



/ FEBRUARY 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	The Winter Olympics: Milano Cortina 2026		A\$1,785,744
2	Married at First Sight		A\$819,507
3	Australian Idol		A\$493,761
4	A Knight of the Seven Kingdoms		A\$475,250
5	Shrinking		A\$471,809
6	Memory of a Killer		A\$400,829
7	National Basketball Association		A\$372,971
8	Ponies		A\$350,924
9	The Pitt		A\$345,043
10	Hijack		A\$337,134

STREAMER OF THE MONTH  
/ TOP 10 APPS /

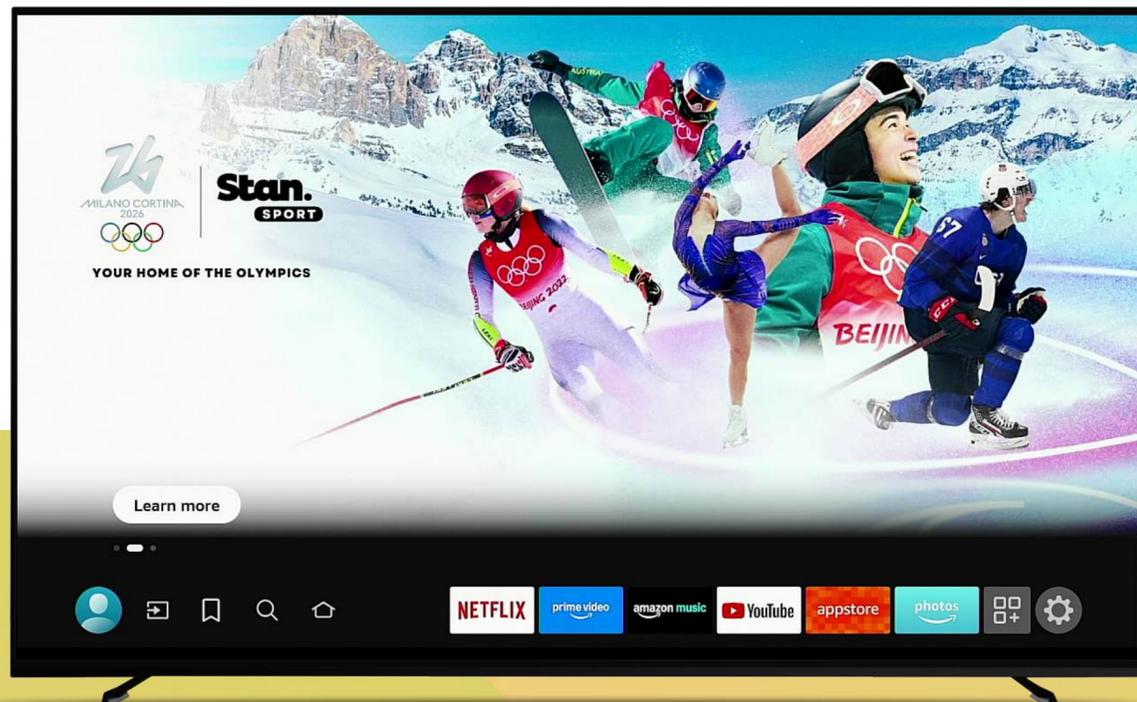
POSITION	APP	SMPV™ SCORE
1		A\$6,968,987
2		A\$6,534,480
3		A\$6,183,750
4		A\$5,351,435
5		A\$5,225,426
6		A\$4,656,510
7		A\$4,616,582
8		A\$4,565,211
9		A\$4,376,675
10		A\$3,587,758

