

/ 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 **Pound 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 analyzed the top 13 devices* in the UK to see who was winning the best promotional real estate.

STREAMER OF THE MONTH: JUNE 2026

/ TOP 10 TITLES /

POSITION	TITLE	APP	£MPV™ SCORE
1	FIFA World Cup 2026	iPLAYER	£2,644,876
2	FIFA World Cup 2026	itvX	£2,524,741
3	Clarkson's Farm	prime video	£1,714,016
4	Rivals	Disney+	£1,329,732
5	The Fortune	5	£1,178,231
6	Love Island	itvX	£1,087,130
7	Tip Toe	4	£1,048,959
8	Off Campus	prime video	£998,558
9	Hoppers	Disney+	£986,889
10	Two Weeks in August	iPLAYER	£957,987

STREAMER OF THE MONTH: JUNE 2026

/ TOP 10 APPS /

POSITION	APP	£MPV™ SCORE
1	prime video	£45,712,240
2	iPLAYER	£42,775,870
3	itvX	£29,191,966
4	Disney+	£27,536,050
5	Paramount+	£25,576,066
6	NETFLIX	£23,525,232
7	4	£18,450,387
8	HBO max	£13,817,224
9	5	£13,603,581
10	apple tv	£13,589,301

*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

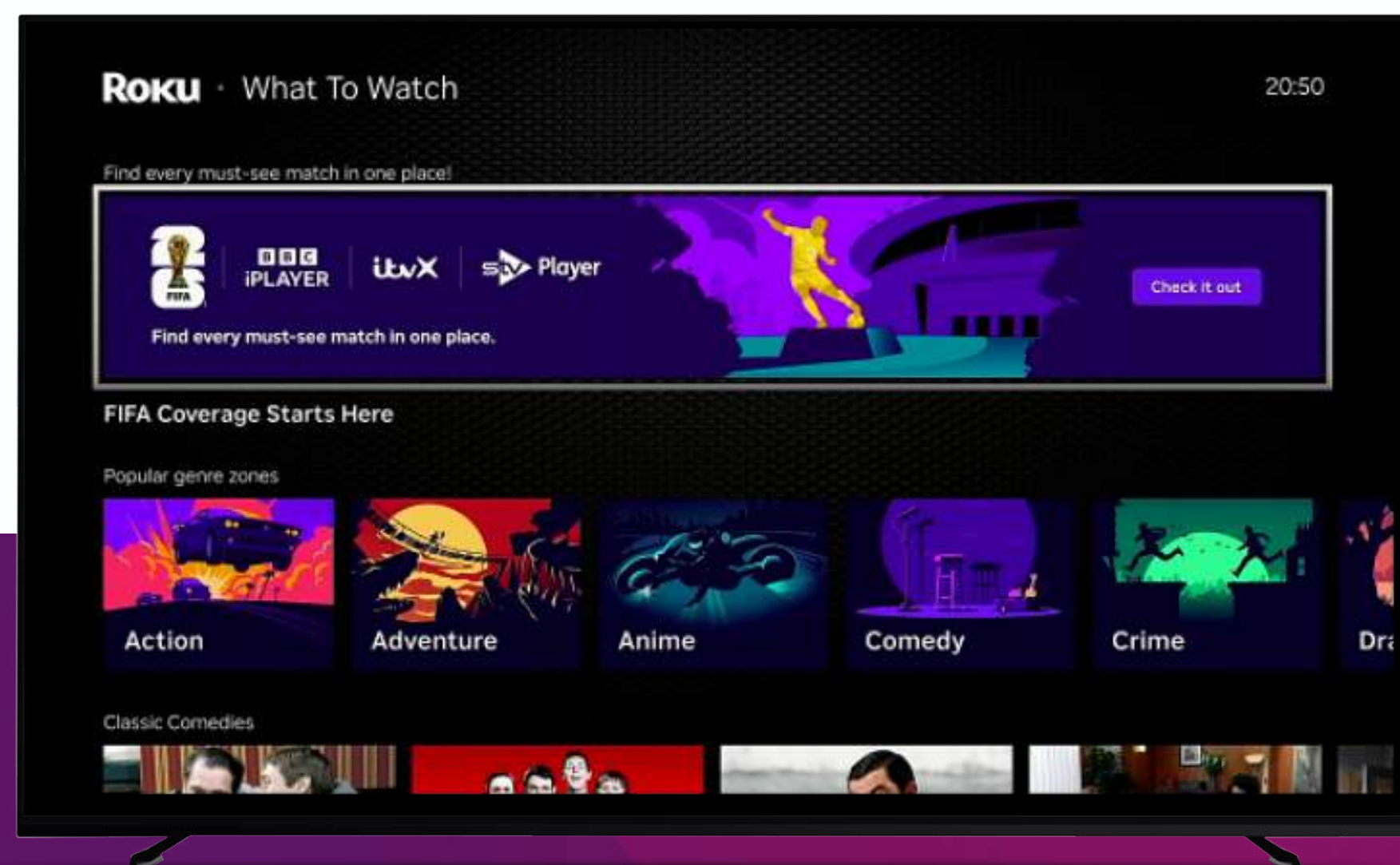
TOP TITLES OF THE MONTH



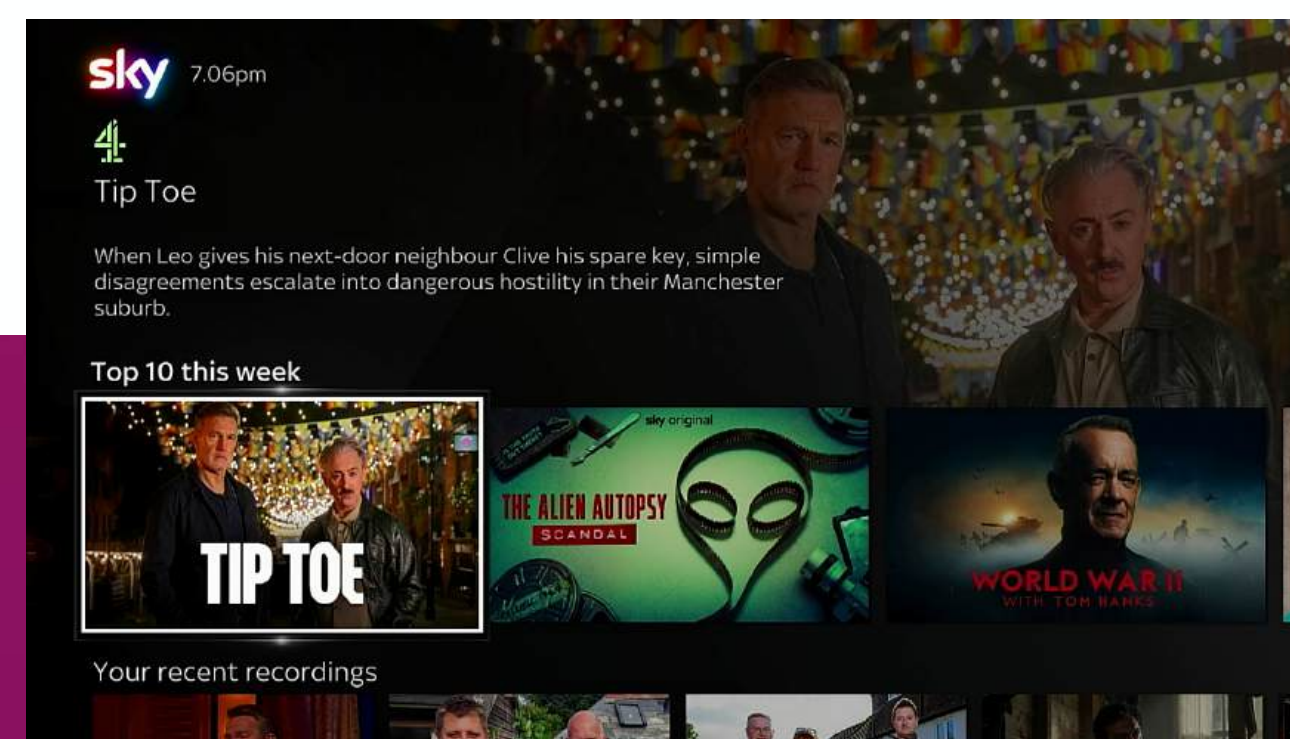
