



/ MARCH 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.

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/ TOP 10 TITLES /

POSITION	TITLE	APP	SMPV™ SCORE
1	Married at First Sight		A\$791,449
2	A Knight of the Seven Kingdoms		A\$642,748
3	Sinners		A\$561,658
4	Young Sherlock		A\$531,941
5	Ted		A\$519,733
6	National Basketball Association		A\$501,518
7	Saturday Night Live		A\$494,431
8	One Battle After Another		A\$447,203
9	The Pitt		A\$402,375
10	Marshals		A\$377,372

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/ TOP 10 APPS /

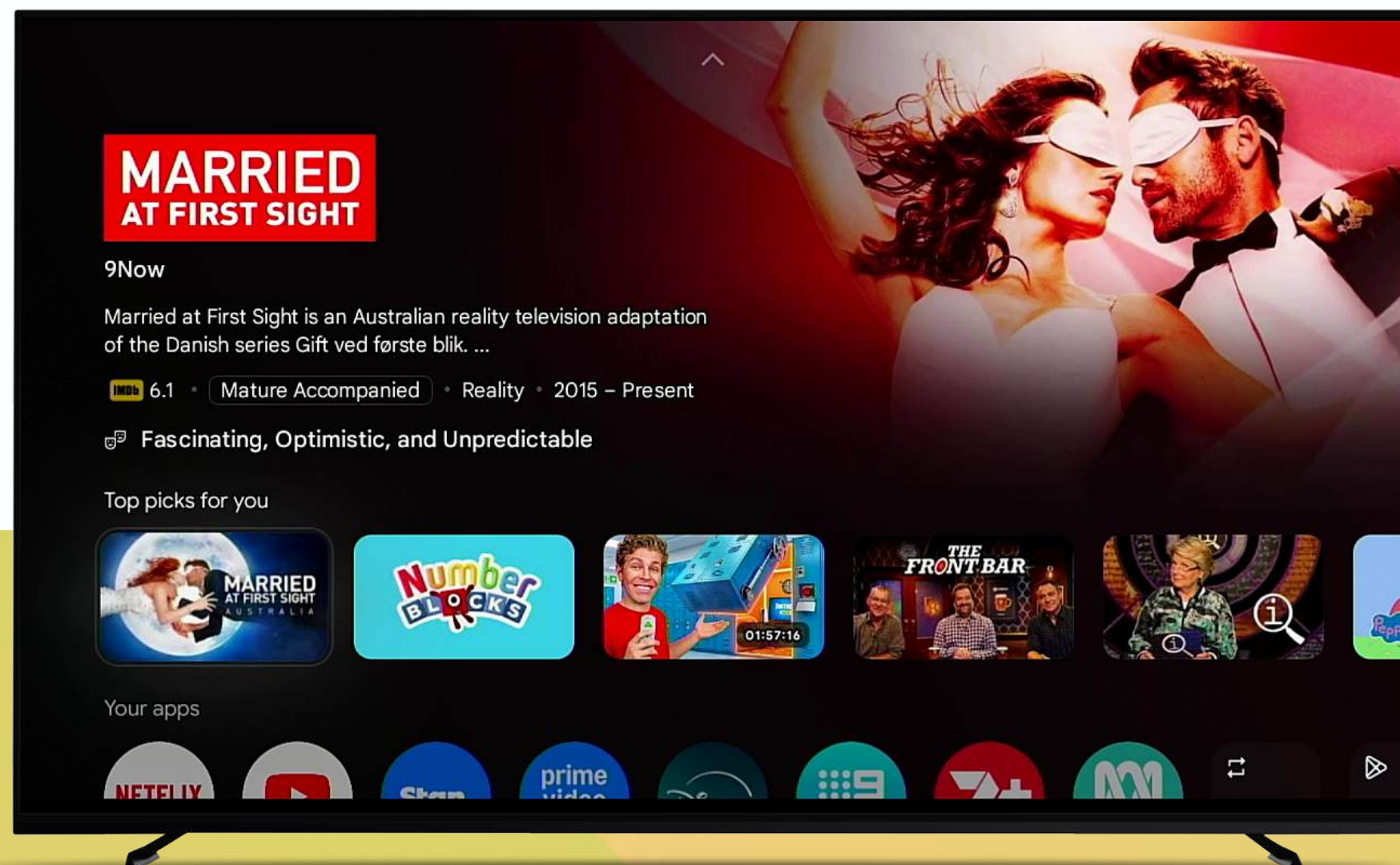
POSITION	APP	SMPV™ SCORE
1		A\$11,035,458
2		A\$8,468,313
3		A\$8,120,872
4		A\$7,439,042
5		A\$7,284,492
6		A\$5,362,182
7		A\$4,911,822
8		A\$4,410,392
9		A\$4,317,938
10		A\$4,245,858

