



STREAMER OF THE MONTH

MAY 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.

STREAMER OF THE MONTH: MAY 2026

/ TOP 10 TITLES /

POSITION	TITLE	APP	SMPV™ SCORE
1	The Boys	prime video	\$5,532,346
2	Formula 1	Apple tv	\$5,485,565
3	Euphoria	HBO max	\$5,276,127
4	Dutton Ranch	Paramount+	\$5,176,149
5	Widow's Bay	Apple tv	\$5,114,922
6	The Housemaid	STARZ	\$5,195,380
7	From	MGM+	\$5,002,911
8	Zootopia 2	Disney+	\$4,764,303
9	Marty Supreme	HBO max	\$4,706,242
10	Women's National Basketball Association	peacock	\$4,693,282

STREAMER OF THE MONTH: MAY 2026



/ TOP 10 APPS /

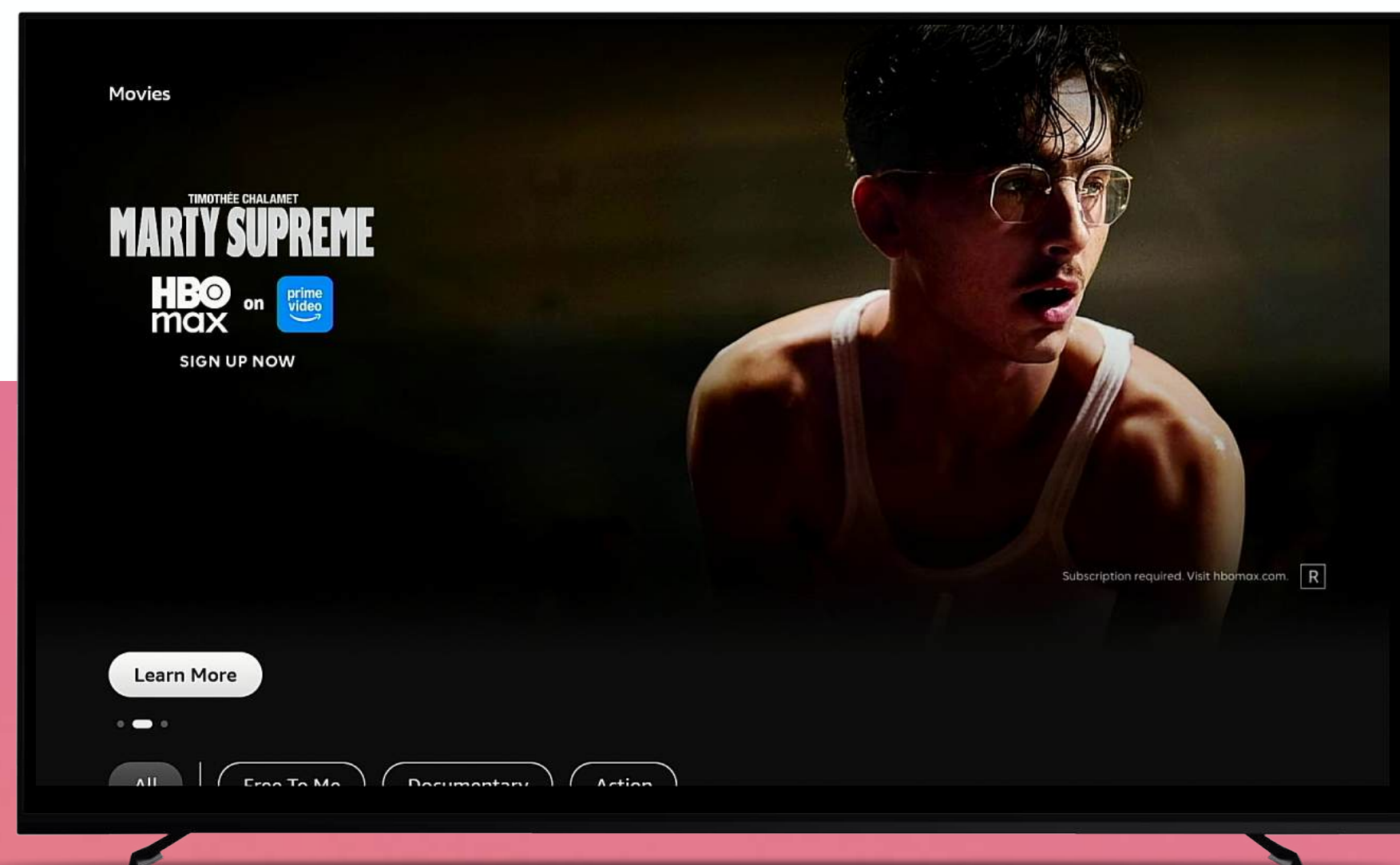
POSITION	APP	SMPV™ SCORE
1	prime video	\$196,335,348
2	The Roku Channel	\$161,646,554
3	tubi	\$147,702,250
4	peacock	\$119,706,583
5	HBO max	\$103,799,643
6	Paramount+	\$93,971,795
7	Apple tv	\$92,598,624
8	pluto tv	\$91,676,286
9	Disney+	\$81,536,570
10	FAYESOME	\$69,883,061



