



/ APRIL 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.





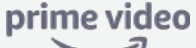





Each edition highlights standout marketing strategies, exceptional promotional execution, and key industry developments across the U.S. and international markets, offering a concise, executive-level view of who's winning in digital content promotions.

THE WINNER

We analysed the top 9 devices* in the Australia to see who was winning the best promotional real estate.

STREAMER OF THE MONTH: APRIL 2026

/ TOP 10 TITLES /

POSITION	TITLE	APP	SMPV™ SCORE
1	Married at First Sight		A\$713,396
2	A Knight of the Seven Kingdoms		A\$530,232
3	Tales of the Teenage Mutant Ninja Turtles		A\$485,842
4	For All Mankind		A\$478,728
5	The Boys		A\$421,779
6	National Basketball Association		A\$412,001
7	Bluey		A\$393,923
8	One Piece		A\$382,397
9	Saturday Night Live		A\$367,390
10	The Pitt		A\$347,587

STREAMER OF THE MONTH: APRIL 2026

/ TOP 10 APPS /

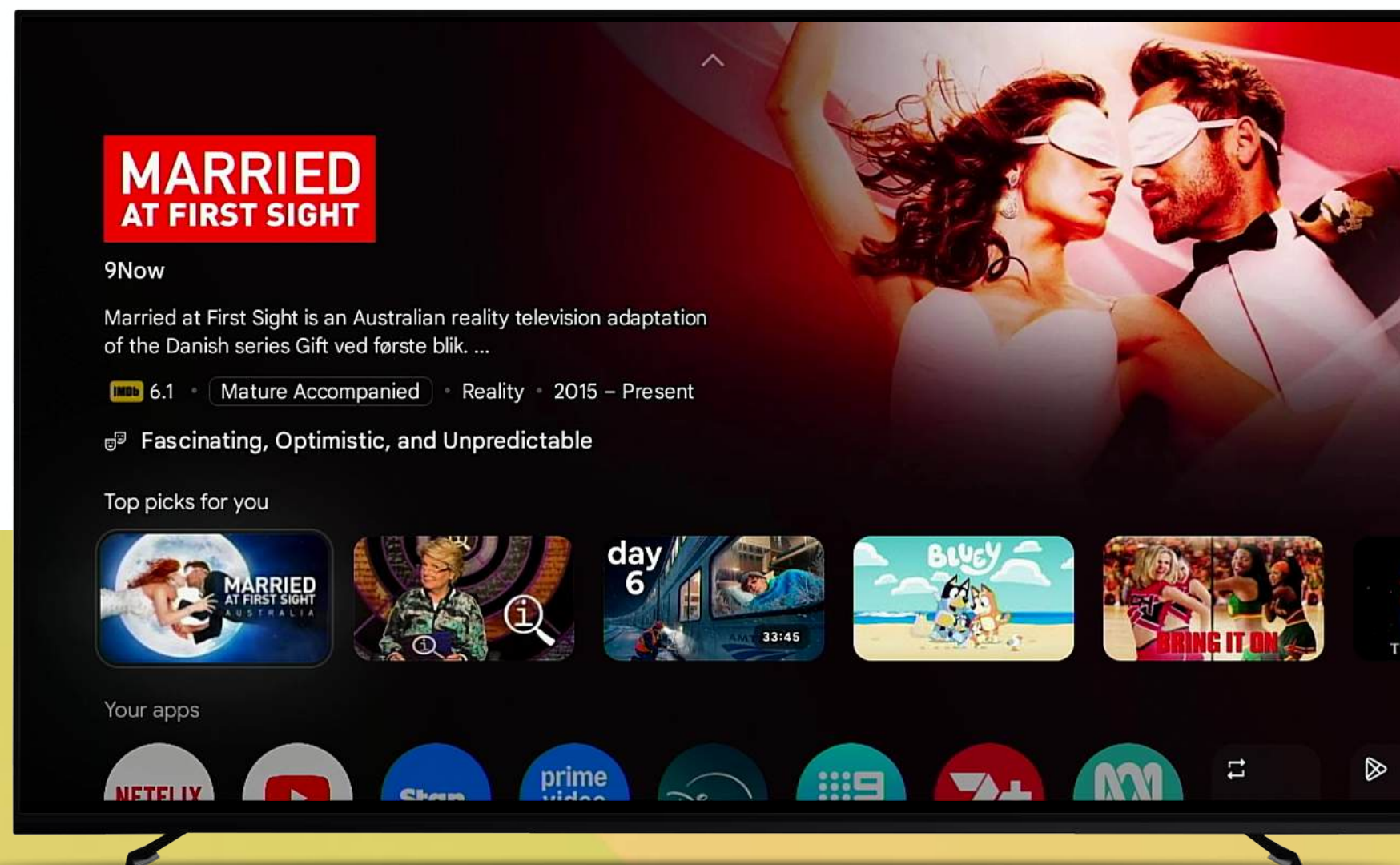
POSITION	APP	SMPV™ SCORE
1		A\$10,196,889
2		A\$8,752,788
3		A\$7,206,932
4		A\$7,063,493
5		A\$6,416,541
6		A\$4,559,589
7		A\$4,298,797
8		A\$3,981,696
9		A\$3,868,316
10		A\$3,778,362

