

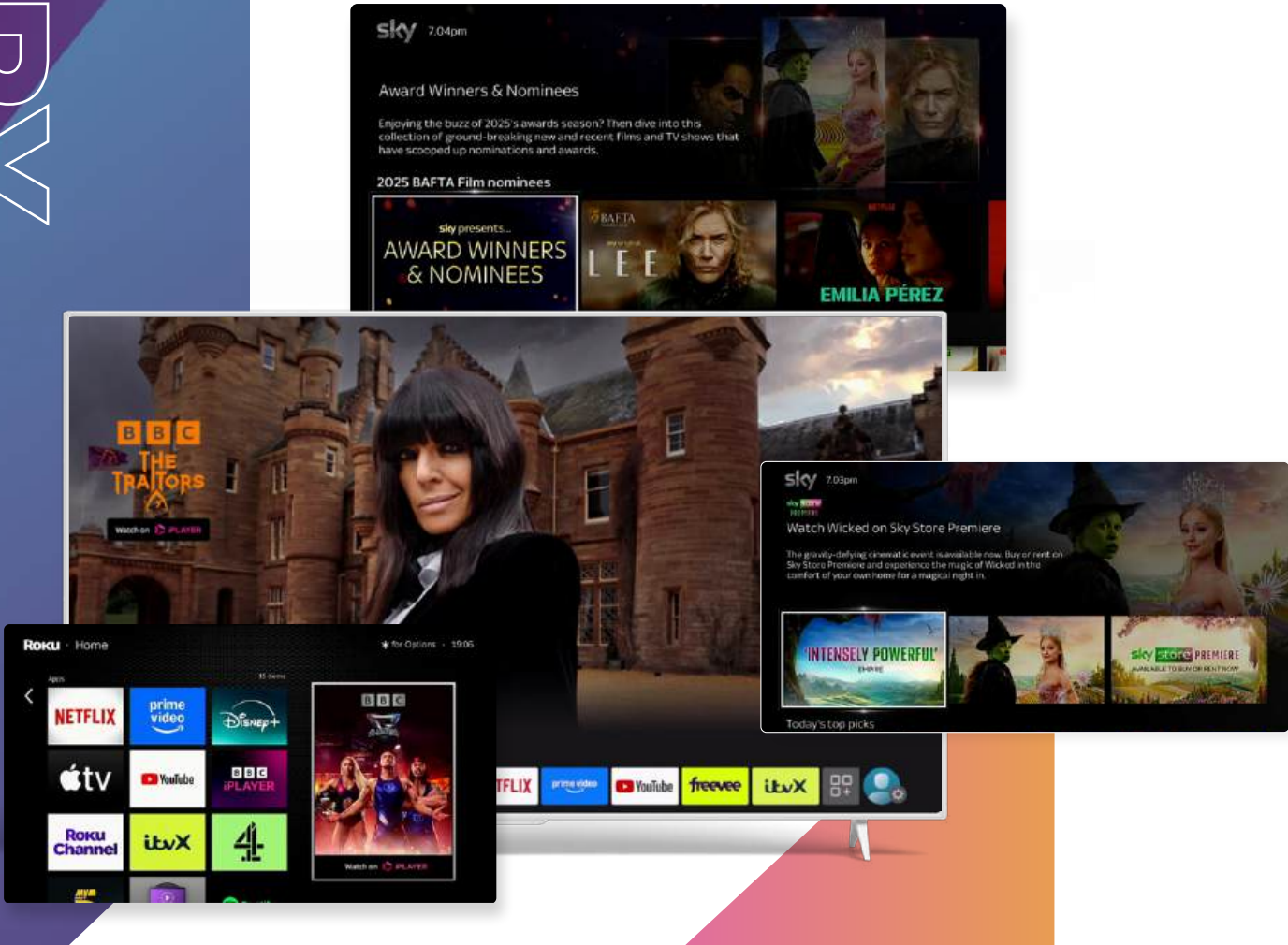


2025 IN REVIEW:

UK MEDIA TRENDS, MARKET SHIFTS
AND THE BATTLE FOR DISCOVERABILITY

/ IN THE NEWS /

The competition between streaming platforms and traditional broadcasters reached a new intensity when **Netflix temporarily surpassed BBC One** as the UK’s most-watched single TV service for three months. While this milestone underscores the rapid shift in audience habits towards on-demand viewing, the **BBC countered by stressing the broader reach of its entire portfolio** (including digital and all channels), maintaining that its total audience still exceeds that of the streaming giant.



/ HIGHLIGHT OF THE MONTH /

BAFTA BUZZ MEETS REALITY FEVER

January in the UK saw a powerful convergence of prestige film and unscripted reality television. **Sky** leveraged the BAFTA nominations buzz, creating a dedicated spotlight for its nominees, while the TVOD launch of the film *Wicked* drove major promotional activity on **Sky Store**. Simultaneously, **BBC iPlayer** dominated UK screens, with the thrilling returns of unscripted favorites, *The Traitors* and the rebooted *Gladiators*, securing top-tier visibility.



STREAMER OF THE MONTH
/ TOP 10 TITLES /

POSITION	TITLE	APP	EMPV™ SCORE
1	Playing Nice	itvX	£646,719
2	The Rig	prime video	£604,844
3	Silent Witness	iPLAYER	£580,456
4	Vera	itvX	£575,508
5	Severance	Apple tv+	£558,519
6	The Traitors	iPLAYER	£526,975
7	Squid Game	NETFLIX	£518,781
8	Missing You	NETFLIX	£473,761
9	Love Island: All Stars	itvX	£465,871
10	Silo	Apple tv+	£461,235

