



STREAMER OF THE MONTH

MARCH 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: MARCH 2026

/ TOP 10 TITLES /

POSITION	TITLE	APP	SMPV™ SCORE
1	One Battle After Another	HBO max	\$7,271,771
2	The Pitt	HBO max	\$6,470,314
3	Sinners	HBO max	\$6,306,298
4	Ted	peacock	\$6,239,221
5	Marshals	Paramount+	\$6,119,027
6	Zootopia 2	Disney+	\$5,803,115
7	Hamnet	peacock	\$5,448,075
8	The Madison	Paramount+	\$5,188,989
9	Paradise	hulu	\$5,138,449
10	National Hockey League	fubo	\$4,795,781

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/ TOP 10 APPS /

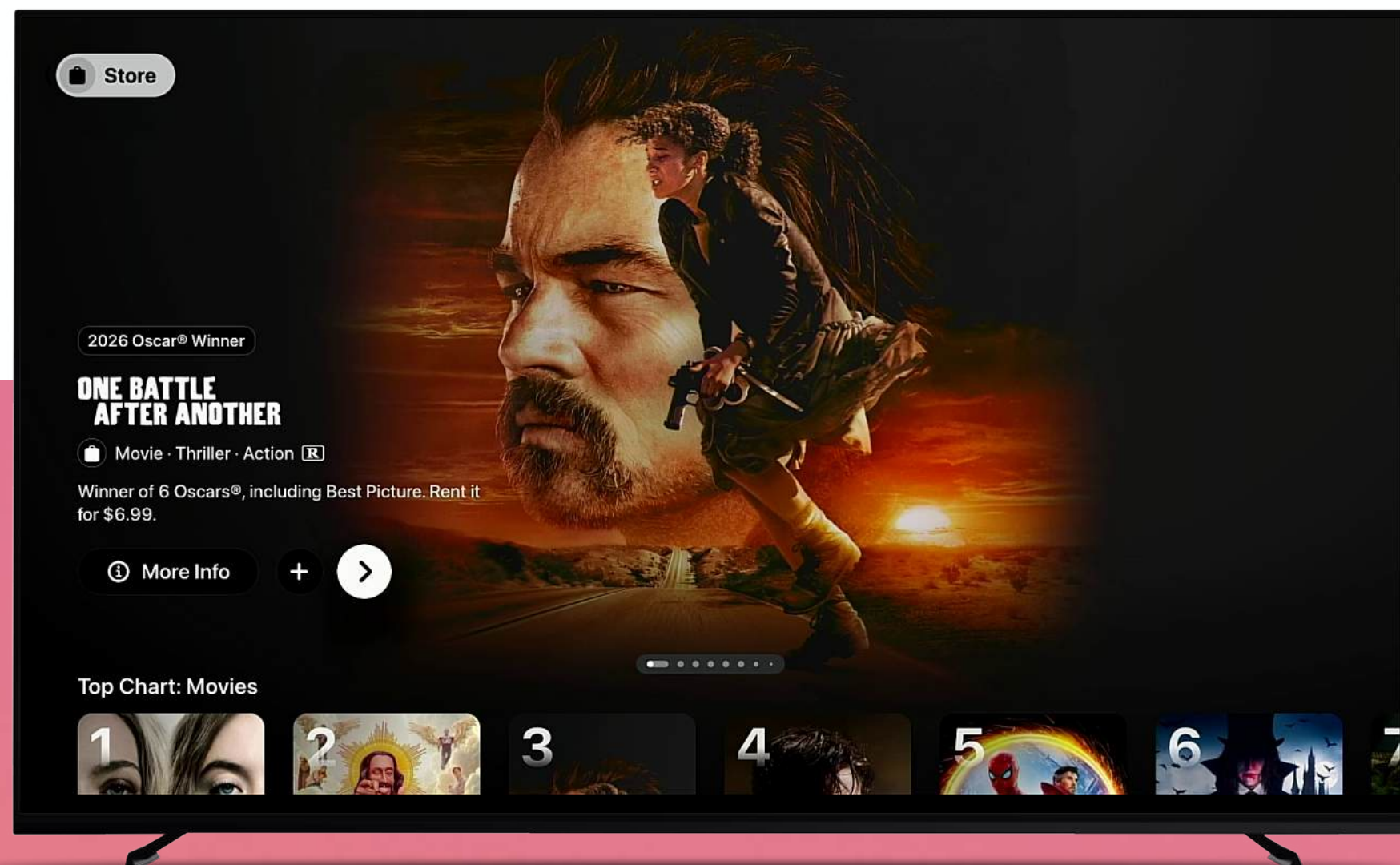
POSITION	APP	SMPV™ SCORE
1	prime video	\$212,241,093
2	tubi	\$159,025,698
3	The Roku Channel	\$126,439,839
4	peacock	\$120,735,258
5	HBO max	\$117,830,370
6	pluto tv	\$109,024,804
7	Disney+	\$102,573,176
8	Apple TV	\$100,067,342
9	Paramount+	\$99,008,558
10	hulu	\$80,545,948



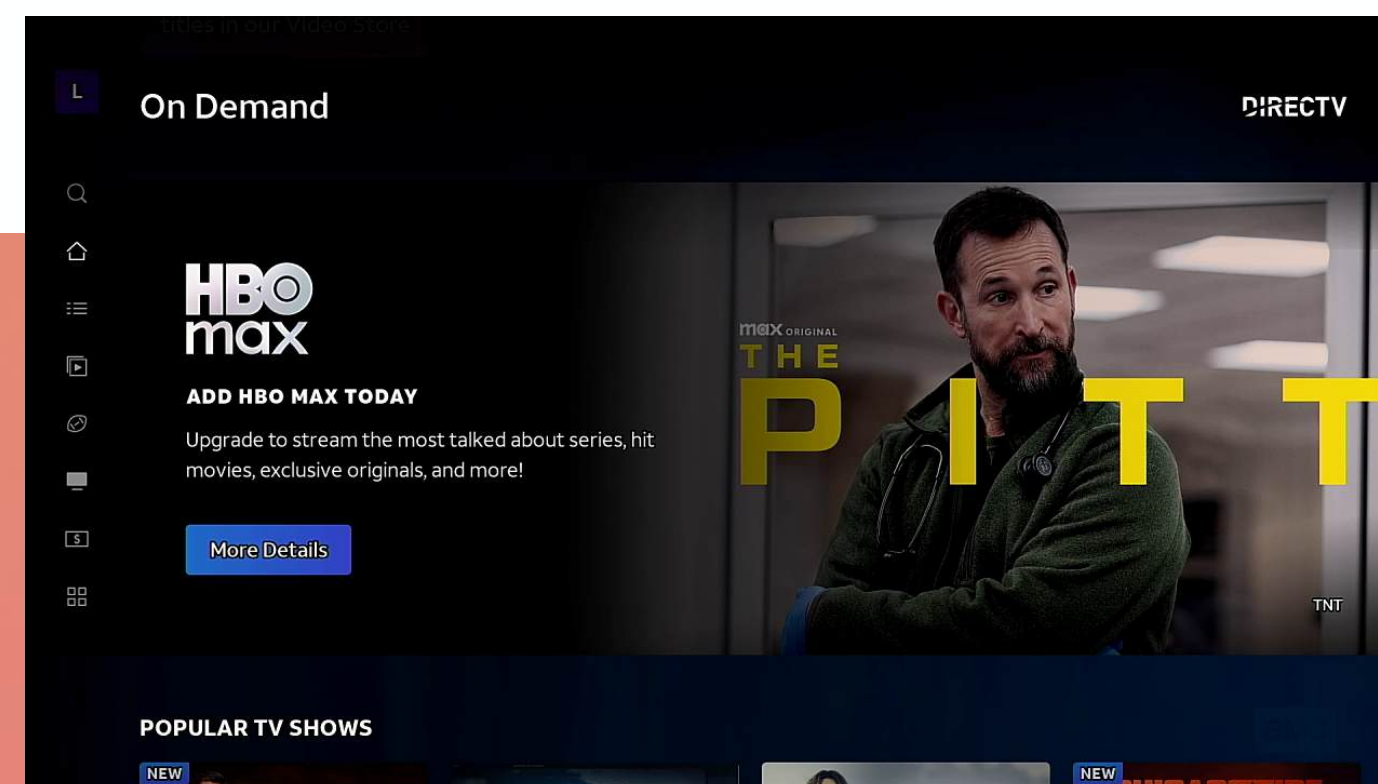
*Apple TV, Cox Contour 2, Cox CSP, Fire TV, Google TV, LG TV, PlayStation 4, PlayStation 5, Roku, Samsung TV, Vizio TV, Xfinity and Xbox One Console