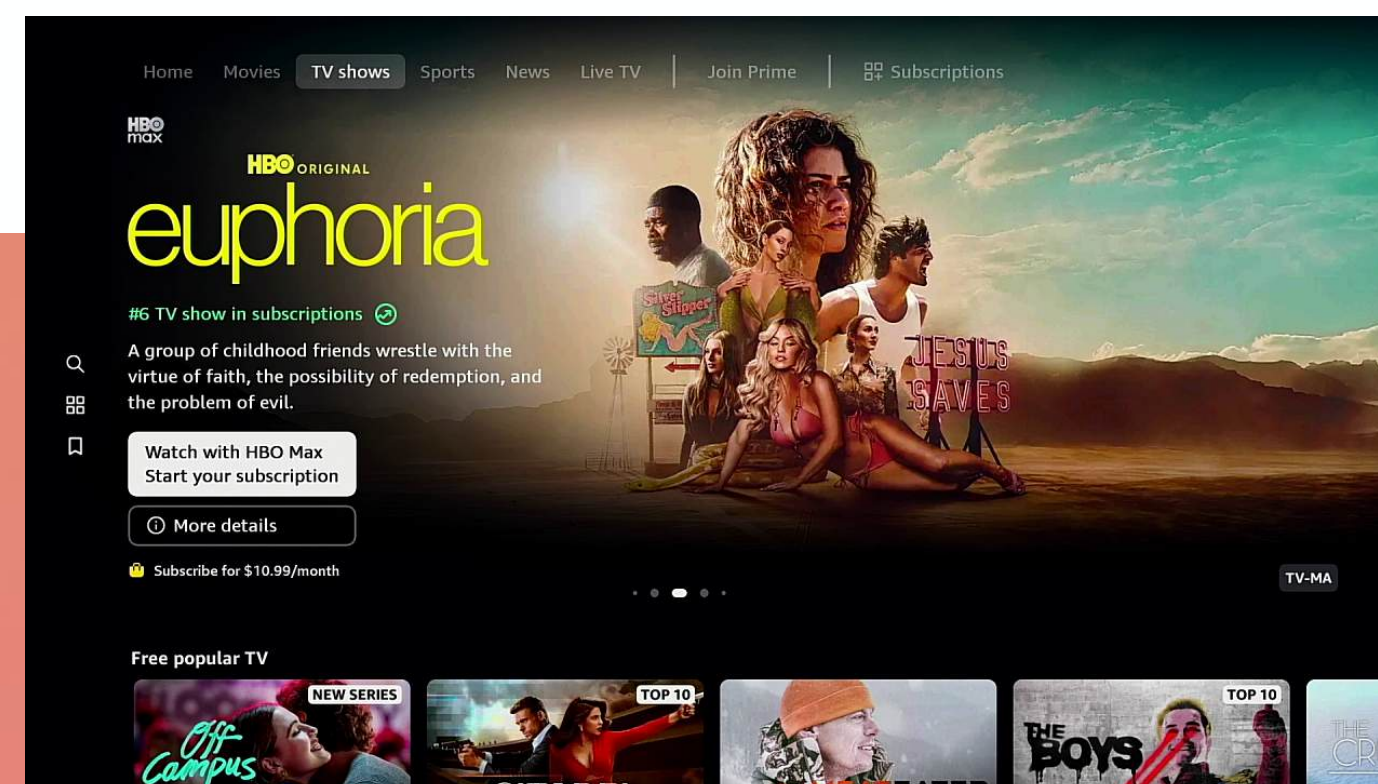
*Apple TV, Cox Contour 2, Cox CSP, Fire TV, Google TV, LG TV, PlayStation 4, PlayStation 5, Roku, Samsung TV, Vizio TV, Xfinity and Xbox One Console

TOP TITLES OF THE MONTH

-  HBO Max led in volume, placing the most titles in the top ten, with *Euphoria* and *Marty Supreme* generating a combined \$MPV™ of just under \$10M. However, sports content delivered the strongest overall impact, with Apple TV’s Formula 1 coverage and Peacock’s WNBA coverage collectively driving more than \$10.1M in \$MPV™, underscoring the growing prominence and commercial power of live sports programming.
-  **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.



Fire TV U.S.



Prime Video U.S.

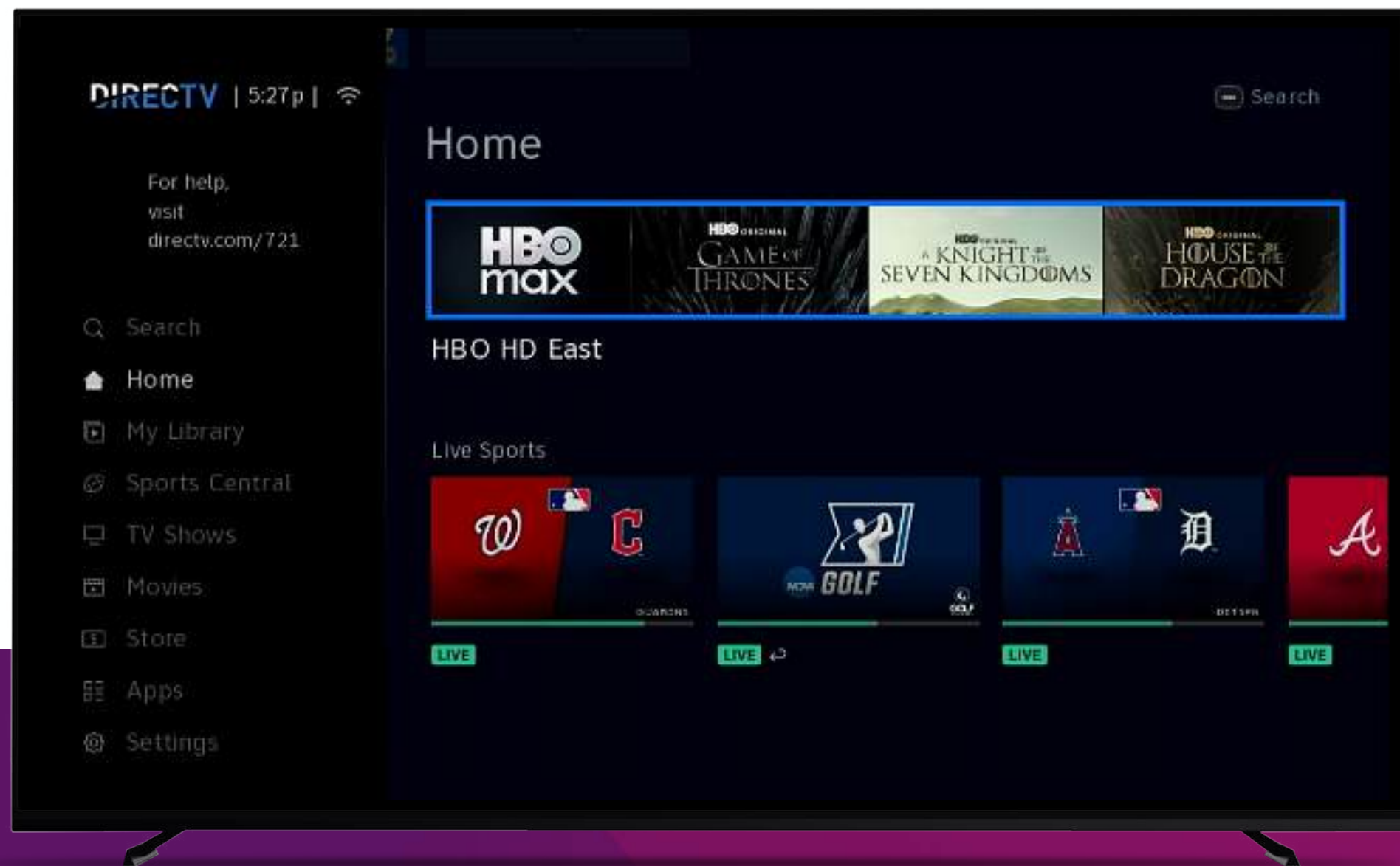


Xfinity U.S.