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

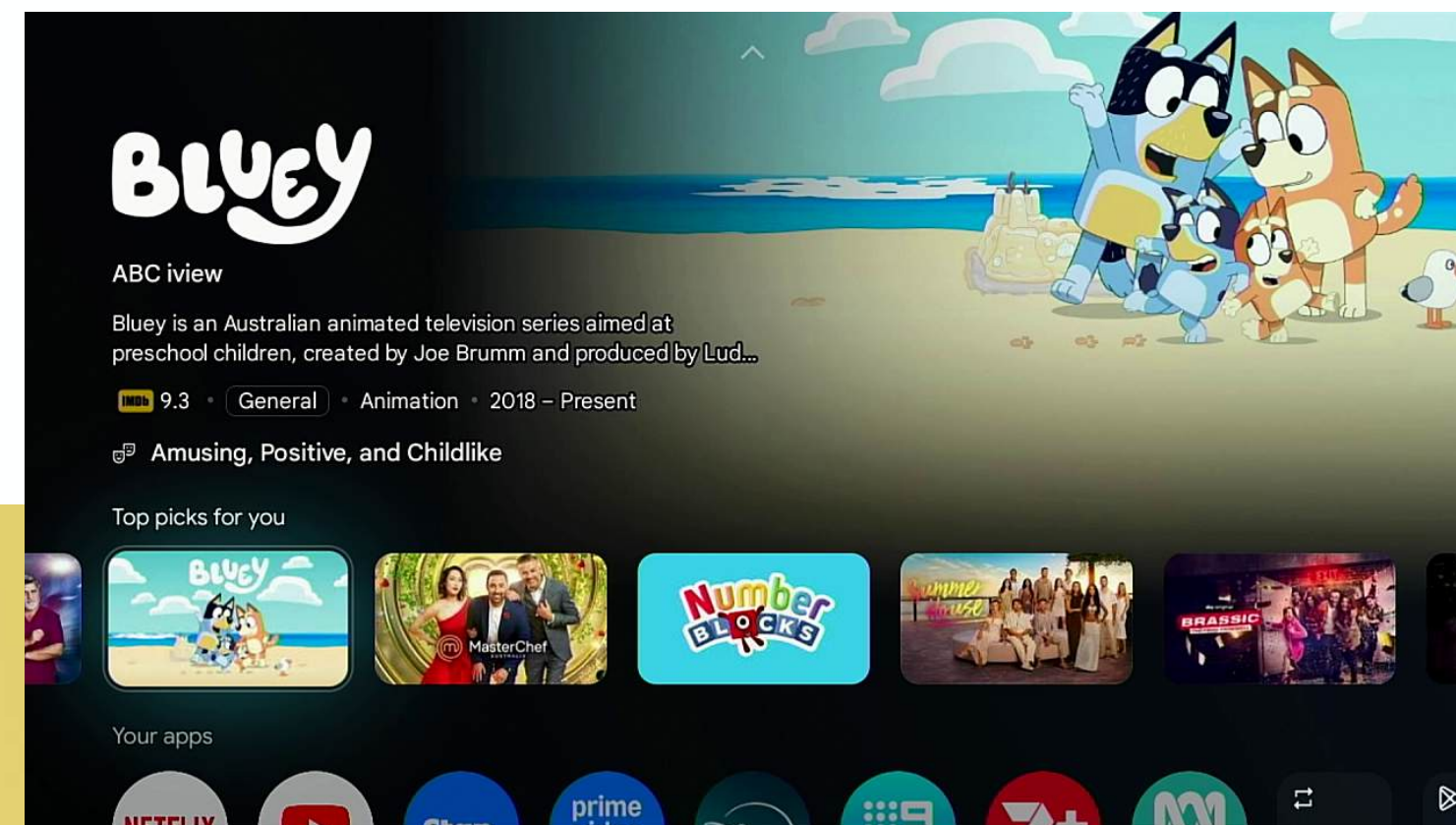


TOP TITLES OF THE MONTH

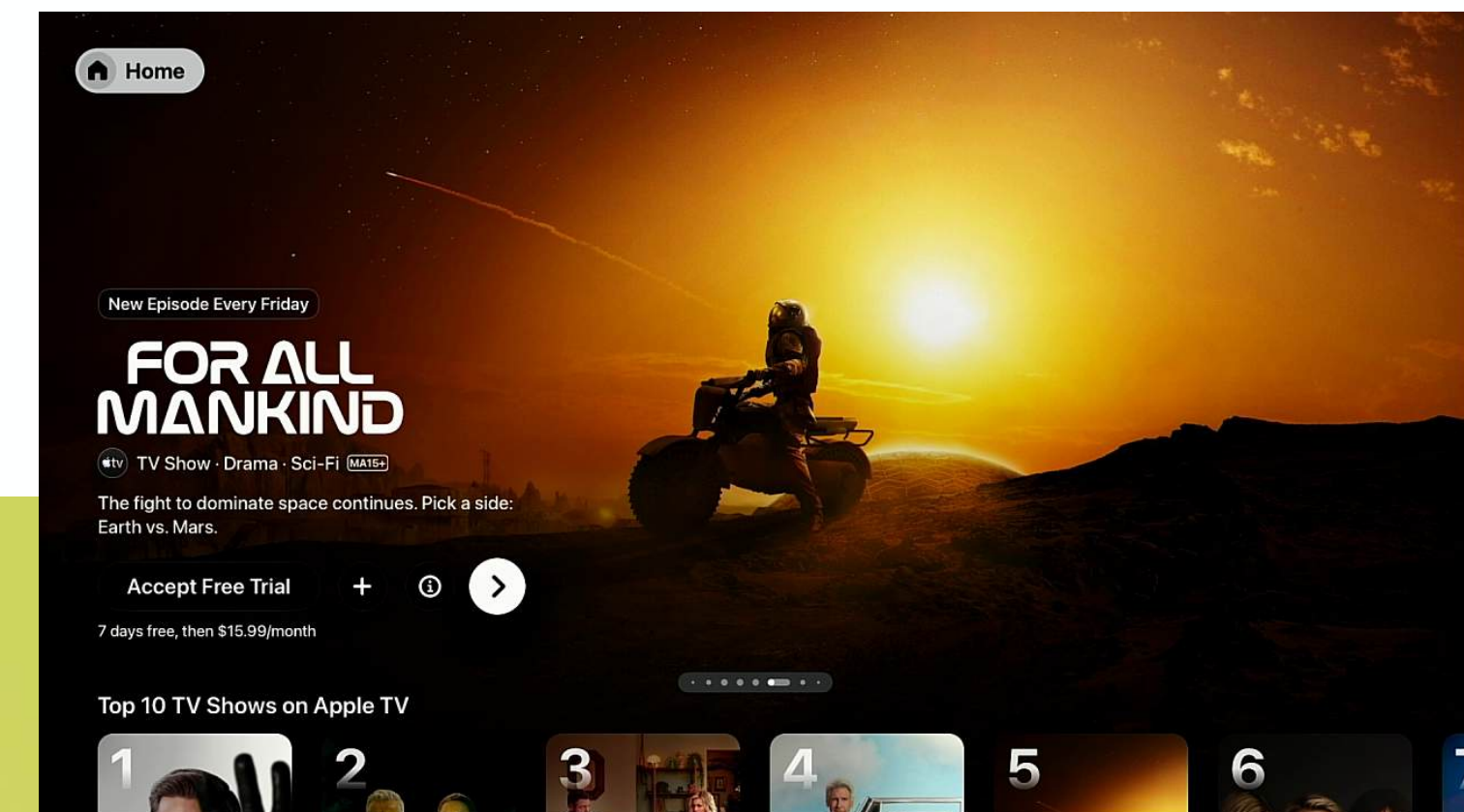
- Down Under, *Married at First Sight* continued to prove that drama is the ultimate currency, dominating Australian CTV platforms with a massive \$MPV™ score exceeding \$700K. While the social experiment led the charge for local broadcasters, the broader battlefield was claimed by the global giants. International streamers flexed their muscle to seize the majority of the Top 10, collectively raking in over \$3M in total \$MPV™ and proving that while Australia loves a local wedding, the global titans still own the honeymoon phase.
- In the news:** [TV Blackbox](#) reports that Nine has secured a five-year deal to become the home of Australian netball starting in 2027, bringing Suncorp Super Netball and Diamonds coverage to the Nine Network and Stan Sport. The agreement marks a return to a broad-reach model that combines free-to-air matches with subscription streaming, ending the sport's period of exclusivity with the Foxtel Group.