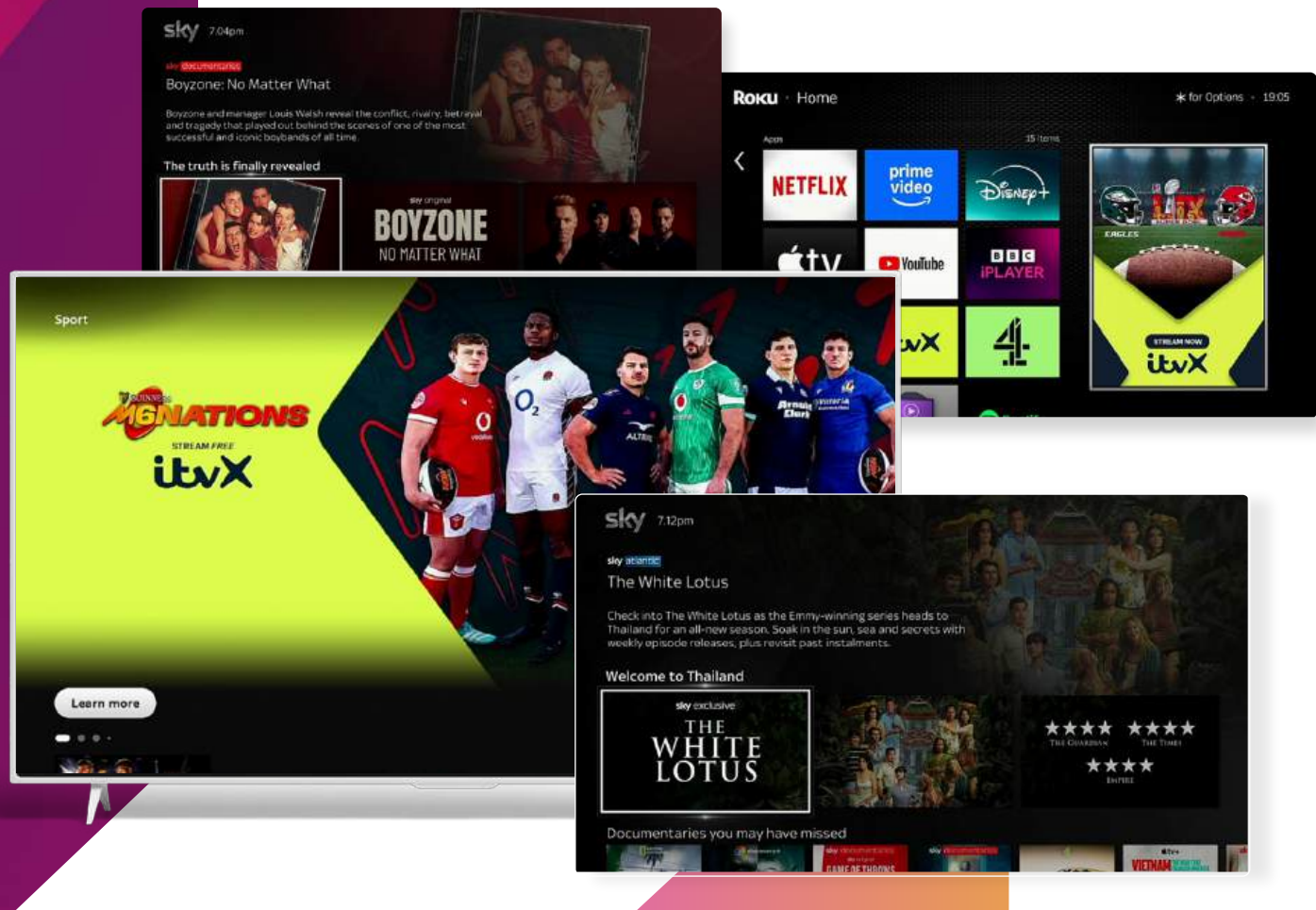


STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	ENTERTAINMENT APPS	EMPV™ SCORE
1	itvX	£18,880,637
2	iPLAYER	£15,345,281
3	prime video	£13,062,332
4	Paramount+	£11,018,031
5	NETFLIX	£9,221,156
6	Disney+	£9,019,194
7	Apple tv+	£5,818,479
8	4	£5,444,337
9	5	£5,001,596
10	NOW	£4,469,089

/ IN THE NEWS /

Prime Video signaled a notable strategic shift in its approach to UK commissions, indicating an increased openness to co-exclusive content deals, a model that has proven successful in European markets. This potential move, championed by Prime Video’s Hannah Blyth and echoed by **SkyShowtime’s** Kai Finke, is driven by the aim of maximizing exposure through joint marketing and leveraging international co-productions for returning series. The discussion highlights a growing industry focus on shared exclusivity as a means to balance high production costs against intense market competition.



/ HIGHLIGHT OF THE MONTH /

SPORTS AND SPECTACLE DEFINE FEBRUARY

February saw both **Sky** and **ITVX** dominate UK content promotion, utilizing a strategy split between premium originals and major live sports. **Sky** maintained a strong presence by launching an acclaimed documentary, *Boyzone: No Matter What*, and executing a standout swimlane takeover to promote the highly anticipated third season of *The White Lotus*. **Meanwhile, ITVX** was a powerhouse in live sports, securing prime promotional spots for its high-octane coverage of both the **Six Nations Rugby Championship** and Super Bowl LIX, aggressively targeting UK connected device audiences.



STREAMER OF THE MONTH
/ TOP 10 TITLES /

POSITION	TITLE	APP	EMPV™ SCORE
1	Reacher	prime video	£590,439
2	Severance	apple tv+	£483,034
3	The Night Agent	NETFLIX	£478,060
4	My Fault: London	prime video	£461,831
5	Squid Game	NETFLIX	£459,758
6	Love Island: All Stars	itvx	£452,434
7	Unforgotten	itvx	£446,214
8	Paradise	Disney+	£405,660
9	Molly-Mae: Behind It All	prime video	£380,225
10	1923	Paramount+	£358,253

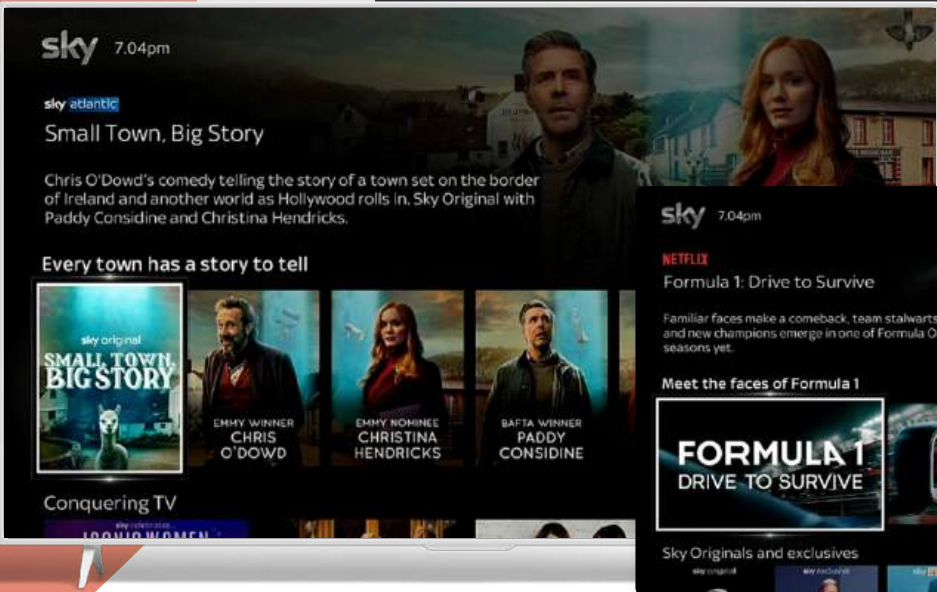


STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	ENTERTAINMENT APPS	EMPV™ SCORE
1	iPLAYER	£13,562,346
2	prime video	£12,035,894
3	itvx	£11,381,291
4	Paramount+	£10,017,739
5	Disney+	£8,582,503
6	NETFLIX	£7,816,393
7	apple tv+	£4,979,198
8	4i5	£4,870,248
9	5	£4,030,728
10	NOW	£3,672,372

/ IN THE NEWS /

Netflix achieved a major milestone in the UK media landscape when *Adolescence*, became the first streaming show ever to top the nation’s weekly TV ratings. Attracting **6.45 million viewers** in its debut week, the hard-hitting series surpassed long-standing BBC hits like *The Apprentice* and *Death in Paradise*. This success solidified the show’s place as a national talking point and underscored streaming’s continued dominance and growing influence over traditional UK television viewing habits.



/ HIGHLIGHT OF THE MONTH /

F1 THRILLS AND FEMALE TRAILBLAZERS

March focused on high-profile originals and global events, with **Sky** dedicating a talent swimlane takeover to its new original series, *Small Town, Big Story*. **Netflix** kept the audience engaged with high-speed thrills, securing prime platform promotion for the latest season of *Formula 1: Drive to Survive*. Additionally, Sky delivered a powerful tribute for *International Women’s Day*, featuring a dedicated “Iconic Women” collection that highlighted trailblazing stories such as the documentaries *Becoming Madonna* and *Angel City*.



STREAMER OF THE MONTH
/ TOP 10 TITLES /

POSITION	TITLE	APP	EMPV™ SCORE
1	1923	Paramount+	£2,264,255
2	Reacher	prime video	£1,951,409
3	Formula 1: Drive to Survive	NETFLIX	£1,786,968
4	Toxic Town	NETFLIX	£1,207,717
5	The Bay	itvX	£1,152,132
6	The Wheel of Time	prime video	£1,059,892
7	Severance	Apple tv+	£1,050,126
8	Fear	prime video	£1,049,424
9	Adolescence	NETFLIX	£1,037,697
10	American Murder: Gabby Petito	NETFLIX	£1,029,484

