



STREAMER OF THE MONTH

APRIL 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.

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/ TOP 10 TITLES /

POSITION	TITLE	APP	SMPV™ SCORE
1	The Pitt		\$6,239,335
2	The Boys		\$5,485,565
3	Zootopia 2		\$5,446,202
4	The Madison		\$5,239,504
5	The Housemaid		\$5,220,167
6	The Reunion: Laguna Beach	The Roku Channel	\$5,195,380
7	Liga MX		\$4,750,706
8	Euphoria		\$4,217,078
9	The Super Mario Bros. Movie		\$4,006,672
10	Five Nights at Freddy's 2		\$3,658,767

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/ TOP 10 APPS /

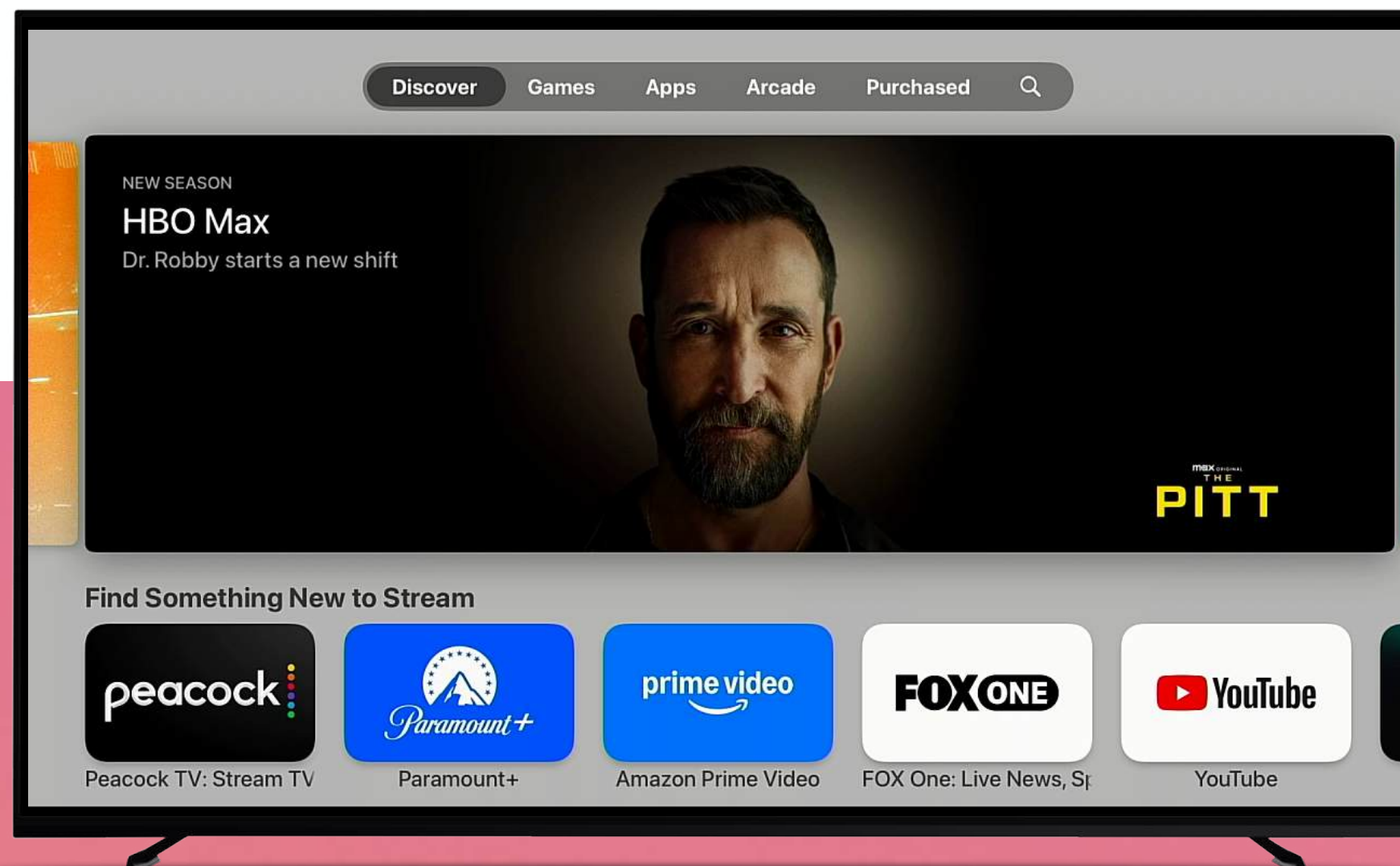
POSITION	APP	SMPV™ SCORE
1		\$154,746,760
2		\$115,309,847
3	The Roku Channel	\$106,339,589
4		\$88,557,938
5		\$86,117,724
6		\$81,733,181
7		\$76,446,576
8		\$75,753,990
9		\$71,847,894
10		\$51,588,443