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

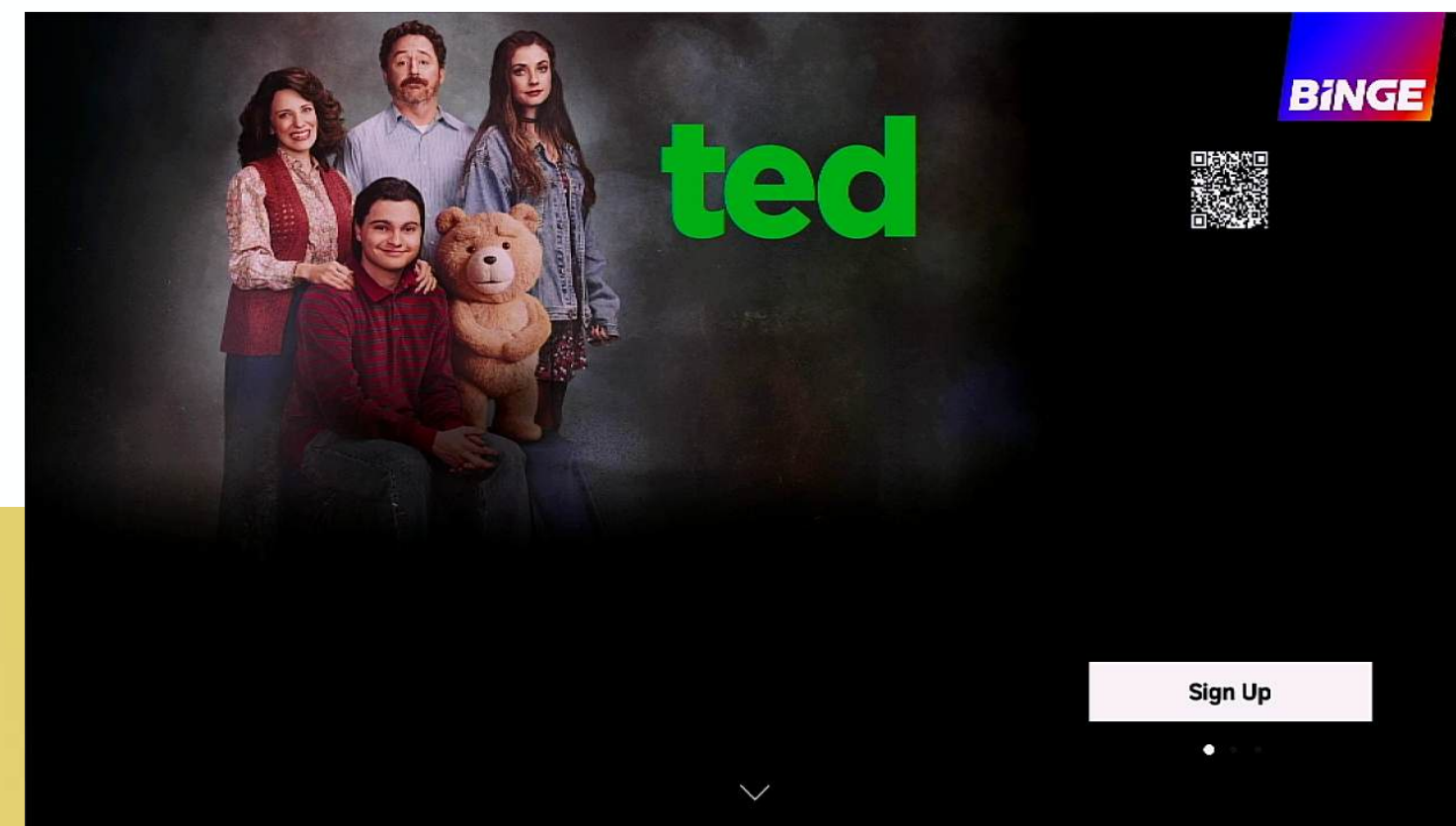


TOP TITLES OF THE MONTH

- March saw *Married at First Sight* take centre stage, with 9Now's hit series securing the top spot as the most promoted title across Australian platforms, delivering just under \$800K in \$MPV™ and dominating attention throughout the month. However, the moment was also marked by a profound loss, as beloved relationship expert Mel Schilling sadly passed away. A guiding voice at the heart of the experiment, her warmth and wisdom left a lasting impact on both participants and audiences alike, making this a bittersweet chapter for the series.
- In the news:** According to [TV Blackbox](#), new OzTAM data reveals that the Australian Total TV market remains robust, with broadcast and BVOD services reaching 87.2% of the population and averaging over 41 hours of viewing per month in the second half of 2025. While overall consumption remains stable, BVOD minutes have surged by 27% year-on-year, now accounting for 16.2% of all TV viewing and providing significant incremental reach among younger audiences.



