

/ JUNE 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 **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: JUNE 2026

/ TOP 10 TITLES /

POSITION	TITLE	APP	SMPV™ SCORE
1	Women's National Basketball Association	prime video	A\$595,578
2	Below Deck Mediterranean	9NOW	A\$466,866
3	Toy Story	Disney+	A\$415,249
4	90 Day Fiancé: Before the 90 Days	9NOW	A\$369,581
5	Cape Fear	Apple tv	A\$349,187
6	Dear England	BINGE	A\$348,451
7	Euphoria	HBO max	A\$328,817
8	Swapped	NETFLIX	A\$320,586
9	The Crash	NETFLIX	A\$320,267
10	Kylie	NETFLIX	A\$297,449

STREAMER OF THE MONTH: JUNE 2026

/ TOP 10 APPS /

POSITION	APP	SMPV™ SCORE
1	Disney+	A\$11,430,209
2	prime video	A\$10,415,675
3	Paramount+	A\$8,362,382
4	NETFLIX	A\$8,261,048
5	HBO max	A\$6,268,859
6	SBS	A\$5,480,395
7	Stan.	A\$5,054,807
8	9NOW	A\$4,942,563
9	7+	A\$4,275,060
10	Apple tv	A\$4,244,983

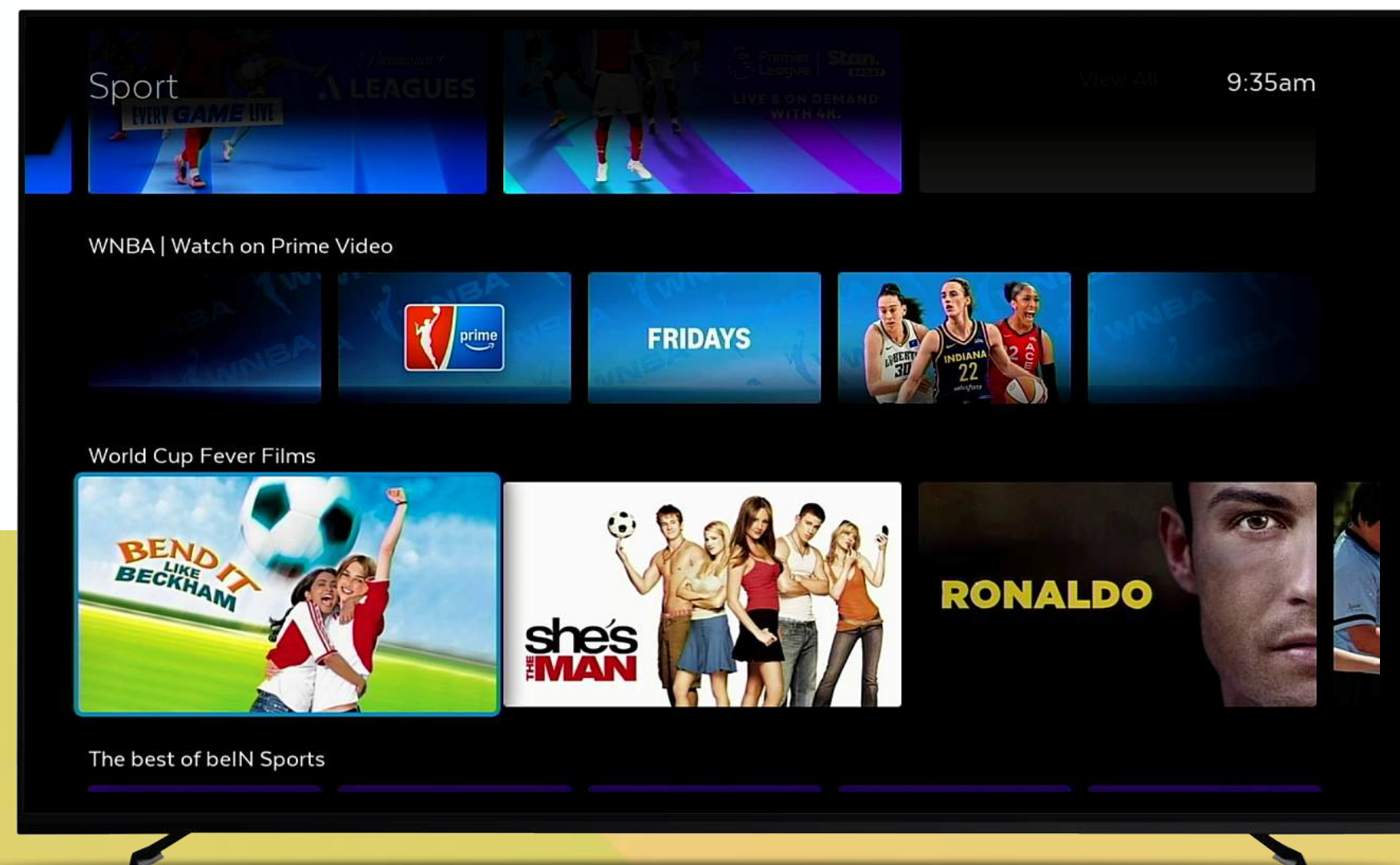
*Apple TV, Fetch TV, Fire TV, Foxtel, Google TV, Hisense Vidaa TV, LG TV, PS4 & Samsung TV



