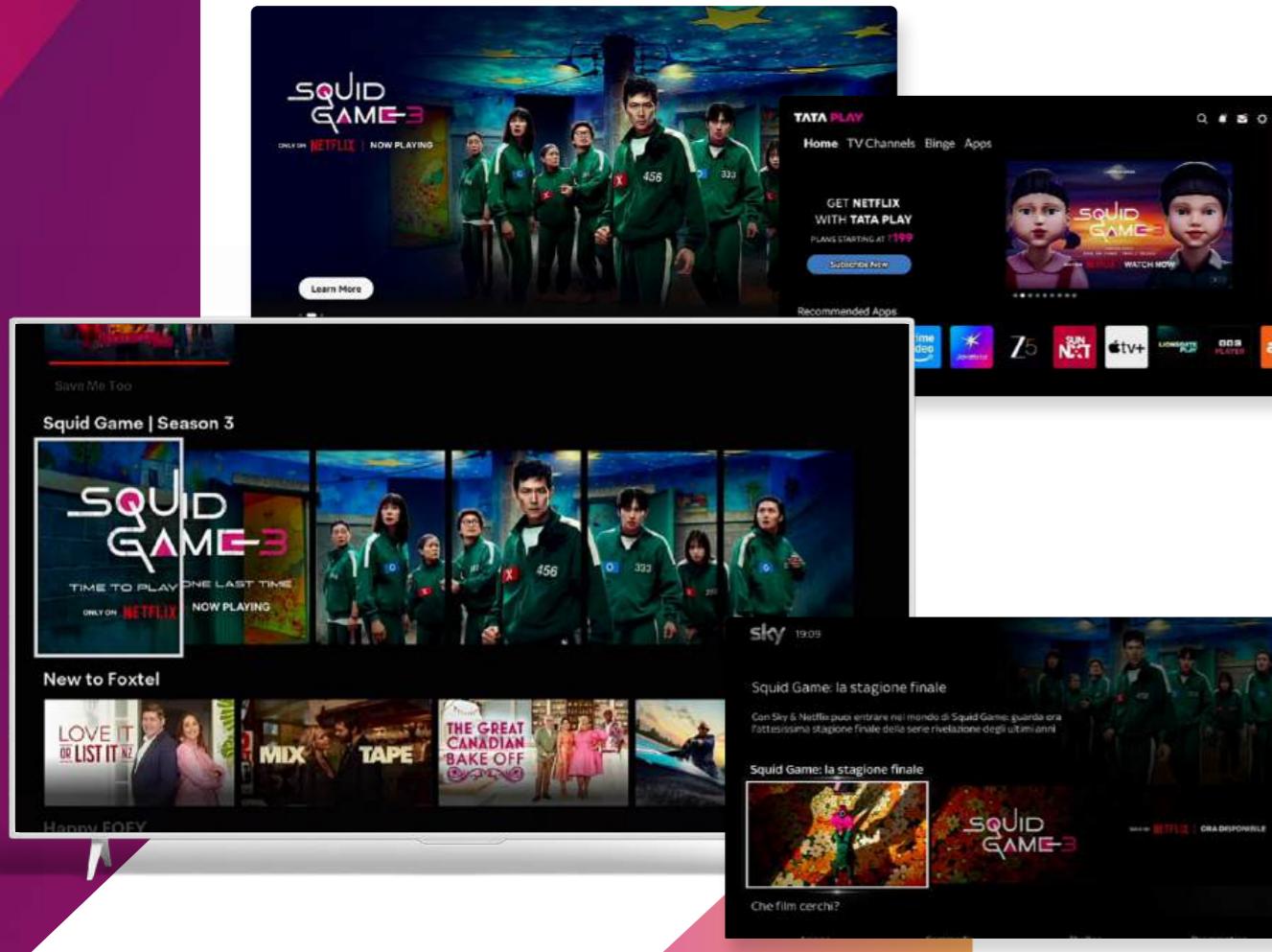
| STREAMER OF THE MONTH / TOP 10 TITLES / | | | |
|--|--------------------------|-------------|--------------|
| POSITION | TITLE | APP | \$MPV™ SCORE |
| 1 | Major League Soccer | tv+ | \$6,780,204 |
| 2 | Friday Night Baseball | tv+ | \$4,771,869 |
| 3 | The Last of Us | max | \$4,481,419 |
| 4 | The Boys | prime video | \$3,702,605 |
| 5 | Another Simple Favor | prime video | \$3,375,810 |
| 6 | Your Friends & Neighbors | tv+ | \$3,141,570 |
| 7 | Reacher | prime video | \$2,967,141 |
| 8 | The Wheel of Time | prime video | \$2,903,591 |
| 9 | Andor | Disney+ | \$2,614,118 |
| 10 | Poker Face | peacock | \$2,542,649 |

| STREAMER OF THE MONTH / TOP 10 APPS / | | |
|--|--------------------|---------------|
| POSITION | ENTERTAINMENT APPS | MPV™ SCORE |
| 1 | prime video | \$103,679,767 |
| 2 | tubi | \$62,423,247 |
| 3 | The ROKU Channel | \$56,153,260 |
| 4 | plutotv | \$50,613,665 |
| 5 | max | \$47,685,164 |
| 6 | tv+ | \$44,685,164 |
| 7 | Paramount+ | \$41,424,933 |
| 8 | Disney+ | \$38,275,234 |
| 9 | peacock | \$34,025,511 |
| 10 | hulu | \$29,202,678 |