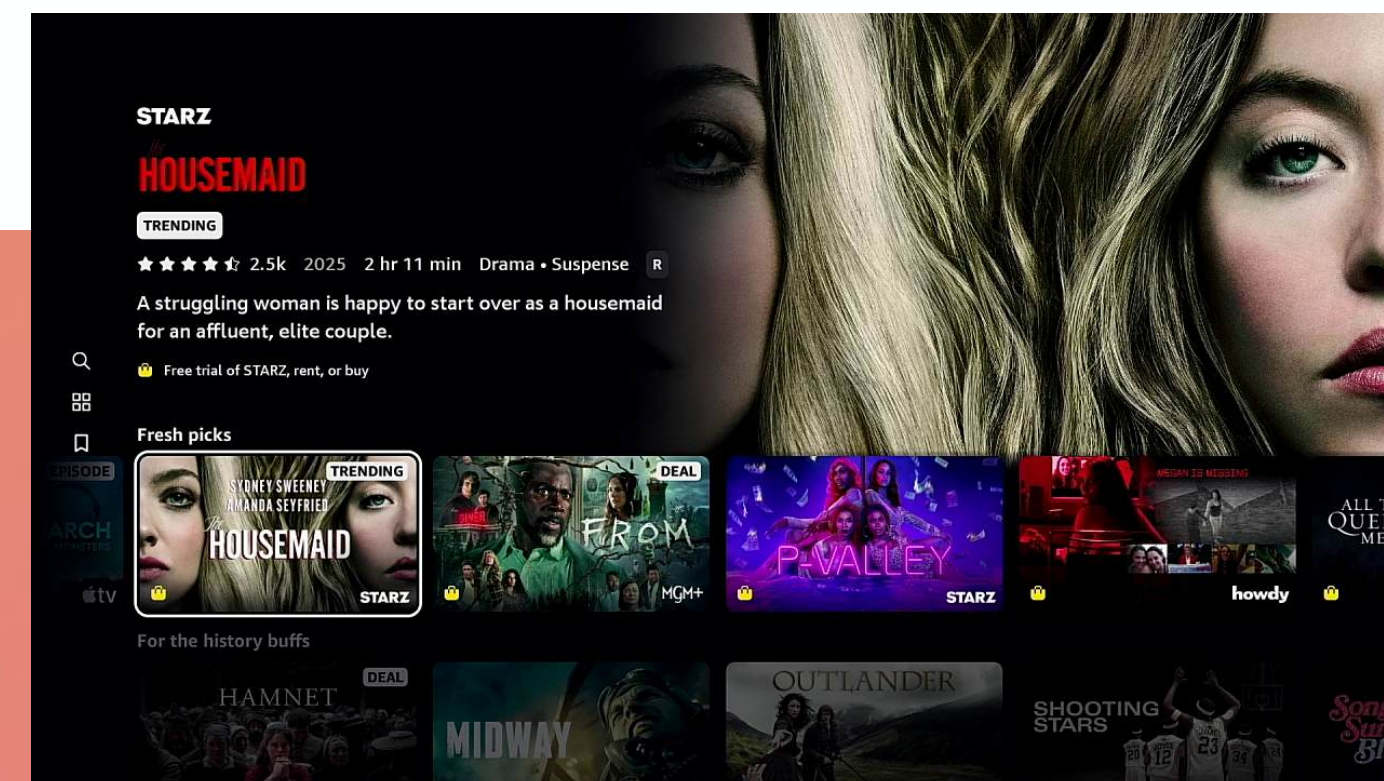
*Apple TV, Cox Contour 2, Cox CSP, Fire TV, Google TV, LG TV, PlayStation 4, PlayStation 5, Roku, Samsung TV, Vizio TV, Xfinity and Xbox One Console

TOP TITLES OF THE MONTH

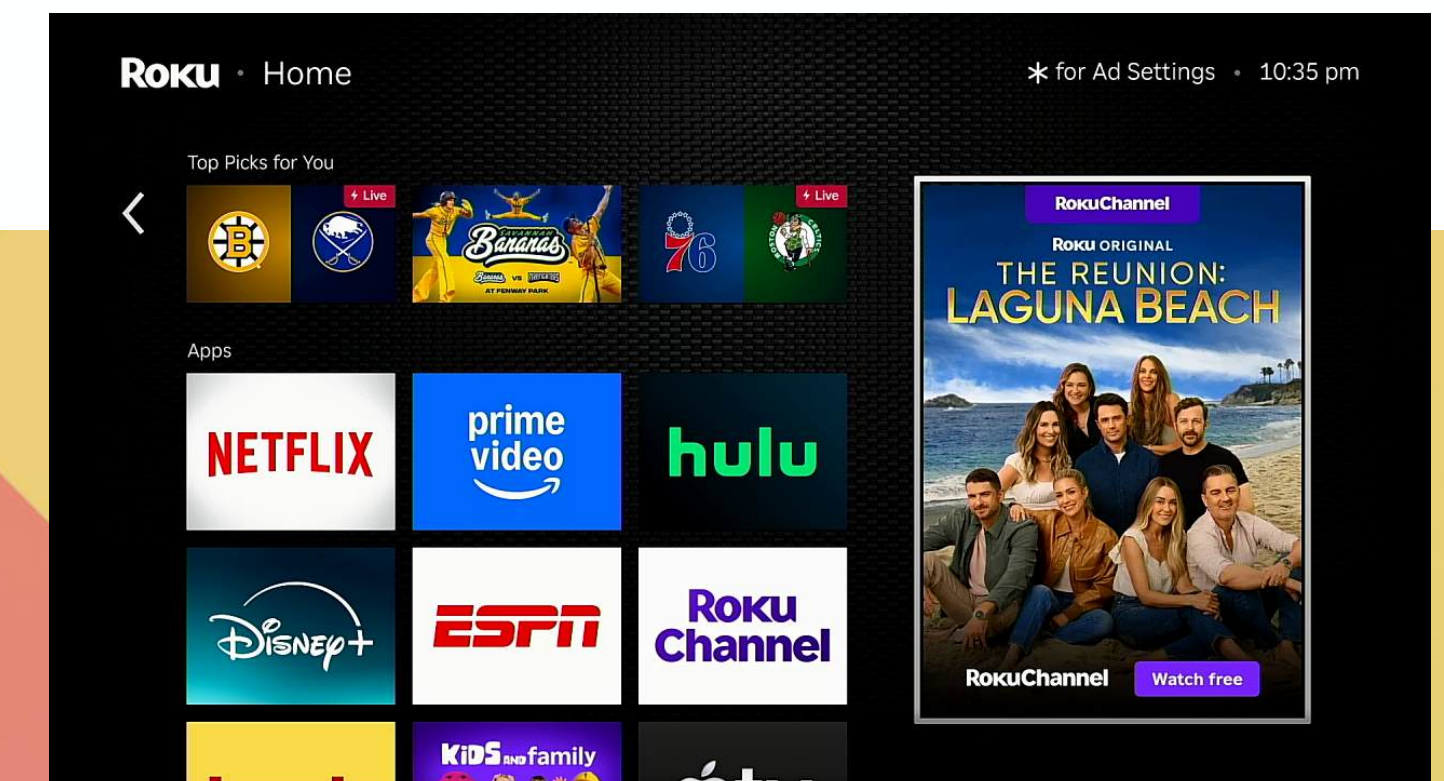
- HBO Max and Peacock delivered standout performances in April, each dominating in very different ways across TV and film. HBO Max proved its strength in premium television, landing two titles in the top 10. *The Pitt* led the entire chart at number one with an impressive \$MPV™ score exceeding \$6.2M, while the latest season of *Euphoria* secured the eighth spot with more than \$4.2M in \$MPV™. Peacock, meanwhile, made its mark through blockbuster films. *The Super Mario Bros. Movie* and *Five Nights at Freddy's 2* claimed the ninth and tenth positions, combining for more than \$7.6M in \$MPV™ and reinforcing Peacock's momentum in feature film engagement.
- STARZ also gained strong momentum in April, driven by the breakout performance of *The Housemaid*, which generated more than \$5.2M in \$MPV™ for the streamer. Close behind was The Roku Channel's *The Reunion: Laguna Beach*, which delivered an almost identical performance, finishing just shy of STARZ's total and highlighting the growing competitiveness of ad-supported streaming originals.
- In the news:** According to [Deadline](#), David Ellison's Paramount Skydance has secured \$24 billion in funding commitments from sovereign wealth funds in Saudi Arabia, Qatar, and Abu Dhabi to finalize its proposed acquisition of Warner Bros. Discovery. While the deal faces ongoing scrutiny from lawmakers over foreign investment levels, the merger is currently proceeding through the necessary regulatory review processes.