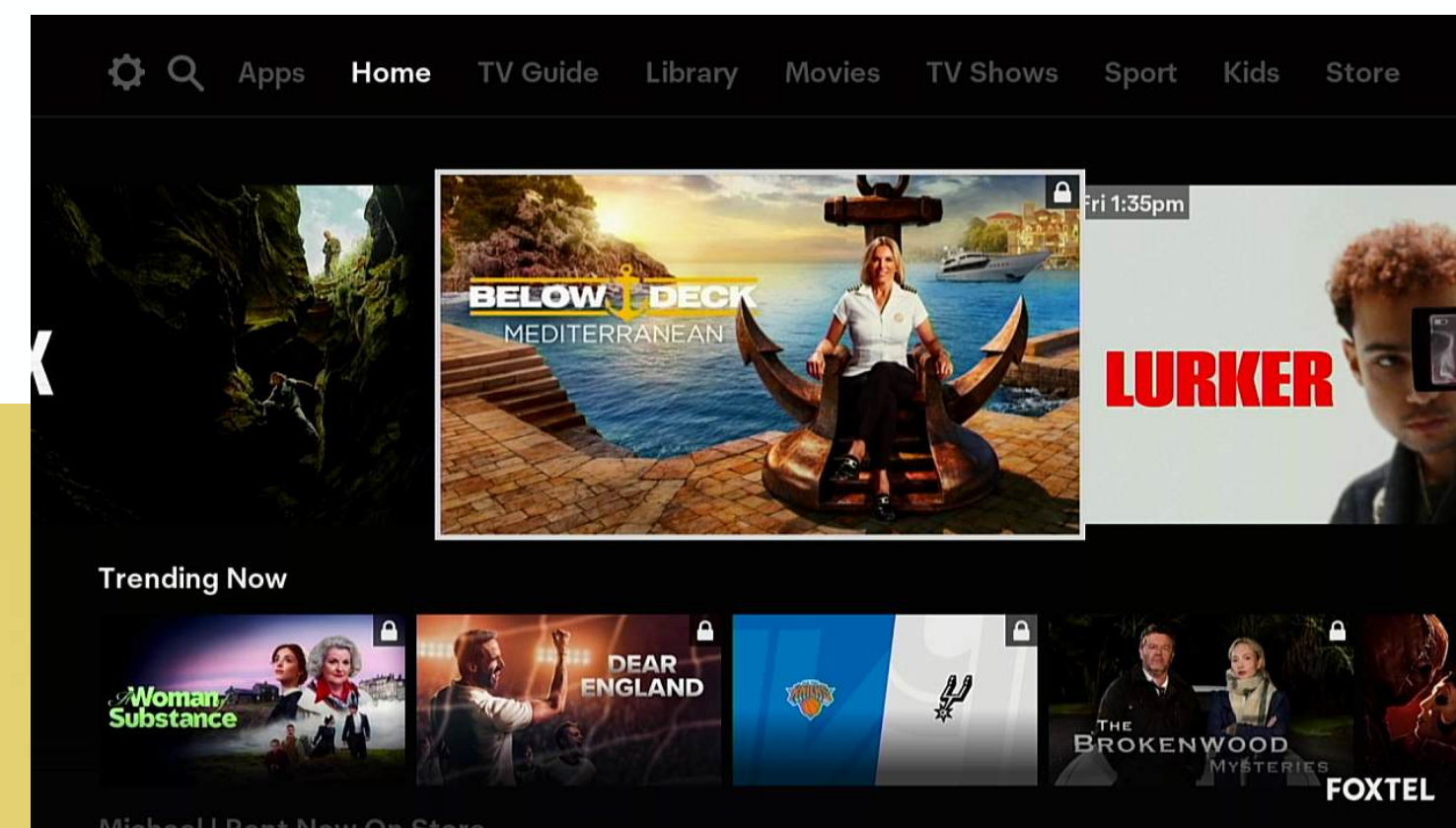
TOP TITLES OF THE MONTH

While the athletes brought the game, reality TV brought the drama to Aussie screens in June. Prime Video's WNBA coverage scored a massive win on the CTV grid, locking down the number-one single placement in Australia with an impressive \$MPV™ of nearly A\$0.6M. However, it was unscripted content that ultimately ruled the roost. Reality and docu-series absolutely dominated the charts, with 9Now's *Below Deck Mediterranean* and *90 Day Fiancé: Before the 90 Days*, alongside Netflix's *The Crash* and *Kylie*, anchoring a massive four out of the top ten spots for the month.

In the news: [TV Blackbox](#) reported that Nine Entertainment confirmed plans to introduce a new \$9.99 monthly "Basic with Ads" subscription tier on Stan later this year, expanding advertising beyond its sports package for the first time. The strategic shift aimed to provide a lower-priced entry point for consumers while allowing advertisers to leverage Nine's unified media portfolio and first-party data across multiple platforms.



Fetch TV AU



Foxtel AU



Foxtel AU

FAIR DINKUM DOMINANCE

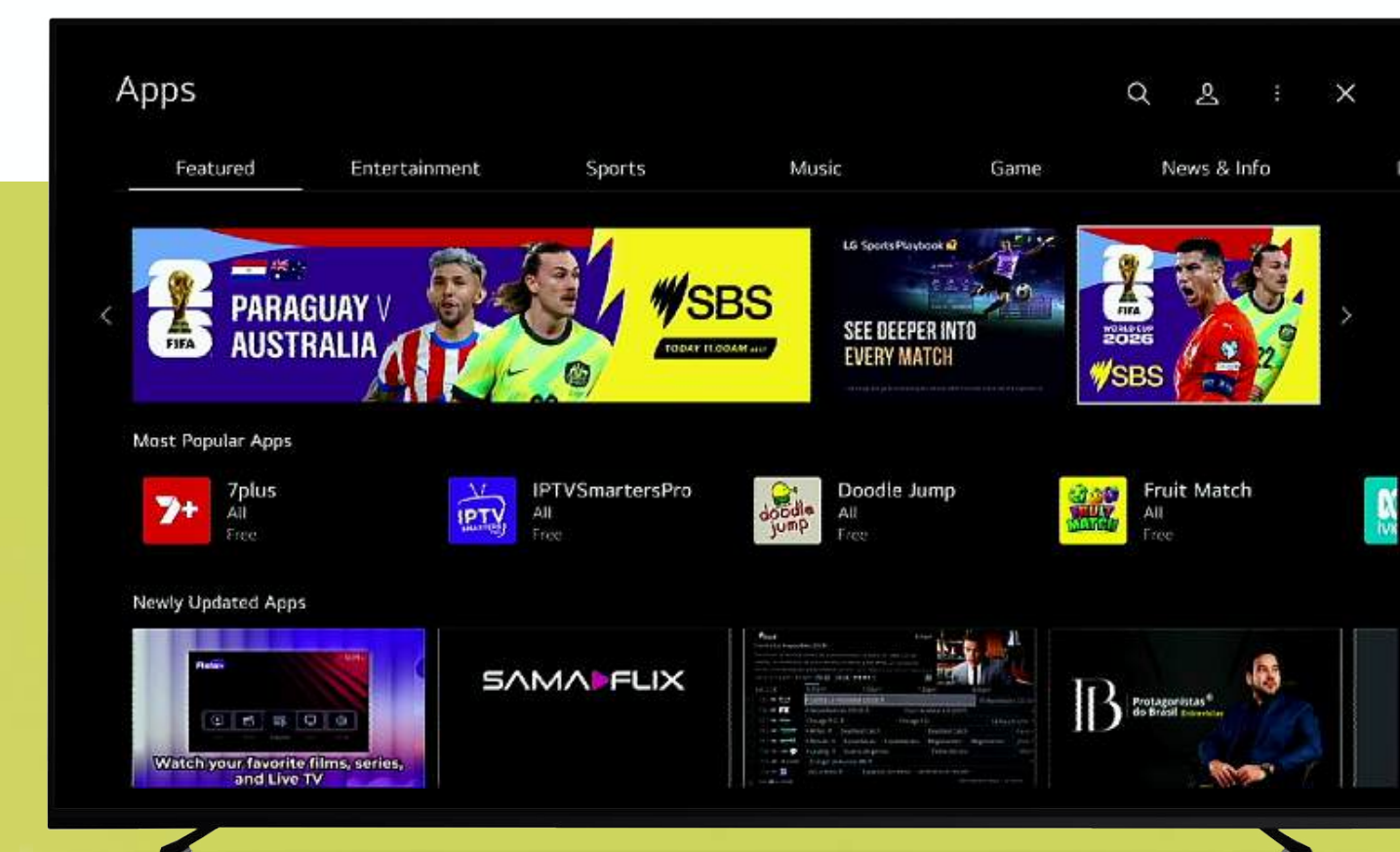
- World Cup fever completely hijacked Australian CTV screens in June. Striking early, SBS unleashed a high-impact broadcast press to lock down stunning, front-row visibility across Fetch TV, Apple TV, Fire TV, and LG TV. As the official national broadcaster for the tournament, SBS packed its promotional lineup with global superstars and homegrown Aussie sporting heroes, ensuring that the second fans turned on their tellies, they were dead center in the action for every single kickoff.
- In the news:** [TV Blackbox](#) reported that SBS unveiled several new streaming features on SBS On Demand, including live pause, rewind, and restart functions, ahead of its exclusive coverage of the FIFA World Cup 2026. The broadcaster upgraded the platform to deliver matches in 1080p HD and introduced a dedicated tournament hub to help Australian fans navigate the expanded 48-team competition.



