

/ 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 *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.








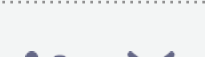
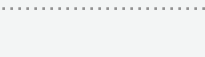

Each edition highlights standout marketing strategies, exceptional promotional execution, and key industry developments across the U.S. and international markets, offering a concise, executive-level view of who's winning in digital content promotions.

THE WINNER

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

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/ TOP 10 TITLES /

POSITION	TITLE	APP	EMPV™ SCORE
1	National Basketball Association		£2,320,773
2	Landman		£2,117,483
3	The Capture		£1,619,607
4	Young Sherlock		£1,317,544
5	Bridgerton		£1,243,780
6	Paradise		£1,006,704
7	Formula 1: Drive to Survive		£1,000,601
8	Gone		£988,073
9	Britain's Got Talent		£956,413
10	Small Prophets		£922,618

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/ TOP 10 APPS /

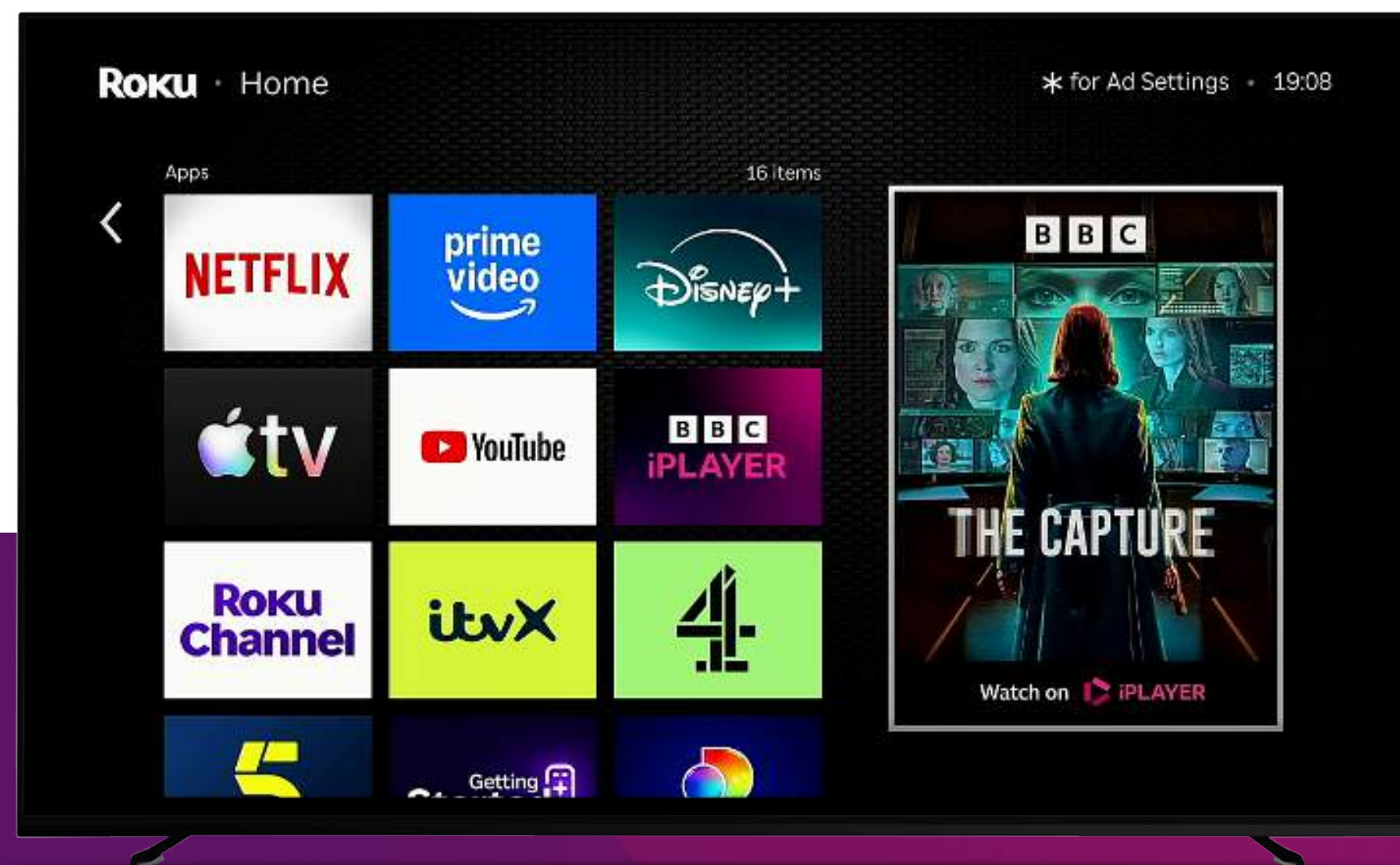
POSITION	APP	EMPV™ SCORE
1	 iPLAYER	£45,988,124
2	 prime video	£43,173,498
3	 itvX	£31,040,169
4	 Paramount+	£26,129,790
5	 Disney+	£25,345,635
6	 NETFLIX	£22,458,328
7	 4	£16,827,232
8	 5	£15,374,194
9	 apple tv	£12,886,195
10	 U	£10,178,559

*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

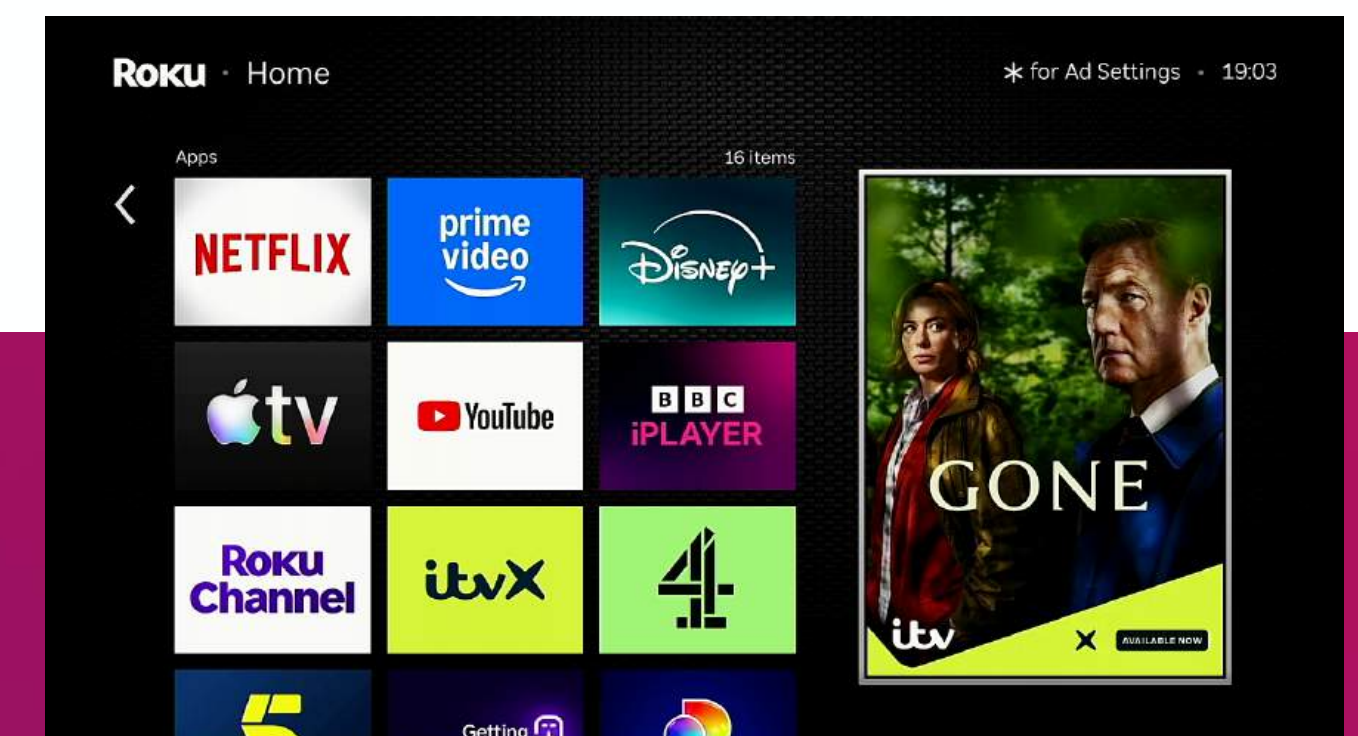
- Prime Video surged to the top of the UK charts in March, with its NBA coverage securing the month's leading placement and delivering a standout £MPV™ score of over £2.3M. In doing so, it edged out Paramount+'s *Landman*, which slipped to second place by the narrowest of margins.
- Elsewhere, the UK's public service broadcasters proved their strength, claiming four spots in the top ten. BBC iPlayer led the charge with *The Capture*, while ITVX followed with *Gone* and *Britain's Got Talent*, underscoring the continued impact of homegrown hits in a highly competitive landscape.
- In the news:** [Sky](#) launched the major new live comedy format *Saturday Night Live UK* premiered on March 21 on Sky One and the streaming service NOW. Originally commissioned for six episodes, the debut series was expanded to eight episodes prior to launch. The production also features a significant transatlantic distribution partnership with NBCUniversal, which sees episodes available for streaming on Peacock in the United States just one day after its initial UK broadcast.