Apple TV U.S.



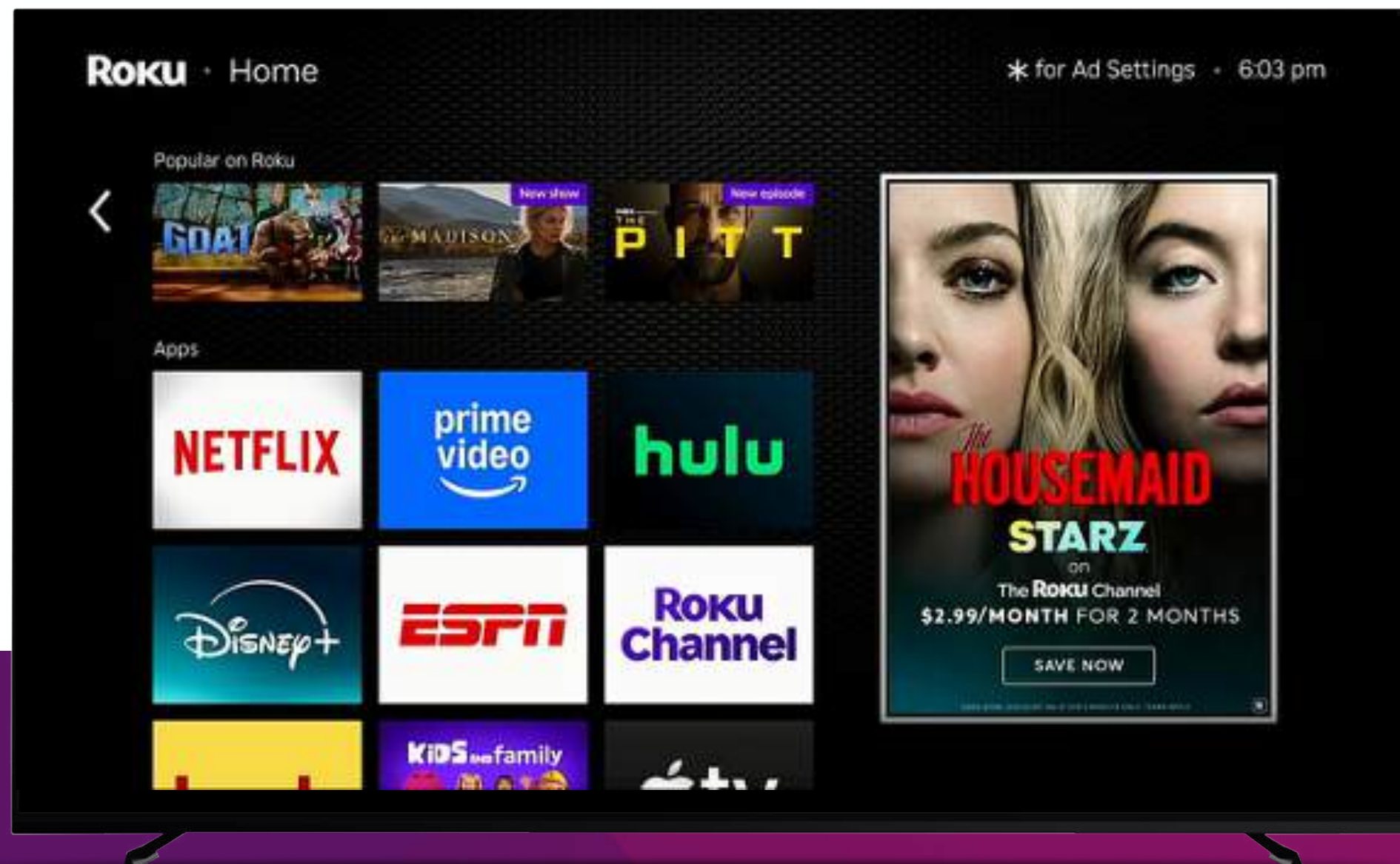
Fire TV U.S.



Roku U.S.

