



STREAMER OF THE MONTH

FEBRUARY 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

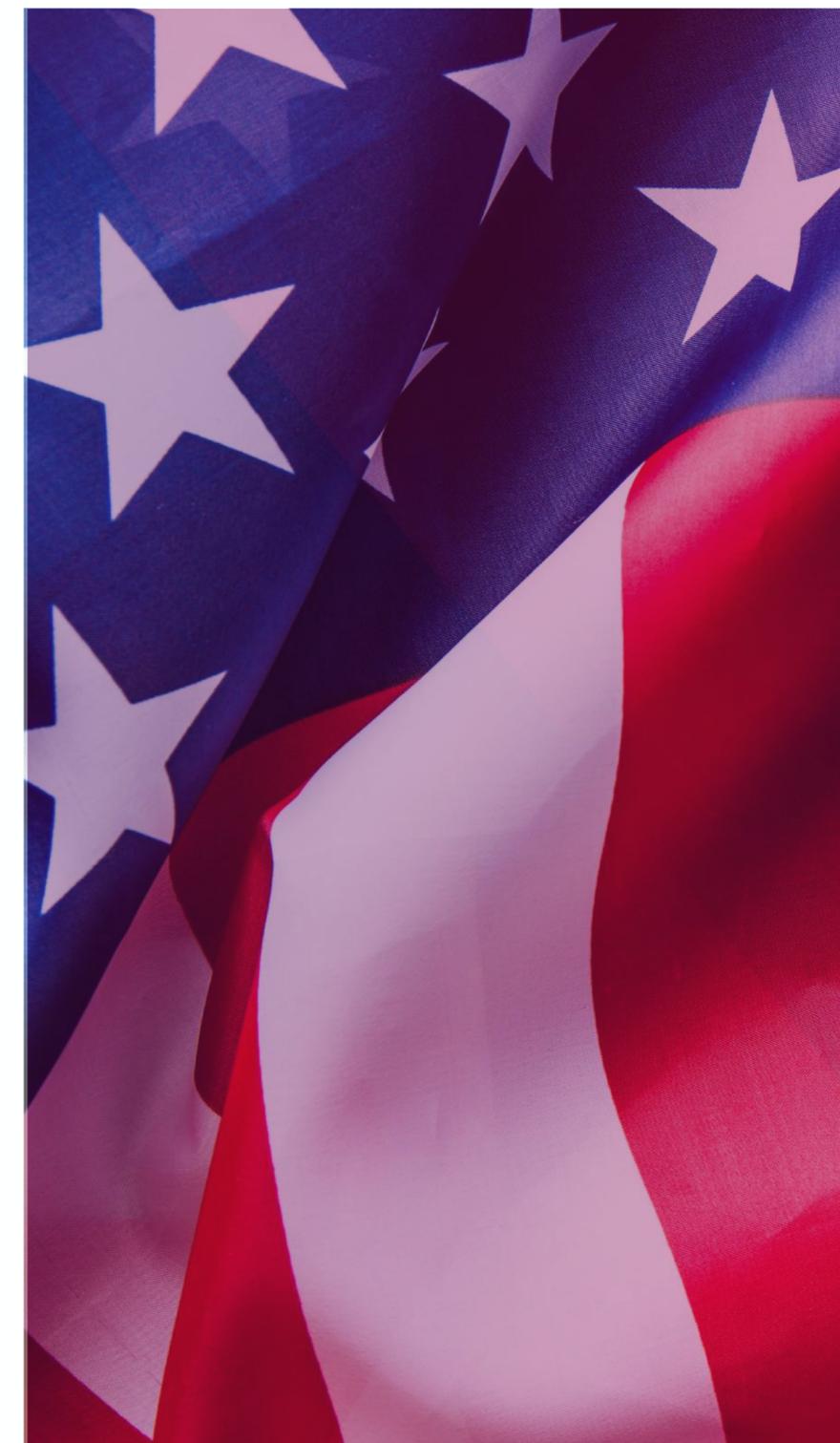
We analysed the top 13 devices* in the U.S. to see who was winning the best promotional real estate.

STREAMER OF THE MONTH
/ TOP 10 TITLES /

POSITION	TITLE	APP	SMPV™ SCORE
1	The Winter Olympics: Milano Cortina 2026	peacock	\$10,575,577
2	One Battle After Another	HBO max	\$7,886,976
3	The Pitt	HBO max	\$5,510,367
4	Bugonia	peacock	\$5,164,280
5	A Knight of the Seven Kingdoms	HBO max	\$5,053,235
6	Sinners	HBO max	\$4,717,418
7	Cross	prime video	\$4,421,671
8	Landman	Paramount+	\$4,383,683
9	The 'Burbs	peacock	\$3,791,755
10	Fallout	prime video	\$3,596,129

STREAMER OF THE MONTH
/ TOP 10 APPS /

POSITION	APP	SMPV™ SCORE
1	prime video	\$187,654,183
2	The Roku Channel	\$127,936,756
3	tubi	\$123,374,853
4	peacock	\$115,446,735
5	HBO max	\$98,241,164
6	pluto tv	\$87,375,230
7	Disney+	\$78,805,185
8	Paramount+	\$76,663,984
9	hulu	\$55,298,409
10	apple tv	\$50,282,844



*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

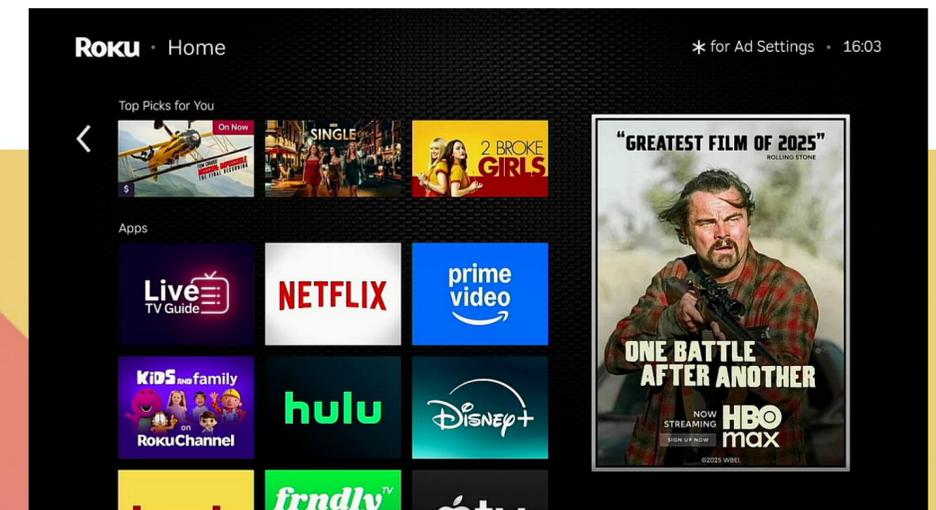
- February transformed into a two-horse race as Peacock and HBO Max dominated the Top Ten rankings. While HBO Max secured the highest overall catalog value- boasting a total \$MPV™ of \$23.17M against Peacock's \$19.53M- it was Peacock that owned the spotlight. Driven by the Winter Olympics Milano Cortina 2026, Peacock's marquee coverage became the month's most-promoted asset, generating a massive \$MPV™ of over \$10.5M.
- In the news:** As reported in [BBC News](#), Netflix has withdrawn its bid for Warner Bros Discovery, allowing Paramount Skydance to move forward with a "superior" \$111 billion takeover offer that Netflix deemed no longer financially attractive. The potential merger faces intense regulatory scrutiny and has sparked concerns regarding the future of CNN and the broader Hollywood landscape due to Paramount's reported political ties.