Roku UK



Google TV UK

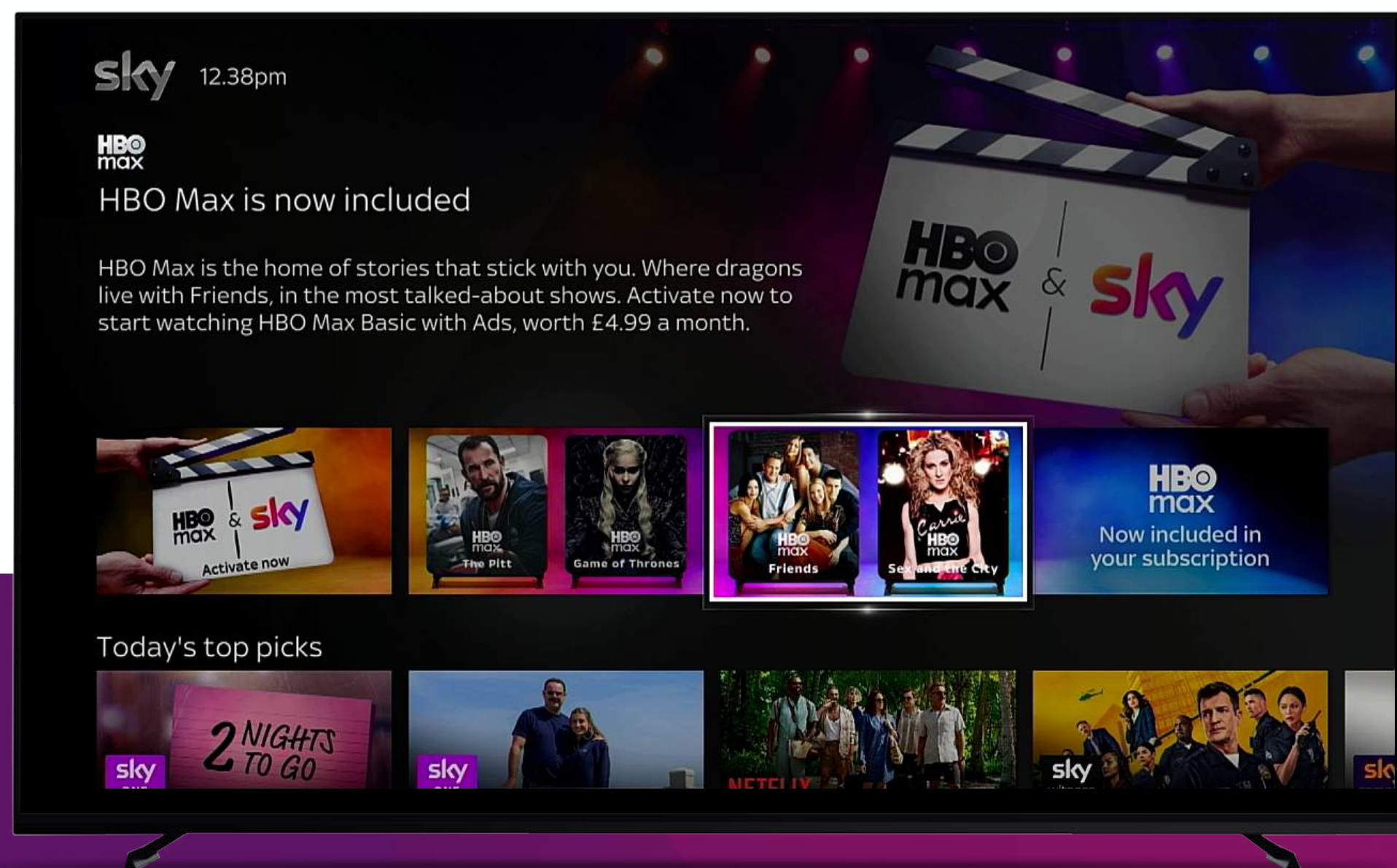


Roku UK

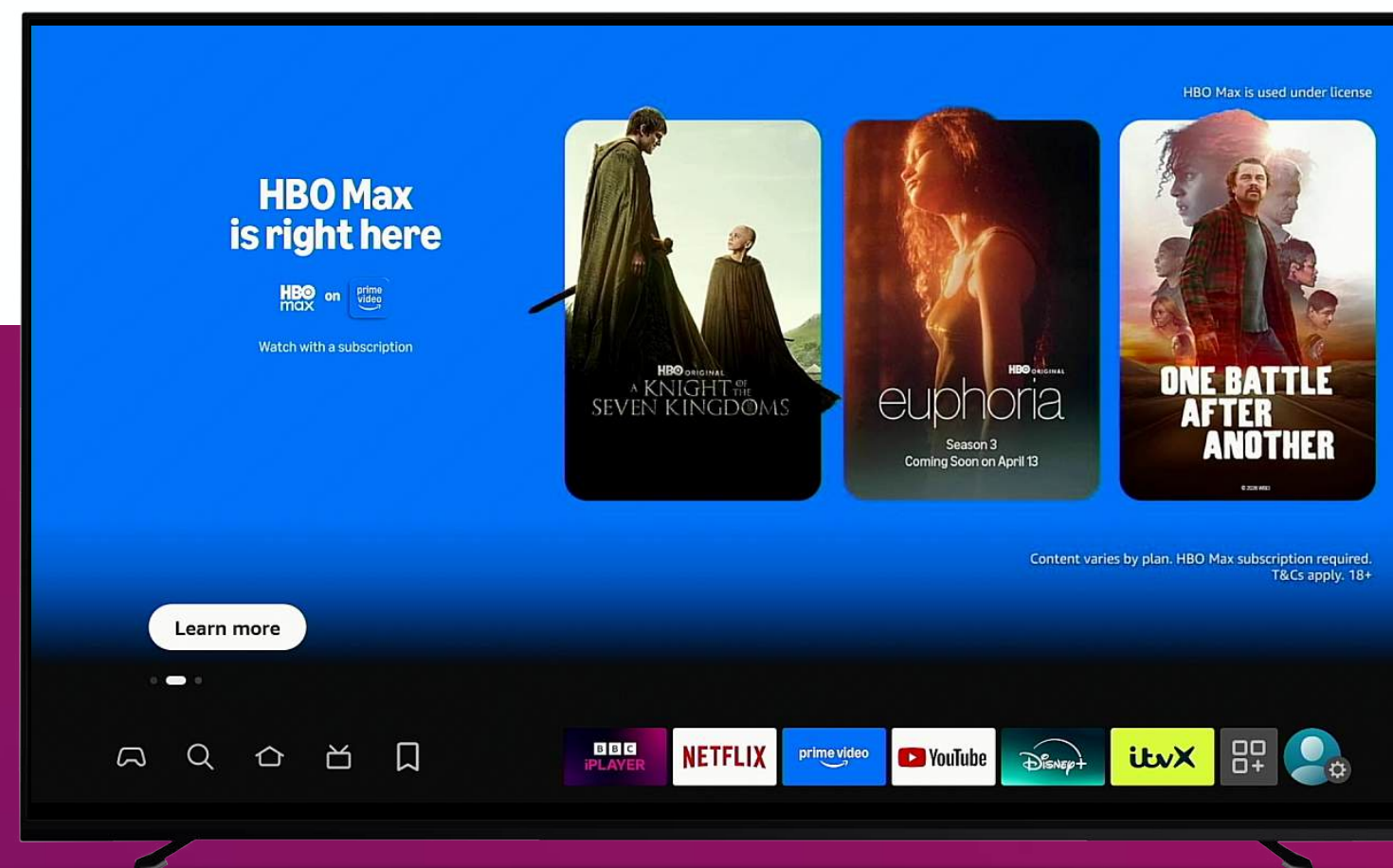
HBO MAX HITS THE UK, CHANGING THE GAME

March marked a defining moment in the UK streaming landscape as HBO Max made its long-anticipated debut- arriving with impact, scale, and unmistakable presence. The launch didn't just introduce a new platform; it ignited the market, commanding significant visibility across UK services and dominating promotional real estate with both its brand and a deep slate of premium, exclusive titles. Officially launching on March 26 across the UK and Ireland, HBO Max entered with a compelling proposition: a standalone entry point from £4.99/month (ad-supported), while also integrating seamlessly into Sky TV subscriptions and NOW