



/ MAY 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: MAY 2026

## / TOP 10 TITLES /

POSITION	TITLE	APP	SMPV™ SCORE
1	Tales of the Teenage Mutant Ninja Turtles		A\$538,154
2	National Basketball Association		A\$428,230
3	Widow's Bay		A\$414,395
4	Swapped		A\$410,528
5	Dutton Ranch		A\$400,016
6	Margo's Got Money Troubles		A\$375,619
7	Citadel		A\$365,768
8	The Devil Wears Prada		A\$341,015
9	A Knight of the Seven Kingdoms		A\$334,692
10	The Copenhagen Test		A\$331,438

STREAMER OF THE MONTH: MAY 2026

## / TOP 10 APPS /

POSITION	APP	SMPV™ SCORE
1		A\$10,511,562
2		A\$10,097,001
3		A\$8,597,704
4		A\$7,767,941
5		A\$6,591,184
6		A\$4,850,767
7		A\$4,801,383
8		A\$4,625,302
9		A\$4,283,974
10		A\$4,198,878

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

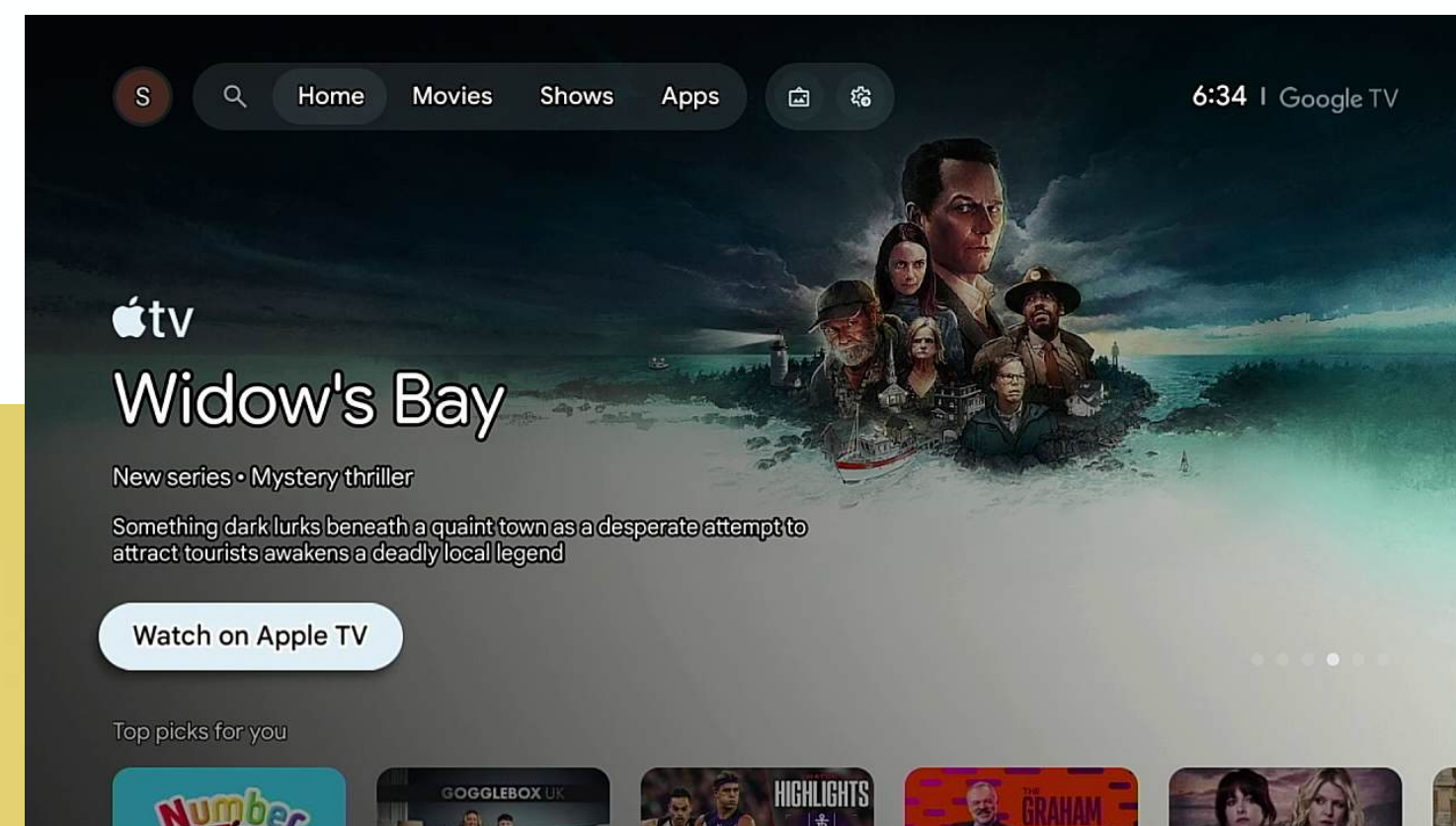


# TOP TITLES OF THE MONTH

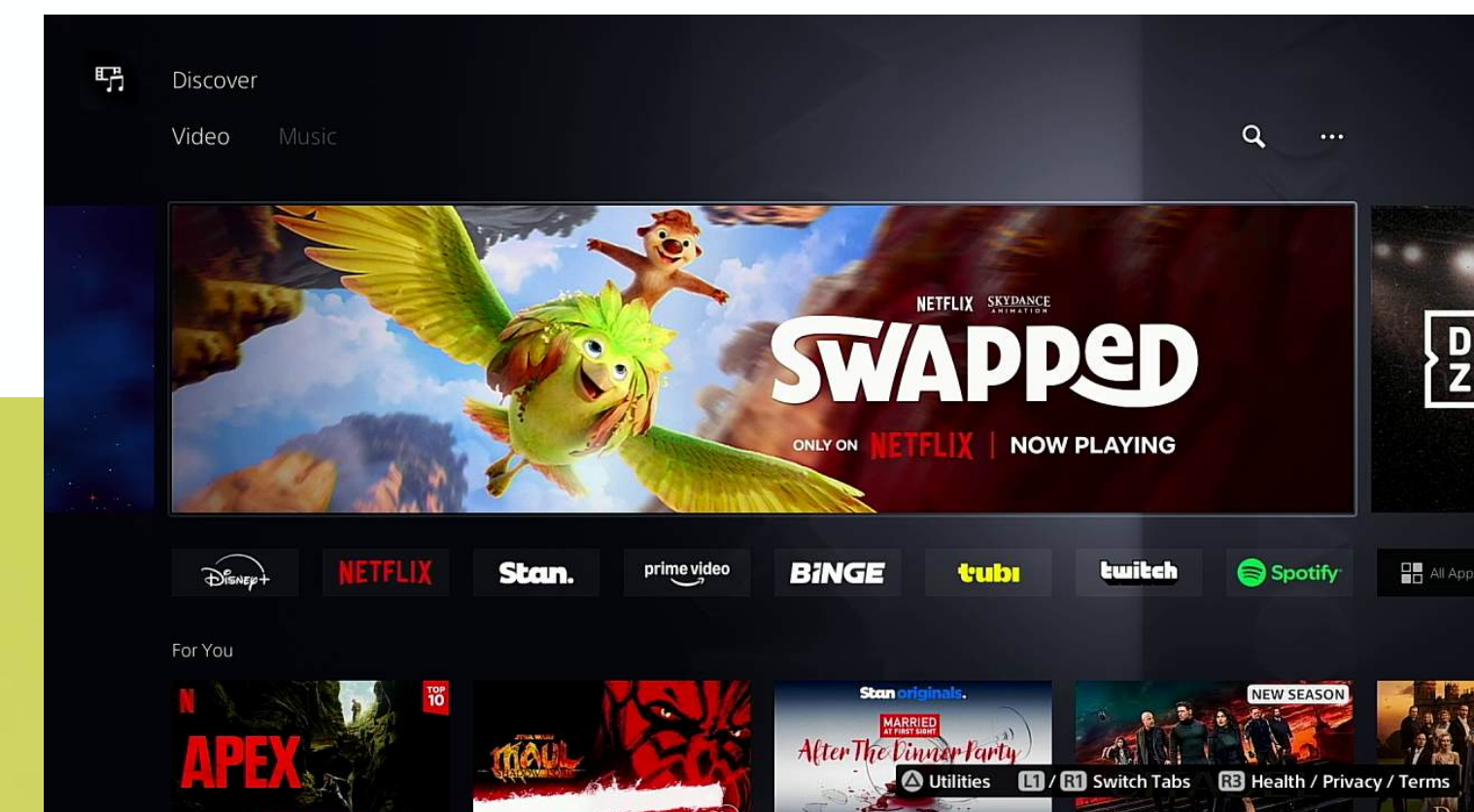
- International content set the pace in Australia throughout May, accounting for the majority of the top ten titles and demonstrating the enduring appeal of globally recognised content. Leading the rankings was *Tales of the Teenage Mutant Ninja Turtles*, which generated more than A\$0.5M in \$MPV™ and stood out as the only family-focused scripted title to feature in the top ten. Its performance highlights the continued strength of established IP in attracting audiences across generations.
- Elsewhere, Disney+ demonstrated smart cultural timing with *The Devil Wears Prada*, which secured eighth place and delivered more than A\$0.3M in \$MPV™. The title's success coincided with the franchise's return to cinemas, allowing Disney+ to capitalize on renewed consumer interest and prove how catalogue content can be effectively reactivated when aligned with major entertainment moments.
- In the news:** Netflix's new "The Netflix Effect" global campaign highlights the economic and cultural footprint of its international productions, with a strong focus on local storytelling. A report by [TV Blackbox](#) notes that the initiative underscores the global impact of distinctly Australian titles like *Boy Swallows Universe*, *Heartbreak High*, and *Territory*, proving that intensely local programming can drive significant domestic investment while capturing worldwide audiences.



