

/ 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 *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.








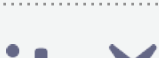


Each edition highlights standout marketing strategies, exceptional promotional execution, and key industry developments across the U.S. and international markets, offering a concise, executive-level view of who's winning in digital content promotions.

# THE WINNER

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

STREAMER OF THE MONTH: APRIL 2026

## / TOP 10 TITLES /

POSITION	TITLE	APP	EMPV™ SCORE
1	Landman		£1,774,582
2	National Basketball Association		£1,673,556
3	The Capture		£1,253,259
4	Race Across the World		£1,229,654
5	The Boys		£1,014,907
6	Grace		£952,745
7	The Other Bennet Sister		£938,915
8	The Affair		£988,073
9	The Pitt		£857,466
10	At Home with the Furies		£922,618

STREAMER OF THE MONTH: APRIL 2026

## / TOP 10 APPS /

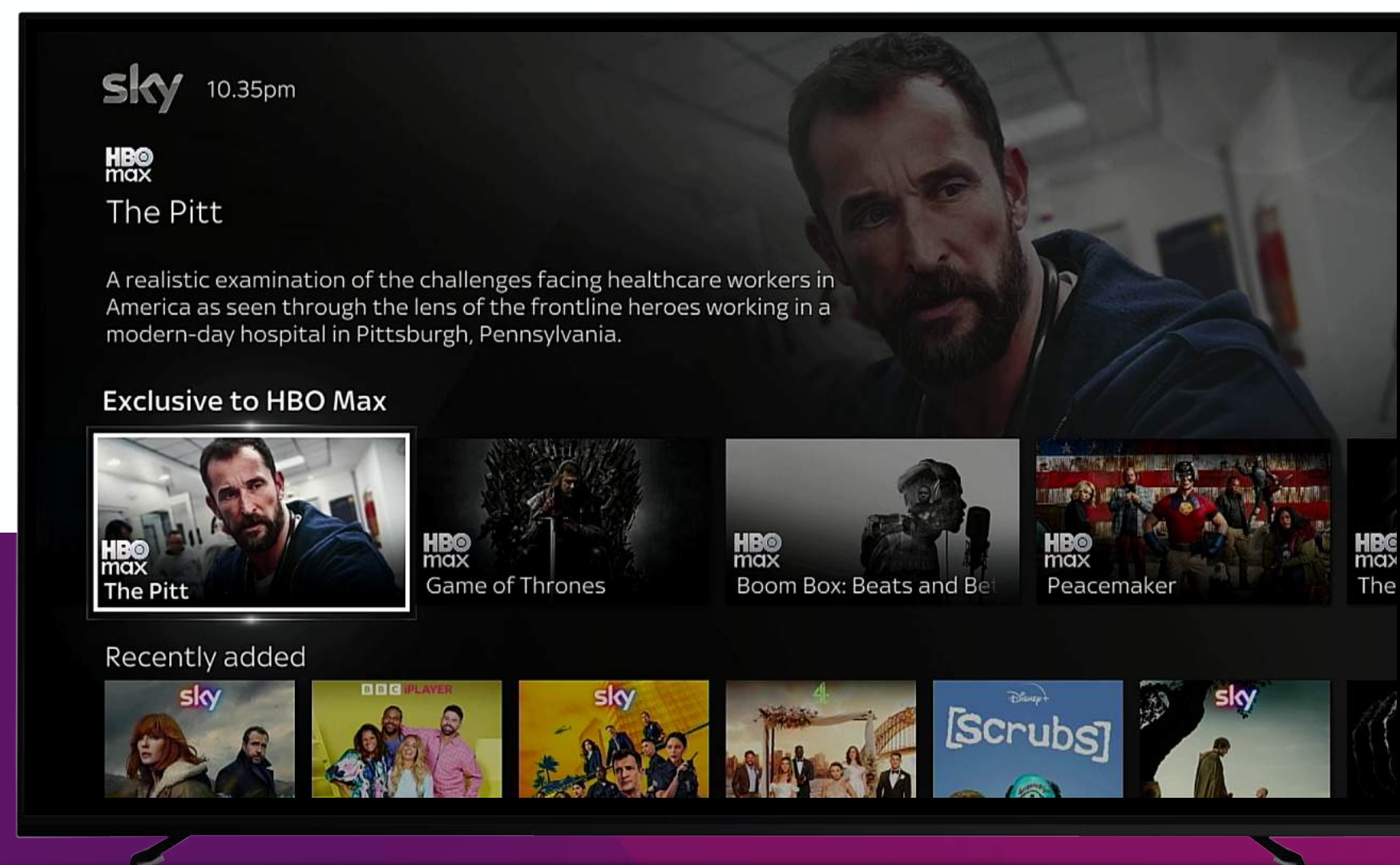
POSITION	APP	EMPV™ SCORE
1		£37,280,198
2		£36,242,331
3		£24,528,482
4		£23,428,623
5		£21,670,395
6		£19,141,914
7		£13,895,311
8		£12,891,431
9		£11,369,904
10		£10,121,742

