

/ 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 *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: MAY 2026

/ TOP 10 TITLES /

POSITION	TITLE	APP	EMPV™ SCORE
1	Landman		£1,672,206
2	At Home with the Furrys		£1,454,454
3	National Basketball Association		£1,251,155
4	Rivals		£1,230,494
5	The Boys		£1,164,133
6	Legends		£1,123,763
7	Euphoria		£983,481
8	The Cage		£975,951
9	Amandaland		£955,997
10	Secret Service		£922,618

STREAMER OF THE MONTH: MAY 2026

/ TOP 10 APPS /

POSITION	APP	EMPV™ SCORE
1		£46,201,633
2		£35,746,646
3		£24,663,824
4		£23,647,171
5		£23,190,382
6		£21,137,344
7		£15,970,685
8		£15,944,634
9		£12,058,769
10		£11,424,188

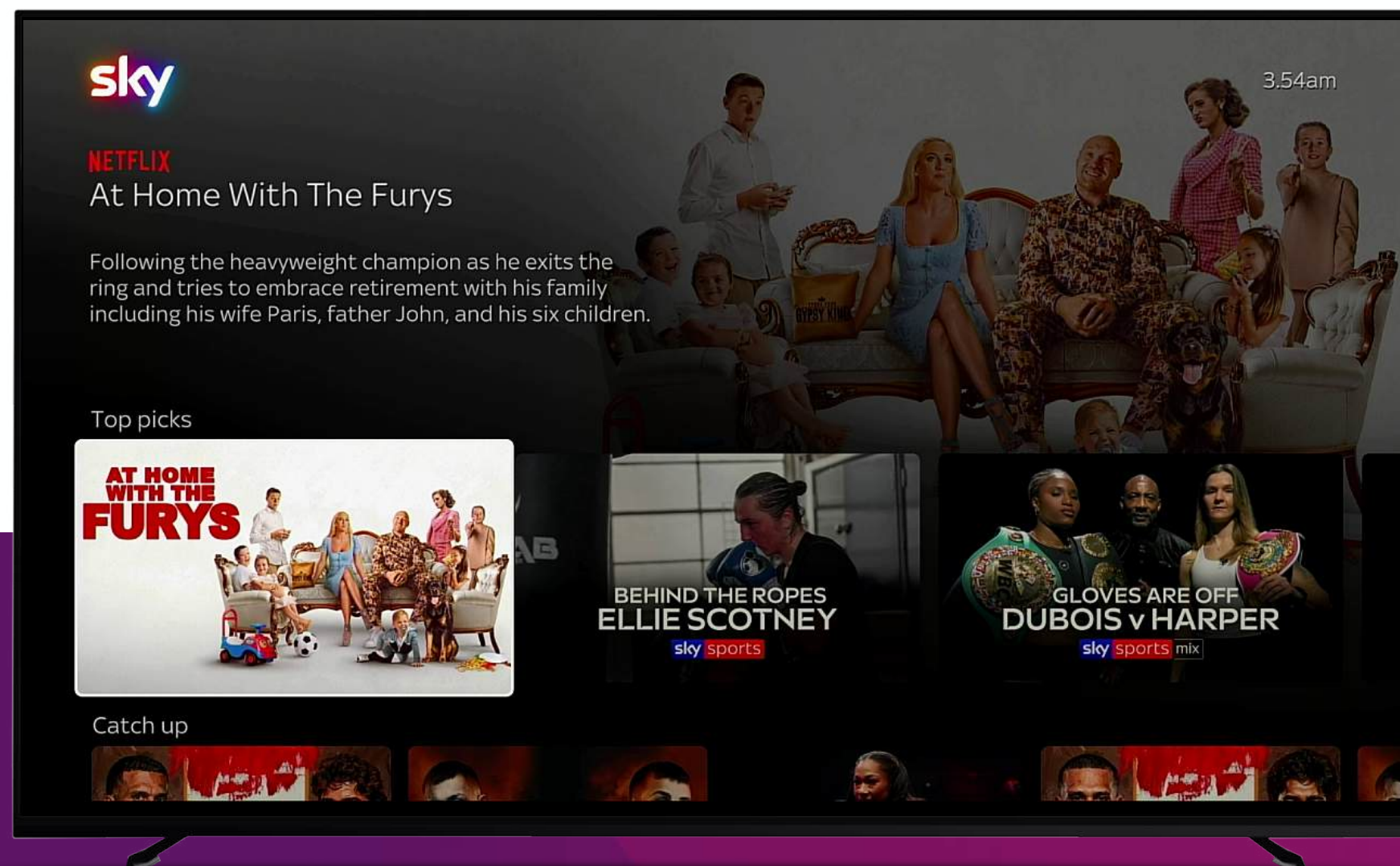
*Apple TV, Fire TV, Google TV, Hisense Vidaa TV, LG TV, PS4, PS5, Roku, Samsung TV, Sky Q, Sky Stream, Virgin TV 360, Xbox One Console



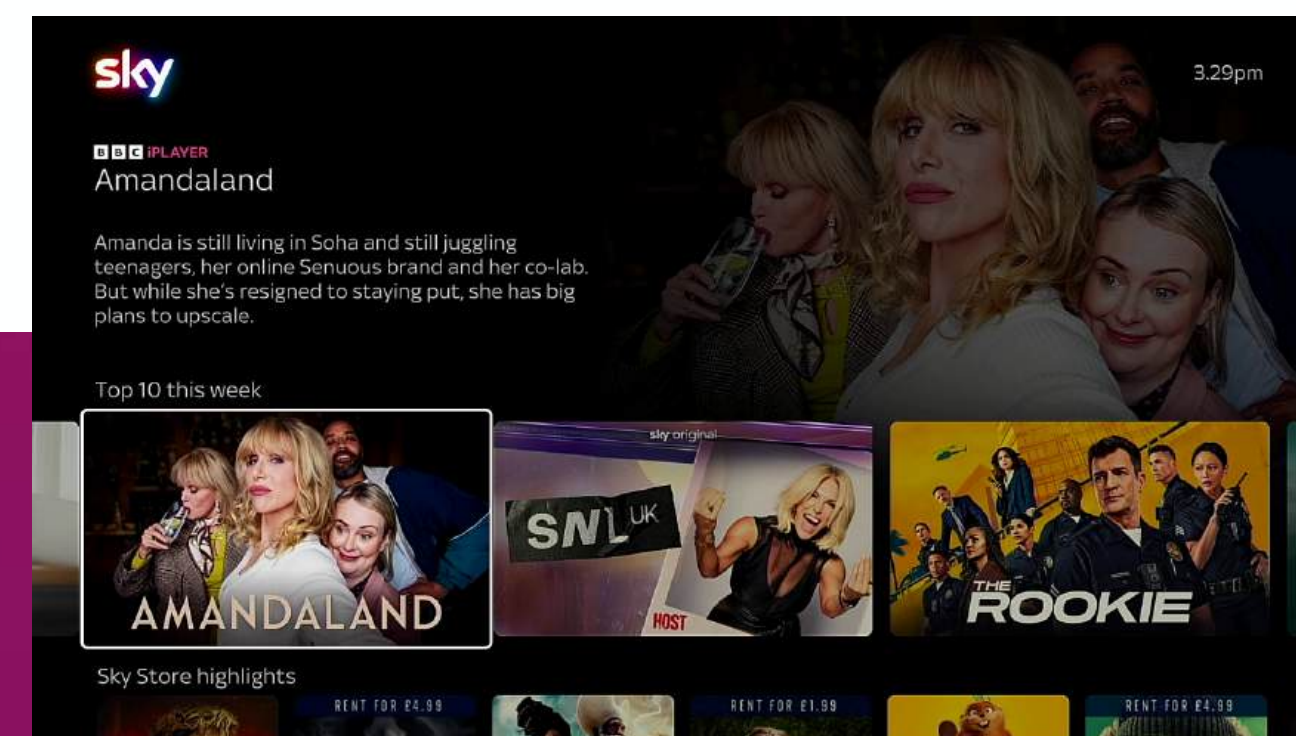
TOP TITLES OF THE MONTH

Global streaming platforms dominated the UK landscape in May, claiming seven of the top ten positions and underscoring their continued ability to capture audience attention at scale. Netflix and Prime Video emerged as the standout performers, each securing two titles in the rankings and generating more than £2.5M and £2.4M in £MPV™ respectively. Leading the charge were *At Home with the Furys* for Netflix and Prime Video's coverage of the *NBA*, both of which delivered exceptional visibility and engagement. Their success highlights the breadth of content resonating with UK audiences, from personality-driven entertainment to live sports, while reinforcing the market-leading influence of the global streaming giants.