TOP TITLES OF THE MONTH

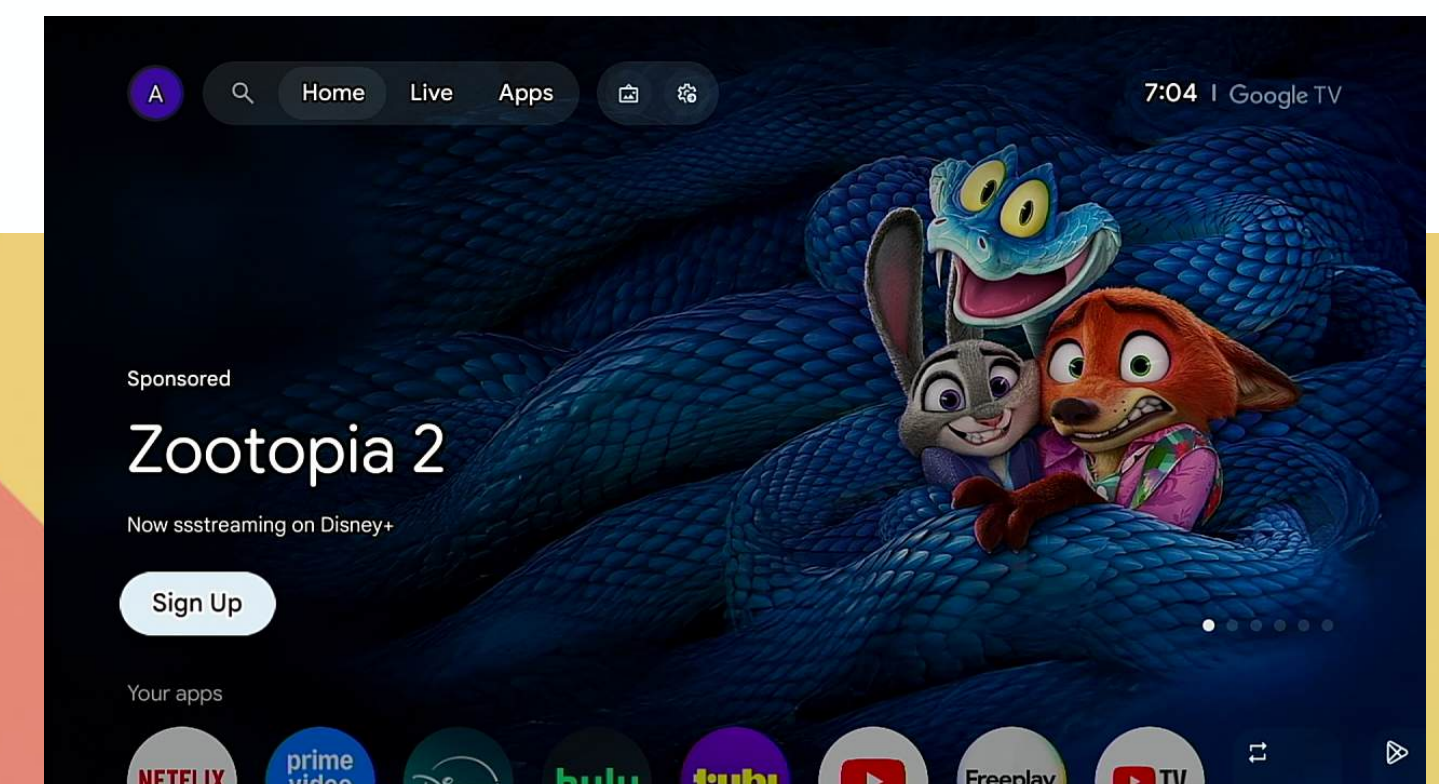
- As awards season drew to its final curtain, four celebrated contenders, *One Battle After Another*, *Sinners*, *Zootopia 2*, and *Hamnet*, held their ground firmly within the top ten, a testament to their enduring appeal throughout the race. Together, they amassed a combined \$MPV™ nearing \$25 million, delivering a performance as commanding and consistent as any Best Picture winner.
- TV drama took center stage in March, with HBO Max’s gripping, pulse-raising series *The Pitt* emerging as a standout force. Raw, relentless, and impossible to look away from, it surged to second place among the month’s top titles, delivering a commanding \$MPV™ of nearly \$6.5 million.
- In the news:** According to [Variety](#), Warner Bros. Discovery has scheduled a special shareholder meeting for April 23 to vote on its \$111 billion sale to Paramount Skydance. The deal, already unanimously approved by both boards, is expected to close in Q3 pending Department of Justice clearance.



Apple TV U.S.



DirecTV U.S.



