



STREAMER OF THE MONTH

JANUARY 2026





ABOUT LOOPER INSIGHTS

Founded in London in 2017 by Lucas Bertrand, Looper Insights has redefined how the Media & Entertainment industry measures digital visibility. As the only end-to-end SaaS analytics platform tracking every digital asset across major Connected TV devices worldwide, we provide an unparalleled competitive advantage to the world's most influential media players.

Recognized as Best in Class – Insights (BASE Awards 2023), Best of Show – Winner (IBC 2023) and Best Content Management Innovation in a SaaS Product (The SaaS Awards 2024), Looper Insights is the trusted analytics partner for Hollywood studios, global streaming platforms, and leading broadcasters—including Amazon, Disney, NBCUniversal, and Warner Bros.



BASE Awards Winner
Best in Class- Insights



The SaaS Awards 2024 Winner
Best of Show



IBC Winner
Best of Show

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 the U.S. market, 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 13 devices* in the U.S. 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		\$10,470,983
2	Bugonia		\$6,703,310
3	The Pitt		\$6,552,556
4	The Traitors		\$5,529,101
5	Landman		\$5,471,127
6	Fallout		\$5,158,981
7	Heated Rivalry		\$4,555,721
8	Sinners		\$4,533,541
9	IT: Welcome to Derry		\$4,259,615
10	Pluribus		\$3,927,207

STREAMER OF THE MONTH / TOP 10 APPS /

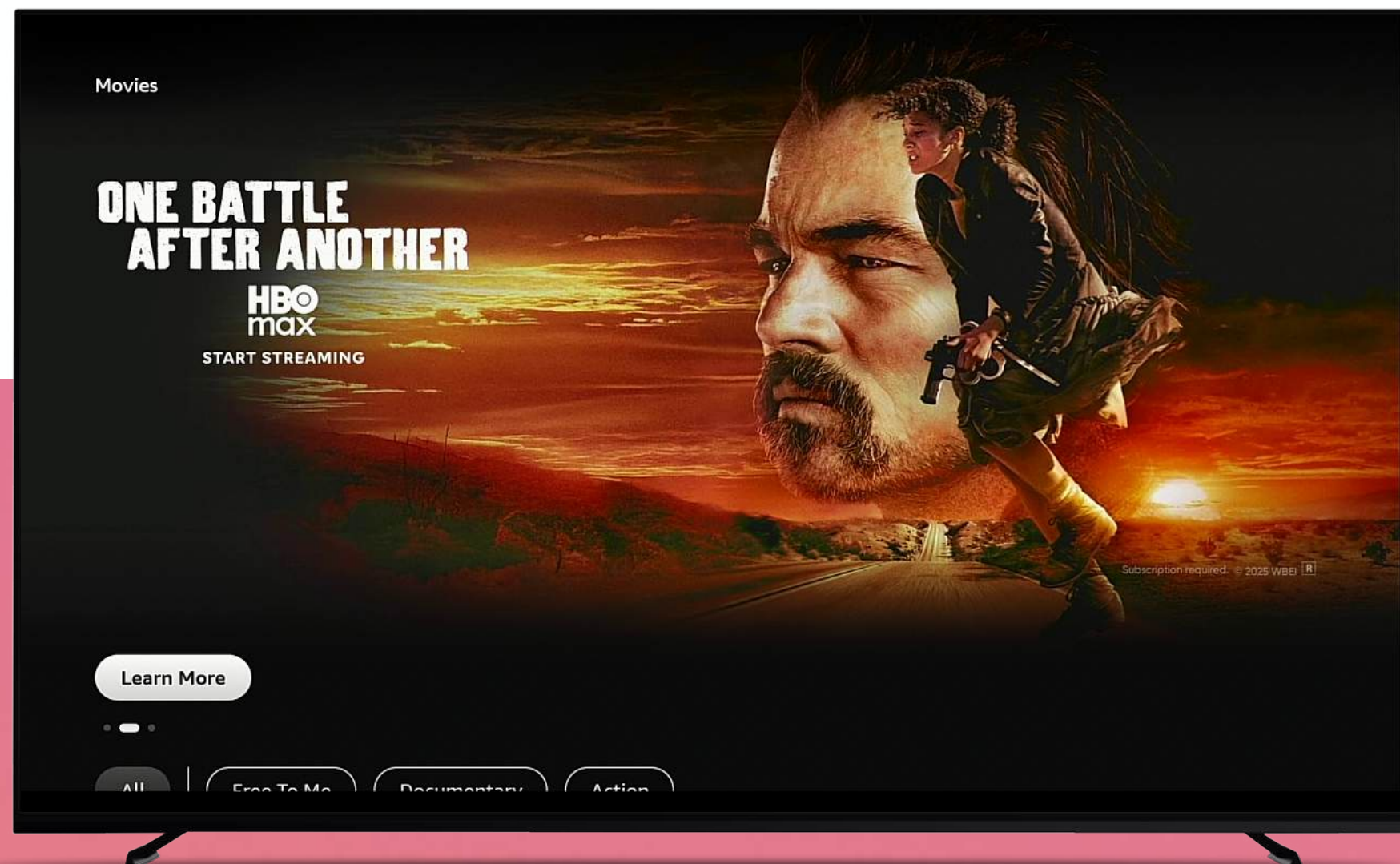
POSITION	APP	SMPV™ SCORE
1		\$162,948,374
2		\$131,695,294
3	The Roku Channel	\$120,585,938
4		\$117,755,117
5		\$96,007,550
6		\$92,774,466
7		\$90,278,651
8		\$88,671,813
9		\$65,809,321
10		\$50,891,485



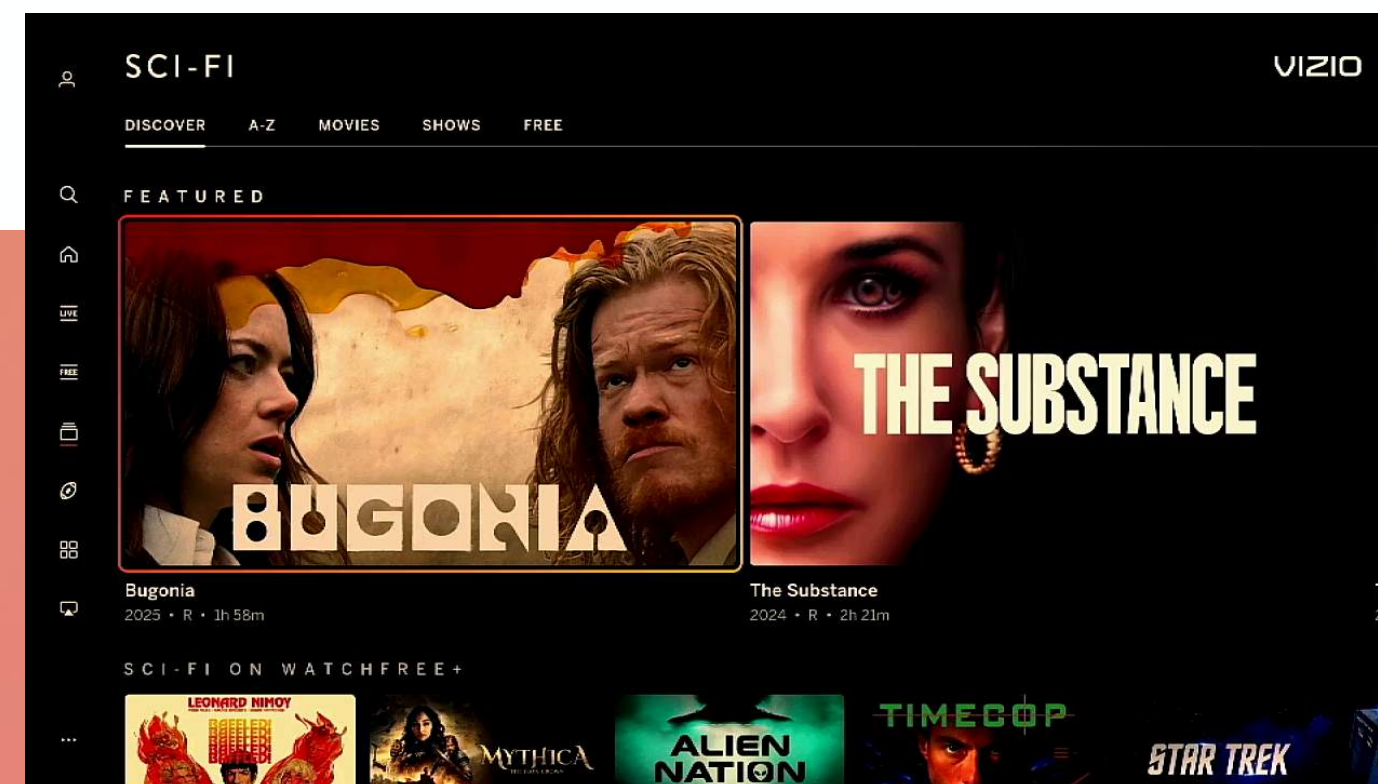
*Apple TV, Cox Contour 2, Cox CSP, Fire TV, Google TV, LG TV, PlayStation 4, PlayStation 5, Roku, Samsung TV, Vizio TV, Xfinity and Xbox One Console