06

/ IN THE NEWS /

Streaming reached a historic milestone in June, surpassing the combined viewership of broadcast and cable television in the U.S., a shift driven by a 71% surge in streaming usage since 2021. **Amazon Prime Video**, solidified its role as the leading marketplace for pay TV subscriptions, providing key partners with access to its vast base of over 200 million Prime members.



/ HIGHLIGHT OF THE MONTH /

SQUID GAME FINALE DOMINATES GLOBAL SCREENS

The global phenomenon *Squid Game* returned for its final season in June, immediately initiating intense competition for visibility across worldwide media platforms. The series dominated placement strategies, with platforms on multiple continents vying to secure top billing and **prime placement**. Specifically, in the U.S., it commanded prime placement, while international providers in Europe, Australia, and India placed it prominently in dedicated viewing lanes. This high-stakes return proved once again that major original content instantly becomes a battleground in the attention economy.

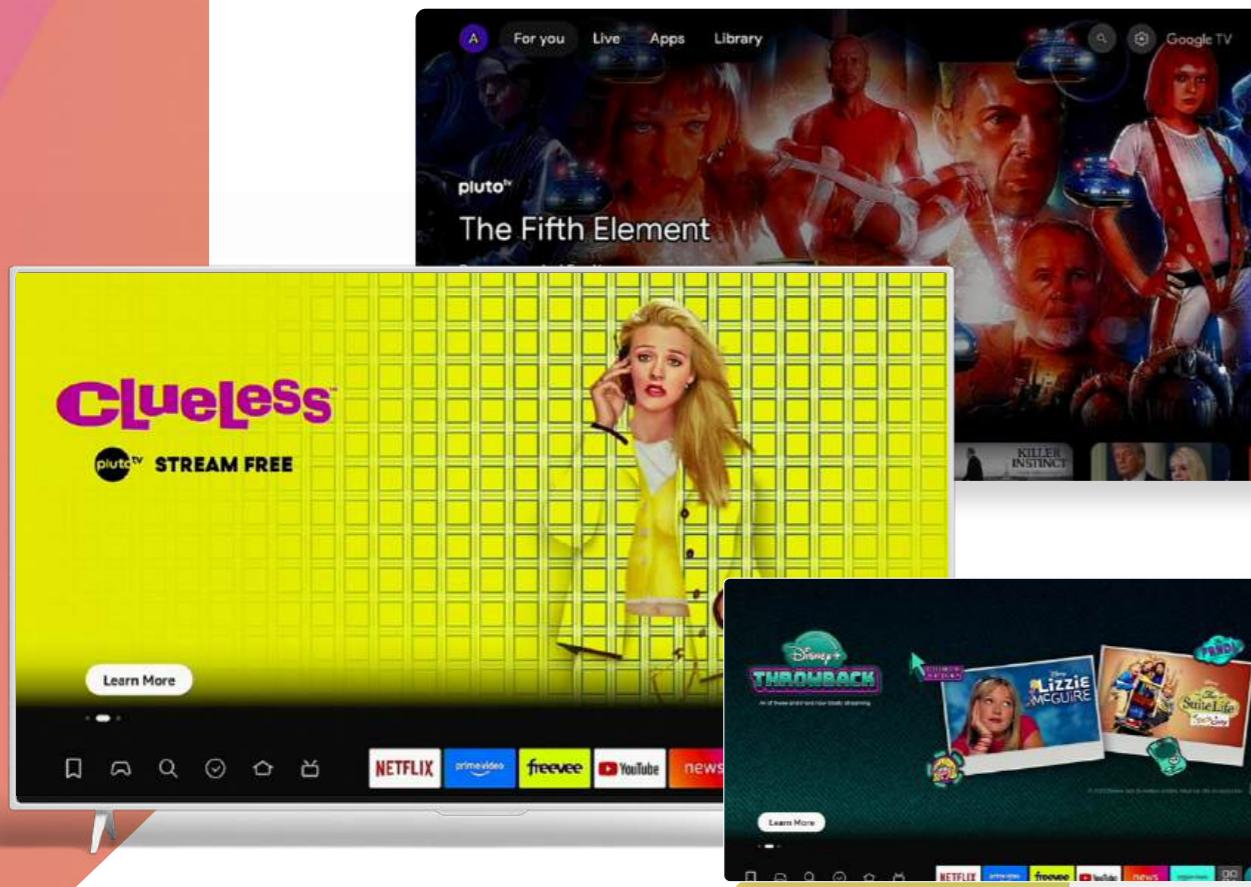
| STREAMER OF THE MONTH / TOP 10 TITLES / | | | |
|--|---|-------------|--------------|
| POSITION | TITLE | APP | \$MPV™ SCORE |
| 1 | Major League Soccer | tv+ | \$5,580,699 |
| 2 | Friday Night Baseball | tv+ | \$3,394,644 |
| 3 | The Better Sister | prime video | \$3,147,946 |
| 4 | Stick | tv+ | \$2,691,741 |
| 5 | The Accountant 2 | prime video | \$2,348,997 |
| 6 | The Boys | prime video | \$2,345,956 |
| 7 | The Summer I Turned Pretty | prime video | \$2,091,658 |
| 8 | Reacher | prime video | \$1,904,789 |
| 9 | Captain America: Brave New World | Disney+ | \$1,878,811 |
| 10 | The Lord of the Rings: The Rings of Power | prime video | \$1,876,175 |