Fire TV U.S.



Fire TV U.S.

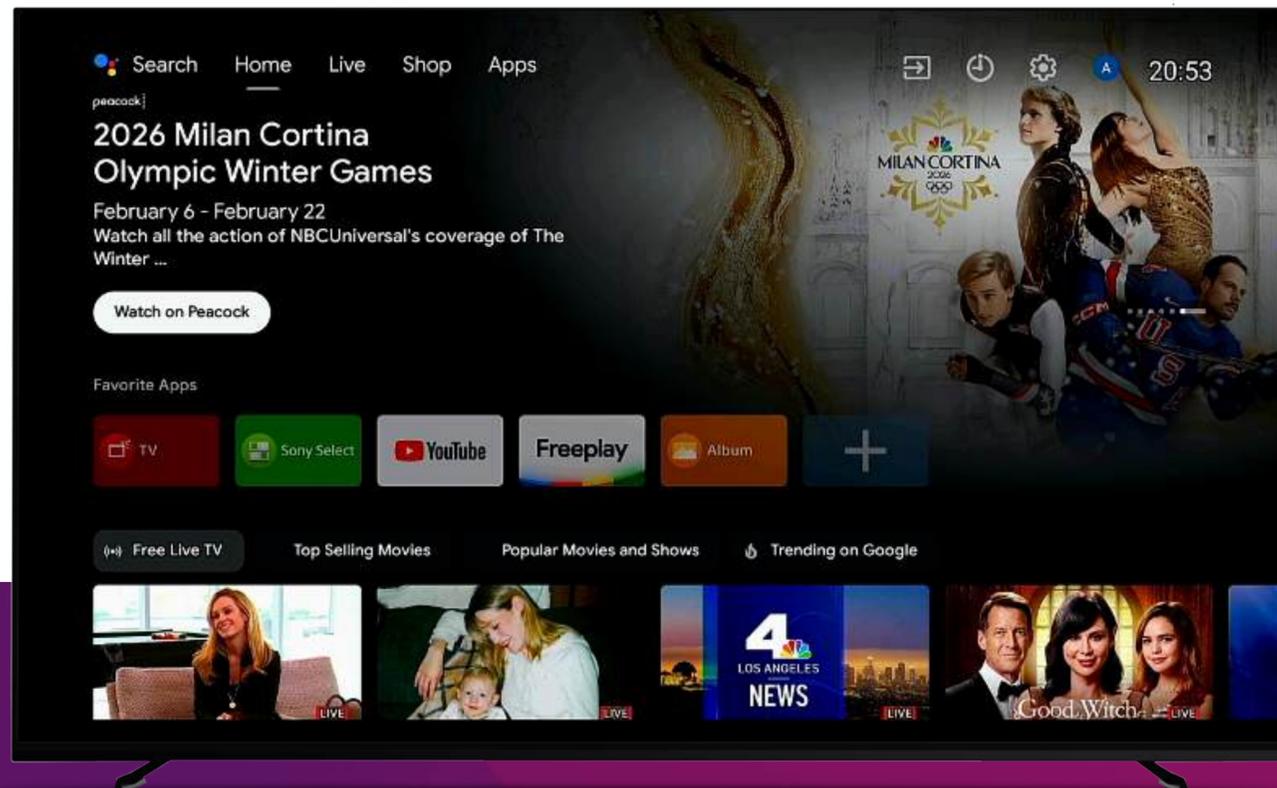


Roku U.S.

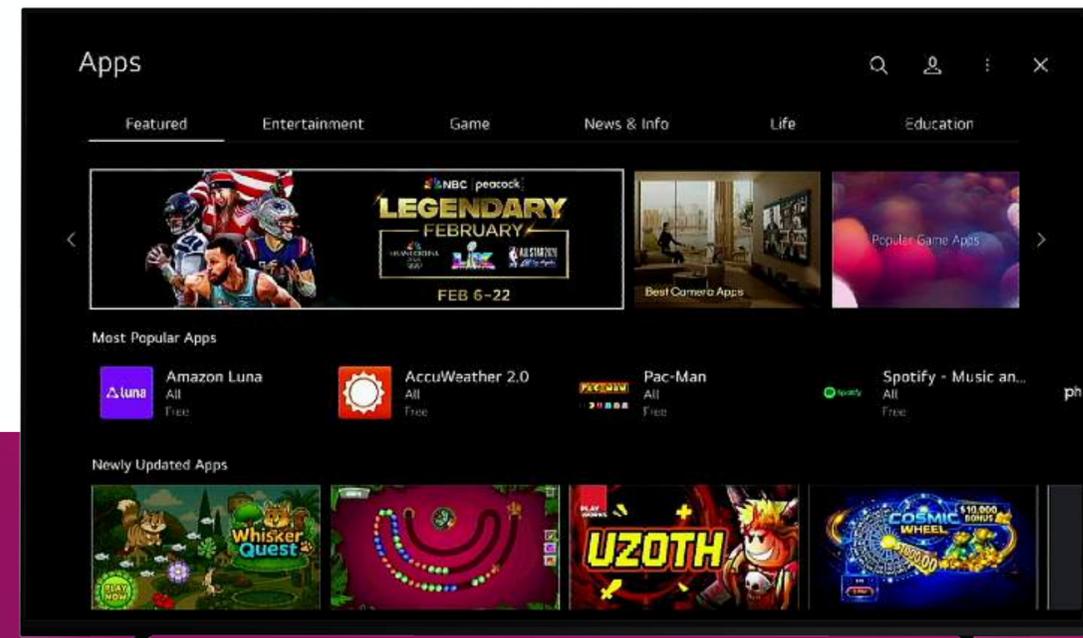
THE ULTIMATE TRIPLE THREAT

February wasn't just a month; it was a clutch, fourth-quarter takeover that left the competition in the rearview! Peacock stepped onto the world stage and delivered a Hall of Fame performance, hitting a deep three at the buzzer to secure the triple crown of sports dominance. By drafting the high-octane spectacle of the Super Bowl, the elite precision of the Olympic Winter Games Milano Cortina, and the star-studded flair of the NBA All-Star Game, Peacock didn't just compete- it took the trophy, claimed the gold and secured the #1 seed in every household across the U.S. The coverage was so massive, we're going to the replay! We've dedicated several pages to showcase the championship-level visibility and "Legendary February" highlights that put Peacock at the top of the podium.

