



/ JANUARY 2026 /



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 *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	SMPV™ SCORE
1	One Battle After Another		A\$738,621
2	The Pitt		A\$581,498
3	National Basketball Association		A\$568,375
4	Fallout		A\$554,630
5	Landman		A\$470,181
6	Pluribus		A\$435,858
7	Goolagong		A\$428,186
8	Beast Games		A\$426,868
9	Below Deck Mediterranean		A\$415,148
10	The Walking Dead		A\$389,818

STREAMER OF THE MONTH
/ TOP 10 APPS /

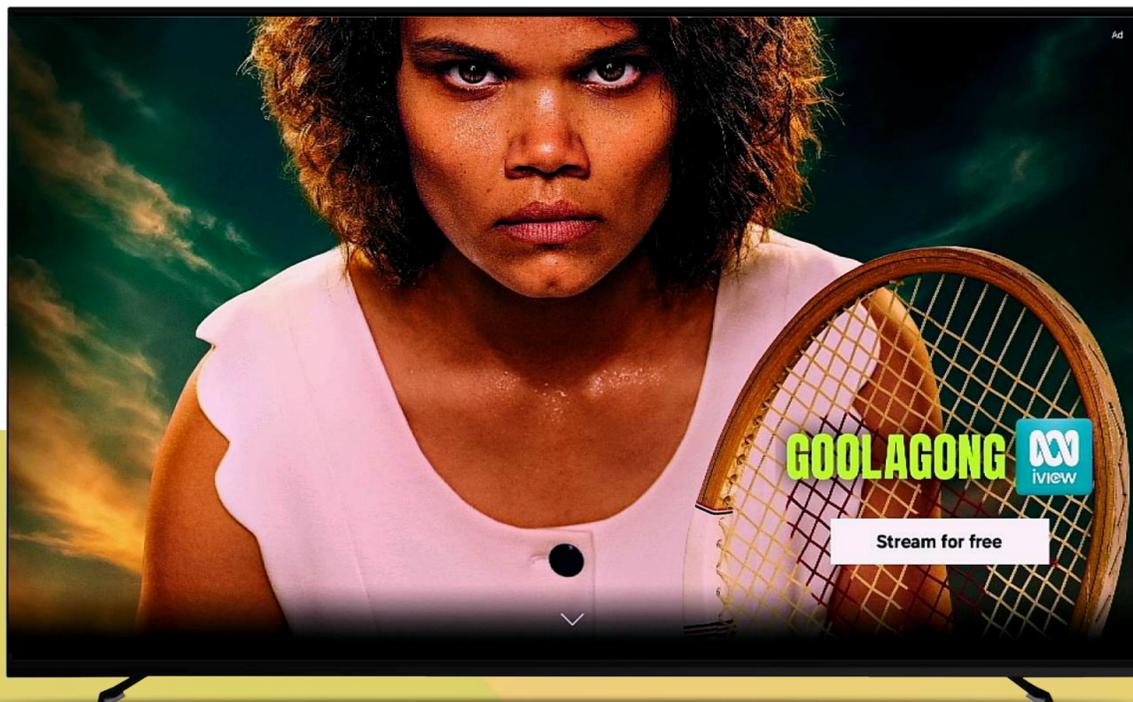
POSITION	APP	SMPV™ SCORE
1		A\$8,737,493
2		A\$8,514,540
3		A\$8,153,108
4		A\$8,058,554
5		A\$6,649,483
6		A\$5,921,088
7		A\$5,837,226
8		A\$4,203,513
9		A\$4,110,780
10		A\$4,014,969