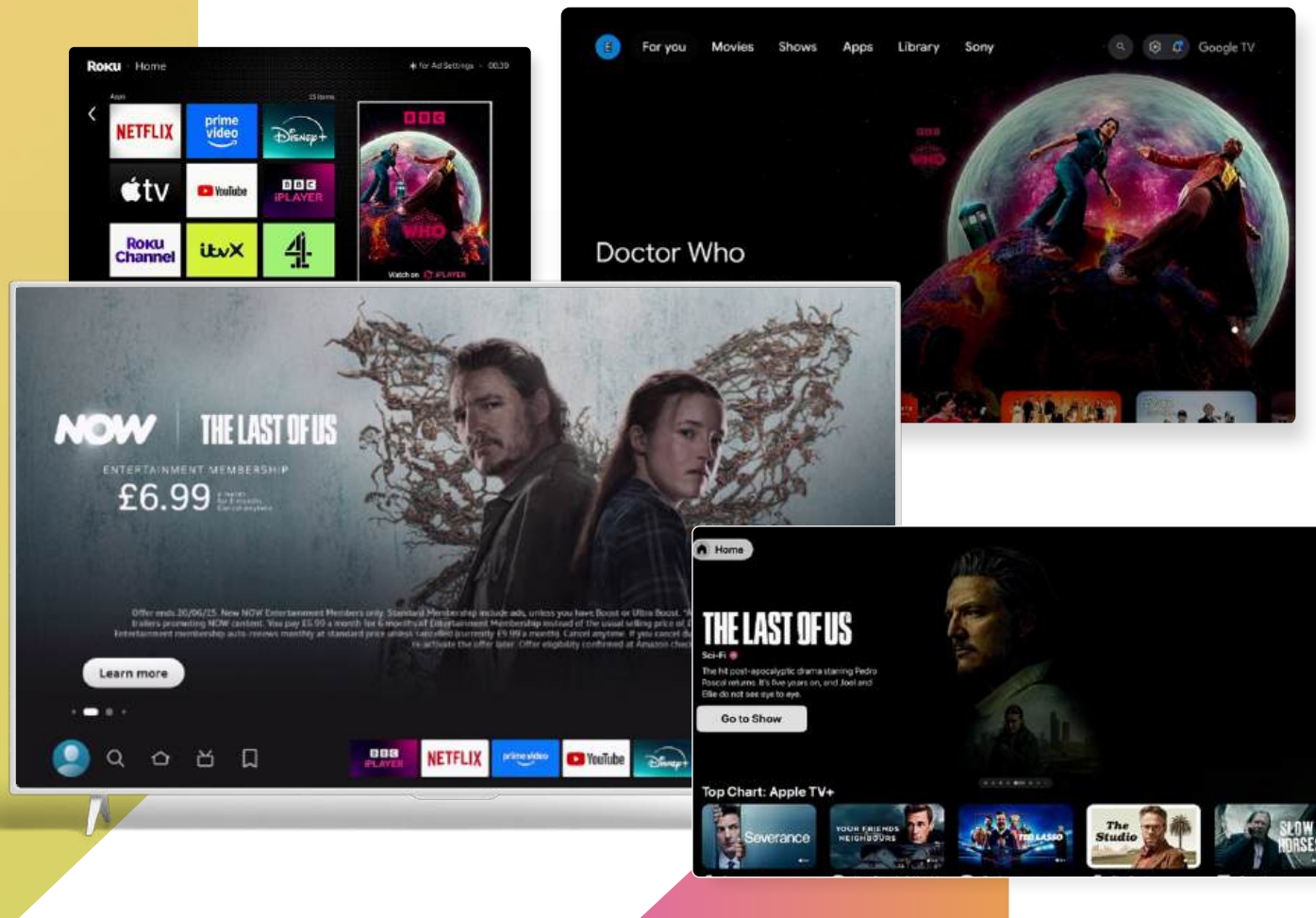


STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	ENTERTAINMENT APPS	EMPV™ SCORE
1	prime video	£33,029,316
2	iPLAYER	£31,968,325
3	itvX	£26,880,472
4	Paramount+	£23,866,734
5	Disney+	£23,278,193
6	NETFLIX	£21,507,255
7	4	£11,973,547
8	Apple tv+	£11,848,788
9	5	£11,372,538
10	discovery+	£9,118,817

/ IN THE NEWS /

A UK parliamentary report urged global streamers like **Netflix** and **Amazon** to pay a **5% levy** on UK subscription revenue to fund British high-end TV production. This recommendation was driven by concerns that the platforms are crowding out local talent, evidenced by a **27% decline in domestic production**. While the levy is intended to protect distinct UK storytelling, industry groups caution that such a move could reduce investment and ultimately raise consumer costs.



/ HIGHLIGHT OF THE MONTH /

BLOCKBUSTER RETURNS GO HEAD-TO-HEAD

April in the UK was dominated by the premiere of two massive, highly anticipated returning series. The global phenomenon ***The Last of Us*** Season 2 premiered on **NOW** (Sky's streaming service) and received widespread promotion across connected devices, ensuring massive visibility for the must-watch event. Simultaneously, **BBC iPlayer** secured prime placement for the return of the iconic franchise ***Doctor Who***, which materialized across major smart TV interfaces to capture the attention of UK audiences.

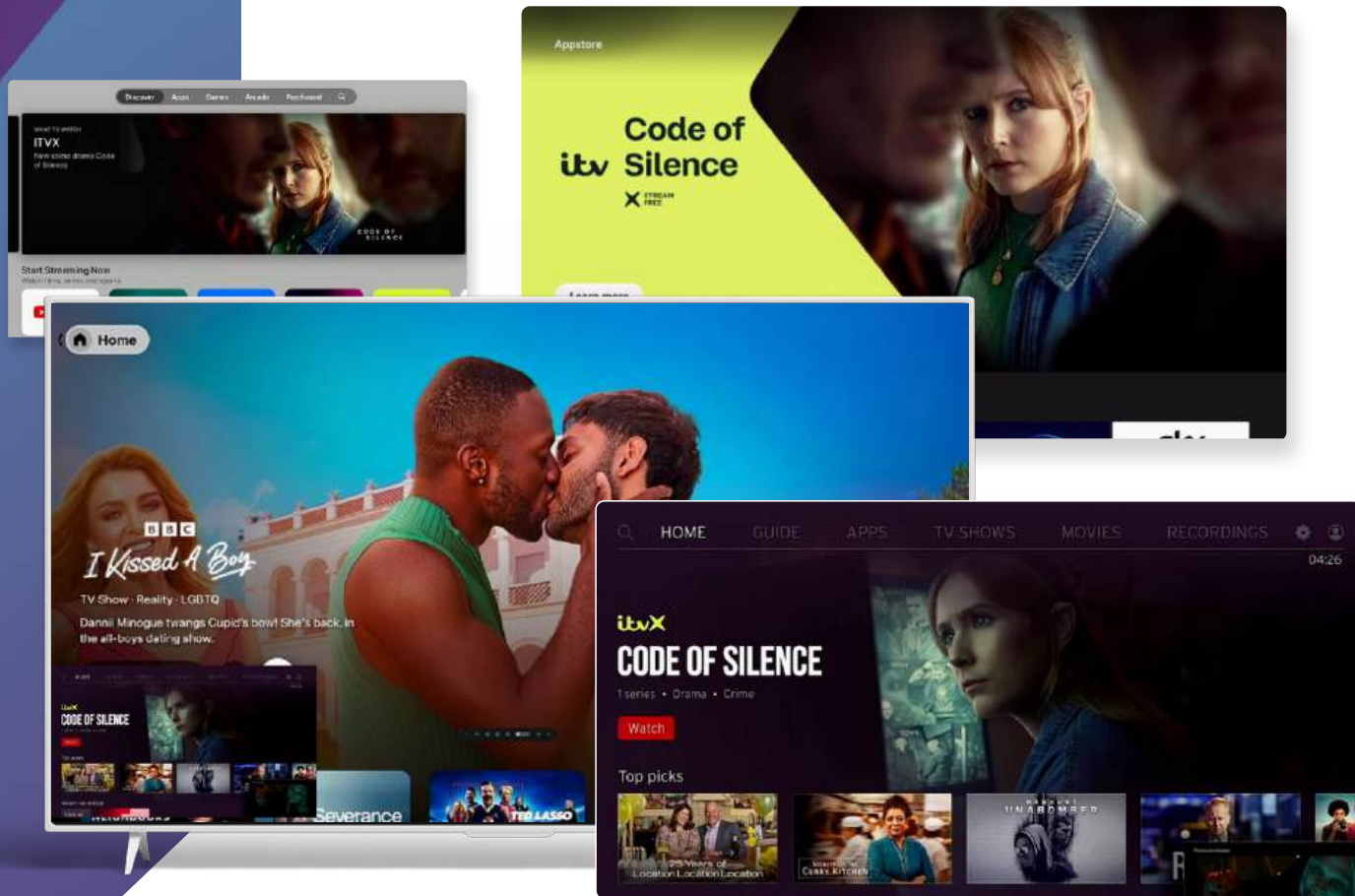
STREAMER OF THE MONTH
/ TOP 10 TITLES /

POSITION	TITLE	APP	EMPV™ SCORE
1	1923	Paramount+	£1,761,834
2	Adolescence	NETFLIX	£1,669,108
3	MobLand	Paramount+	£1,619,887
4	Black Mirror	NETFLIX	£1,558,607
5	This City is Ours	iPLAYER	£1,358,752
6	Reacher	prime video	£1,212,560
7	Severance	Apple tv+	£1,108,440
8	G20	prime video	£1,081,584
9	Grace	itvX	£1,042,006
10	The Bondsman	prime video	£1,029,872

STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	ENTERTAINMENT APPS	EMPV™ SCORE
1	prime video	£37,092,313
2	iPLAYER	£36,917,453
3	itvX	£27,953,528
4	Paramount+	£24,908,211
5	NETFLIX	£23,234,954
6	Disney+	£21,050,716
7	5	£12,639,497
8	4	£12,639,497
9	Apple tv+	£12,236,965
10	NOW	£8,910,180

May saw outgoing **Channel 4** CEO Alex Mahon make a key intervention, urging **Ofcom** and policymakers to safeguard the discoverability of public service broadcasters. Mahon stressed that easy access is crucial for younger generations to find objective truth amid rising misinformation and called for a reconsideration of UK copyright laws. Despite reporting a pre-tax deficit, the broadcaster praised its strong financial performance in 2024, citing revenue growth and the success of its digital-first strategy.