In the news: According NBCUniversal's [press release](#) "Legendary February" drove record-breaking engagement, with over 223 million Americans tuning in for a slate headlined by the most-watched Winter Games since 2014 and a historic Super Bowl LX. This surge in viewership powered Peacock to its most successful month ever, fueled by a Winter Games record of 16.7 billion streaming minutes and a dominant performance by Team USA.



Sony TV (2019) U.S.

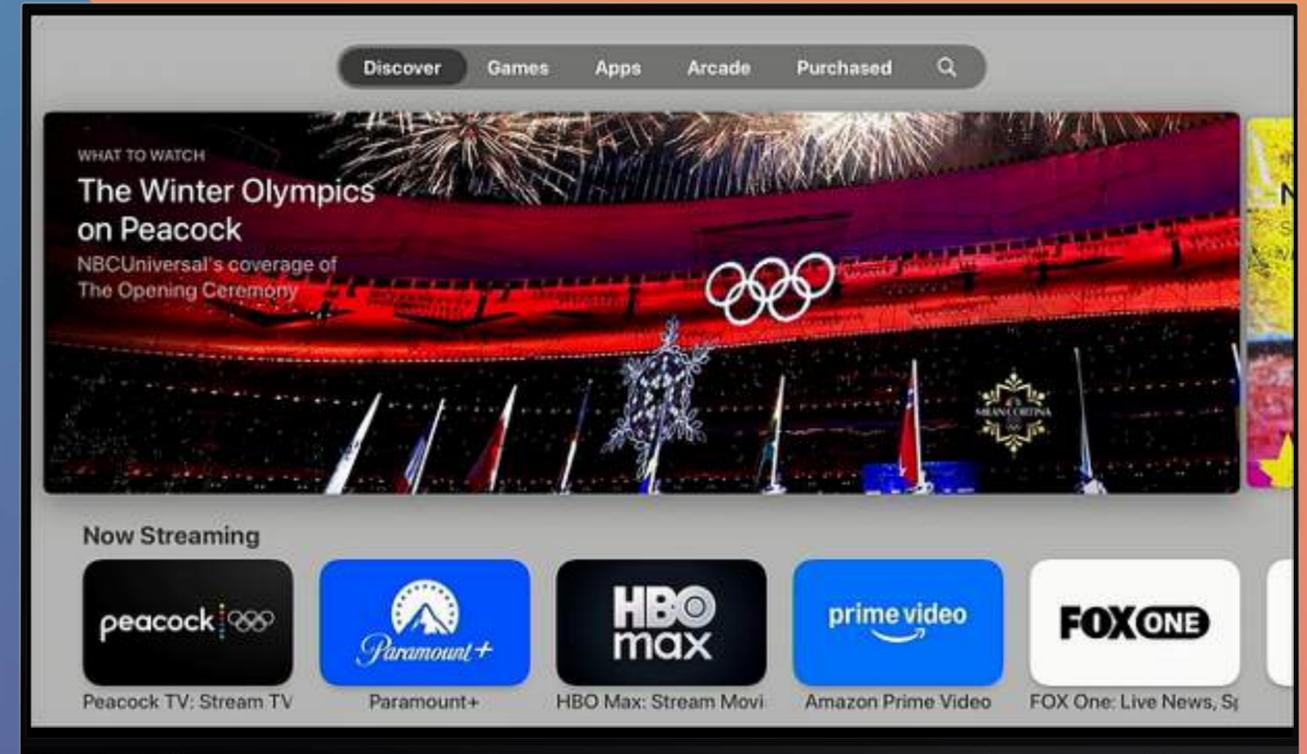


LG TV (2022) U.S.