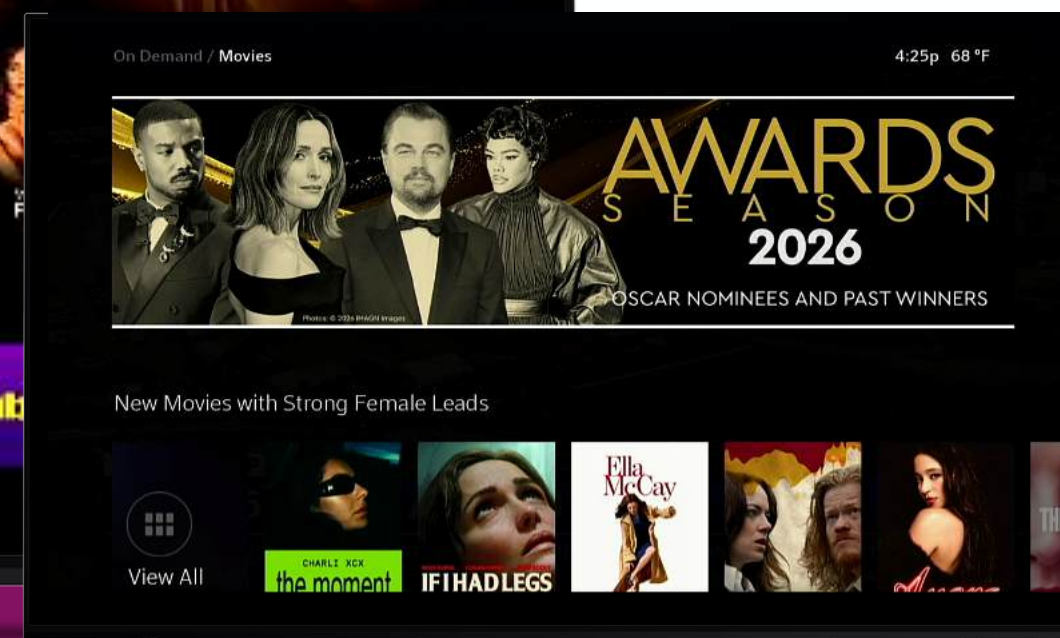
Google TV U.S.

THE OSCARS COMMAND THE SPOTLIGHT

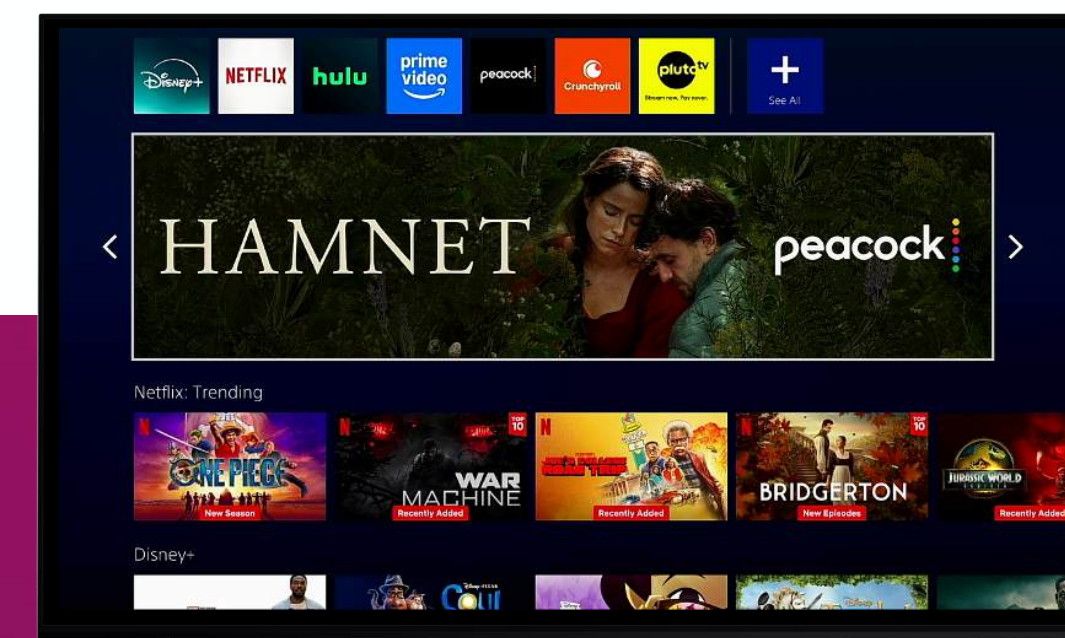
- On Hollywood's most celebrated night, this year's Oscar-nominated films commanded the spotlight with standout placement across platforms. The ceremony itself took pride of place on Vizio TV and Cox Contour 2 through a bespoke branded banner, while Peacock amplified its nominated titles on Xfinity Flex, with *Hamnet* extending its elegant presence further across PS4 and Fire TV.
- In the news:** According to a report by [Deadline](#), streaming operator acTVe has acquired the global platform Documentary+ with the goal of transforming it into the "Netflix of documentaries" through a highly curated selection of premium nonfiction content. Under the leadership of new CEO Geoff Clark, the service plans to aggressively expand its library by acquiring award-winning films that have struggled to find distribution and releasing a new exclusive title every day.



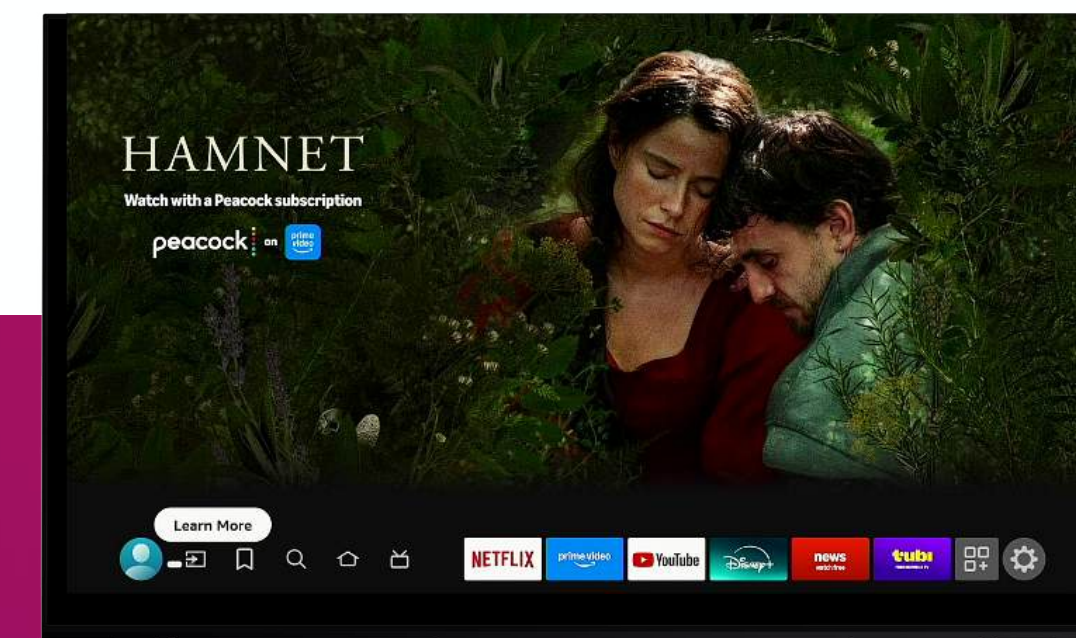
Vizio TV U.S.



Cox Contour 2 U.S.