NEW DRAMA BREAKS OUT

The month saw widespread promotion for two major content launches. The highly anticipated drama *Code of Silence*, starring Rose Ayling-Ellis, premiered and leveraged its unique premise- a deaf civilian assisting police- to earn prominent placement across all major connected TV platforms. Meanwhile, the return of the dating series *I Kissed a Boy*, led by pop icon Dannii Minogue, maintained strong engagement and secured key visibility on various leading services.



STREAMER OF THE MONTH / TOP 10 TITLES /

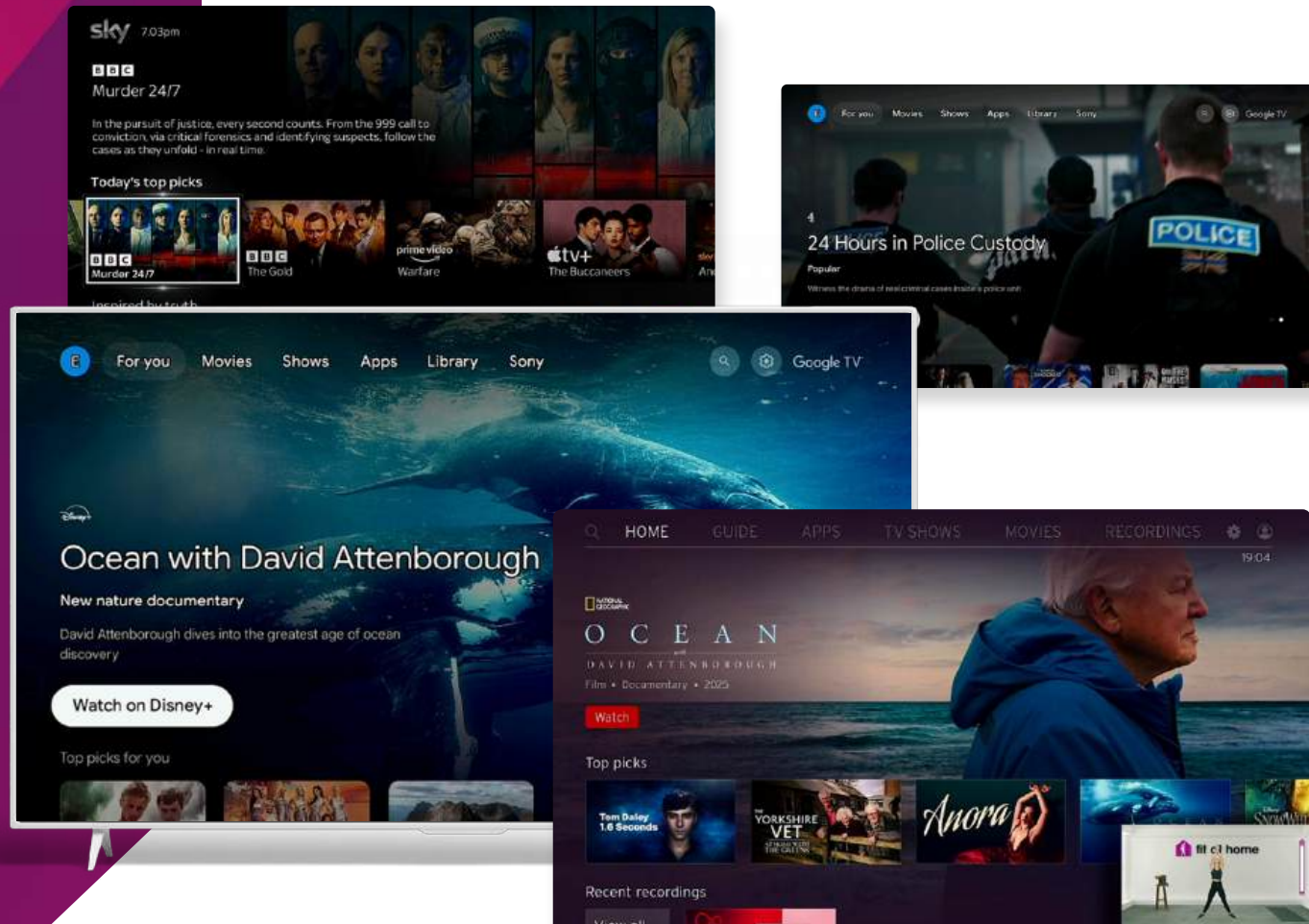
POSITION	TITLE	APP	EMPV™ SCORE
1	MobLand	Paramount+	£2,184,338
2	You	NETFLIX	£1,621,261
3	Black Mirror	NETFLIX	£1,421,315
4	Race Across the World	iPLAYER	£1,296,453
5	Malpractice	itvX	£1,232,632
6	Andor	Disney+	£1,216,794
7	Adolescence	NETFLIX	£1,195,217
8	The Handmaid's Tale	4	£1,175,174
9	Havoc	NETFLIX	£1,157,615
10	Clarkson's Farm	prime video	£1,100,116



STREAMER OF THE MONTH / TOP 10 APPS /

POSITION	ENTERTAINMENT APPS	EMPV™ SCORE
1	iPLAYER	£41,674,480
2	prime video	£39,466,892
3	itvX	£30,641,697
4	Paramount+	£25,134,015
5	NETFLIX	£24,211,626
6	Disney+	£21,625,016
7	4	£14,713,206
8	5	£13,636,496
9	apple tv+	£10,883,691
10	NOW	£9,200,011

June marked a historic shift in UK media consumption as adults spent more time on **mobile phones** (3 hours 21 minutes) than watching traditional **TV** (3 hours 16 minutes) for the first time. This finding from the IPA's TouchPoints survey highlights mobile's growing dominance, particularly among younger audiences, and drove the total daily screen time to nearly 7.5 hours. Interestingly, the study noted a nuance in user experience, linking mobile usage to more negative emotions compared to the more relaxing nature of traditional TV viewing.



TRUE CRIME SHOWDOWN

June saw intense competition between local broadcasters and global streamers, focusing on true crime and high-profile documentaries. Local heavyweights **BBC iPlayer** and **Channel 4** doubled down on true crime, dominating the spotlight with the gripping return of their respective must-watch staples, *Murder 24/7* and *24 Hours in Police Custody*. Meanwhile, **Disney+** anchored itself in the premium documentary arena with the launch of *Ocean with David Attenborough*, which secured widespread visibility across major platforms.