TOP TITLES OF THE MONTH

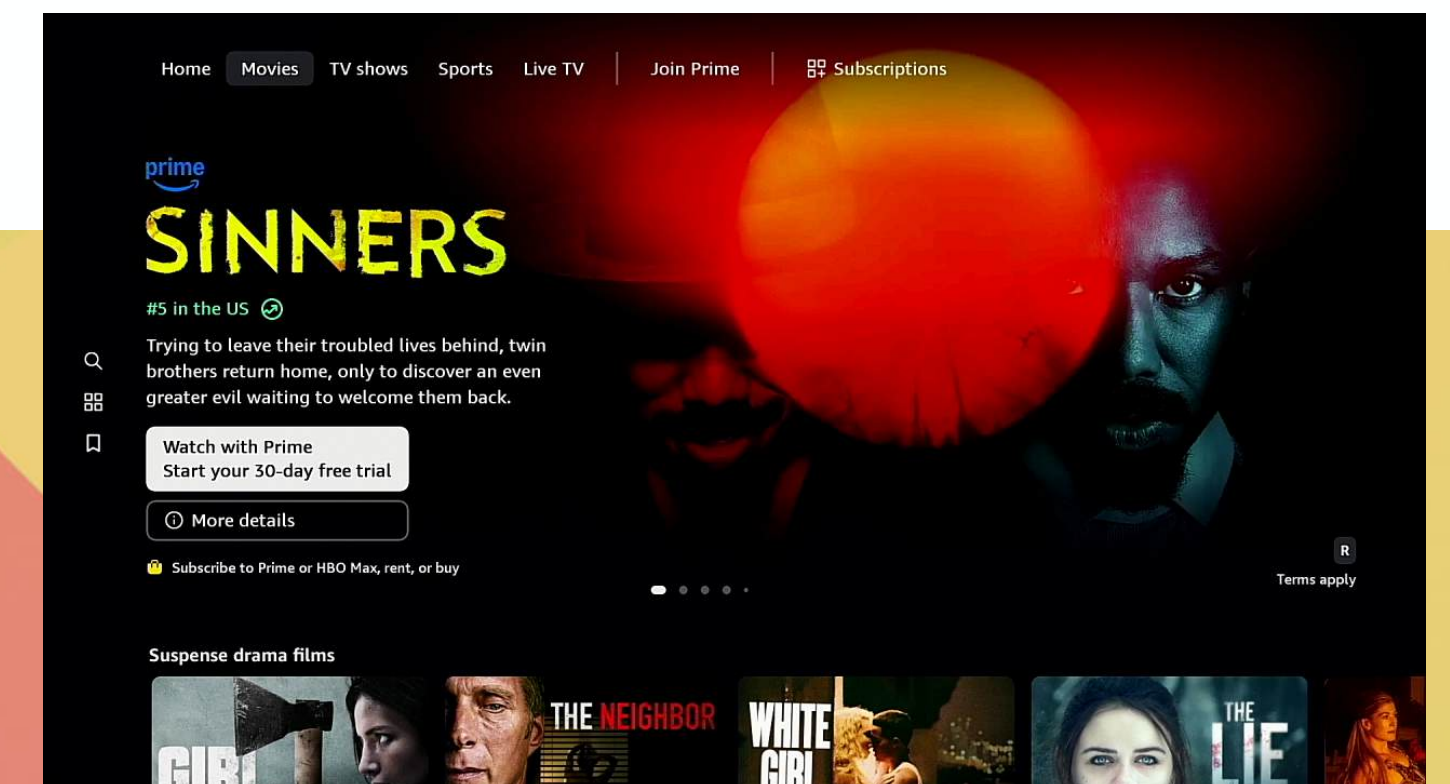
- January belonged to HBO Max, as the streamer dominated the rankings with five of the top promotional spots. *One Battle After Another* led the charge, delivering a near-\$10.5M \$MPV™ score and setting the pace for the month. Awards-season momentum followed close behind, with Oscar-nominated titles gaining heightened visibility: Peacock’s *Bugonia* emerged as the second most promoted title at \$6.7M \$MPV™, while HBO Max’s *Sinners* continued the push with a strong \$4.5M score. Together, the results underscored how scale, prestige, and awards relevance combined to drive January’s promotional hierarchy.
- In the news:** As reported in [The Hollywood Reporter](#), the opening round of the NFL playoffs saw a significant surge in viewership, averaging 32.6 million viewers across five games and setting multiple records for various networks. Leading the charge, Fox Sports secured the weekend’s largest audience with 41 million viewers, while Prime Video made history by delivering the most-watched streaming-exclusive game to date.



Fire TV U.S.



Vizio U.S.



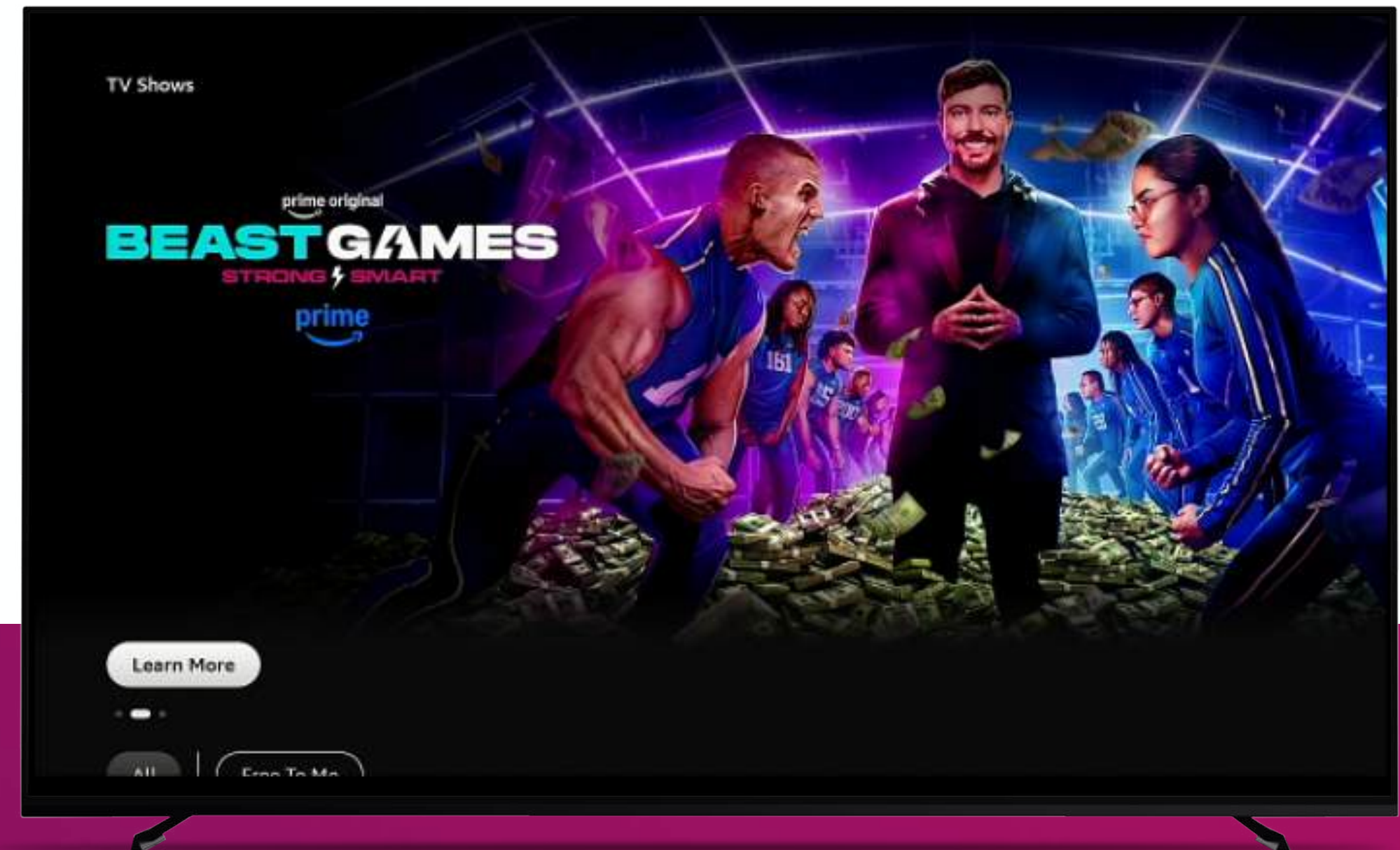
Fire TV U.S.