In the news: According to a report by [Broadband TV News](#), Ofcom has unveiled draft content and accessibility rules that would bring major streaming platforms like Netflix, Disney+, and Prime Video under broadcast-style UK regulation for the first time. The proposed framework establishes strict standards regarding harmful material, news impartiality, and child protections, while introducing mandatory quotas requiring platforms to subtitle at least 80% of their catalogues alongside specific targets for audio descriptions and signing.



Sky Stream UK



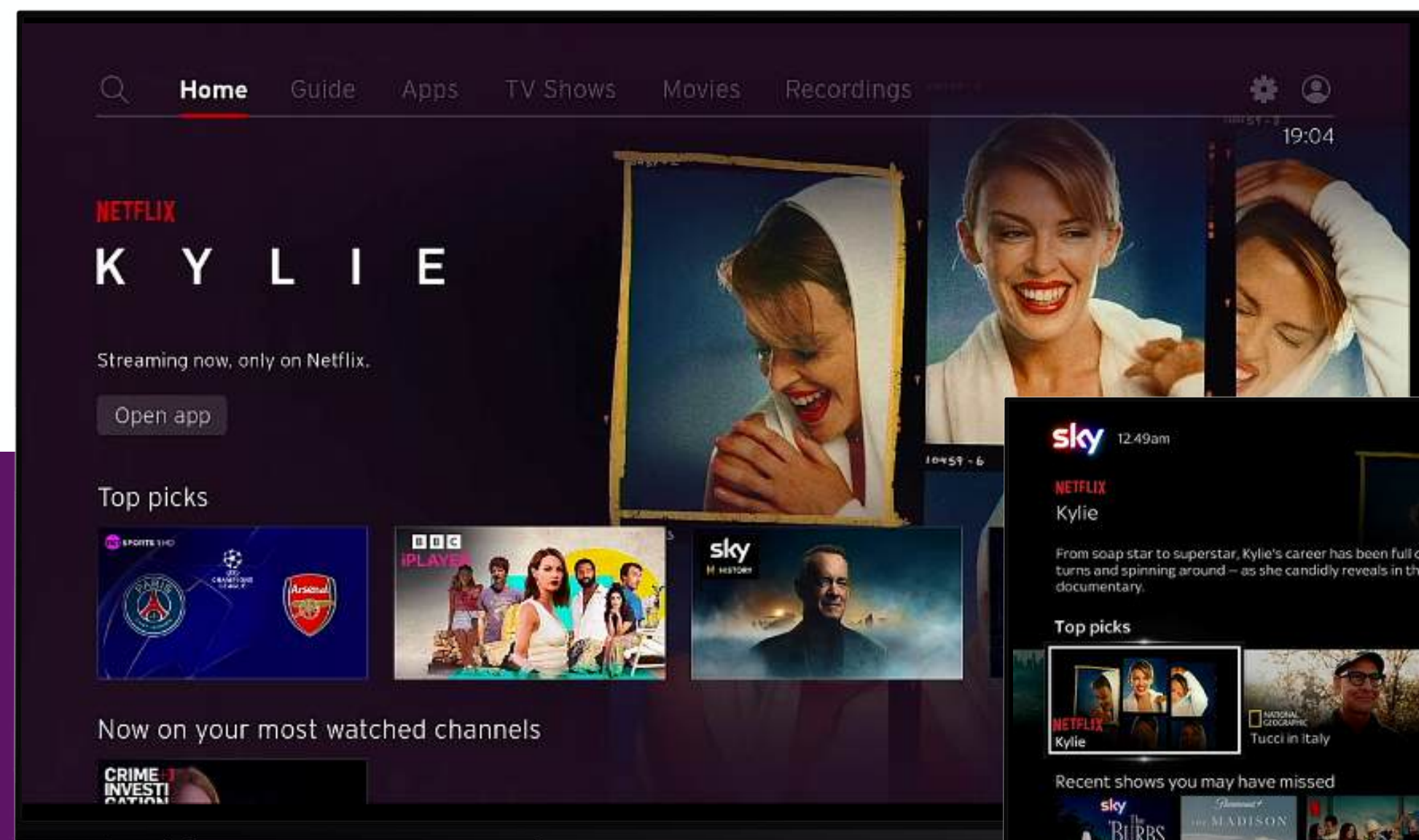
Sky Stream UK



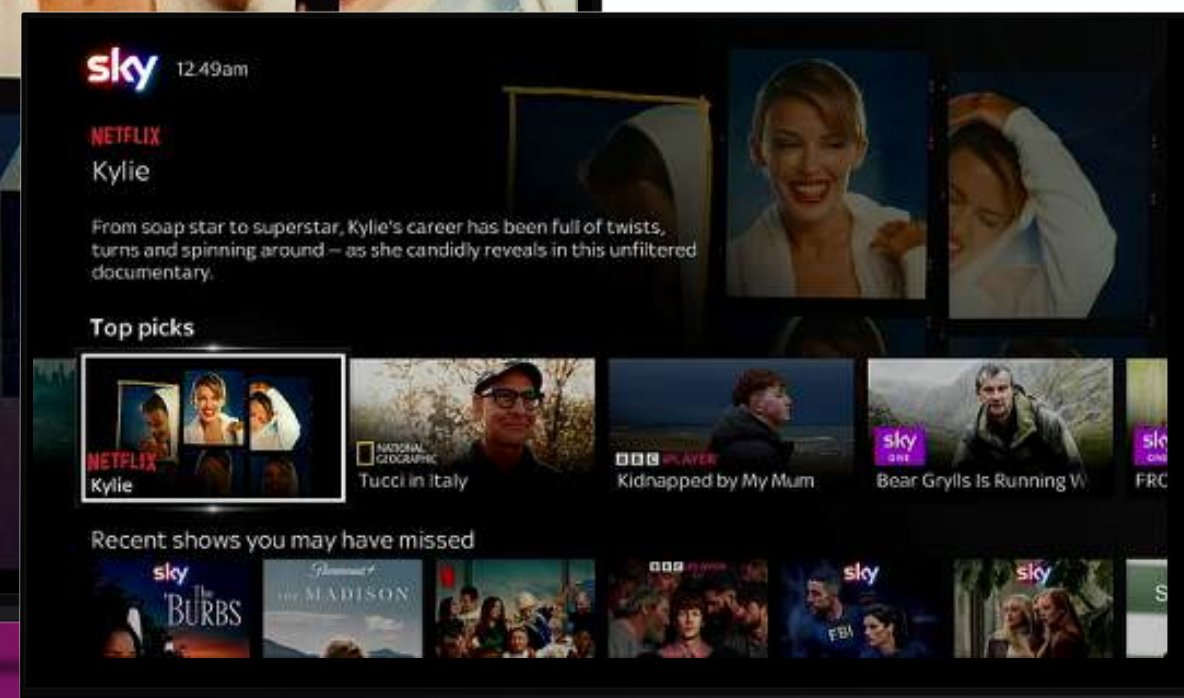
Fire TV UK

A TUDUM MONTH FOR NETFLIX

- It was a true *Tudum* month for Netflix, as the streamer showcased the breadth of its content offering through a mix of original scripted and unscripted programming. Titles such as *Legends* and *Beef* secured prominent placements on Fire TV, reflecting Netflix's continued investment in premium originals across genres. Yet it was the documentary series *Kylie* that stole the spotlight. Celebrating one of pop music's most enduring icons, the series earned high-profile placements on both Virgin TV 360 and Sky Q, giving Netflix a culturally driven moment that complemented its broader content strategy and highlighted the platform's ability to turn global personalities into must-watch viewing.
- In the news:** According to a report by [Broadcast](#), Netflix has made history at the Broadcast Awards 2026 by becoming the first streaming platform to be named Broadcaster of the Year. The streamer's victory was driven by a highly successful slate of UK-commissioned original programming, including *Grenfell: Uncovered*, which won Best Documentary Programme, and the record-breaking hit *Adolescence*, which took home Best New Drama.