FANTASY, FILM AND EVERYTHING IN BETWEEN

HBO Max demonstrated the breadth of its content offering throughout May, reinforcing its position as a platform with something for every audience. The service effectively showcased its diverse catalogue through high-profile placements spanning fantasy, drama, and blockbuster film content. This included a multi-title DirecTV banner featuring the iconic *Game of Thrones* franchise alongside *A Knight of the Seven Kingdoms* and *House of the Dragon*, prominent LG TV banner placement for *Half Man*, and standout visibility for *Greenland 2: Migration* on Fire TV. Together, these placements highlight HBO Max's ability to leverage both established franchises and new releases to drive engagement across a wide range of viewer interests.

In the news: According to a report by [Media Play News](#), Prime Video has launched three new streaming bundles in the United States that pair the faith-and-values platform Wonder Project with third-party services MGM+, BritBox, and PBS Kids. This marks the first time Wonder Project has been offered in a package, a move intended to give customers greater value and easier centralized access to family and faith-centric dramas, films, and children's programming.



DirecTV U.S.



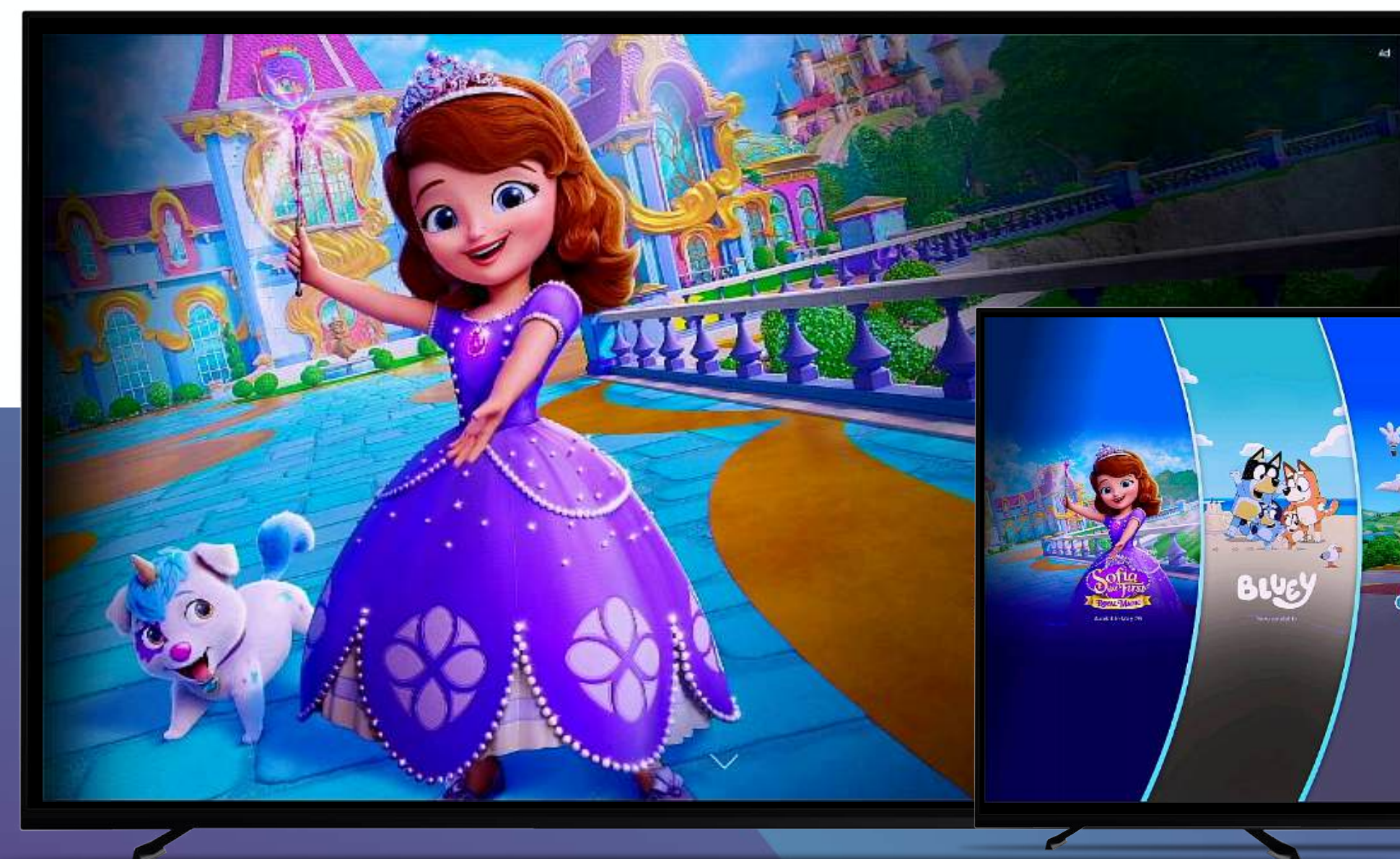
LG TV (2022) U.S.



Fire TV U.S.