Entertainment memberships at no additional cost. Crucially, the arrival signaled the end of Sky's decade-long exclusivity over HBO content- reshaping the competitive landscape and ushering in a new era of direct-to-consumer access for one of the industry's most prestigious content libraries.

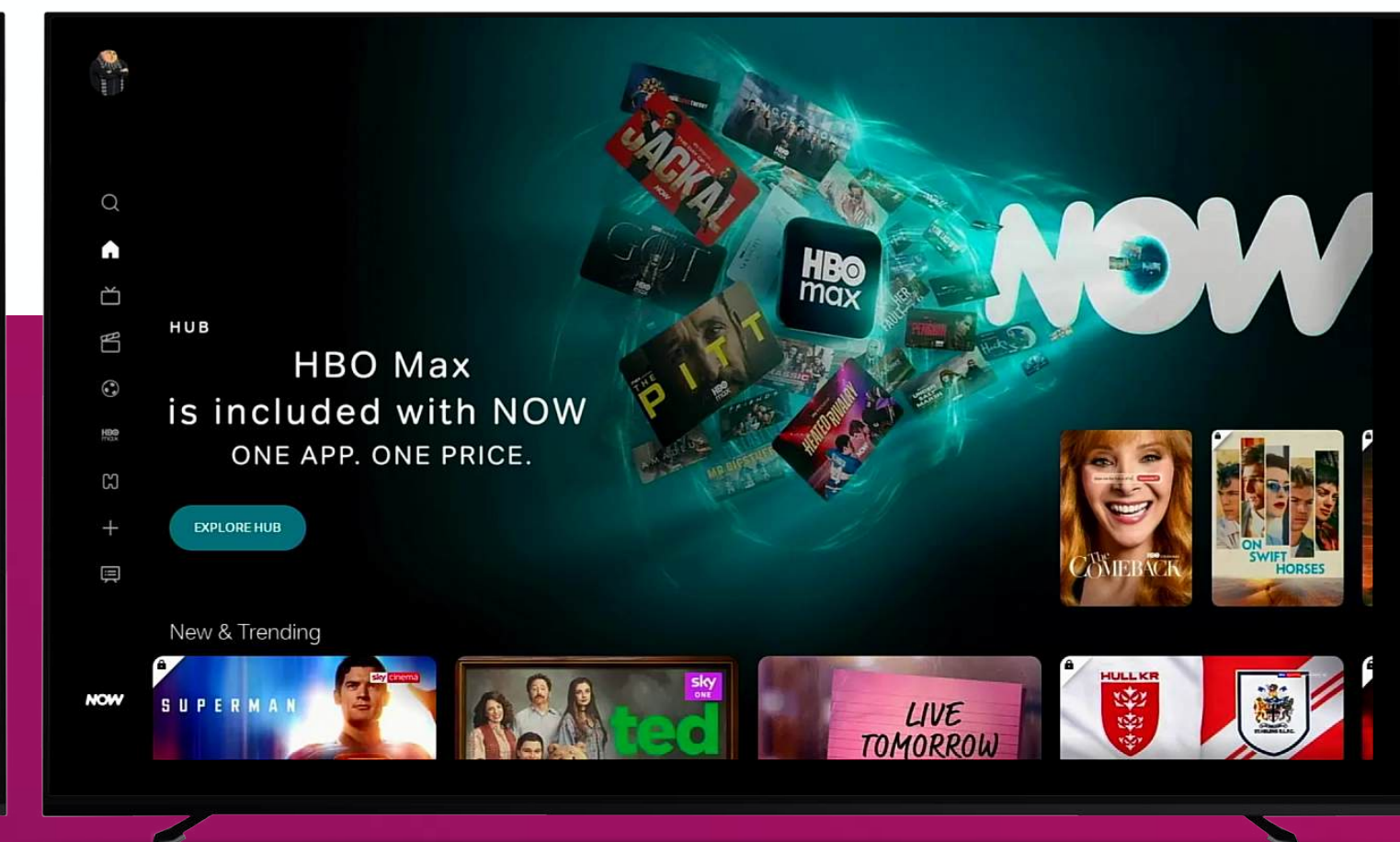
In the news: As reported by [Variety](#), the U.K. government is implementing new legislation under the Media Act 2024 to bring major streaming platforms like Netflix and Disney+ under "enhanced regulation" by Ofcom. This move will subject services with over 500,000 users to a new standards code similar to traditional broadcasting rules, granting the regulator power to investigate complaints regarding accuracy, impartiality, and harmful content.