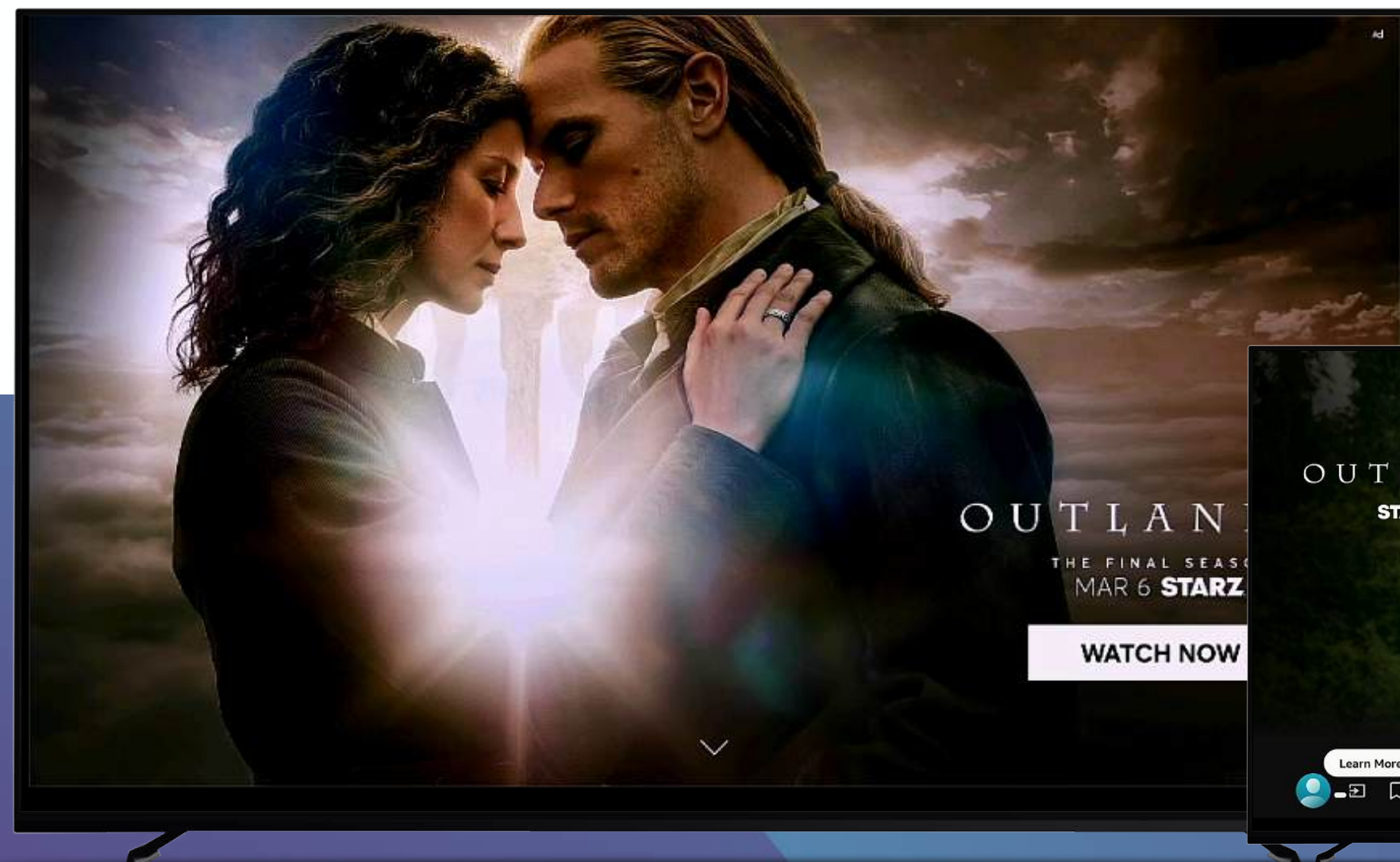
PS4 U.S.



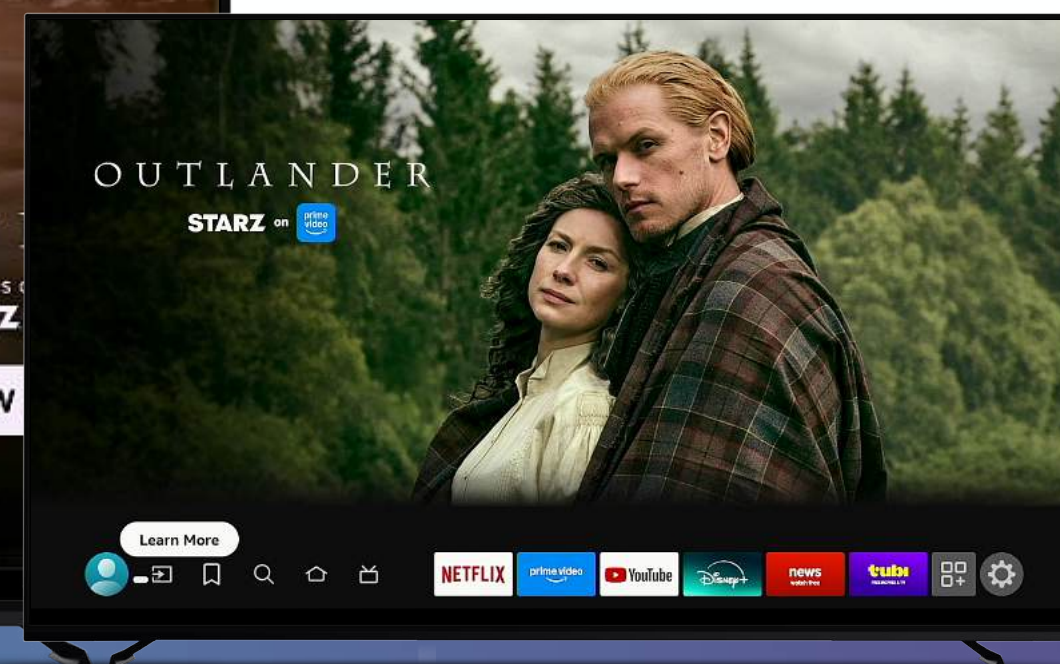
Fire TV U.S.