\*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

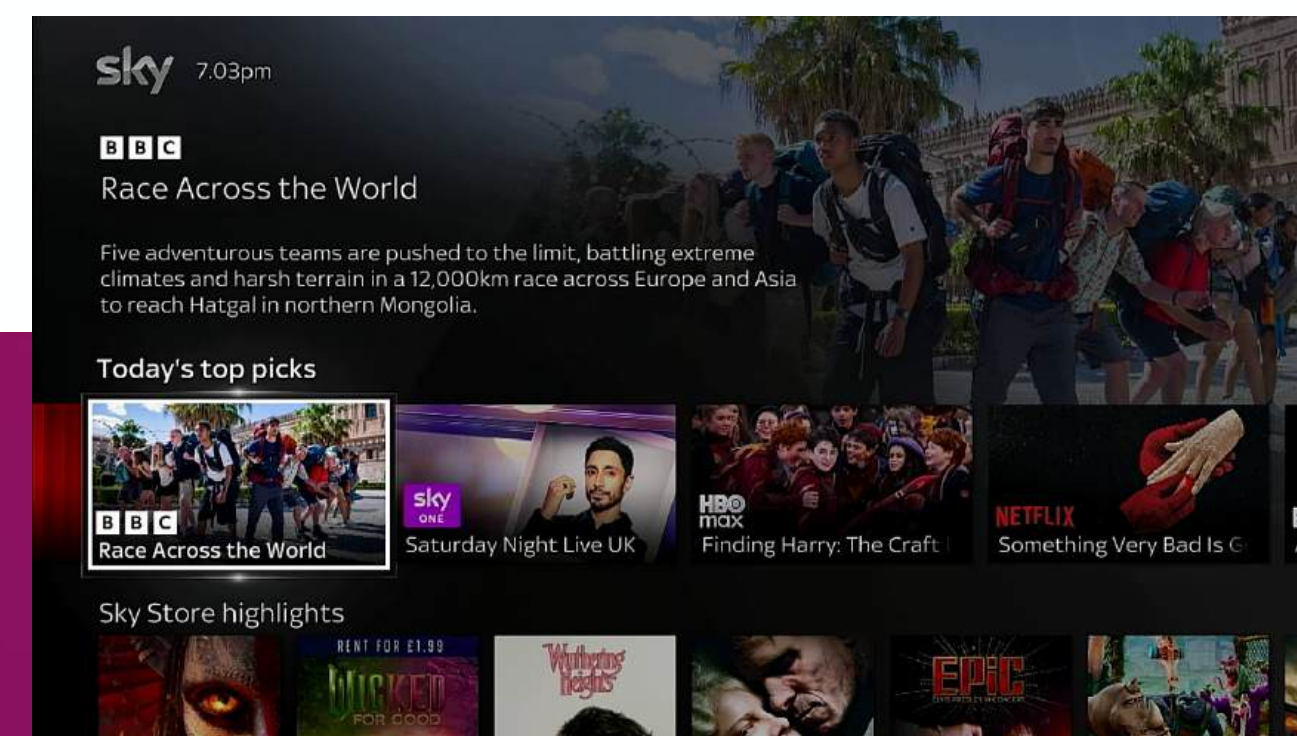


# TOP TITLES OF THE MONTH

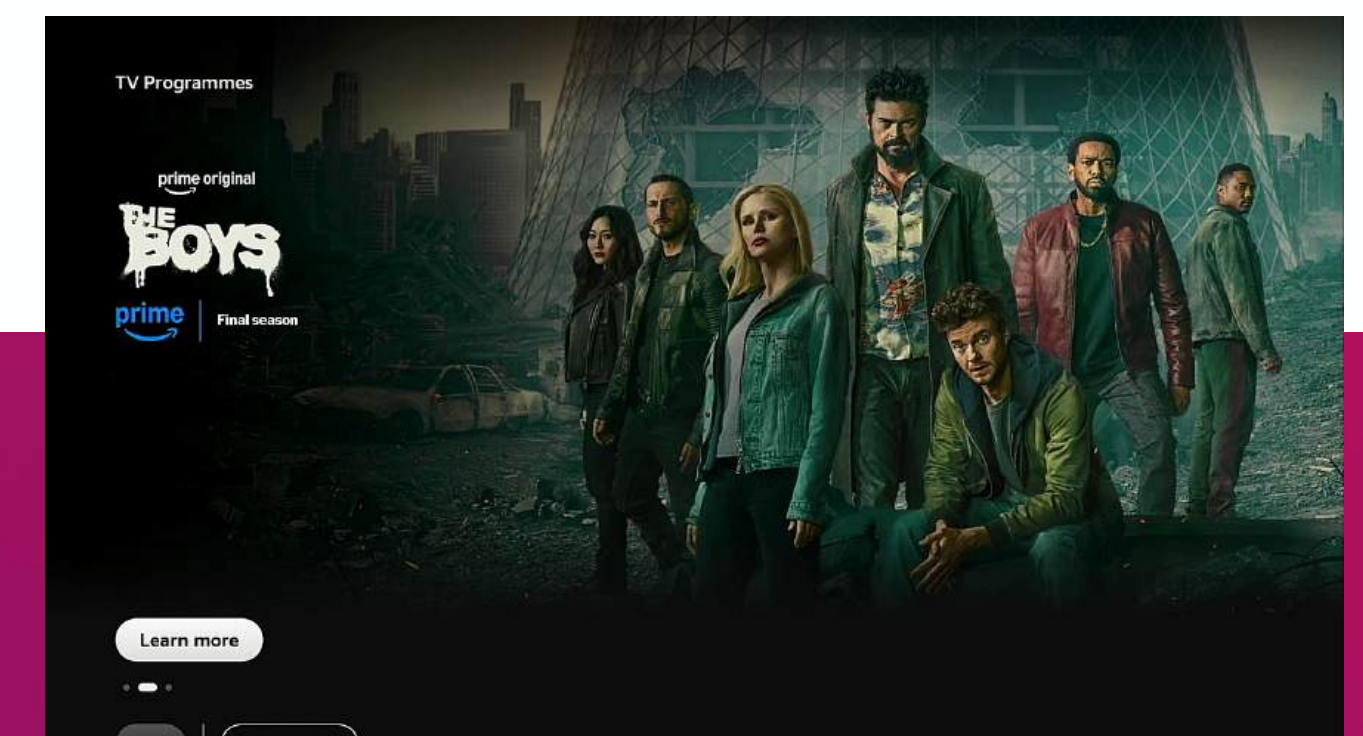
- April was a powerhouse month for the PSBs, who flexed their local muscle by seizing five top spots and generating £5.2M in £MPV™. Yet, even with that momentum, the global streamers maintained their lead, edging out the broadcasters with a £6.1M total. The gap is closing, but the global giants still hold the financial high ground.
- Following its long-awaited arrival in late March, HBO Max stormed the charts in its first full month, clinching eighth place among top-promoted apps. With nearly £13M in initial impact, the streamer's charge was led by the medical drama *The Pitt*. Making its highly anticipated UK debut, the series became the platform's breakout hit, single-handedly contributing £850K+ to the launch momentum.
- In the news:** [Deadline](#) reveals that the BBC has proposed opening its iPlayer platform to rival public service broadcasters like ITV and Channel 4 to create a unified UK streaming front against global giants. This radical suggestion is part of a broader strategy to reform the license fee model, with the corporation exploring ways to compel more households to pay in exchange for a potentially lower annual cost.



