

/ 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 *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 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 **Pound Media Placement Value™ (EMPV™)**

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.

**EMPV™** 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 analyzed the top 13 devices\* in the UK to see who was winning the best promotional real estate.

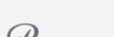
## STREAMER OF THE MONTH

### / TOP 10 TITLES /

POSITION	TITLE	APP	EMPV™ SCORE
1	Landman		£1,894,738
2	National Basketball Association		£1,747,519
3	Bridgerton		£1,442,359
4	The Night Manager		£1,399,431
5	Fallout		£1,043,592
6	Stranger Things		£975,877
7	The Apprentice		£920,176
8	Silent Witness		£914,983
9	The Winter Olympics: Milano Cortina 2026		£914,813
10	Wonder Man		£895,128

## STREAMER OF THE MONTH

### / TOP 10 APPS /

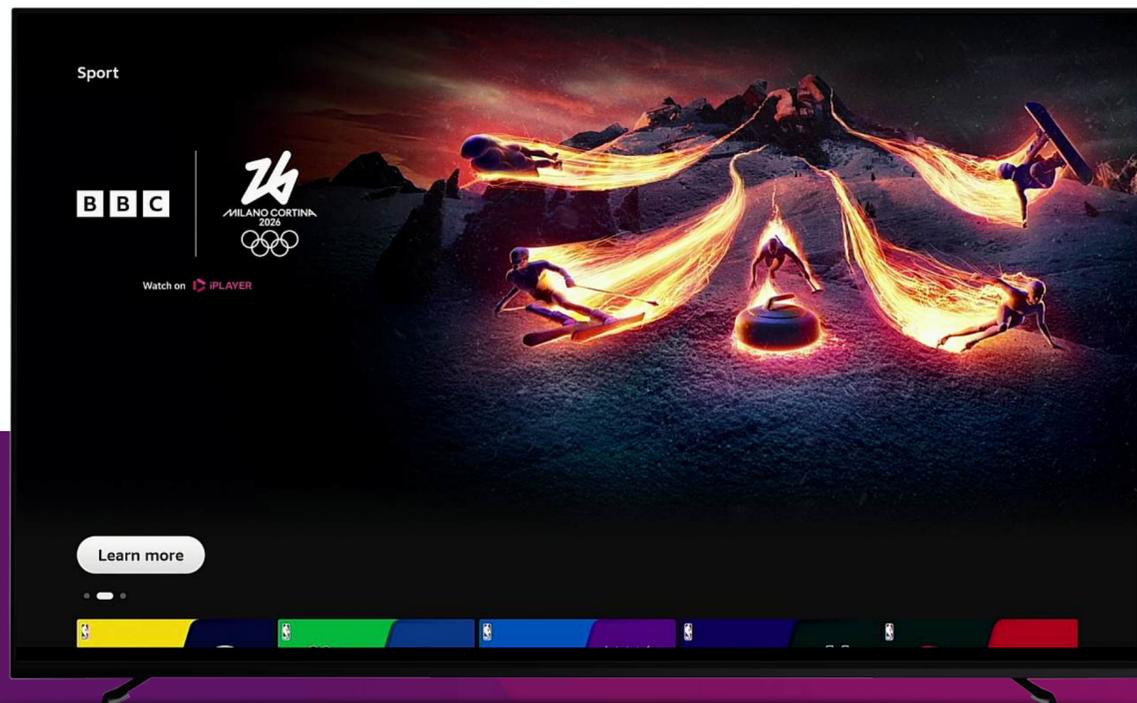
POSITION	APP	EMPV™ SCORE
1	 iPLAYER	£43,560,742
2	 prime video	£36,400,850
3	 itvX	£24,728,348
4	 Disney+	£20,655,597
5	 Paramount+	£20,457,255
6	 NETFLIX	£19,729,651
7	 4	£12,723,241
8	 5	£12,319,875
9	 Apple TV	£11,708,507
10	 NOW	£7,688,187

\*Apple TV, Fire TV, Google TV, Hisense Vidaa TV, LG TV, PS4, PS5, Roku, Samsung TV, Sky Q, Sky Stream, Virgin TV 360, Xbox One Console