Google TV AU



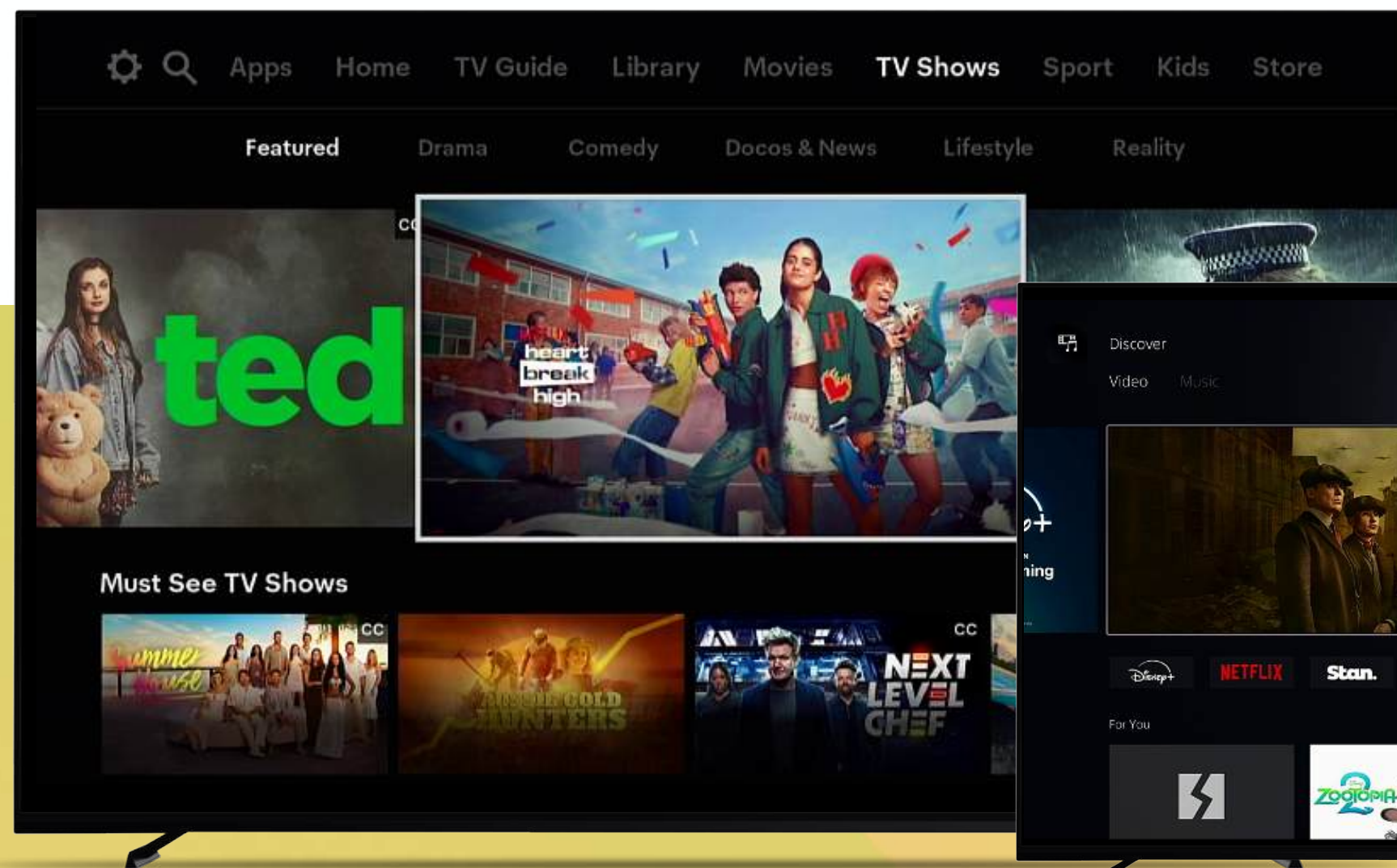
Samsung TV (2022) AU



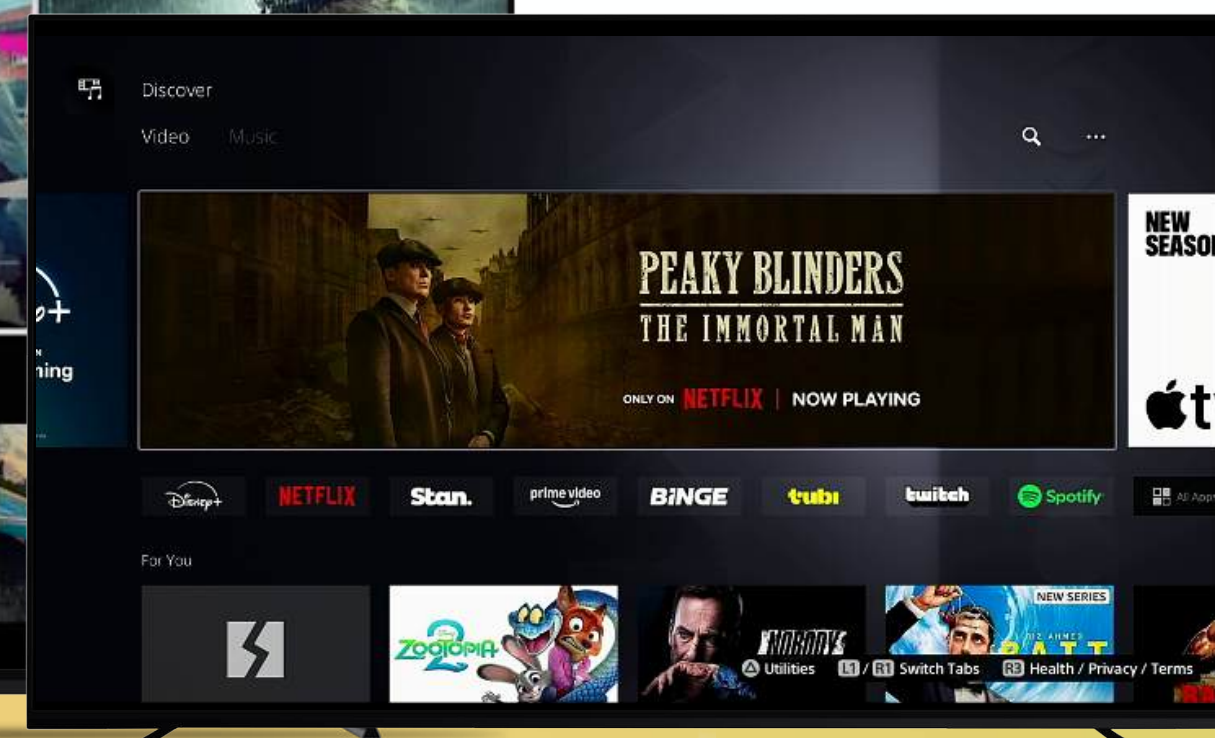
Apple TV AU

TWO WORLDS, ONE SPOTLIGHT

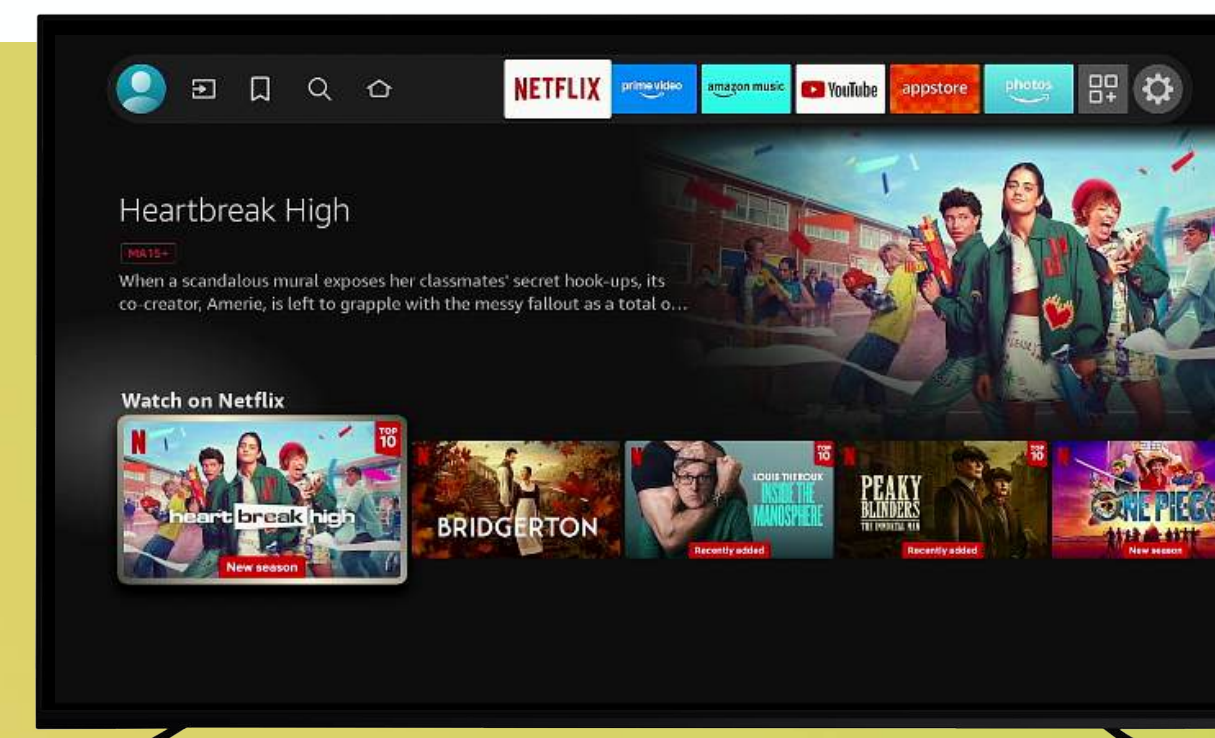
- It was a tale of two very different worlds for Netflix in March- one built on grit and power, the other on chaos and raw emotion. *Peaky Blinders: The Immortal Man* arrived with authority, all sharp edges and quiet menace, while the final season of *Heartbreak High* burst onto screens with unfiltered energy and youthful intensity. Yet across Foxtel, Fire TV, and PS5, both shows made the same statement: presence matters. Whether by order of the Shelby empire or the messy truths of teenage life, Netflix ensured neither could be ignored- two distinct voices, equally loud, each demanding attention on their own terms.
- In the news:** According to [TV Blackbox](#), Screen Australia has announced a significant \$20.4 million investment to support 91 diverse narrative projects across film, television, and digital formats. This funding boost includes the return of the agency's short film production program and high-profile commissions such as a fifth season of *Little J & Big Cuz*, Cody Fern's directorial debut, and Lucy Durack's new romantic comedy, *The Funeral Singer*.