STREAMER OF THE MONTH / TOP 10 TITLES /

POSITION	TITLE	APP	EMPV™ SCORE
1	MobLand	Paramount+	£1,713,104
2	Clarkson's Farm	prime video	£1,577,760
3	Roland-Garros	discovery+	£1,272,889
4	FIFA Club World Cup	DAN	£1,241,941
5	Dept. Q	NETFLIX	£1,163,010
6	Love Island	itvX	£1,158,026
7	Ginny & Georgia	NETFLIX	£1,136,409
8	The Accountant 2	prime video	£1,037,237
9	Code of Silence	itvX	£971,269
10	Fred and Rose West: A British Horror Story	NETFLIX	£939,488

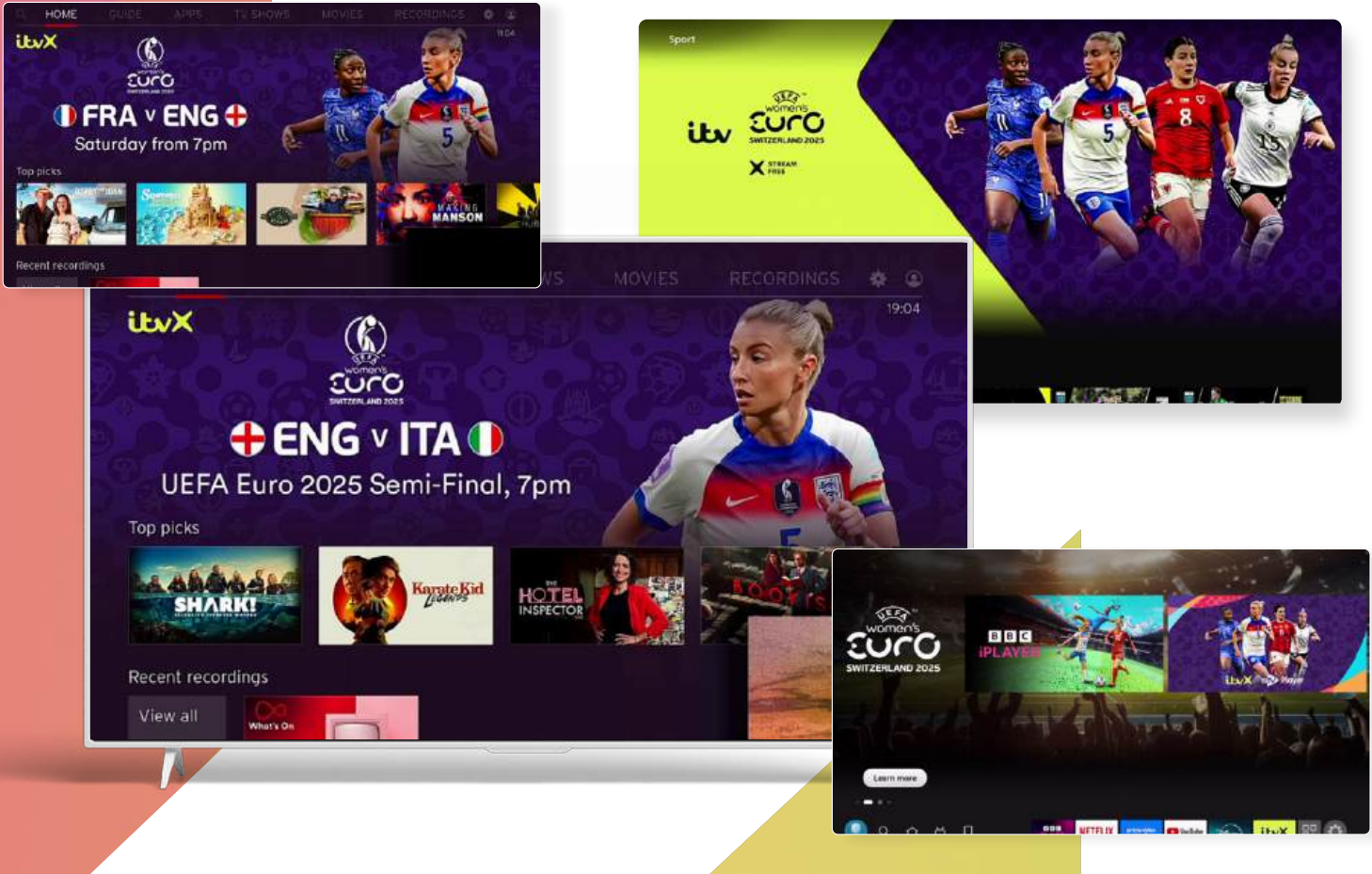


STREAMER OF THE MONTH / TOP 10 APPS /

POSITION	ENTERTAINMENT APPS	EMPV™ SCORE
1	prime video	£34,310,309
2	iPLAYER	£33,639,420
3	itvX	£27,457,648
4	Paramount+	£20,271,412
5	NETFLIX	£19,927,965
6	Disney+	£18,326,389
7	4	£12,514,632
8	5	£11,487,794
9	apple tv+	£9,201,992
10	NOW	£8,441,929

/ IN THE NEWS /

July saw **Ofcom** issue a “serious threat” warning to public service broadcasters (PSBs) as its report revealed **YouTube** has become the UK’s second most-watched media service behind the BBC, driven by long-form content. The regulator urged YouTube to better promote PSB content to younger audiences, suggesting legislation may be required for their survival. To standardize the data landscape, the UK ratings body **Barb** launched a new system to measure YouTube viewing on TV sets, finally providing the industry with a basis for direct comparison against traditional broadcast and streaming services.



/ HIGHLIGHT OF THE MONTH /

LIONESSES RULE THE SCREEN

July’s content landscape was completely dominated by the **UEFA Women’s Euro**, which became a massive national moment for UK viewers. **BBC iPlayer** and **ITVX** delivered the matches, ensuring the England Lionesses were front and center with powerful placements across virtually all major connected TV platforms. The intense, widespread promotion of the tournament proved that live women’s football is a crown jewel for UK streamers and broadcasters, capturing the nation’s attention.



STREAMER OF THE MONTH
/ TOP 10 TITLES /

POSITION	TITLE	APP	EMPV™ SCORE
1	MobLand	Paramount+	£7,019,060
2	Head of State	prime video	£6,114,646
3	Squid Game	NETFLIX	£5,911,863
4	The Summer I Turned Pretty	prime video	£5,396,613
5	Love Island	itvX	£4,685,924
6	Wimbledon	iPLAYER	£4,349,108
7	Ginny & Georgia	NETFLIX	£4,340,745
8	Dexter: Resurrection	Paramount+	£4,070,253
9	Clarkson's Farm	prime video	£3,837,544
10	We Were Liars	prime video	£3,793,285