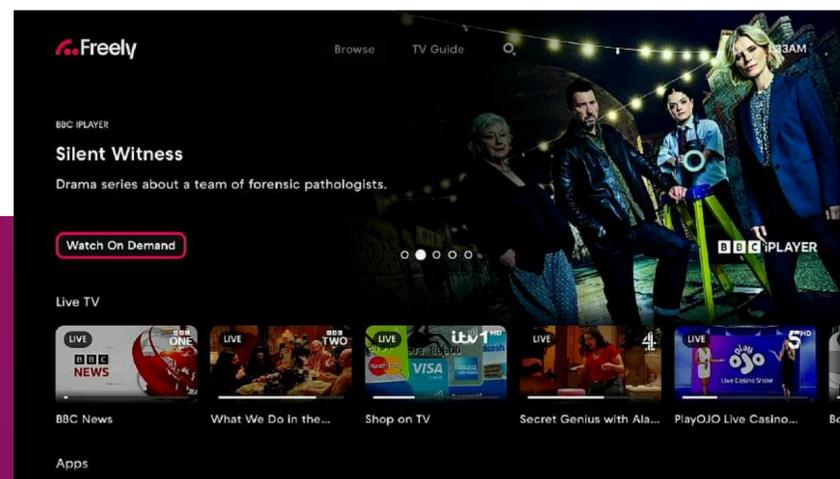


# TOP TITLES OF THE MONTH

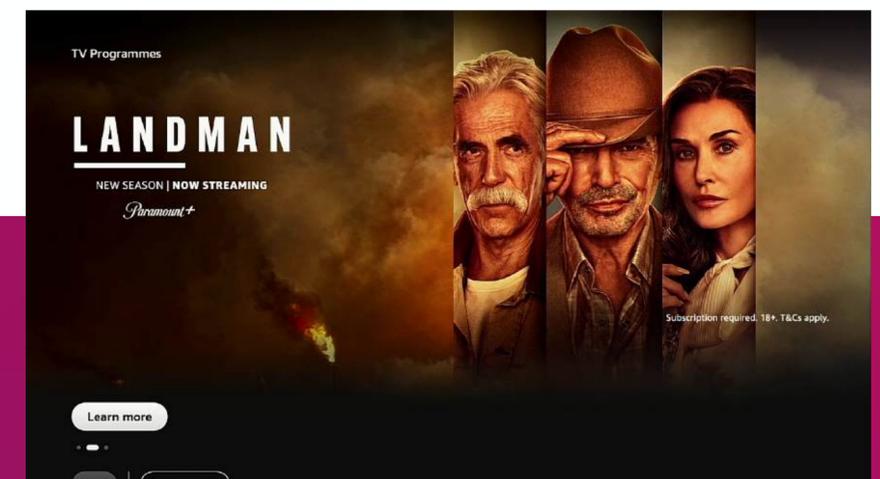
- Paramount+ is taking a victory lap this month as *Landman* continues to strike gold, generating a massive £1.89M £MPV™- the highest of any tracked title! It's a masterclass in how premium drama can dominate the charts, though Prime Video is hot on its heels with the NBA, proving that live sports (£1.75M £MPV™) still has a massive pull for streaming audiences. Meanwhile, the battle for "most popular" is a tie between global and local icons: Netflix is flexing its franchise muscles with *Bridgerton* and *Stranger Things*, but BBC iPlayer is the real star for variety, landing four spots in the ranking with everything from *The Apprentice* to the *Milano Cortina 2026* Winter Olympics.
- In the news:** The U.K. government has introduced new legislation bringing major streaming platforms like Netflix and Disney+ under Ofcom's regulatory oversight to ensure content standards and accessibility align with traditional broadcasters. According to [The Hollywood Reporter](#), these "Tier 1" services must now adhere to strict codes regarding harmful material and meet specific quotas for subtitles, audio description, and signing.