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



# TOP TITLES OF THE MONTH

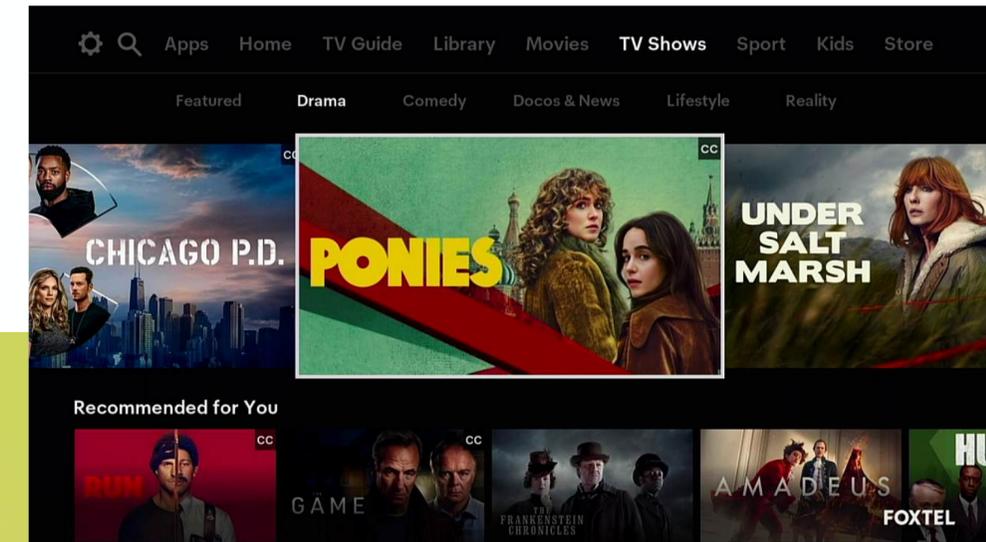
- Stan absolutely crushed it in February, with its Milano Cortina 2026 coverage bringing in a massive \$1.79M \$MPV™, more than double its closest rival! It's a classic "gold medal" performance, proving Stan can pivot from high-stakes Olympics to gritty scripted hits like *Memory of a Killer* without breaking a sweat. Meanwhile, local favorites are still bringing the drama; Nine's *Married at First Sight* (\$819.5k \$MPV™) and 7plus's *Australian Idol* both snagged top-three spots, showing Aussies still can't get enough of home-grown reality TV. The global giants aren't far behind, with HBO Max and Apple TV each landing two hits in a crowded, competitive race for our screen time.
- In the news:** Nine has reached an agreement to transfer its Darwin operations to WIN Network, a move that would leave the broadcaster without any wholly owned regional stations for the first time in decades. According to [TV Blackbox](#), the transition to an affiliate model is intended to create a more "digitally powered and resilient" group while ensuring Nine's national programming continues to air in the Northern Territory.