| STREAMER OF THE MONTH / TOP 10 APPS / | | |
|--|--------------------|--------------|
| POSITION | ENTERTAINMENT APPS | MPV™ SCORE |
| 1 | prime video | \$95,623,586 |
| 2 | tubi | \$48,021,174 |
| 3 | The ROKU Channel | \$45,064,296 |
| 4 | pluto tv | \$43,606,847 |
| 5 | tv+ | \$37,733,217 |
| 6 | Disney+ | \$36,331,893 |
| 7 | max | \$35,495,757 |
| 8 | Paramount+ | \$28,337,258 |
| 9 | peacock | \$27,528,229 |
| 10 | hulu | \$25,555,338 |

07

/ IN THE NEWS /

July saw a political challenge to public media, as the U.S. Senate approved a plan to cut nearly **US\$1.1 billion** in funding for the Corporation for Public Broadcasting, which leaders warned would severely impact local public radio and TV. Despite this, the U.S. streaming market remains robust, projected to reach **\$112.7 billion** by 2029 with a **5.9%** compound annual growth rate. Growth is being propelled by subscriber gains and price hikes, with the Free Ad-Supported Streaming TV (FAST) sector notably outpacing the overall market as traditional television declines.



/ HIGHLIGHT OF THE MONTH /

RETRO WAVE: '90s AND '00s HITS SURGE

July was marked by a strong push for cinematic nostalgia and throwback content across streaming platforms. **Pluto TV** capitalized on this trend by giving prime placement to beloved '90s films like *Clueless*, along with cult sci-fi hits such as *The Fifth Element*, making them readily available on smart TV devices. Simultaneously, **Disney+** activated its own **Throwback** campaign, featuring iconic early 2000s teen classics like *Lizzie McGuire* and *The Suite Life of Zack & Cody* on connected devices. This multi-pronged strategy successfully leveraged nostalgia to engage original adult fans while introducing these popular titles to a new, younger generation of viewers.

| STREAMER OF THE MONTH / TOP 10 TITLES / | | | |
|--|----------------------------|-------------|--------------|
| POSITION | TITLE | APP | \$MPV™ SCORE |
| 1 | The Summer I Turned Pretty | prime video | \$4,496,470 |
| 2 | The Bear | hulu | \$4,492,704 |
| 3 | Sinners | HBO max | \$4,227,743 |
| 4 | Head of State | prime video | \$4,133,491 |
| 5 | Love Island USA | peacock | \$4,061,783 |
| 6 | Countdown | prime video | \$3,967,561 |
| 7 | Major League Soccer | apple tv+ | \$3,904,713 |
| 8 | Dexter: Resurrection | Paramount+ | \$3,623,524 |
| 9 | Moana 2 | Disney+ | \$3,580,126 |
| 10 | The Chi | Paramount+ | \$3,536,620 |

| STREAMER OF THE MONTH / TOP 10 APPS / | | |
|--|--------------------|---------------|
| POSITION | ENTERTAINMENT APPS | MPV™ SCORE |
| 1 | prime video | \$113,000,000 |
| 2 | Disney+ | \$89,061,505 |
| 3 | The Roku Channel | \$88,227,618 |
| 4 | tubi | \$87,929,118 |
| 5 | Paramount+ | \$84,828,929 |
| 6 | pluto tv | \$71,483,939 |
| 7 | peacock | \$64,623,745 |
| 8 | HBO max | \$57,186,424 |
| 9 | hulu | \$54,432,954 |
| 10 | apple tv+ | \$46,103,537 |

08

/ IN THE NEWS /

August was marked by significant corporate restructuring and consolidation in the media industry. The merger between **Paramount Global** and **Skydance Media** officially closed in an **\$8.4 billion** deal backed by RedBird Capital, forming the new entity, **Paramount, A Skydance Corporation**, led by David Ellison as CEO. Concurrently, **Disney** announced a major strategy shift to integrate **Hulu** entirely into its flagship **Disney+** streaming application, with a unified app slated to launch in 2026. This move is designed to improve the consumer experience, reduce subscriber churn, and establish a single, comprehensive entertainment offering spanning content from Disney, Hulu, and ESPN.