A FAREWELL THROUGH TIME

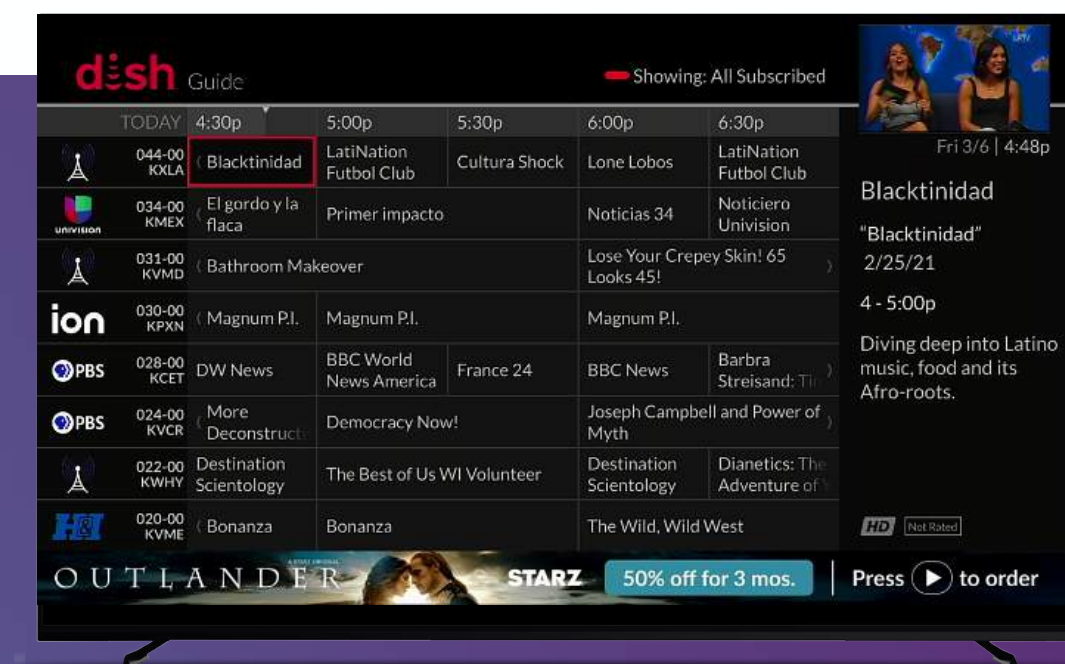
- As *Outlander* returned for its final chapter in March, STARZ cast its spell far and wide, every platform touched by a presence as enduring as Claire and Jamie’s legendary love, calling to every devoted Sassenach. From Samsung TV to Fire TV, Apple TV to Dish, the series secured standout placement throughout, ensuring its farewell resonated across time, and screens.
- In the news:** According to [The Wrap](#), STARZ shares rose 3% after the company narrowed its quarterly net loss to \$20.7 million and exceeded its 2025 EBITDA outlook, despite a slight decline in year-over-year revenue to \$322.8 million. The company successfully added 170,000 U.S. subscribers driven by strong interest in scripted originals, while leadership emphasized a strategic focus on future profitability through bundling and the integration of AI tools.



Samsung TV (2022) U.S.



Fire TV U.S.





Dish U.S.



Apple TV U.S.

BEST OF BOTH WORLDS

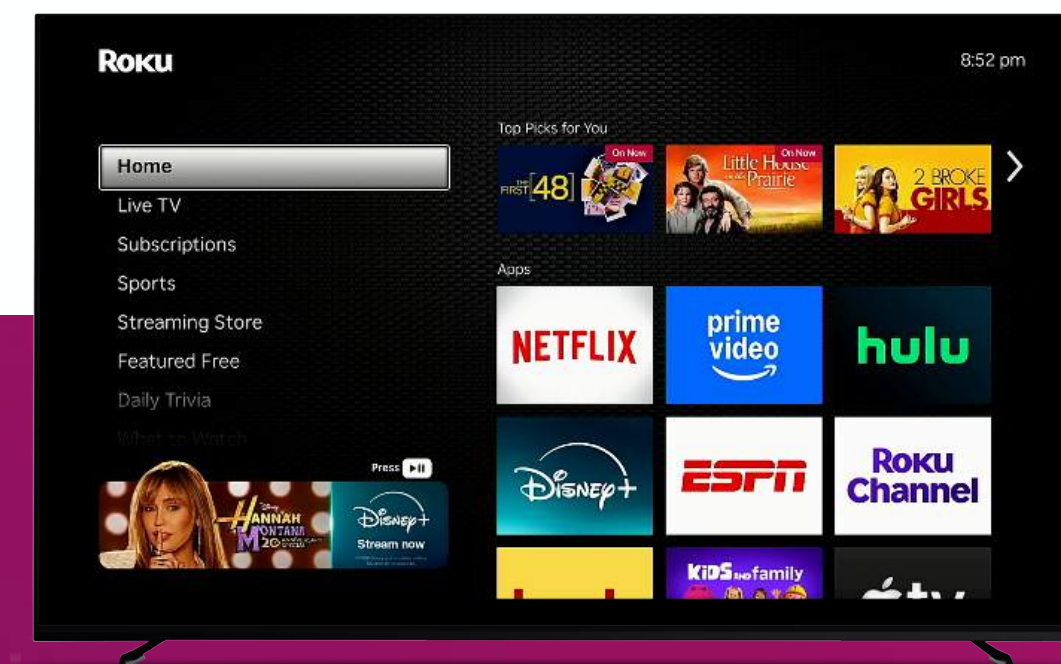
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 Hannah Montana was back in the spotlight this March, as Disney+ celebrated the show's 20th anniversary with a return that felt like the best of both worlds. With star-worthy placement across Roku, Google TV, Samsung TV, and PS5, the series that launched Miley Cyrus into superstardom proved it still knows how to steal the show.
- 
In the news: According to [Variety](#), OpenAI has unexpectedly announced the discontinuation of its generative-AI video app Sora, leading Disney to terminate a major partnership and \$1 billion investment deal with the company. The decision follows a period of intense industry friction over copyright concerns and legal challenges from major studios regarding the use of intellectual property in AI training models.



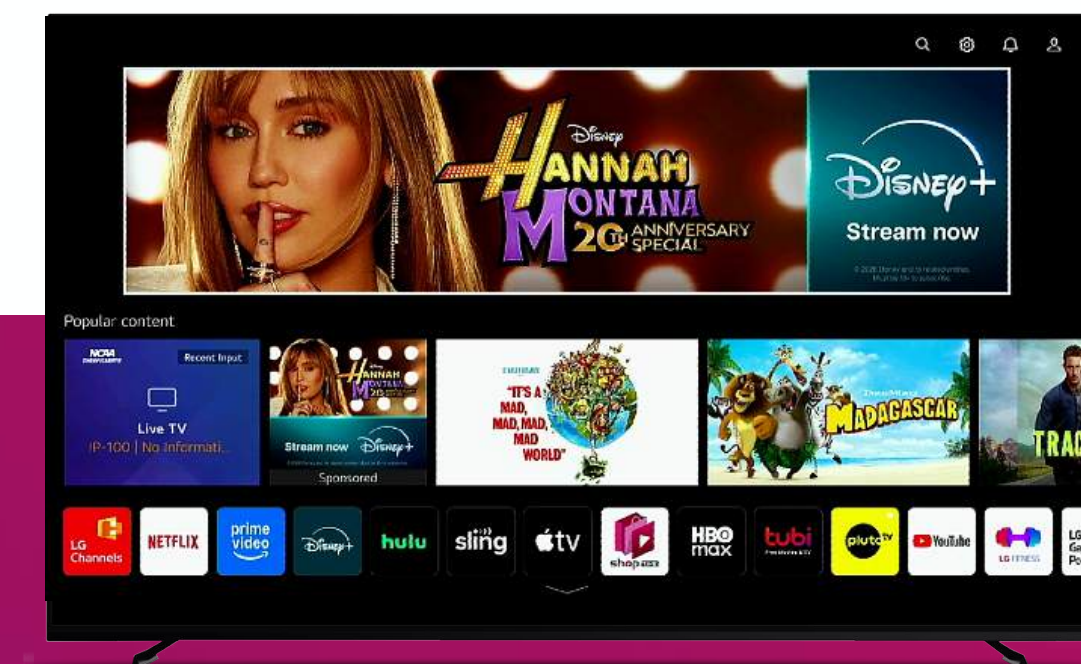
Samsung TV (2022) U.S.