ONLY THE STRONGEST SURVIVE

- January became a proving ground for unscripted TV. With platforms vying for dominance, *The Traitors* and *Beast Games* didn't just return, they were strategically deployed. Their latest seasons claimed prime homepage territory across Apple TV, Fire TV, Samsung TV, Google TV, and Xumo Charter, signaling a calculated bet on high-stakes, eventized reality to command attention. In a crowded streaming arena where discovery is the real game, platforms made their allegiance clear: unscripted isn't filler- it's a weapon.
- In the news:** According to [C21](#), European production giant Banijay has confirmed it is in discussions with RedBird IMI regarding a potential mega-merger with All3Media. If finalized, the deal would consolidate major franchises like *Survivor* and *The Traitors* into a single entity boasting annual revenues of approximately \$6.65 billion.



Samsung TV (2022) U.S.



Fire TV U.S.

ONLY THE STRONGEST SURVIVE



Google TV U.S.



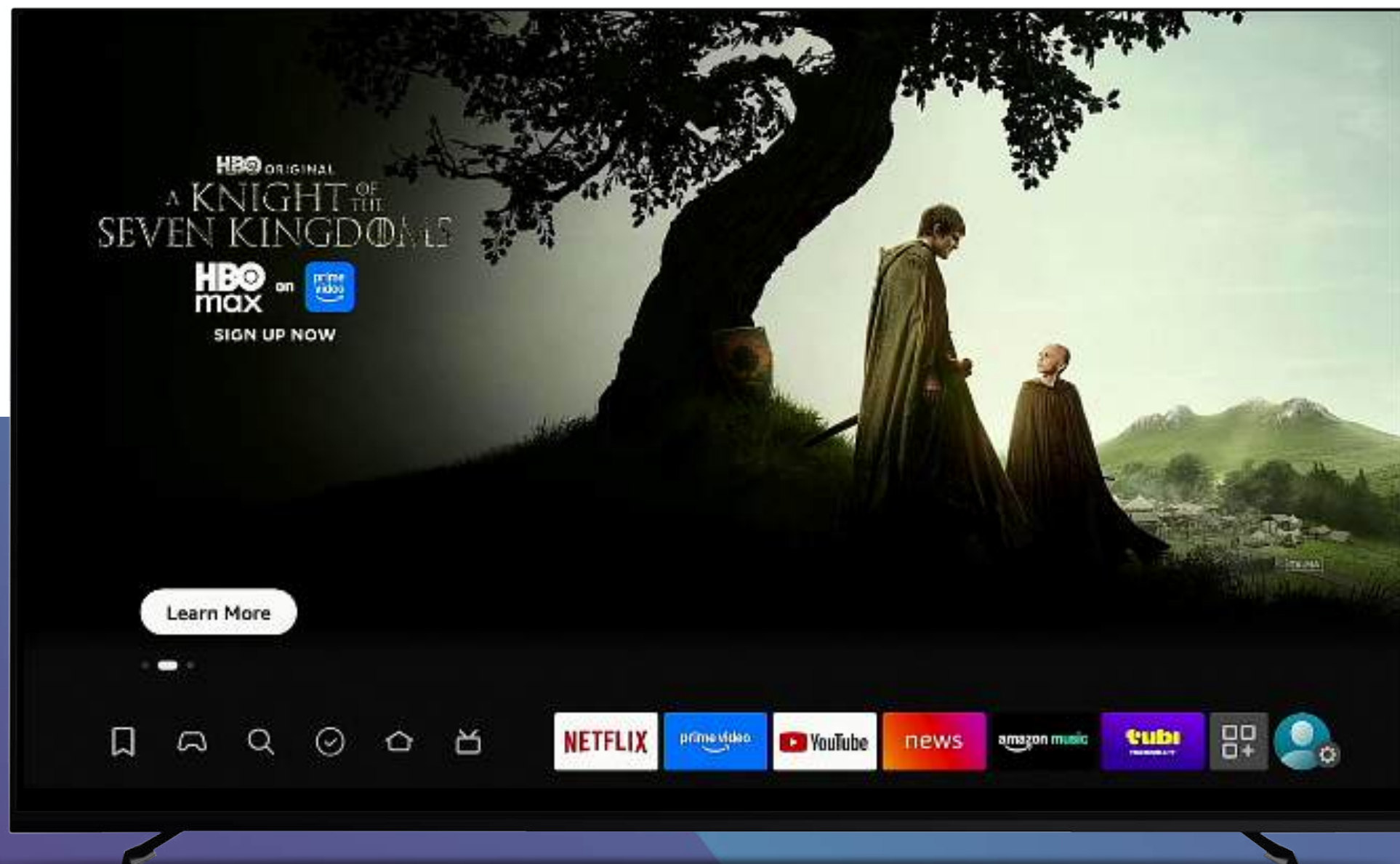
Xumo Charter U.S.



Apple TV U.S.

A CORONATION AND A KILLING CALL

- January saw HBO Max ride back into Westeros, heralding the arrival of *A Knight of the Seven Kingdoms*. The premiere was treated less like a debut and more like a coronation, as U.S. platforms bent the knee, granting the title standout placement across Vizio TV, Sony TV, Fire TV, and Apple TV. The moment reinforced HBO Max's command of prestige fantasy as a force not just in storytelling, but in platform priority and premium discovery.
- Peacock dialed up the fear in January with the chilling arrival of *Black Phone 2*. The sequel didn't just haunt audiences- it stalked the streaming home screen, seizing high-impact placement across Samsung TV, Fire TV, and Roku. The move signaled Peacock's intent to weaponize genre horror as an attention-grabbing event, using fear and familiarity to cut through the noise and pull viewers in.
- In the news:** According to [Deadline](#), Netflix and Sony Pictures Entertainment have signed a landmark global licensing deal worth over \$7 billion, securing exclusive worldwide Pay-1 window rights for Sony's theatrical releases. This expanded agreement, which represents a massive 40% value increase over their previous pact, will gradually roll out globally and include highly anticipated titles such as *The Legend of Zelda* and Sam Mendes' Beatles films.



Fire TV U.S.



Vizio TV U.S.