Fire TV UK



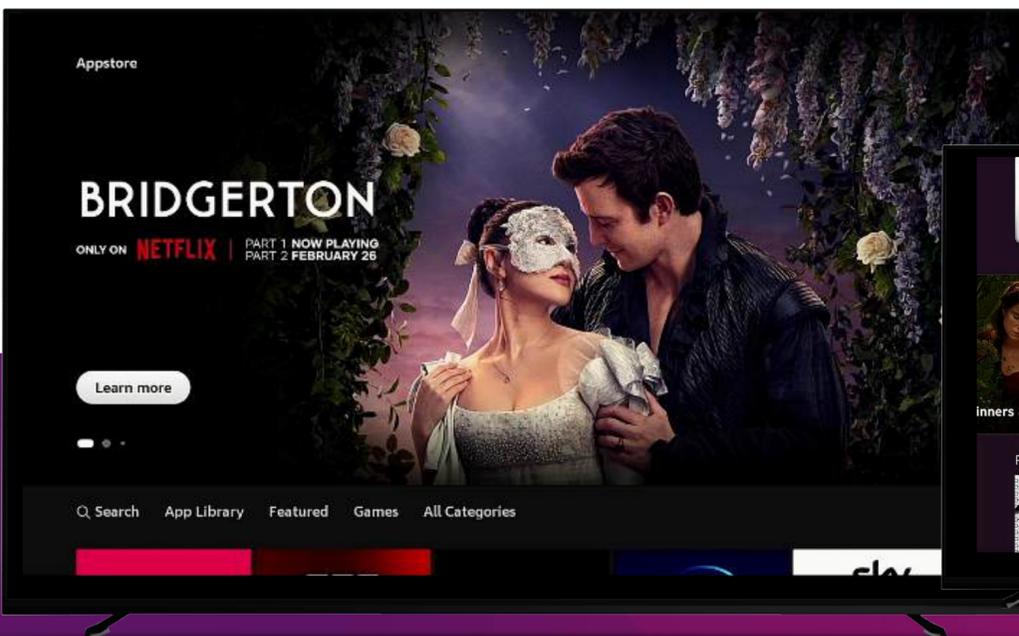
Freely UK



Fire TV UK

# FROM THE DRESSING ROOM TO THE DOCK

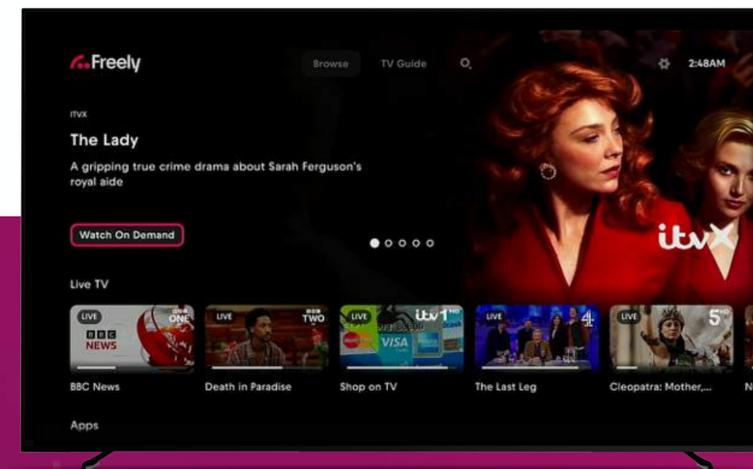
- Dearest Reader, February has delivered a scandal far more delicious than any whispered in the drawing rooms of Mayfair. Netflix's *Bridgerton* (Season 4, Part 2) made its grandest entrance yet, captivating the "Ton" with such allure that Fire TV and Virgin TV 360 granted it the most coveted seats in the house. It was a display of romance and finery that left every other suitor in the shadows.
- Yet, a far more chilling tale of regality and ruin has emerged on ITVX. *The Lady* made its debut, stripping away the velvet curtain to reveal the dark rise and tragic fall of Jane Andrews. From the humble sewing rooms to the intimate service of the Duchess of York, and ultimately to the grim conviction that shocked the nation, this drama secured its own sharp foothold across Freely and Roku.
- In the news:** ITV reported its most successful streaming month to date in January 2026, reaching a record-breaking 383 million streams driven by a 48% surge in viewership for soaps like *Coronation Street* and *Emmerdale*. According to [ITV](#), the platform also surpassed the 10 billion stream milestone since its 2022 launch, maintaining its position as the UK's dominant commercial broadcaster video-on-demand service.