Foxtel AU



PS5 AU



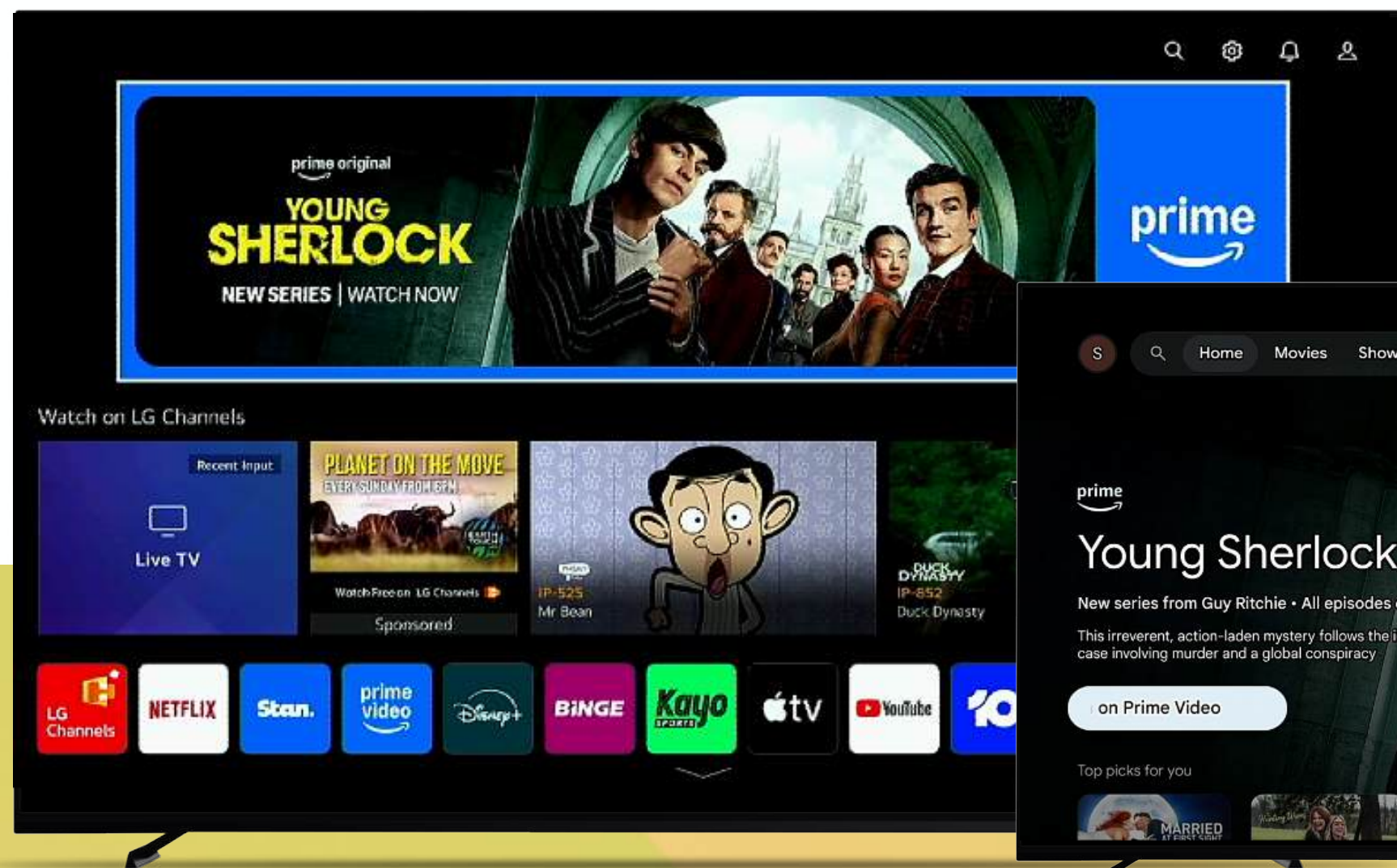
Fire TV AU



Fire TV AU

PLATFORM POWER PLAYS

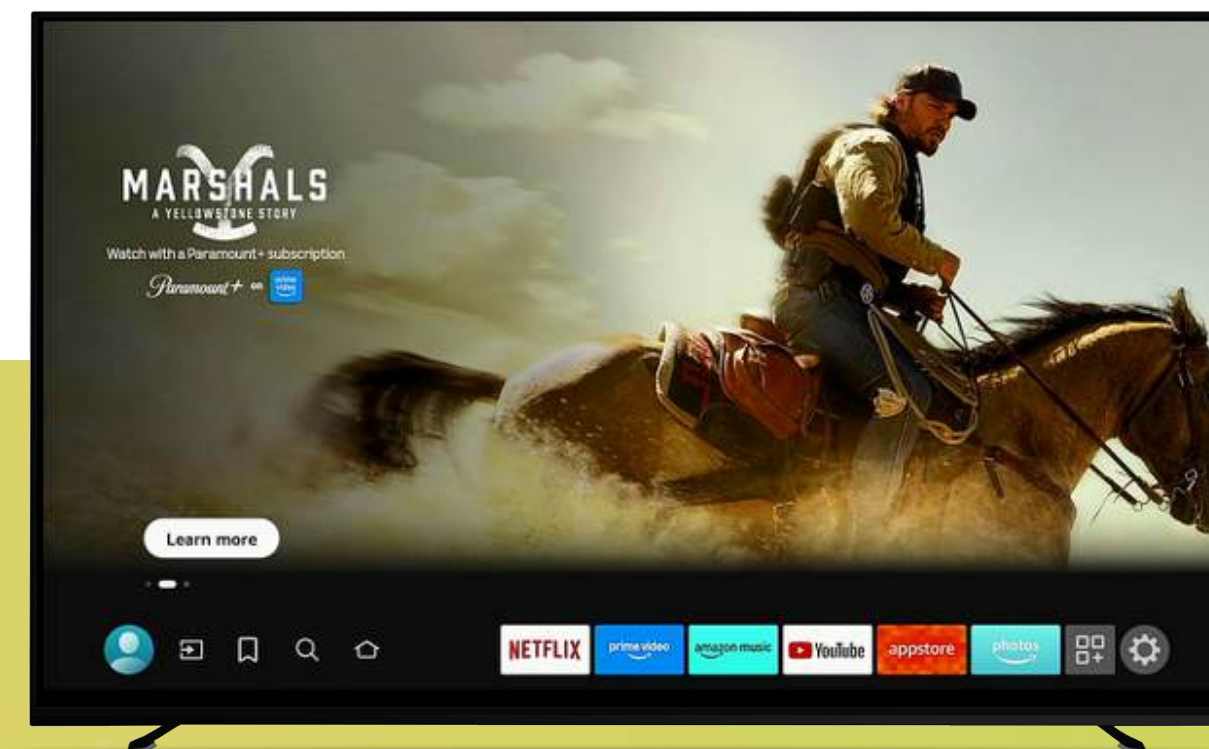
- March saw Prime Video and Paramount+ move with quiet confidence- two players, each carving out their territory with precision. *Young Sherlock* stepped forward with sharp intent, its presence felt across LG TV and Google TV, drawing audiences into a world of intrigue and discovery. Meanwhile, Paramount+ held its ground with equal authority. With *Marshals* riding strong, the platform secured prominent placement across Fire TV and Apple TV- steady, assured, and impossible to overlook. Different stories, different styles, but across the platform landscape, both services made one thing clear: they weren't just present, they were in command.
- In the news:** As reported by [TV Blackbox](#), Crunchyroll has integrated its massive library into the Apple TV app across Australia, allowing users to subscribe and stream directly through the platform. This move provides fans with seamless access to nearly 25,000 hours of content, including global hits like *JUJUTSU KAISEN* and *Frieren: Beyond Journey's End*, across all Apple-supported devices and consoles.