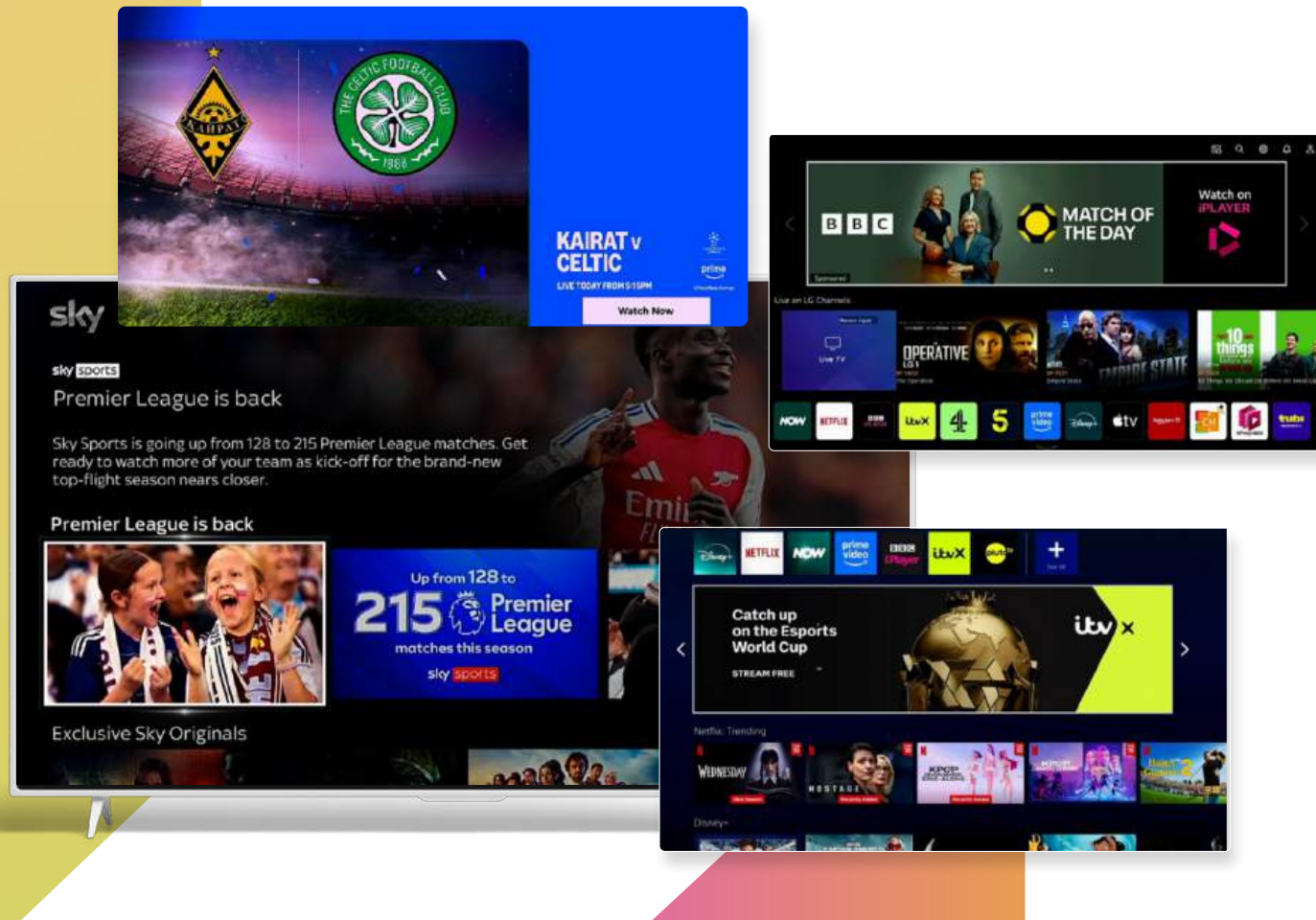


STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	ENTERTAINMENT APPS	EMPV™ SCORE
1	prime video	£41,434,800
2	iPLAYER	£40,521,285
3	itvX	£31,223,663
4	Paramount+	£26,645,546
5	NETFLIX	£23,942,248
6	Disney+	£20,512,465
7	4	£14,017,546
8	5	£13,335,900
9	apple tv+	£12,287,665
10	NOW	£6,264,718

/ IN THE NEWS /

Senior leaders from the **BBC** and **Channel 4** rejected the idea of a merger, despite a recent **Ofcom** report encouraging them to form more ambitious partnerships. While dismissing a formal union, both national broadcasters expressed a strong, unified interest in pursuing closer strategic collaboration and partnerships. This approach aims to maximize their combined strength and resources to effectively compete against the growing influence of global streaming platforms.



/ HIGHLIGHT OF THE MONTH /

PREMIER LEAGUE'S TRIUMPHANT RETURN

Following the summer, major sporting events continued to make a triumphant return, quickly dominating UK screens and platform promotion. **Sky** secured top visibility with a dedicated swimlane takeover celebrating the highly anticipated return of the **Premier League**. The focus on football continued as **Prime Video's** coverage of the **UEFA Champions League** was heavily promoted. This competitive sports focus was rounded out by **ITVX's** coverage of the **Esports World Cup** and a spotlight on **BBC iPlayer's** newest *Match of the Day* presenters.

STREAMER OF THE MONTH
/ TOP 10 TITLES /

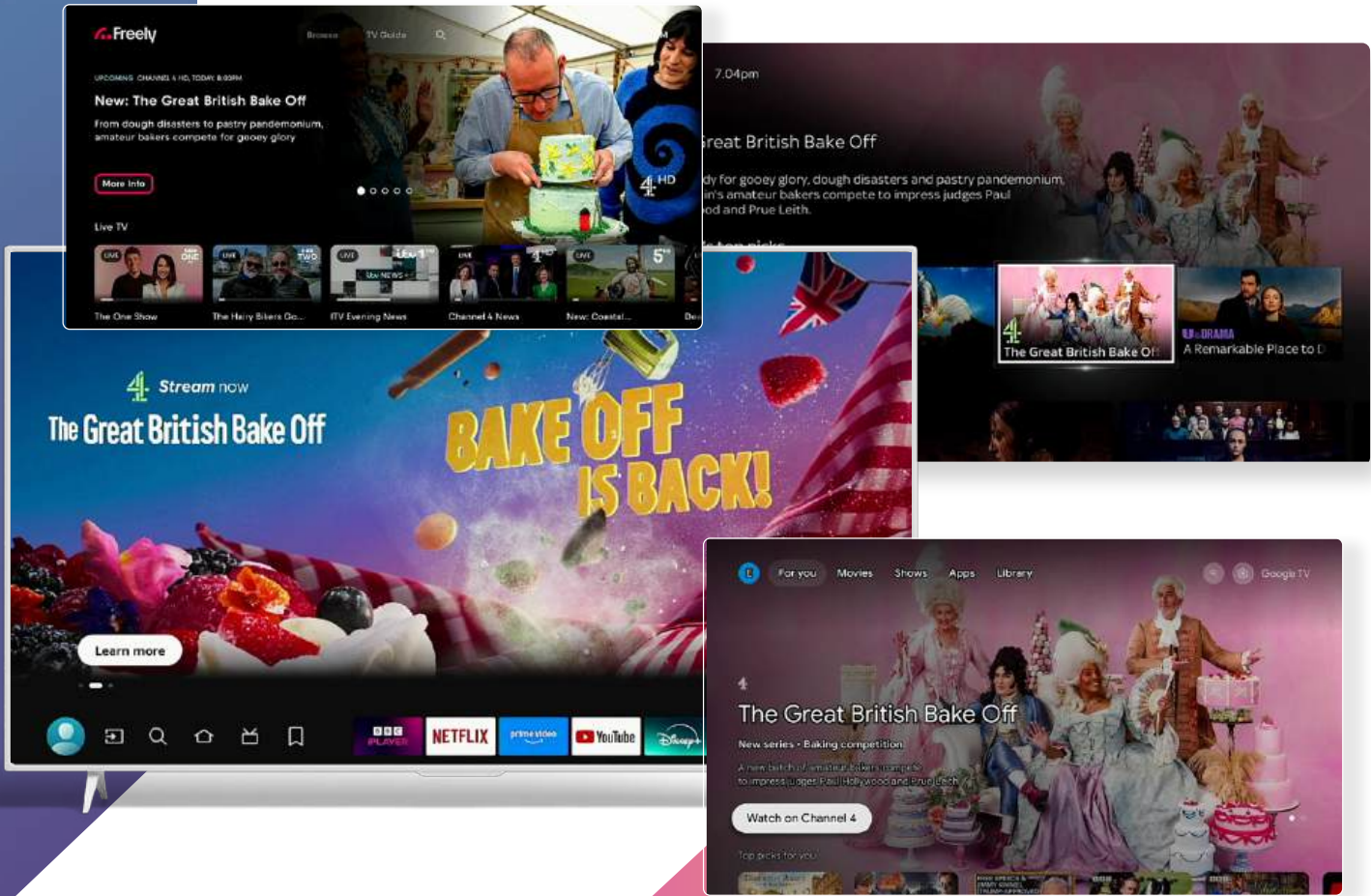
POSITION	TITLE	APP	EMPV™ SCORE
1	Wednesday	NETFLIX	£1,891,362
2	MobLand	Paramount+	£1,539,682
3	The Summer I Turned Pretty	prime video	£1,306,424
4	Squid Game	NETFLIX	£1,217,577
5	Happy Gilmore 2	NETFLIX	£1,192,567
6	Destination X	iPLAYER	£1,112,986
7	KPop Demon Hunters	NETFLIX	£1,090,878
8	Dexter: Resurrection	Paramount+	£1,022,914
9	Under the Bridge	itvX	£964,752
10	Annika	iPLAYER	£834,986

STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	ENTERTAINMENT APPS	EMPV™ SCORE
1	prime video	£43,428,277
2	iPLAYER	£35,729,587
3	itvX	£29,413,059
4	Paramount+	£25,744,932
5	NETFLIX	£23,554,710
6	Disney+	£19,873,829
7	4	£13,580,334
8	5	£12,078,277
9	apple tv+	£11,282,873
10	NOW	£7,045,490

/ IN THE NEWS /

The UK subscription video-on-demand (SVOD) market continued to see significant growth, adding **500,000 new homes** to reach a total of **20.6 million** with access to at least one service. According to the report from Barb, this expansion was largely driven by a notable internal trend: existing subscribers migrating from traditional ad-free packages to more affordable ad-supported tiers. This shift indicates a growing consumer acceptance of advertising in the SVOD space.