Fetch TV AU



Google TV AU

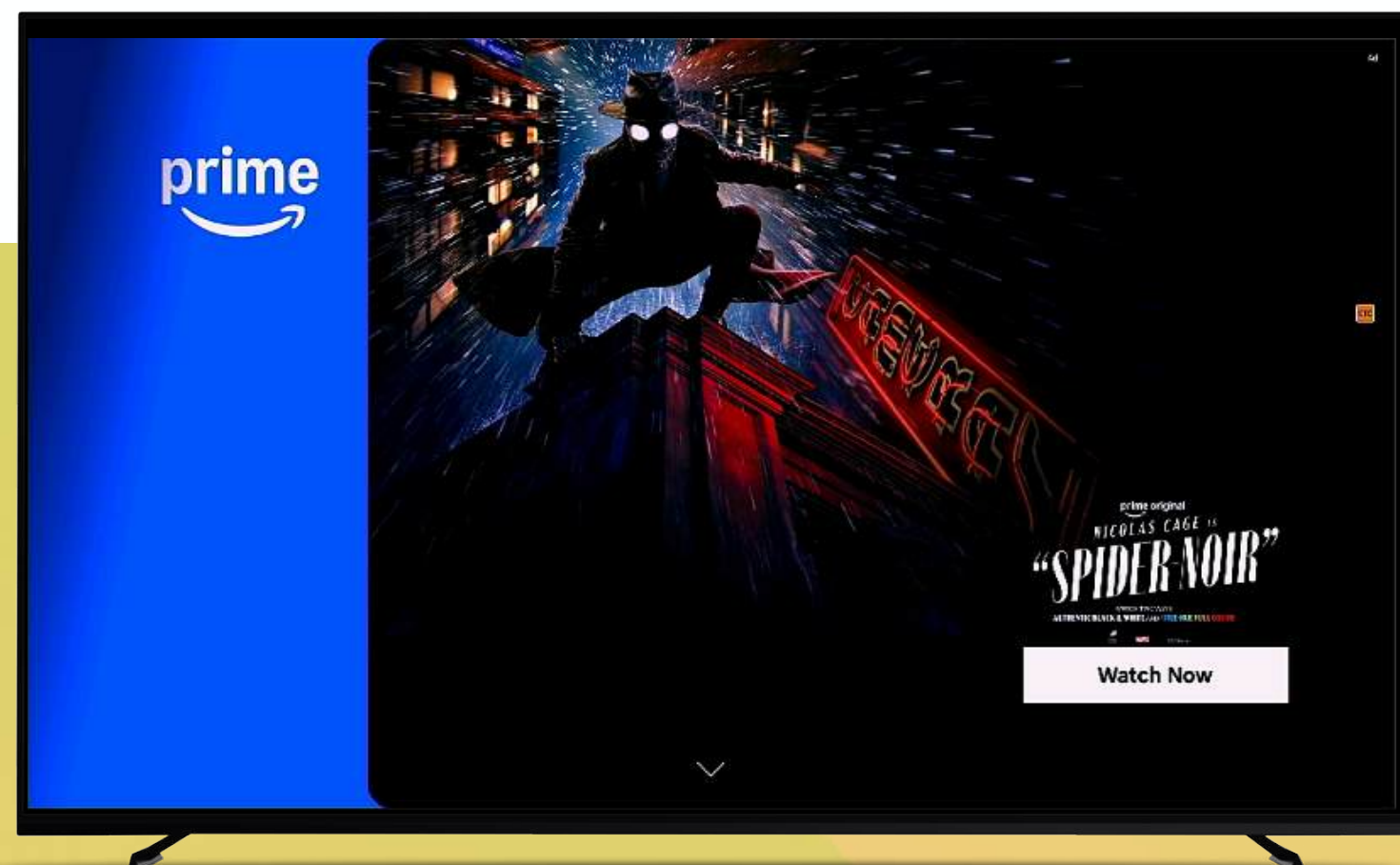


PS5 AU

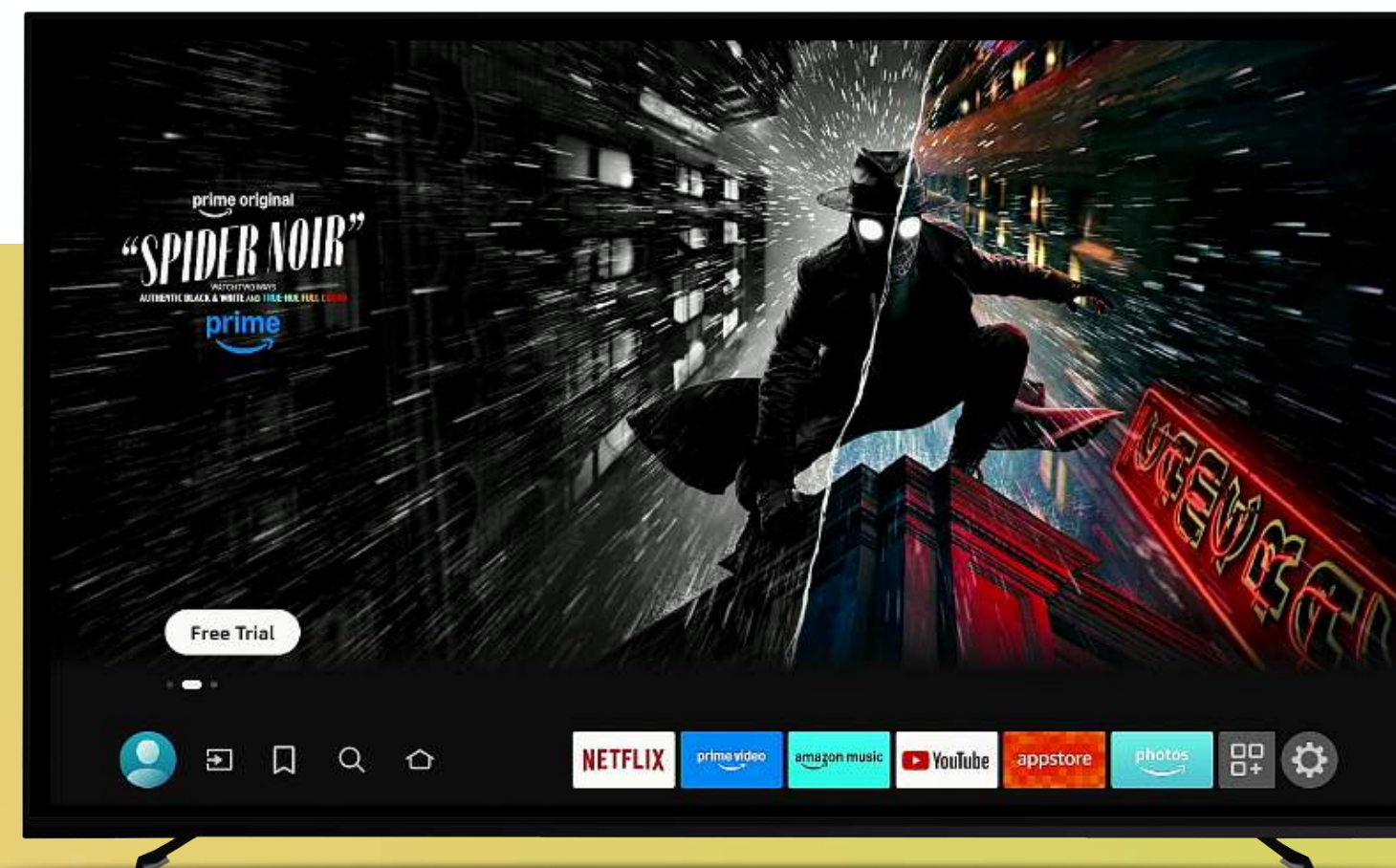
# BIG PREMIERES, BIGGER PRESENCE

Prime Video commanded the CTV landscape in May, using a pair of high-profile originals to establish a significant presence across Australia's connected TV ecosystem. The premieres of *Spider-Noir* and *Citadel* were supported by extensive promotional activity, earning standout placements across Apple TV, Fire TV, Samsung TV, LG TV, and Google TV. By pairing the launch of a highly anticipated comic-book adaptation with one of its flagship action franchises, Prime Video demonstrated the strength