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



TOP TITLES OF THE MONTH

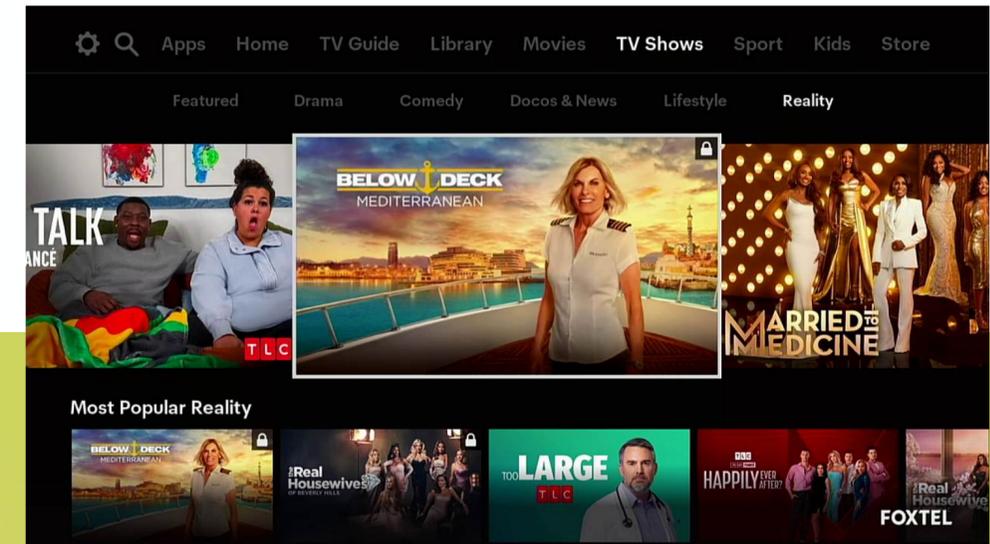
-  HBO Max dominated the Australian landscape this month, claiming the top two promotional spots as *One Battle After Another* and *The Pitt* surged to a combined \$MPV™ score of more than A\$1.3M. Alongside the global heavyweights, local storytelling also cut through. ABC iView shone a spotlight on *Goolagong*, the inspiring portrait of tennis legend Evonne Goolagong- one of Australia’s most beloved sporting icons- which achieved a strong \$MPV™ score exceeding A\$400K. Together, the results highlighted a month where international scale and local resonance each proved their power in driving platform visibility.
-  **In the news:** [TV Blackbox](#) reports that Kayo Sports is raising its Premium subscription price to \$45.99 per month starting in February 2026, marking a significant 30% increase in less than a year. While the service's owner, DAZN, attributes the hike to the rising cost of international sports rights, the move has sparked backlash from fans already struggling with cost-of-living pressures.



Samsung TV (2022) AU



Fire TV AU



Foxtel AU

RAW INTENSITY, EPIC REACH



HBO Max made its presence unmistakable in Australia this January, rolling out two very different but equally commanding premieres. *The Pitt* returned with season two, grounded and relentless, while *A Knight of the Seven Kingdoms* arrived with sweeping scale and prestige. Together, the titles secured standout placement across Apple TV, Fire TV, Google TV, and Foxtel- showcasing HBO Max's ability to balance raw intensity with epic storytelling as a way to lock down attention and dominate the home screen.



In the news: As reported by [TV Blackbox](#), Nine has announced a major portfolio overhaul involving the \$56 million sale of its radio division to the Laundry Family Office and the unexpected transfer of regional broadcaster NBN Television to WIN Network. Simultaneously, the group is making a significant digital push by acquiring outdoor advertising firm QMS Media for \$850 million, a move designed to ensure digital assets contribute over 60% of group revenue by 2027.