Fetch TV AU



Samsung TV (2022) AU

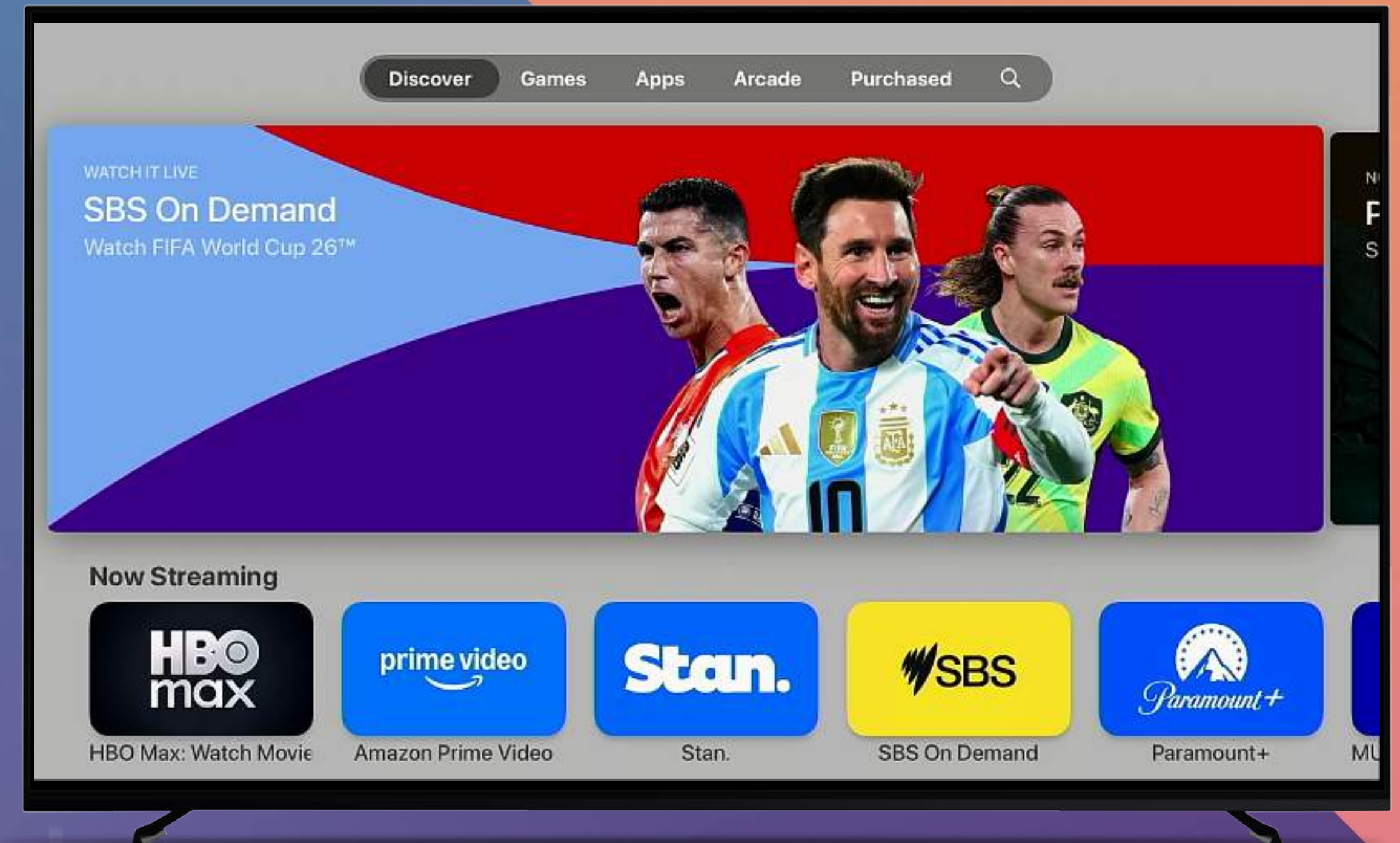


LG TV (2022) AU

FAIR DINKUM DOMINANCE



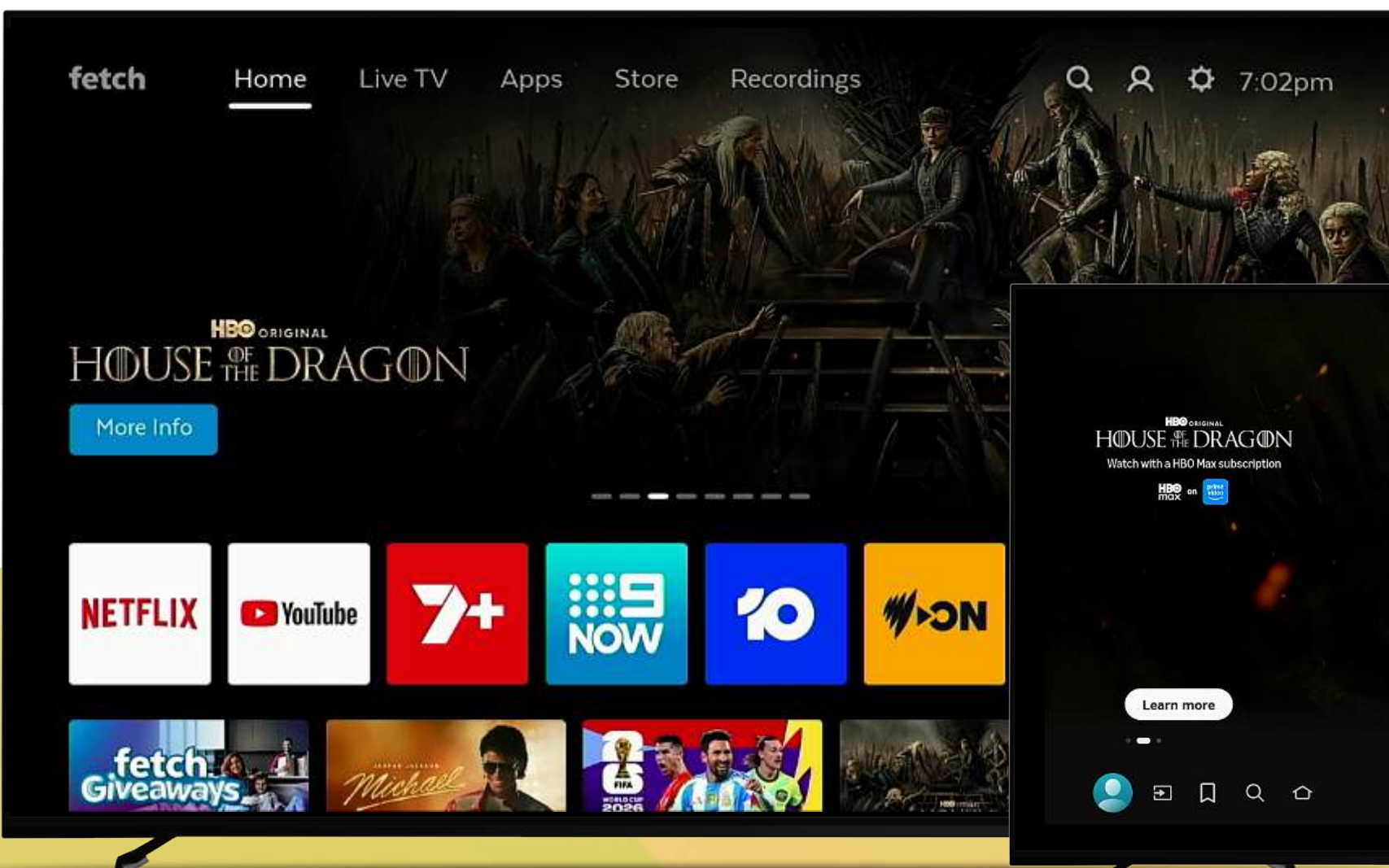
Fire TV AU



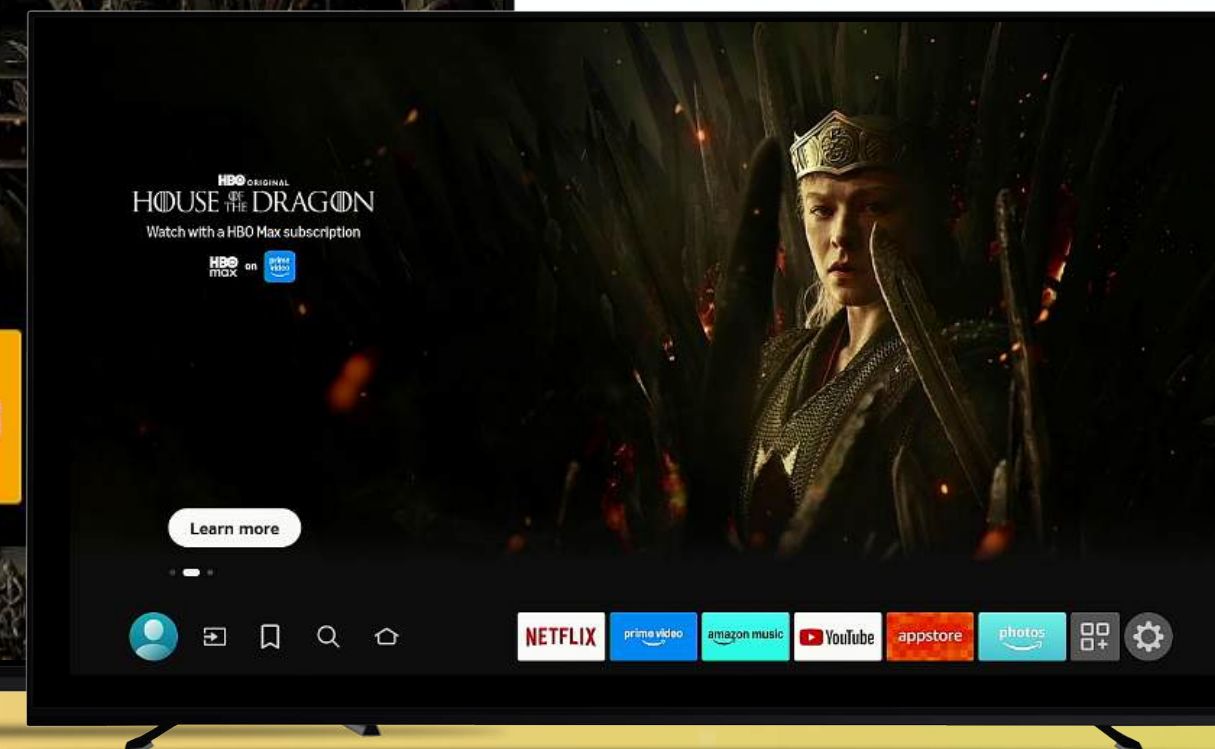
Apple TV AU

A REALM-WIDE TAKEOVER

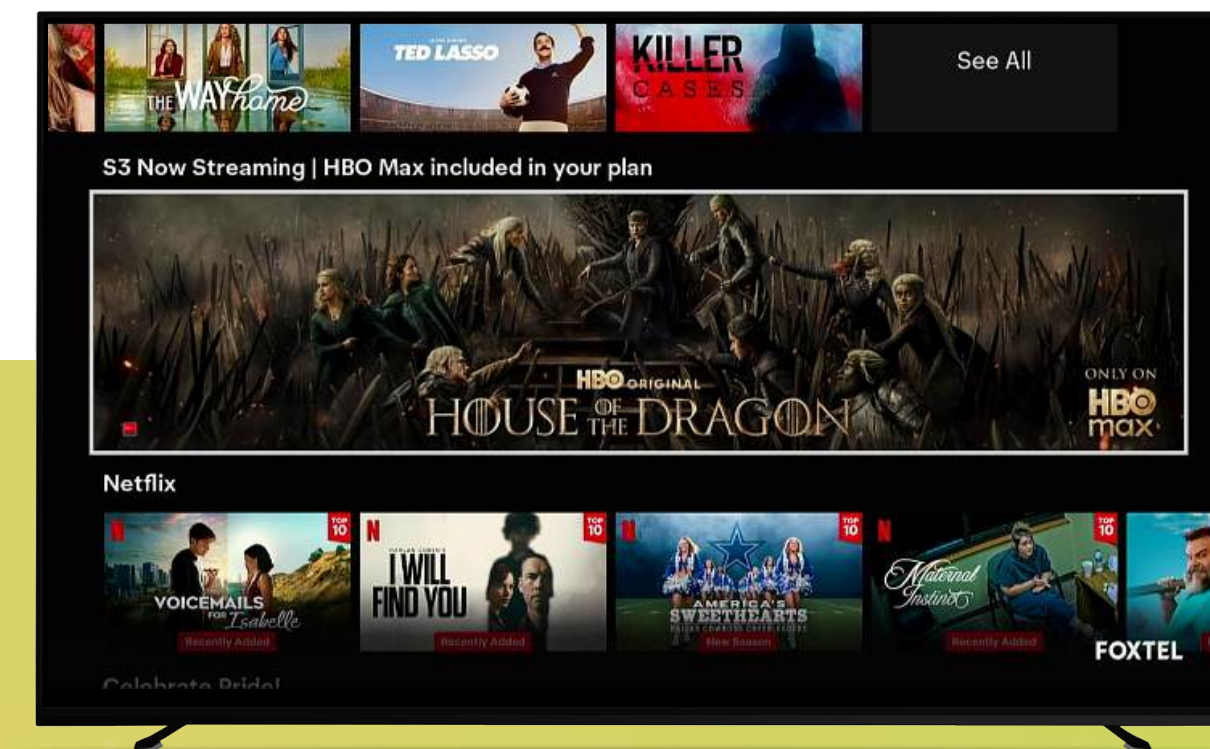
- House Targaryen expanded its global campaign this June, demanding total submission from the Australian realm. To launch the latest season of *House of the Dragon*, HBO Max claimed unmissable dominion over the country's connected devices. By seizing prime, front-row real estate across Fetch TV and Foxtel hubs, alongside the strongholds of Fire TV and LG TV, the streamer ensured that the path to the Iron Throne was firmly established for Aussie audiences the exact moment they turned on their screens.
- In the news:** [TV Blackbox](#) reported that Fetch TV and Warner Bros. Discovery announced a major expansion of their Australian partnership, highlighted by the launch of the HBO Max streaming app on Gen4 and Gen5 Fetch devices. The multi-year deal also secured the renewal of WBD's premium channel portfolio and marked the return of Cartoon Network to the platform's subscription packs.