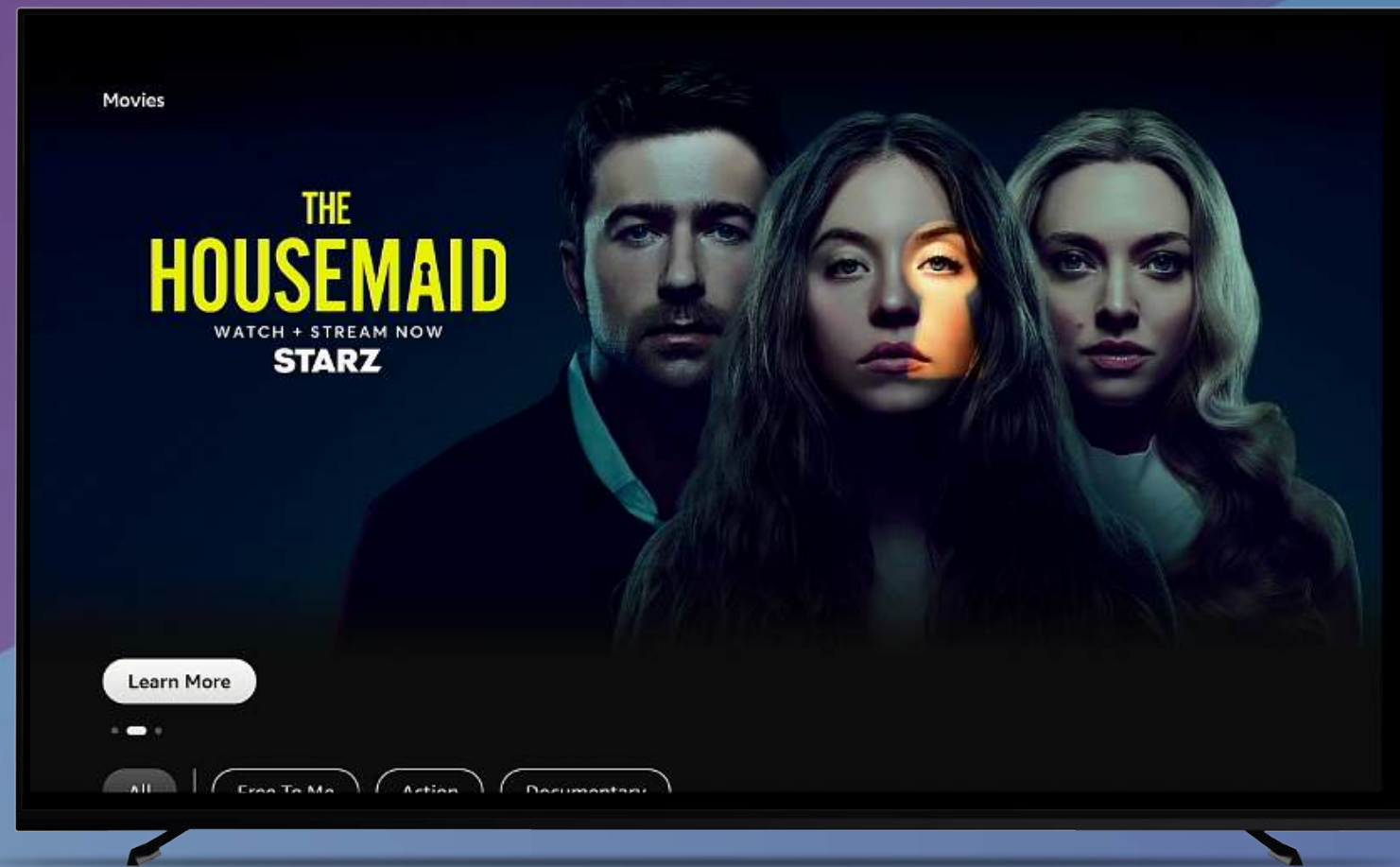
POLISHED SILVER & POWER PLAYS

- In the world of the Winchesters, some secrets are kept behind closed doors, but this April, STARZ's *The Housemaid* made sure every entrance was wide open. Exposure is like a fine silk; it can either drape beautifully or act as a cord, and this campaign chose to bind the audience's attention across Apple TV, Fire TV and Roku. The most calculated move was a sharp \$2.99/month offer on Roku, acting as a polished silver platter, a seductive, low-cost invitation into a house full of secrets that ensured its visibility was as elite as it was invasive.
- In a world where data is the only currency that matters, AMC+ didn't just launch *The Audacity*, they optimized the rollout for total dominance. Leveraging a ruthless combination of 90-day free trials and first-episode sampling on Samsung TV, they effectively hacked the audience's attention. By securing premium, standout placement on Fire TV and Vizio, AMC+ proved they have the same relentless drive as Duncan Park: they aren't interested in asking for a seat at the table when they can simply buy the room.
- In the news:** According to [Variety](#), Netflix is increasing the monthly cost of all three of its U.S. subscription tiers, with the ad-supported plan rising to \$8.99 and the Standard and Premium plans each increasing by \$2. The company intends to use the additional revenue to reinvest in content and infrastructure, following a strong 2025 where it ended the year with over 325 million global subscribers.



Roku U.S.

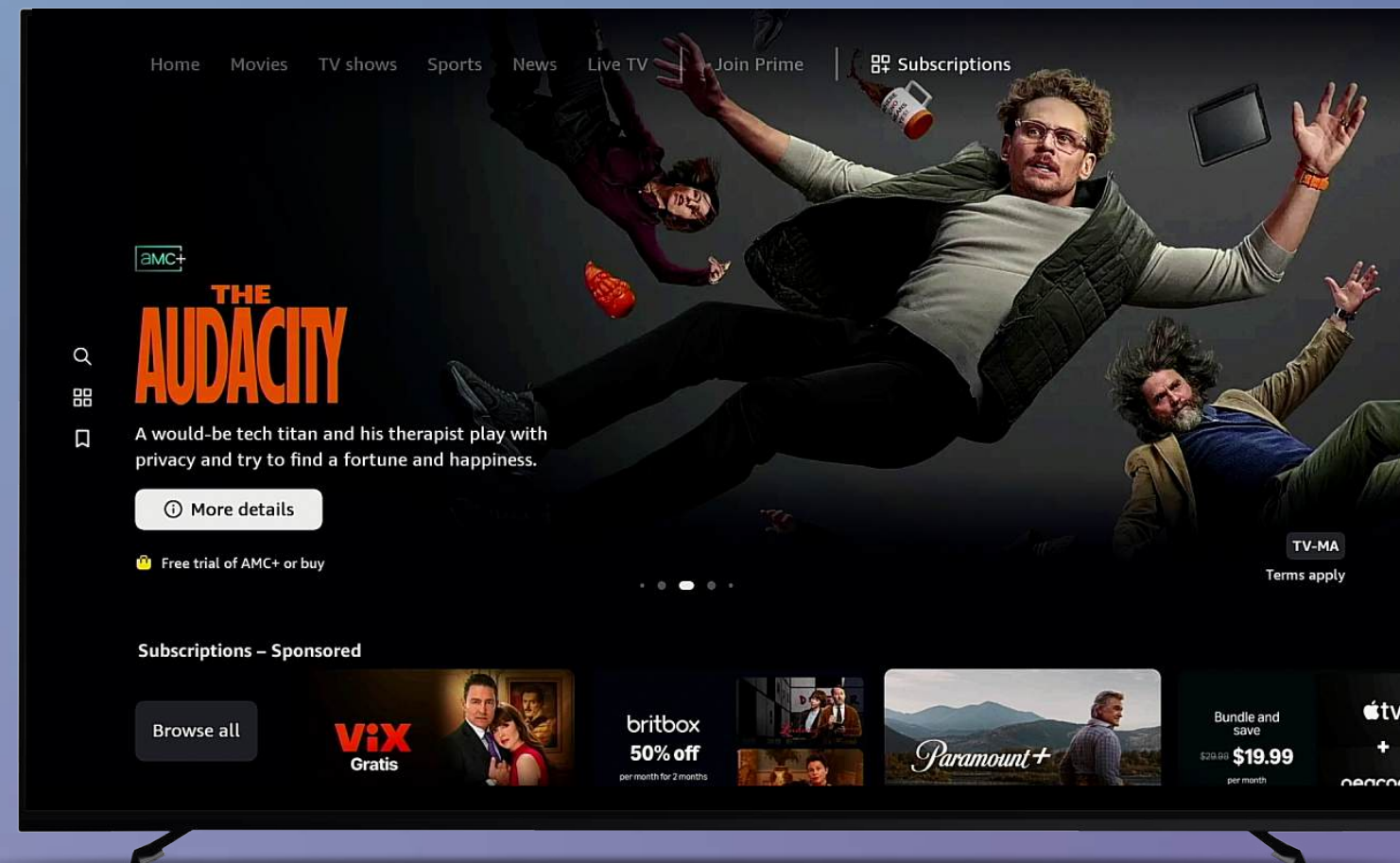
POLISHED SILVER & POWER PLAYS



Fire TV U.S.