Fire TV AU

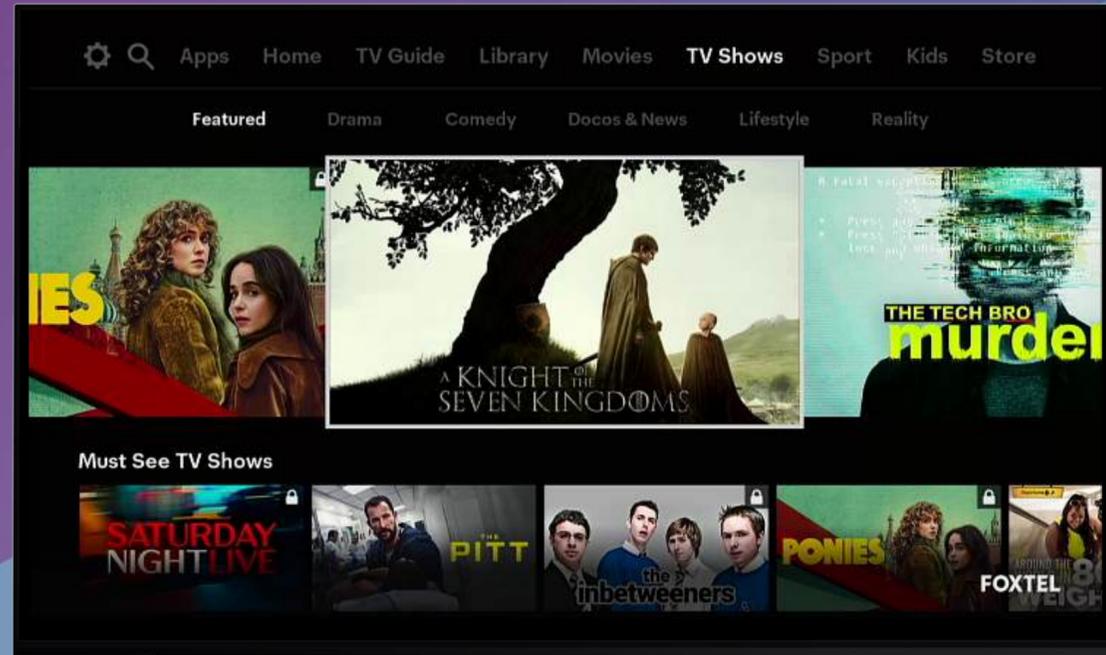


Google TV AU

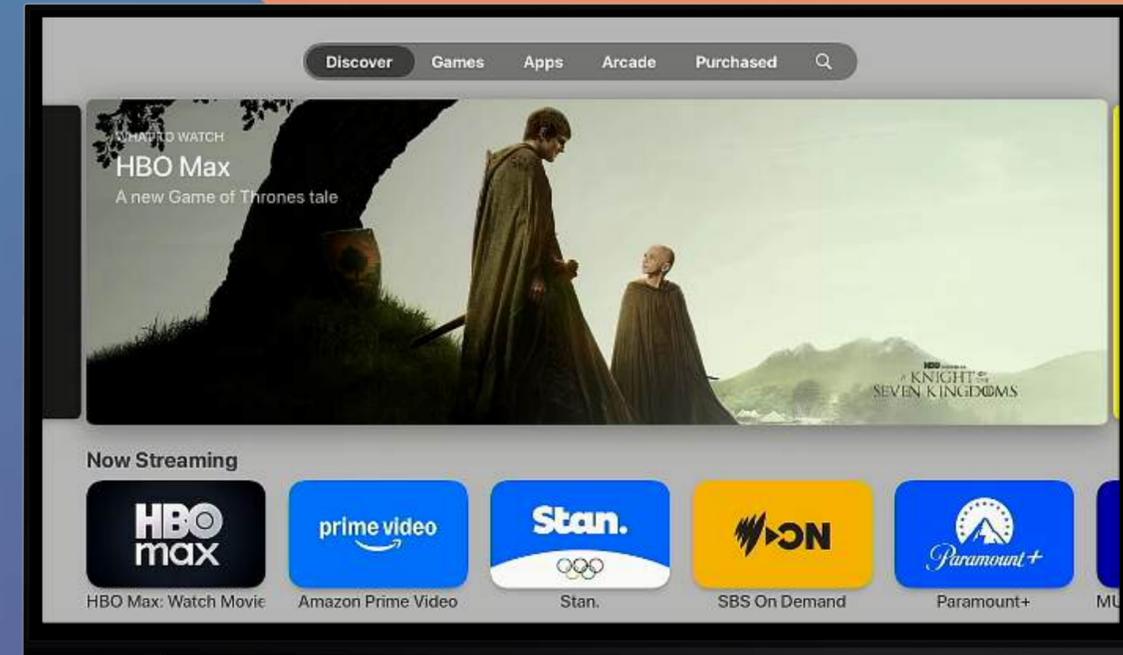


Apple TV AU

RAW INTENSITY, EPIC REACH



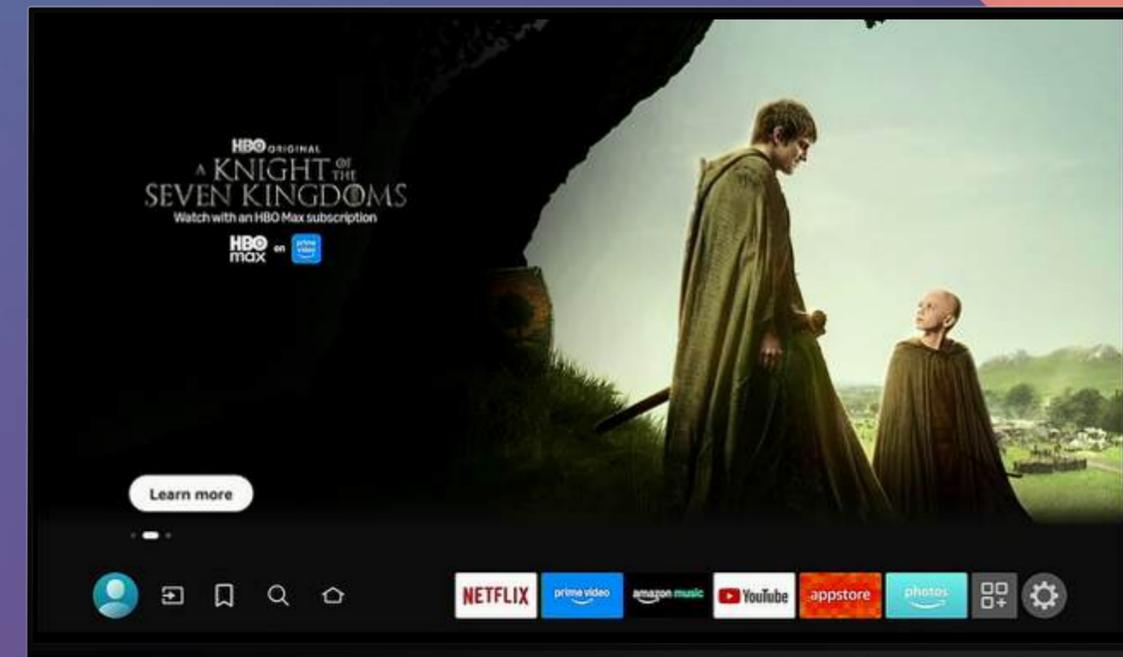
Foxtel AU



Apple TV AU



Google TV AU



Fire TV AU

WHEN TENSION TAKES CONTROL

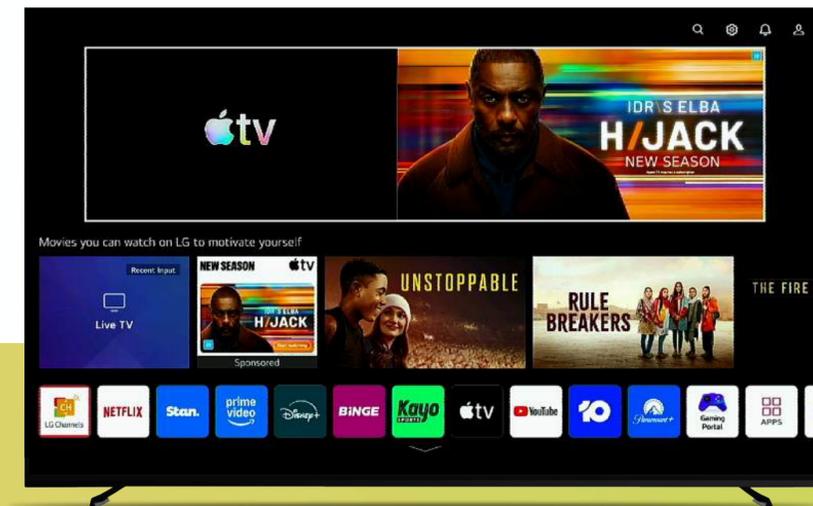
- High-stakes drama took control of Australian screens as Prime Video and Apple TV leaned into tension-led storytelling to cut through. The latest season of *The Night Manager* returned with its trademark intrigue, while *Hijack* brought relentless, edge-of-your-seat urgency- both securing standout placements across Google TV, LG TV, and Fetch TV. The coordinated push underscored how tightly wound, binge-driving drama remains a powerful tool for commanding attention and turning national platforms into must-watch moments.
- In the news:** [TV Blackbox](#) reports that Seven and Southern Cross Austereo (SCA) have officially completed their landmark merger, creating a unified media powerhouse spanning television, radio, publishing, and digital platforms. Under the finalized deal, SCA shareholders maintain a 50.1% majority of the combined entity, which now controls major brands including the Seven Network, Triple M, Hit Network, and the LiSTNR audio platform.