Google TV AU



Google TV AU

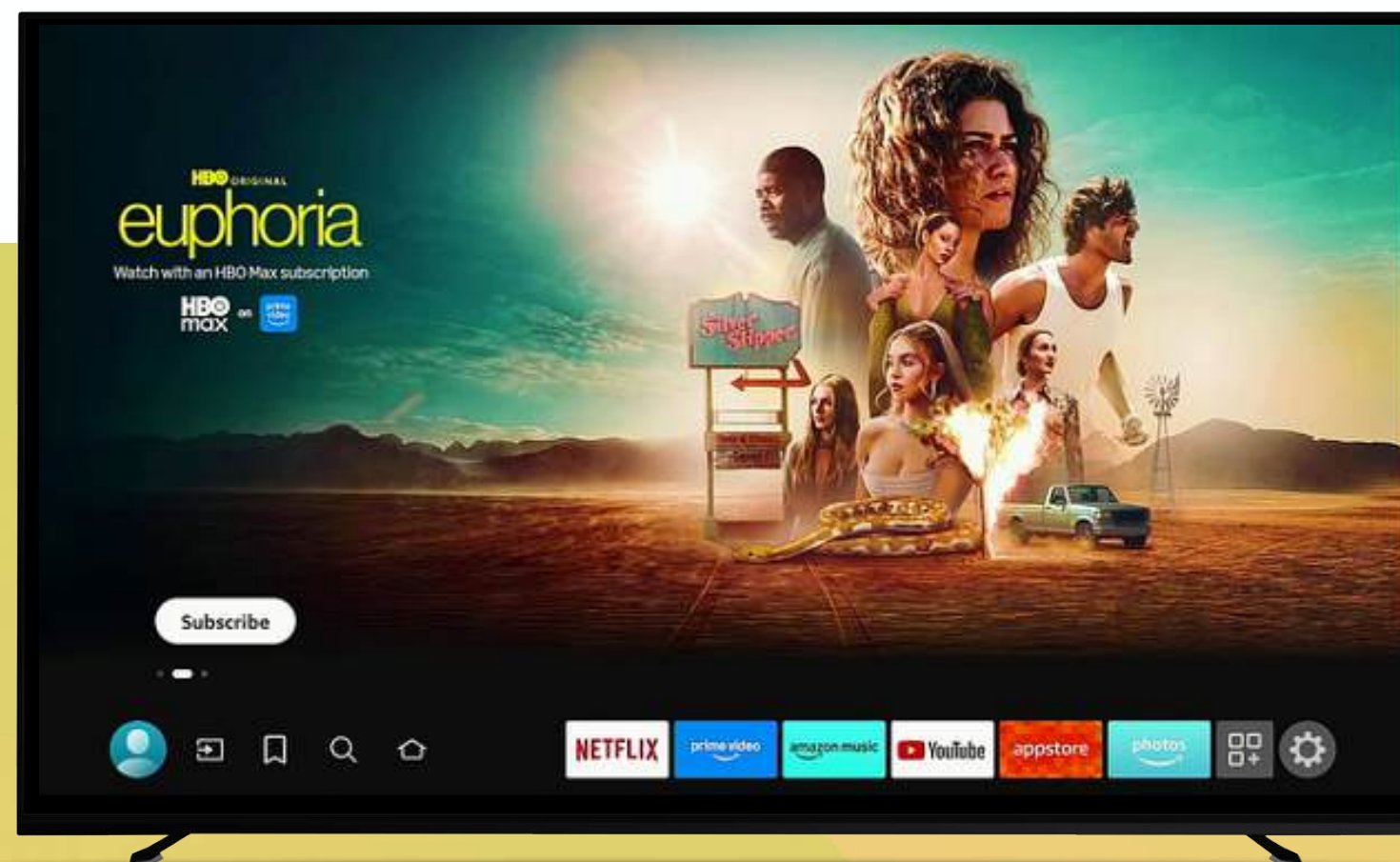


Apple TV AU

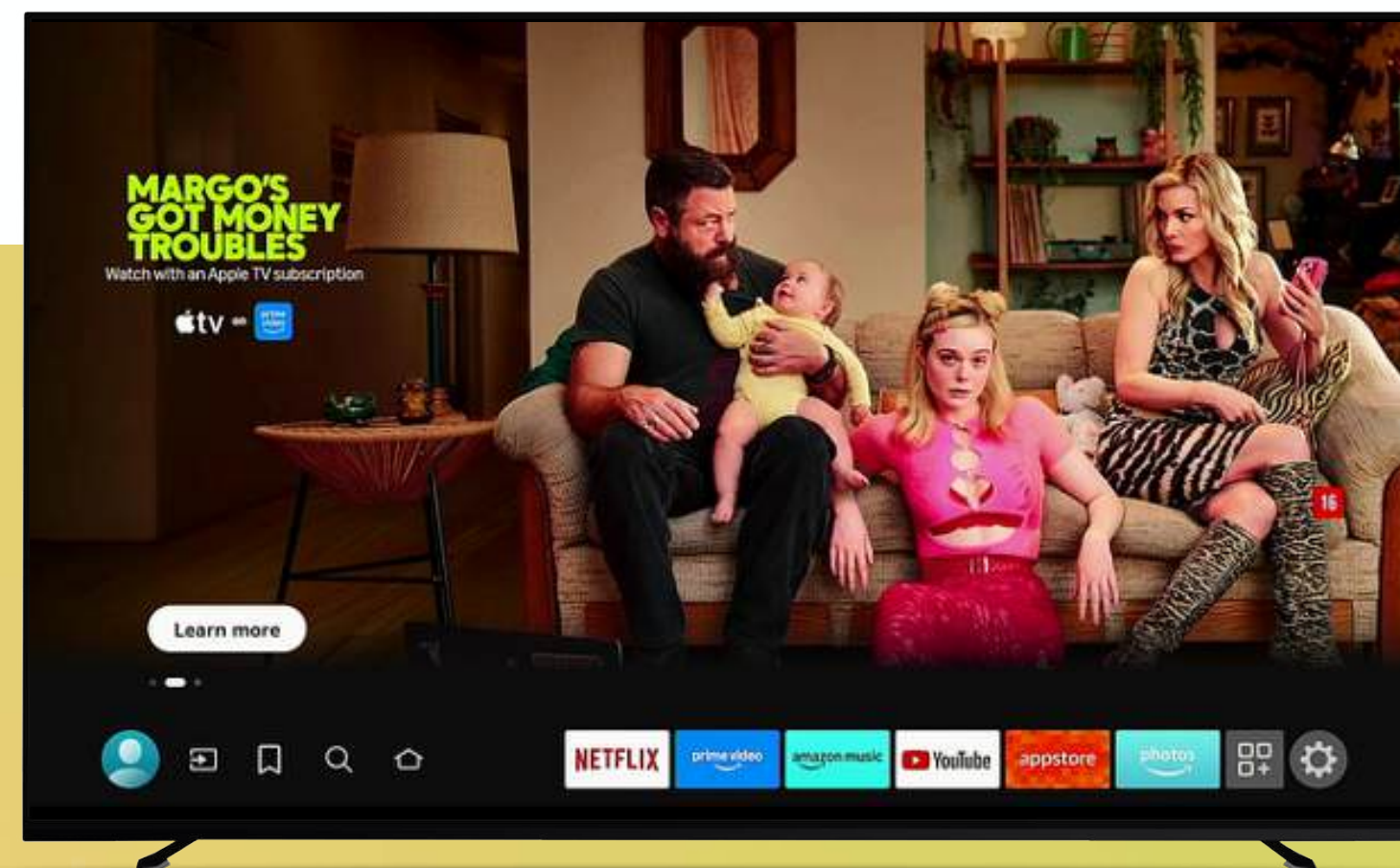
NEON DREAMS & HIGH-STAKES SCHEMES

In the hazy, neon-drenched world of April streaming, two titles didn't just premiere, they obsessed us. HBO Max and Apple TV turned the CTV landscape into a glitter-streaked fever dream, ensuring *Euphoria* and *Margo's Got Money Troubles* were the only things worth looking at. From the high-gloss interface of Apple TV and LG TV to the gritty frontlines of Fire TV and Foxtel, these titles were inescapable. It was a calculated, beautiful mess: while Rue struggled to find her footing in a world of acute angles and jagged emotions, Margo was busy monetizing her chaos on every screen she could find. Together, they proved that whether you're chasing a high or just a paycheck, the only thing more addictive than the drama is the visibility.

In the news: [TV Blackbox](#) reports that a new Screen Australia study has reaffirmed the nation's status as a global production powerhouse while warning of critical pressure points like skills gaps and infrastructure constraints. The report suggests that local companies must prioritize targeted training and stronger international partnerships to maintain a competitive edge and ensure long-term economic sustainability.