Sky Q UK



Fire TV UK



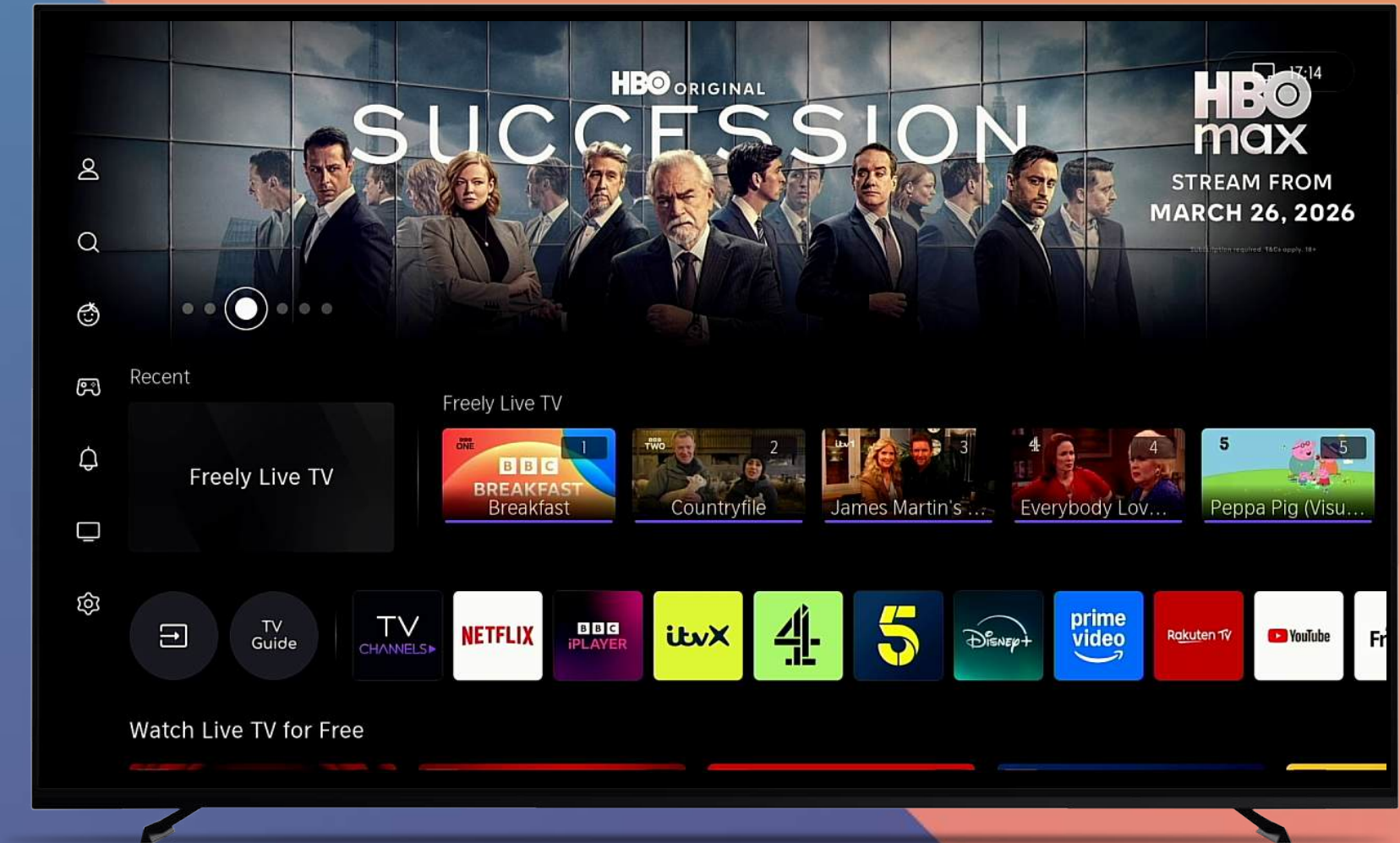
NOW UK

HBO MAX HITS THE UK, CHANGING THE GAME