The public broadcasters absolutely dominated the pitch this June. BBC iPlayer and ITVX matched each other goal-for-goal when it came to securing prime CTV real estate for their FIFA World Cup 2026 coverage. The two streaming heavyweights locked down nearly identical £MPV™ figures, commanding £2.6M and £2.5M in placement value respectively. Overall, the UK's PSBs (Public Service Broadcasters) completely outplayed the global streamers, holding down six of the top ten spots for the month, with Channel 5's *The Fortune* and Channel 4's *Tip Toe* safely securing the win on the home screen.



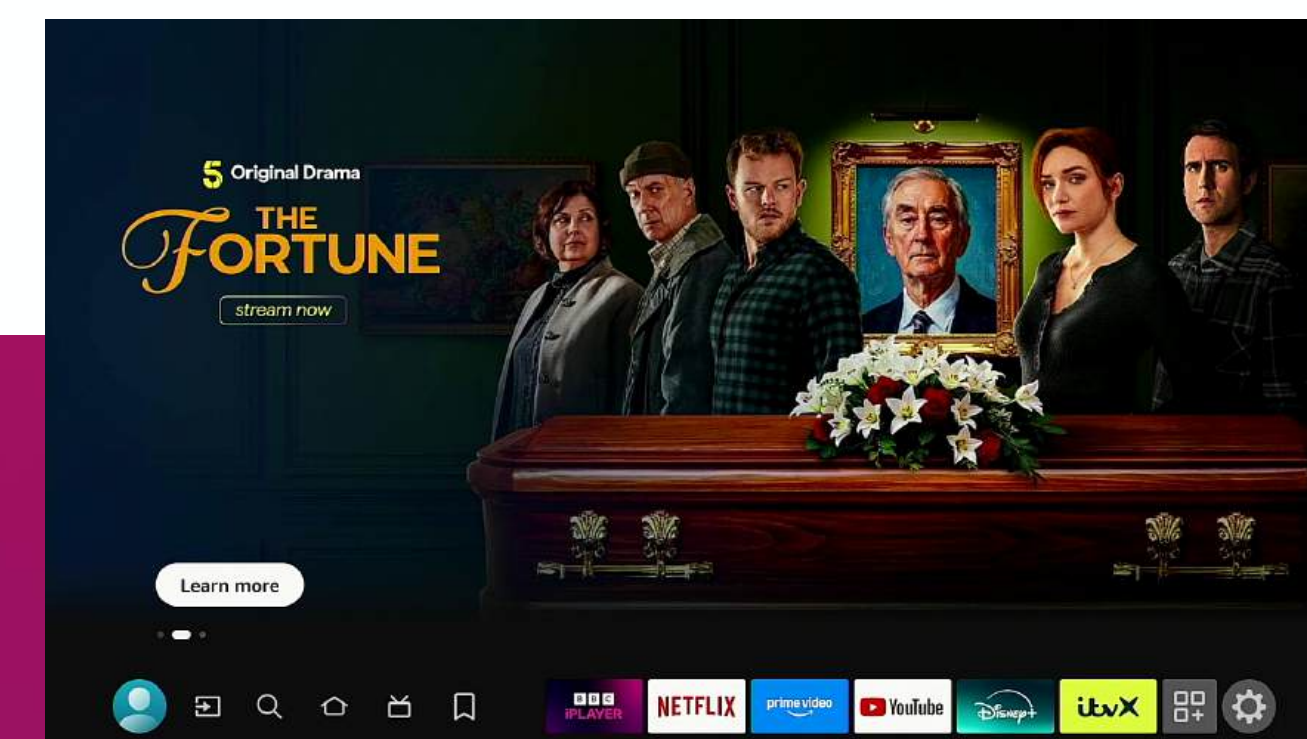
In the news: [Deadline](#) reported that the UK's Competition and Markets Authority launched a formal Phase 1 investigation into the \$110 billion merger between Paramount and Warner Bros. Discovery to determine if it threatens market competition. The regulator set an August 7 deadline to conclude this initial phase, a timeline that could delay Paramount's plans to finalize the takeover in the third quarter of the year if the probe advances further.