/ HIGHLIGHT OF THE MONTH /

AUGUST GENRE BLITZ: ALIEN: EARTH AND TWISTED METAL

August was marked by the high-profile launches of two highly anticipated genre series, which dominated placement strategies across the streaming ecosystem. **Hulu** premiered the chilling new series, *Alien: Earth*, securing premium placement on major smart TV interfaces. This launch was strategically amplified via bundle promotions, which positioned the new series as a centerpiece while simultaneously elevating related content from **Disney+** and **HBO Max**. Concurrently, **Peacock** ensured the high-octane return of *Twisted Metal* was unmissable, deploying a full-throttle, multi-device campaign that included prominent visual sections and special promotional offers.

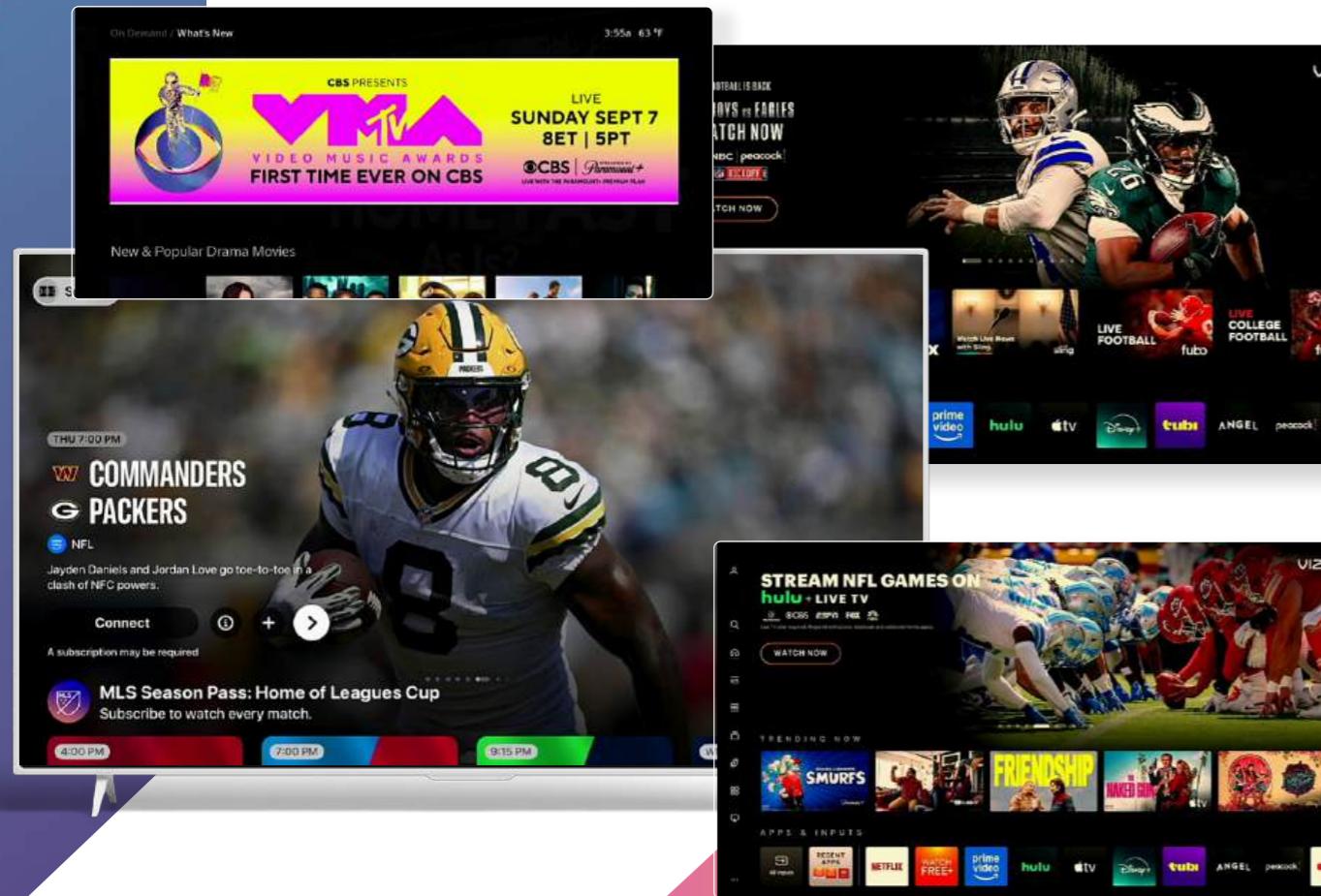
| STREAMER OF THE MONTH / TOP 10 TITLES / | | | |
|--|----------------------------|-------------|--------------|
| POSITION | TITLE | APP | \$MPV™ SCORE |
| 1 | The Summer I Turned Pretty | prime video | \$5,245,641 |
| 2 | Twisted Metal | peacock | \$4,902,942 |
| 3 | The Gilded Age | HBO max | \$4,804,758 |
| 4 | Chief of War | tv+ | \$4,513,057 |
| 5 | A Minecraft Movie | HBO max | \$4,220,656 |
| 6 | Dexter: Resurrection | Paramount+ | \$3,966,467 |
| 7 | King of the Hill | hulu | \$3,949,634 |
| 8 | The Pickup | prime video | \$3,912,318 |
| 9 | Sinners | HBO max | \$3,522,577 |
| 10 | Peacemaker | HBO max | \$3,340,876 |