and breadth of its original content strategy, ensuring both titles remained front of mind for viewers throughout the month.

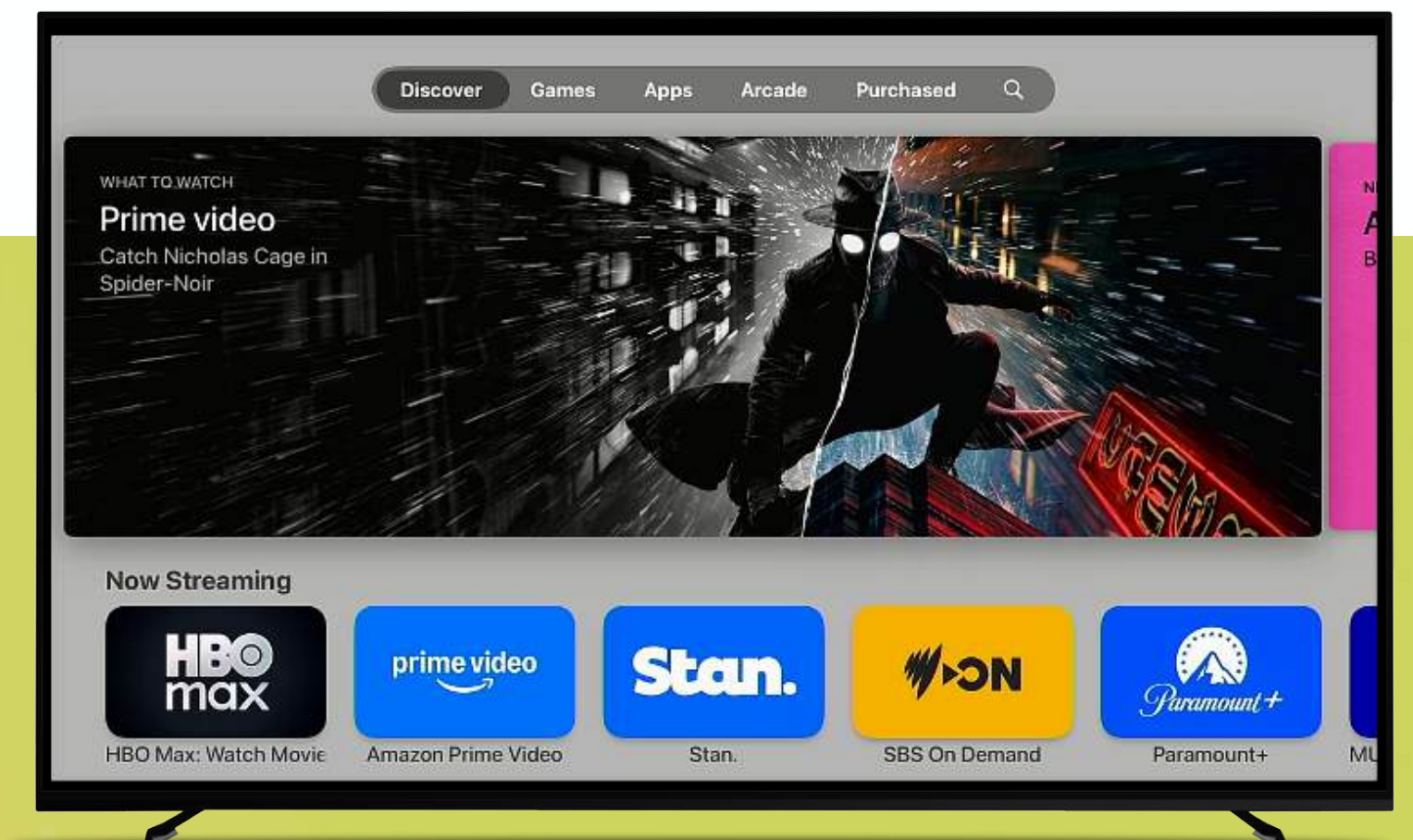
**In the news:** Prime Video will stream every match of the ICC Women's T20 World Cup 2026 live and free for Australian viewers, removing its paywall to allow anyone with a free Amazon account to watch. A report from [TV Blackbox](#) indicates that this strategic shift adapts to late 2024 updates in Australia's anti-siphoning laws, enabling the platform to act as a digital free-to-air broadcaster while driving user registration and capturing premium live sports advertising revenue.