A WINNING MONTH FOR FAMILY ENTERTAINMENT

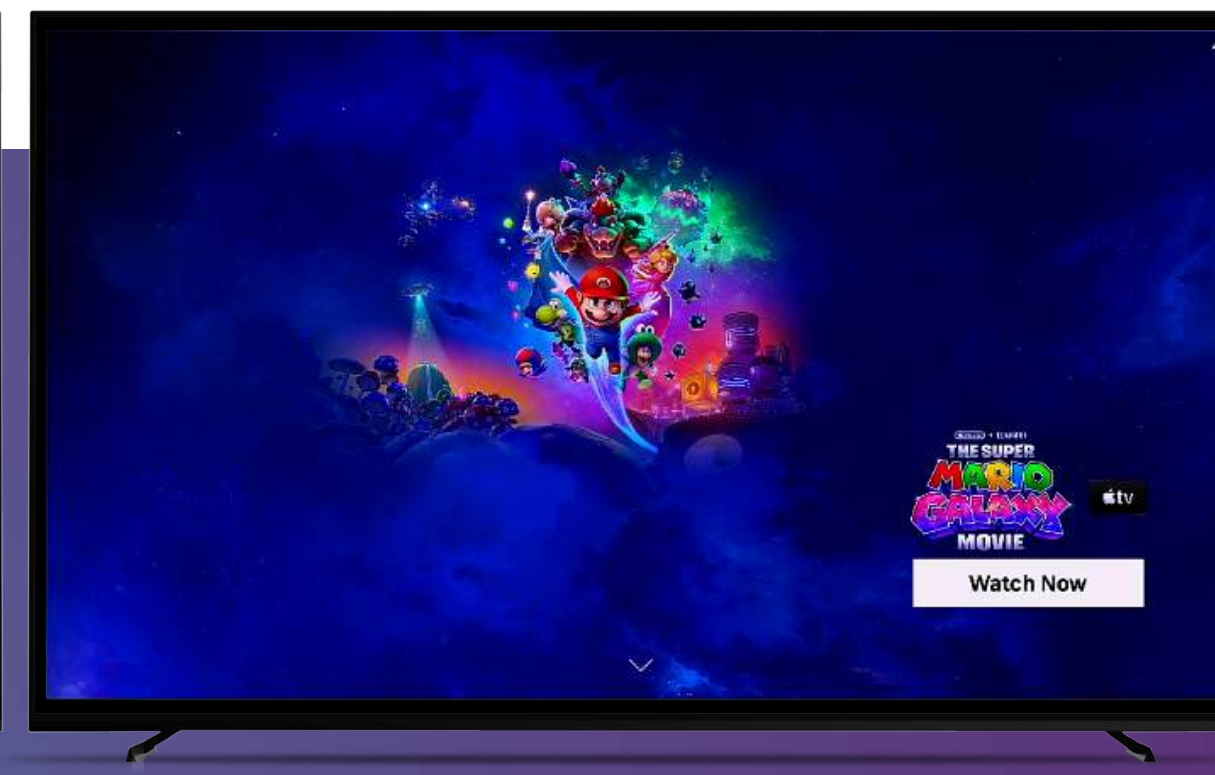
- Family-focused programming also emerged as a key driver of visibility in May, with Disney+ securing premium placement on Samsung TV for *Sofia the First: Royal Magic*. The title was further amplified through a prominent multi-title banner alongside beloved family favourites *Bluey* and *Mickey Mouse Clubhouse*, creating a powerful showcase of Disney+'s strength in preschool and family entertainment. By pairing established, highly trusted franchises with new content, Disney+ reinforced its position as a go-to destination for parents and young viewers alike while maximizing engagement through strong platform visibility.
- Powering up the month's entertainment lineup, *The Super Mario Galaxy Movie* made a strong debut with standout placements across Samsung TV and Roku. Leveraging the franchise's enduring popularity and colourful, action-packed appeal, the film commanded premium visibility, putting Mario's biggest adventure yet front and centre for audiences across two major CTV platforms.
- In the news:** According to [Variety](#), Disney is bucking the industry trend of divesting linear cable networks, with CFO Hugh Johnston stating that separating these complex assets would unlikely create incremental value for shareholders. Instead, Disney is managing a transition by treating channels like FX and ESPN as brands that produce content to be monetized across multiple platforms, noting that streaming revenues now far outpace declining linear ad sales.



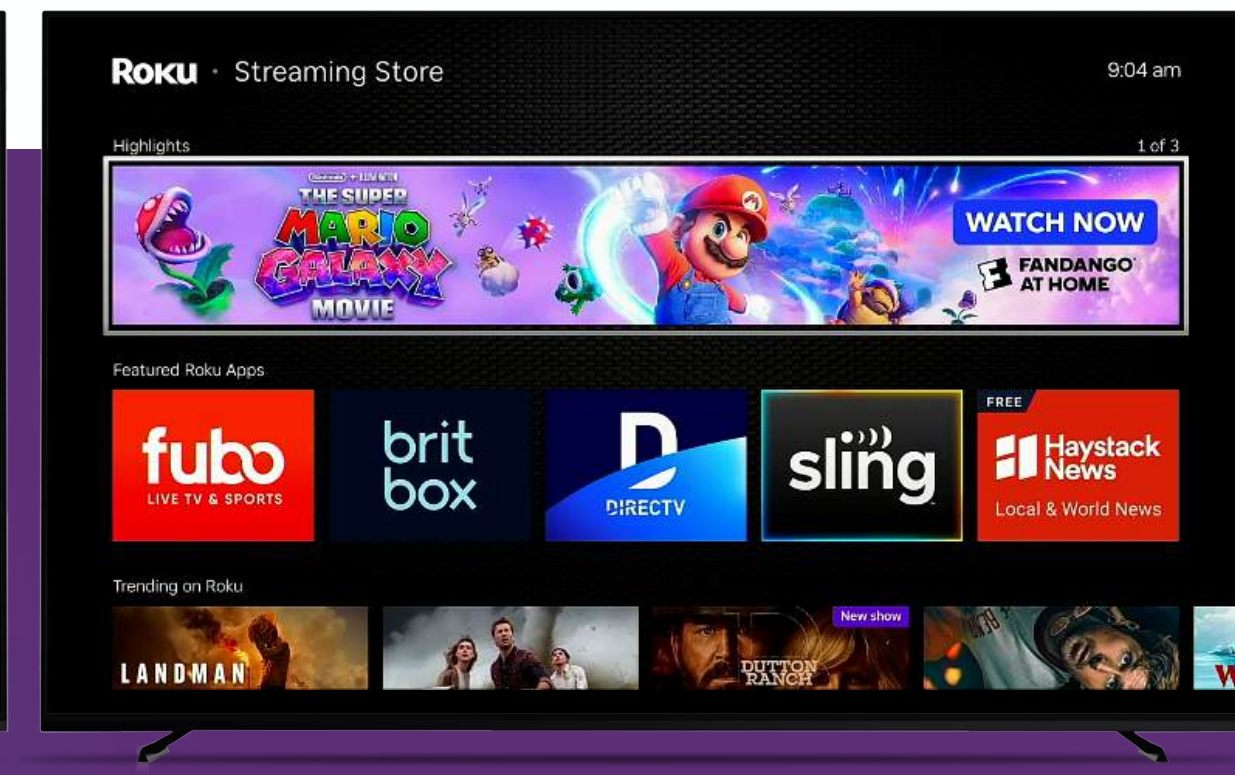
Samsung TV (2022) U.S.



Samsung TV (2022) U.S.



Samsung TV (2022) U.S.