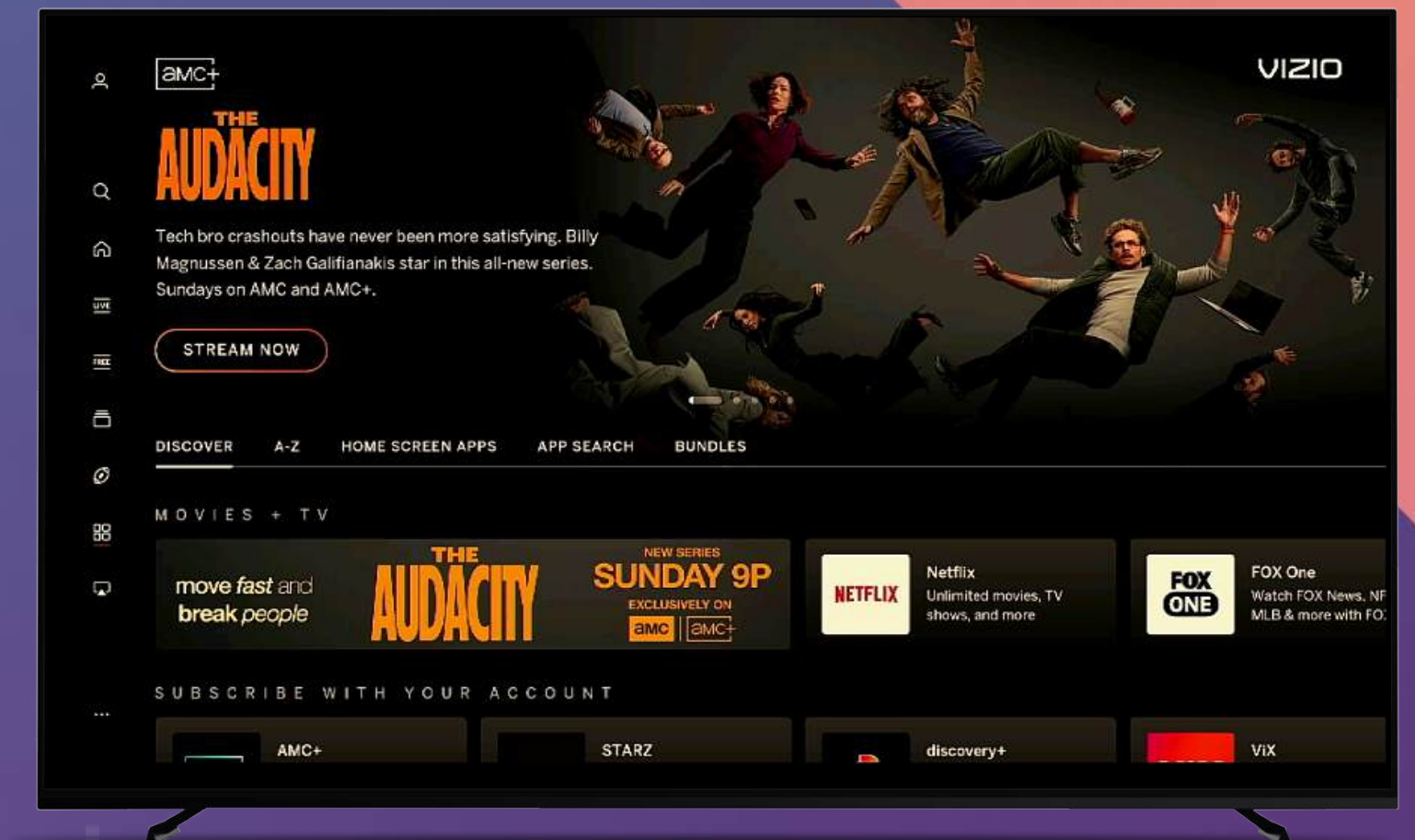
Apple TV U.S.



Fire TV U.S.