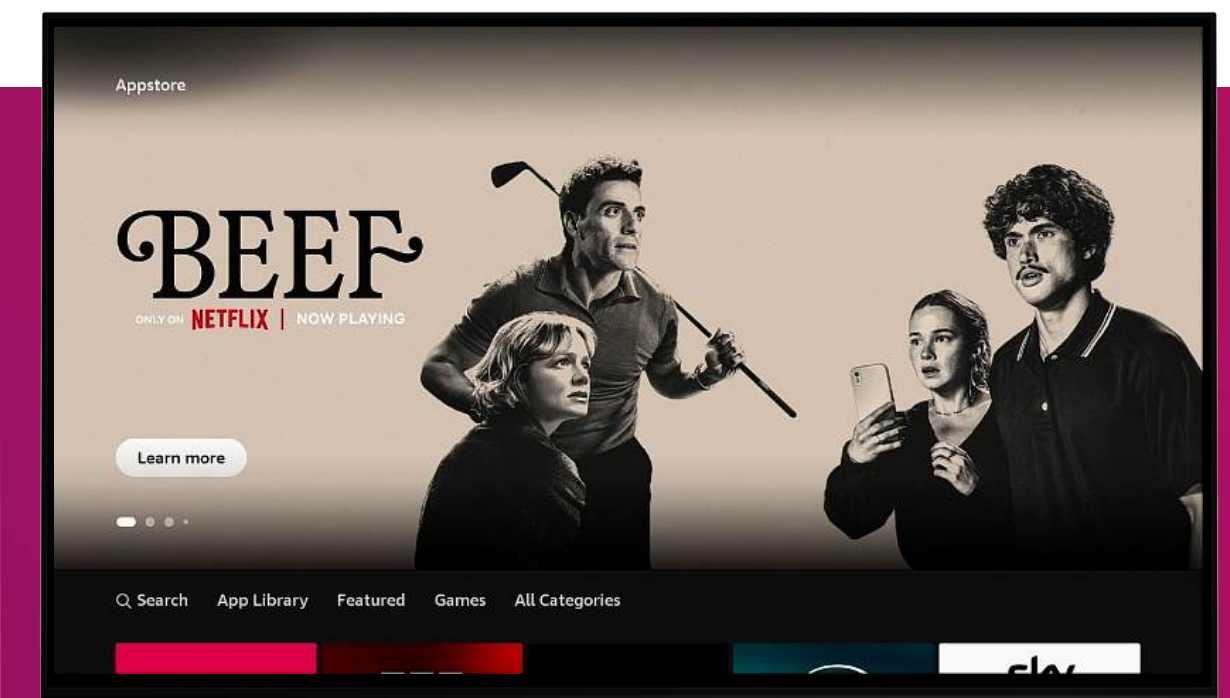
Virgin TV 360 UK



Sky Q UK



Fire TV UK



Fire TV UK

DRAMA, JEDI AND CHAMPIONS

GLORY

Disney+ delivered a blockbuster month in May, leveraging a combination of prestige drama, iconic franchises, and live sport to maintain a strong presence across the UK's CTV landscape. *Rivals* returned for its second season with significant promotional support, including a swimlane takeover on Sky Q and prominent placements on Virgin TV 360, reinforcing the platform's commitment to premium scripted entertainment. Meanwhile, *Star Wars: Maul – Shadow Lord* capitalised on the annual "May the Fourth" celebration, earning top placement on Samsung TV and tapping into the enduring power of one of entertainment's most passionate fan communities.

While drama and franchise content drove conversation, it was Disney+'s coverage of the UEFA Women's Champions League that provided the platform's biggest winning moment. Supported by placements across Fire TV and Samsung TV, the campaign combined the appeal of elite live sport with a compelling acquisition offer of £3.99 per month for three months on Fire TV, creating a powerful blend of content and value designed to attract both football fans and new subscribers.

In the news: According to [Broadband TV News](#), Barb data reveals that more than 70% of UK homes had access to at least one subscription streaming service in the first quarter of 2026, with Netflix remaining the market leader at 61% penetration. The figures highlight the rapid expansion of advertising-supported streaming models, as 40% of Netflix households and 88% of Amazon Prime Video households are now on ad-supported tiers.