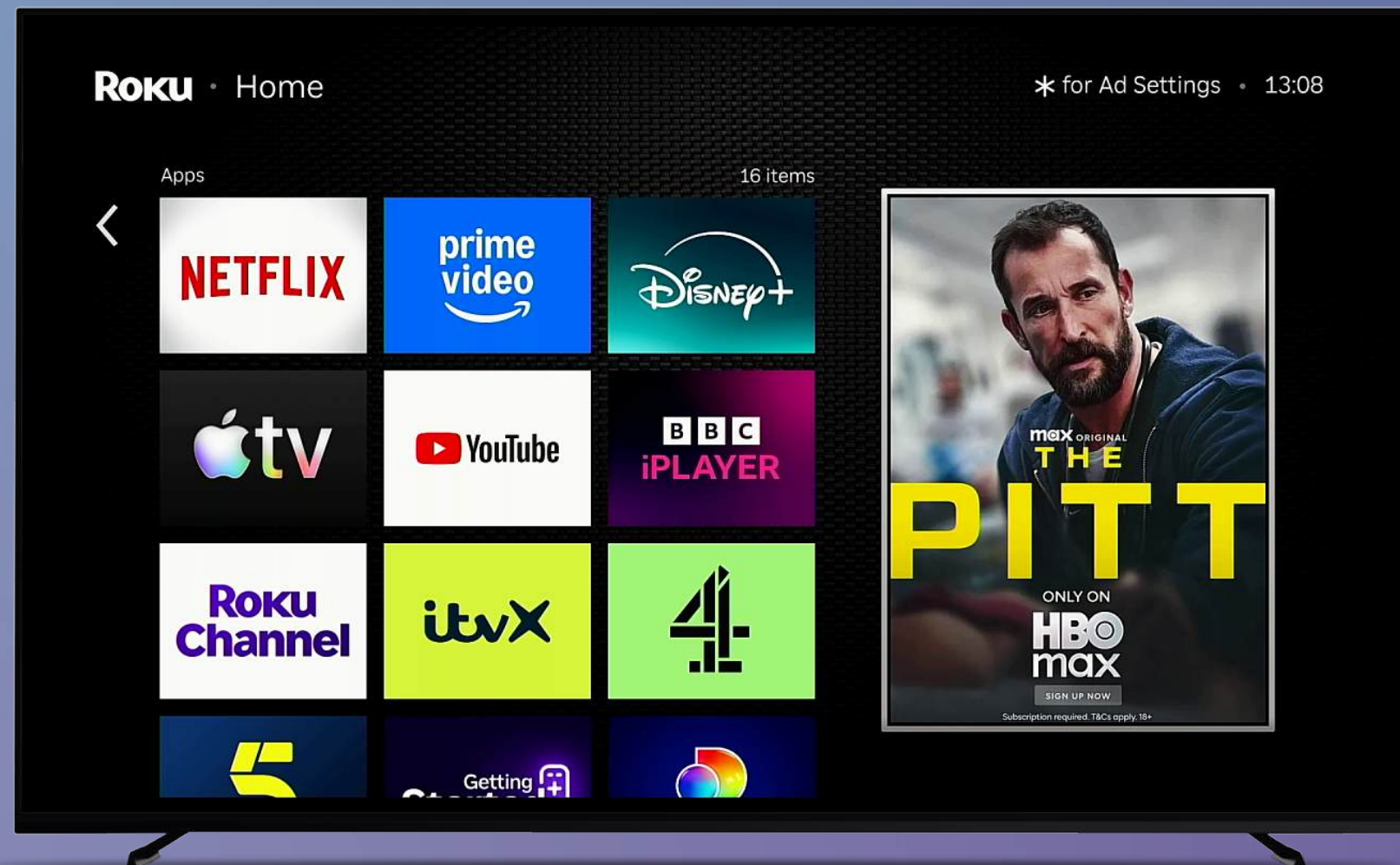
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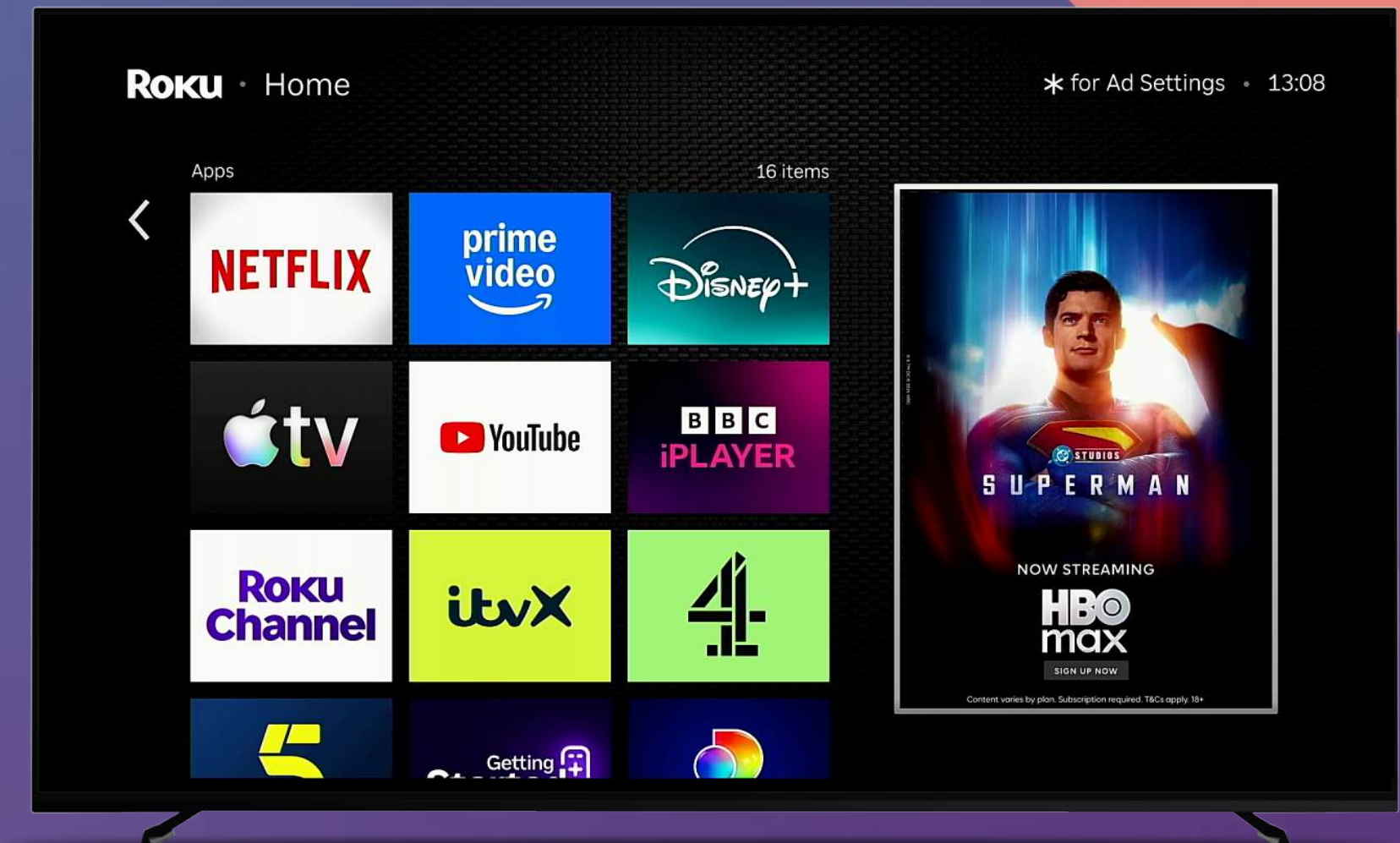
Fire TV UK