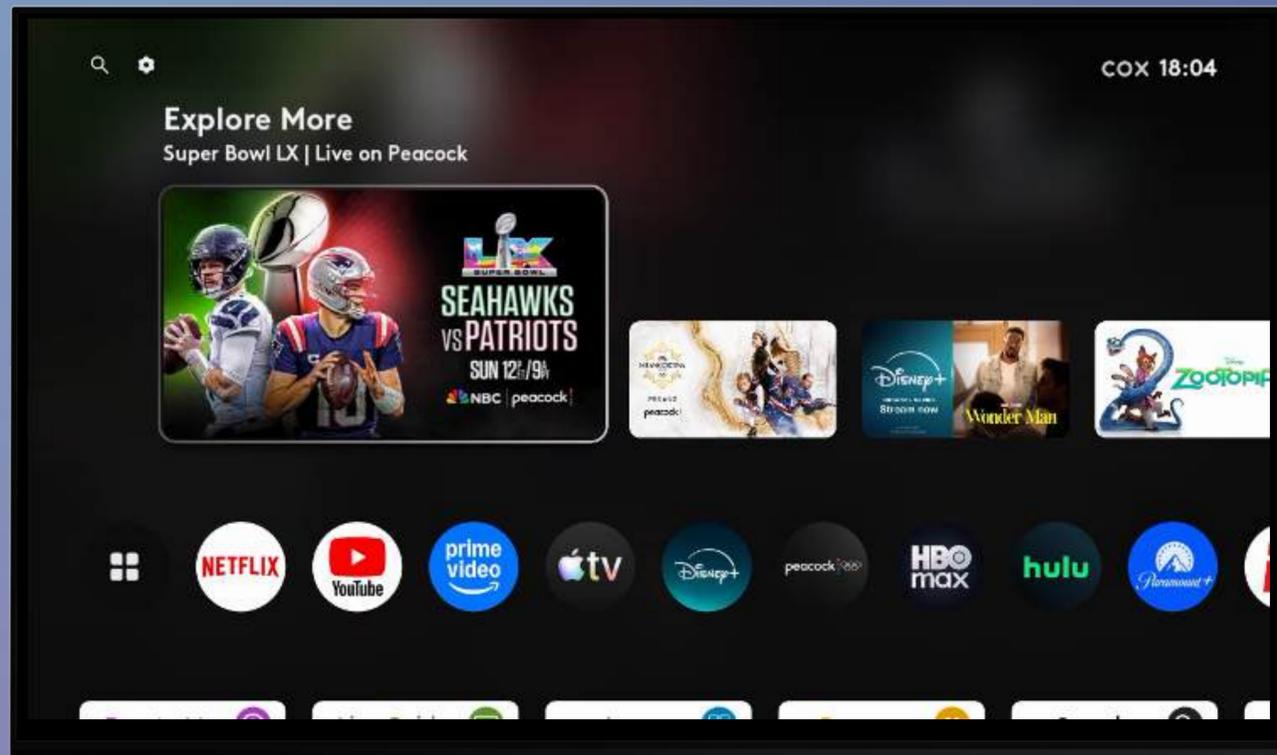
THE ULTIMATE TRIPLE THREAT



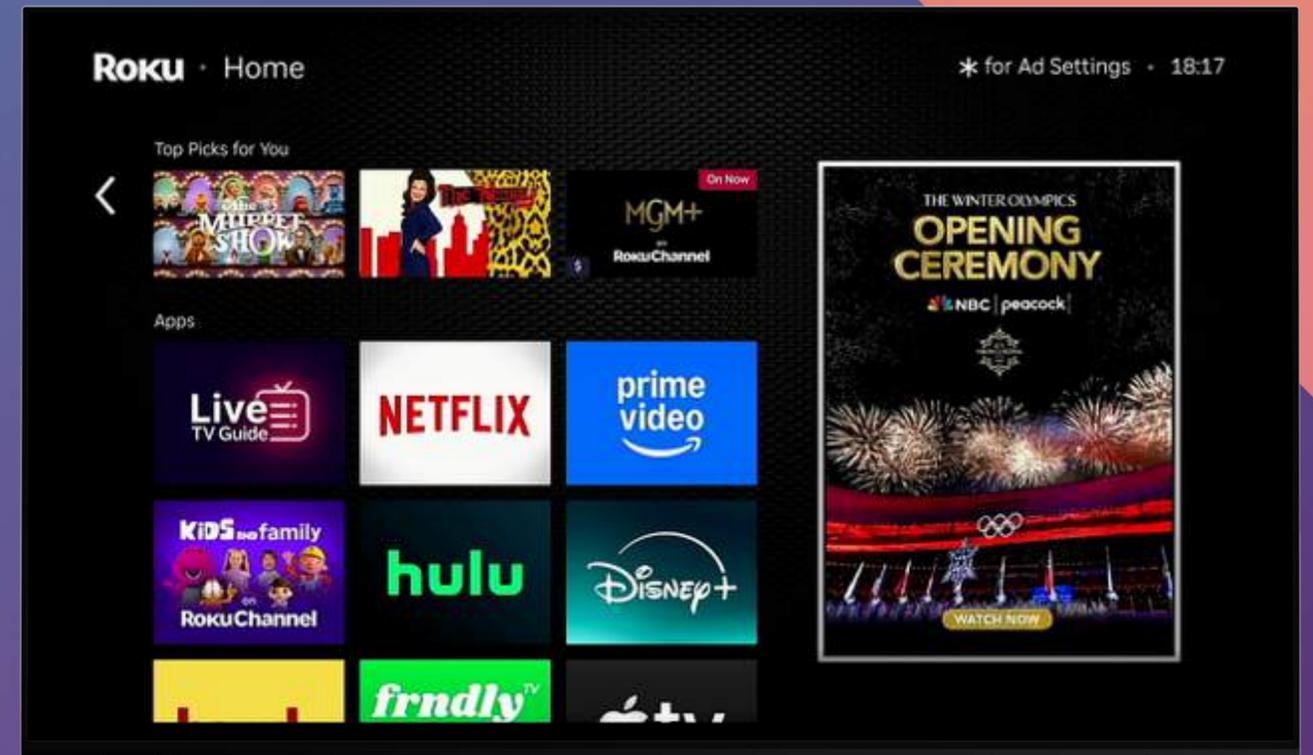
Samsung TV (2022) U.S.



Apple TV U.S.

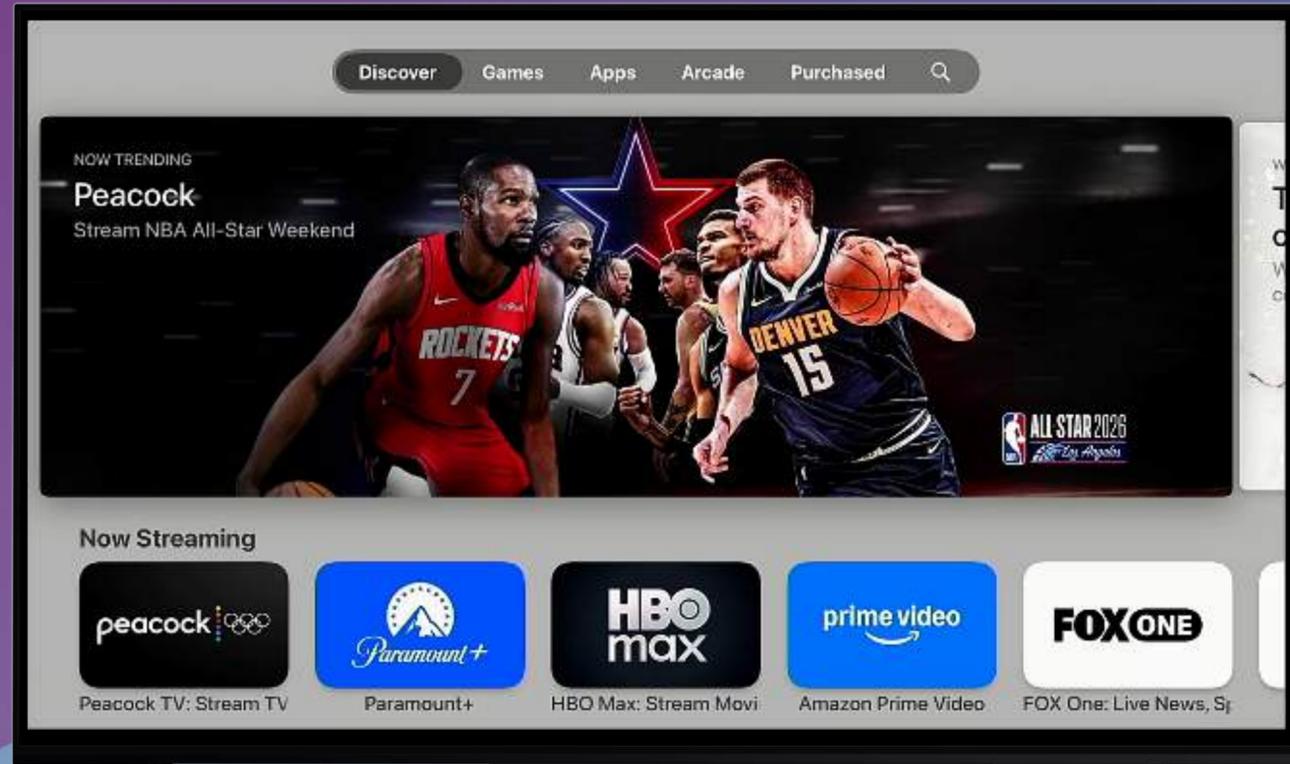


Vizio TV U.S.