Roku UK



Sky Q UK



Fire TV UK

ROARING ON THE HOME SCREEN



The beautiful game completely captured the CTV pitch in June. The FIFA World Cup didn't just dominate the headlines; it launched a ruthless full-pitch press across the connected device landscape. BBC iPlayer and ITVX led the attack, executing a flawless overlapping run to lock down stunning, front-row visibility across a massive lineup of screens. With the Three Lions carrying the hopes of the nation, these premium placements guaranteed that the second fans turned on their TVs, they were dead center in the action for every single kickoff.



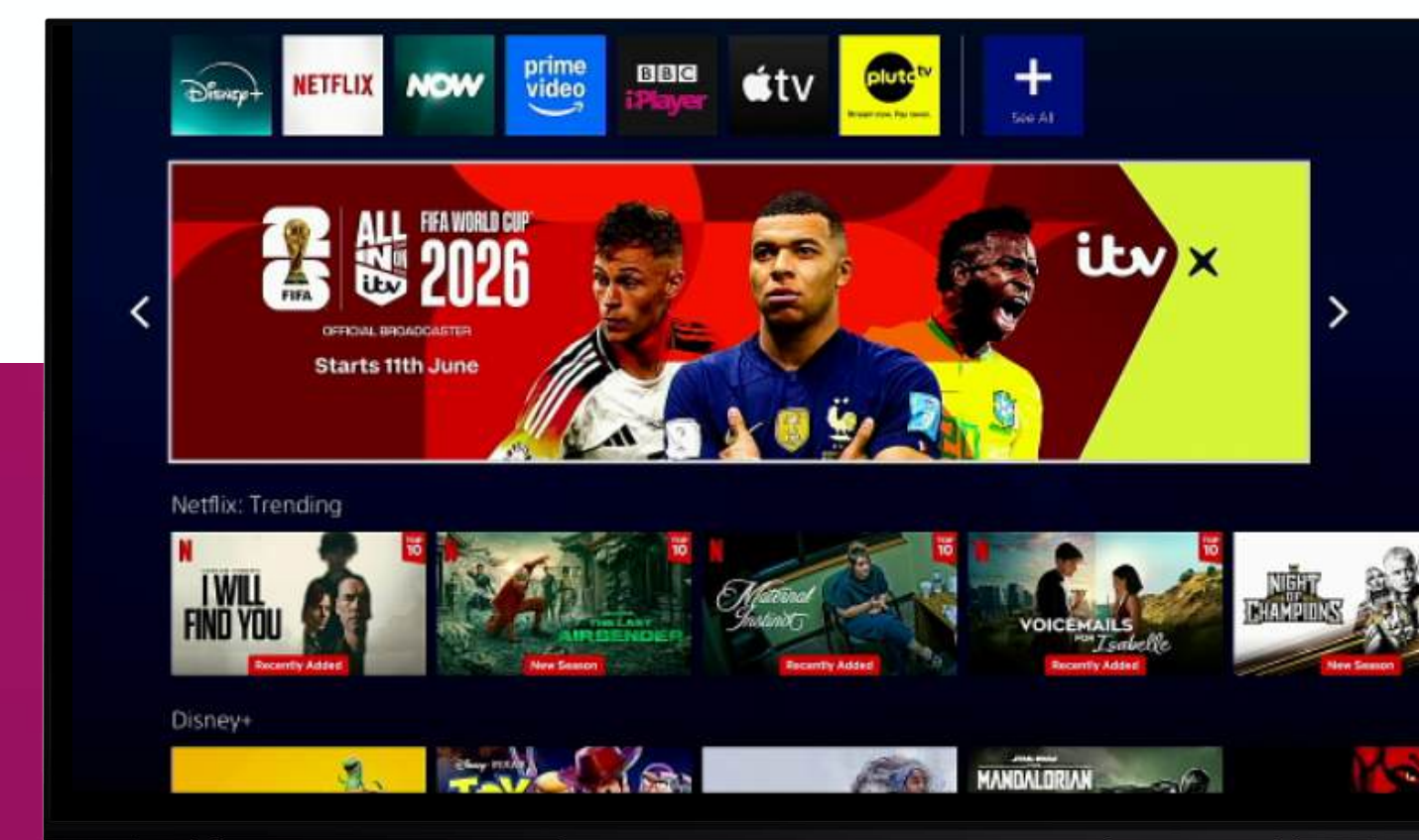
In the news: [The Guardian](#) reported that ITV won the UK television ratings battle during the first week of the World Cup, securing four of the five highest TV audiences and peaking at 15.4 million viewers for England's victory over Croatia. While the BBC gambled by reserving its top match selections for the later knockout stages, ITV capitalized on major early-tournament fixtures to dominate the opening round's viewing figures.