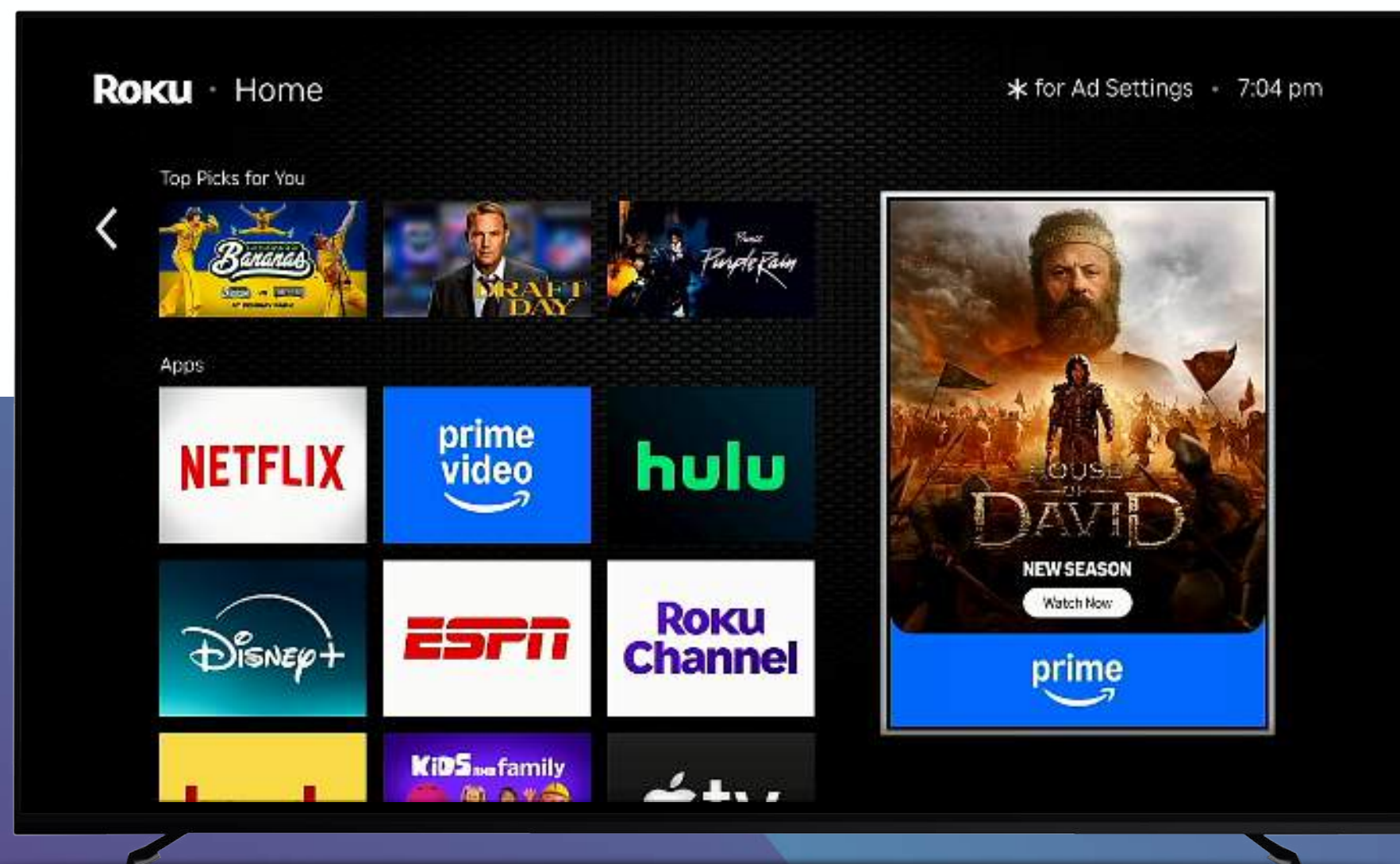
Samsung TV (2022) U.S.



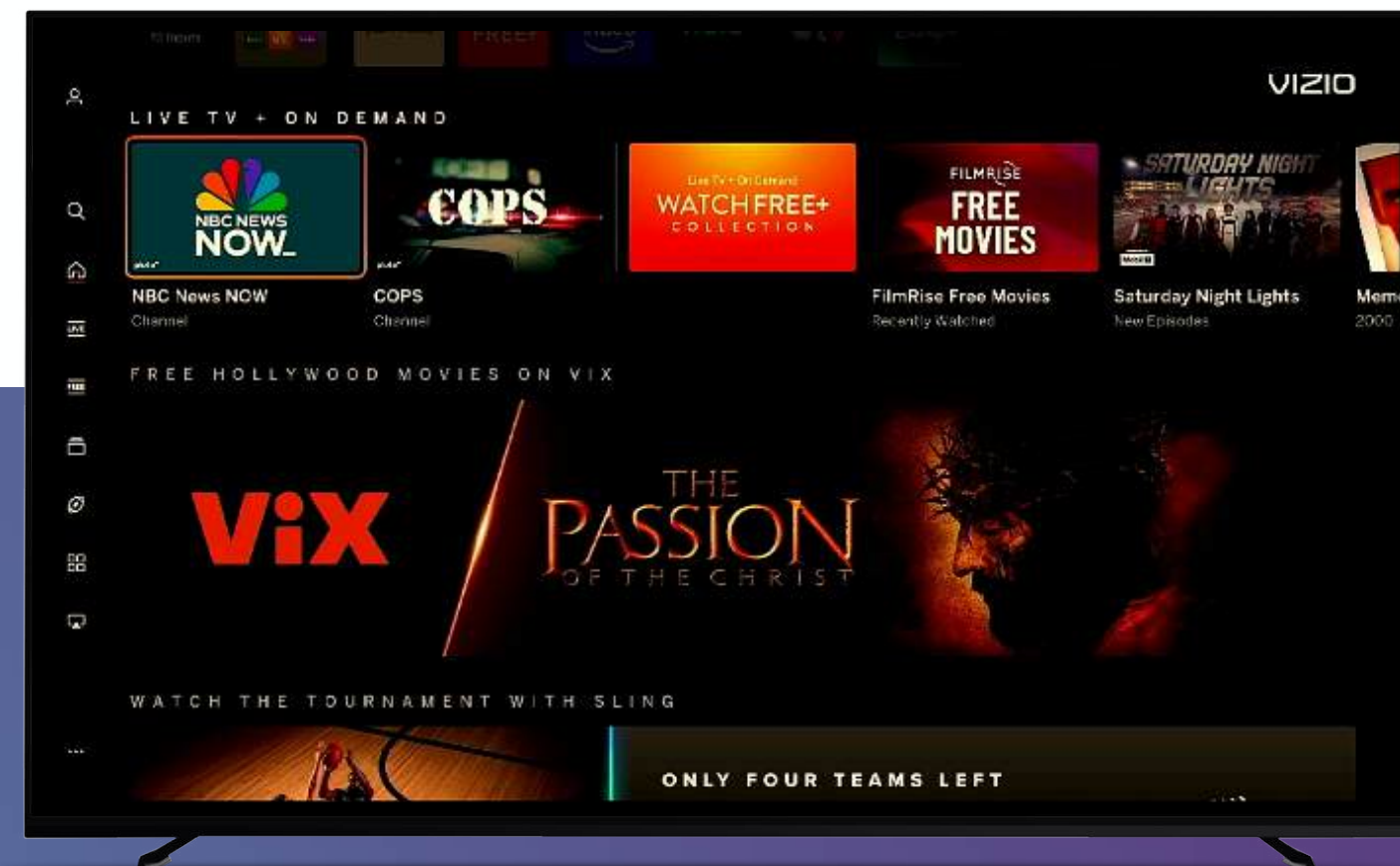
Vizio TV U.S.

STREAMERS SECURE THE SEASONAL SPOTLIGHT

- Streamers capitalized on the Easter window by aligning seasonal content with high-impact visibility. Prime Video secured a prime Roku slot for *House of David*, while Vizio served as a central hub for the holiday's heavy hitters, featuring banner placements for ViX's *The Passion of the Christ* and Hulu's *The Faithful*. It was a timely convergence of tradition, ensuring these titles rose to the top of the queue right when audiences were looking for them.
- In the news: [Variety](#) reports that Amazon is rebranding its ad-free tier as Prime Video Ultra, raising the monthly surcharge to \$4.99 while introducing enhanced features like 4K streaming and additional concurrent streams. This new structure aims to align with industry standards for premium content delivery, though the standard ad-supported service remains a core benefit of the Prime membership.