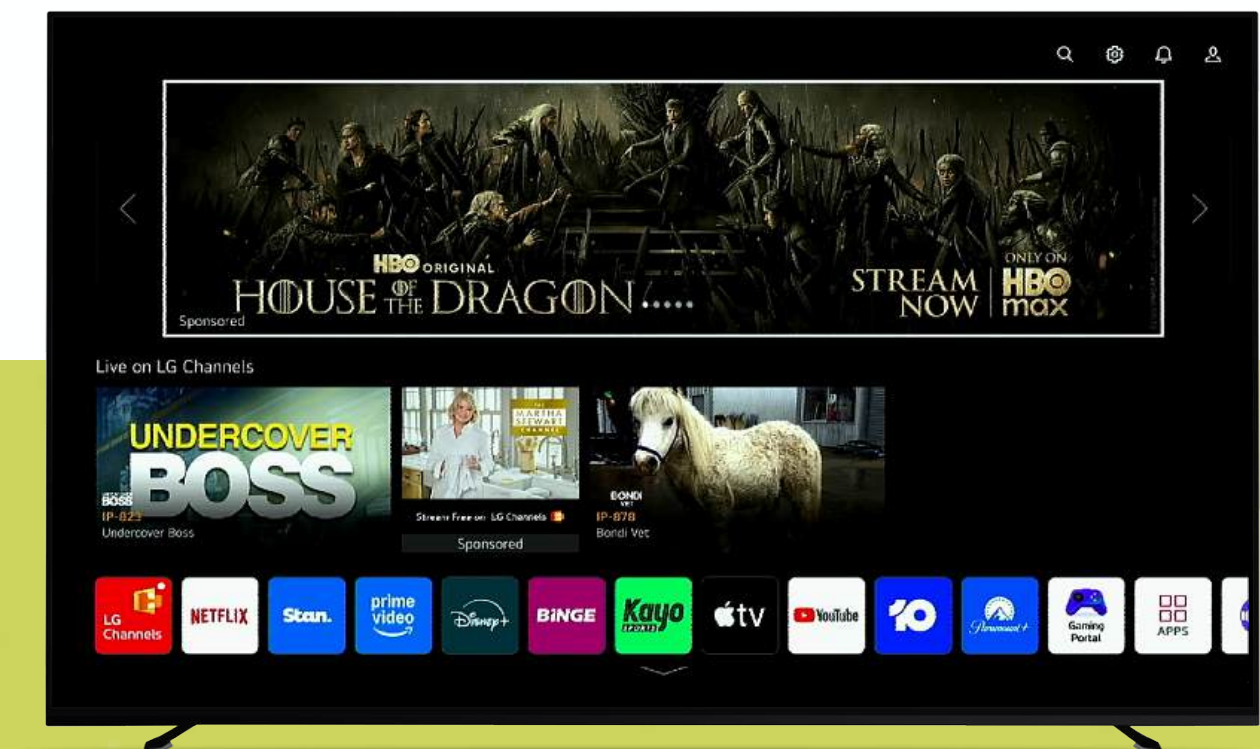
Fetch TV AU



Fire TV AU



Foxtel AU



LG TV (2022) AU

PSYCHOLOGICAL THRILLS

VS. PREMIUM DRAMA



Apple TV+ let a dark new presence creep onto Australian home screens. To launch their psychological thriller *Cape Fear*, the streamer made sure there was no escaping the tension, securing standout, front-row real estate on Apple's own hardware before stretching its shadow across Fire TV and Google TV interfaces. The final hook was a direct strike on the PlayStation 5 grid, ensuring that whether Aussie audiences were streaming or gaming, they were completely reeled in the moment they turned on their TVs.



While other streamers shouted, BritBox relied on a masterfully assembled lineup to turn heads. In June, the platform showcased the sheer depth of its catalogue across Australian connected devices. *The Woman in the Wall* secured an unmissable front-row seat on Fetch TV, while *Silent Witness*, *Outrageous*, and *The Revenge Club* formed a powerful coalition on Fire TV interfaces. By spreading their top-tier placements across multiple must-watch titles, BritBox ensured that Aussie fans of premium British drama were thoroughly spoiled for choice the second they turned on their tellies.

In the news: [Mediaweek](#) reported that the Seven Network secured its position as Australia's most-watched television network for the first half of 2026, capturing a 41.7% total TV commercial share to narrowly edge out the Nine Network. This success was driven by significant viewership growth across its news and sports broadcasts, alongside a nearly 50% year-on-year audience increase for its streaming platform, 7plus.