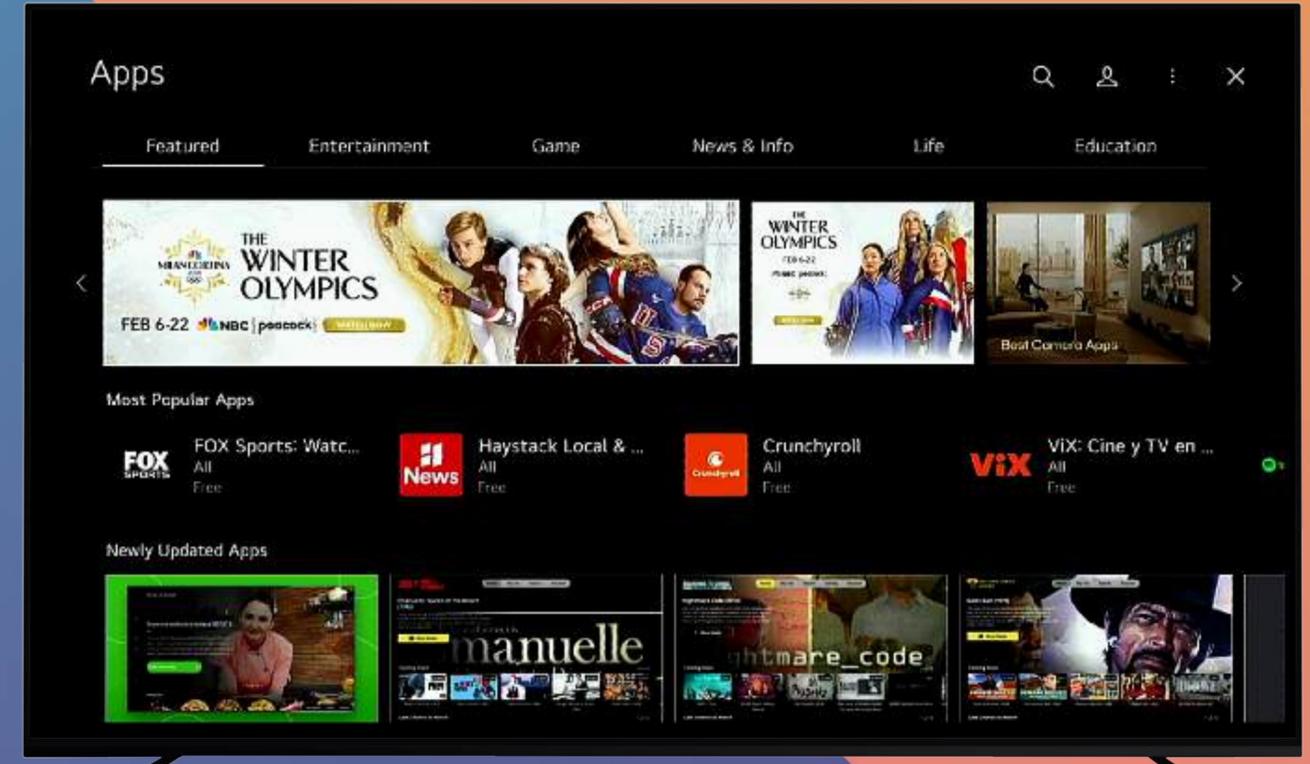


Roku U.S.

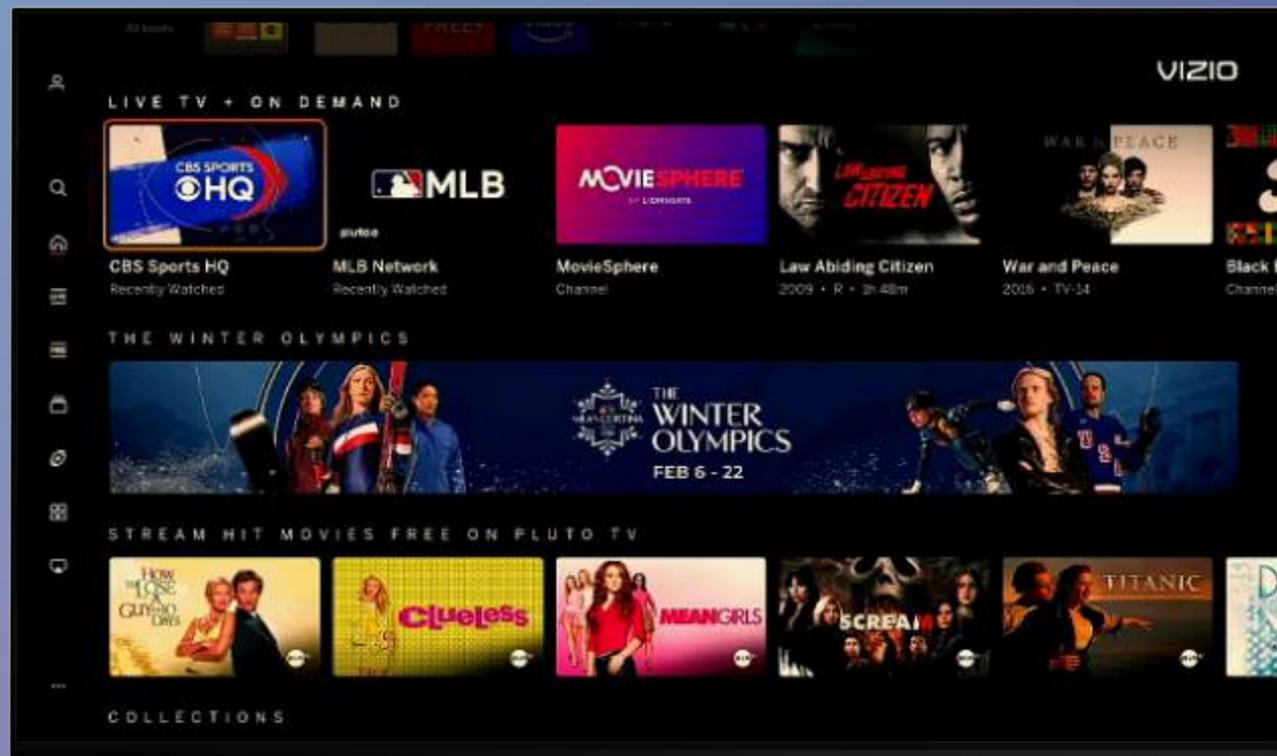
THE ULTIMATE TRIPLE THREAT



Apple TV U.S.



LG TV (2022) U.S.



Vizio TV U.S.