/ HIGHLIGHT OF THE MONTH /

BAKE OFF BRINGS AUTUMN JOY

The start of the autumn season was definitively marked by the triumphant return of *The Great British Bake Off*, which commanded exceptional visibility across multiple connected-TV platforms. **Channel 4's** campaign for its iconic series used colourful, joyful creative that topped premium carousels and remained a key “Top Pick” among viewers nationwide. This 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.



STREAMER OF THE MONTH

/ TOP 10 TITLES /

POSITION	TITLE	APP	EMPV™ 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	I Fought The Law	itvX	£917,609



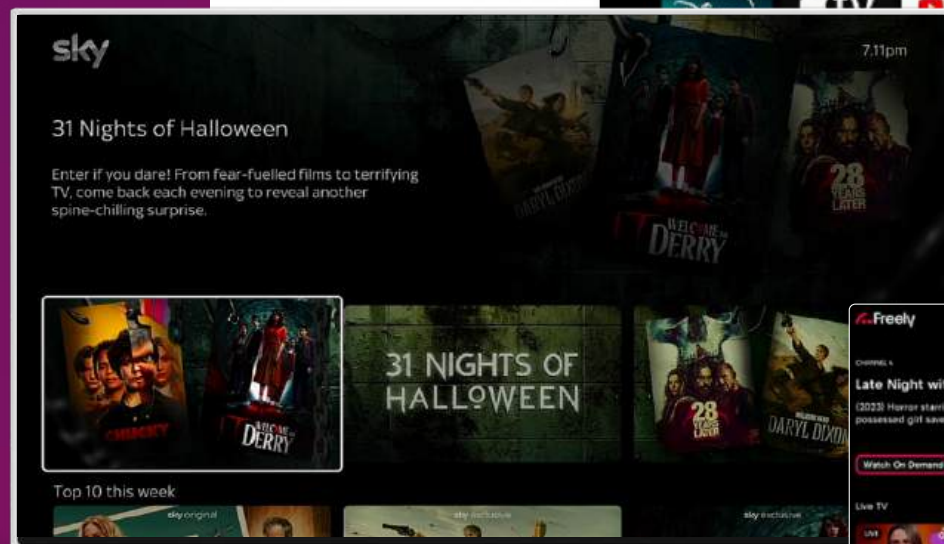
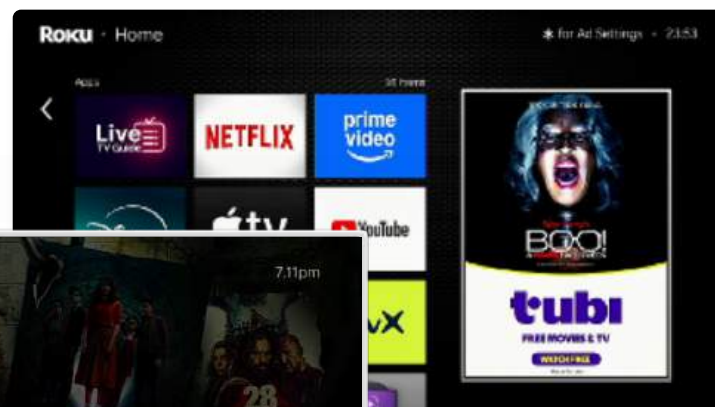
STREAMER OF THE MONTH

/ TOP 10 APPS /

POSITION	ENTERTAINMENT APPS	EMPV™ 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

/ IN THE NEWS /

Channel 4 and **UKTV** announced a significant, multi-year carriage deal to integrate UKTV's free to air, U service, onto the Channel 4 streaming platform, starting in January 2026. This ground-breaking partnership marks the first time Channel 4 will host a third-party streaming brand, bringing hundreds of hours of UKTV Originals and BBC favorites to its service. The collaboration aligns with a broader industry shift toward strategic free, ad-supported partnerships, enhancing the audience appeal and commercial reach of both broadcasters, particularly among Channel 4's rapidly growing younger demographic.



/ HIGHLIGHT OF THE MONTH /

31 NIGHTS OF HORROR

Halloween promotions dominated the October content landscape, with **Sky**, **Channel 4** and **Tubi** earning top marks for capitalizing on the spooky season. **Sky** launched a major promotional effort, highlighted by a full-branded swimlane takeover for its “31 Nights of Halloween” campaign featuring major horror titles, including *IT: Welcome to Derry* and *Chucky*. Meanwhile, **Channel 4** spooked viewers with the film *Late Night with the Devil*, while **Tubi** cast its own spell by promoting both intense horror and lighter, seasonal comedies like *Boo! A Madea Halloween*.

STREAMER OF THE MONTH
/ TOP 10 TITLES /

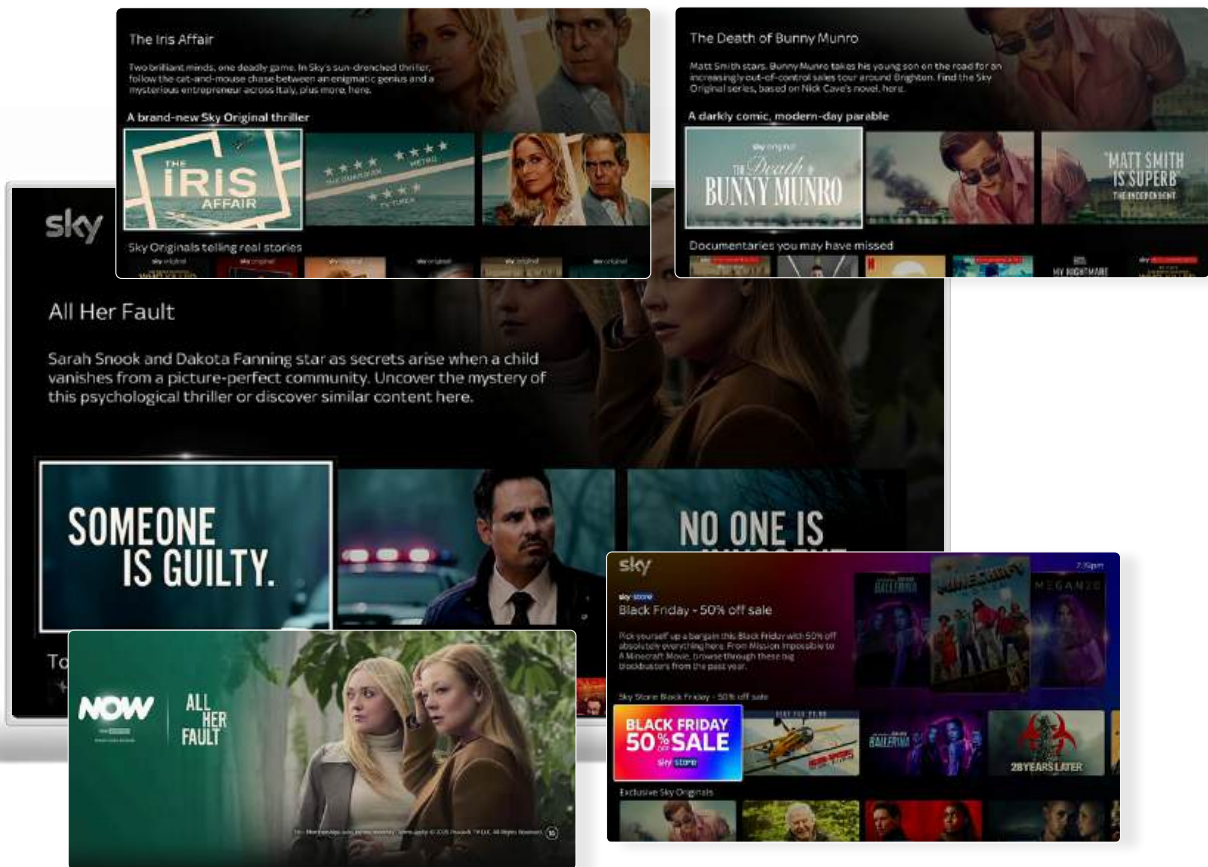
POSITION	TITLE	APP	EMPV™ SCORE
1	The Celebrity Traitors	iPLAYER	£1,536,345
2	Blue Lights	iPLAYER	£1,506,744
3	House of Guinness	NETFLIX	£1,382,387
4	Wednesday	NETFLIX	£1,358,976
5	Monster: The Ed Gein Story	NETFLIX	£1,320,813
6	Tulsa King	Paramount+	£1,067,977
7	Big Brother	itvX	£1,060,244
8	Victoria Beckham	NETFLIX	£1,054,541
9	Play Dirty	prime video	£1,051,670
10	Slow Horses	apple tv	£990,416

STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	ENTERTAINMENT APPS	EMPV™ SCORE
1	prime video	£38,559,926
2	iPLAYER	£37,688,087
3	Paramount+	£26,146,366
4	itvX	£25,709,766
5	NETFLIX	£22,785,881
6	Disney+	£18,952,753
7	4	£12,769,465
8	5	£10,678,009
9	apple tv	£10,646,650
10	NOW	£7,813,280

/ IN THE NEWS /

November saw a potentially tectonic shift in the UK media landscape as **Sky**, driven by its parent company Comcast, entered into talks to acquire **ITV's** streaming and network business for an enterprise value of **£1.6 billion**. The proposed deal- which excludes the highly profitable ITV Studios production arm- would create the UK's largest commercial broadcaster. Analysts widely expect the merger to face intense regulatory scrutiny, primarily due to the significant consolidation of the two companies' already large advertising operations.