| STREAMER OF THE MONTH / TOP 10 APPS / | | |
|--|--------------------|---------------|
| POSITION | ENTERTAINMENT APPS | MPV™ SCORE |
| 1 | prime video | \$125,432,654 |
| 2 | Disney+ | \$93,772,295 |
| 3 | The ROKU Channel | \$88,823,991 |
| 4 | tubi | \$81,243,654 |
| 5 | Paramount+ | \$79,230,278 |
| 6 | pluto tv | \$76,738,139 |
| 7 | peacock | \$70,430,181 |
| 8 | HBO max | \$60,336,267 |
| 9 | hulu | \$59,989,283 |
| 10 | tv+ | \$44,922,297 |

09

/ IN THE NEWS /

September saw a major milestone for live sports streaming as **YouTube's** first exclusive NFL broadcast on September 5th attracted a substantial global average minute audience of over **17.3 million viewers**. This high-profile, free stream was a key promotional vehicle for the platform's exclusive U.S. rights to **NFL Sunday Ticket**. In a major advertising shift, **Amazon** and **Netflix** announced a partnership allowing advertisers to buy Netflix inventory via Amazon's demand-side platform (DSP). This deal, which began implementation in the final quarter of 2025, underscores the industry trend of rapidly shifting ad spending from traditional linear TV to streaming platforms.



/ HIGHLIGHT OF THE MONTH /

LIVE EVENTS TAKE OVER: NFL AND VMAs

September was characterized by a massive, concerted push for live football and major live events, dominating streaming visibility. The start of the NFL season saw nearly all major services heavily promoting their coverage, with **Peacock** featuring key matchups and **Prime Video** showcasing their games prominently. Other streamers like **Hulu** also amplified their football offerings through high-impact promotions and bundle spotlighting. Beyond sports, **Paramount+** delivered a massive live event with the MTV Video Music Awards, securing premium placement and cross-promotion across numerous TV interfaces to highlight the event alongside core content and original series.

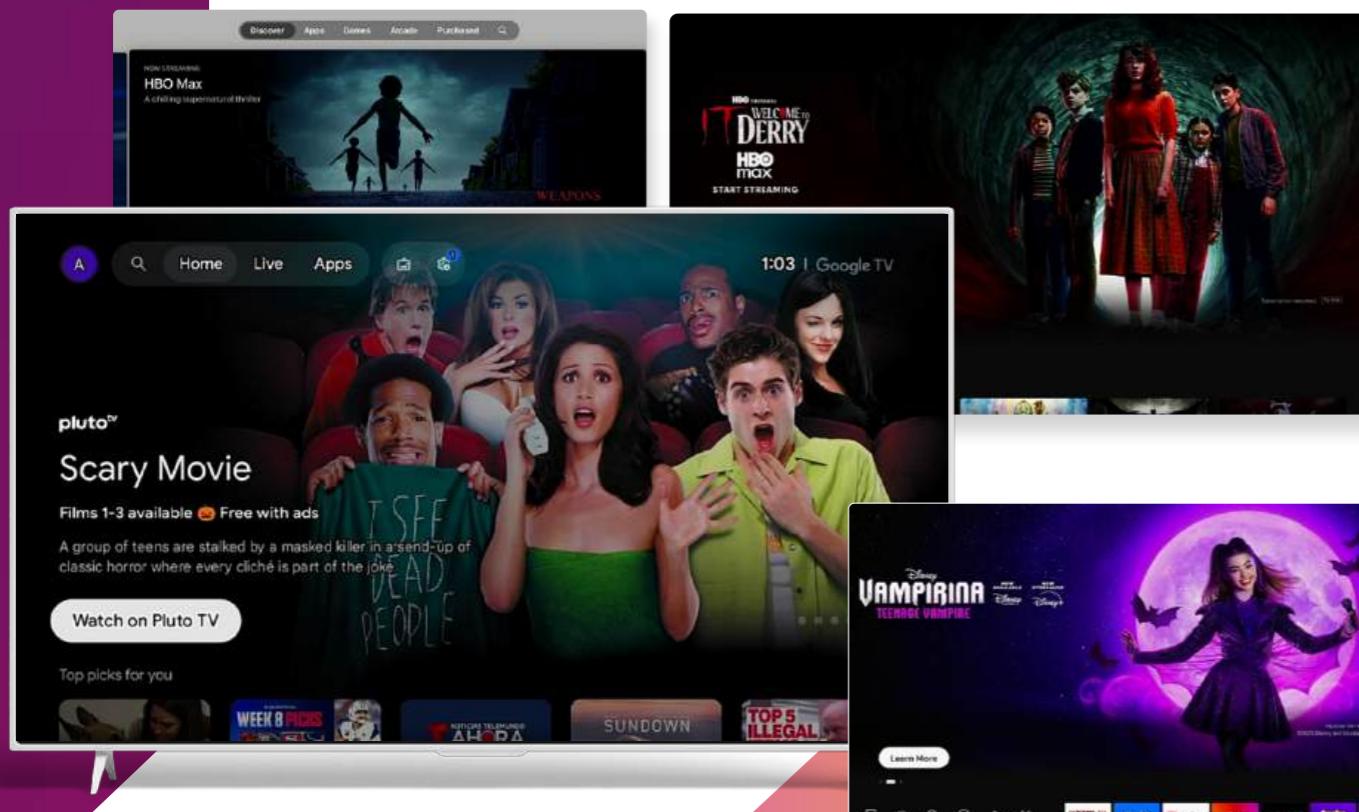
| STREAMER OF THE MONTH / TOP 10 TITLES / | | | |
|---|------------------------------|--------------------|--------------|
| POSITION | TITLE | APP | \$MPV™ SCORE |
| 1 | Only Murders in the Building | hulu | \$6,854,401 |
| 2 | Lilo & Stitch | Disney+ | \$6,201,664 |
| 3 | The Summer I Turned Pretty | prime video | \$4,166,913 |
| 4 | The Morning Show | 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 | \$3,462,635 |
| 10 | A Minecraft Movie | HBO max | \$3,536,620 |