Fire TV AU



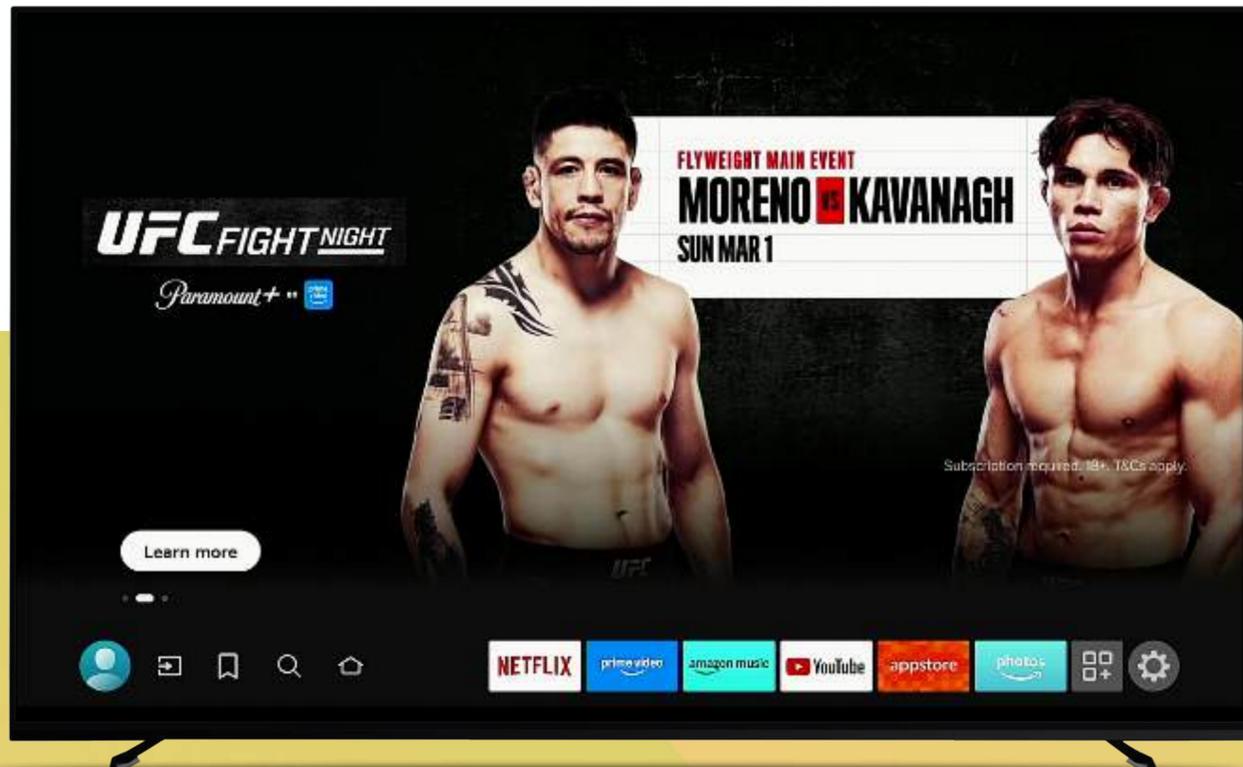
Fetch TV AU



Foxtel AU

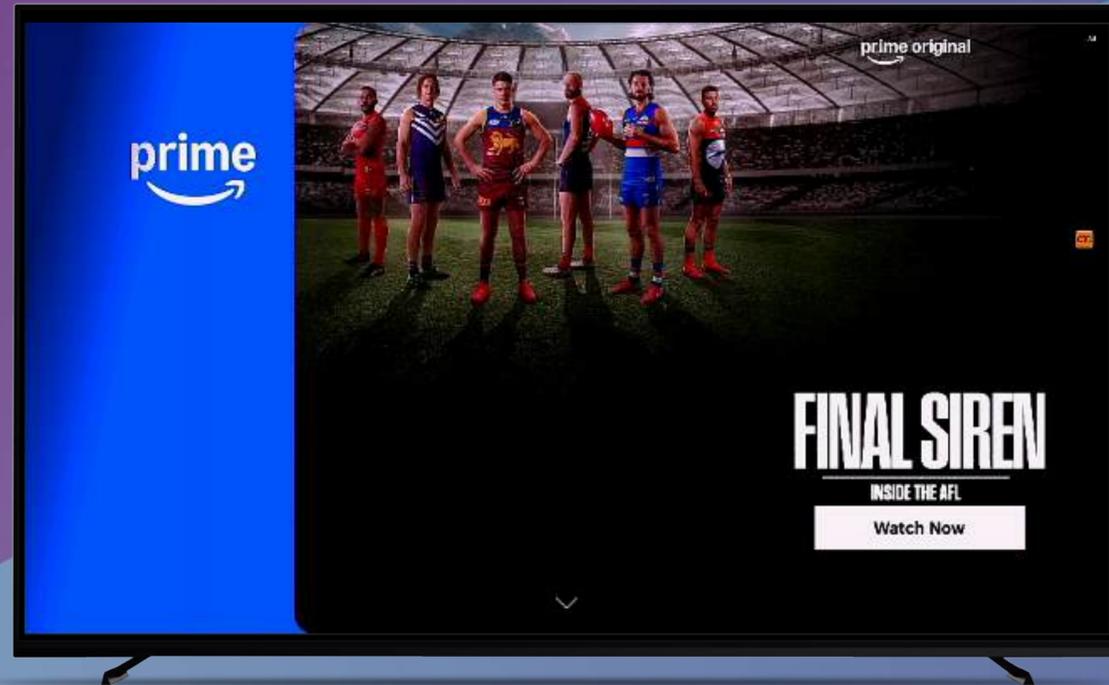
# THE ULTIMATE ARENA

- As the Australian summer reached a fever pitch, the continent's streaming giants locked into a high-stakes battle for sporting supremacy, securing an unprecedented level of UI visibility. The placement was so dominant across major platforms that we have dedicated a few pages to showcasing how these powerhouses captured the Australian audience. From the adrenaline-fueled combat of Paramount+'s UFC Fight Night to the gritty, behind-the-scenes intensity of Prime Video's *Final Siren: Inside the AFL*, sports fans were met with championship-level coverage the moment they turned on their screens.
- The global spectacle didn't stop there, as Stan took the podium with elite coverage of the Olympic Winter Games Milano Cortina, while Prime Video doubled down with the ICC Men's T20 Australia vs. Zimbabwe clash. Not to be outdone, Disney+ rounded out the "Hall of Fame" month by securing a massive footprint for its Super Bowl LX coverage. Whether on the pitch, the slopes, or the gridiron, February proved to be a landmark month for sports discovery Down Under, with every major player fighting for- and winning- prime digital real estate.
- In the news:** At the 2026 Parliamentary Showcase, Foxtel Group CEO Patrick Delany reaffirmed the company's commitment to the local industry, highlighting an annual investment of over \$1 billion in Australian sports rights and \$130 million in original scripted content. According to [TV Blackbox](#), Delany also emphasized that despite its 2025 acquisition by DAZN, the group remains a locally operated entity dedicated to bringing Australian stories and athletes to both domestic and global audiences.