Google TV U.S.



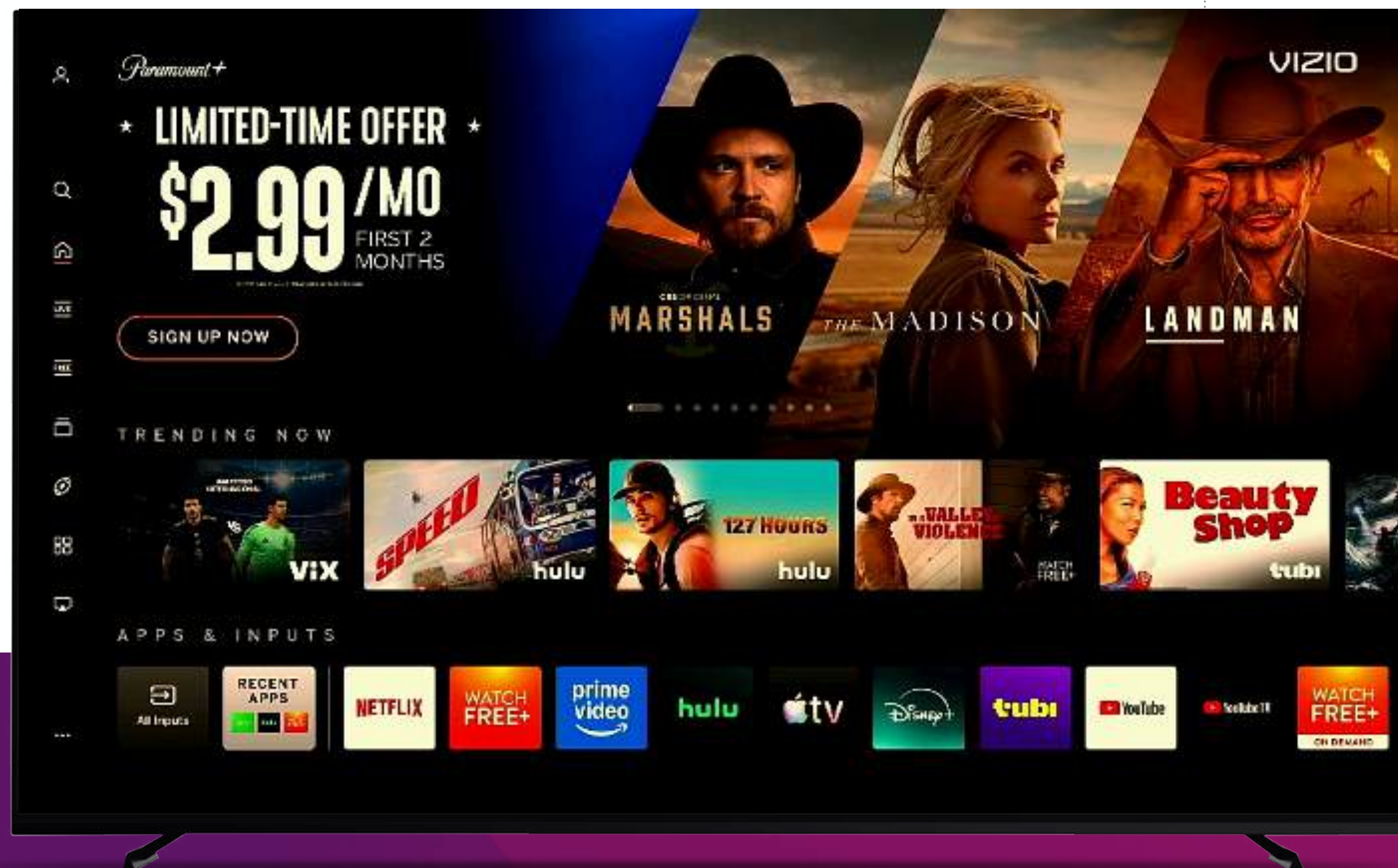
Roku U.S.



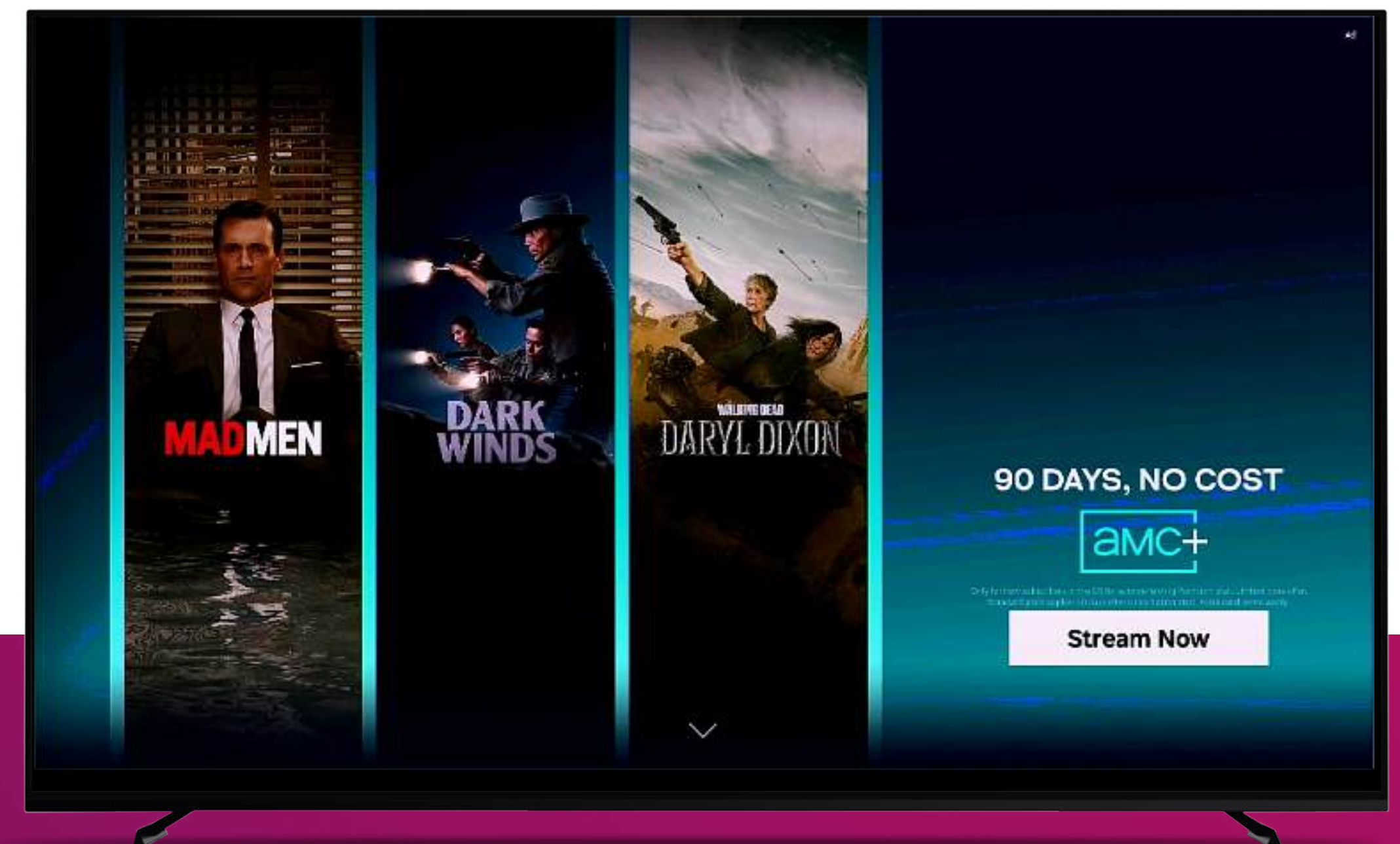
LG TV (2022) U.S.