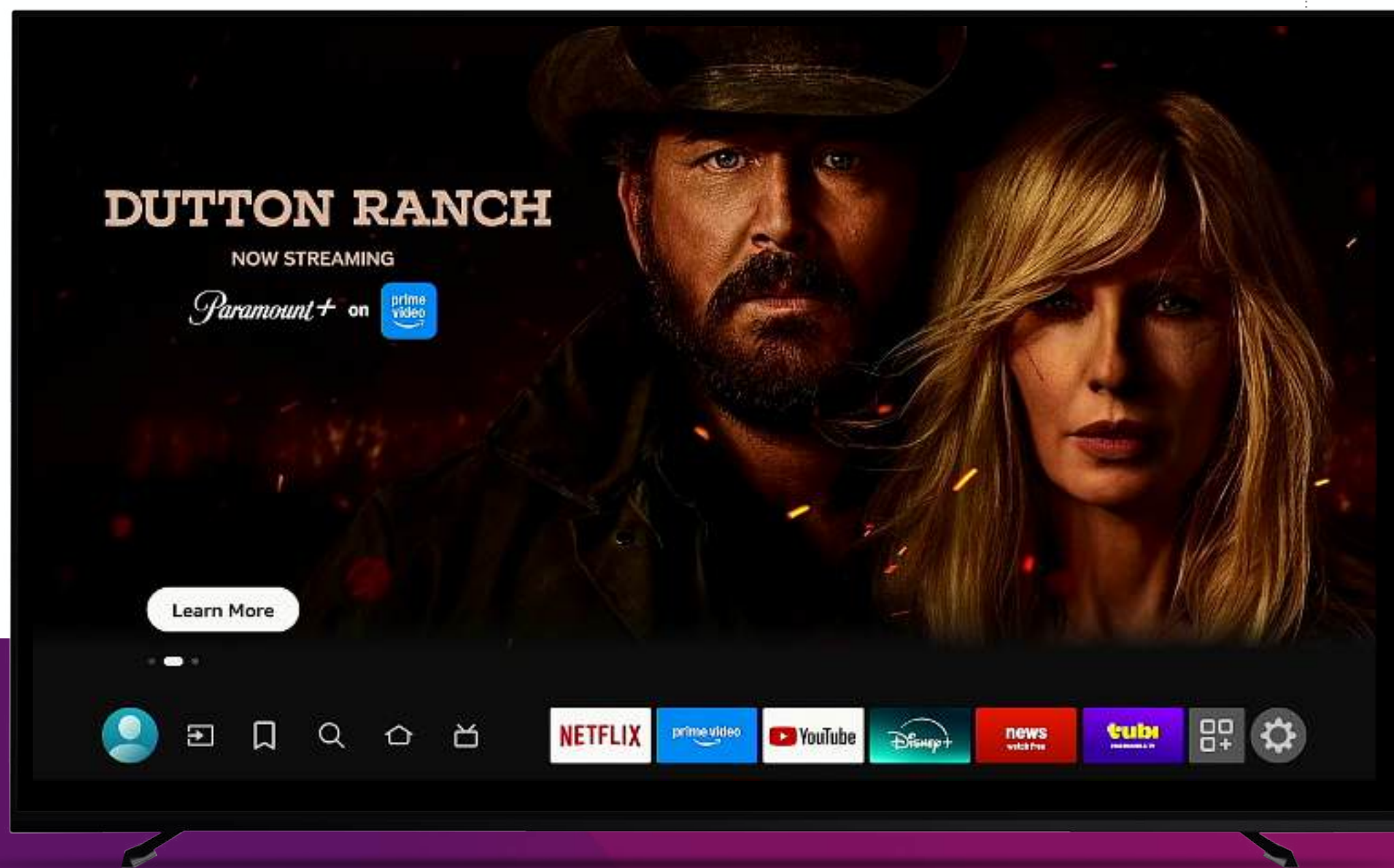


Roku U.S.

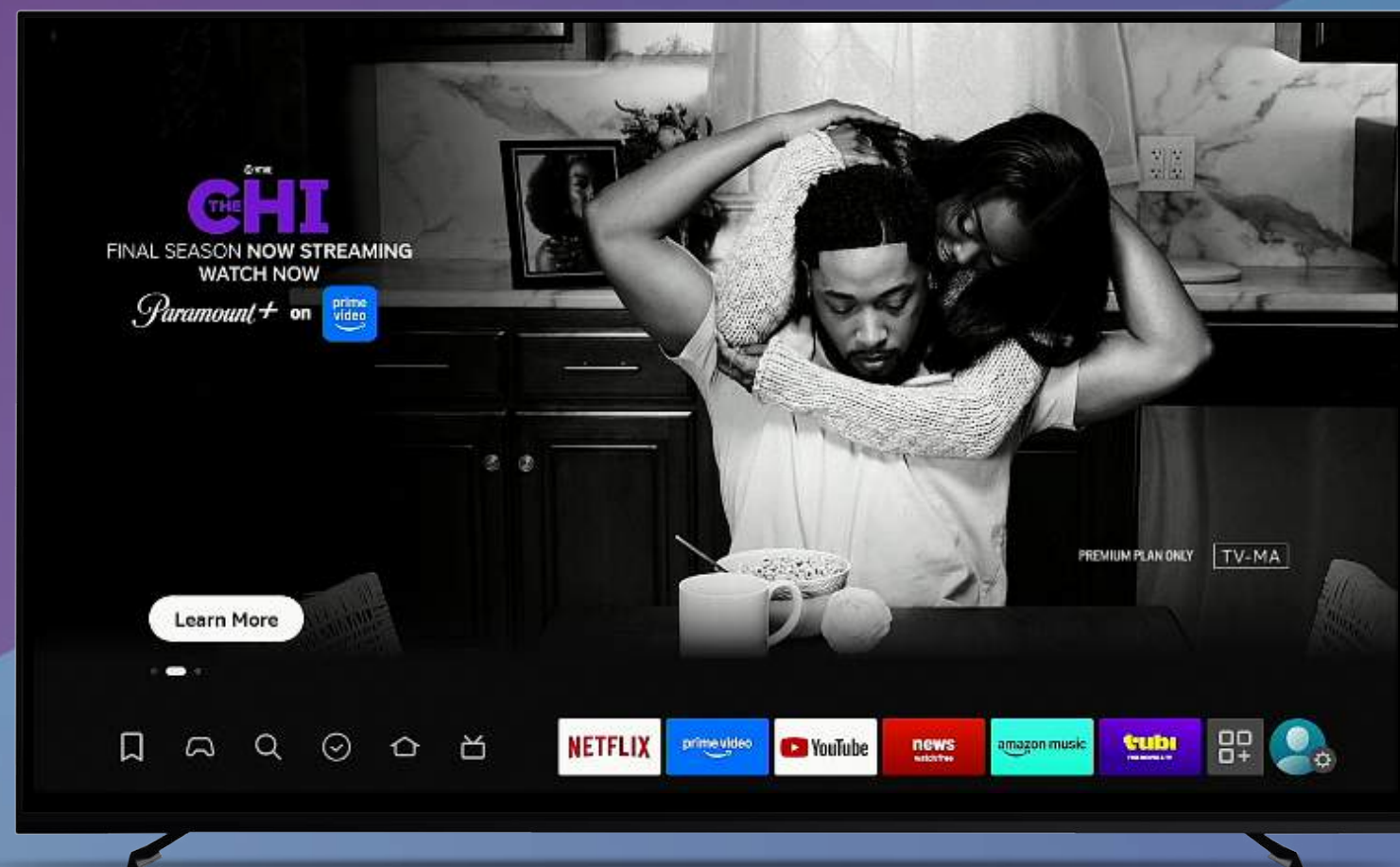
FROM CHICAGO STREETS TO THE DUTTON LEGACY

Paramount+ maintained strong visibility throughout May by spotlighting two of its most compelling drama properties: the latest season of *The Chi* and the highly anticipated launch of *Dutton Ranch*. Blending the cultural relevance and loyal following of *The Chi* with the expanding appeal of the *Yellowstone* universe, both titles secured extensive exposure across Fire TV, Samsung TV, LG TV, and Roku. Through prominent placements on some of the industry's largest CTV platforms, Paramount+ successfully kept these marquee dramas front and centre, maximizing audience awareness and reinforcing the strength of its premium scripted content portfolio.