Samsung TV (2022) AU



Fire TV AU



Apple TV AU

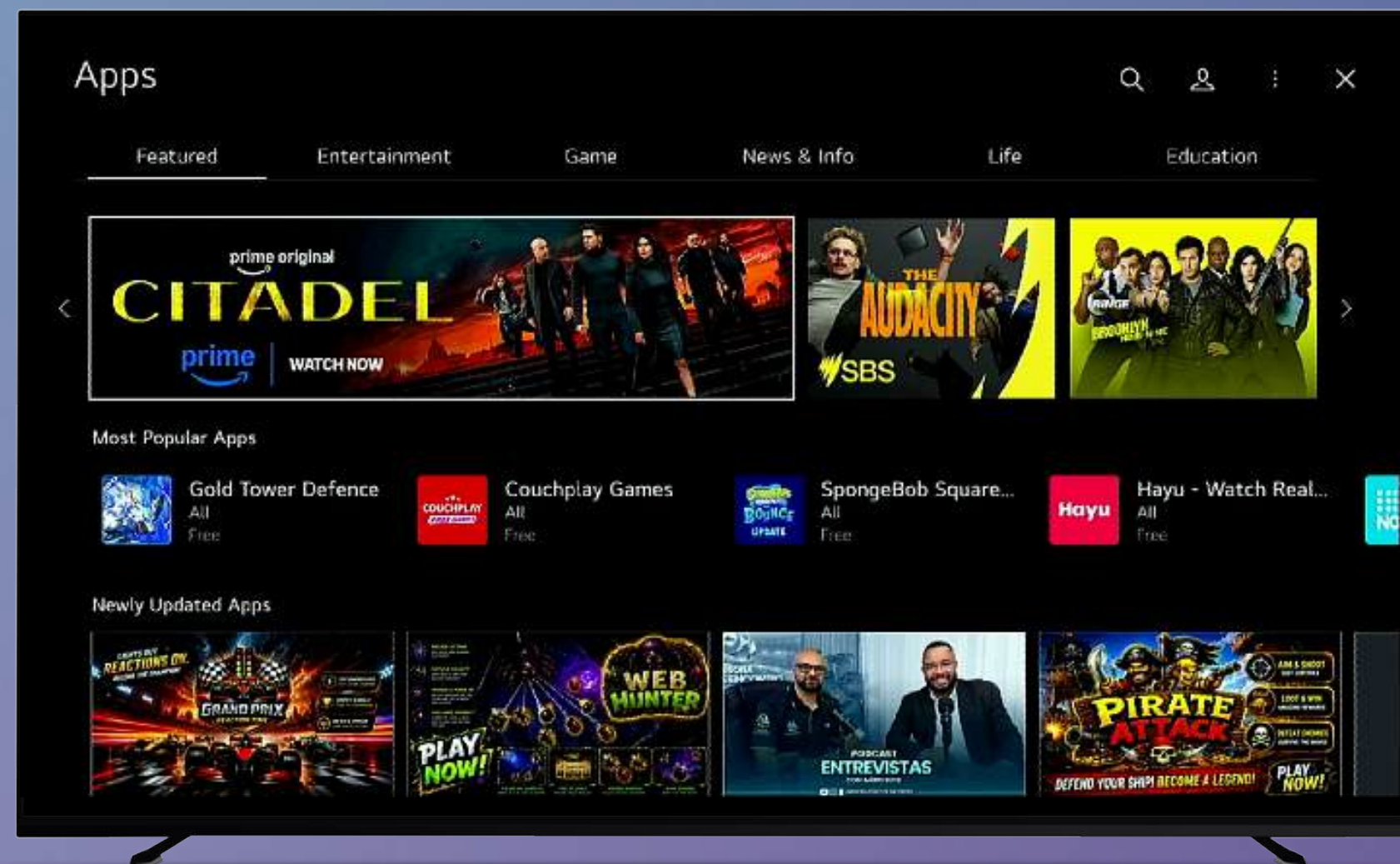
# BIG PREMIERES, BIGGER PRESENCE



Samsung TV (2022) AU



Google TV AU



LG TV (2022) AU



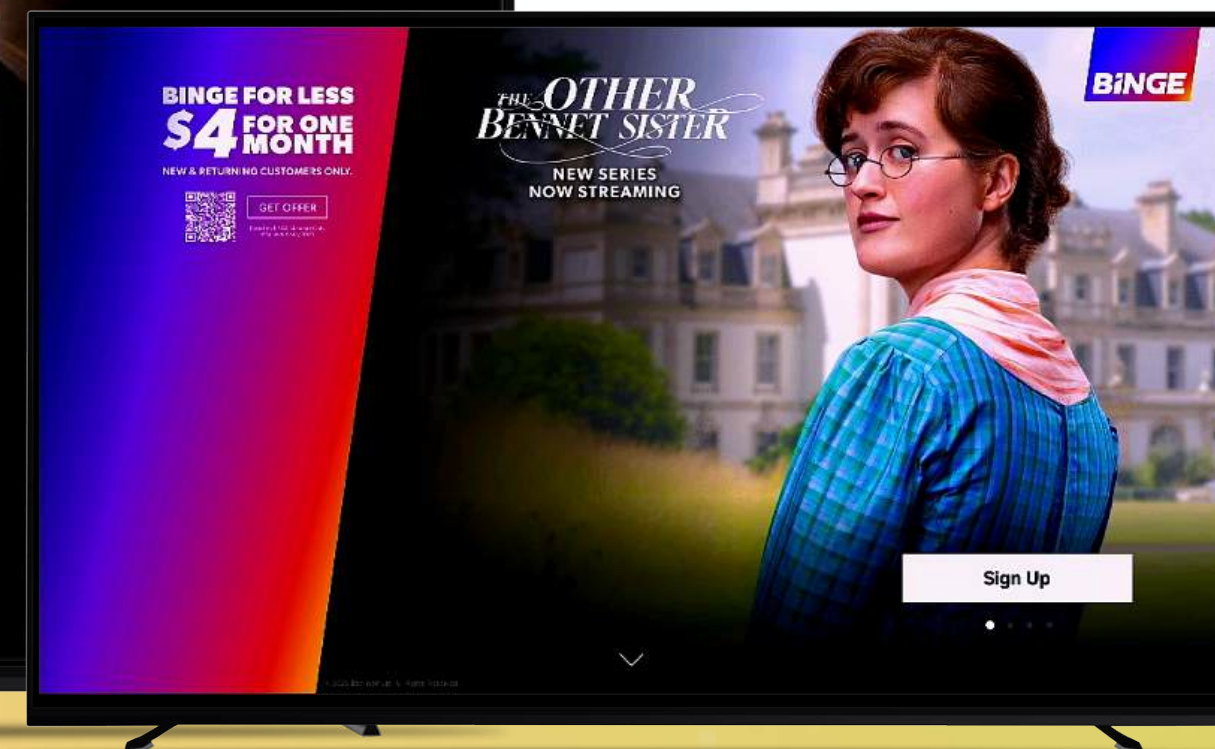
Apple TV AU

# BIG ENTERTAINMENT, SMALL PRICE TAG

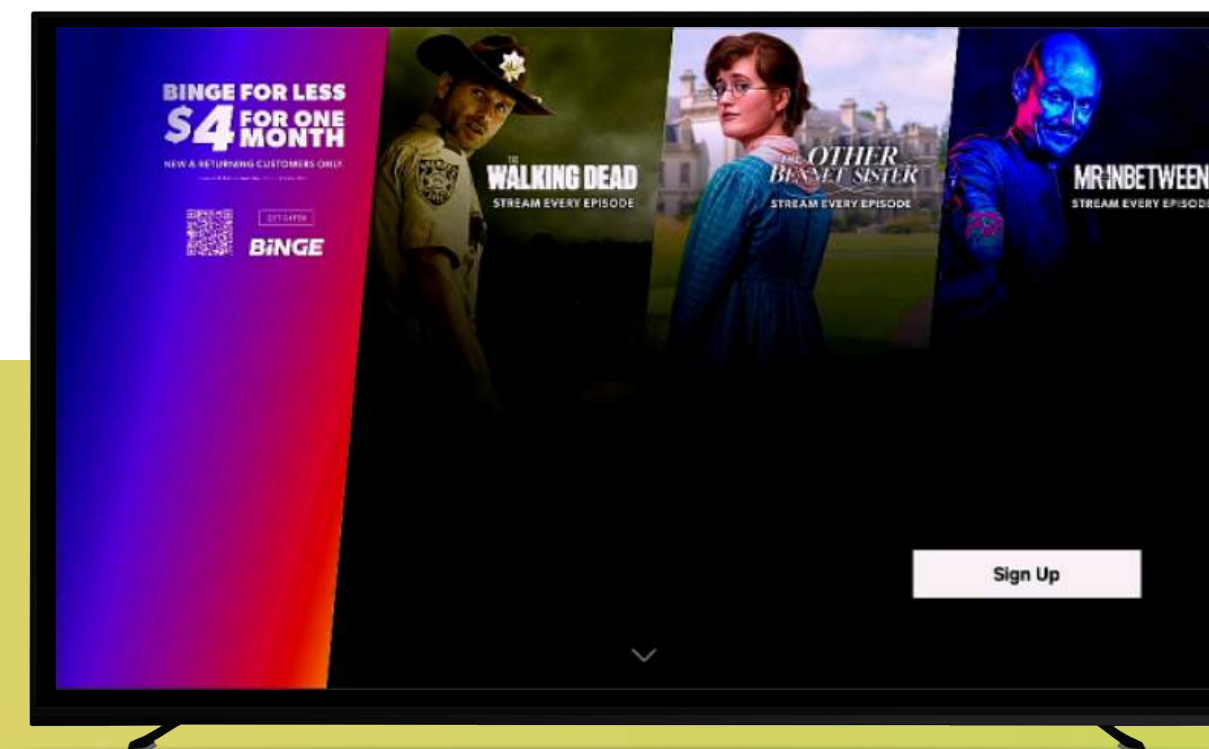
- BINGE doubled down on value in May, launching two compelling introductory offers on Samsung TV - A\$5 for one month for BINGE Premium and A\$4 for one month for the wider service - to attract new viewers and reinforce its position in an increasingly competitive streaming market. The promotional activity was backed by a diverse content lineup spanning gripping dramas, laugh-out-loud comedies, and fan-favourite entertainment, ensuring there was something to appeal to audiences across Australia. By combining accessible pricing with a broad and varied catalogue, BINGE showcased the strength of its offering and its ability to cater to a wide range of viewing tastes.
- In the news:** BritBox has launched a limited-time promotional offer giving Australian subscribers a 12-month membership for \$75, a significant markdown from the usual annual rate of \$139.99. [TV Blackbox](#) reports that the discount aims to secure long-term subscribers in a competitive local streaming market, granting them full access to the service's expanded catalog of British dramas, David Attenborough documentaries, and live BBC channels.