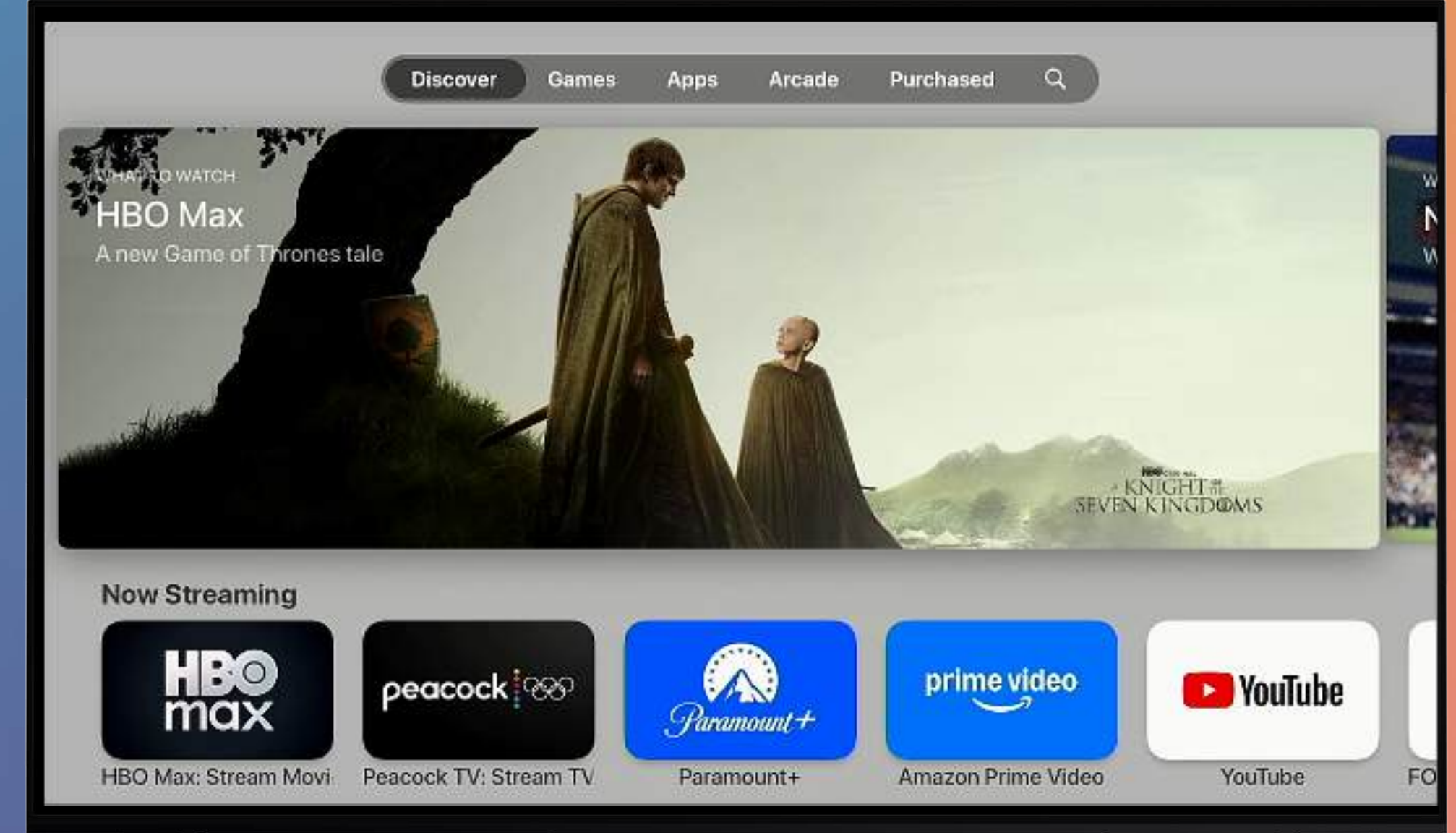


Samsung TV (2022) U.S.

A CORONATION AND A KILLING CALL



Fire TV U.S.



Apple TV U.S.



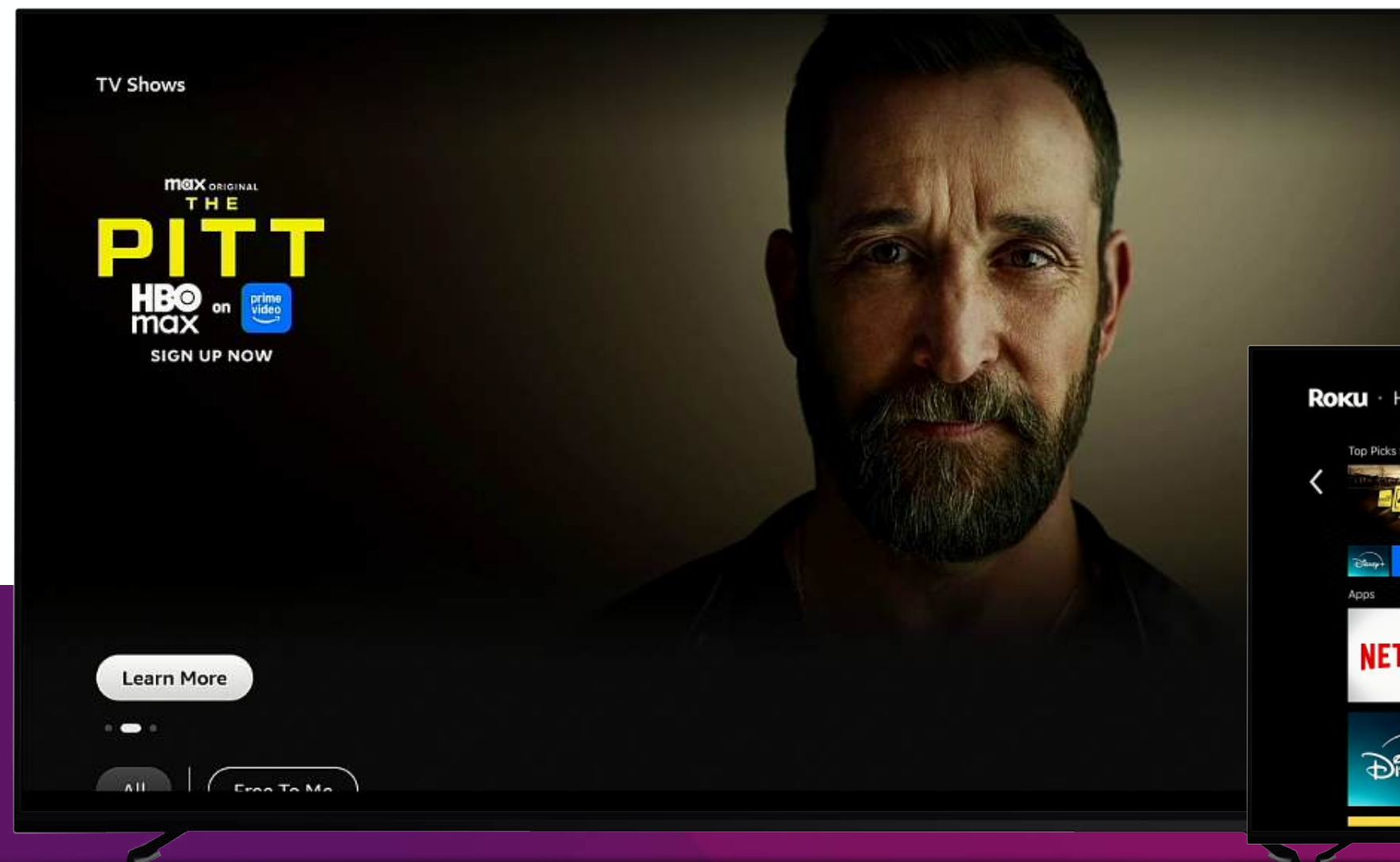
Sony TV (2019) U.S.



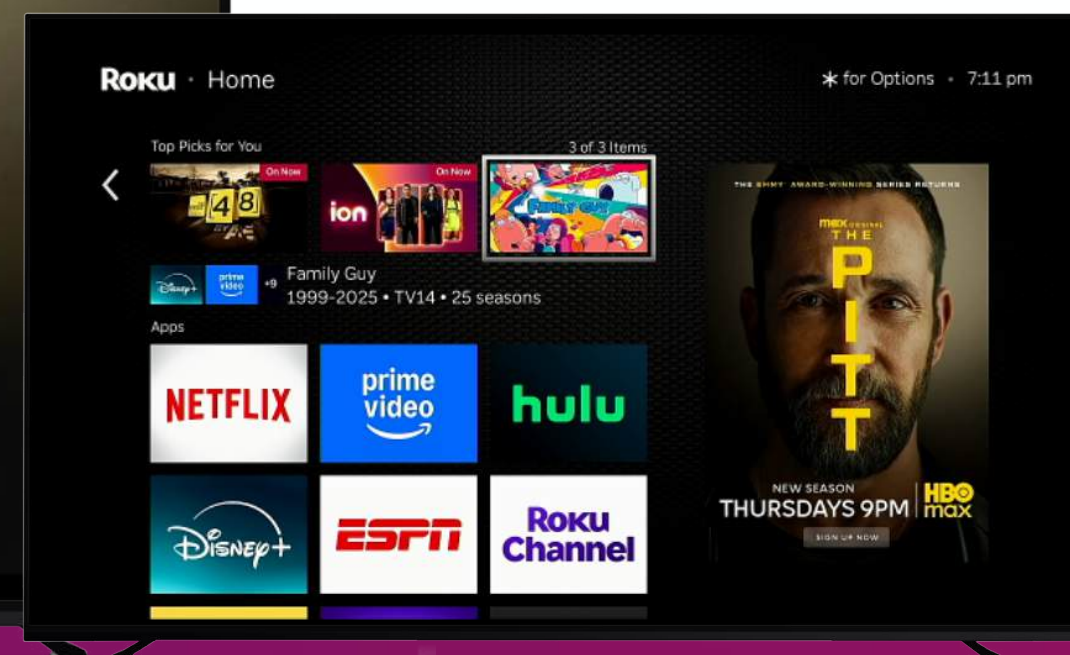
Roku U.S.