STREAM WARS TURN TO PRICE

- Price promotions and free trials took center stage in March, as Paramount+, Disney+ and AMC+ competed to capture audience attention in an increasingly crowded streaming landscape. Platforms including Samsung TV and Vizio amplified these acquisition efforts, prominently featuring the offers to ensure viewers stayed connected to the latest must-watch content.
- In the news:** According to [Deadline](#), Paramount is set to sunset BET+ in June, folding its library of over 1,000 hours of content into Paramount+ after acquiring Tyler Perry's estimated 25% equity stake in the service. This consolidation moves BET's specialized programming from a niche platform of roughly 3.5 million subscribers to Paramount+'s much larger reach of 80 million, serving as a strategic step toward the company's broader goal of \$6 billion in cost savings following its merger with Skydance and the proposed acquisition of WBD.

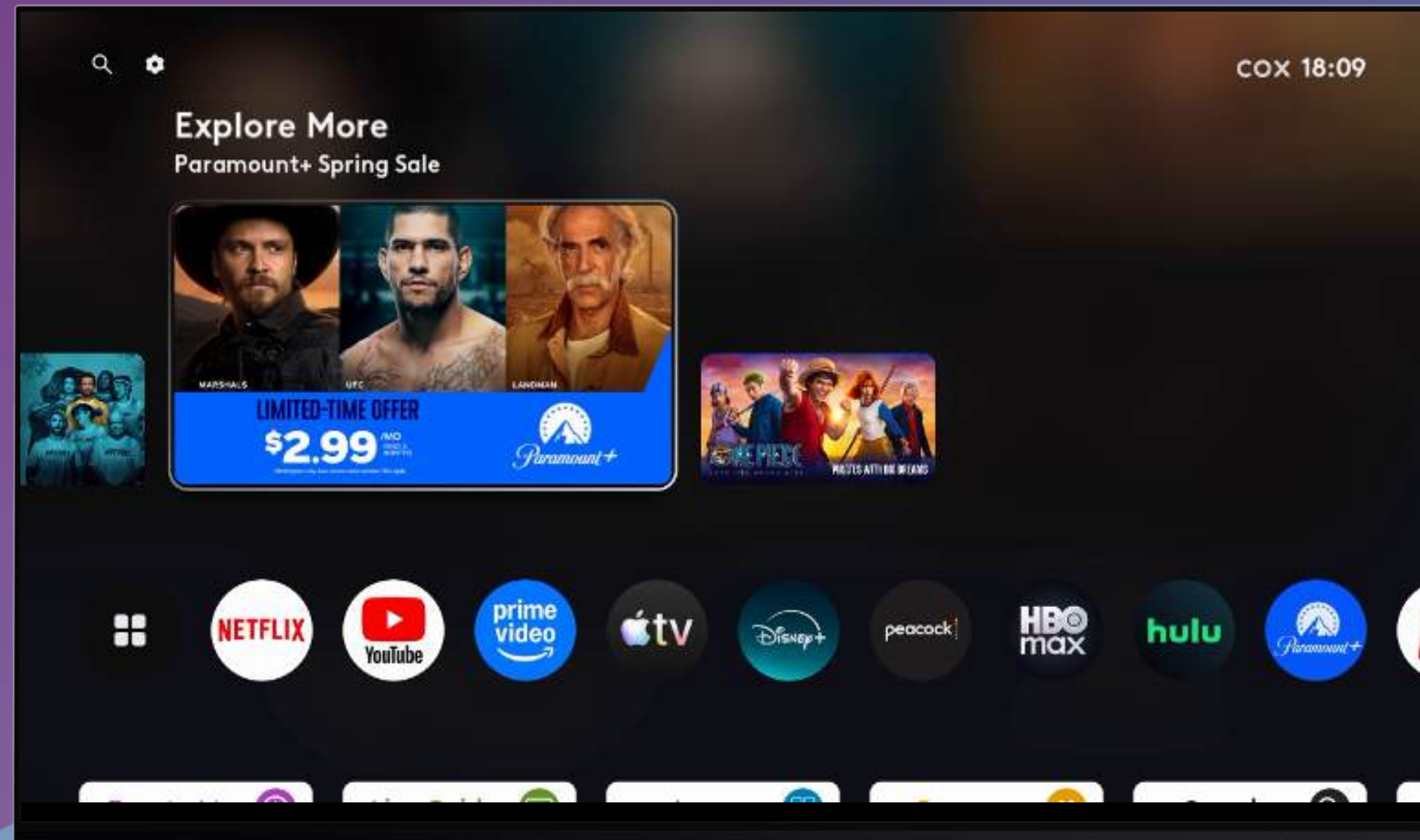


Vizio TV U.S.