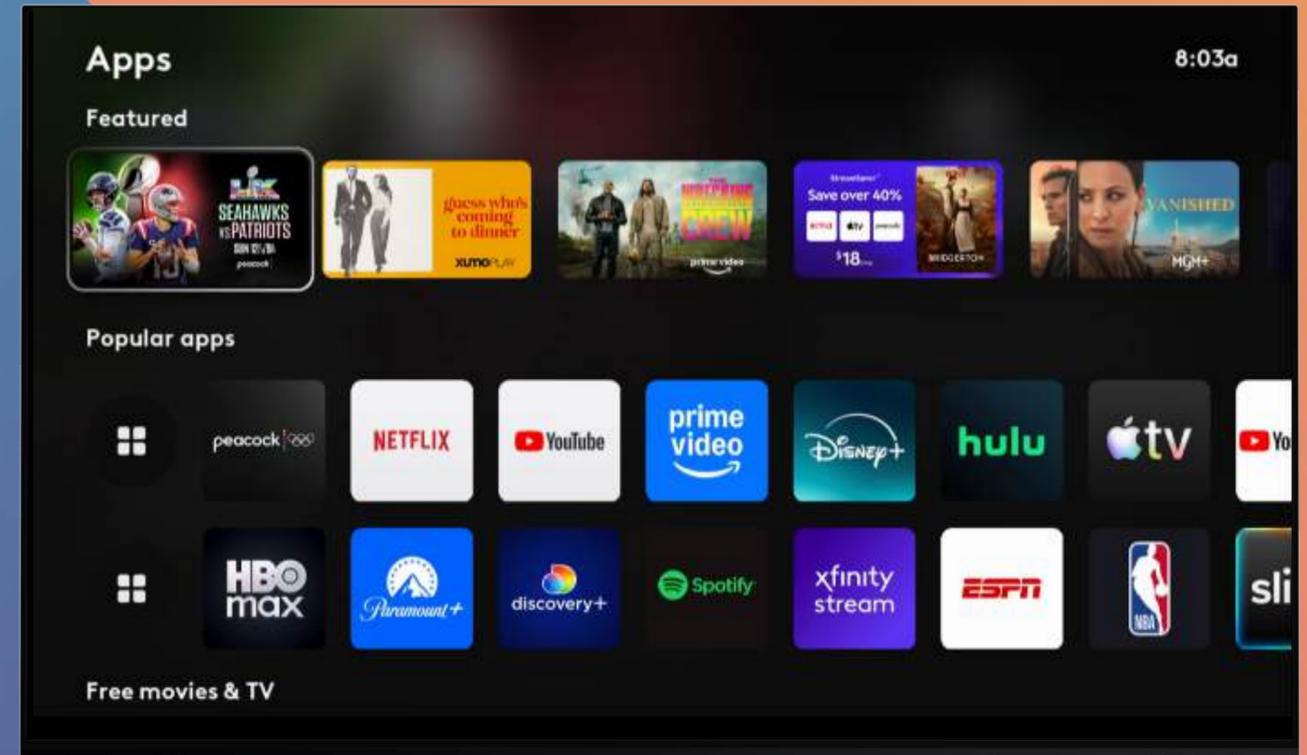


Samsung TV (2020) U.S.