Sky Q UK



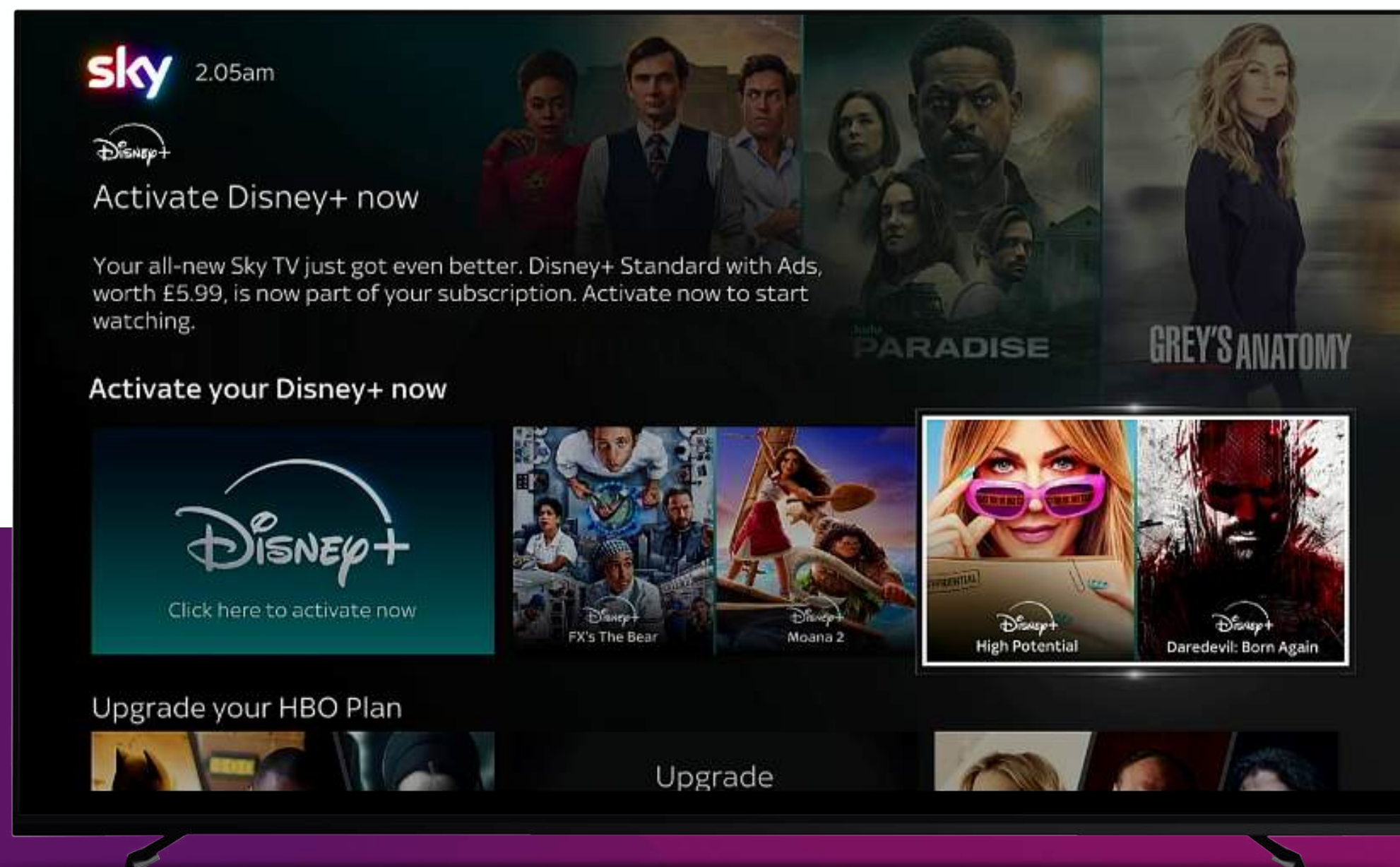
Sky Q UK



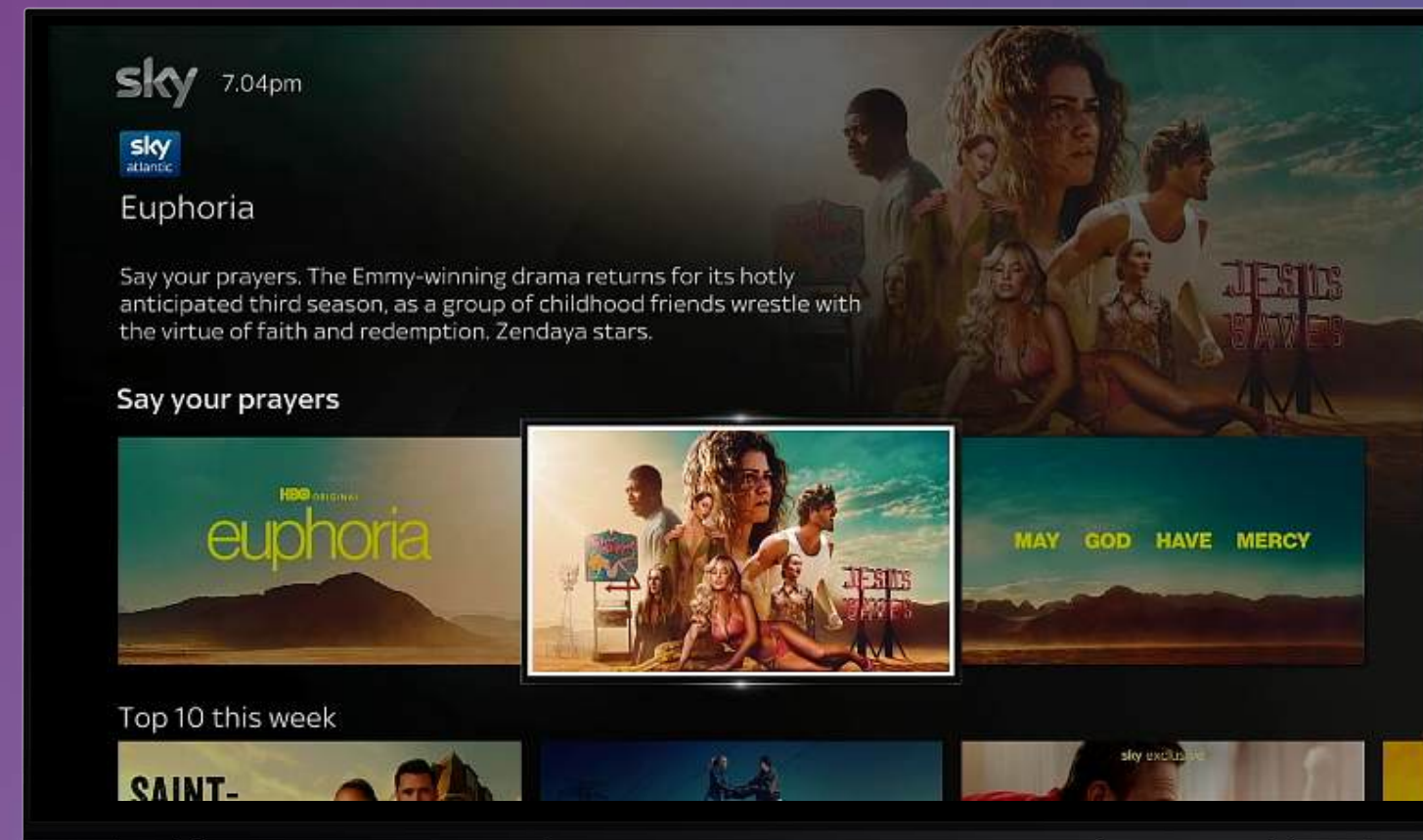
Fire TV UK

# FROM BUNDLED ECOSYSTEMS TO INDEPENDENT DOMINATION

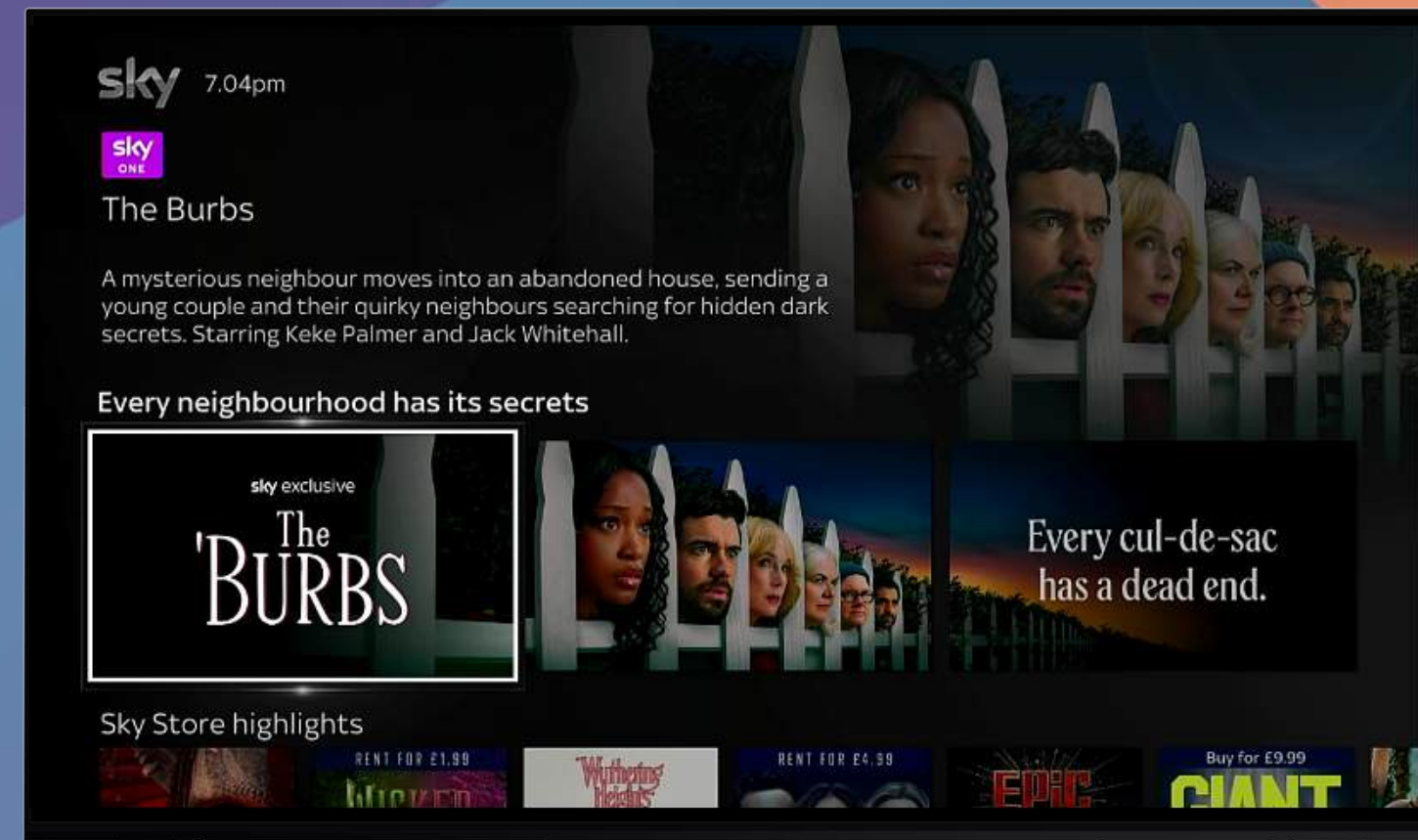
- April saw Sky solidify its position as the ultimate aggregator, turning the platform into a high-visibility showroom for its bundled partners. Through dedicated swimlane takeovers, Sky provided Disney+ and HBO Max with massive brand exposure, effectively guiding subscribers toward their integrated ecosystem. Beyond the bundles, Sky individualised its focus to drive hype for key premieres. The platform threw its full weight behind the long-awaited return of *Euphoria*, as well as the debut of the dark comedy reboot *The 'Burbs*, proving that while the "all-in-one" package is the strategy, premium storytelling remains the hook.
- Beyond the Sky ecosystem, HBO Max aggressively expanded its footprint, saturating Fire TV with a powerhouse lineup that included *Euphoria* and the acclaimed *One Battle After Another*. The streamer further extended its reach on Samsung TV, using high-impact banners to funnel viewers toward its channel on Prime Video. By spotlighting the medical drama *The Pitt* and the *Game of Thrones* prequel *A Knight of the Seven Kingdoms*, HBO Max ensured its premium library remained inescapable, proving that outside the bundle, they have the muscle to own the screen independently.
- In the news:** [Broadband TV News](#) reports that HBO Max has achieved the fastest streaming launch in UK history, reaching 1.5 million subscribers within its first five days. This rapid growth has been heavily driven by a distribution partnership with Sky, with data suggesting the service is being added to existing streaming stacks rather than replacing rival platforms.