Fire TV AU

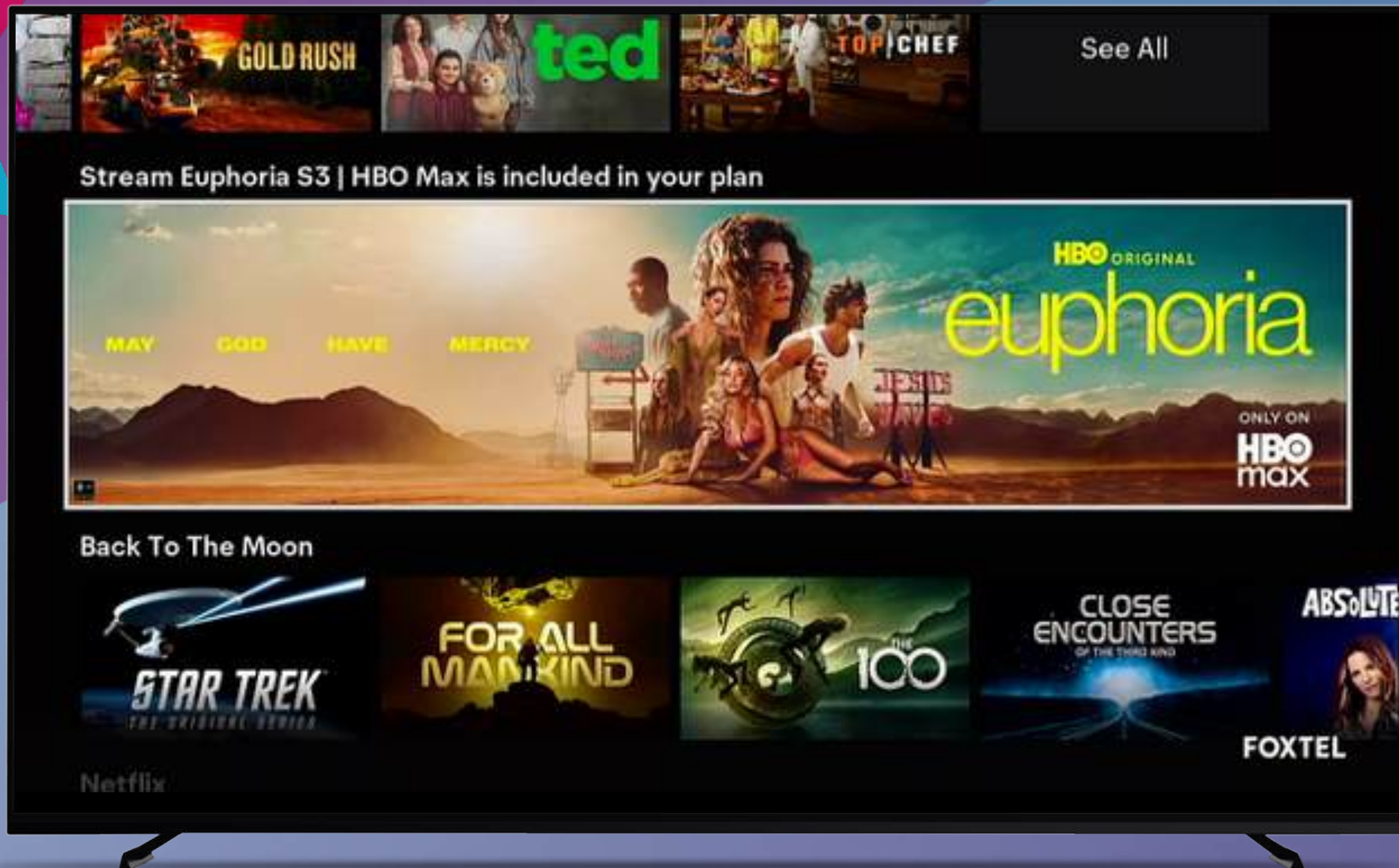


Fire TV AU

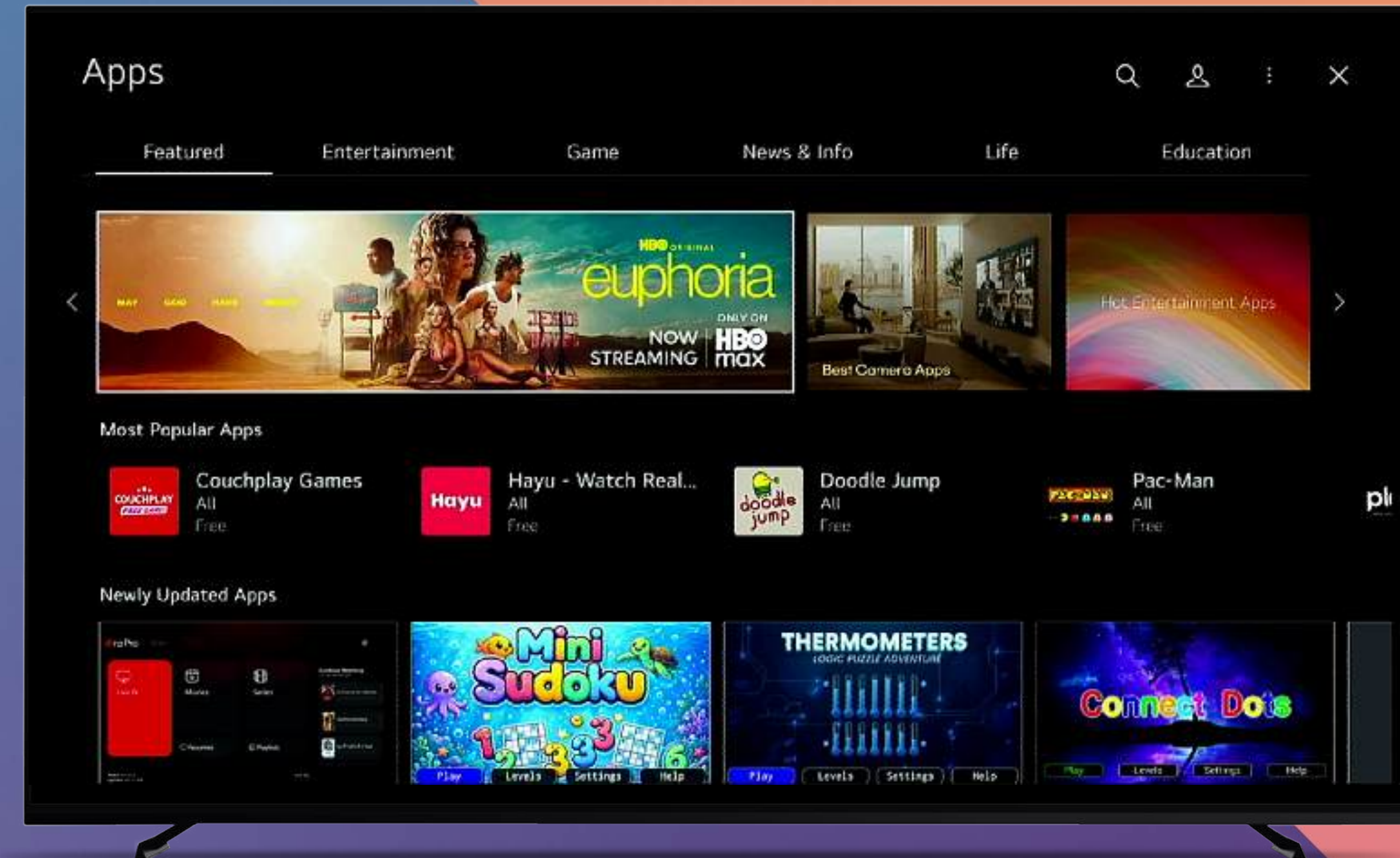


Google TV AU

NEON DREAMS & HIGH-STAKES SCHEMES



Foxtel AU



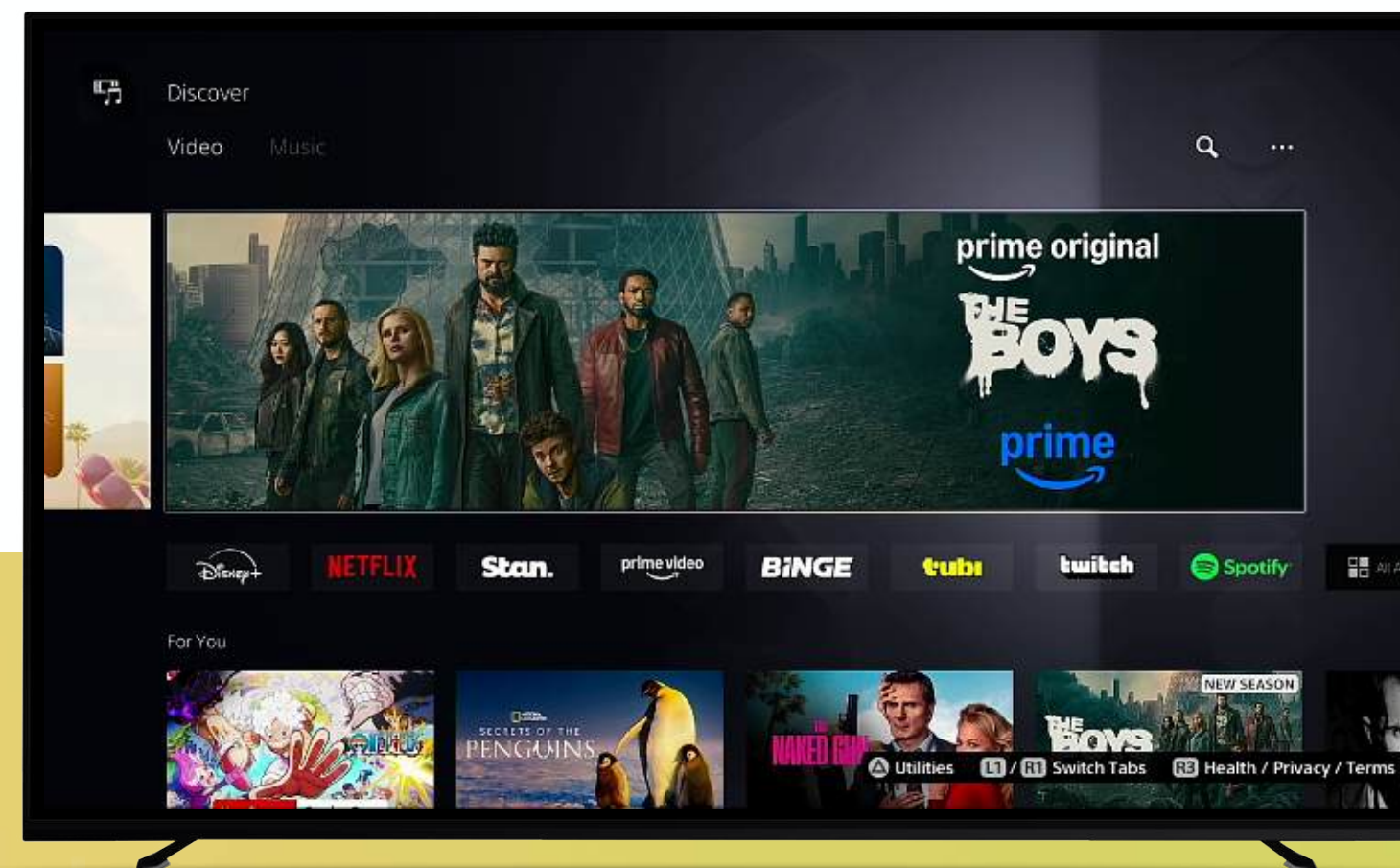
LG TV (2022) AU

VOUGHT-APPROVED VISIBILITY

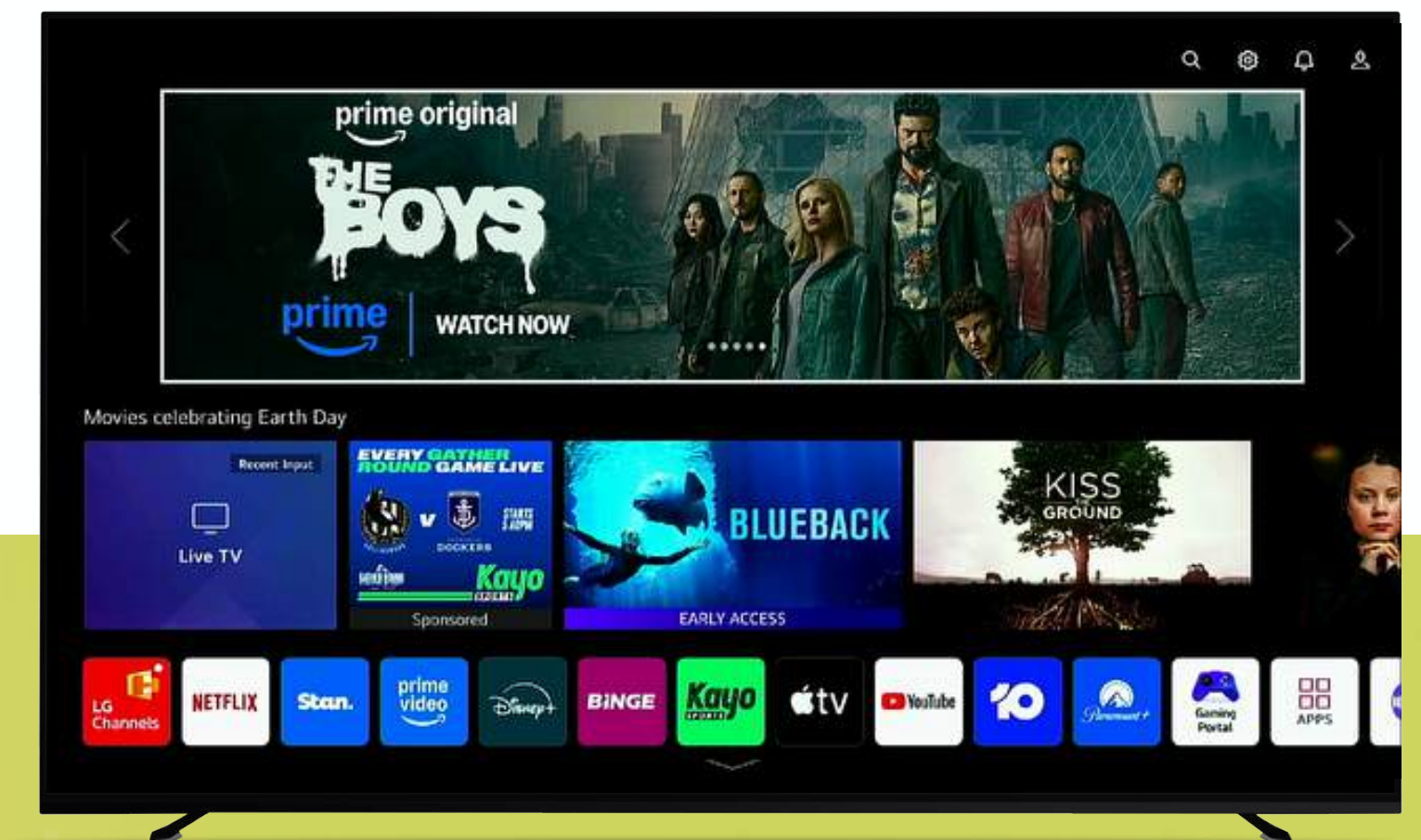
- In April, Prime Video dropped the diplomatic niceties and went for a full-scale tactical assault on the CTV landscape. Leading the charge was the final, blood-soaked season of *The Boys*, which didn't just premiere, it occupied the high ground on Apple TV, PS5 and LG TV. Vought's finest made sure that if you weren't watching the Supes, you were at least staring at them.
- But the heist was only just beginning. Enter *Crime 101*, the high-stakes thriller fronted by Aussie heavy hitter Chris Hemsworth. Looking to secure its own "score of a lifetime," the film executed a precision placement strategy across Google TV and PS5. By the time the month was up, Prime Video had successfully surrounded the audience, proving that whether you're hunting corrupt heroes or elusive jewel thieves, there's no escaping their reach.
- In the news:** [TV Blackbox](#) reports that OzTAM has launched a new interactive Streamscape dashboard to provide the industry with flexible, real-time insights into Australia's evolving Total Video landscape. While the Q1 2026 data confirms that broadcast content remains dominant, the platform is designed to help agencies track the tightening gap between traditional television and growing BVOD and streaming services.