Sky Stream UK

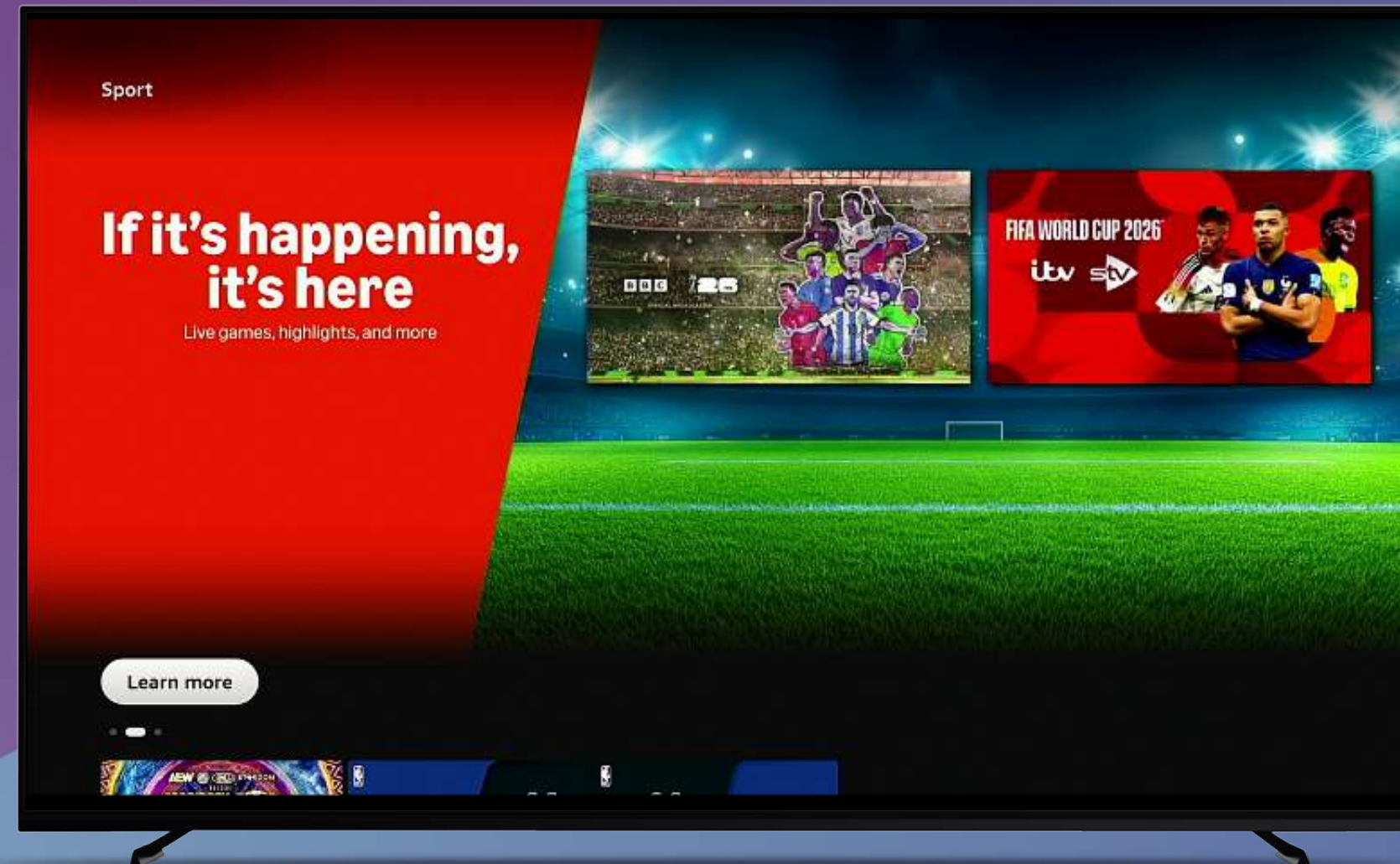


PS4 UK



PS4 UK

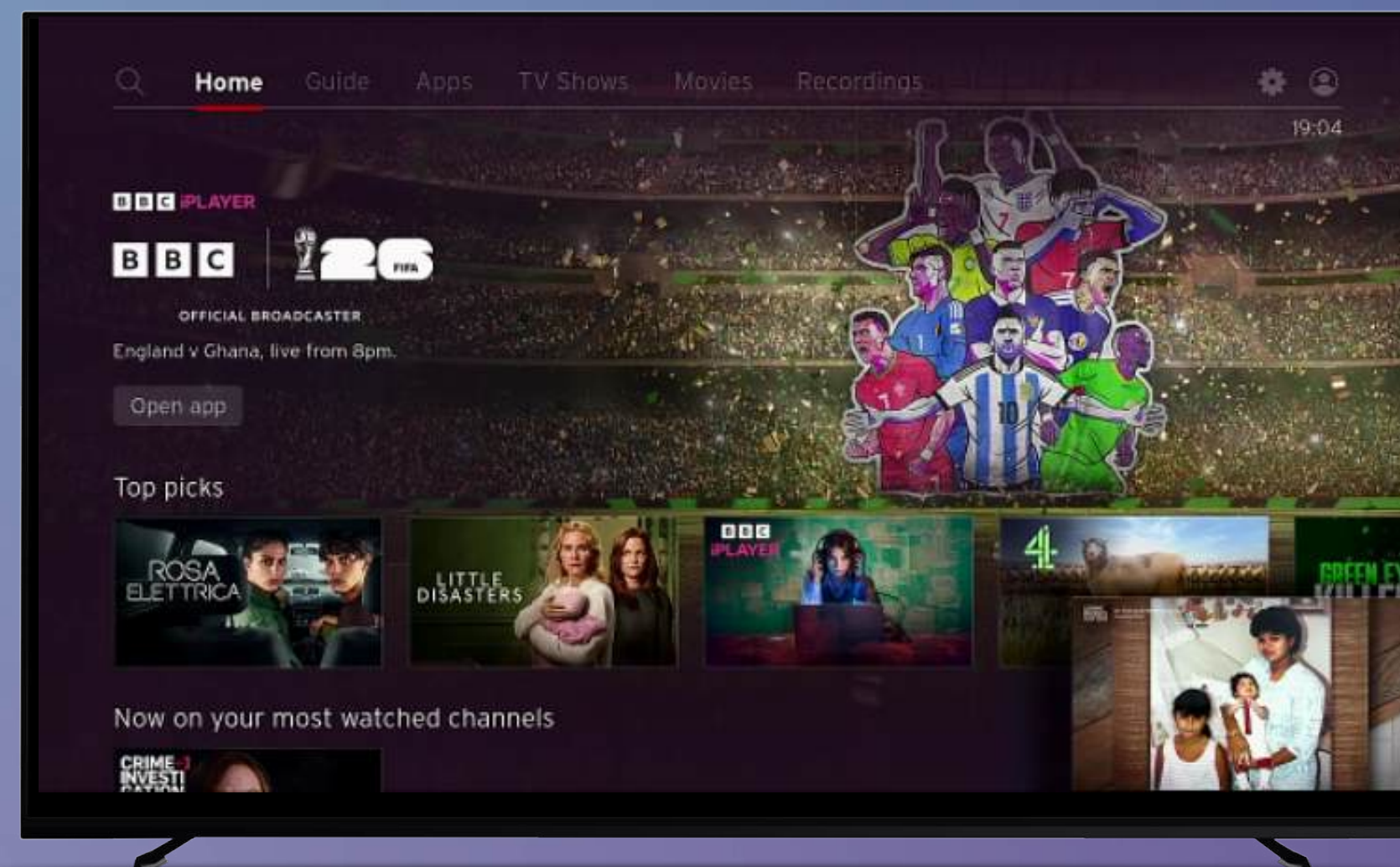
ROARING ON THE HOME SCREEN



Fire TV UK



Fire TV UK



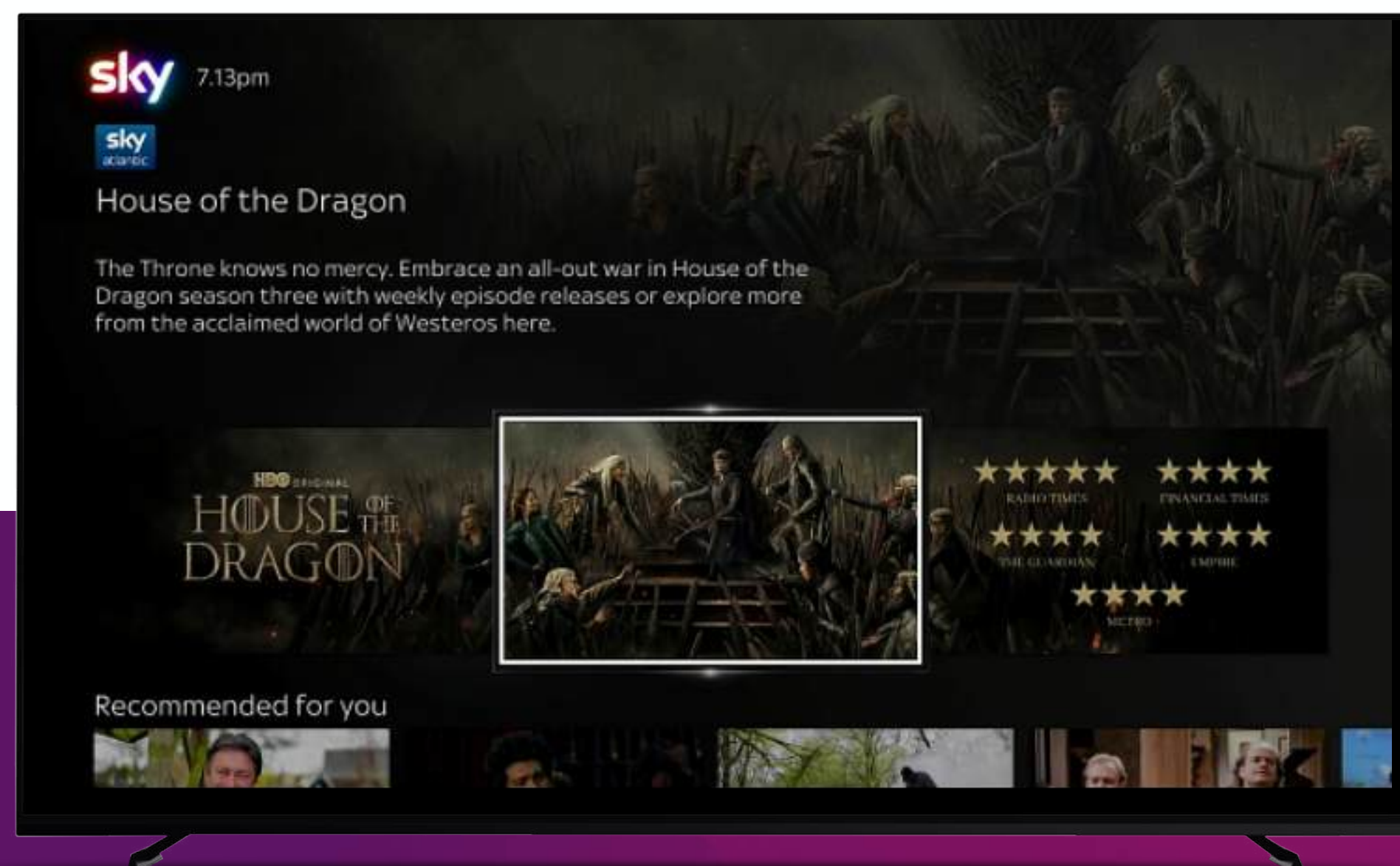
Virgin TV 360 UK



Virgin TV 360 UK

A REALM-WIDE TAKEOVER

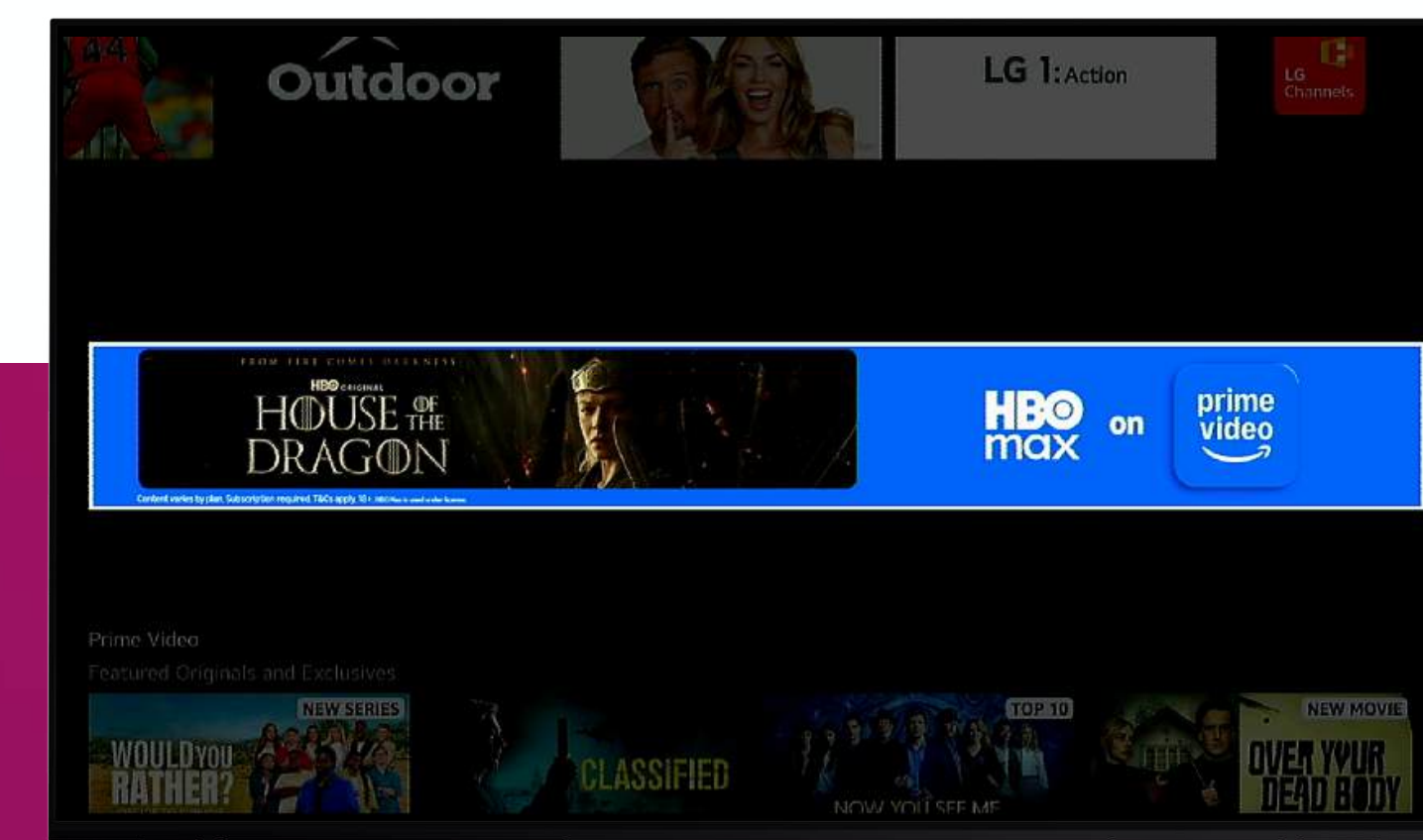
-  HBO Max mounted its dragons and claimed dominion over UK home screens in June for the return of *House of the Dragon*. The streamer executed a sweeping conquest for connected TV prominence, ensuring there was no confusion about where the realm's loyalties should lie. Forging powerful alliances across a diverse kingdom of platforms- including Sky Q, Samsung, LG TV, and the PlayStation 5 interface- the streamer effectively planted its banner across the CTV landscape to guide viewers straight to the front lines of the Dance of the Dragons.
-  **In the news:** [Deadline](#) reported that the UK government initiated plans for a new Media Bill that would require YouTube, TikTok, and other major video-sharing platforms to prominently feature and promote public service content from broadcasters like the BBC and ITV. While tech executives criticized the proposals as a distortion of user choice, ministers argued the legislation was necessary to reflect modern viewing habits and combat online misinformation.