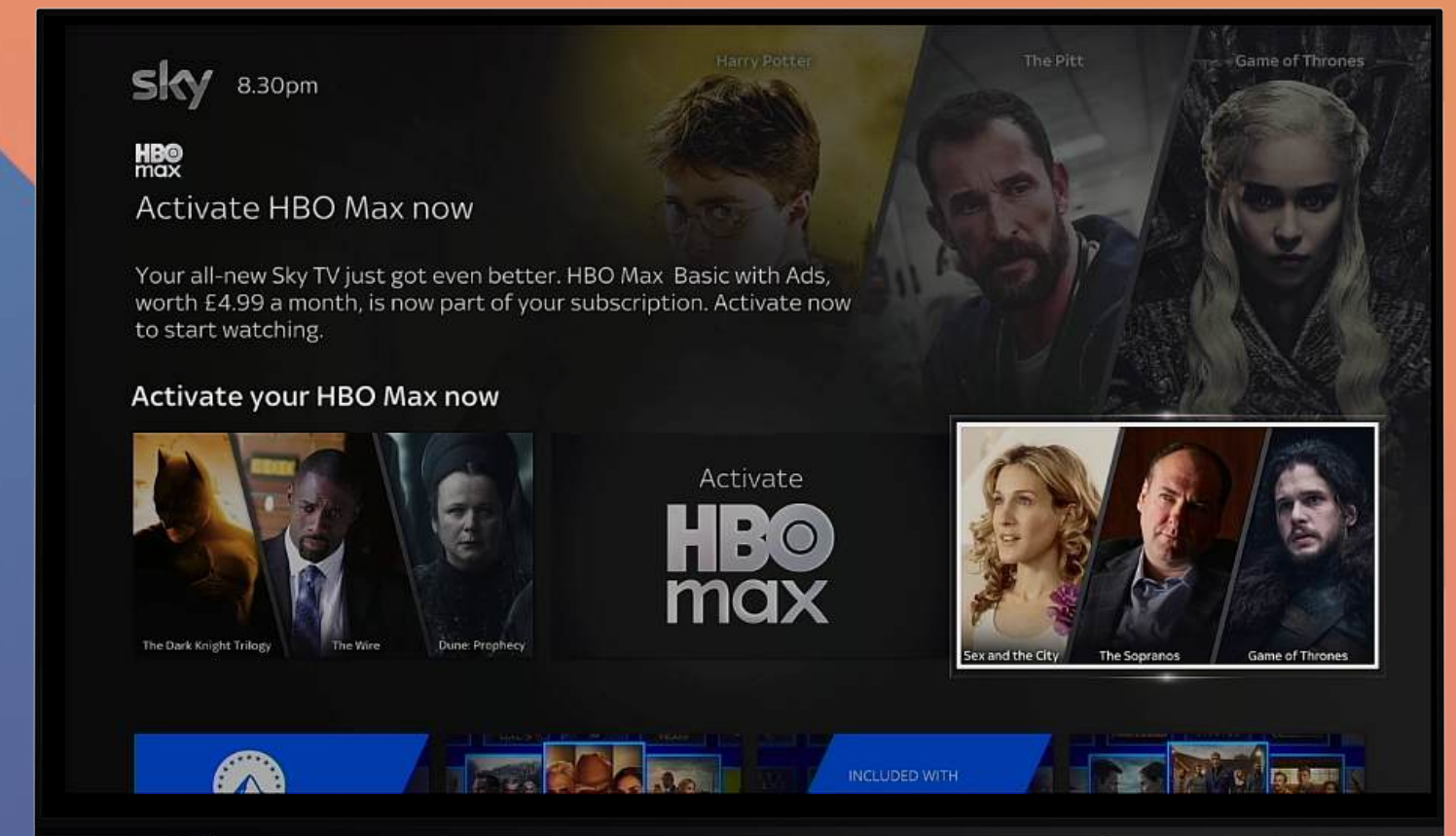
# FROM BUNDLED ECOSYSTEMS TO INDEPENDENT DOMINATION



Sky Q UK



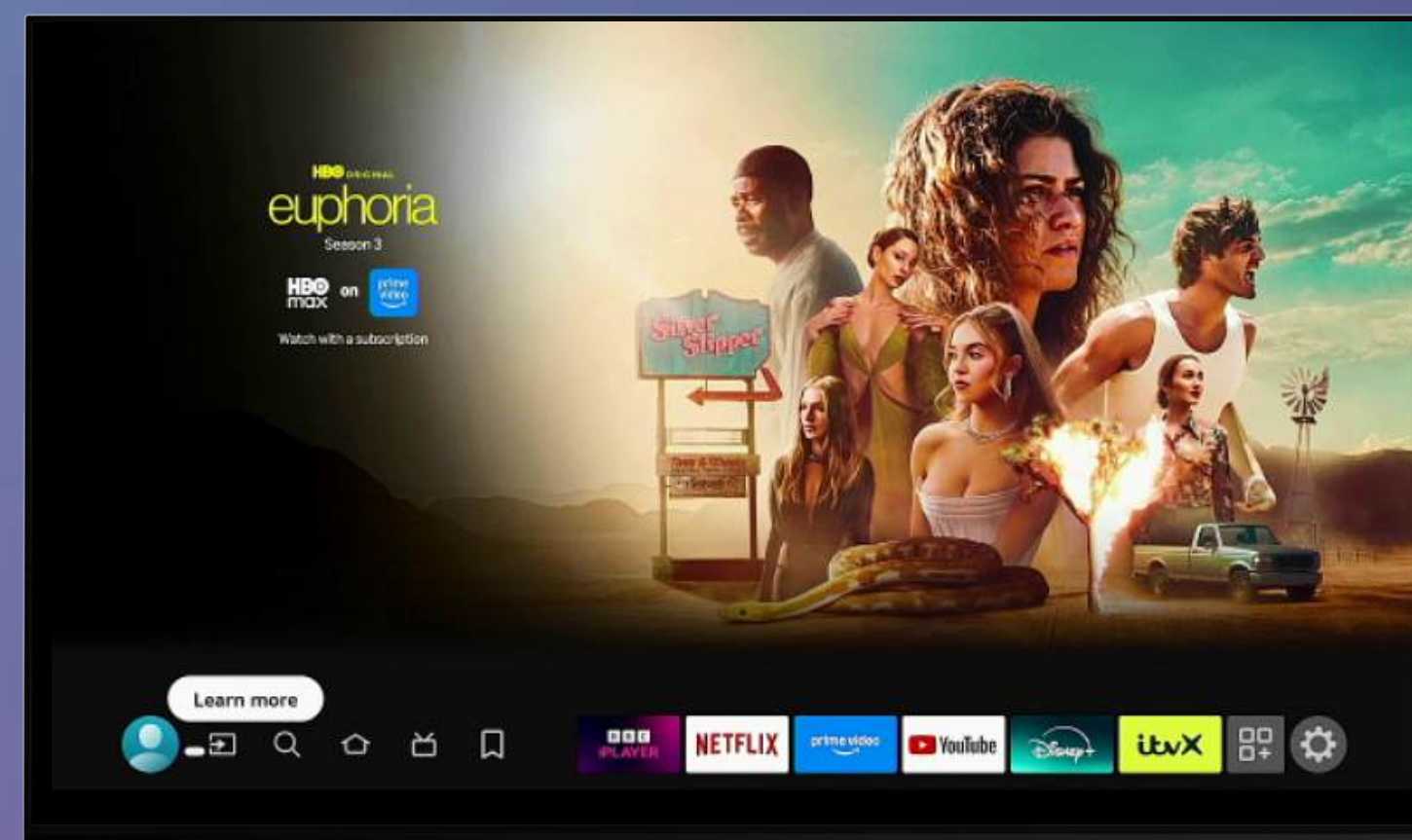
Sky Q UK



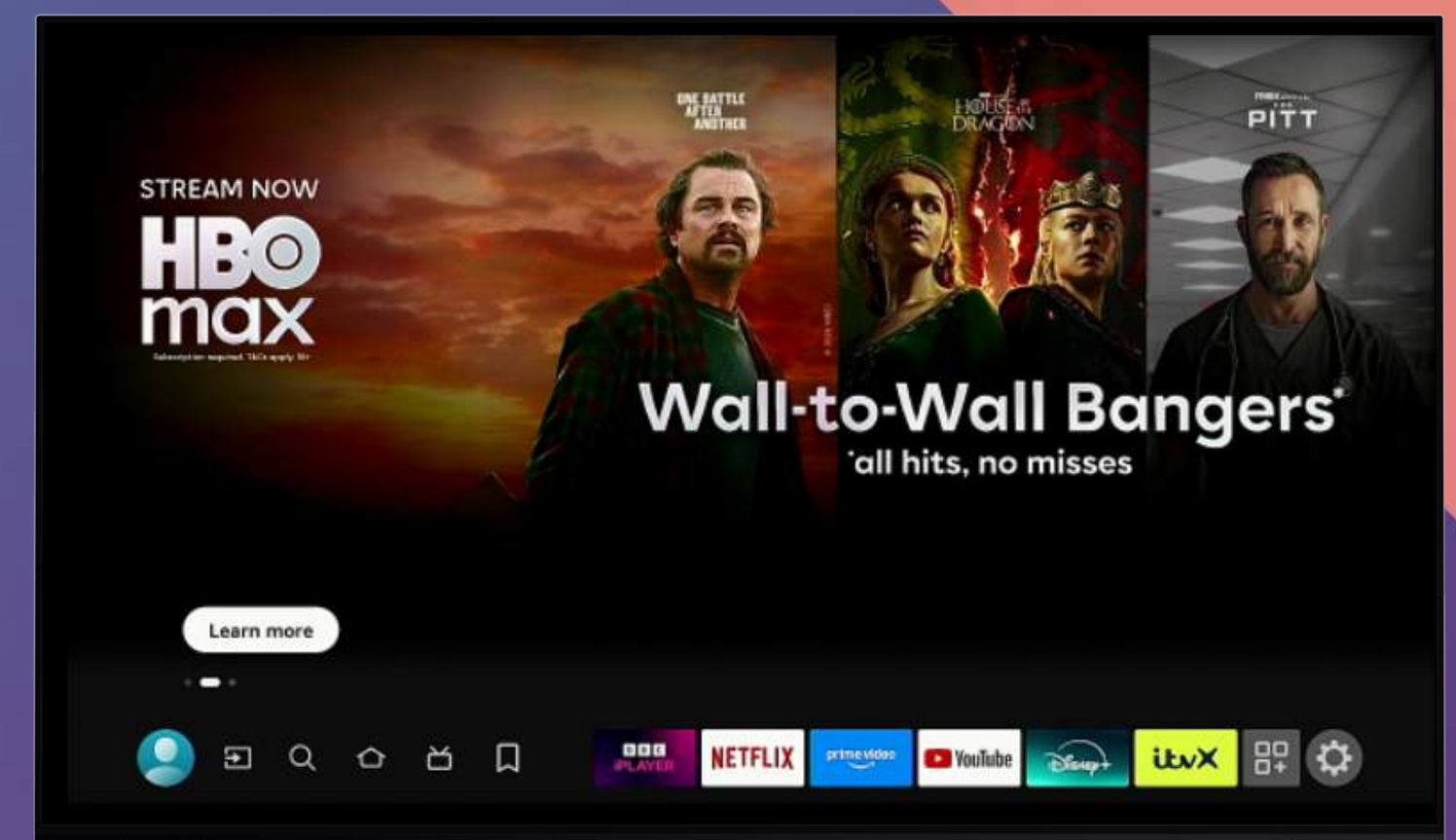
Sky Q UK



Samsung TV (2022) UK



Fire TV UK



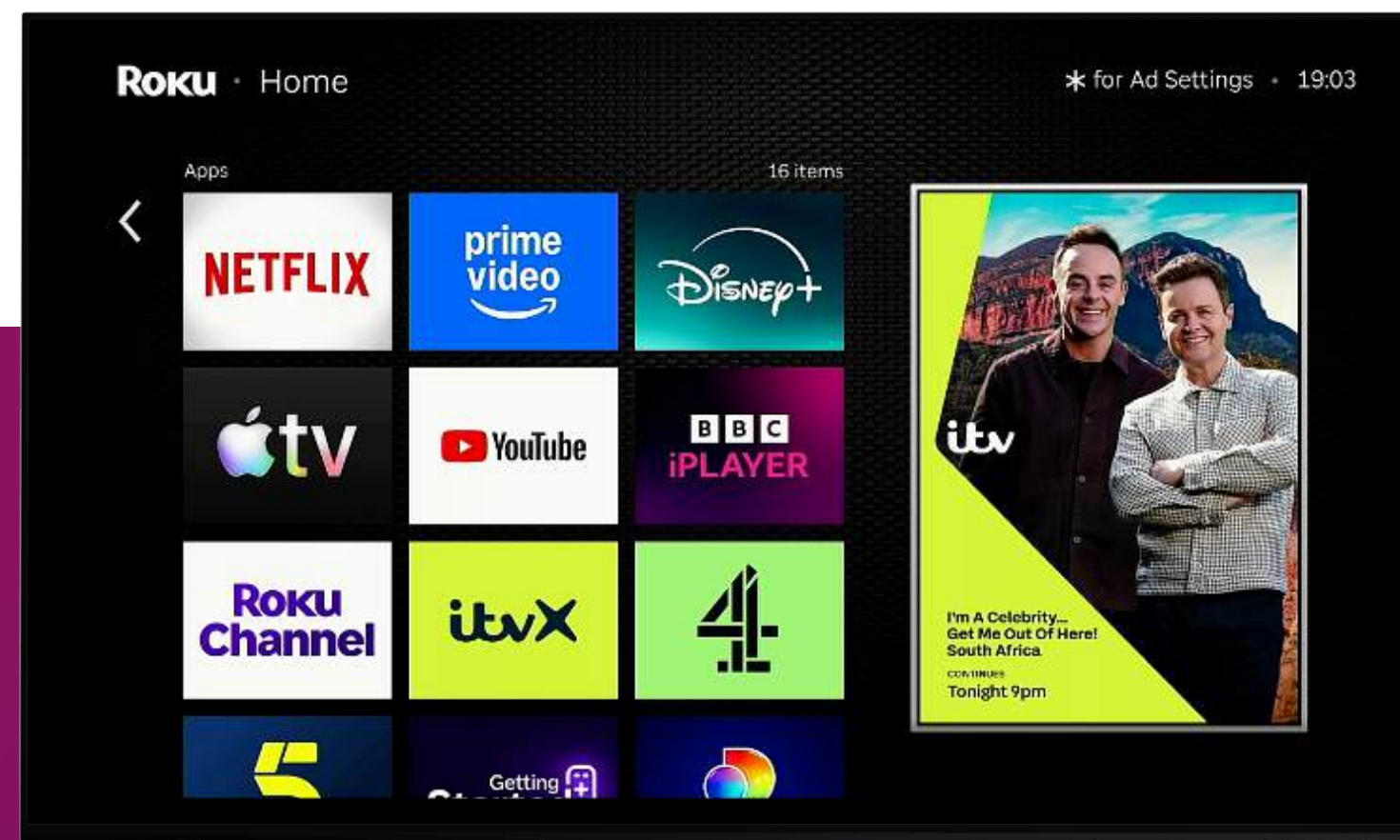
Fire TV UK

# FROM BUSH TUCKER TO BIG SKETCHES

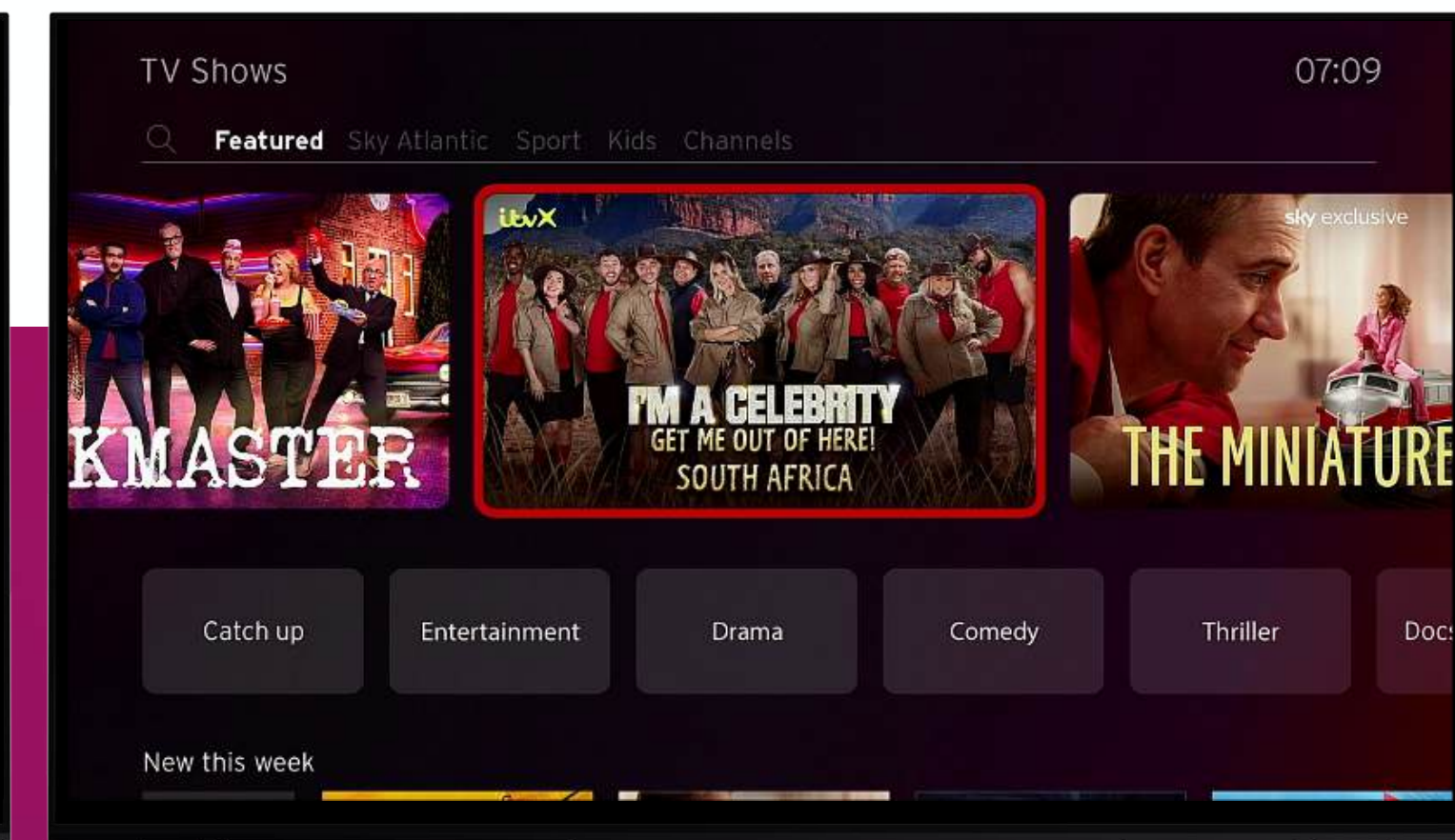
- In the left corner, we had the ultimate reunion as *I'm a Celebrity... South Africa* crash-landed onto screens. The jungle drums were beating across every major UK platform as fan-favorite campmates returned for a second helping of "crying-at-the-creepy-crawlies." With gut-wrenching challenges and high-stakes drama, it secured a suite of top-tier placements that proved even a veteran celebrity will do anything for a star, and the streamers will do anything for the visibility.
- And "Live from London," it's... *Saturday Night Live UK*! The sketch sensation kept its foot on the gas, with NOW locking down relentless prominence on Fire TV. Whether it was the high-stakes drama of the camp or the satirical bite of the studio, April belonged to the heavyweight contenders who refused to be ignored.
- In the news: [Broadband TV News](#) reports that Channel 4 achieved a record-breaking start to 2026, with streaming minutes surging 22% to surpass 20 billion in the first quarter. This growth was driven by a strong slate of dramas and unscripted hits, significantly increasing the broadcaster's engagement with younger viewers who now conduct the majority of their viewing via streaming.