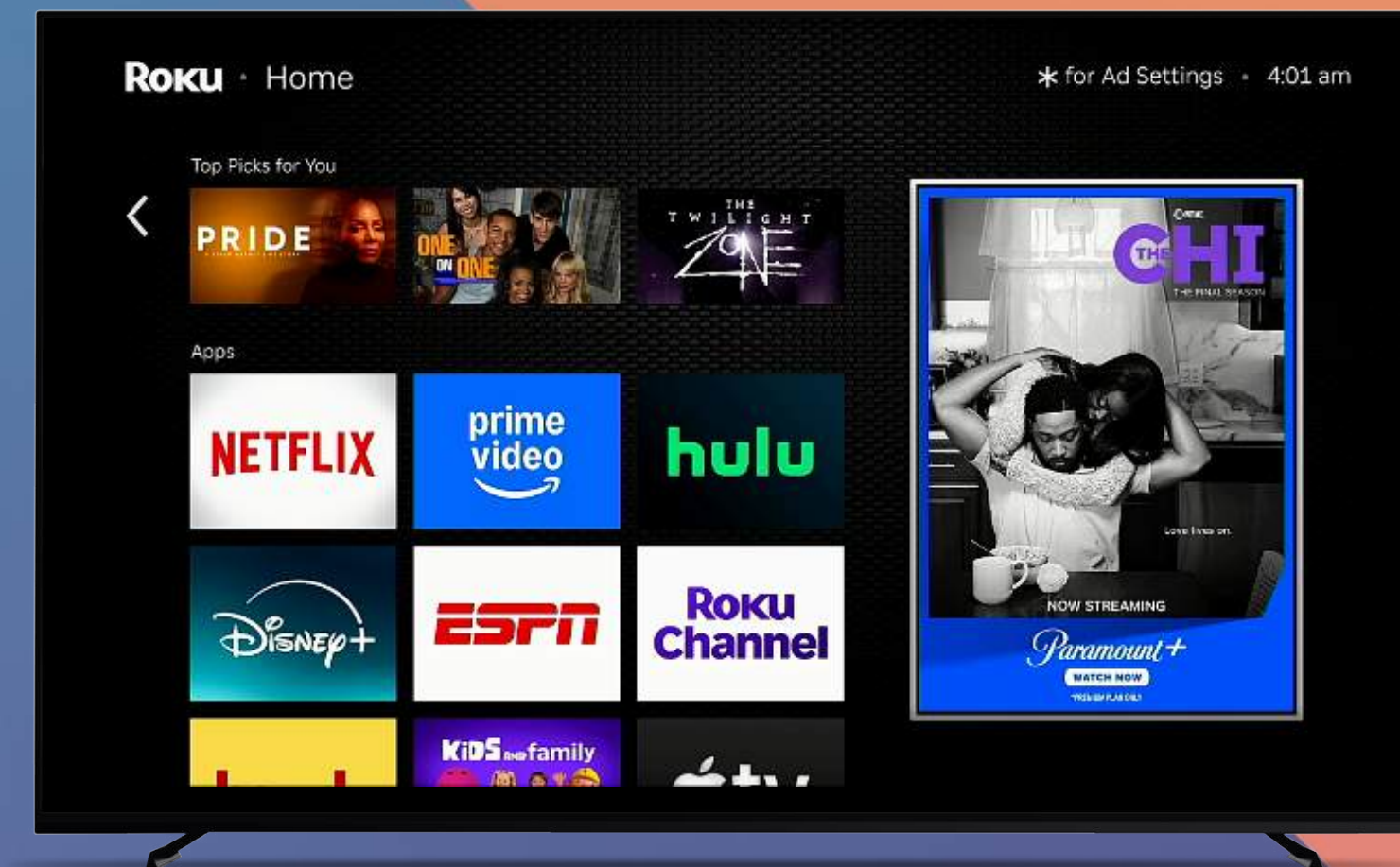
In the news: According to [Variety](#), Amazon MGM Studios and AWS have launched the GenAI Creators' Fund and an AI-driven production platform called Project Nara to provide filmmakers with funding and advanced visual storytelling tools. Executives emphasized that the human-centric initiative is designed to empower rather than replace creative professionals, having already greenlit three animated series for Prime Video to prove that the technology can safely accelerate production timelines and reduce costs.