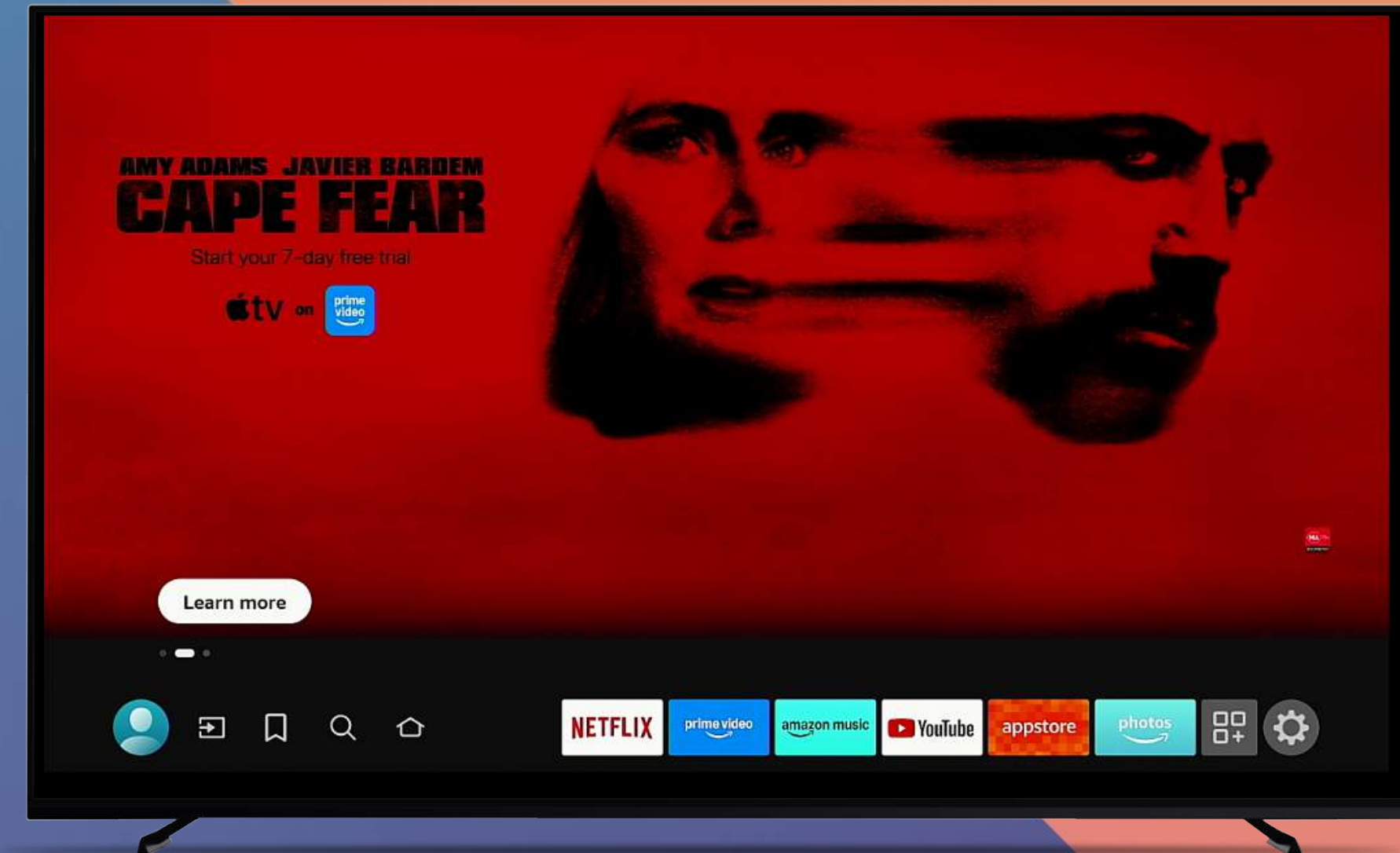


PSYCHOLOGICAL THRILLS VS. PREMIUM DRAMA

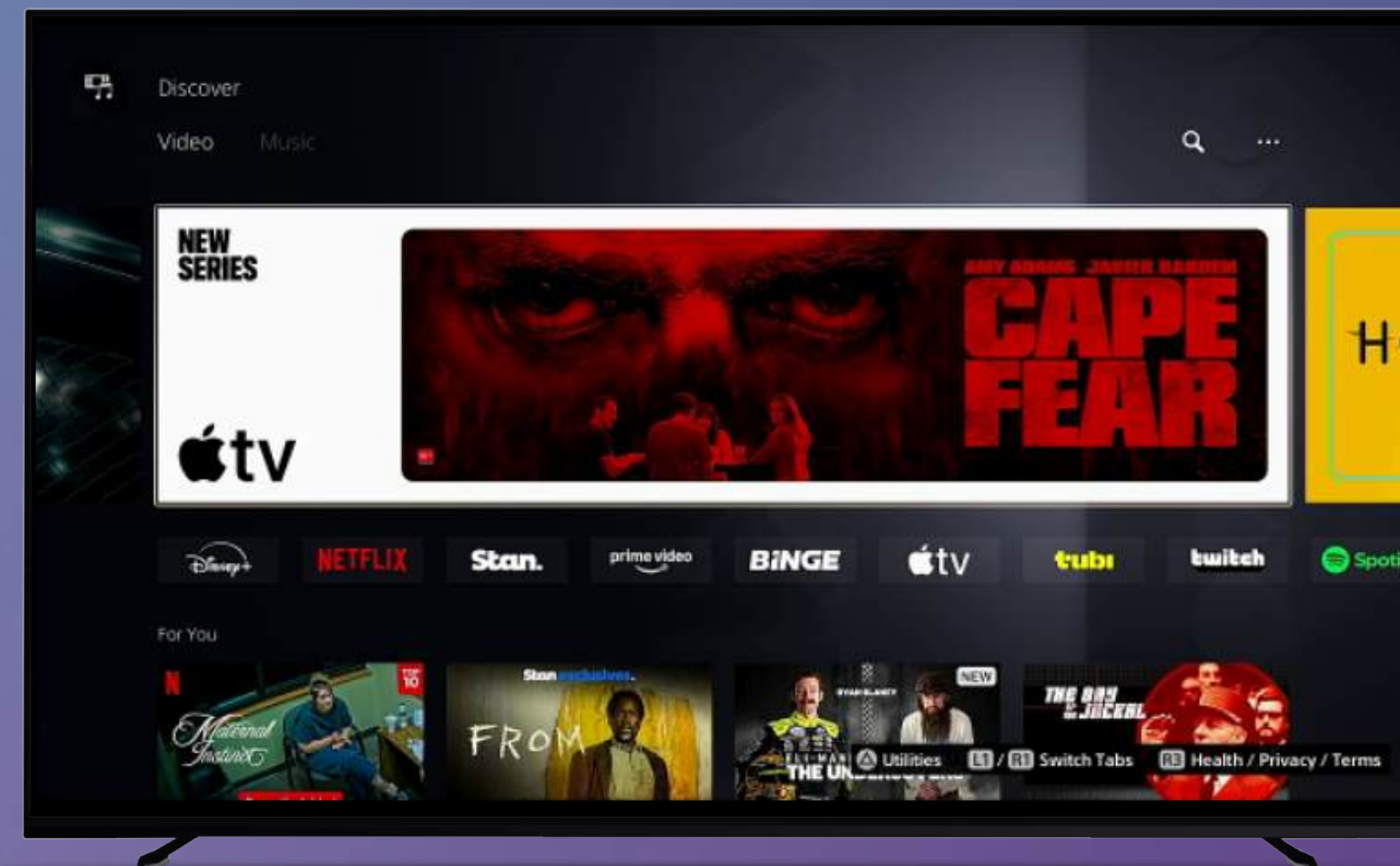
STREAMER OF THE MONTH
 / JUNE 2026 /



Apple TV AU



Fire TV AU



PS5 AU

PSYCHOLOGICAL THRILLS VS. PREMIUM DRAMA



Fetch TV AU



Fire TV AU



Fire TV AU



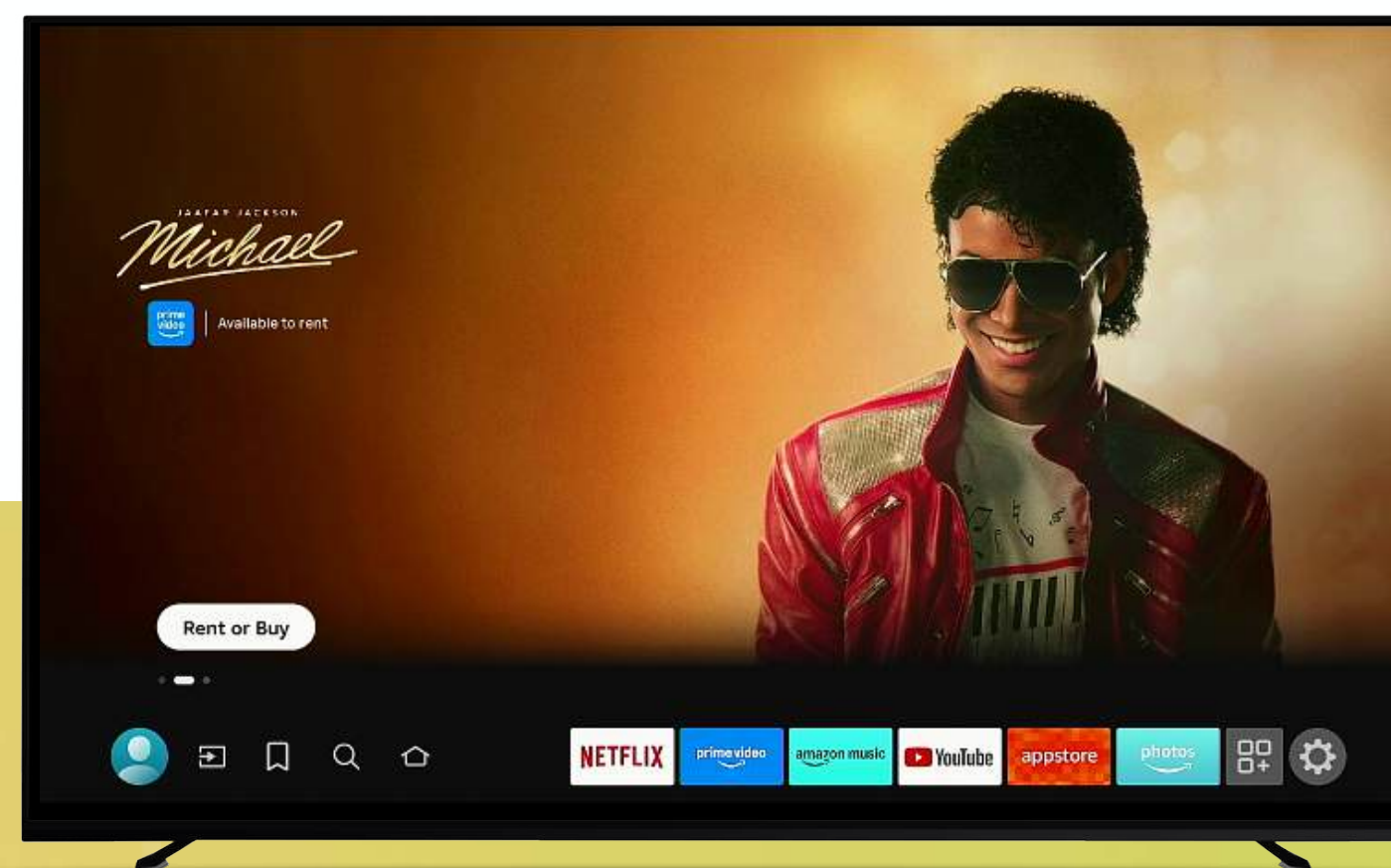
Fire TV AU

STEALING THE SPOTLIGHT

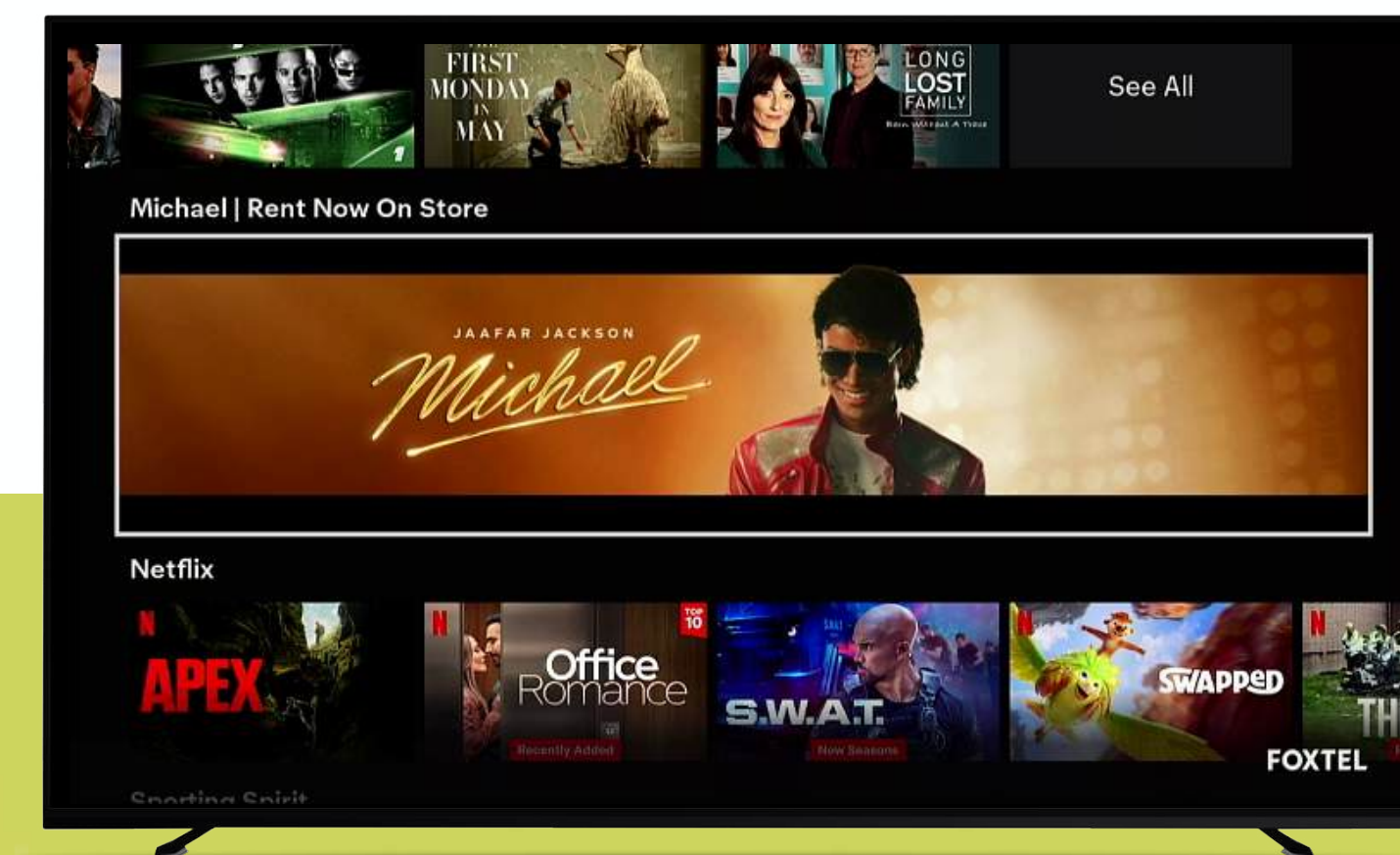
-  Rounding out the month, a certified blockbuster moonwalked its way onto the Australian TVOD landscape. The highly anticipated *Michael* officially arrived for premium digital rental down under, and the digital stage was set for a massive performance. The title commanded absolute spotlight prominence, with platforms rolling out the red carpet to grant it front-row, center-stage real estate across Fetch TV, Foxtel, and Fire TV menus. By completely dominating the CTV glass, this legendary musical event guaranteed that the biggest show in town was front and center the exact millisecond Aussie audiences turned on their screens.
-  **In the news:** [TV Blackbox](#) reported that SBS revealed a refreshed identity and expanded programming slate for the revival of its SBS2 brand, which officially replaced SBS Viceland ahead of its August launch. The strategic rebrand concluded the network's decade-long partnership with VICE Media to establish a clearer destination under the main SBS banner for its core 25 to 54 demographic across broadcast and streaming.



Fetch TV AU



Fire TV AU



Foxtel AU



LOOPER INSIGHTS

hello@looperinsights.com
looperinsights.com