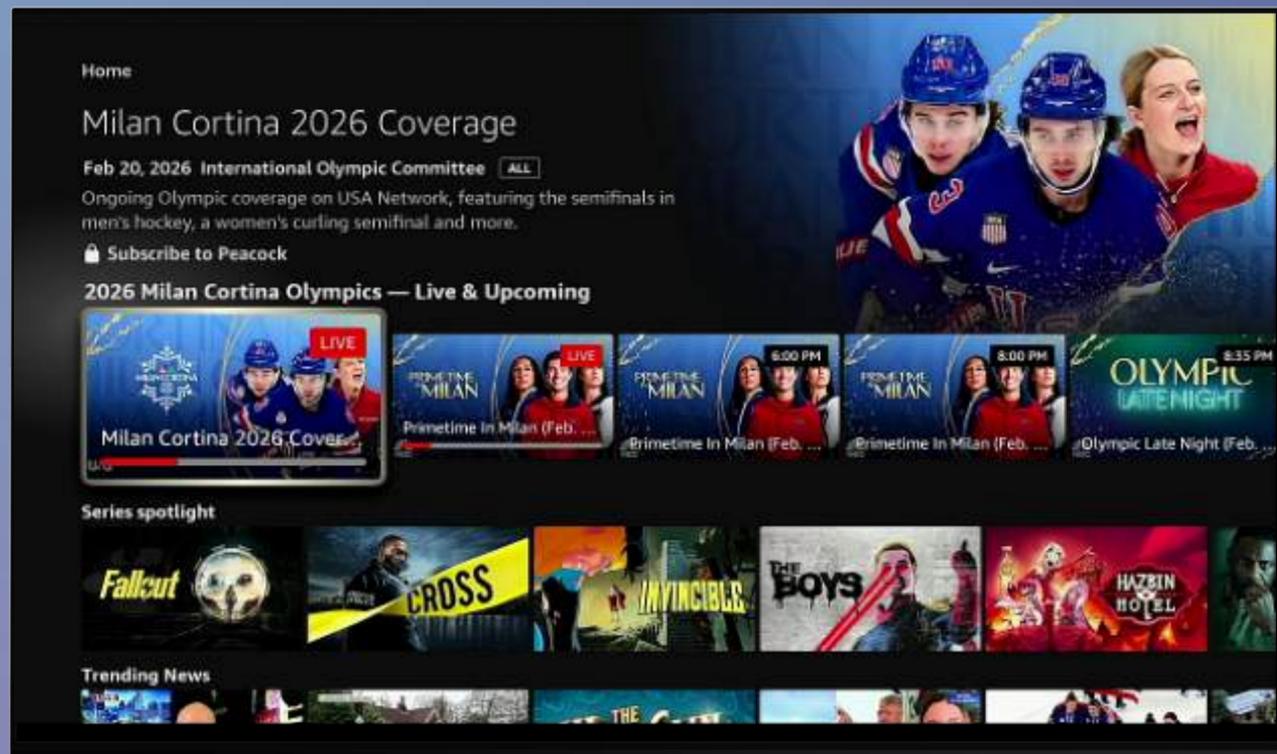
THE ULTIMATE TRIPLE THREAT



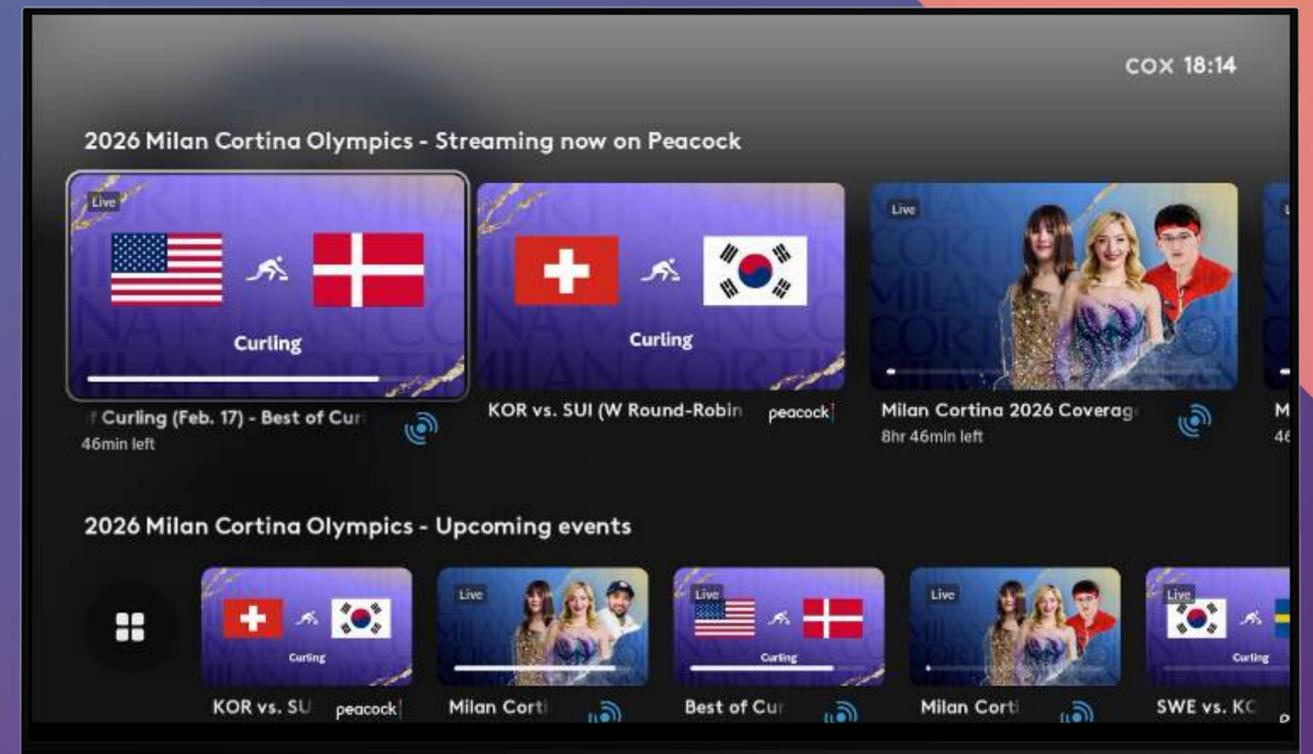
LG TV (2022) U.S.



Xfinity Flex U.S.



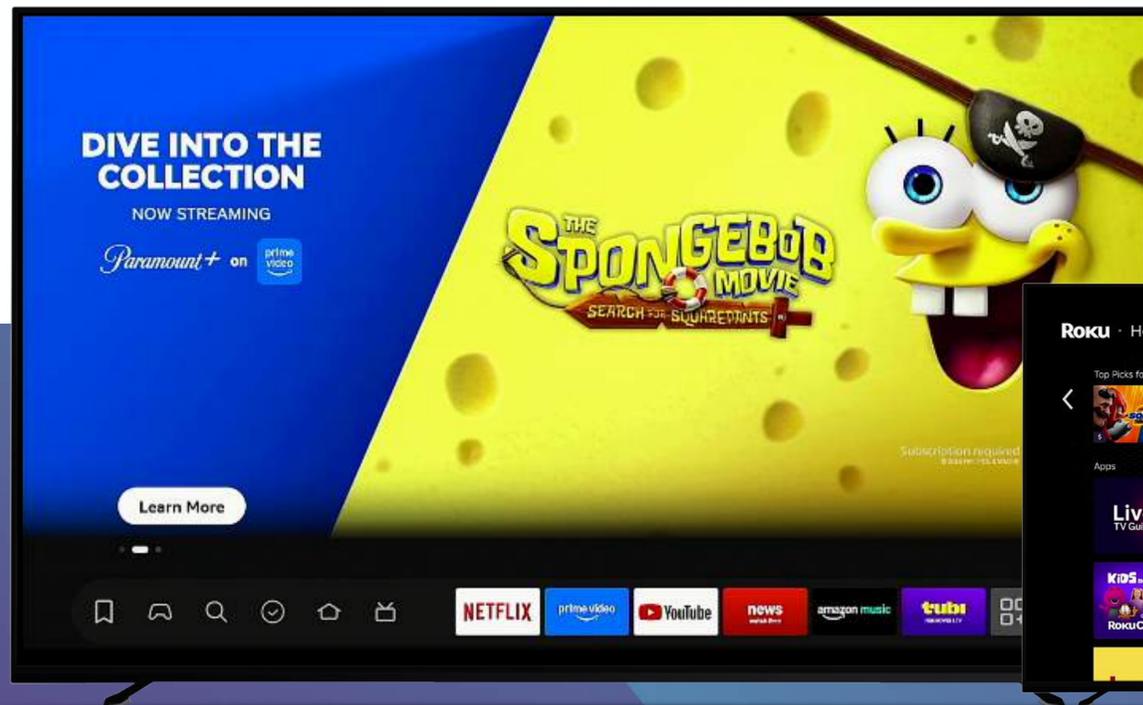
Fire TV U.S.



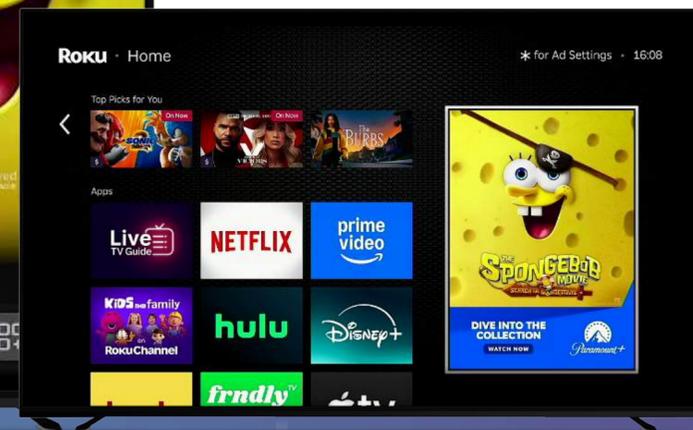
Cox CSP U.S.