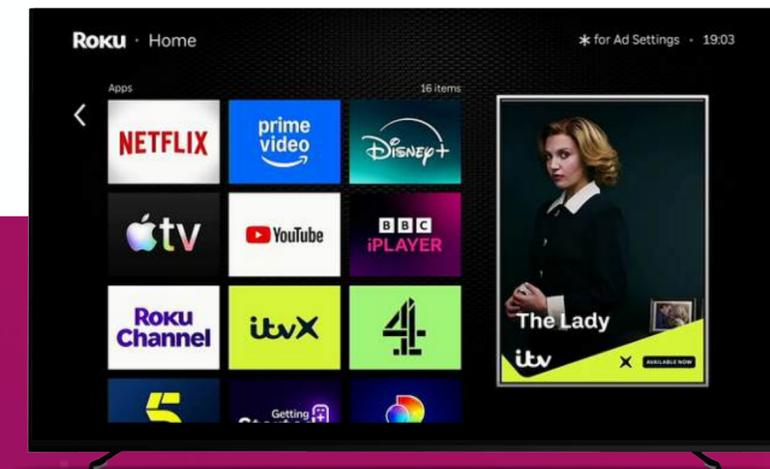
Fire TV UK



Virgin TV 360 UK



Freely UK



Roku UK

# A BATTLE FOR THE BOTTOM LINE!

"I don't want excuses, I want results!" Lord Sugar's boardroom may be brutal, but BBC iPlayer just closed the deal of a lifetime. This February, *The Apprentice* didn't just survive the task; it absolutely crushed the competition, securing "Prime Real Estate" across UK UIs. With high-impact visibility that screamed "Market Leader," it proved that when it comes to the ratings game, this brand is far from being fired- it's the cornerstone of the portfolio!

But while the candidates were squabbling over margins, Channel 4 was busy exposing a much deadlier cost of doing business. Launching the harrowing exposé *Dirty Business*, they secured "Executive Level" placement on Freely and Roku to bring a decade-long scandal to light. From a former detective and a professor tracking dying fish in the Windrush to the heartbreaking reality of a family's loss to E-coli, this wasn't just a broadcast- it was an indictment of water companies and their contaminated secrets.

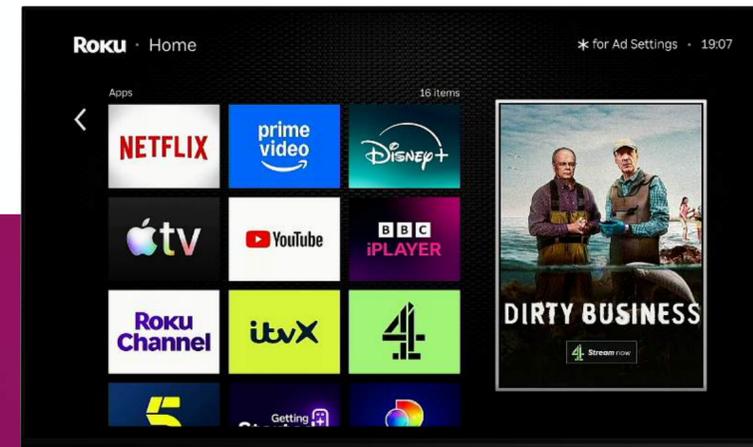
**In the news:** [Sky](#) has announced a "world-first" integration that bundles Disney+, HBO Max, Netflix, and Hayu into a single Sky TV subscription starting at £24 a month. This expanded partnership provides existing Sky Ultimate TV and NOW customers with access to these premium streaming services at no extra cost, fully integrated into the Sky OS interface.