Roku U.S.



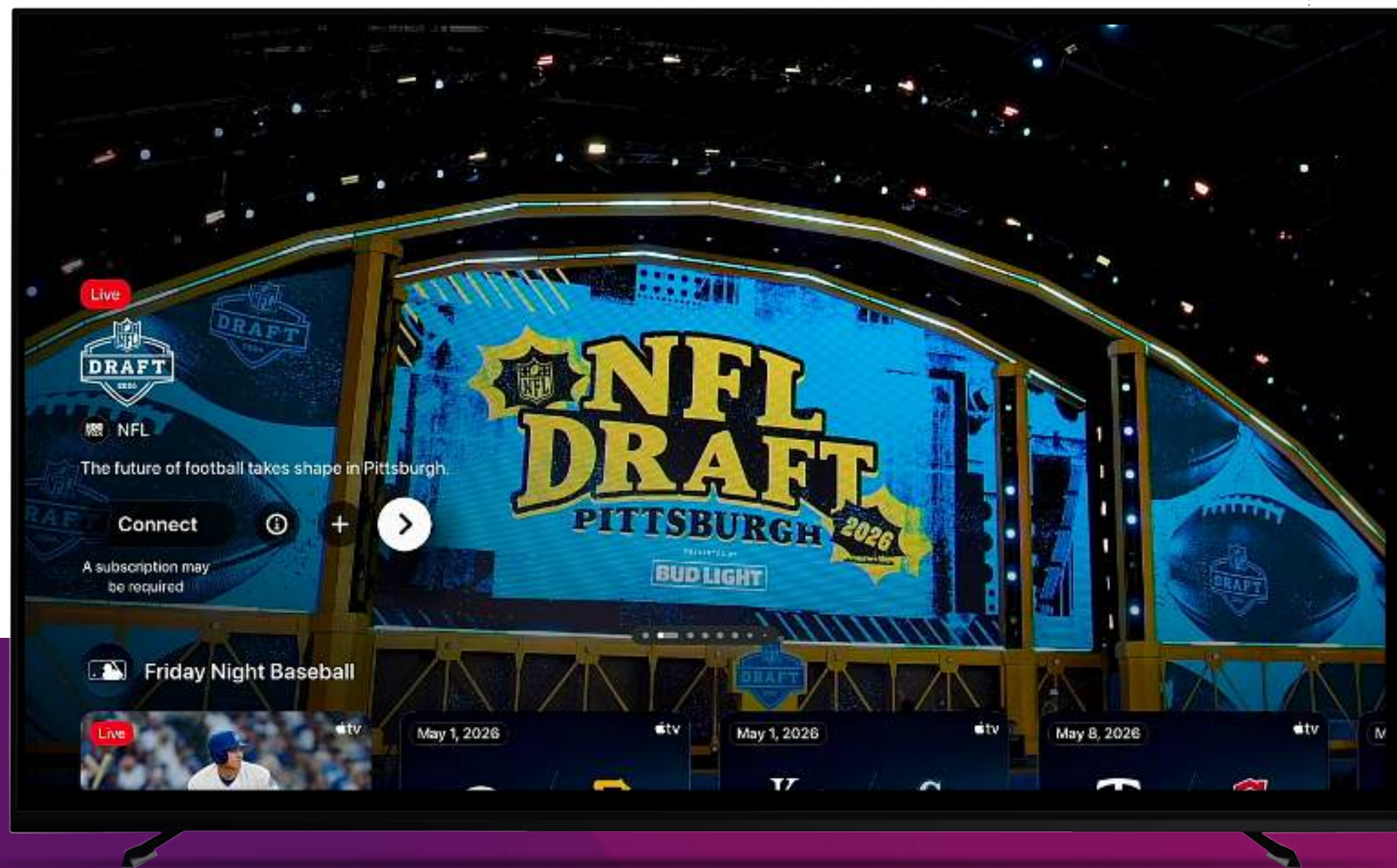
Vizio TV U.S.



Vizio TV U.S.

DRAFT PICKS & POWER SLAMS

- As the April clock ran down, the streamers stepped into the arena for a high-stakes double-header. HBO Max went early in the first round, snagging a blue-chip placement for the NFL Draft on Apple TV, while Tubi played the spoiler on Vizio with its Draft Center coverage.
- But the undisputed heavyweight champion was the Disney+, Hulu and ESPN powerhouse. Their WrestleMania 42 takeover locked down the prime real estate on Vizio and Samsung TV. In a true "main event" move, they expanded their reach with a multi-content blitz for *Paradise* and *Daredevil: Born Again* on Roku, proving that when the title is on the line, they own the ring.
- In the news:** [Deadline](#) reports that OpenAI has acquired the business streaming series TBPN, a move designed to foster deeper industry conversations as the company drives the global shift toward AGI. The show, which treats executive business news with a high-energy sports broadcast style, will now operate under OpenAI's global affairs division to help scale its coverage of the AI ecosystem.