FROM CHICAGO STREETS TO THE DUTTON LEGACY



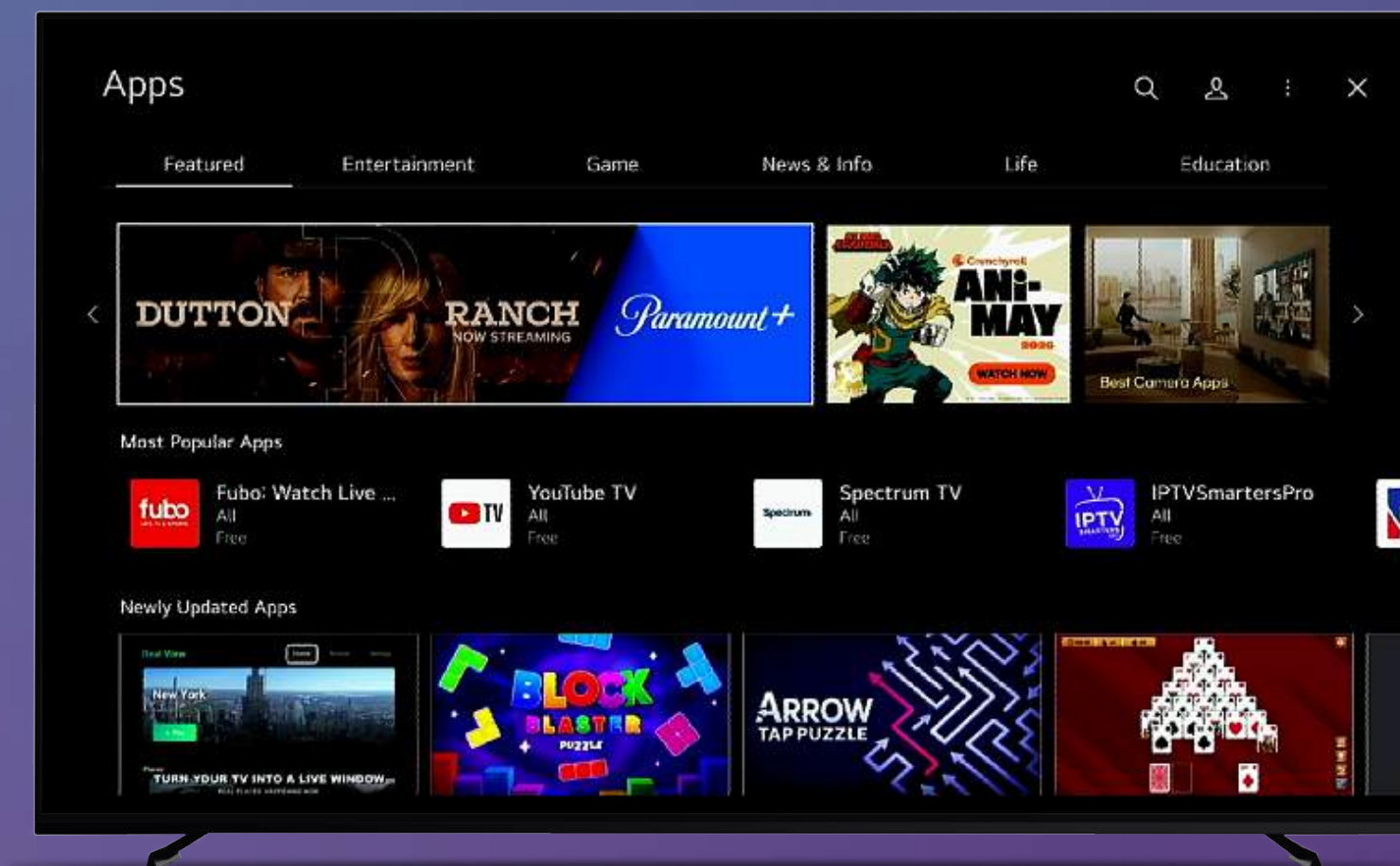
Fire TV U.S.



Roku U.S.



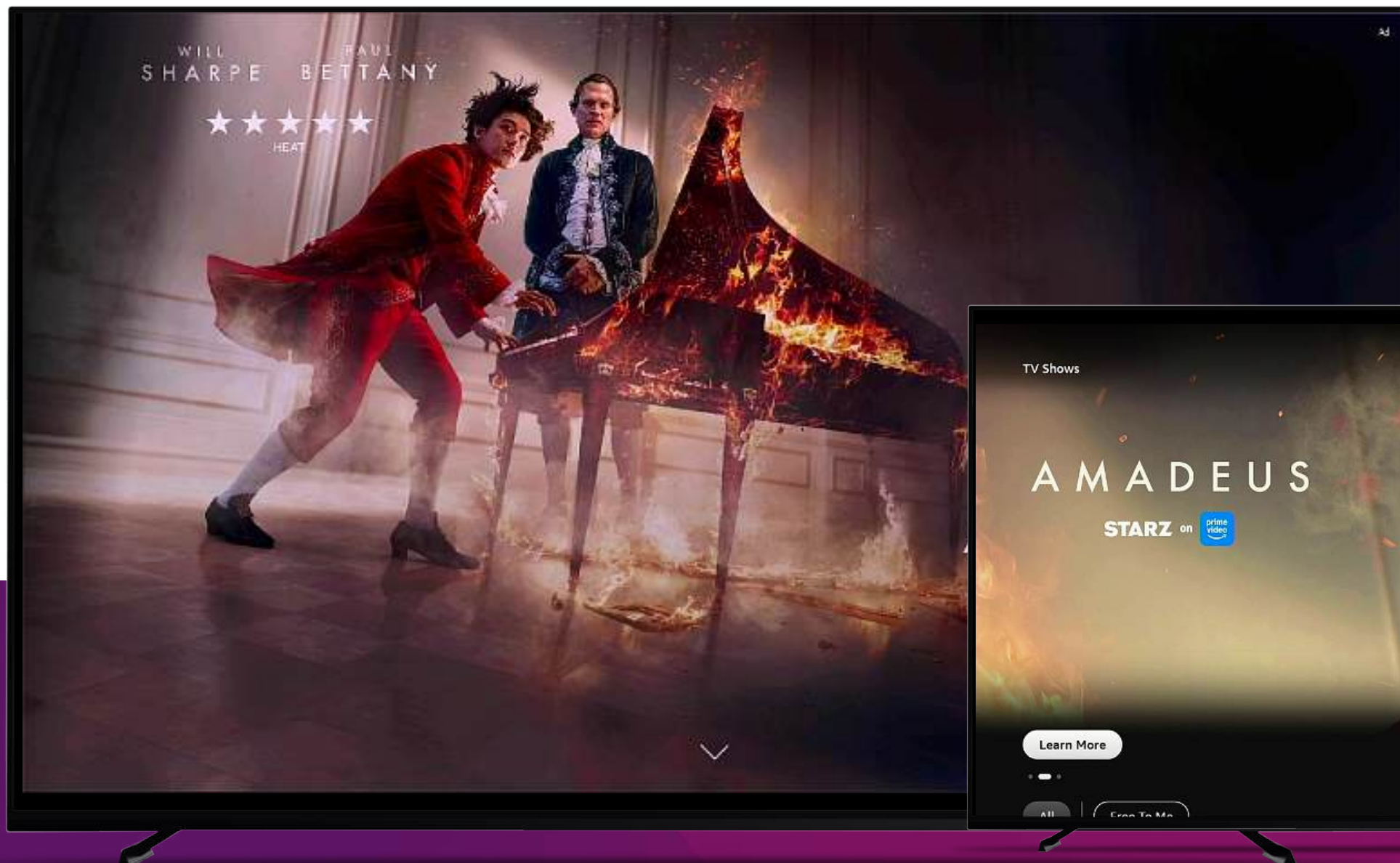
Samsung TV (2022) U.S.



LG TV (2022) U.S.