NO FLASH ALL PRESSURE

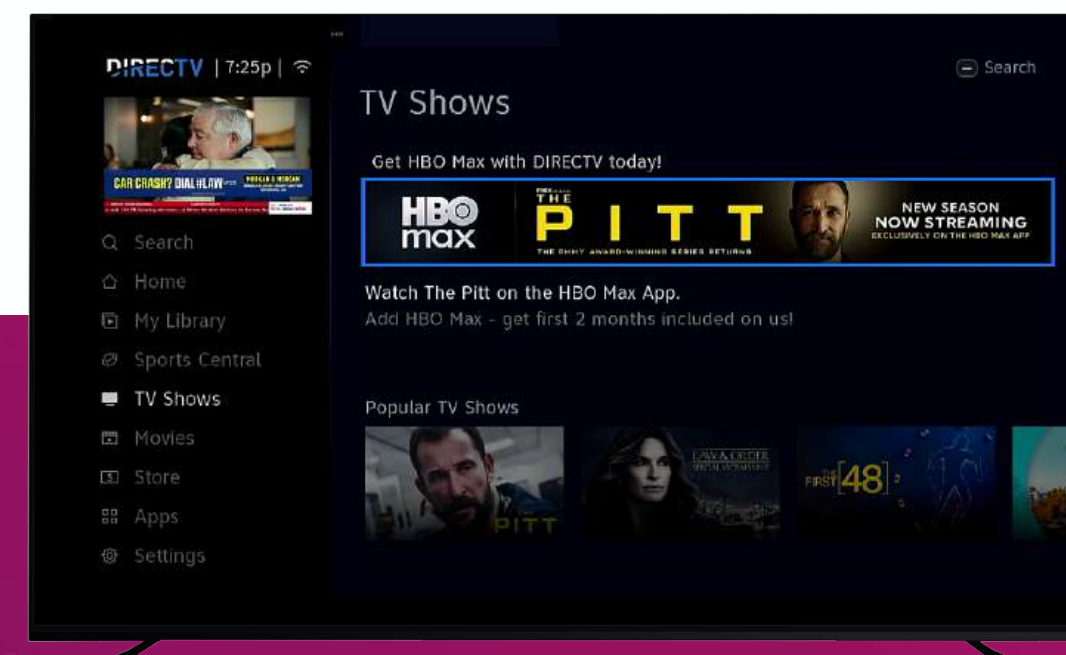
- HBO Max kept grinding through January, continuing its steady flow of new releases as *The Pitt* pushed back onto platform screens. The return wasn't flashy—it was forceful- earning standout placement across Fire TV, Roku, Google TV, and DirecTV. The moment reflected a strategy rooted in pressure and persistence, using hard-edged storytelling to hold attention and maintain platform presence.
- In the news:** According to [The Guardian](#), Netflix co-CEO Ted Sarandos defended a proposed \$82.7bn acquisition of Warner Bros. Discovery during a Senate hearing, addressing concerns regarding market dominance and potential job losses. Throughout the proceedings, Sarandos also pushed back against accusations from Republican senators that the platform's content is "overwhelmingly woke," asserting that the streamer maintains no political agenda.



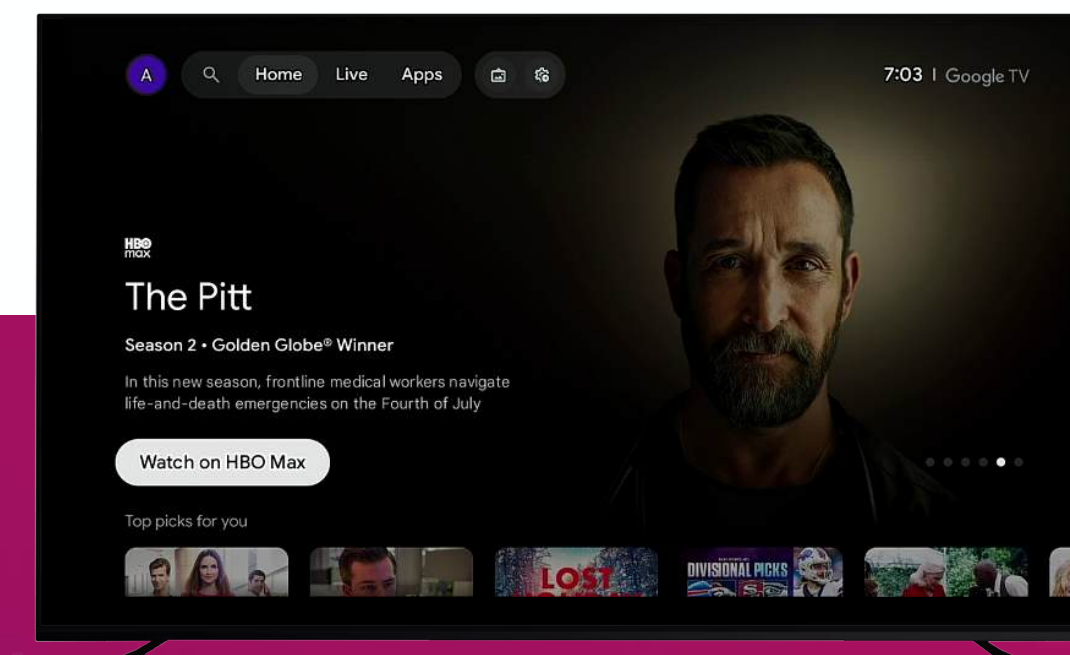
Fire TV U.S.



Roku U.S.



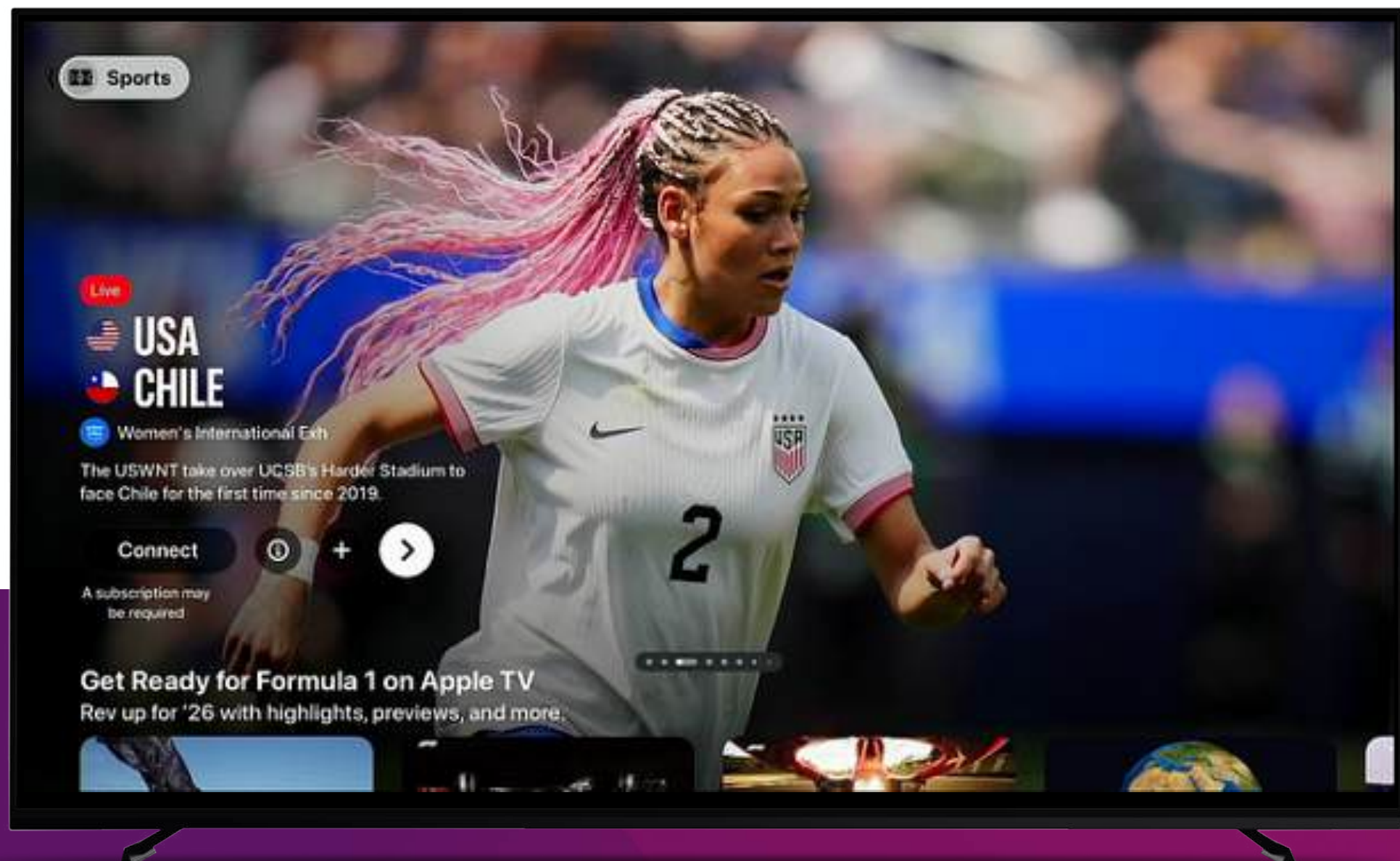
DirecTV U.S.