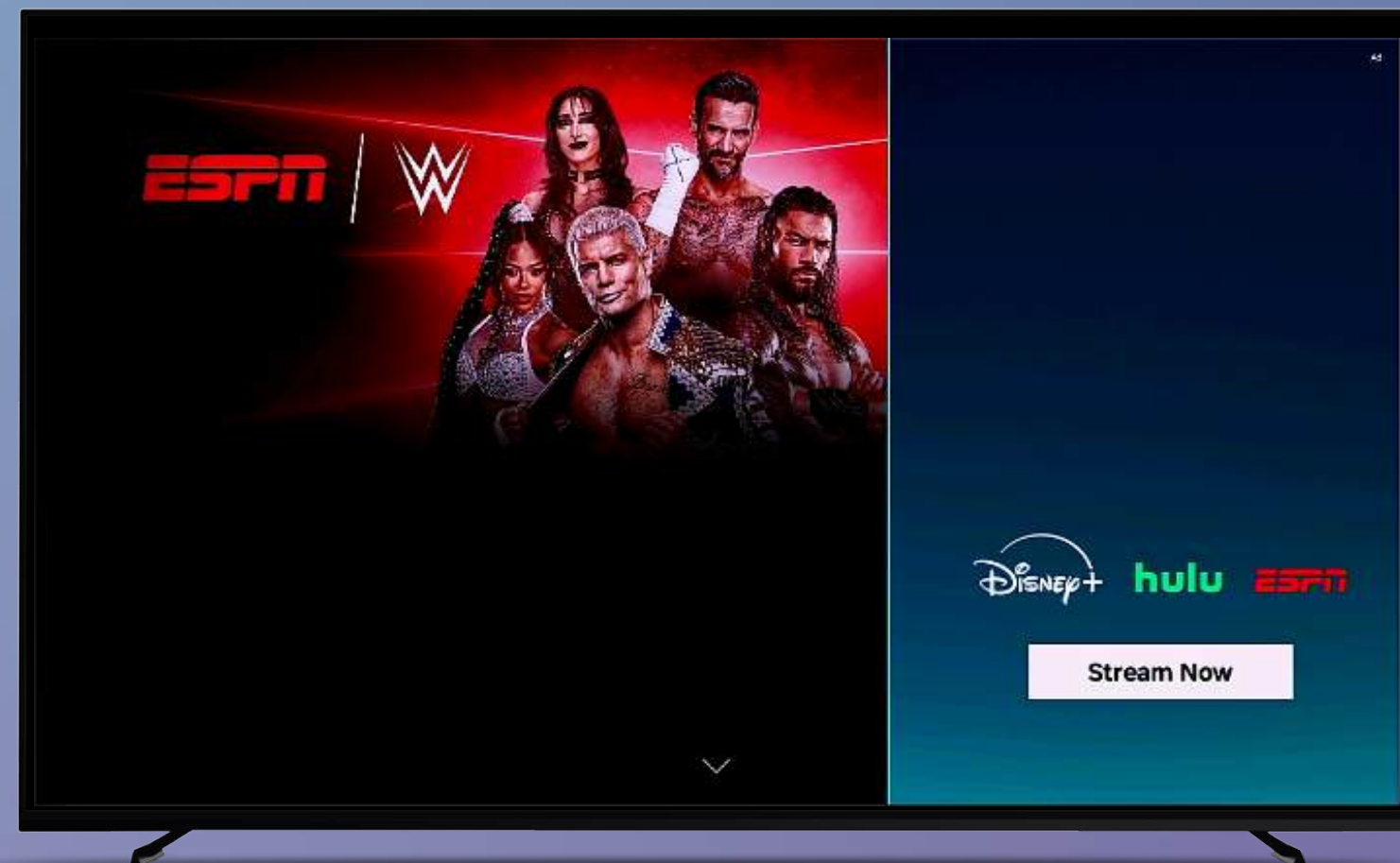
DRAFT PICKS & POWER SLAMS



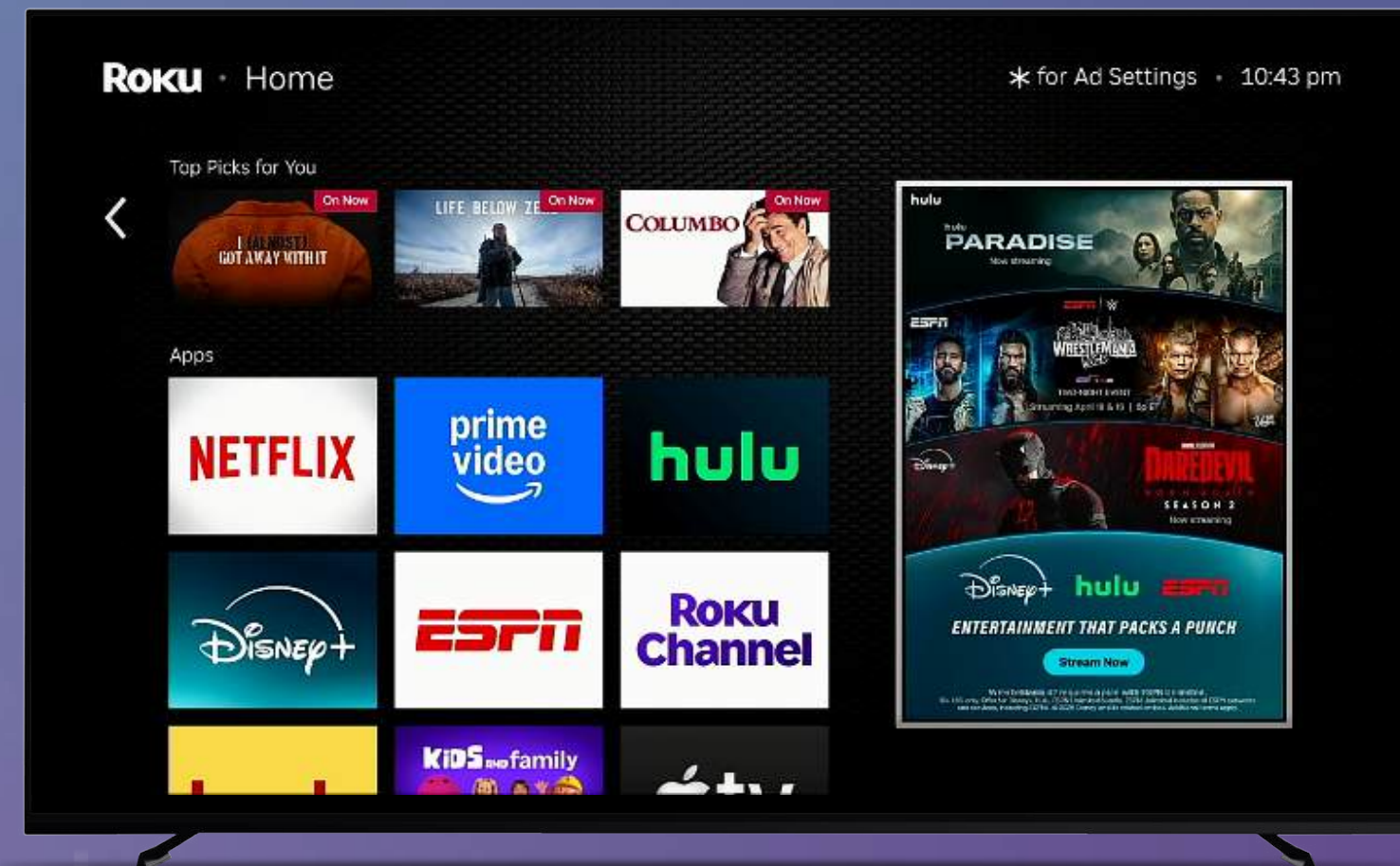
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hello@looperinsights.com
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