Sky Q UK



LG TV (2022) UK

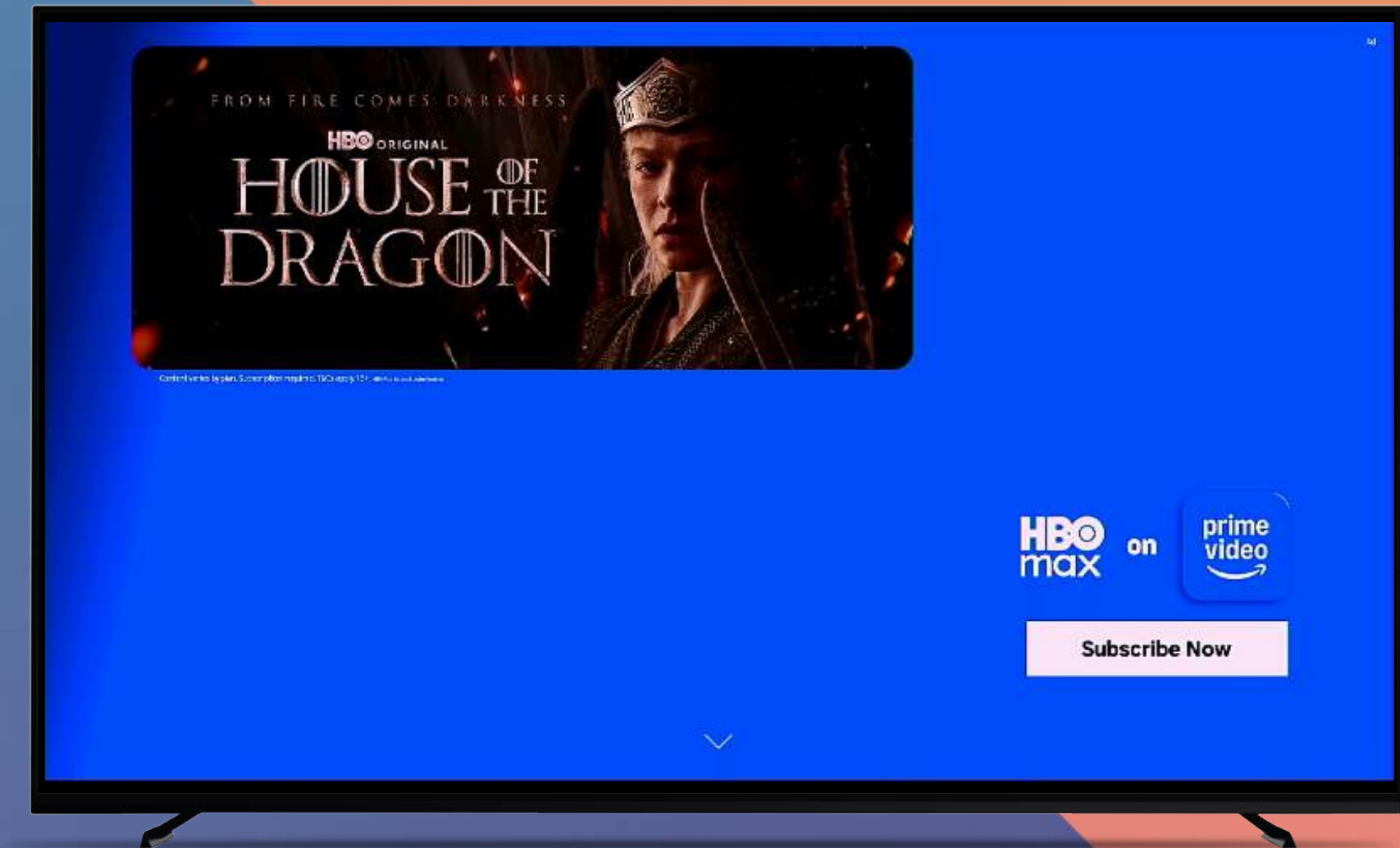


LG TV (2022) UK

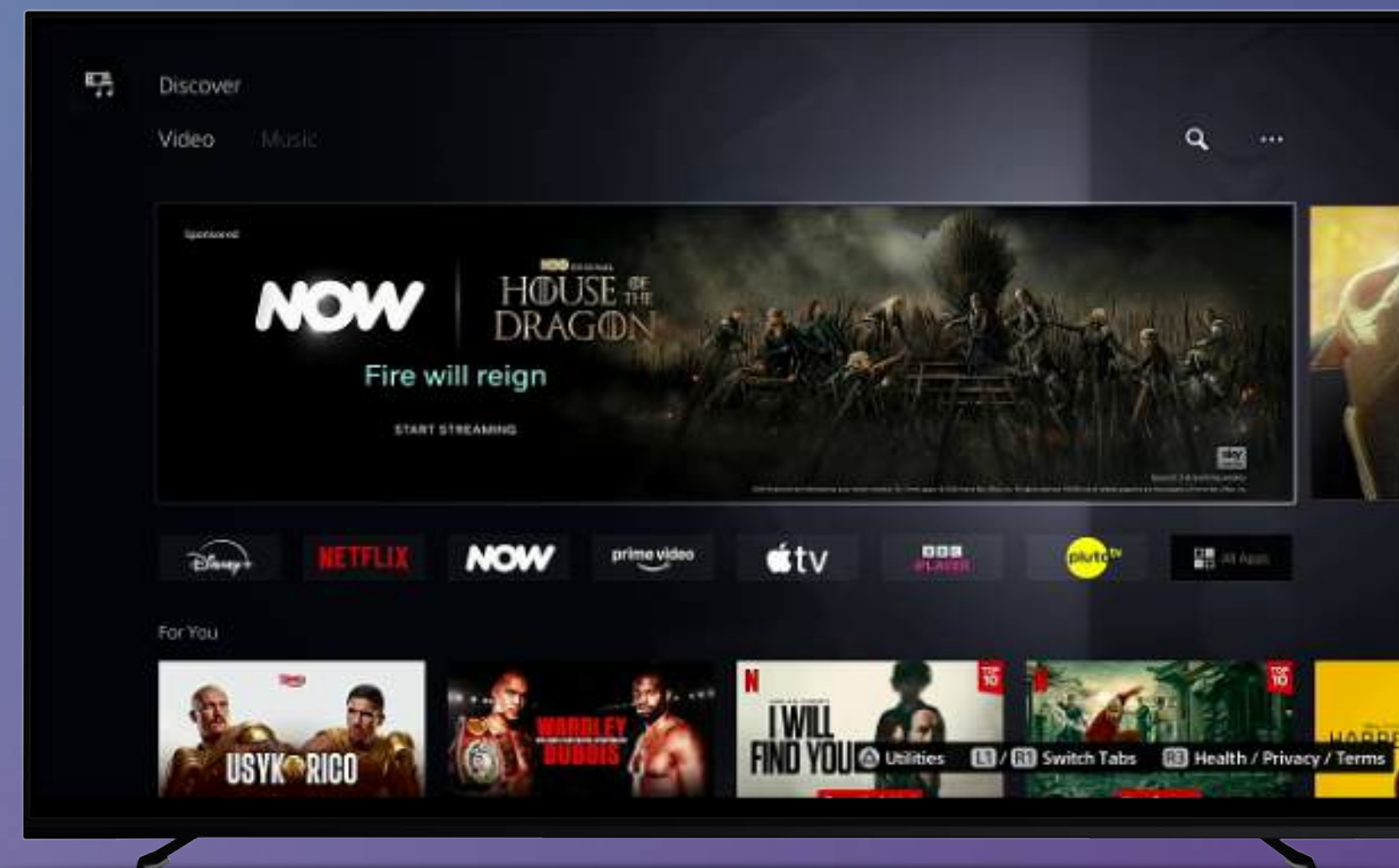
A REALM-WIDE TAKEOVER



Samsung TV (2022) UK



Samsung TV (2022) UK



PS5 UK

NO GRAFTING REQUIRED



Talk about a total bombshell entrance. ITVX completely turned heads across the UK connected device landscape this June. *Love Island* didn't just stroll into the villa; it made an unmissable appearance on the home screen, stealing premium, front-row real estate on Sony TV, Samsung TV, PS4, and Roku devices. ITVX ensured the show was 100% everyone's type on paper, making it absolute prime-time viewing the second anyone turned on their telly.



In the news: [C21](#) reported that Comcast-owned Sky reached terms to buy ITV's broadcast and streaming unit, which includes its linear channels and ITVX, for approximately £1.6 billion (\$2.1 billion). As part of the complex separation deal, ITV's production and distribution arm, ITV Studios, will acquire *The Great British Bake Off* producer Love Productions from Sky.