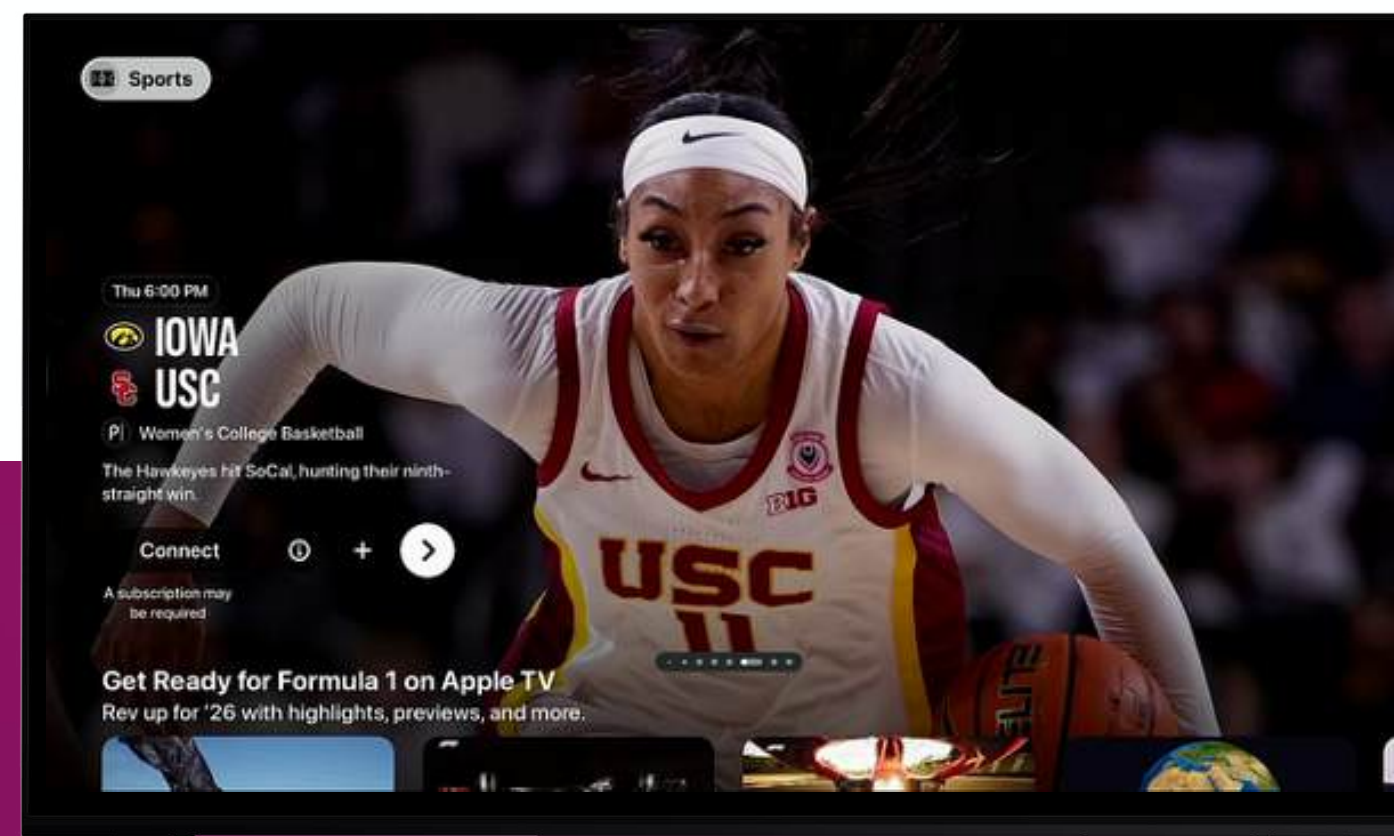
Google TV U.S.

SPORT STAYS ON THE FRONT FOOT

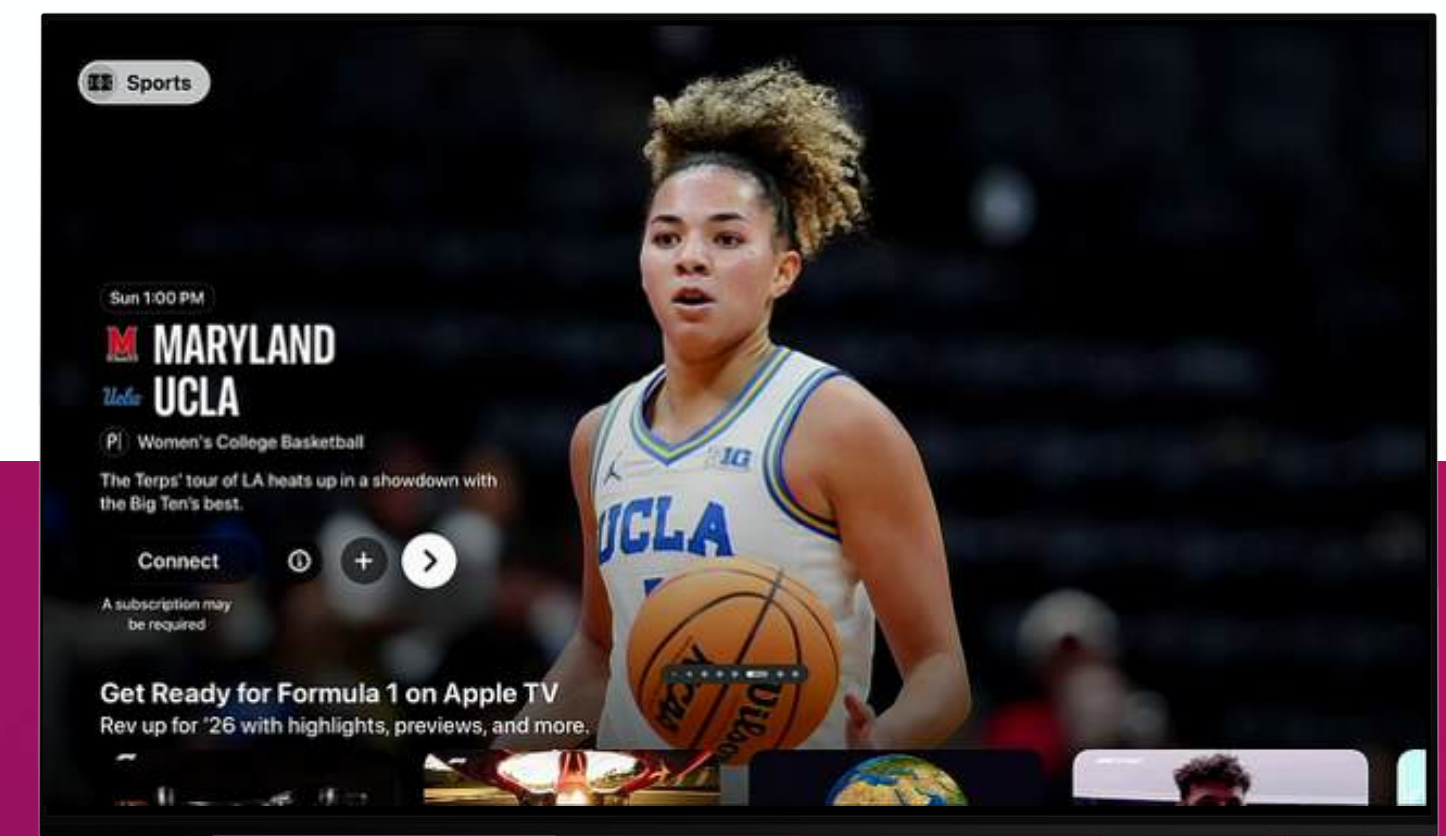
- Sport stayed in attack mode throughout January, proving once again to be a reliable driver of platform attention. Apple TV put women's sport front and center, giving standout visibility to Prime Video and Peacock's coverage of the Women's International Exhibition and College Basketball- treating these moments like must-watch events, not niche programming. Beyond the women's game, combat sports brought the punch: Paramount+'s UFC coverage landed with force, securing standout placement on Vizio and Samsung TV. Together, the moves underscored a clear playbook- live and eventized sport, across genders and genres, remains one of the strongest weapons platforms have to command the home screen.
- In the news:** According to [The Streaming Wars](#), Amazon's Prime Video is projected to overtake DAZN as the world's largest buyer of streaming sports rights in 2026, spending roughly \$3.8 billion. This shift highlights a broader industry trend where live sports are increasingly treated as "retention infrastructure" for massive tech ecosystems rather than standalone products for sports-only services.