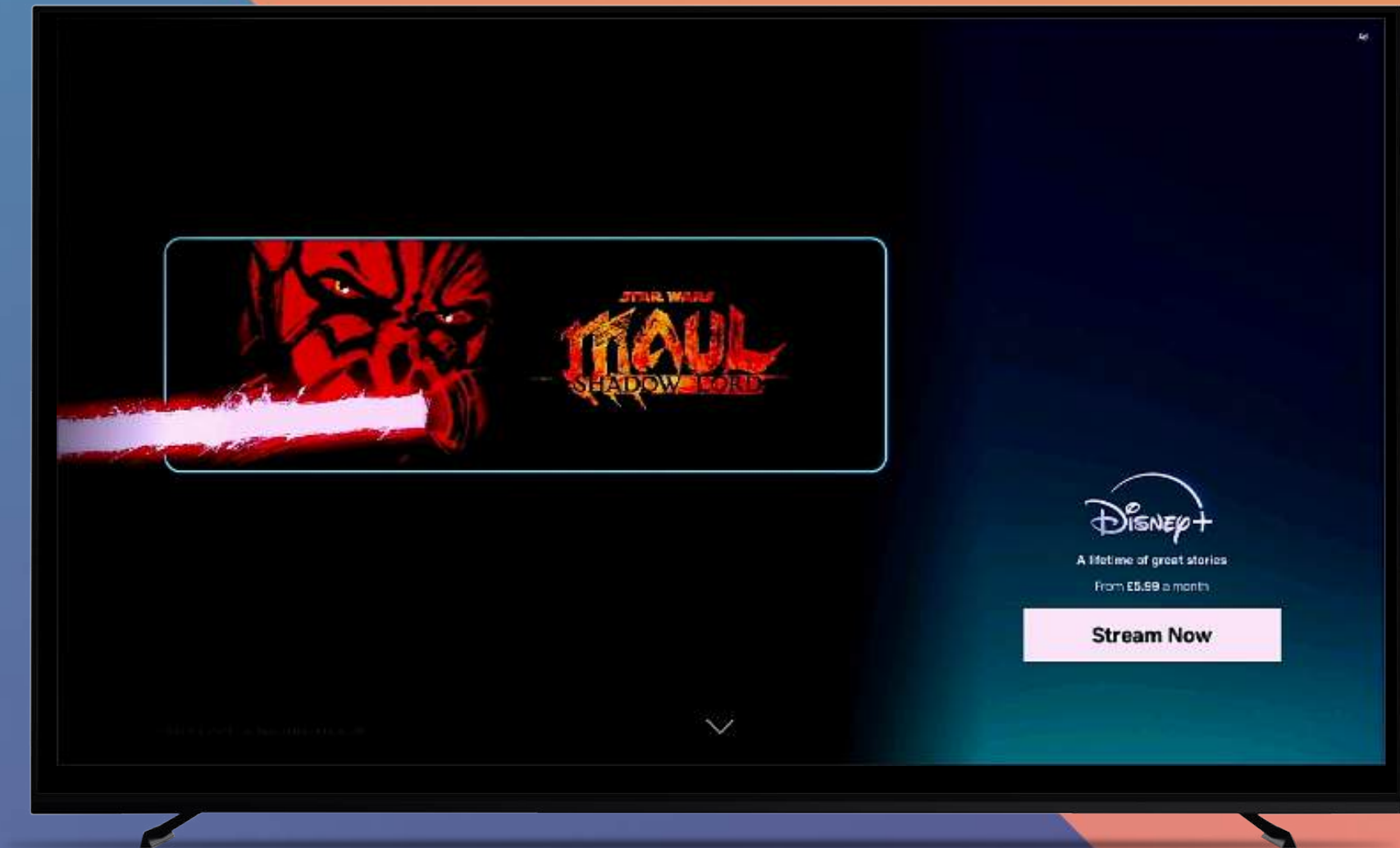


Sky Q UK

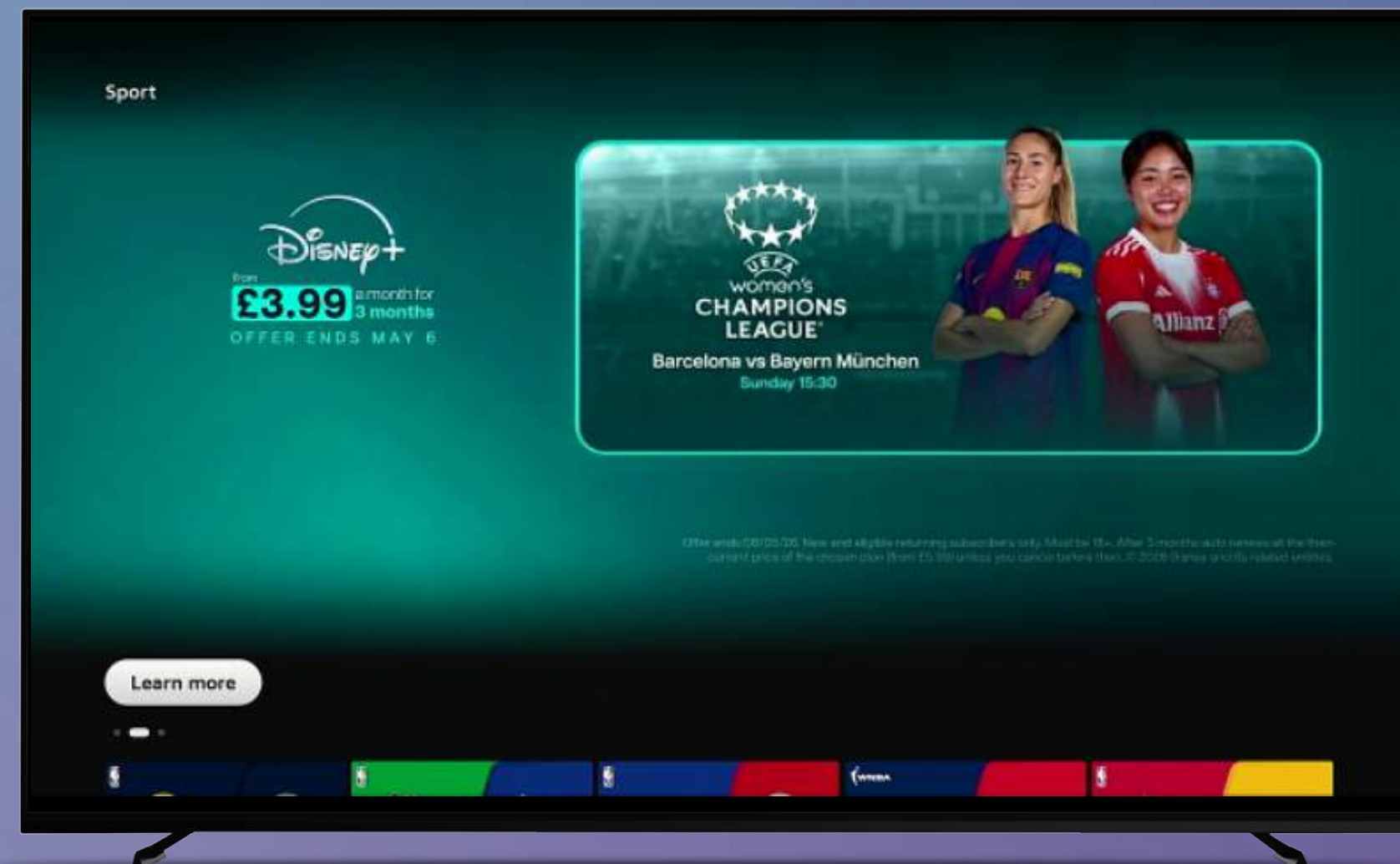
DRAMA, JEDI AND CHAMPIONS GLORY



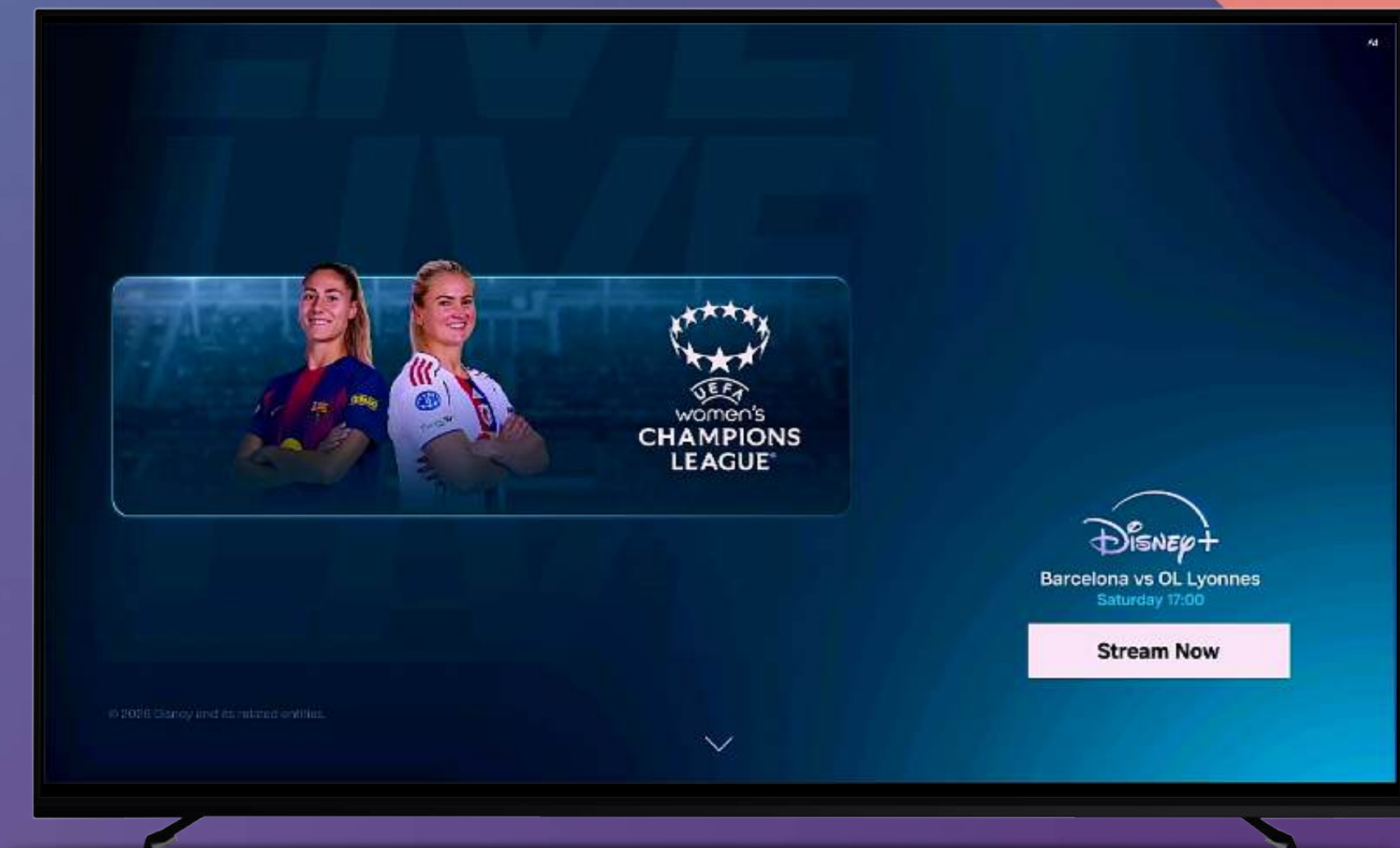
Virgin TV 360 UK



Samsung TV (2022) UK



Fire TV UK



Samsung TV (2022) UK

THE NATION HONOURS A BROADCASTING LEGEND



May marked a remarkable milestone in British broadcasting history as Sir David Attenborough celebrated his 100th birthday, prompting streamers and platforms alike to honour one of the nation's most cherished storytellers. Sky Q commemorated the occasion with a dedicated swimlane takeover, inviting audiences to revisit a catalogue that has inspired generations through its exploration of the natural world. BBC iPlayer also joined the celebrations, promoting its collection of Attenborough programming through prominent placements on Virgin TV 360 and Apple TV. Meanwhile, Disney+ highlighted *Ocean with David Attenborough*, aligning its promotional activity with the centenary and reinforcing the broadcaster's enduring influence on how audiences connect with the planet. Together, these campaigns reflected not only the appeal of Attenborough's work, but also the unique cultural stature he continues to hold a century after his birth.



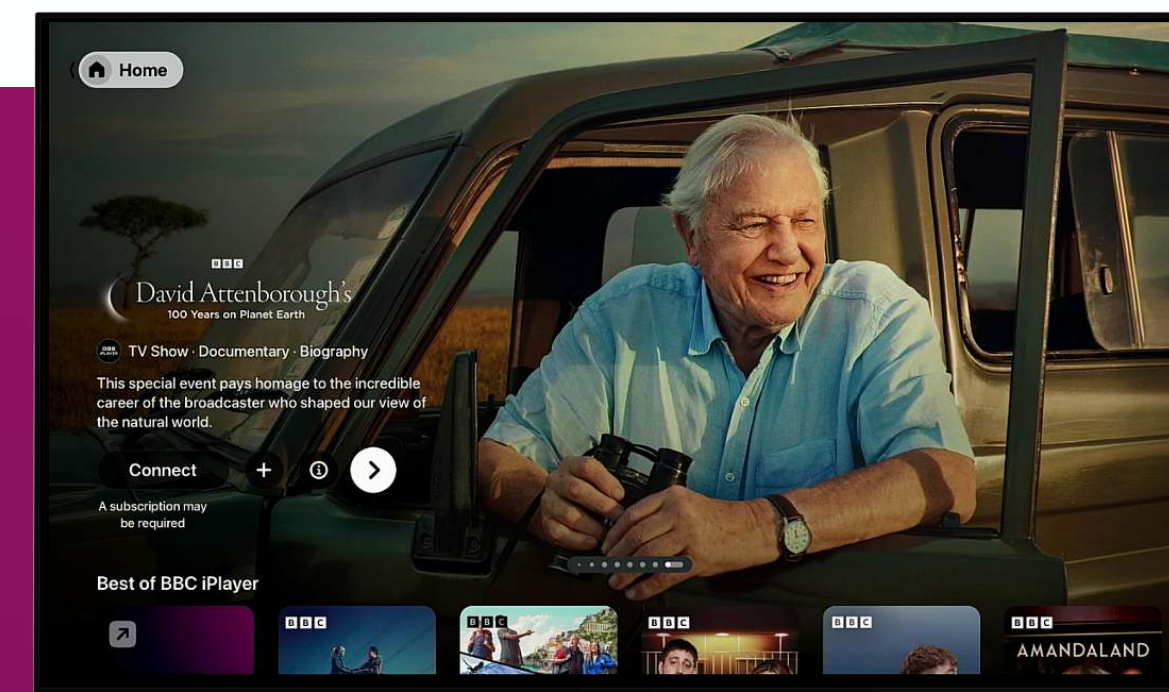
In the news: Plans for a long-term transition from traditional digital terrestrial television to an internet-only broadcast model are being formulated by UK ministers, with details to be published in an upcoming green paper. Reports from [Broadband TV News](#) indicate that any potential switch-off remains heavily dependent on safeguarding low-income, elderly, and vulnerable audiences by ensuring nationwide access to affordable, superfast broadband.