Hisense Vidaa UK



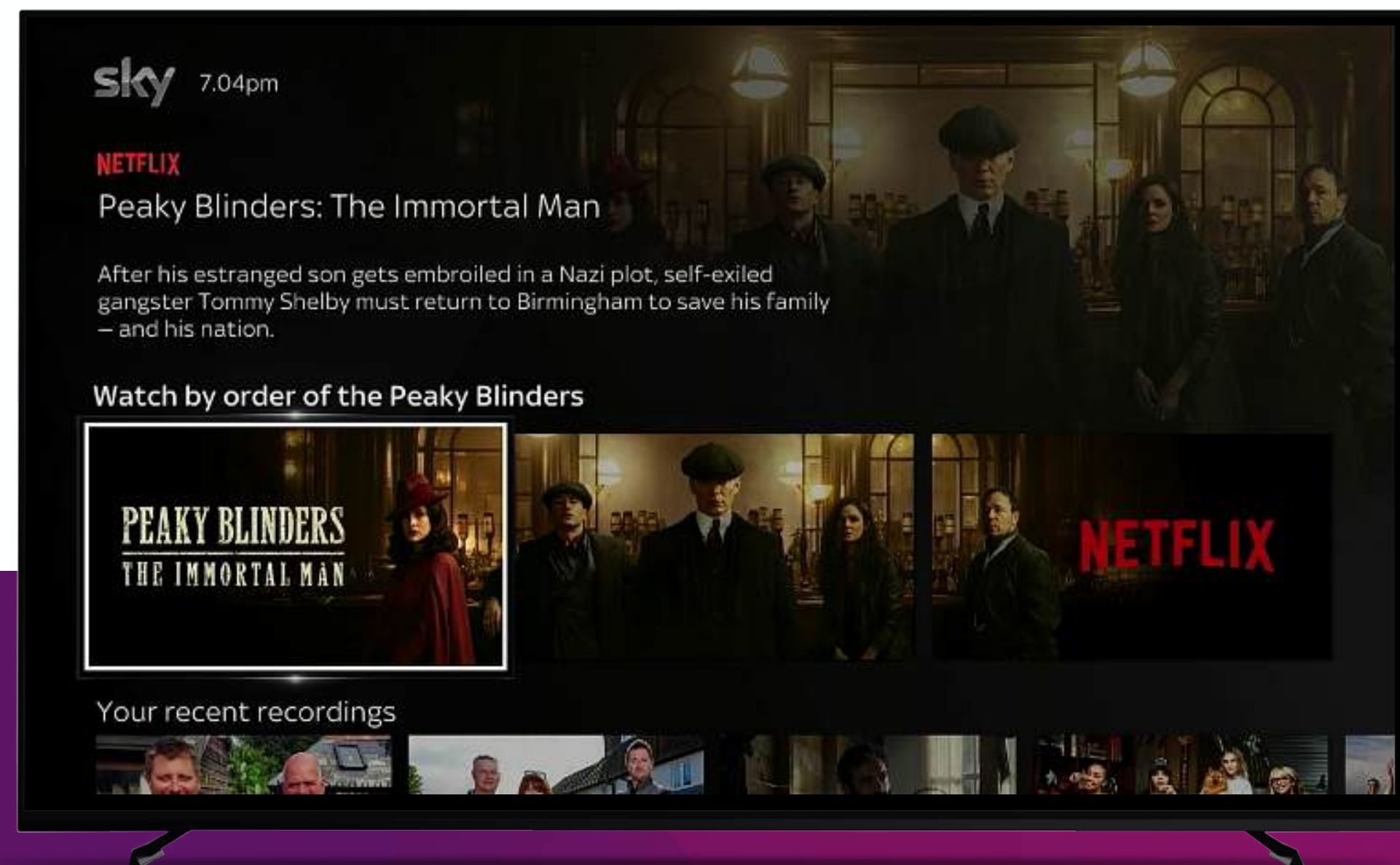
Roku UK



Roku UK

BY ORDER OF THE PEAKY BLINDERS

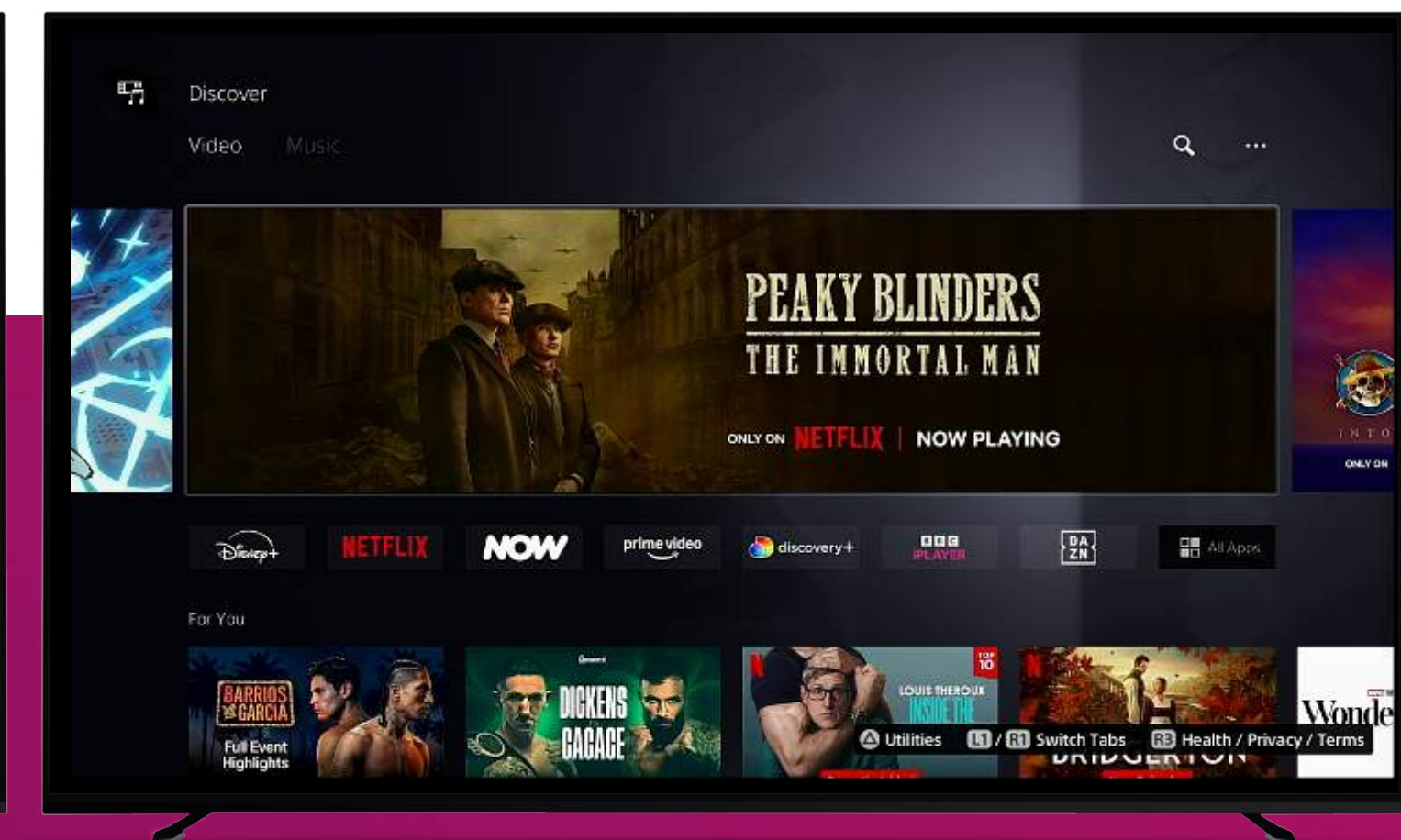
- March saw *Peaky Blinders: The Immortal Man* arrive with intent- no whispers, no half measures. Netflix's latest chapter in the *Peaky Blinders* saga carved out prime ground across Sky Q, Sky Stream and PS5, staking its claim where it couldn't be ignored. By order of the Peaky Blinders, its presence was secured- deliberate, controlled... and absolute.
- In the news:** In a BBC [press release](#), the Corporation announced the appointment of Matt Brittin as its 18th Director-General, effective May 18, 2026. Brittin, the former President of Google EMEA, succeeds Tim Davie and will take over from Interim Director-General Rhodri Talfan Davies to lead the BBC's creative and operational strategy during a period of radical reform and Charter review. The Board highlighted Brittin's extensive experience in organizational transformation as key to navigating the shifting media landscape. Upon taking office, Brittin intends to appoint a Deputy Director-General and has pledged to ensure the broadcaster remains a sustainable, innovative public service that "works for everyone" in a fast-changing world.