Apple TV U.S.



Apple TV U.S.

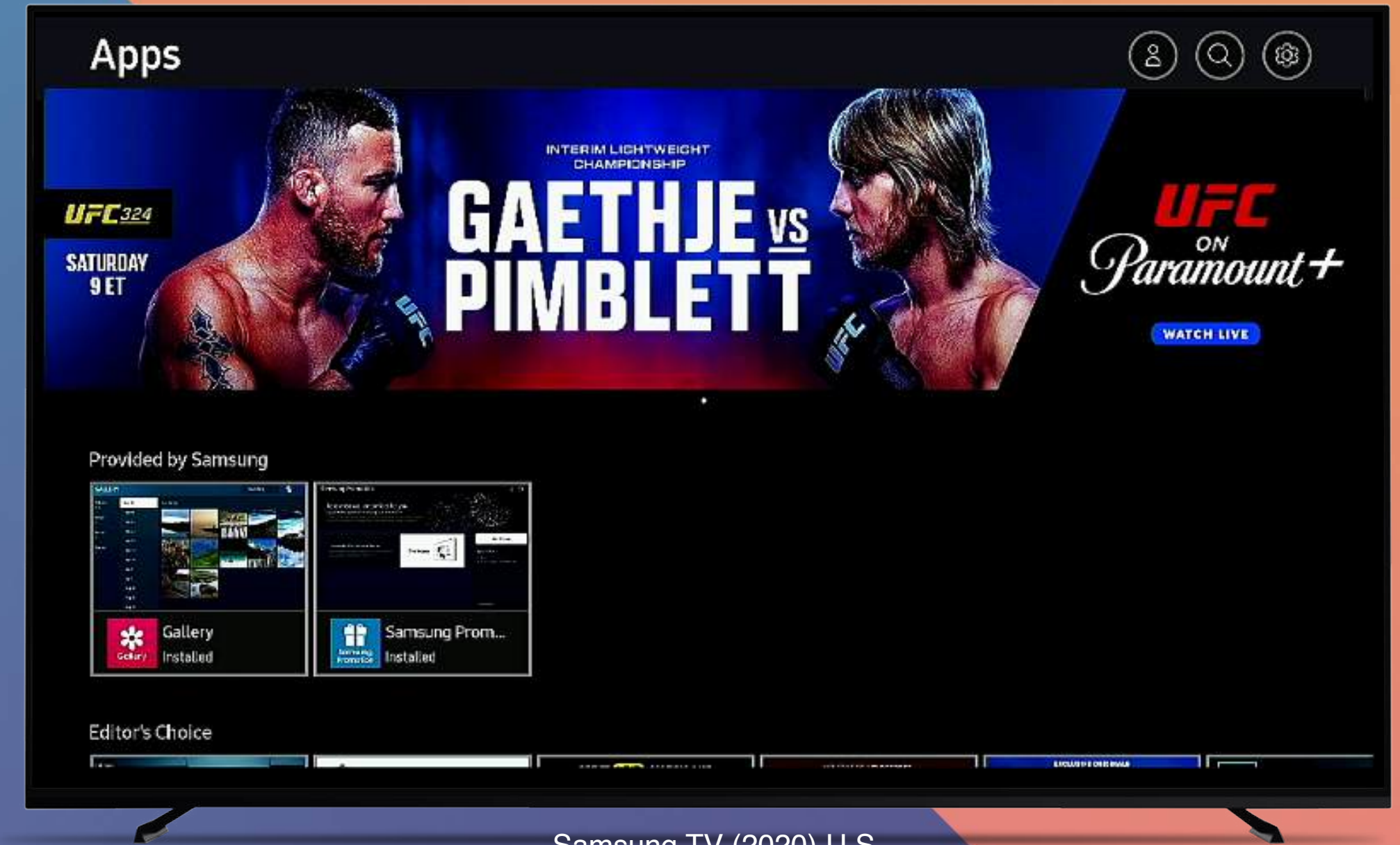


Apple TV U.S.

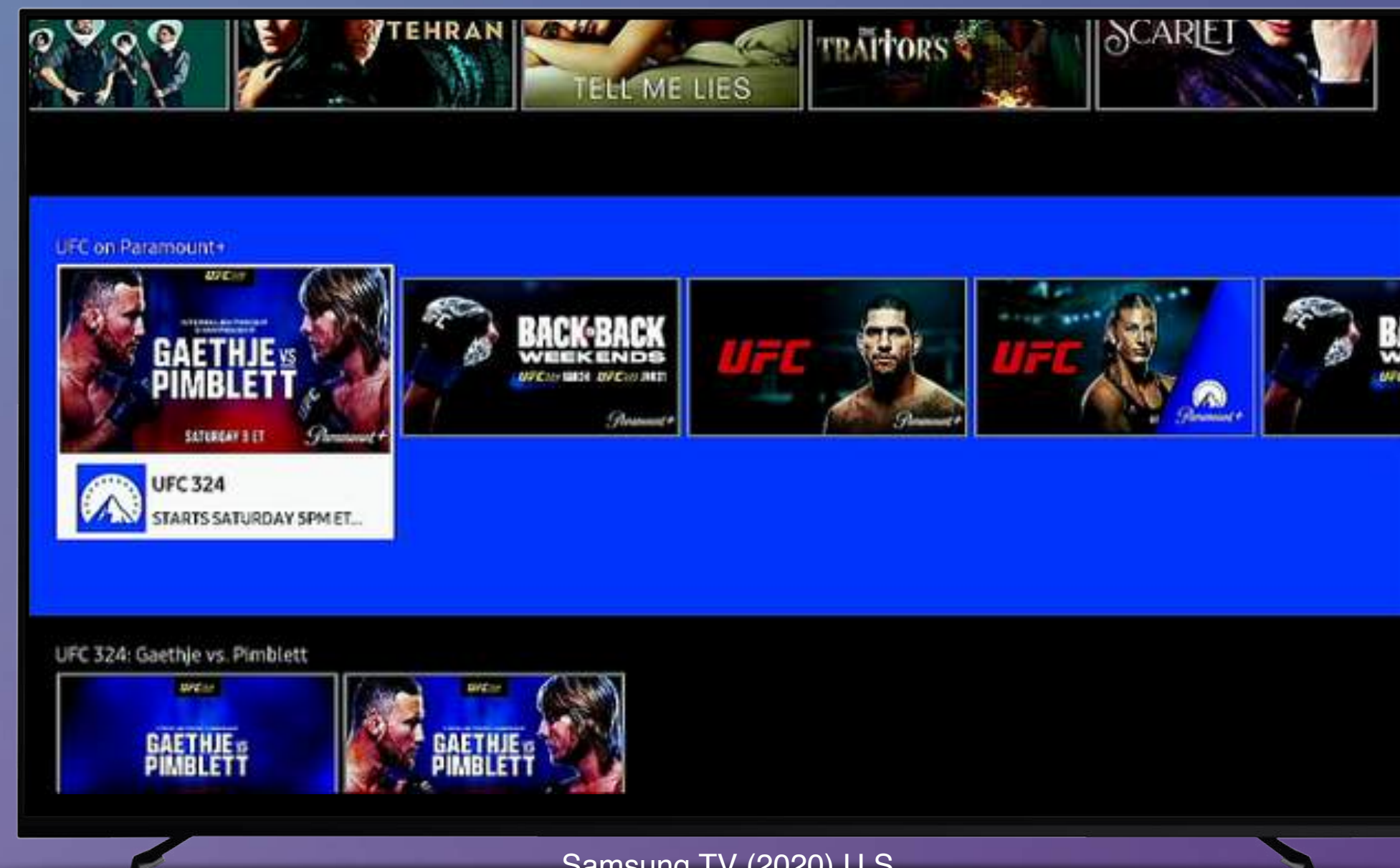
SPORT STAYS ON THE FRONT FOOT



Vizio TV U.S.