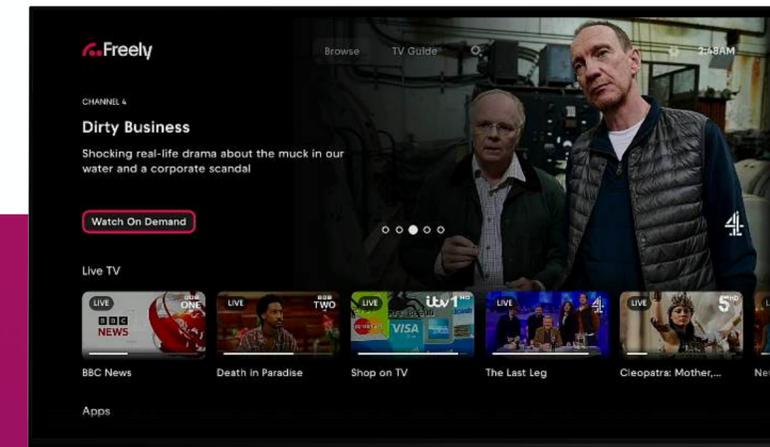
Virgin TV 360 UK



Fire TV UK



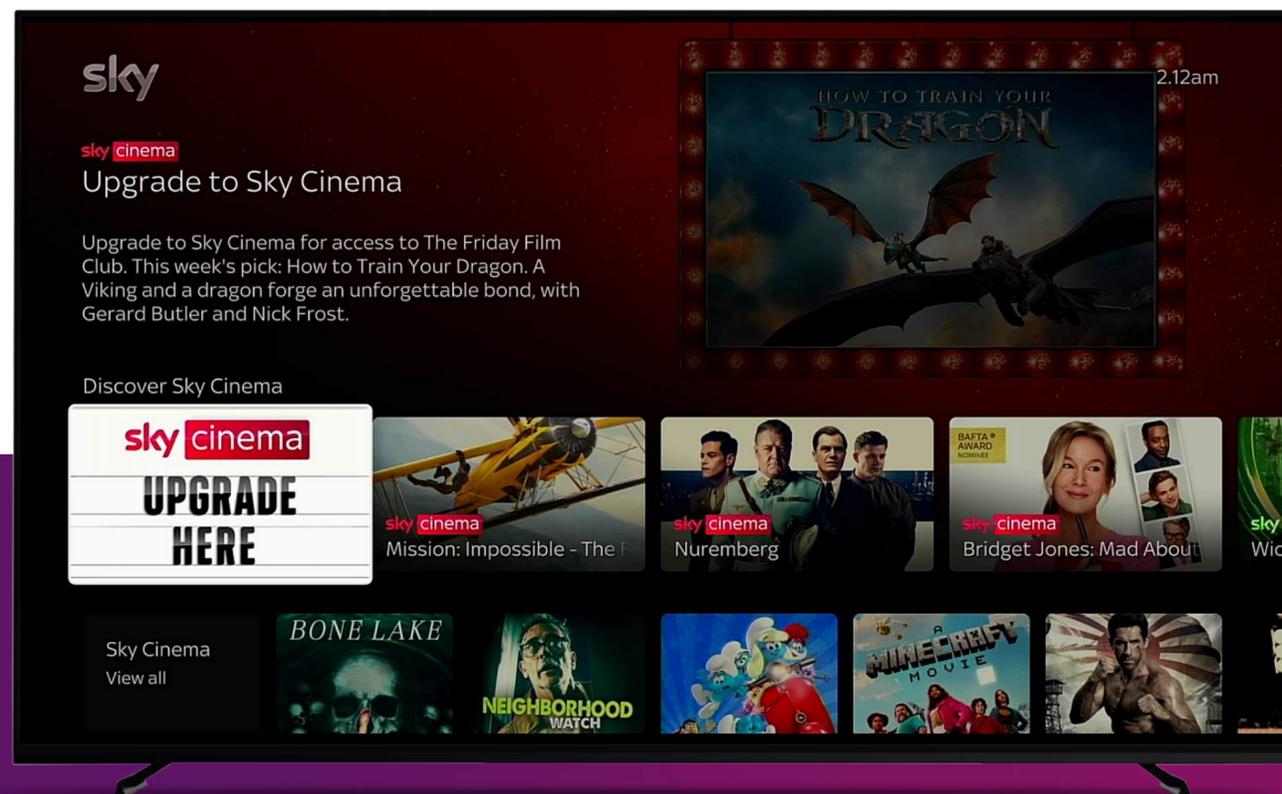
Roku UK



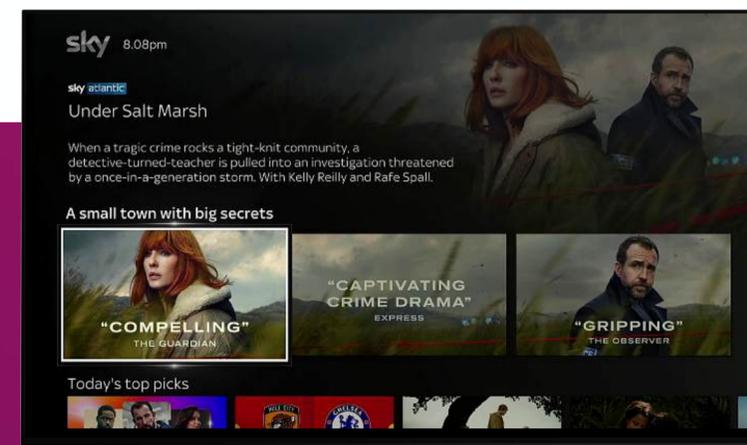
Freely UK

# SKY DOMINANCE & PRIME'S HISTORIC PREMIERE

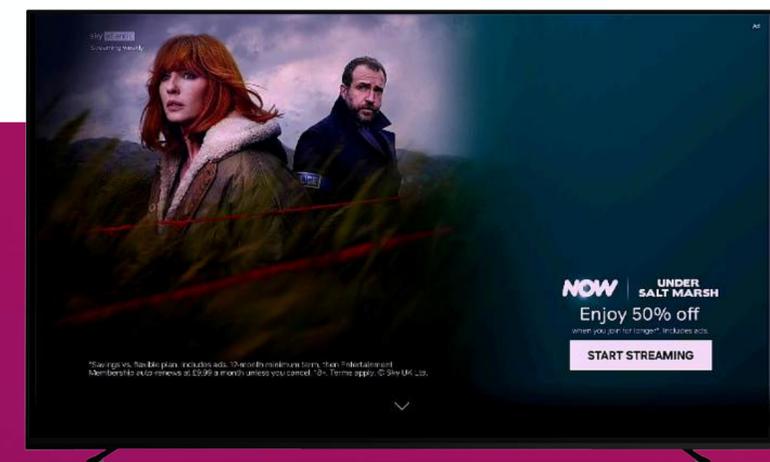
-  Sky TV absolutely commanded the user interface this February, deploying a high-impact Swimlane Takeover on Sky Stream to drive its Sky Cinema upsell. The strategy shifted gears on Sky Q, where the atmosphere turned hauntingly cinematic for the launch of the new Sky Original series, *Under Salt Marsh*. This crime thriller didn't just stop at the set-top box; Sky extended its reach through NOW, securing elite placement across the Samsung TV ecosystem to capture the streaming-first audience.
-  But the month's heavy-hitters didn't end there. Prime Video surged into the spotlight with the debut of *Finding Harmony: A King's Vision*. This landmark title claimed prime real estate across Samsung TV and Sky Q, ensuring maximum visibility for its powerful narrative.
-  **In the news:** The British Broadcasting Challenge has proposed transforming BBC iPlayer and BBC Sounds into a "Public Service Network" by opening the platforms to content from other public service broadcasters. According to [Broadcast](#), the group argues that the BBC must be recognized as a vital technology organization funded by a modernized, universal license fee to maintain its scale and combat disinformation.



Sky Stream UK



Sky Q UK



Samsung TV (2022) UK

# SKY DOMINANCE & PRIME'S HISTORIC PREMIERE



Samsung TV (2022) UK



Sky Q UK



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