Virgin TV 360 UK



Sky Q UK



Apple TV UK

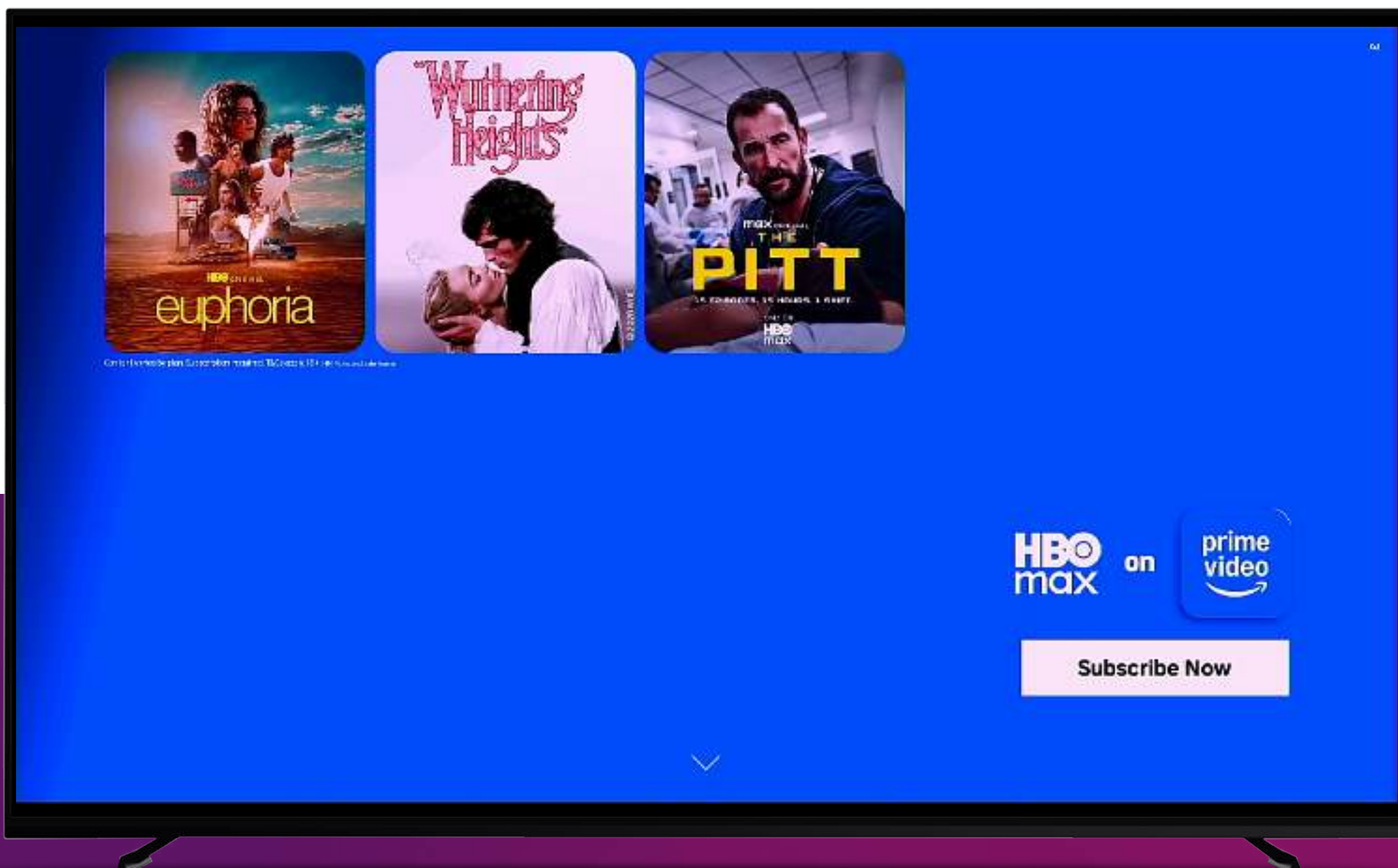


Google TV UK

A STRONG SECOND ACT FOR HBO MAX

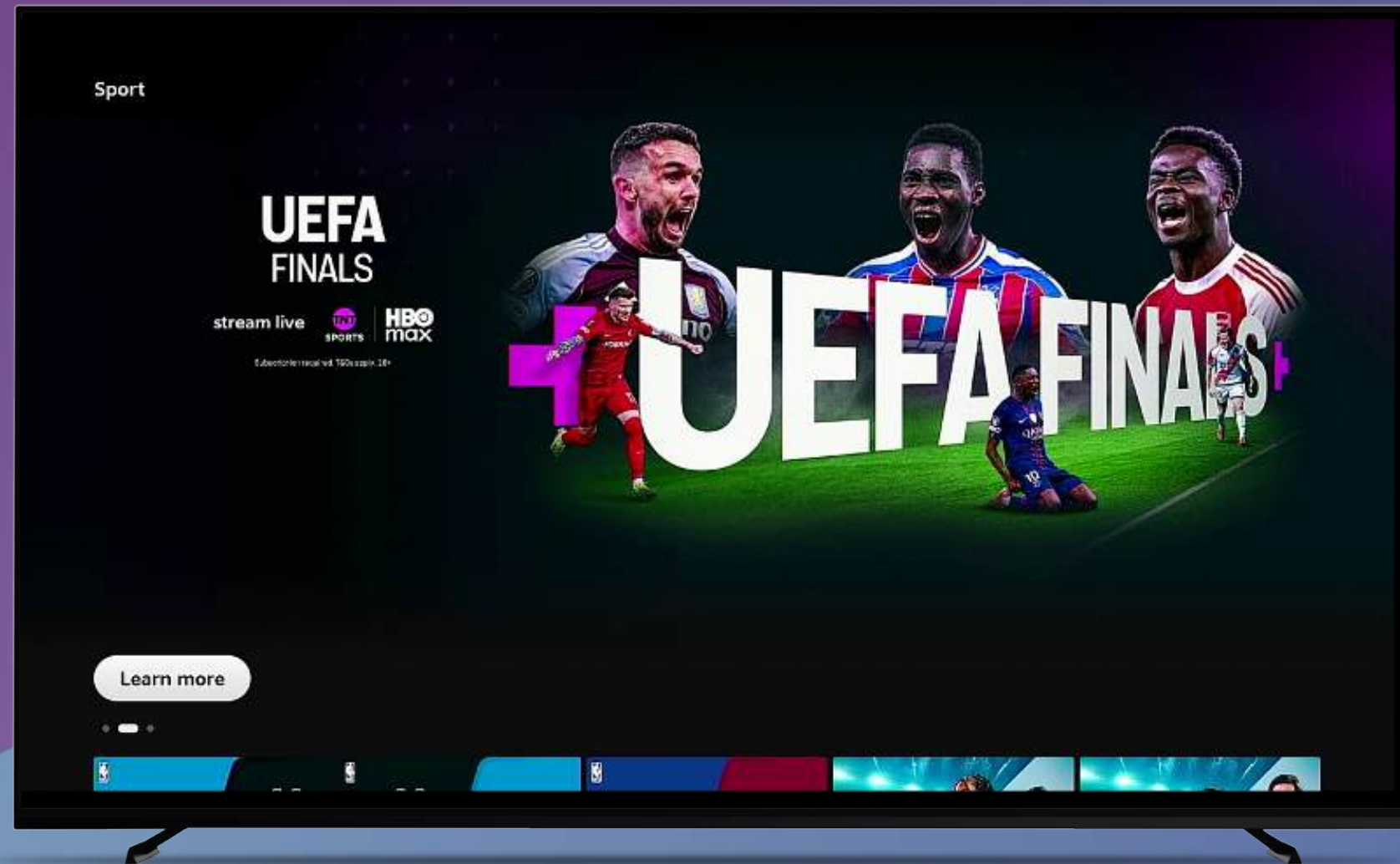
Having launched in the UK at the end of March, HBO Max continued to build momentum throughout May, using a blend of premium originals, blockbuster films, and live sport to introduce its catalogue to British audiences. A multi-title campaign on Samsung TV highlighted the service's availability through Prime Video, while coverage of the UEFA Finals secured prominent support across Fire TV and Sky Q, helping HBO Max tap into one of the month's biggest sporting moments. Elsewhere, *Wuthering Heights* earned exposure on Fire TV, while *Half Man* was spotlighted on Hisense VIDAA, demonstrating the platform's commitment to showcasing the breadth of its content offering as it continues to establish its presence in the UK market.

In the news: Channel 4 achieved annual revenues of £1.03 billion in 2025, marking its fifth consecutive year above the £1 billion threshold despite a 2% decline in total advertising revenue. According to [Broadband TV News](#), the broadcaster's streaming sector remained a major bright spot, with digital advertising revenues increasing 13% to account for more than a third of its total income.