Samsung TV (2020) U.S.



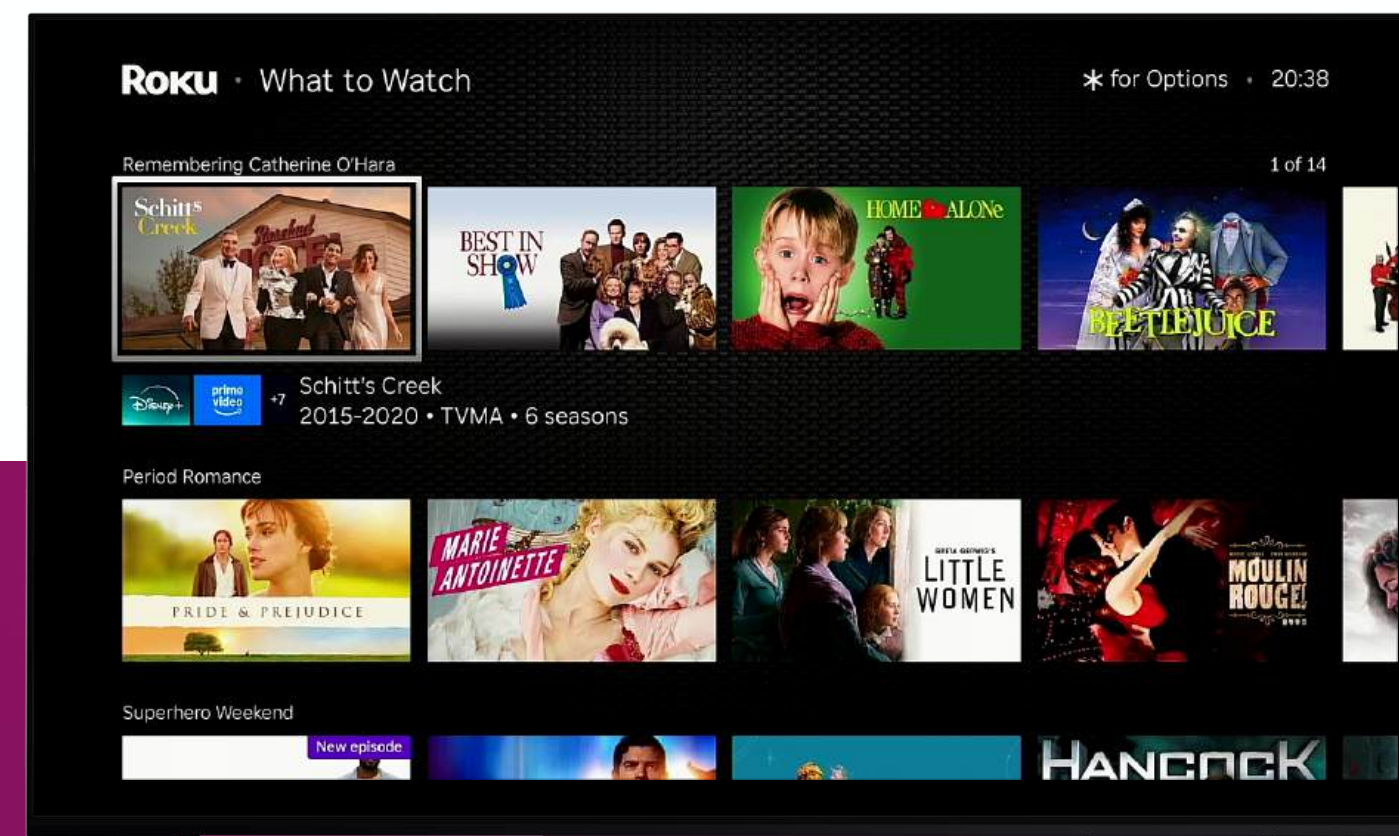
Samsung TV (2020) U.S.

ETERNALLY IN SEASON: CATHERINE O'HARA

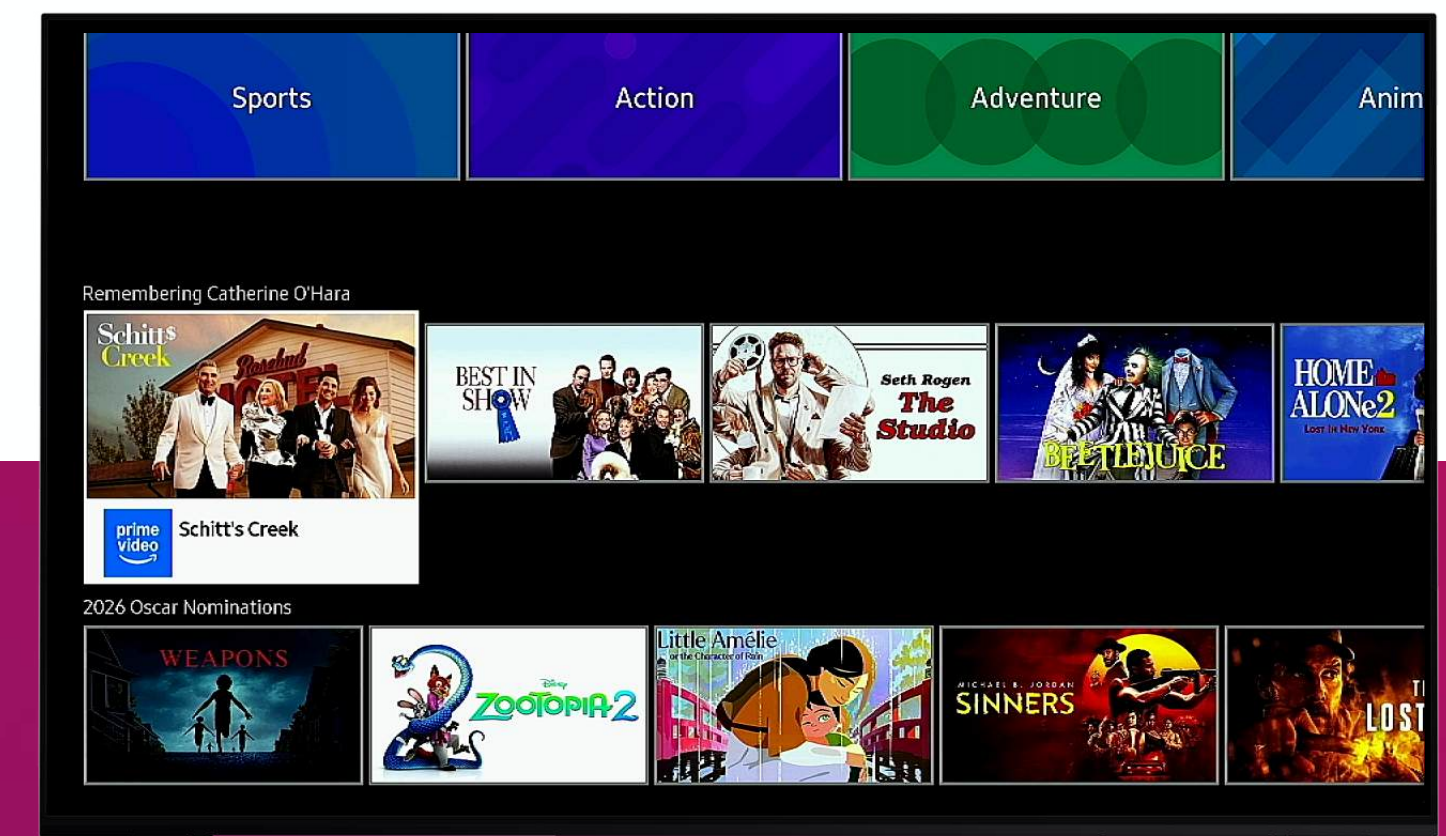
- Late January saw U.S. platforms pause- ever so tastefully- to celebrate the singular brilliance of Catherine O'Hara. Google TV led with *Schitt's Creek* front and center on its homepage, elevating the series with a special tribute moment befitting a performer of such *unfathomable range*. Roku and Samsung TV followed suit, curating dedicated rails that showcased her most iconic credits, an elegant reminder that O'Hara's work remains, much like Moira herself, endlessly quotable, unmistakably refined, and eternally in season. The result was a rediscovery moment that delighted devoted fans and welcomed a new generation into her exquisitely dramatic orbit.
- There will be no *In the News* section on this page. Instead, we invite you to enjoy one of cinema's most unforgettable moments- Catherine O'Hara in [Beetlejuice](#).



Google TV U.S.



Roku U.S.



Samsung TV (2020) U.S.



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