Sky Q UK



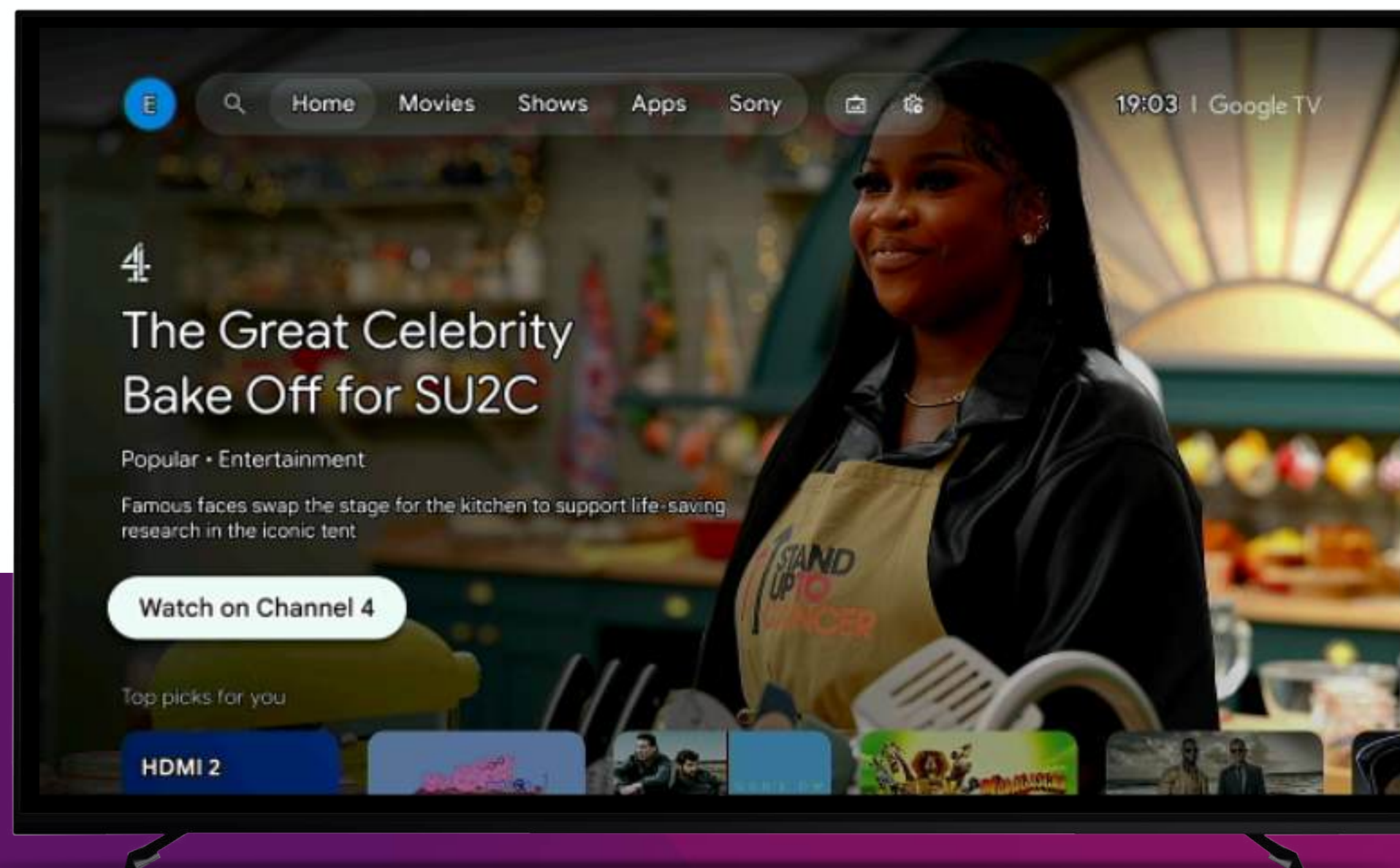
Sky Stream UK



PS5 UK

FROM BAKE OFF TO BREAKOUT DRAMAS

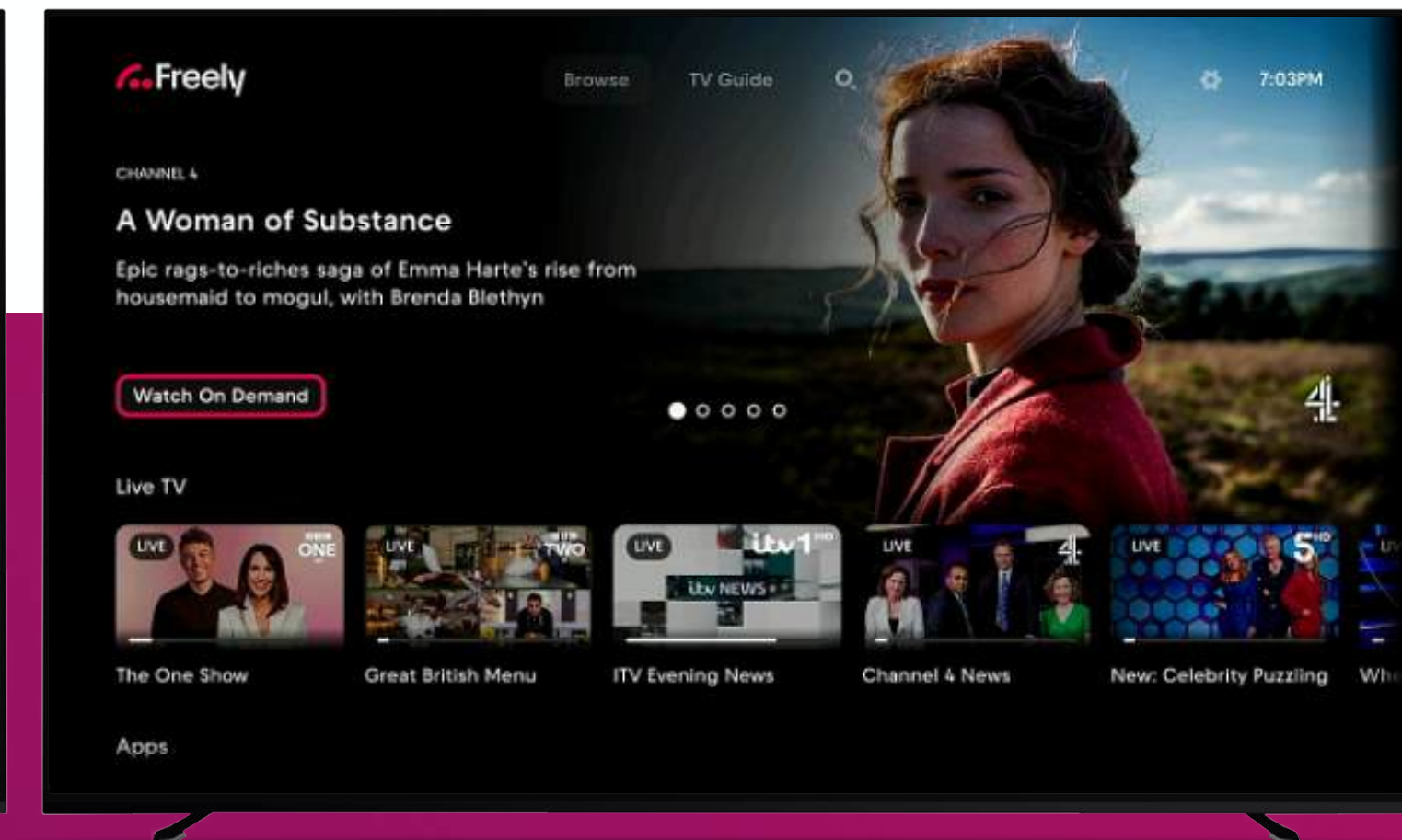
- Channel 4 seized the moment in March, delivering a standout performance across UK platforms with a rich and varied content lineup. From the feel-good pull of *The Great Celebrity Bake Off for SU2C* to the addictive drama of *Married at First Sight Australia*, alongside gripping titles like *The Hunt* and fan-favourite *Made in Chelsea*, the broadcaster ensured it stayed front of mind- capturing attention and keeping audiences coming back for more.
- In the news:** As reported by [Deadline](#), ITV and Disney are expanding their content partnership by bringing Hulu originals to UK linear television for the first time. Under the deal, the dramas *The Stolen Girl* and *The Twisted Tale of Amanda Knox* will air in primetime slots on ITV1, building on the "taste of" cross-promotional streaming rails established by the two companies last year.