| STREAMER OF THE MONTH / TOP 10 APPS / | | |
|---------------------------------------|-------------------------|---------------|
| POSITION | ENTERTAINMENT APPS | 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 | plutotv | \$74,879,271 |
| 9 | peacock | \$68,470,619 |
| 10 | tv+ | \$48,926,580 |

10

/ IN THE NEWS /

October was defined by a subtle yet significant brand adjustment and a major sports rights acquisition for a dominant technology company's streaming service. The six-year-old service, formerly Apple TV+, quietly adjusted its name to **Apple TV**, aligning its branding across its content and hardware. Concurrently, **Apple** and **Formula 1** announced a landmark five-year partnership that grants Apple TV the exclusive U.S. rights to all F1 races, including practice and qualifying sessions, beginning next year. This collaboration aims to fuel the sport's rapid growth in the U.S. and leverage the company's platforms, building on the success of its original F1 film.



/ HIGHLIGHT OF THE MONTH /

HORROR HARVEST: HBO MAX LEADS SPOOKY SEASON

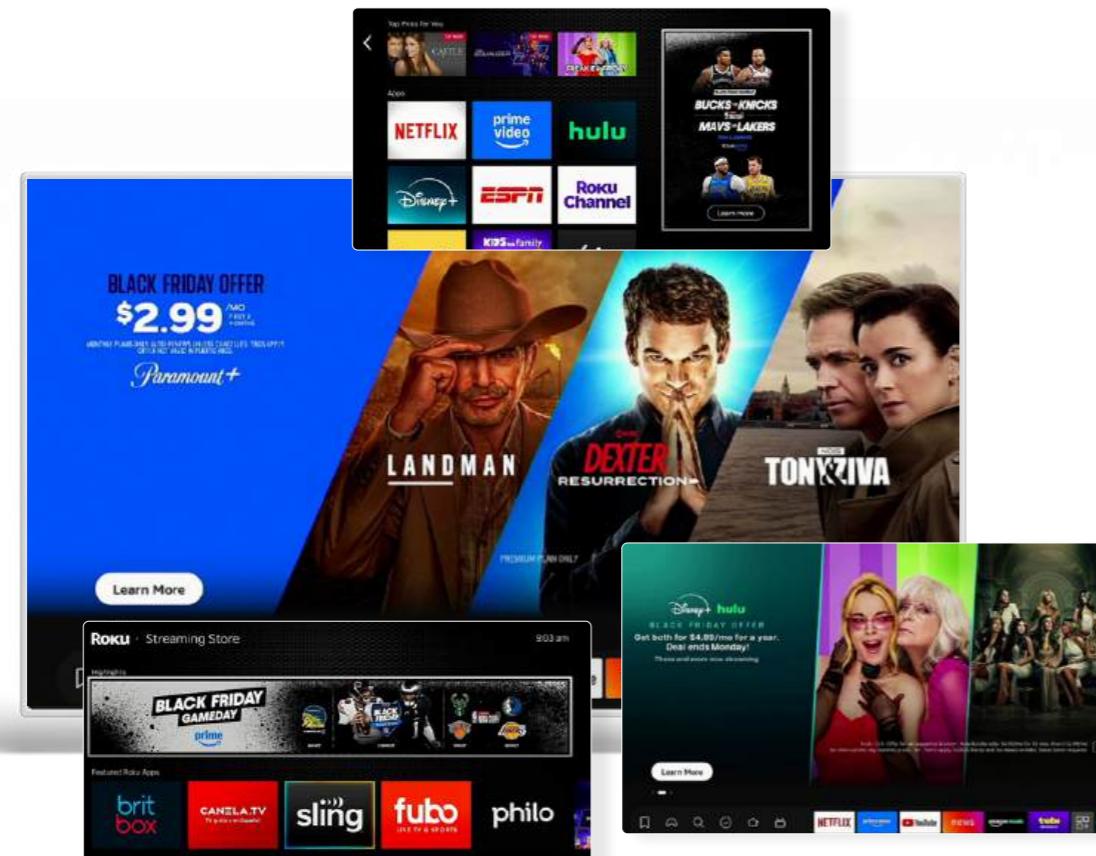
October embraced the spooky season with a widespread push of horror and Halloween-themed content across streaming services. The month's dominant horror offering came from **HBO Max**, which unleashed the highly anticipated series *IT: Welcome to Derry*, securing pervasive placement across major streaming devices. **Simultaneously**, the service further amplified its chilling content by featuring *Weapons* right alongside it, maximizing its terror-themed visibility. **In parallel**, other platforms catered to broader audiences: **Pluto TV** secured top spots by offering the *Scary Movie* franchise, while **Disney+** placed family-friendly content like *Vampirina: Teenage Vampire* in prime viewing locations.