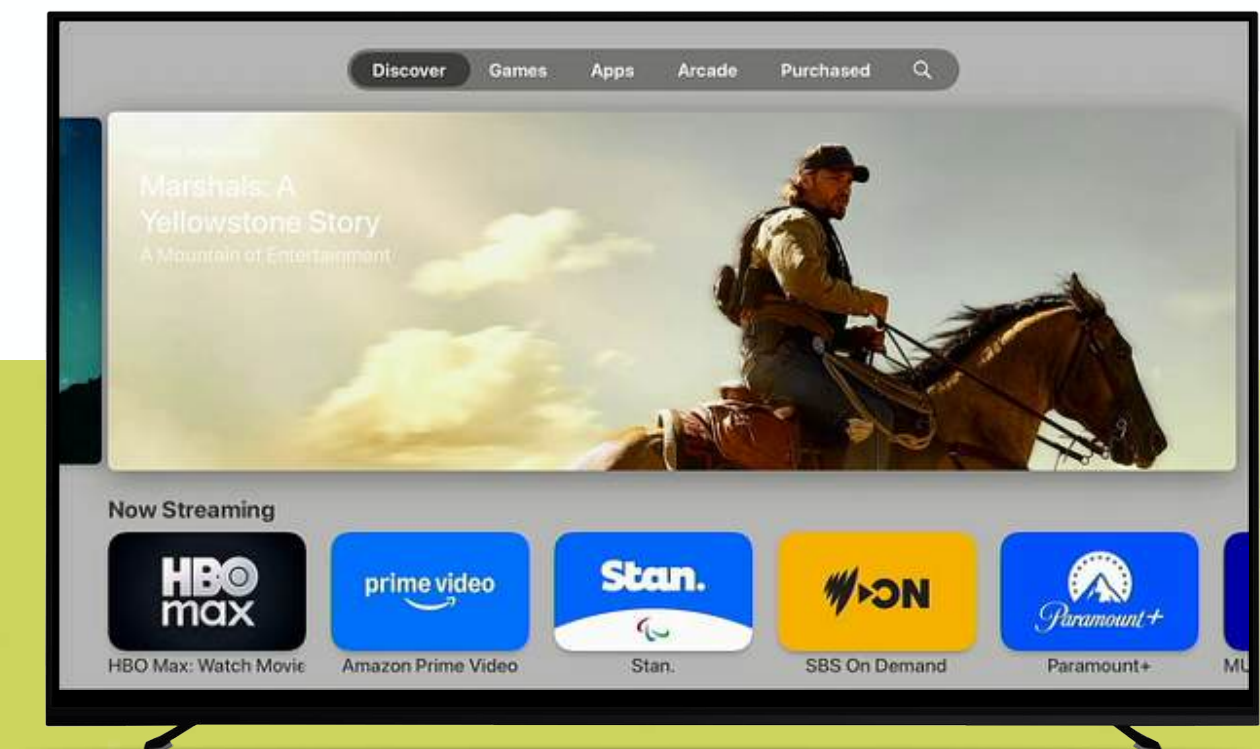
LG TV (2022) AU



Google TV AU



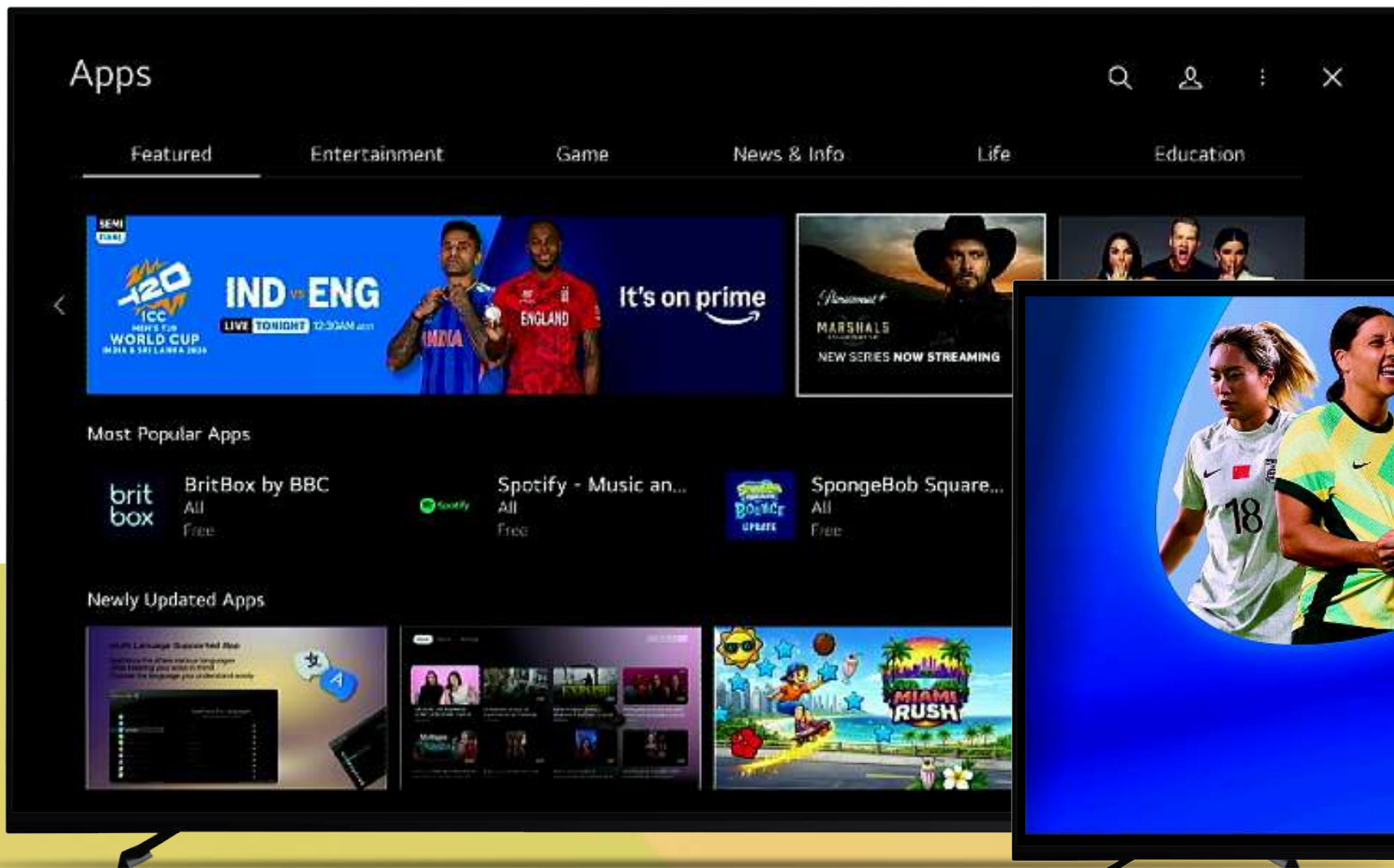
Fire TV AU



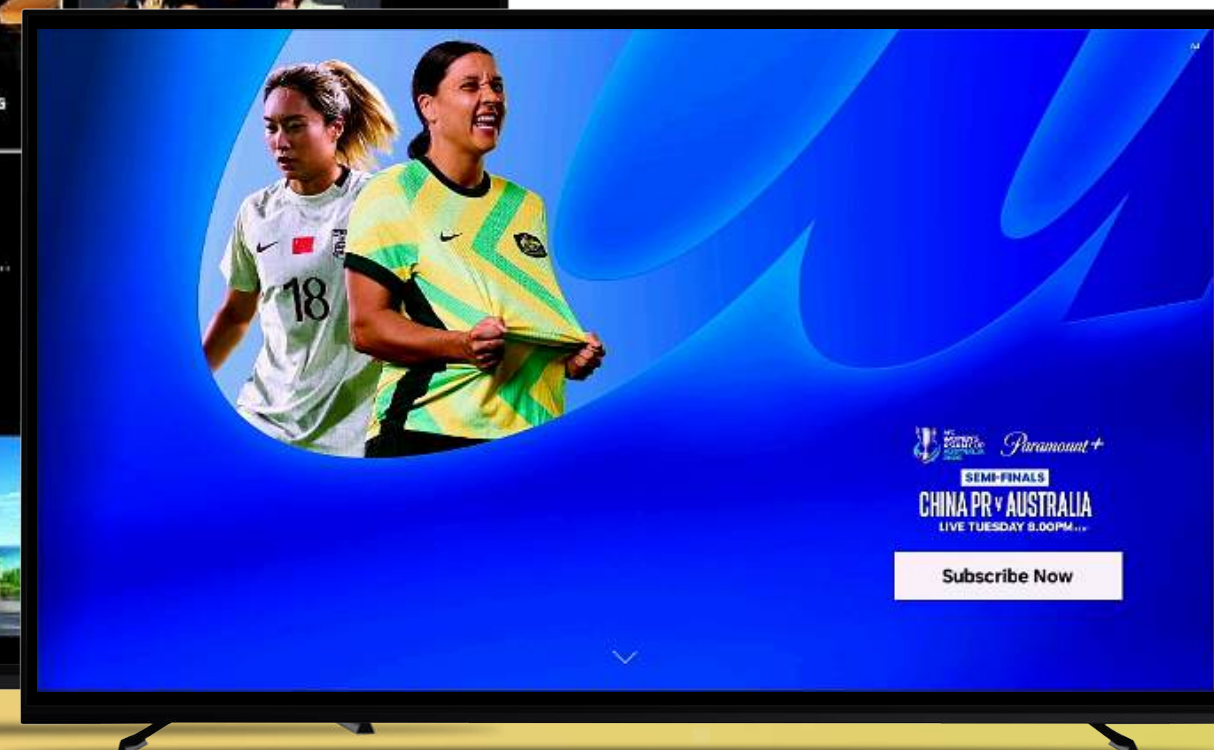
Apple TV AU

ALL EYES ON THE ACTION

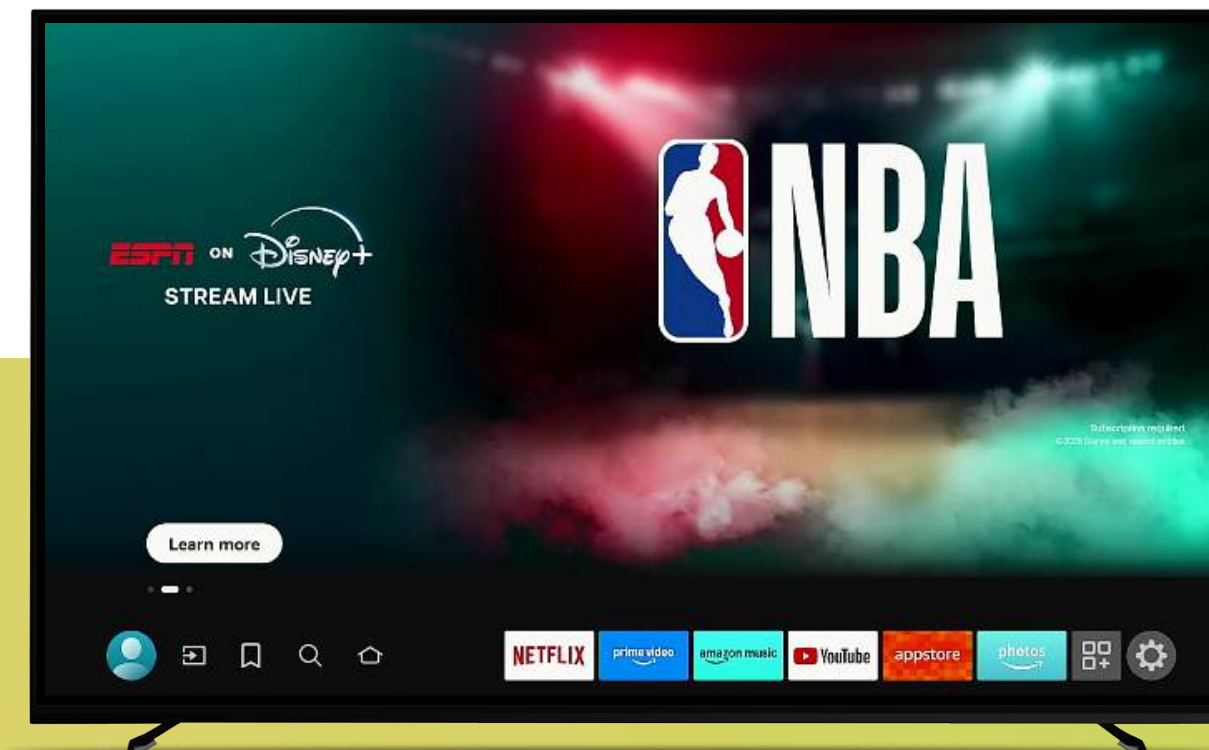
- Rounding off March, sport stepped up and stole the spotlight, delivering a full-throttle lineup that kept fans on the edge of their seats. From Paramount+ bringing the intensity of the AFC Women’s