Samsung TV (2022) UK



Roku UK



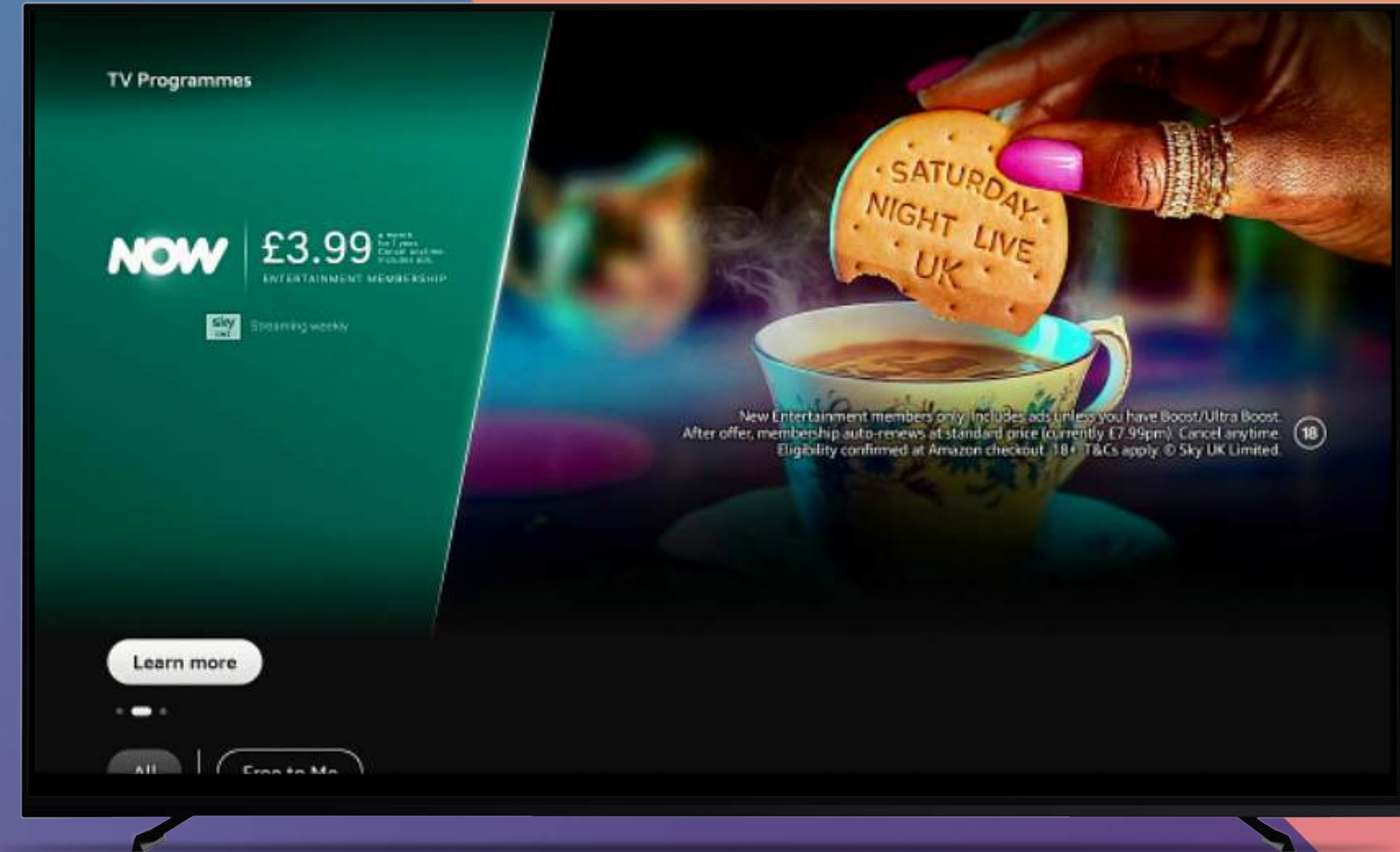
Virgin TV 360 UK

# FROM BUSH TUCKER TO BIG SKETCHES

STREAMER OF THE MONTH  
/ APRIL 2026 /



Fire TV UK

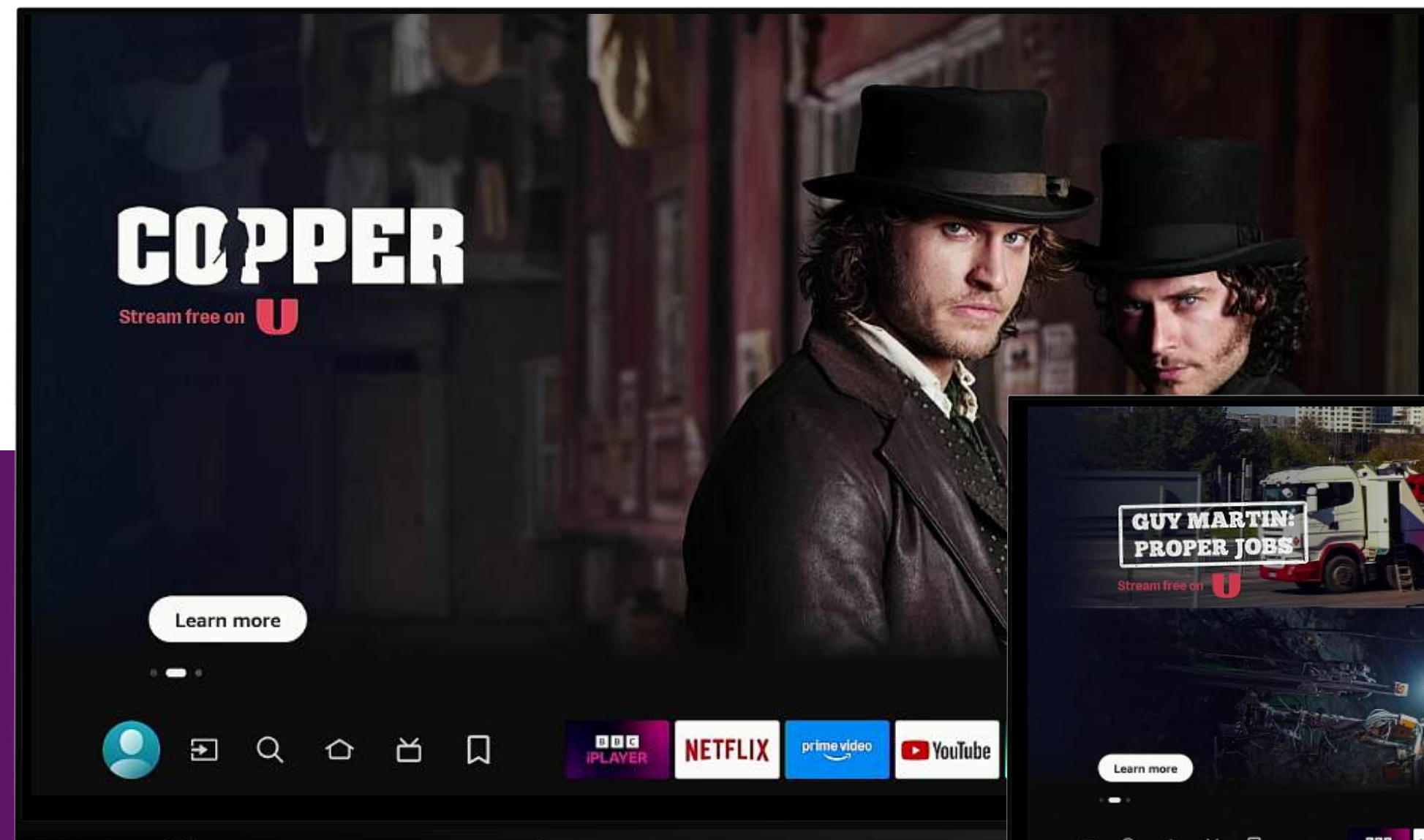


Fire TV UK

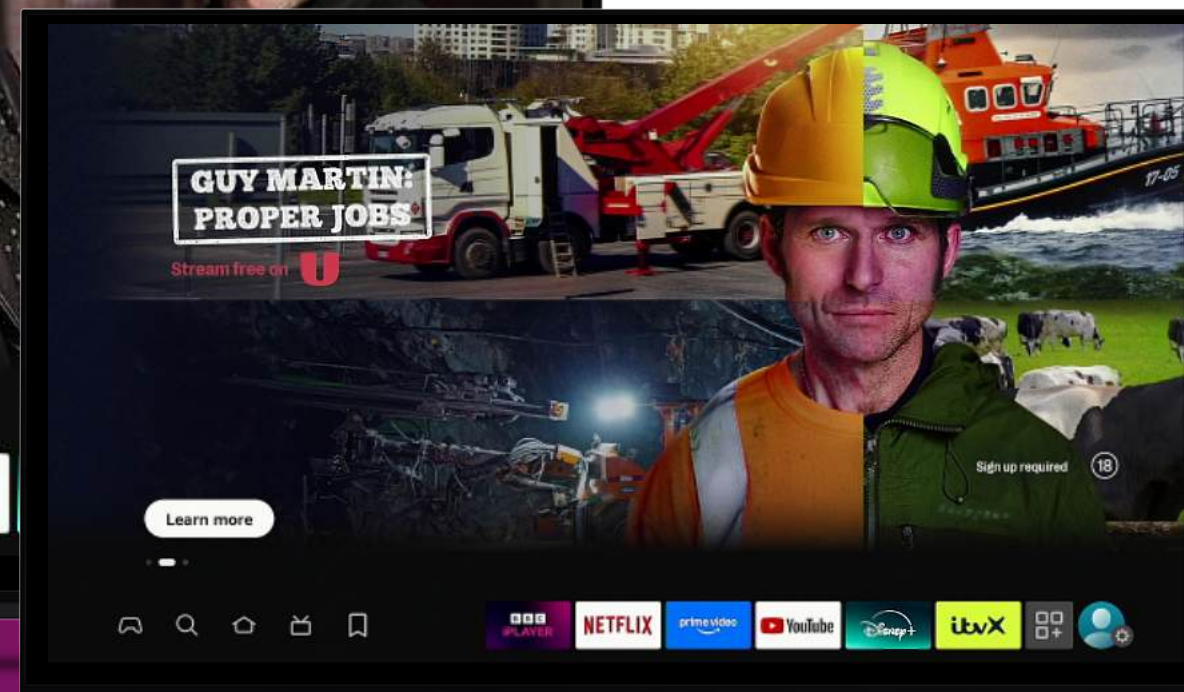
# U MARKS THE SPOT

U certainly wasn't shy this April, staging a full-scale takeover of the Fire TV interface. The BVOD streamer made its presence felt by securing a suite of prime placements, ensuring there was no escaping its curated collection of hits. From the sharp wit of *Will & Ralf Should Know Better* and the gritty streets of *Copper* to the high-octane grit of *Guy Martin: Proper Jobs* and the feel-good nostalgia of *Parks and Recreation*, U proved it has the range, and the prime real estate, to command the conversation.