Fire TV AU

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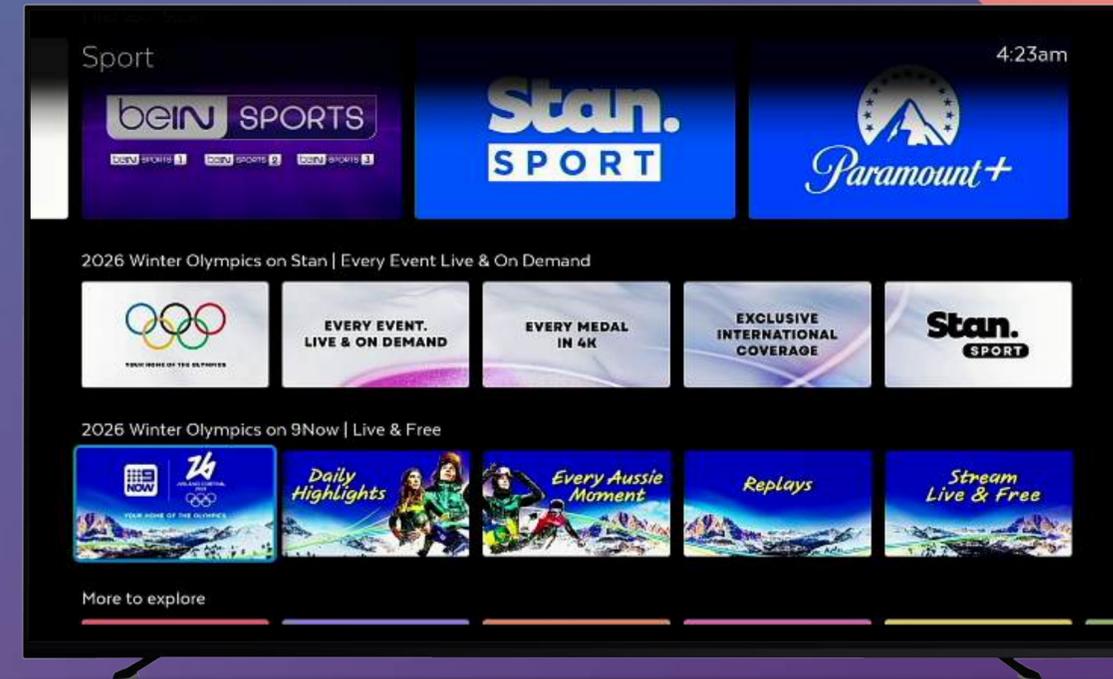
Samsung TV (2022) AU