OPERATION: BIKINI BOTTOM VS. THE ULTIMATE HUNTER

- February turned into a high-stakes undersea adventure as Paramount+ dropped the anchor and claimed "The Best Placement in the Ocean" across Fire TV and Roku! They went full *Goofy Goober* to ensure *The SpongeBob Movie: Search for SquarePants* was shining brighter than a freshly polished Neptune's crown, capturing hearts (and jellyfish) across the screens.
- But deep in the digital jungle of Samsung TV and Vizio TV, something was... *watching*. Disney+ and Hulu went into full "cloaked" mode, deploying the lethal, adult-oriented action of *Predator: Badlands*. It didn't just secure placement; it hunted it down with thermal-vision precision, stalking the competition and claiming its trophy on the most-watched hardware in the U.S.
- In the news:** Following its separation from Lionsgate, STARZ finished 2025 by narrowing its quarterly losses and growing its U.S. streaming base to 12.7 million subscribers. According to [Variety](#), despite missing earnings-per-share estimates, the company reported improved operating margins and expects 2026 to serve as a pivotal financial turning point.



Fire TV U.S.



Roku U.S.



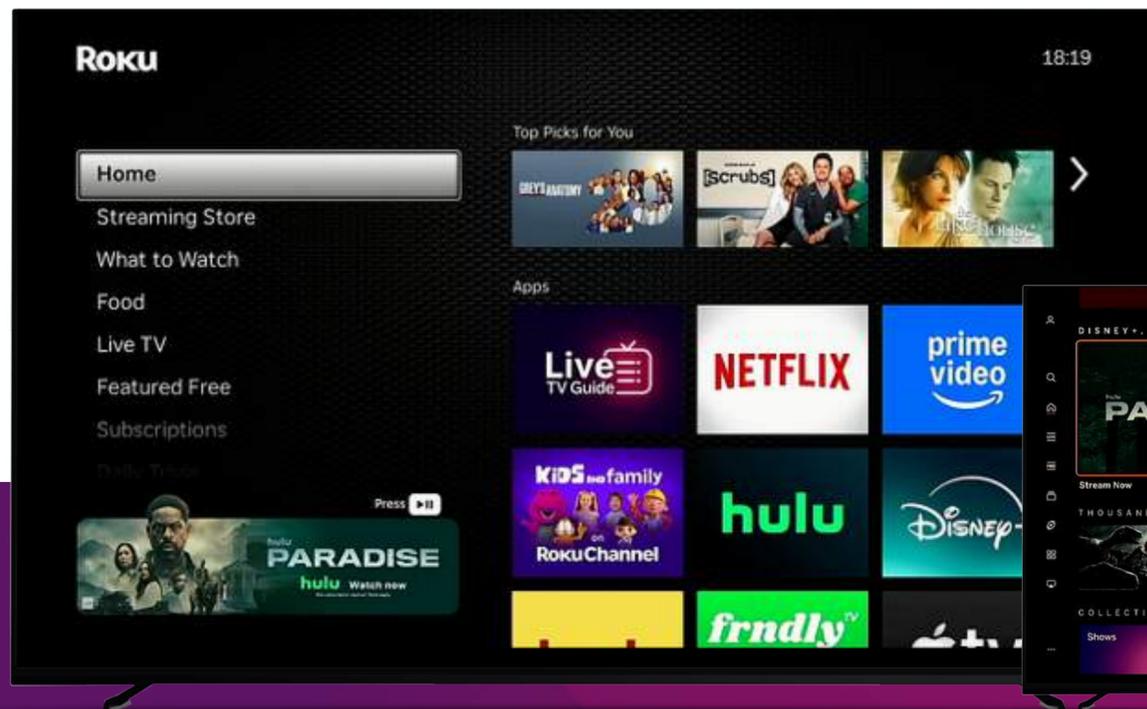
Vizio TV U.S.



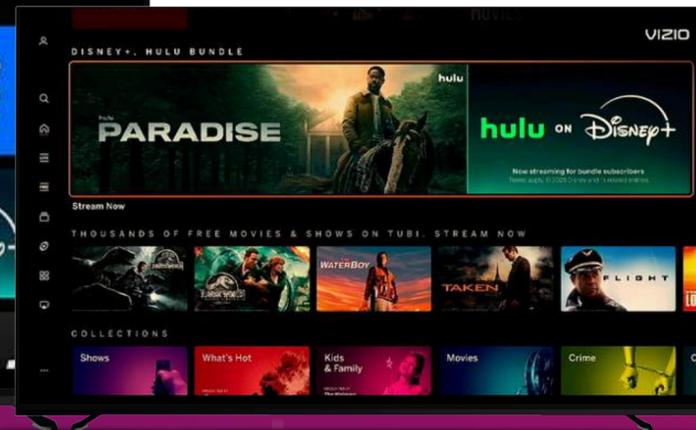
Samsung TV (2022) U.S.

A BATTLE OF SECRETS AND TITANS!

- The high-stakes world of *Paradise* has officially returned to Hulu and Disney+, and the tension is suffocating. This February, the lines between a high-security utopia and a lethal conspiracy blurred as the investigation into a murdered president's daughter secured a powerful foothold across Roku and Vizio TV. Like a whisper behind the reinforced walls of an elite community, the return of Dan Fogelman's thriller ensures that no secret- no matter how deeply buried by the powerful- remains safe for long.
- But while the detectives were scouring the tropics for clues, a massive shadow loomed over the horizon. Apple TV+ awakened a literal force of nature as *Monarch: Legacy of Monsters* stormed back for its second season, stomping its way onto Fire TV and Vizio TV with Titan-sized dominance. Whether you were navigating the psychological maze of a presidential murder or tracking the colossal footprints of the G-Team, the screen belonged to the icons of mystery and monsters.
- In the news:** SAG-AFTRA and major studios like Disney have launched a unified condemnation of ByteDance's new AI model, Seedance 2.0, for enabling widespread copyright infringement of actor likenesses and iconic film franchises. According to [Variety](#), the union and industry leaders are labeling the unauthorized generation of "AI slop" a direct attack on creator livelihoods and personal autonomy.



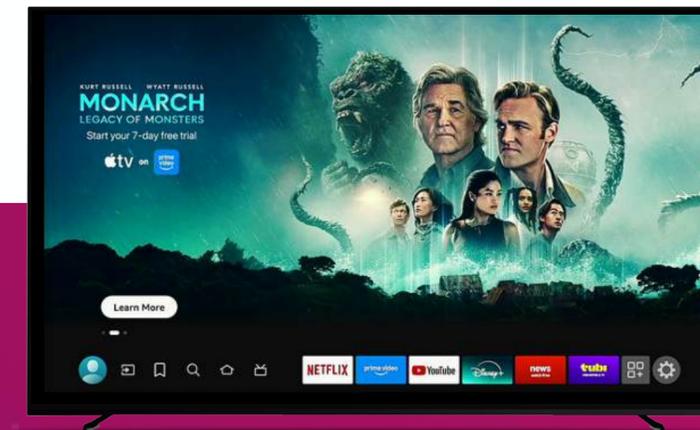
Roku U.S.



Vizio TV U.S.



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