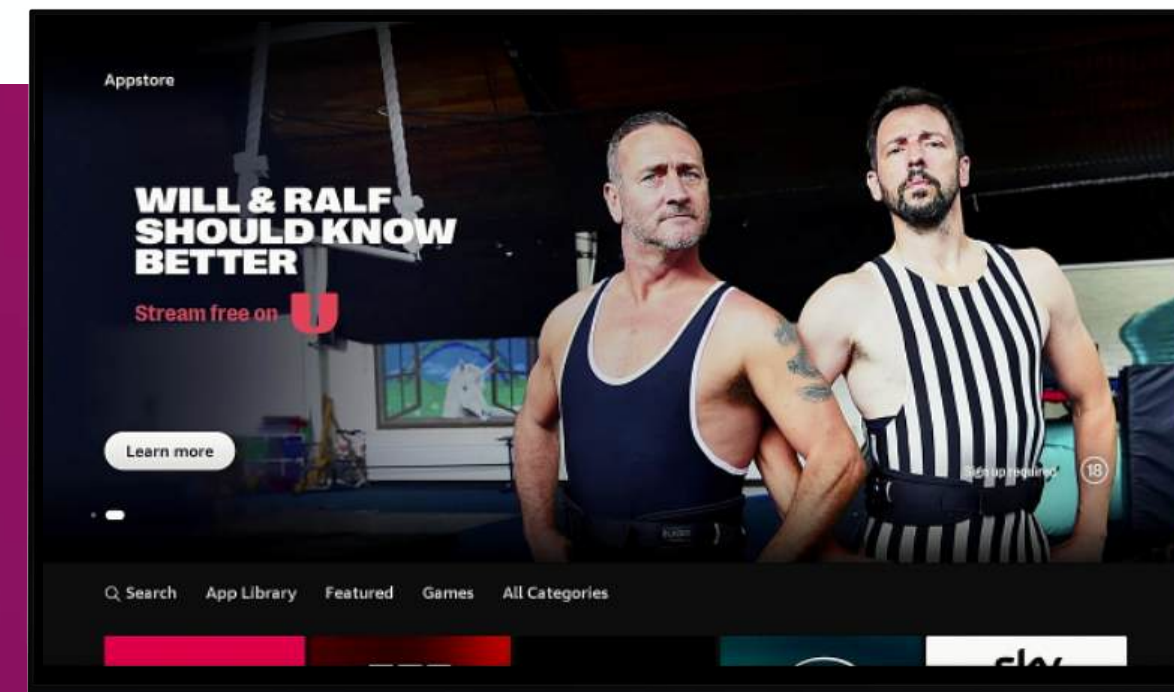
**In the news:** [Broadband TV News](#) reports that UKTV has promoted Jonathan Newman to Chief Commercial Officer, a role that expands his remit to oversee all advertising, distribution, and content funding activities. As part of this commercial restructuring, David Swetman has been appointed to the newly created position of Director of Content Partnerships and Sales to lead investment strategies and market partnerships.



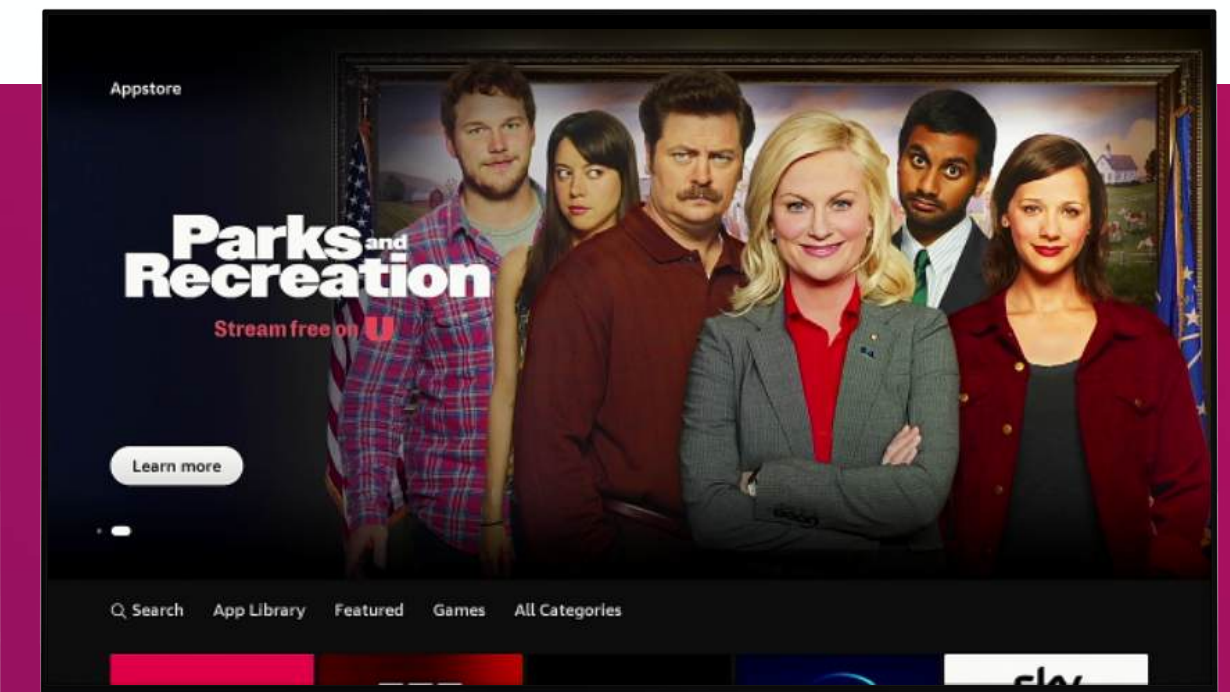
Fire TV UK



Fire TV UK



Fire TV UK



Fire TV UK



# LOOPER INSIGHTS

hello@looperinsights.com  
[looperinsights.com](https://looperinsights.com)