PS5 AU

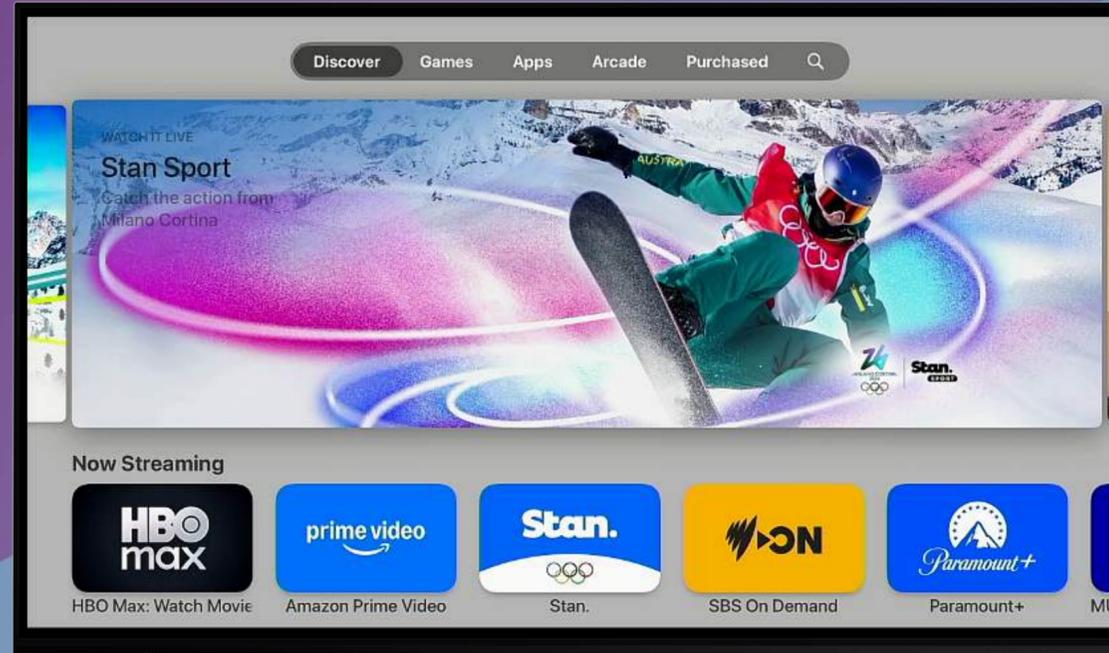


Apple TV AU

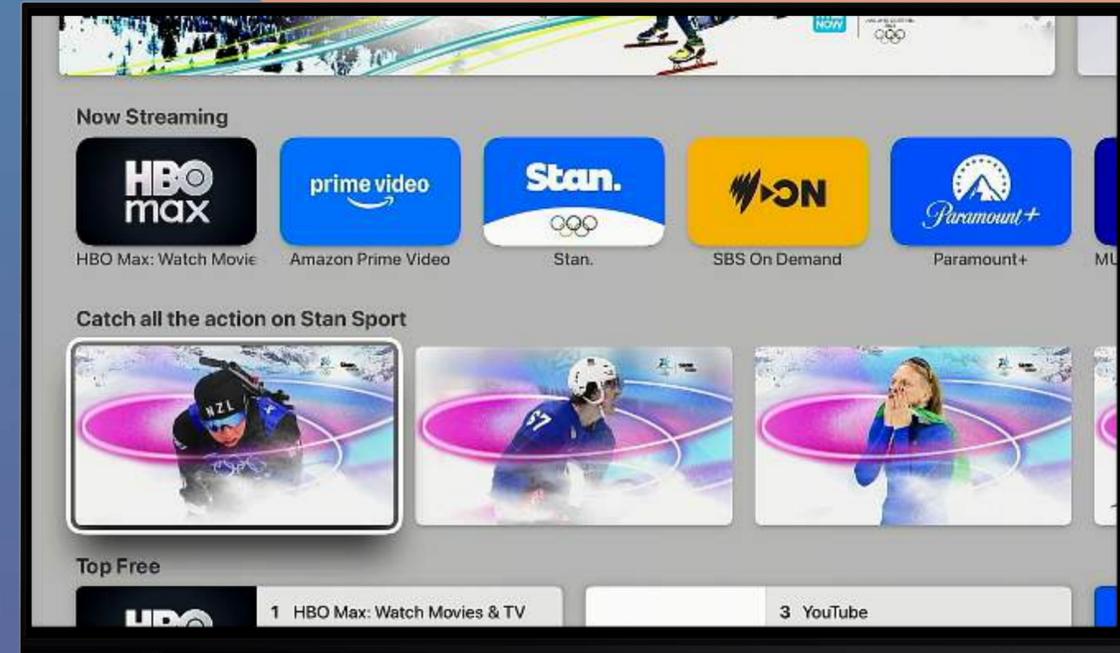


Fetch TV AU

# THE ULTIMATE ARENA



Apple TV AU



Apple TV AU



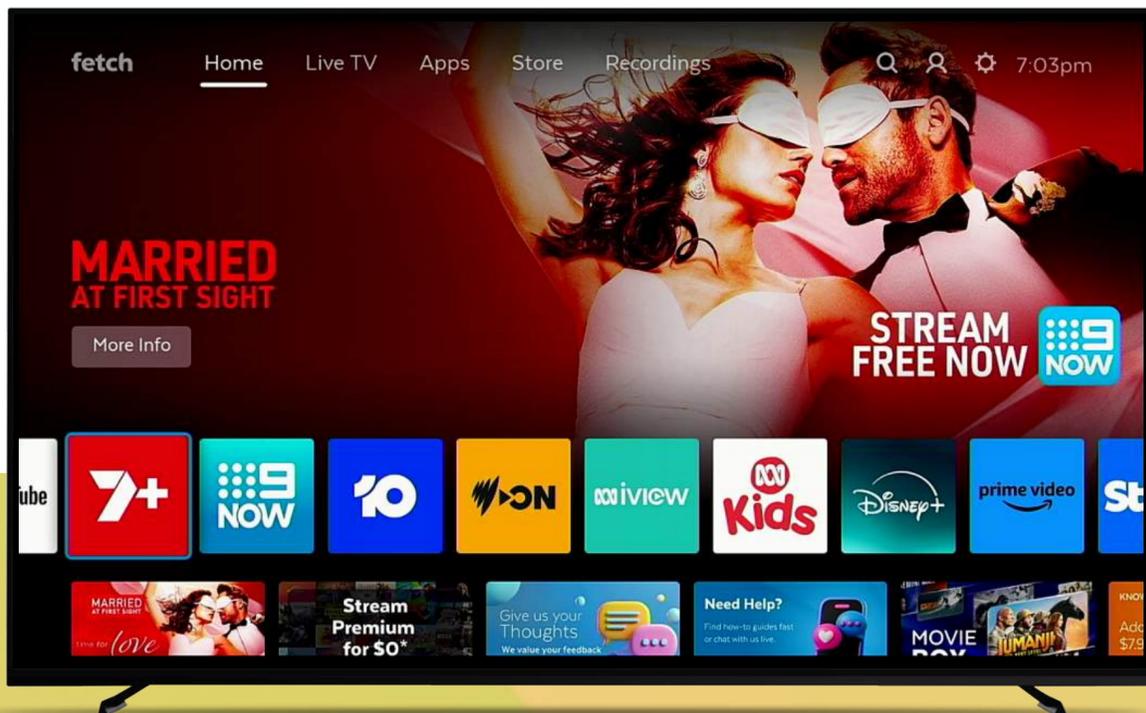
PS5 AU



LG TV (2022) AU

# THE LOCAL TAKEOVER

- Hold onto your champagne flutes, Australia, because February wasn't just about finding "the one"- it was about falling head-over-heels for the most explosive season yet! 9Now and Stan made a total commitment to our screens, ensuring that *Married at First Sight* and its spicy companion series, *After the Dinner Party*, secured "Honesty Box" level placement front and center on every connected device. From the first walkout to the final vow, the visibility was so intense it could spark a scandal at any dinner party, proving that when it comes to capturing the nation's heart, these local icons always get a "yes" at the altar of digital real estate.
- Beyond the altar, February ignited a fierce battle for the Australian spotlight as a powerhouse lineup of local hits commanded the digital landscape. From the high-stakes return of 7plus's *Australian Idol* and the star-studded chaos of 10's *I'm A Celebrity...Get Me Out of Here!* to the strategic masterclass of *Australian Survivor*, these domestic giants secured elite, front-page visibility that defined the national viewing experience. This cultural takeover was rounded out by the global phenomenon *Bluey's Big Play* on ABC iview and the breathtaking return of SBS's *Going Places with Ernie Dingo*, ensuring that from the outback to the main stage, Australia's premier broadcasters conquered every inch of prime digital real estate.
- In the news:** Matchbox Pictures has announced it will wind down operations after 18 years, marking the end of a chapter for the studio behind hits like *The Survivors* and *Stateless*. According to [TV Blackbox](#), parent company Universal International Studios plans to evolve its Australian operating model by assessing future local projects on a case-by-case basis rather than through the standalone production house.