/ HIGHLIGHT OF THE MONTH /

SKY UNLEASHES ORIGINAL POWERHOUSE

Sky dominated November with a multi-faceted content strategy, focusing heavily on a powerhouse lineup of originals, exclusive content, and major commercial events. The platform gave high-impact, dedicated swimlane takeovers to its latest original dramas, including *The Death of Bunny Munro*, *The Iris Affair*, and *All Her Fault*. Complementing this push, Sky also spotlighted a high-profile **Black Friday** 50% TVOD sale, ensuring widespread visibility across its platform and on its streaming service NOW.



STREAMER OF THE MONTH
/ TOP 10 TITLES /

POSITION	TITLE	APP	EMPV™ SCORE
1	Landman	Paramount+	£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	Paramount+	£852,090
10	Pluribus	Apple tv	£826,788

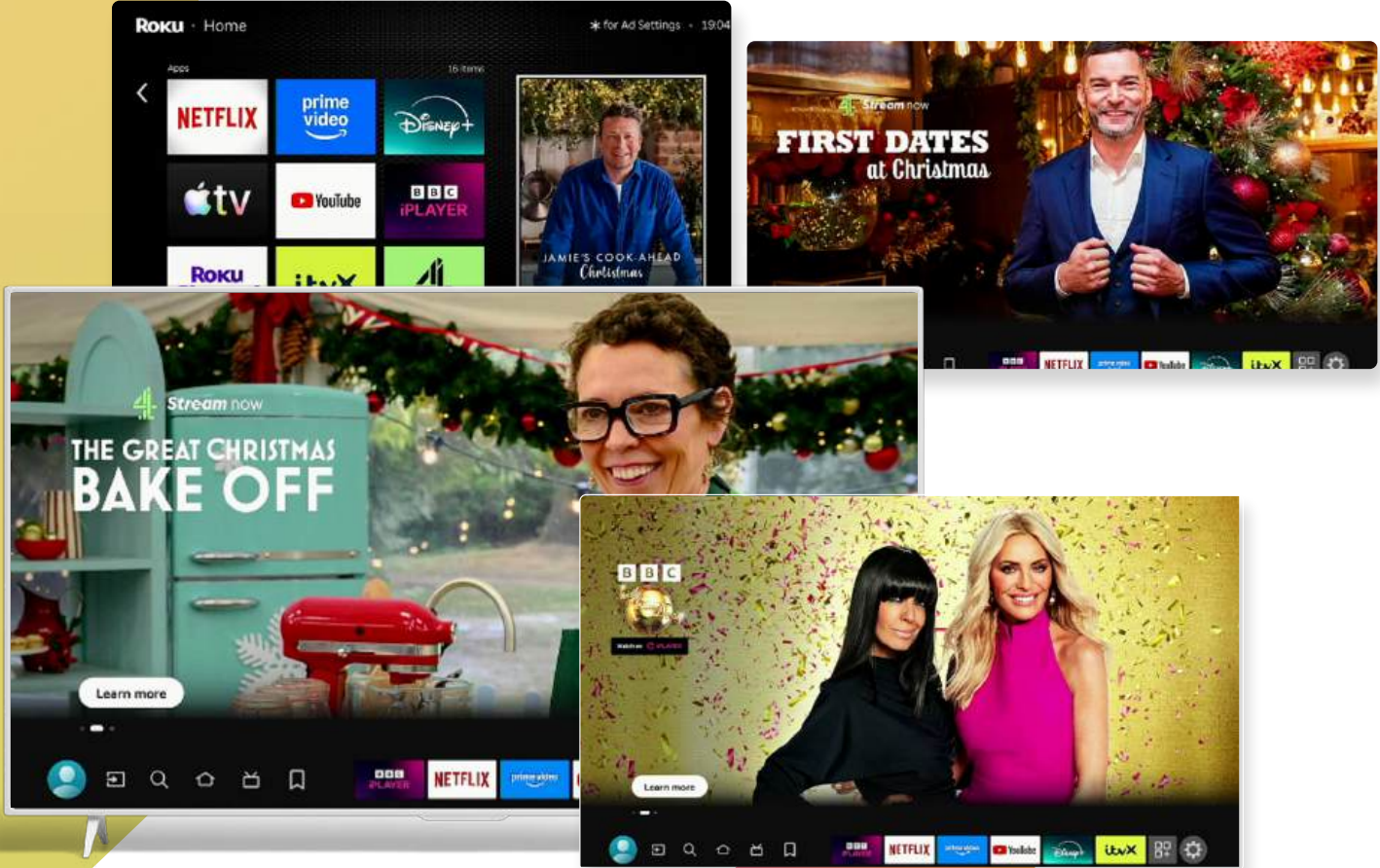


STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	ENTERTAINMENT APPS	EMPV™ SCORE
1	iPLAYER	£35,852,909
2	prime video	£32,994,954
3	Paramount+	£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

/ IN THE NEWS /

In December, the UK media landscape faced a major realignment as the government launched a Charter Review to explore radical BBC funding reforms. Proposals include a **Netflix-style subscription model** or advertising to supplement a reduced license fee, potentially moving flagship entertainment like The Traitors behind a paywall.



/ HIGHLIGHT OF THE MONTH /

In December, UK broadcasters prioritized “appointment viewing” with high-impact festive programming. **BBC iPlayer** dominated the seasonal landscape with the *Strictly Come Dancing* finale, securing top-tier visibility to anchor its holiday lineup. Alongside this, **Channel 4** maximized its reach with a heavy focus on culinary and reality staples. Specials including *The Great Christmas Bake Off*, *Jamie’s Cook-Ahead Christmas*, and *First Dates at Christmas* served as the broadcaster’s primary drivers for consistent audience engagement throughout the holiday period.



STREAMER OF THE MONTH
/ TOP 10 TITLES /

POSITION	TITLE	APP	EMPV™ 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	ENTERTAINMENT APPS	EMPV™ 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

/ SUMMARY /

2025 saw a clear showdown between global streamers and UK Public Service Broadcasters (PSBs). Prime Video dominated app promotion for seven months, while iPlayer led for four months and ITVX for just one. On the content side, Paramount+ consistently drove the most promoted titles across seven months. Overall, 2025 was the year the global streamers decisively claimed the crown from the PSBs.

JANUARY

APP: **itvX**
TITLE: *Playing Nice* **itvX**

FEBRUARY

APP: **iPLAYER**
TITLE: *Reacher* **prime video**

MARCH

APP: **prime video**
TITLE: *1923* **Paramount+**

APRIL

APP: **prime video**
TITLE: *1923* **Paramount+**

MAY

APP: **iPLAYER**
TITLE: *MobLand* **Paramount+**

JUNE

APP: **prime video**
TITLE: *MobLand* **Paramount+**

JULY

APP: **prime video**
TITLE: *MobLand* **Paramount+**

AUGUST

APP: **prime video**
TITLE: *Wednesday* **NETFLIX**

SEPTEMBER

APP: **prime video**
TITLE: *Wednesday* **NETFLIX**

OCTOBER

APP: **prime video**
TITLE: *The Celebrity Traitors* **iPLAYER**

NOVEMBER

APP: **iPLAYER**
TITLE: *Landman* **Paramount+**

DECEMBER

APP: **iPLAYER**
TITLE: *Landman* **Paramount+**



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INSIGHTS

hello@looperinsights.com
looperinsights.com