| STREAMER OF THE MONTH / TOP 10 TITLES / | | | |
|--|------------------------------|-------------|--------------|
| POSITION | TITLE | APP | \$MPV™ SCORE |
| 1 | How to Train Your Dragon | peacock | \$6,806,638 |
| 2 | Superman | HBO max | \$6,054,808 |
| 3 | High Potential | hulu | \$5,850,687 |
| 4 | Tulsa King | Paramount+ | \$5,709,243 |
| 5 | Task | HBO max | \$4,409,624 |
| 6 | Play Dirty | prime video | \$4,182,956 |
| 7 | Only Murders in the Building | hulu | \$4,181,403 |
| 8 | Gen V | prime video | \$3,954,773 |
| 9 | Hocus Pocus | Disney+ | \$3,834,400 |
| 10 | Matlock | Paramount+ | \$3,780,693 |

| STREAMER OF THE MONTH / TOP 10 APPS / | | |
|--|--------------------|---------------|
| POSITION | ENTERTAINMENT APPS | MPV™ SCORE |
| 1 | prime video | \$119,307,512 |
| 2 | HBO max | \$91,300,986 |
| 3 | Disney+ | \$87,996,544 |
| 4 | Paramount+ | \$87,089,575 |
| 5 | pluto tv | \$81,965,343 |
| 6 | hulu | \$80,693,122 |
| 7 | peacock | \$78,201,997 |
| 8 | tubi | \$77,049,315 |
| 9 | The Roku Channel | \$64,227,585 |
| 10 | tv | \$49,086,537 |

/ IN THE NEWS /

November was dominated by two high-stakes corporate maneuvers reshaping the content landscape. The **bidding war for Warner Bros. Discovery (WBD)** escalated sharply, as **Paramount** launched a higher, hostile, all-cash takeover bid directly to shareholders for the entire company. This aggressive move challenged the **Netflix** bid, which the WBD board currently backed for only the studios and streaming businesses. **Simultaneously, STARZ** positioned itself for expansion by engaging in talks to acquire some or all of **A+E Global Media**. This potential deal would strategically broaden STARZ's content foundation beyond premium scripted shows into A+E's valuable fact-based and reality programming.



/ HIGHLIGHT OF THE MONTH /

BLACK FRIDAY: DEALS MEET NFL DOMINANCE

November's content strategy was defined by a dual focus on holiday promotional deals and premium live sports coverage. The competitive **Black Friday** season saw a massive push from major streamers like **Disney+** and **Paramount+** leveraging prominent placements across connected TV interfaces to offer irresistible deals. **Simultaneously**, live sports maintained high visibility throughout the month, primarily driven by **Prime Video's** branded **Black Friday Gameday** banner for the NFL, which secured prime promotional spots. **Prime Video** further dominated sports coverage by securing courtside placement for its NBA content, ensuring high visibility for its exclusive basketball games.