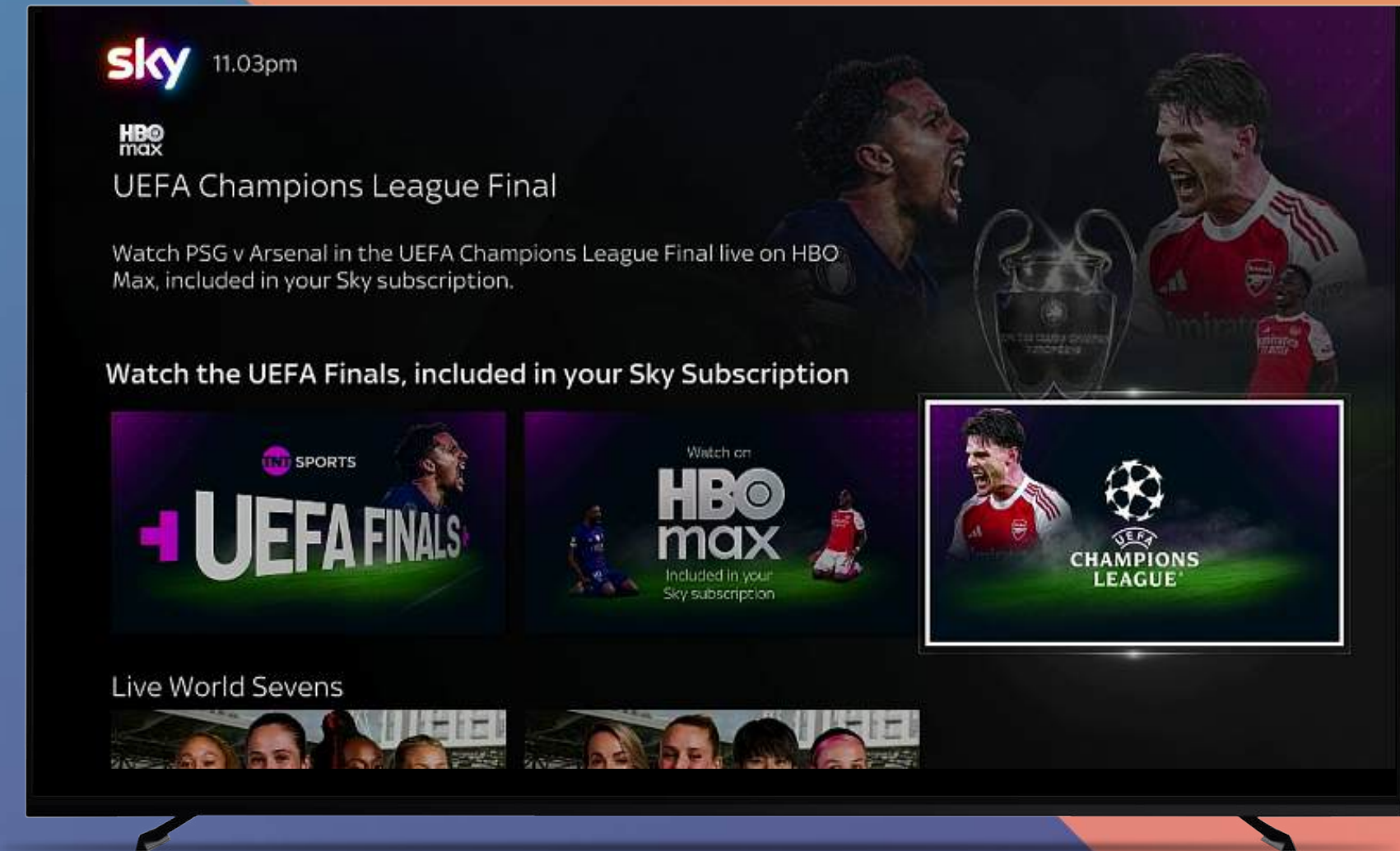


Samsung TV (2022) UK

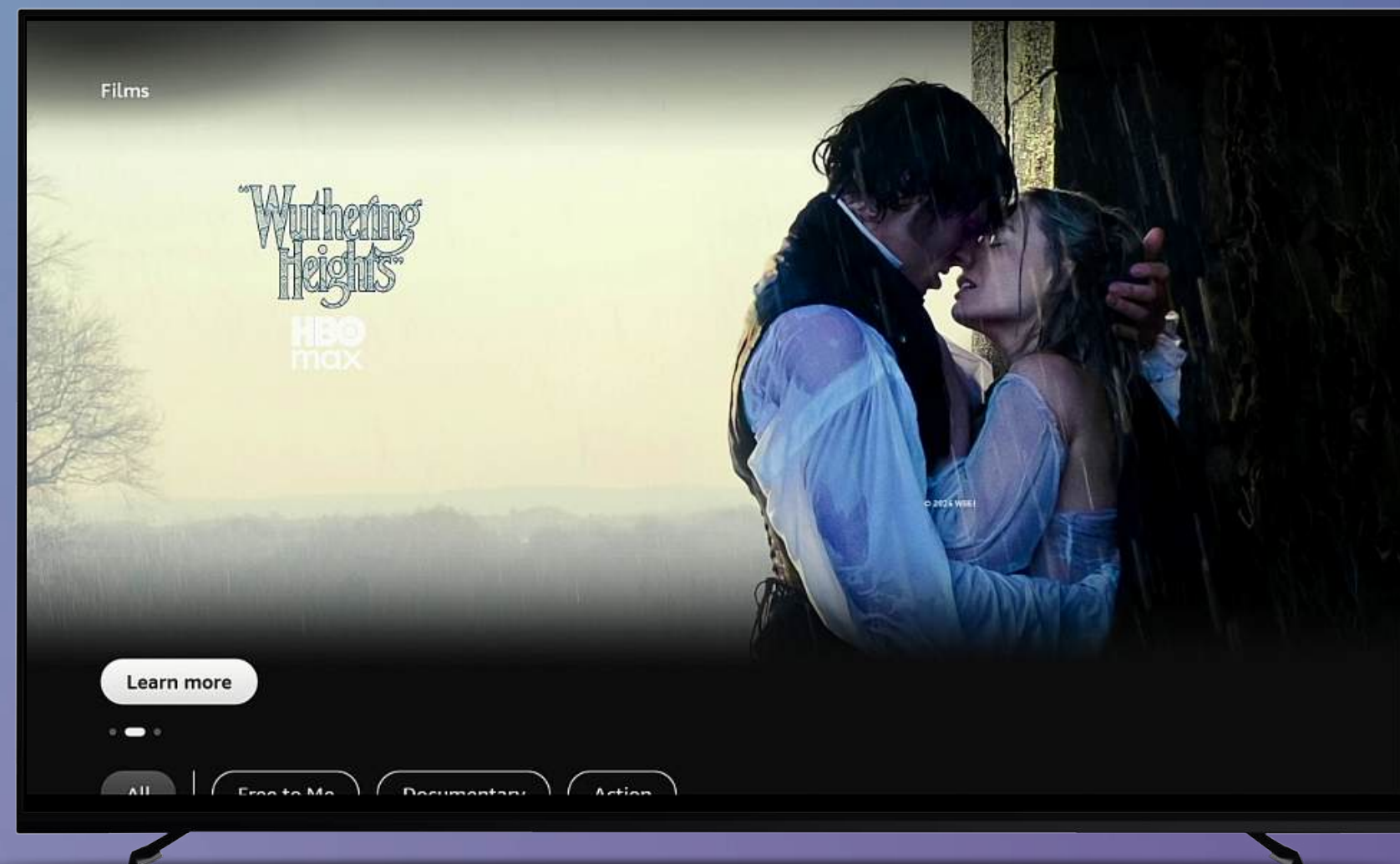
A STRONG SECOND ACT FOR HBO MAX



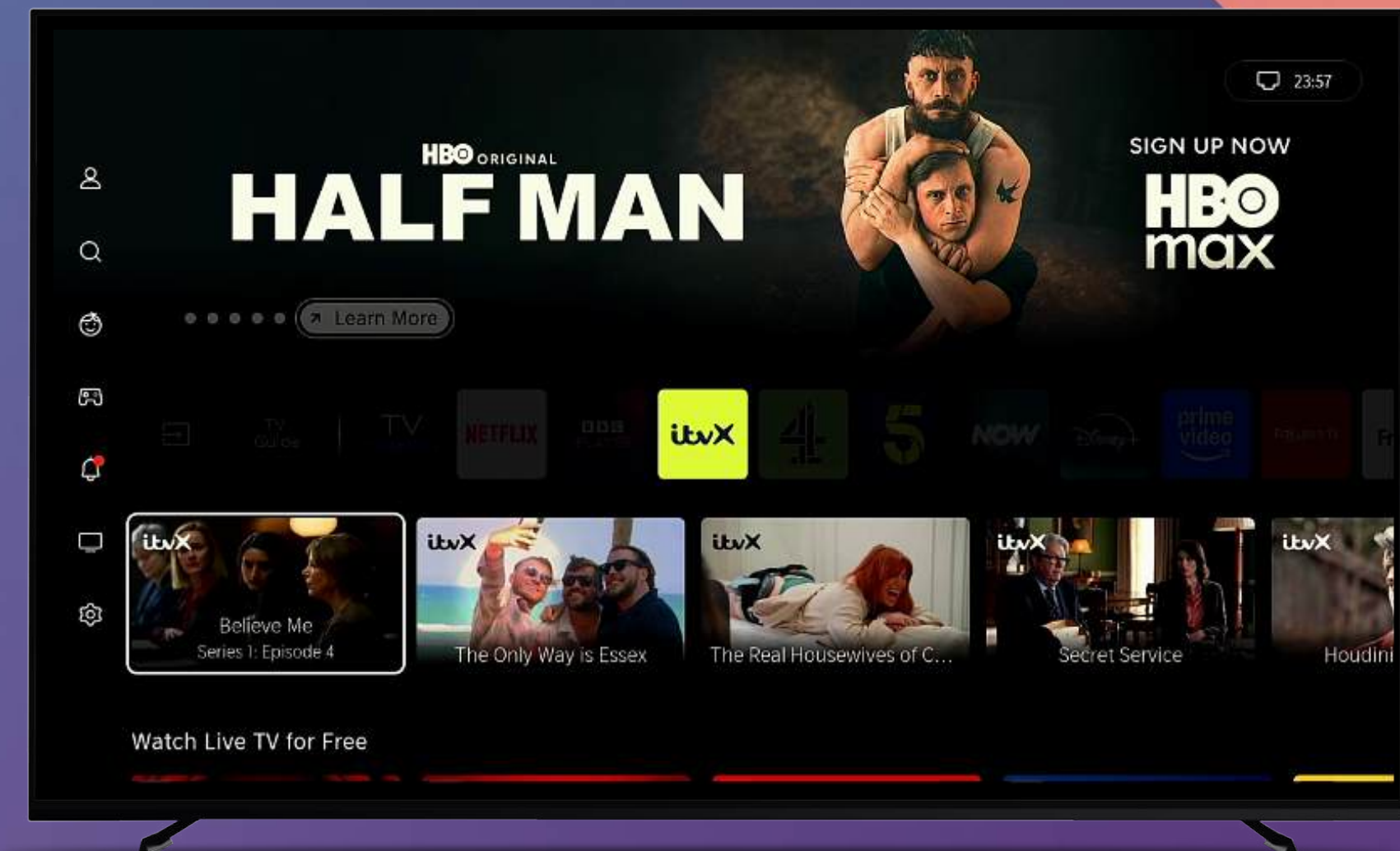
Fire TV UK



Sky Q UK



Fire TV UK



Hisense Vidaa UK

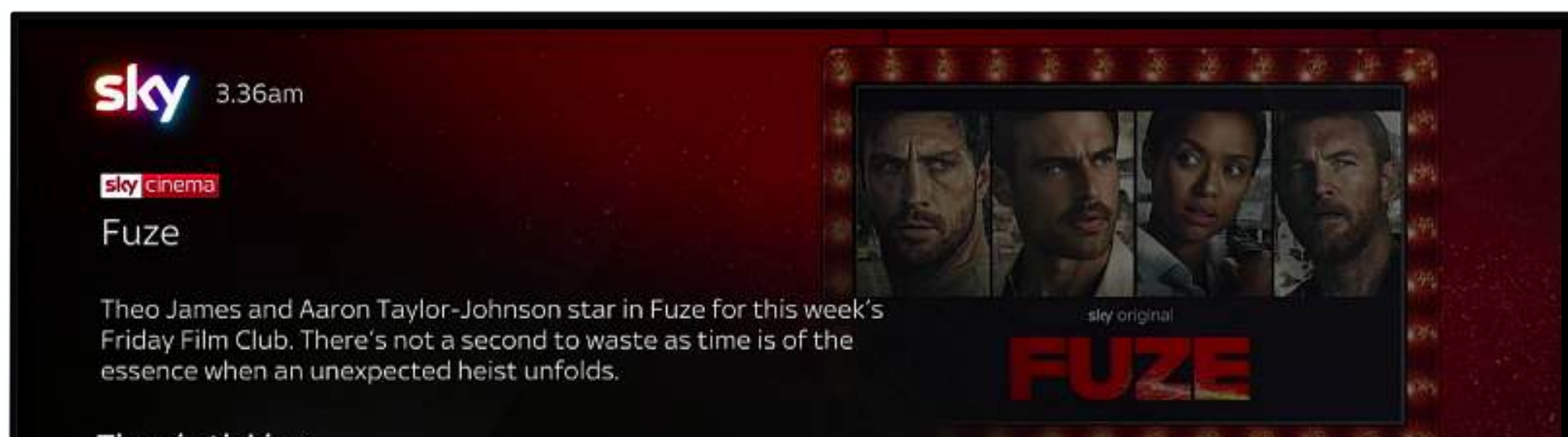
ENTERTAINMENT AND IMPACT

SHARE THE SPOTLIGHT

Sky Q balanced blockbuster entertainment with impactful storytelling throughout May, using its Friday Film Club initiative to showcase a slate of major new releases at the start of the weekend viewing window. With dedicated swimlane placement across the collection, viewers were presented with a diverse mix of titles including *Fuze*, *The Running Man*, *Wuthering Heights*, and *Downton Abbey: The Grand Finale*, reinforcing Sky Cinema's position as a destination for premium film releases.

Elsewhere, ITVX continued its tradition of bringing important real-life stories to screen following the success of *Mr Bates vs The Post Office. Believe Me*, which tells the story of the victims of serial offender