Samsung TV (2022) AU



Samsung TV (2022) AU



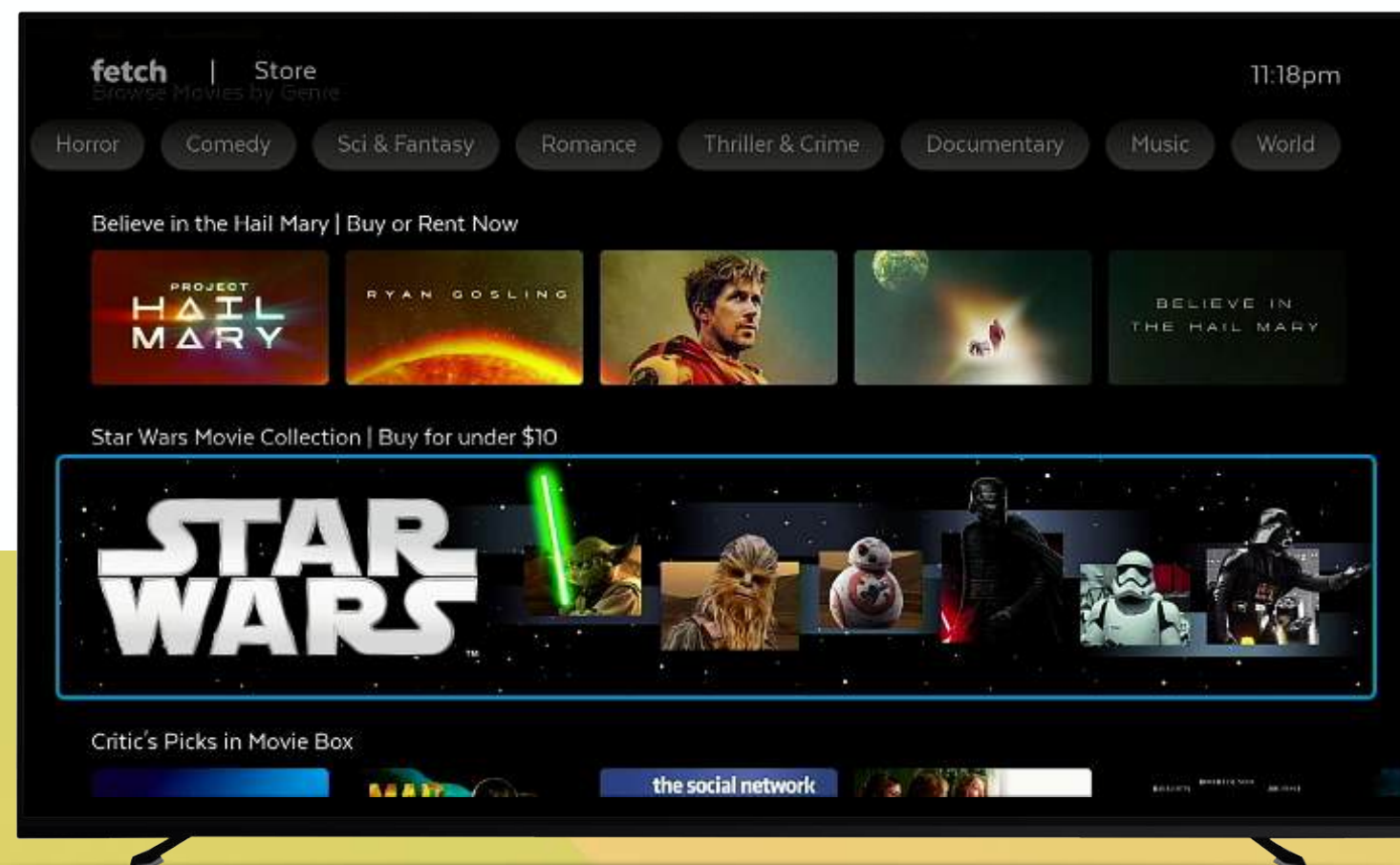
Samsung TV (2022) AU



Samsung TV (2022) AU

# FETCH TV GOES BIG ON MOVIES

- Fetch TV put blockbuster entertainment at the heart of its May strategy, shining a spotlight on a slate of high-profile film releases designed to capture viewers' imagination. From the eagerly anticipated sci-fi epic *Project Hail Mary* to the enduring appeal of *Star Wars* and the family-friendly adventure of *Hoppers*, the platform curated a line-up that spanned genres, generations, and audiences. Together, the titles created a compelling mix of franchise power, cinematic spectacle, and broad family appeal, giving movie fans plenty of reasons to explore the platform throughout the month.
- In the news:** Australia's largest media organizations have issued a joint statement endorsing the federal government's draft legislation for the News Bargaining Incentive, which aims to legally compel tech giants to pay for local news content. [TV Blackbox](#) reports that this unified campaign follows Meta's 2024 withdrawal from Australian news deals, with major publishers and broadcasters warning that the financial sustainability of local journalism and the nation's democratic access to reliable information are currently under threat.