| STREAMER OF THE MONTH / TOP 10 TITLES / | | | |
|--|---------------------------------|-------------------|--------------|
| POSITION | TITLE | APP | \$MPV™ SCORE |
| 1 | IT: Welcome to Derry | HBO max | \$7,923,764 |
| 2 | Home Alone | Disney+ | \$6,223,638 |
| 3 | The Fantastic Four: First Steps | Disney+ | \$6,160,682 |
| 4 | All Her Fault | peacock | \$6,152,862 |
| 5 | Landman | Paramount+ | \$6,142,110 |
| 6 | Tulsa King | Paramount+ | \$6,094,263 |
| 7 | Tracker | Paramount+ | \$4,814,042 |
| 8 | Weapons | HBO max | \$4,737,443 |
| 9 | High Potential | hulu | \$4,736,777 |
| 10 | Jurassic World: Rebirth | peacock | \$4,474,418 |

| STREAMER OF THE MONTH / TOP 10 APPS / | | |
|--|-------------------------|---------------|
| POSITION | ENTERTAINMENT APPS | MPV™ SCORE |
| 1 | prime video | \$125,046,791 |
| 2 | Disney+ | \$104,615,885 |
| 3 | Paramount+ | \$84,569,615 |
| 4 | peacock | \$80,595,159 |
| 5 | plutotv | \$79,457,808 |
| 6 | HBO max | \$78,837,634 |
| 7 | hulu | \$64,183,280 |
| 8 | The Roku Channel | \$61,196,034 |
| 9 | tubi | \$60,262,922 |
| 10 | apple tv | \$41,273,549 |

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/ IN THE NEWS /

December marked a definitive pivot toward a platform-led landscape as **YouTube secured exclusive rights to the Academy Awards** starting in 2029, ending the Oscars' 50-year run on ABC to reach a younger, global audience. Alongside this move, **YouTube TV announced plans** to launch ten new genre-specific “skinny bundles” in early 2026. These targeted packages for sports, news, and family entertainment offer lower-cost flexibility as the service nears its goal of becoming the top pay-TV distributor in the U.S.



/ HIGHLIGHT OF THE MONTH /

In December, streamers pivoted toward seasonal immersion using high-impact holiday IP and interactive mechanics. A **standout partnership** between Disney+, Hulu, and Vizio allowed viewers to shout “KEVIN!” into their voice remote to instantly stream *Home Alone*, effectively turning the interface into an extension of the movie’s mischief. Other players **maximized premium screen real estate** to capture holiday traffic; Peacock promoted *The Grinch* and *Harry Potter* through high-visibility placements, while Prime Video utilized branded promotions for its original *Oh. What. Fun.* alongside seasonal staples like *Wicked* and *Elf*.

| STREAMER OF THE MONTH / TOP 10 TITLES / | | | |
|---|---|-------------|--------------|
| POSITION | TITLE | APP | \$MPV™ SCORE |
| 1 | Landman | Paramount+ | \$7,422,973 |
| 2 | Pluribus | tv | \$5,560,940 |
| 3 | Fallout | prime video | \$5,416,232 |
| 4 | IT: Welcome to Derry | HBO max | \$5,406,790 |
| 5 | One Battle After Another | HBO max | \$4,915,917 |
| 6 | Mission: Impossible The Final Reckoning | Paramount+ | \$4,195,862 |
| 7 | Percy Jackson and the Olympians | Disney+ | \$4,111,196 |
| 8 | Tulsa King | Paramount+ | \$3,897,187 |
| 9 | Oh. What. Fun. | hulu | \$3,691,194 |
| 10 | Tracker | Paramount+ | \$3,676,740 |

| STREAMER OF THE MONTH / TOP 10 APPS / | | |
|---------------------------------------|--------------------|---------------|
| POSITION | ENTERTAINMENT APPS | MPV™ SCORE |
| 1 | prime video | \$138,385,157 |
| 2 | Paramount+ | \$105,500,788 |
| 3 | HBO max | \$98,028,959 |
| 4 | Disney+ | \$90,797,684 |
| 5 | plutotv | \$88,639,722 |
| 6 | tubi | \$82,382,809 |
| 7 | peacock | \$81,436,580 |
| 8 | The Roku Channel | \$73,160,495 |
| 9 | tv | \$58,241,869 |
| 10 | hulu | \$54,279,238 |

/ SUMMARY /

In a year defined by rapid industry transformation, 2025 saw our streaming giants deliver truly standout performances. **Prime Video** led the charge with a clean sweep in digital App merchandising, remarkably claiming the top spot every single month. On the content front, the leaderboard was a high-stakes battleground, with **Prime Video** and **Apple TV+** both dominating the year by securing the #1 position for four months each.

JANUARY

APP:  prime video
TITLE: *Severance* 

FEBRUARY

APP:  prime video
TITLE: *Invincible* 

MARCH

APP:  prime video
TITLE: *Reacher* 

APRIL

APP:  prime video
TITLE: *Friday Night Baseball* 

MAY

APP:  prime video
TITLE: *Major League Soccer* 

JUNE

APP:  prime video
TITLE: *Major League Soccer* 

JULY

APP:  prime video
TITLE: *The Summer I Turned Pretty* 

AUGUST

APP:  prime video
TITLE: *The Summer I Turned Pretty* 

SEPTEMBER

APP:  prime video
TITLE: *Only Murders in the Building* 

OCTOBER

APP:  prime video
TITLE: *How to Train Your Dragon* 

NOVEMBER

APP:  prime video
TITLE: *IT: Welcome to Derry* 

DECEMBER

APP:  prime video
TITLE: *Landman* 



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