John Worboys and their pursuit of justice, received prominent support across Sky Q, Roku, and Samsung TV. The placement reflected the significance of the programme's subject matter, helping ensure audiences could easily discover a drama that shines a light on the experiences of survivors and the wider issues surrounding accountability and justice.

In the news: ITV has introduced Live Addressable+, bringing addressable advertising to its live linear broadcast channels for the first time via an exclusive beta trial with Omnicom Media Group. Reports from [Broadband TV News](#) highlight that the new system utilizes first-party viewer data alongside retail partnerships to allow brands to combine the massive scale of live TV with the precision targeting options of digital platforms.



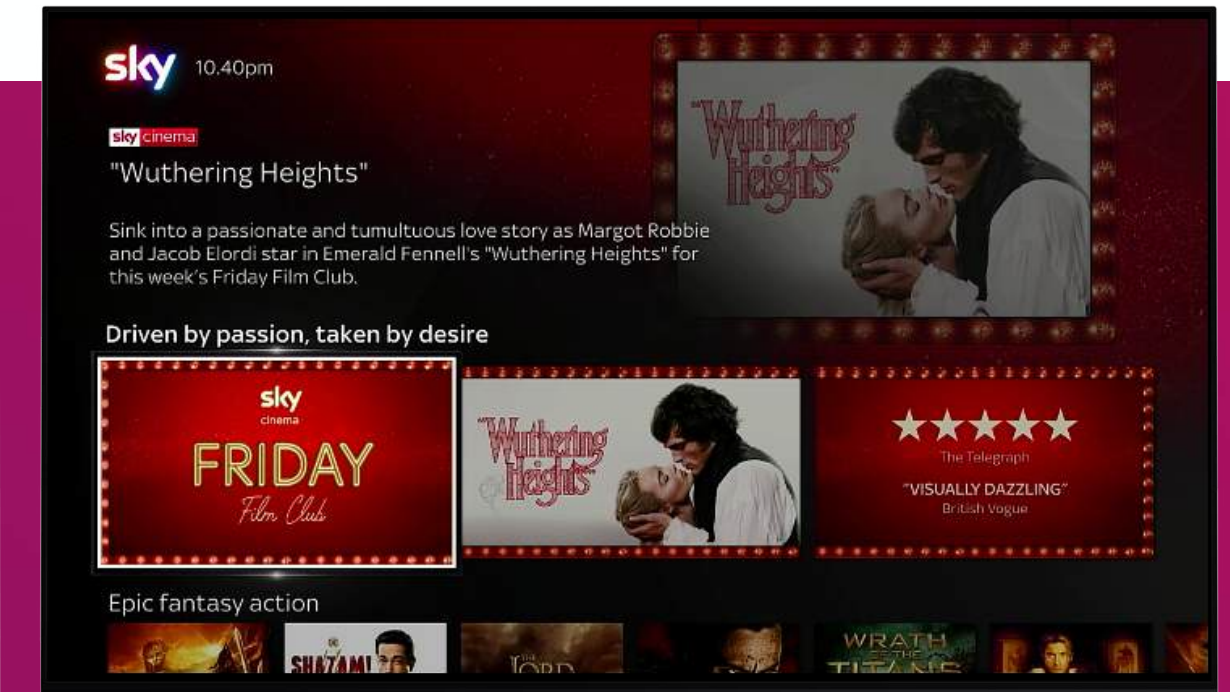
Sky Q UK



Sky Q UK



Sky Q UK



Sky Q UK

ENTERTAINMENT AND IMPACT SHARE THE SPOTLIGHT



Samsung TV (2022) UK



Roku UK



Sky Q UK



LOOPER INSIGHTS

hello@looperinsights.com
looperinsights.com