Sony TV (2022) UK

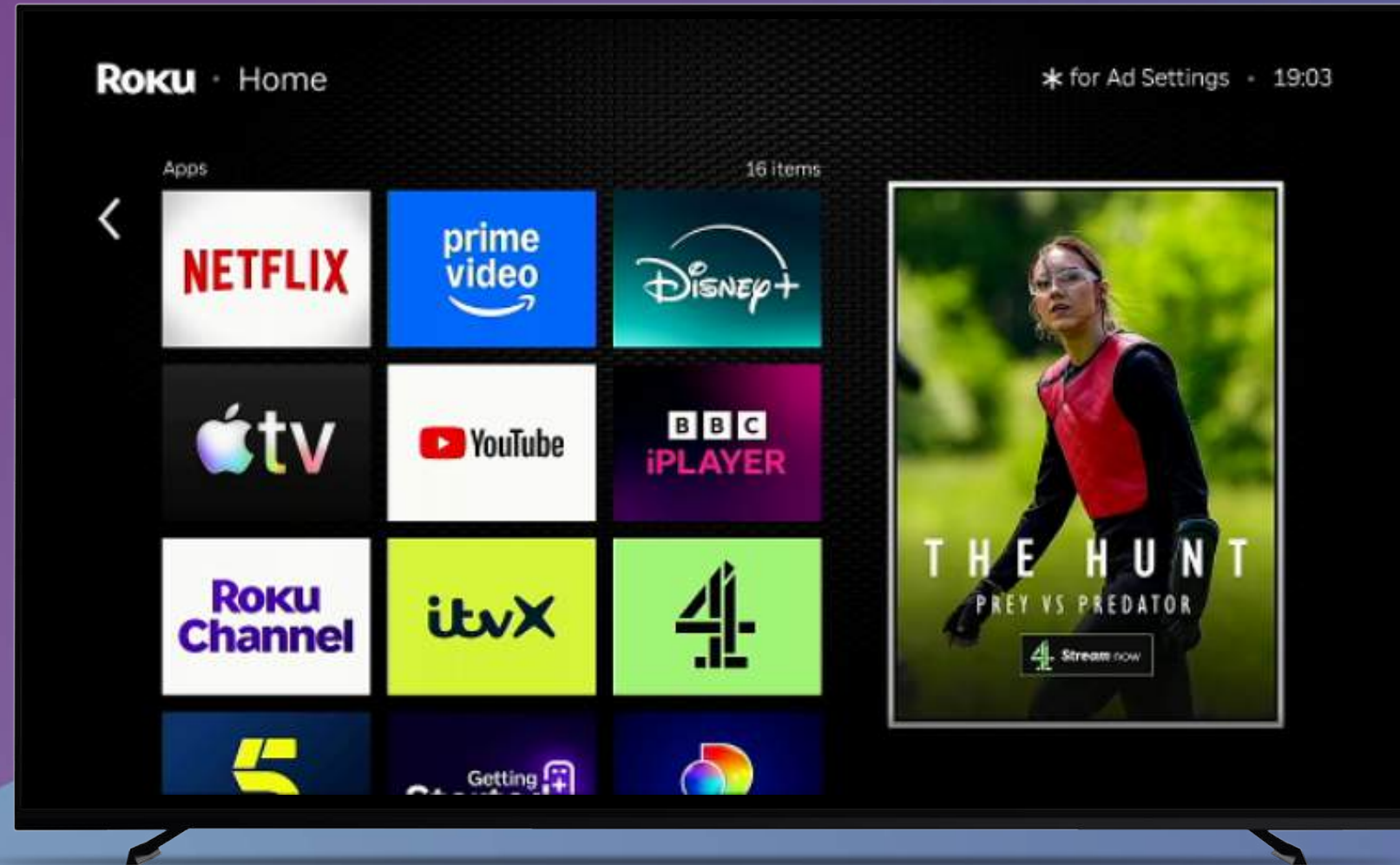


Sony TV (2022) UK

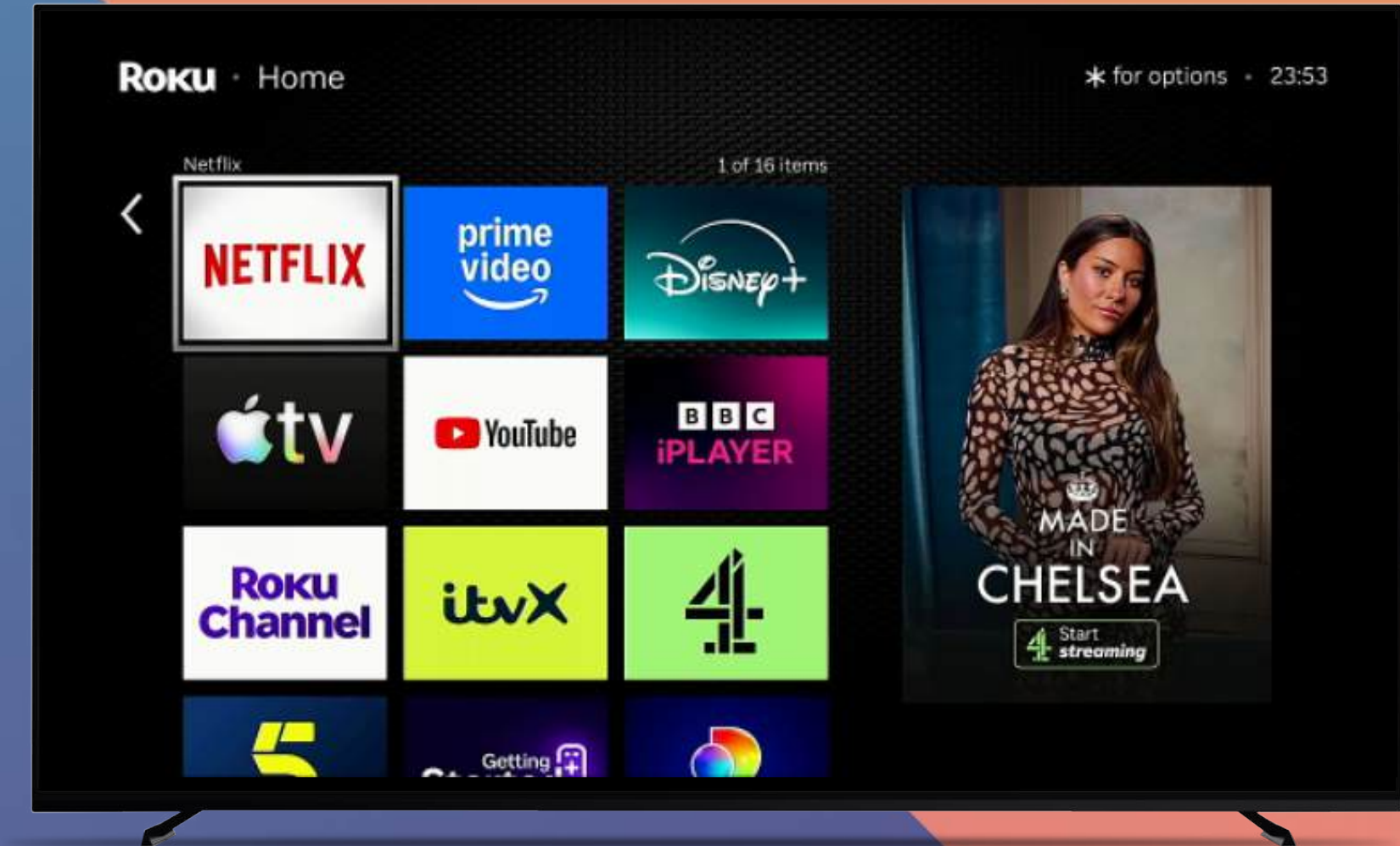


Freely UK

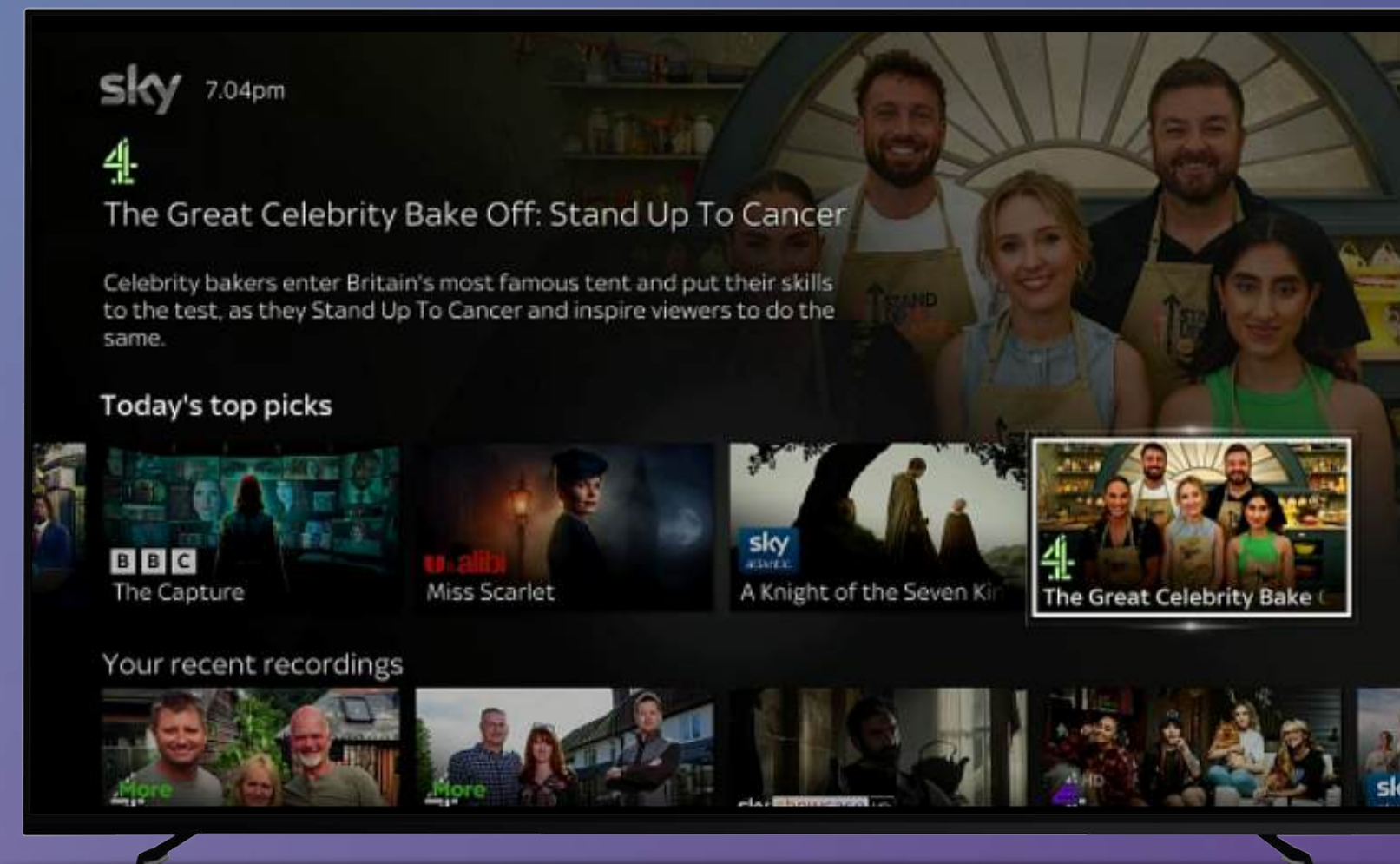
FROM BAKE OFF TO BREAKOUT DRAMAS



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