Fetch TV AU



Google TV AU



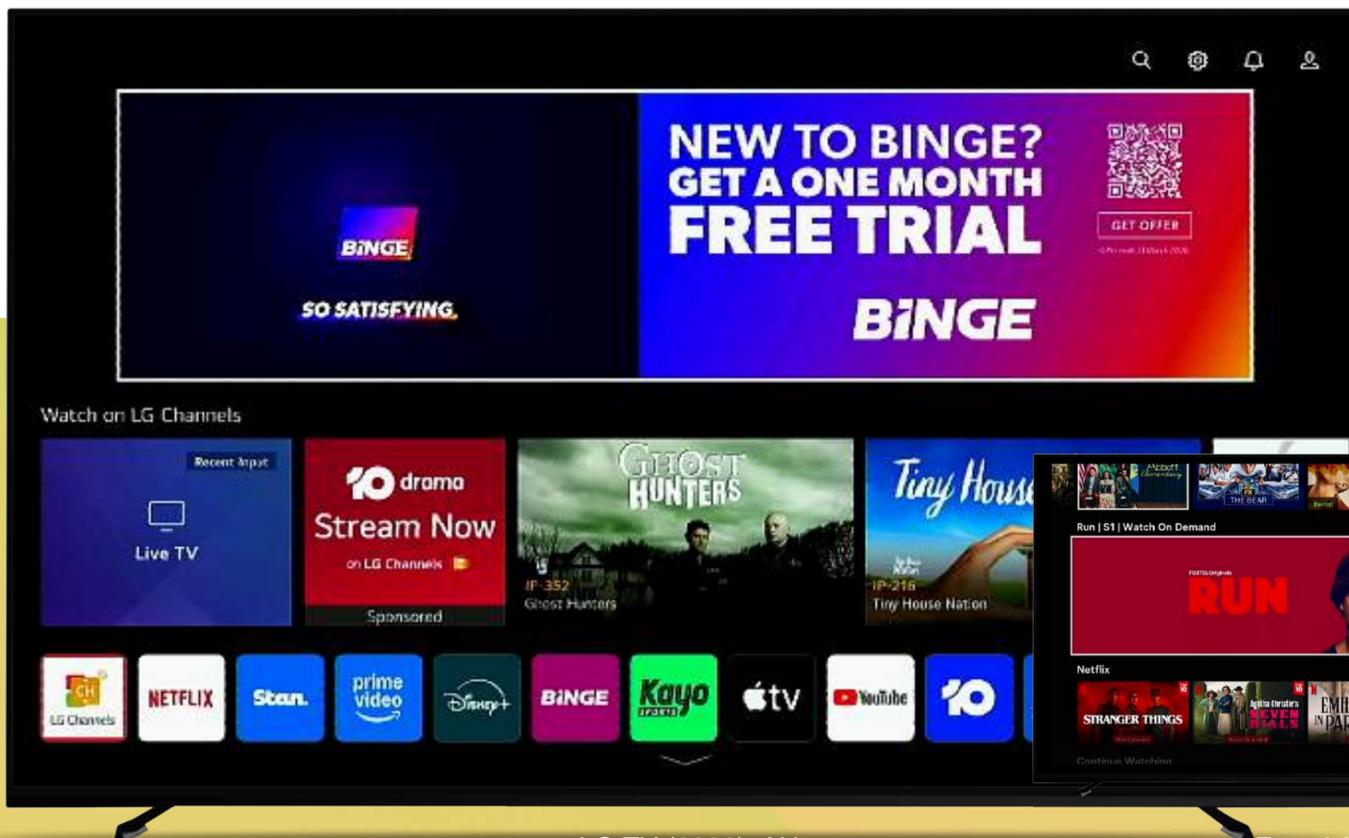
LG TV (2022) AU



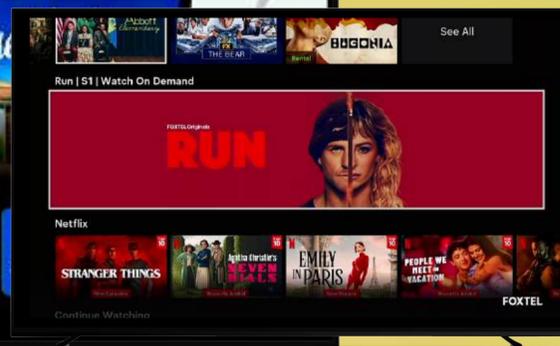
Google TV AU

RUN FAST PLAY BIGGER

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 Binge hit the ground running in January, kicking off the year with a one-month free trial designed to pull Australian audiences straight in. The offer secured prominent visibility on LG TV, lowering the barrier to entry, while Binge simultaneously put the spotlight on its latest original series, *Run*, with promotion across Foxtel. The dual move blended incentive with identity- using value to drive sampling and a homegrown original to convert attention into ongoing engagement.
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 Prime Video went all in on spectacle with the season two launch of *Beast Games*, turning the premiere into a full-scale event. The series stormed onto home screens with standout placement across Google TV, PS4, and Apple TV- an unmistakable power move that matched the show's outsized challenges and competitive intensity. The message was simple: when the game gets bigger, the platform push does too.
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In the news: [TV Blackbox](#) reports that Screen Australia has launched a refreshed "Market & Audience" strategy featuring three new programs designed to improve the discoverability and engagement of local stories. Under the leadership of newly appointed head Raket Tansley, the initiative provides targeted funding for asset creation, audience testing, and channel management to help Australian projects compete in an increasingly complex global market.



LG TV (2022) AU



Foxtel AU



Apple TV AU



PS4 AU



Google TV AU



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