Fetch TV AU



Fetch TV AU



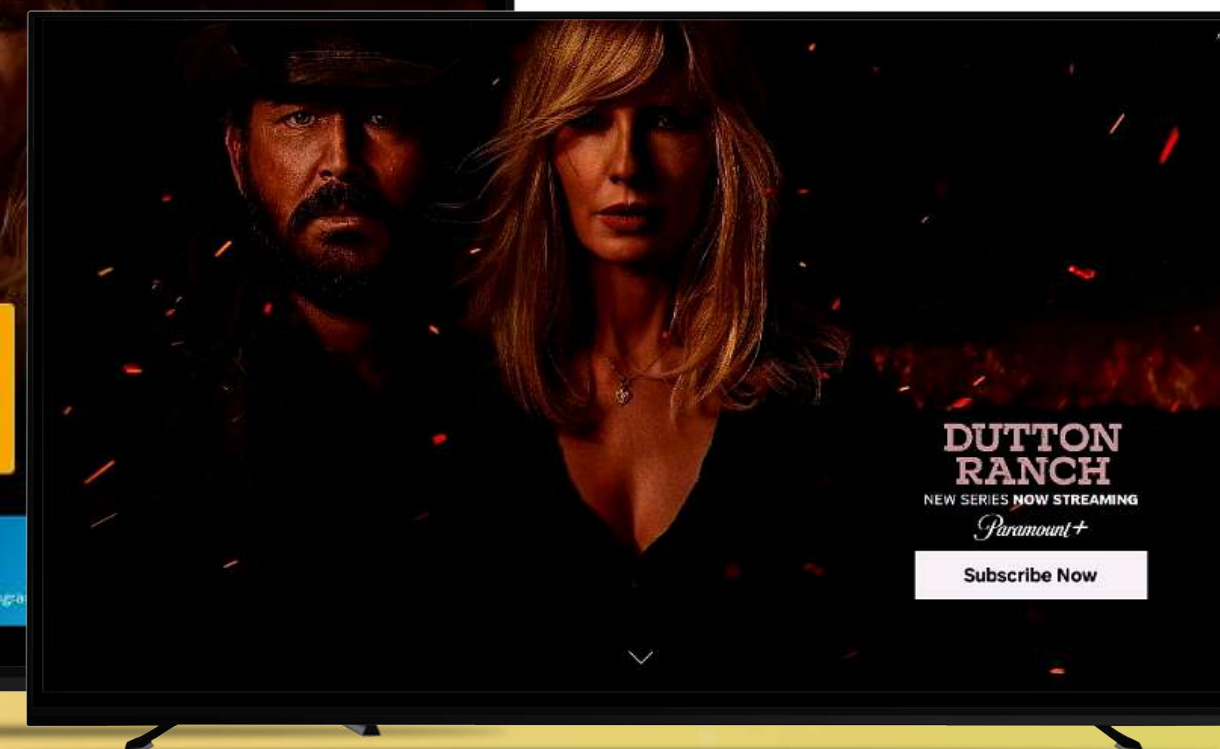
Fetch TV AU

# THE DUTTON LEGACY RIDES ON

- The *Yellowstone* universe continued its expansion in Australia during May, with the arrival of *Dutton Ranch* generating significant momentum across the CTV landscape. Building on the success of one of television's most influential modern franchises, the series quickly became a focal point for platforms, earning prominent support across Google TV, Apple TV, Fetch TV, and Samsung TV. The breadth of promotional activity reflects the enduring appeal of the Dutton family saga, as audiences remain eager to follow the next chapter in a franchise that has evolved into a global television phenomenon.
- In the news:** The Albanese Government has extended the suspension of the Commercial Broadcasting Tax for an additional two years, providing Australian free-to-air networks with an estimated \$111.3 million in financial relief. [TV Blackbox](#) reports that while media executives welcomed the decision as vital support for local journalism and programming, the temporary freeze comes at a critical time as broadcasters face intense competition from global streaming giants and impending restrictions on gambling advertisements.



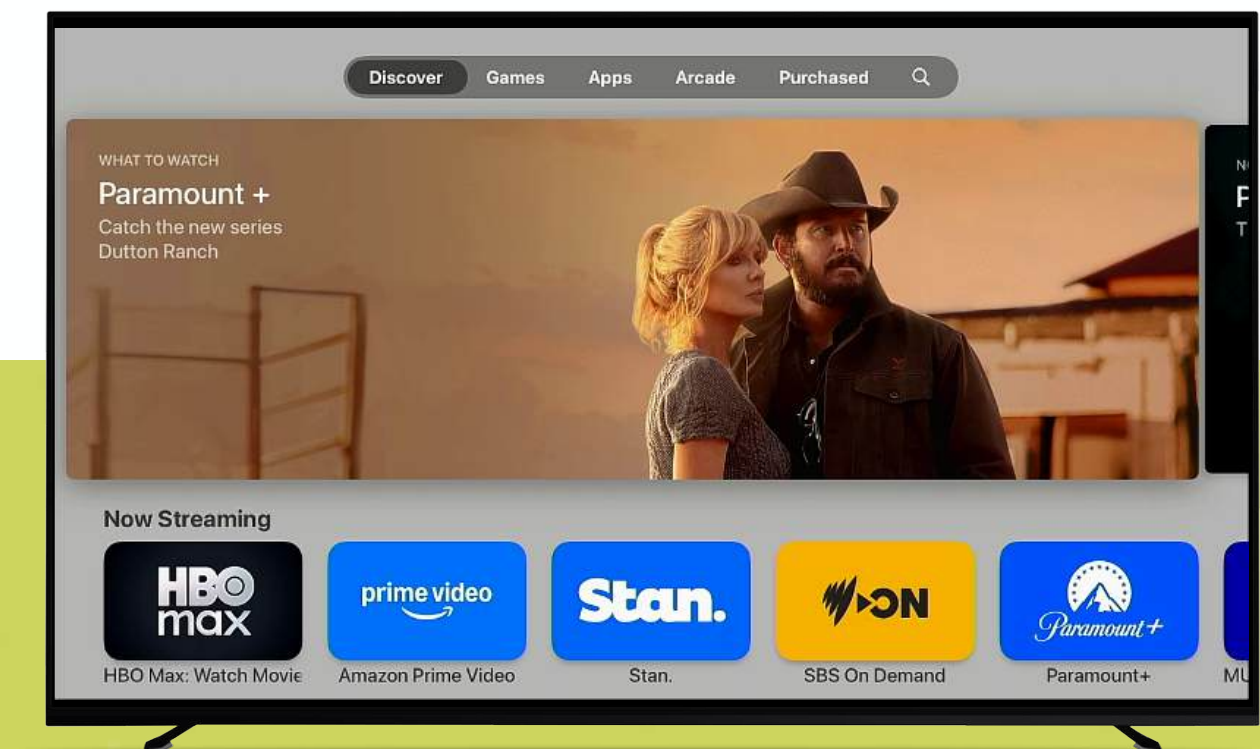
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Samsung TV (2022) AU



Google TV AU



Apple TV AU



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