Asian Cup, to Disney+ driving the pace with NBA action, and Prime Video taking it global with the ICC Men’s T20 World Cup, the competition was relentless. No matter the code, the court, or the pitch, the message was clear: this was a month where every fan had a front-row seat and every platform came ready to play.
- In the news:** According to [TV Blackbox](#), the Foxtel Group and Kayo Sports have signed a multi-year broadcast extension starting in 2027, securing exclusive rights to air every Formula 1 session live and in 4K. The agreement also includes the launch of a new weekly *Motorsport 360* program and the continued integration of the F1 TV app, while Channel 10 retains free-to-air rights for the Australian Grand Prix.



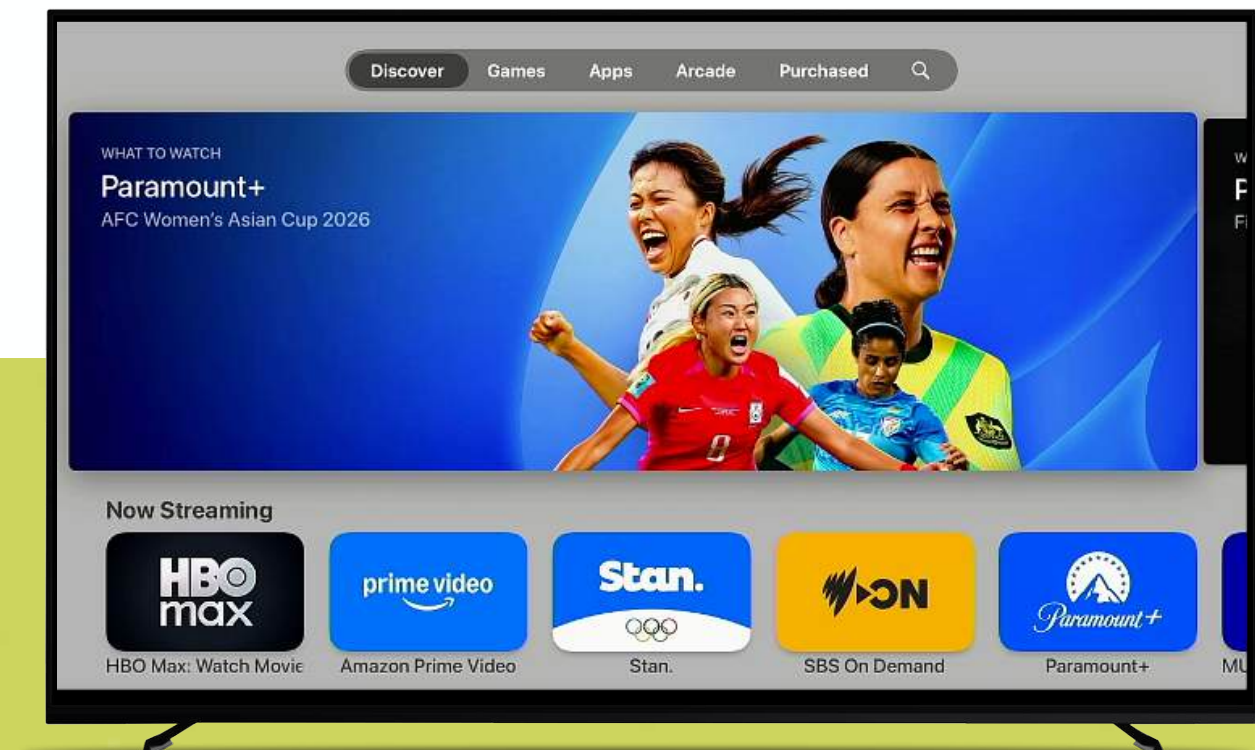
LG TV (2022) AU



Samsung TV (2022) AU



Fire TV AU



Apple TV AU



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