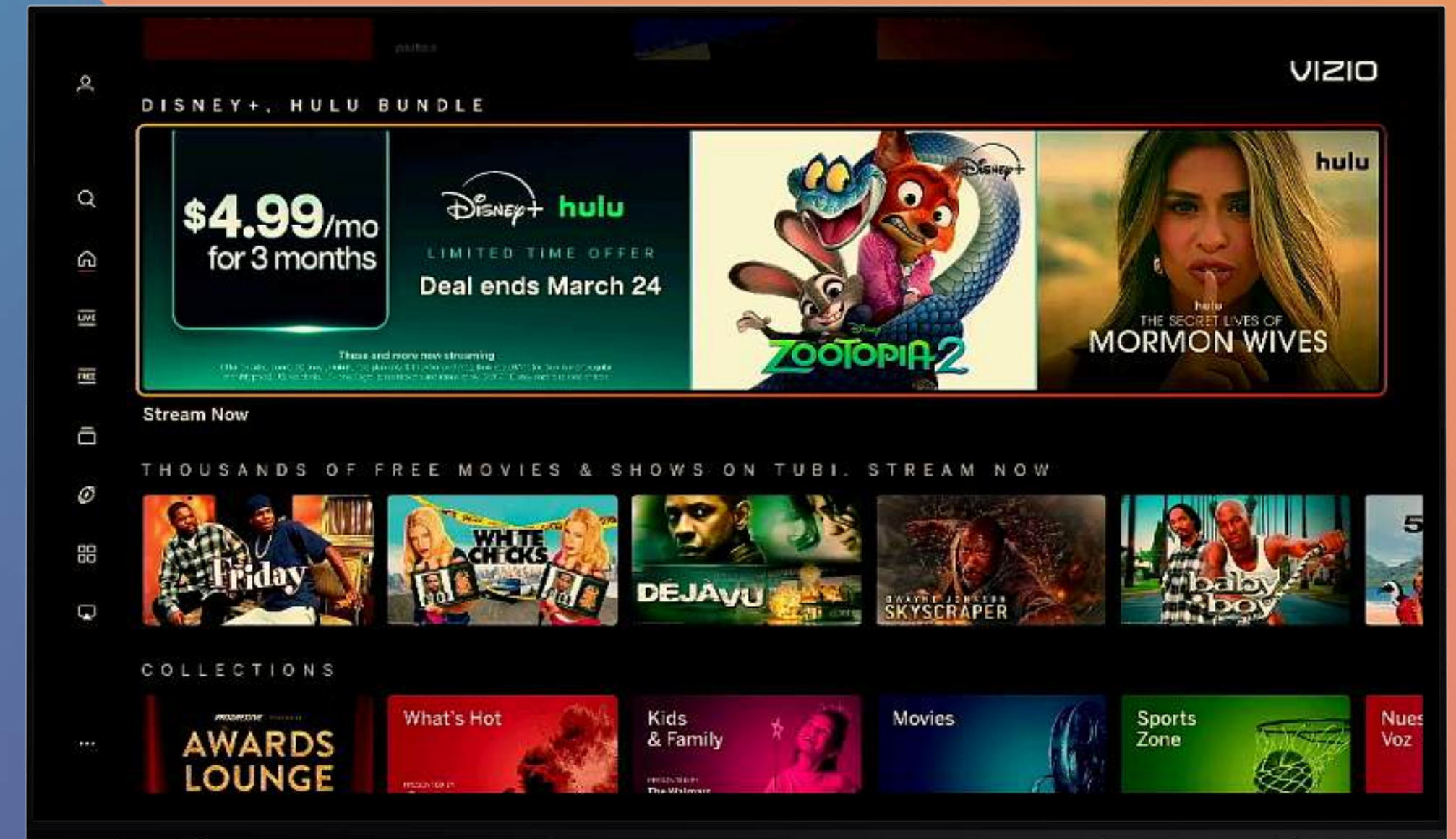


Samsung TV (2022) U.S.

STREAM WARS TURN TO PRICE



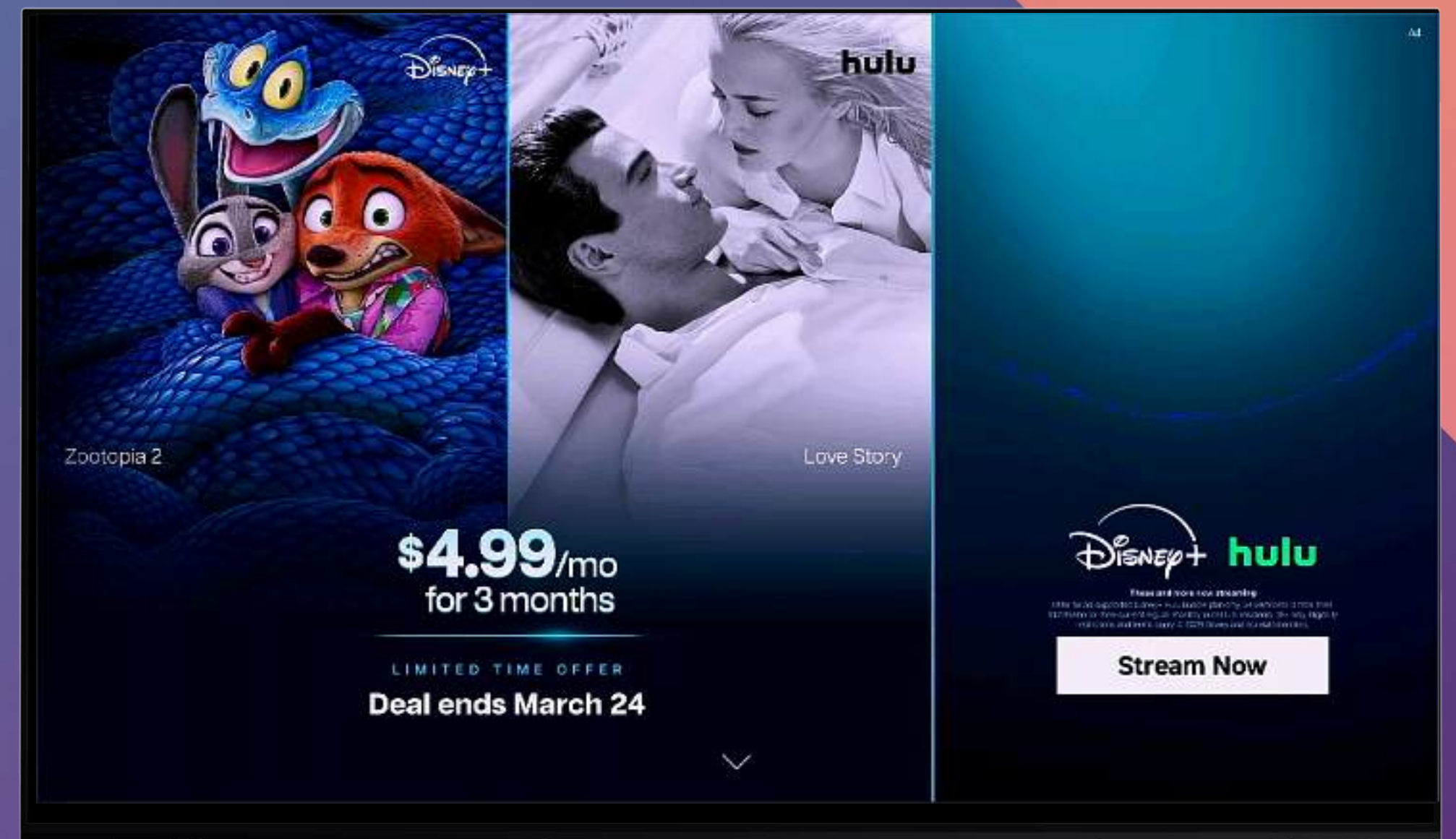
Cox CSP U.S.



Vizio TV U.S.



Vizio TV U.S.



Samsung TV (2022) U.S.



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