AMADEUS ARRIVES

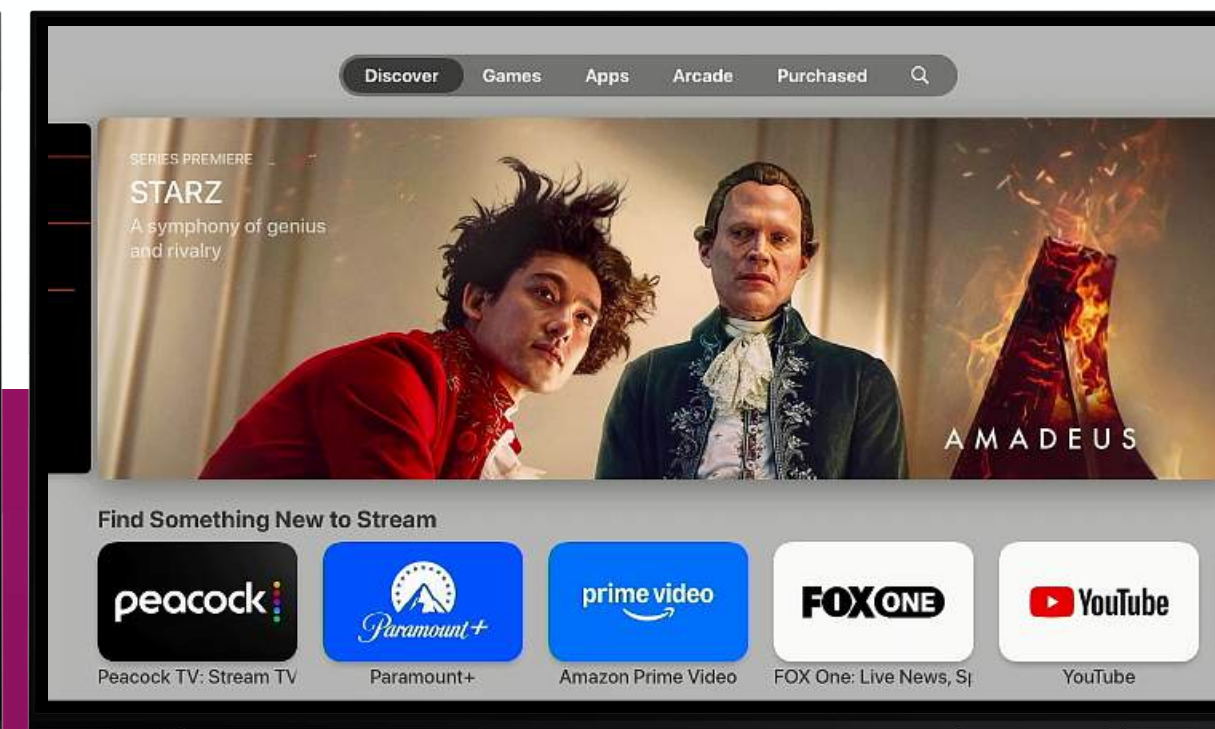
- Rounding out the month, STARZ introduced *Amadeus*, its new limited series, with a far-reaching promotional campaign spanning Fire TV, Apple TV, Dish, and Samsung TV. The widespread support ensured the series maintained a consistent presence across the CTV ecosystem during its debut window, helping STARZ build momentum around the launch and capture audience attention across multiple touchpoints. The campaign demonstrates the streamer's ability to generate scale for key originals, positioning *Amadeus* as a notable addition to its programming slate.
- In the news:** According to [Variety](#), Roku has launched its first major home screen redesign in over a decade to help its more than 100 million streaming households find content more quickly. Built on deep behavioral insights, the updated interface features intelligence-driven personalization models, a streamlined collapsible menu, and new tailored rows like "Top Picks for You" and an AI-powered "Quick Access" panel.



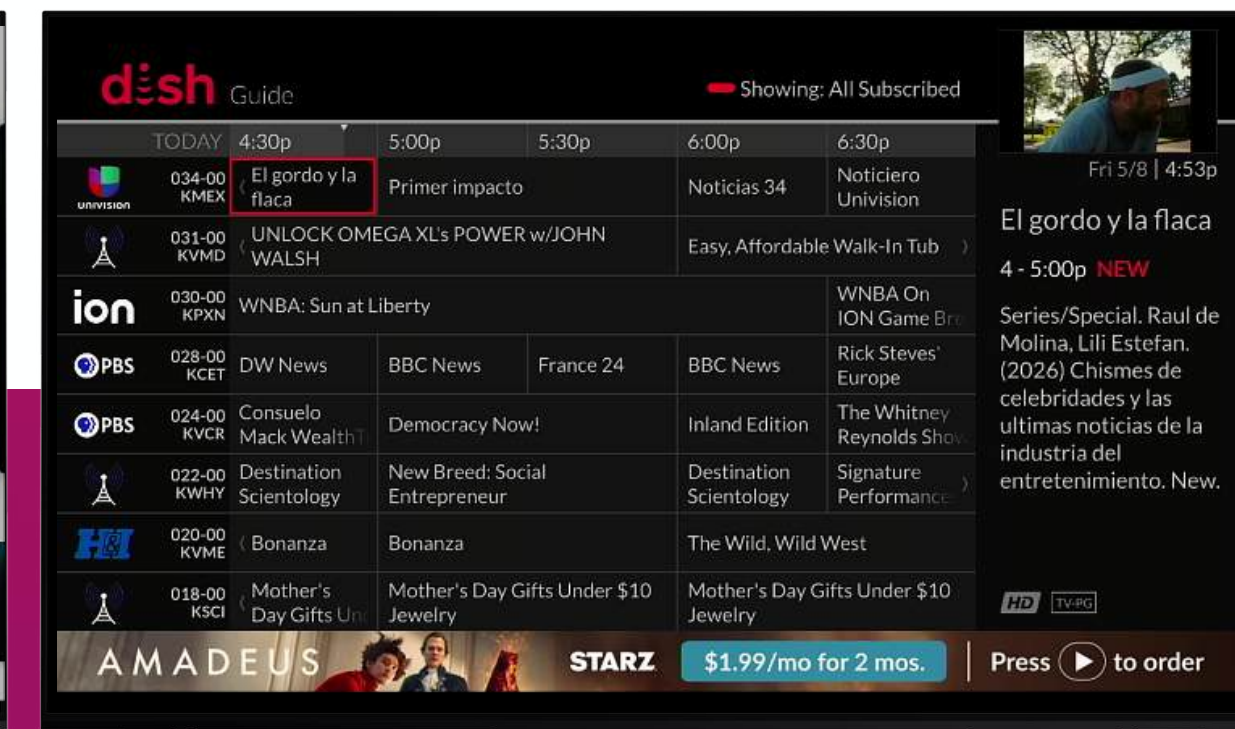
Samsung TV (2022) U.S.



Fire TV U.S.



Apple TV U.S.



Dish U.S.



LOOPER

INSIGHTS

hello@looperinsights.com
looperinsights.com