Fetch TV AU

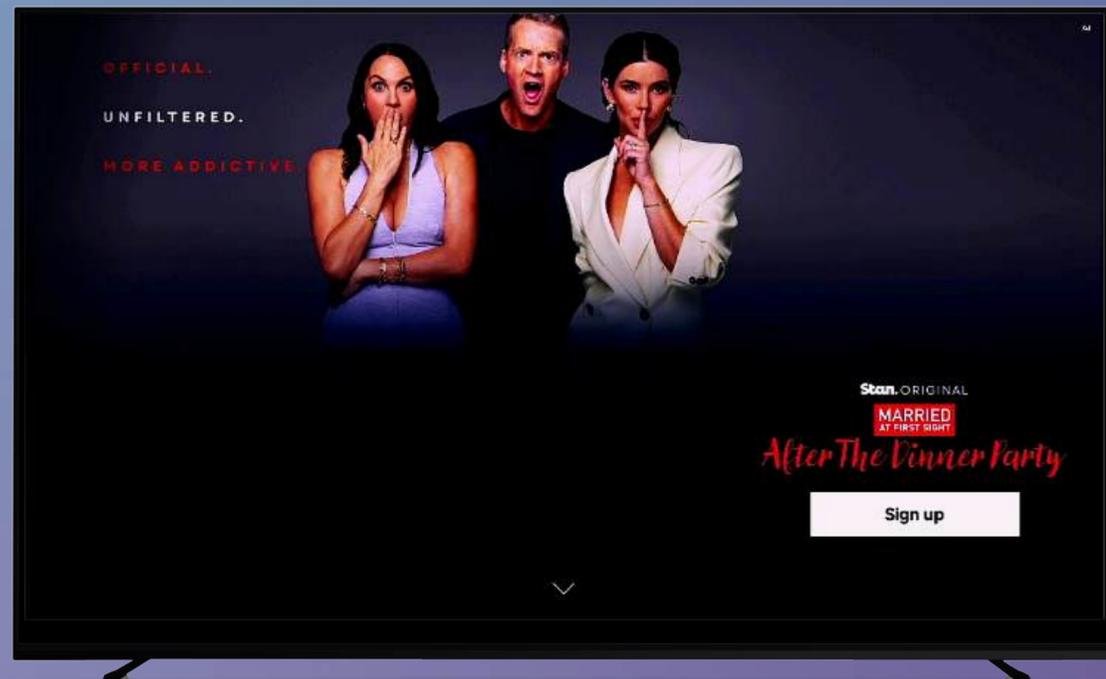
# THE LOCAL TAKEOVER



Google TV AU



Fetch TV AU



Samsung TV AU



Google TV AU

# THE LOCAL TAKEOVER



Fetch TV AU



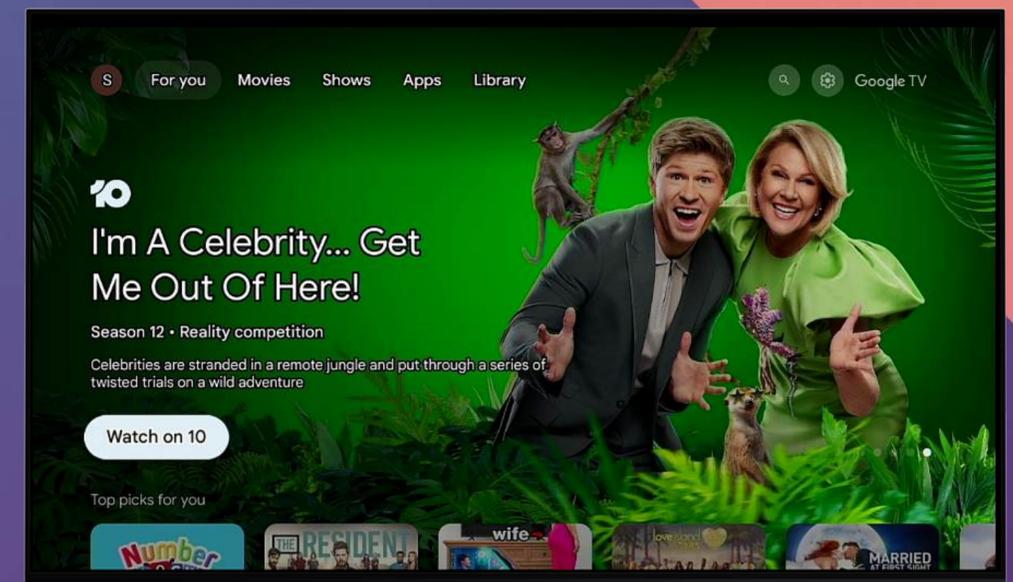
Google TV AU



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