Apple TV AU



PS5 AU

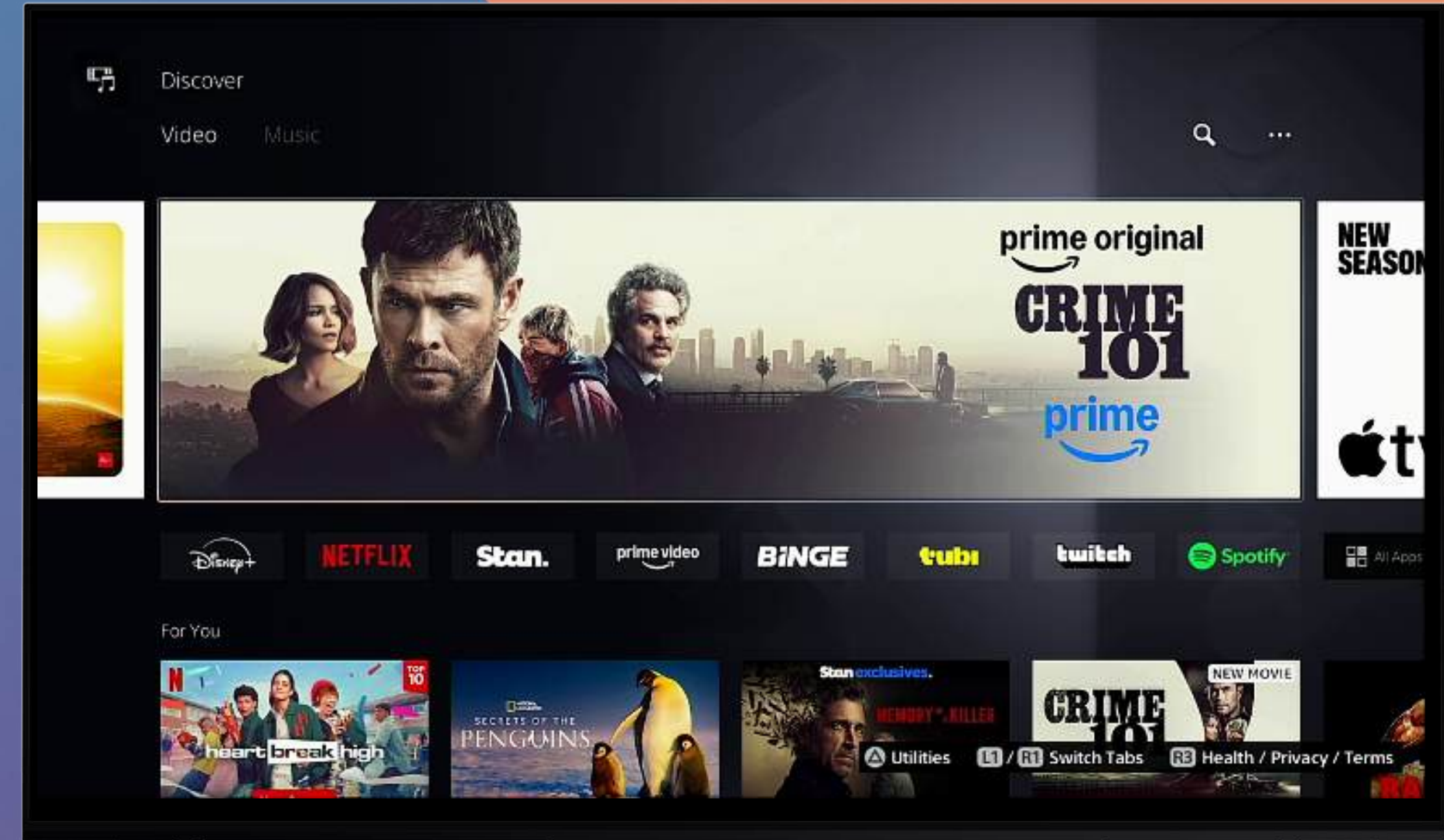


LG TV (2022) AU

VOUGHT-APPROVED VISIBILITY



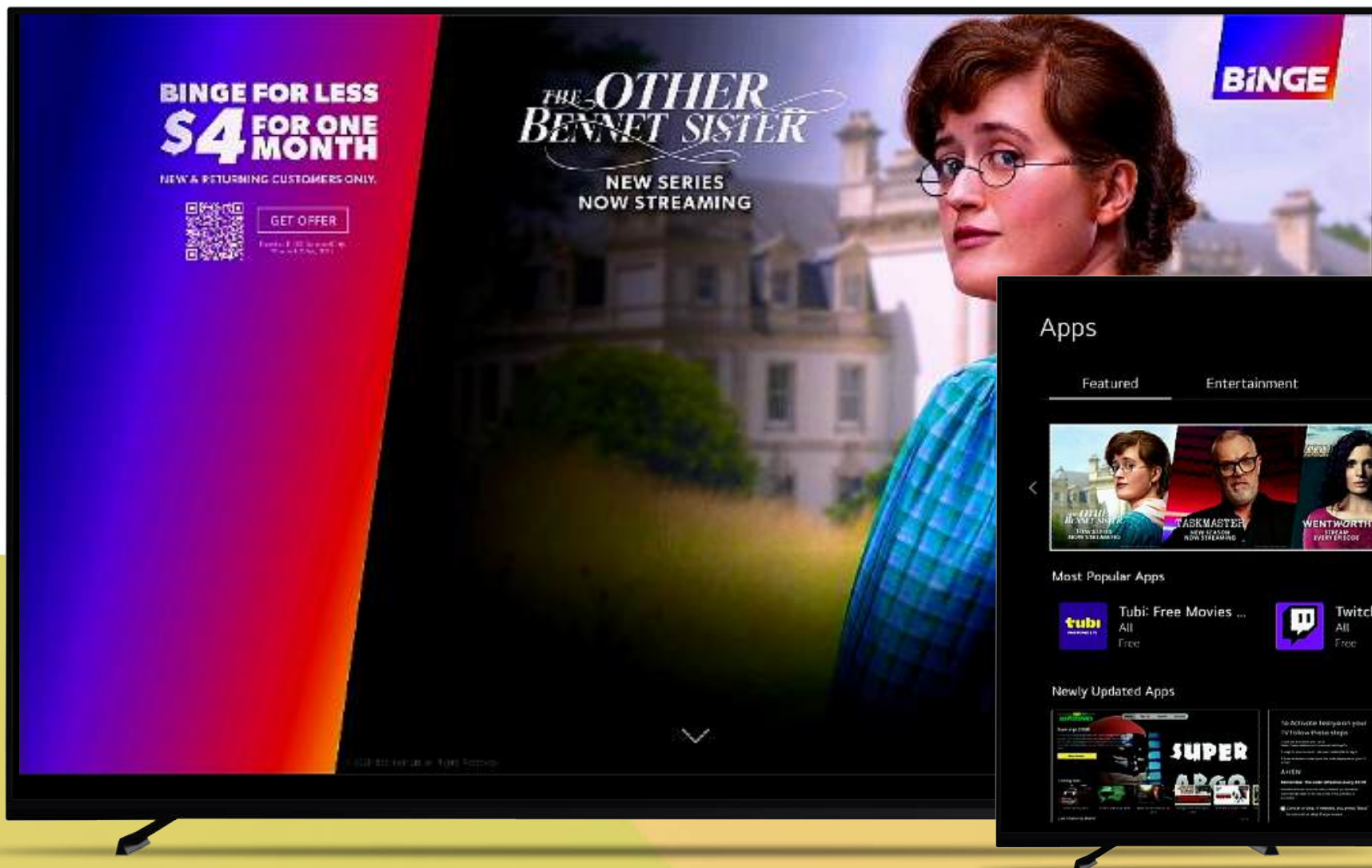
Google TV AU



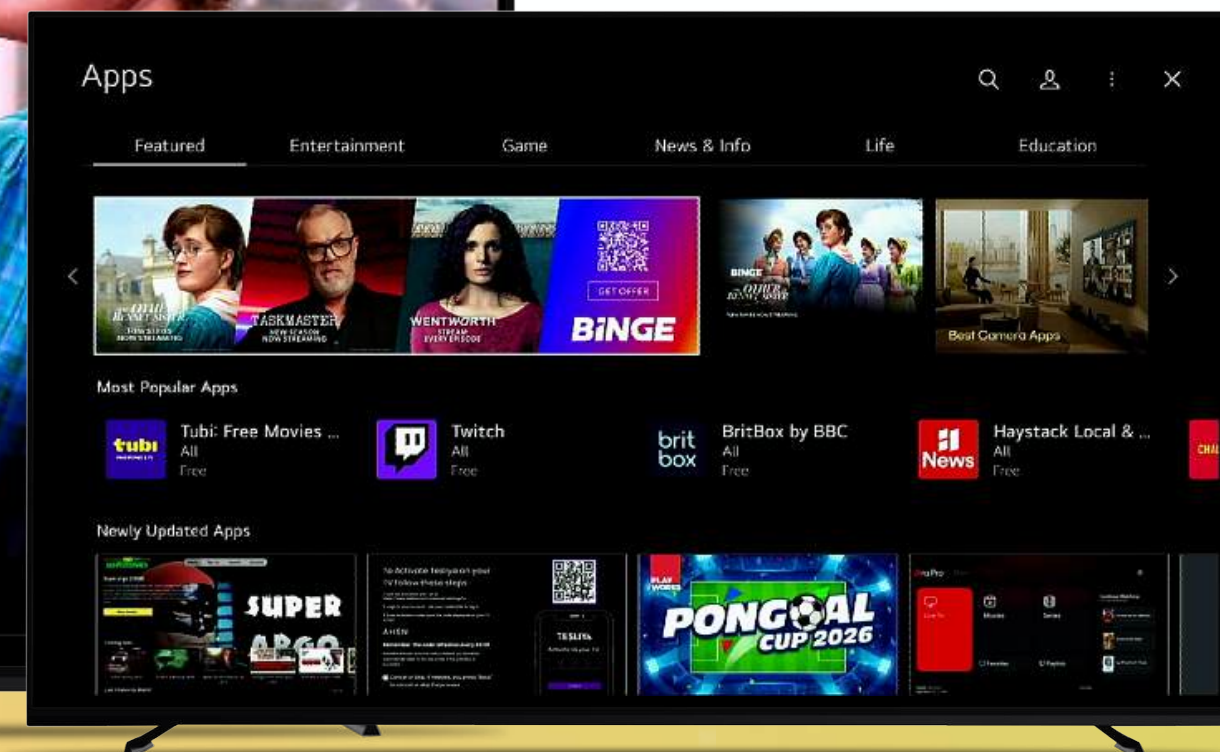
PS5 AU

BINGE'S MULTI-SCREEN BLITZ

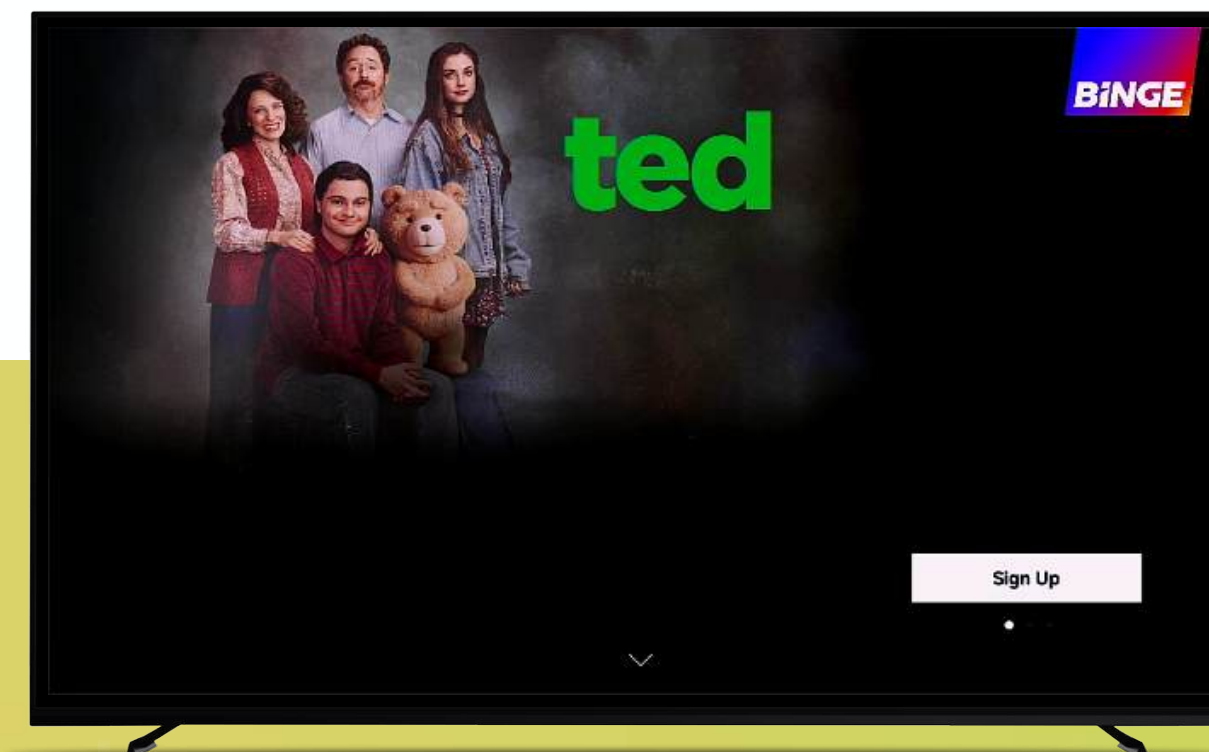
-  Binge shook up the Australian market this April with a surgical strike across the major hardware players. The headline act was an aggressive \$4 for one month promotional hook exclusive to Samsung, strategically paired with the debut of *The Other Bennet Sister* to drive high-volume sign-ups.
-  The momentum didn't stop there. Binge expanded its footprint with additional Samsung placements for *Ted* and the star-studded *Eddington*, while switching gears on LG TV with a powerhouse multi-title play featuring both *The Other Bennet Sister* and the cult-favorite drama *Wentworth*. By isolating its best offer for Samsung and broad-casting its strongest hits on LG, Binge effectively cornered the hardware market.
-  **In the news:** [TV Blackbox](#) reports that Nine has expanded its partnership with BBC Studios by adding the 24-hour BBC News channel to its free 9Now streaming platform. This new addition joins an existing suite of BBC FAST channels on the service, providing Australian audiences with continuous access to global news coverage alongside Nine's local journalism.



Samsung TV (2022) AU



LG TV (2022) AU



Samsung TV (2022) AU



Samsung TV (2022) AU



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