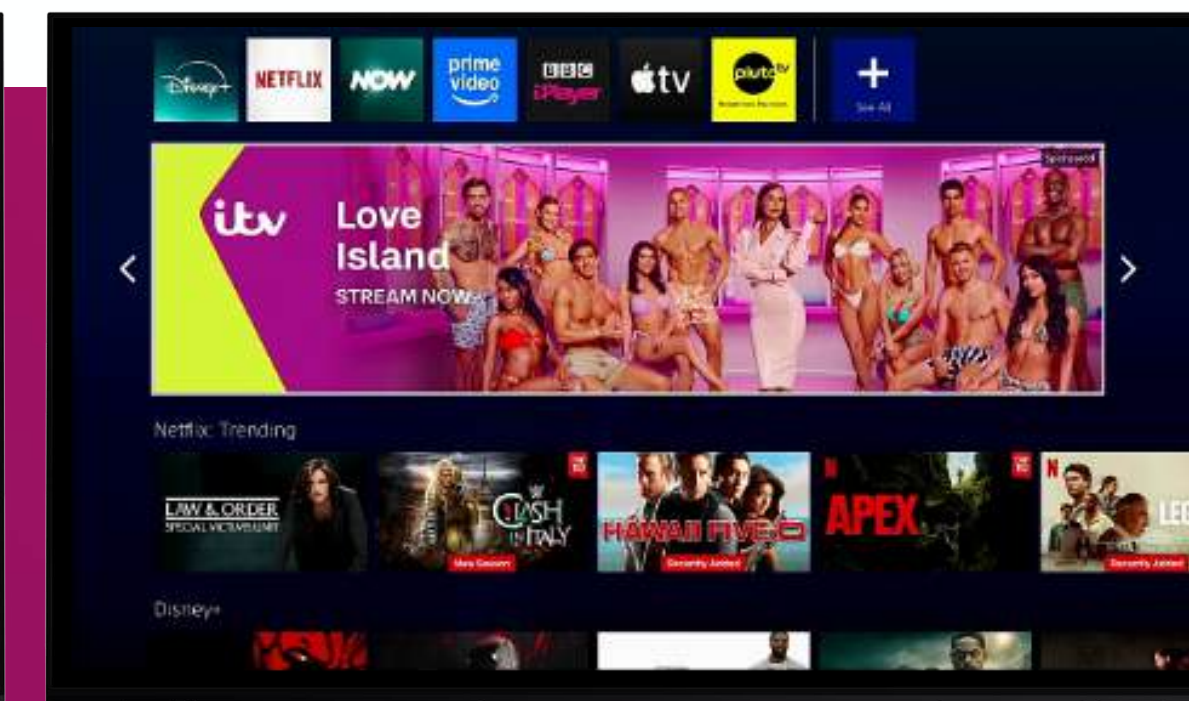
Samsung TV (2022) UK



Sony TV (2022) UK



Roku UK



PS4 UK

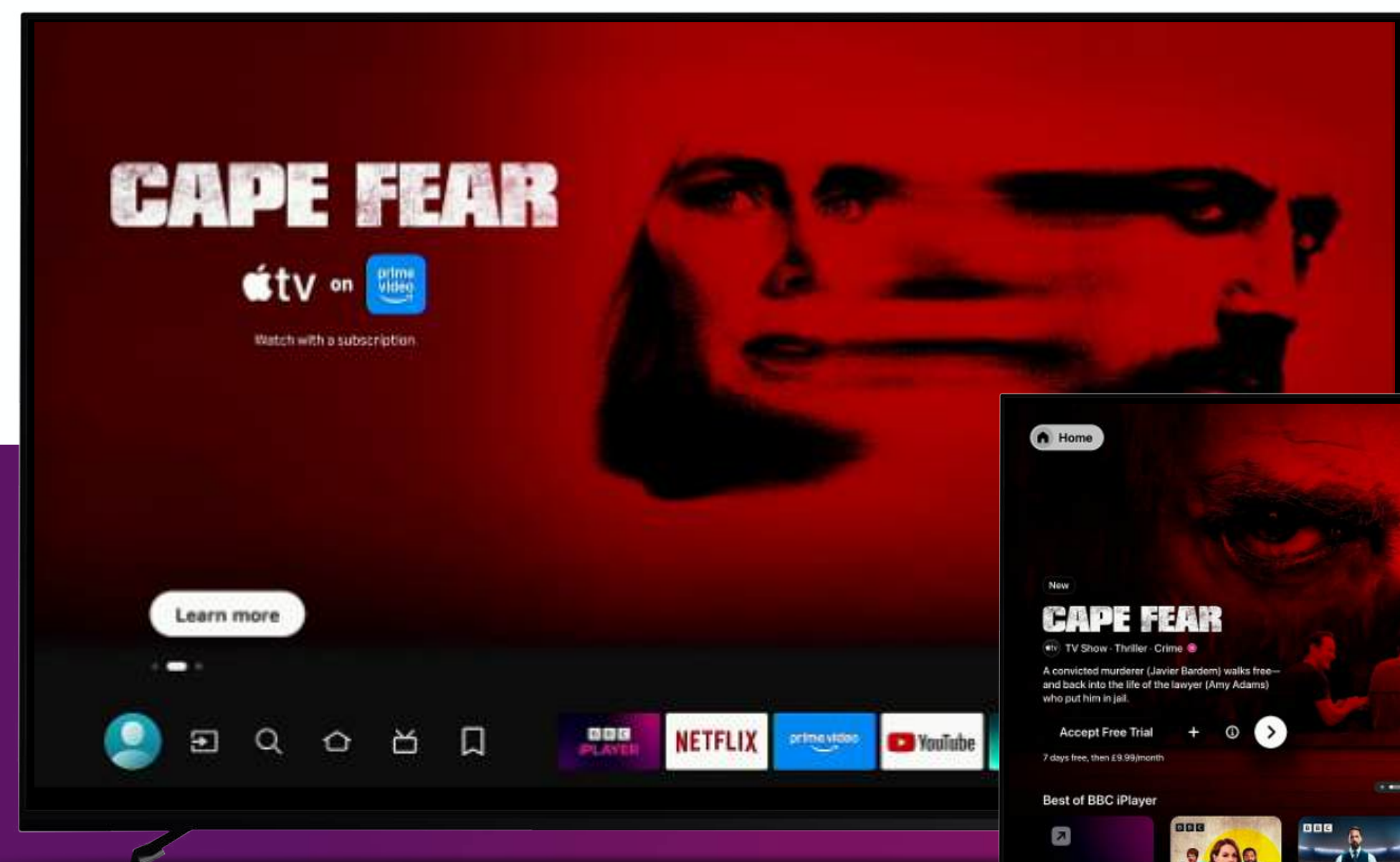
A DARK PRESENCE ON THE GRID



Rounding out the month, Apple TV+ let a dark new presence creep onto the home screen. 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 interfaces. The real hook, however, was on Samsung devices, where the title locked down prime placement alongside a multi-title one-month free trial- ensuring viewers were completely reeled in the moment they turned on their screens.



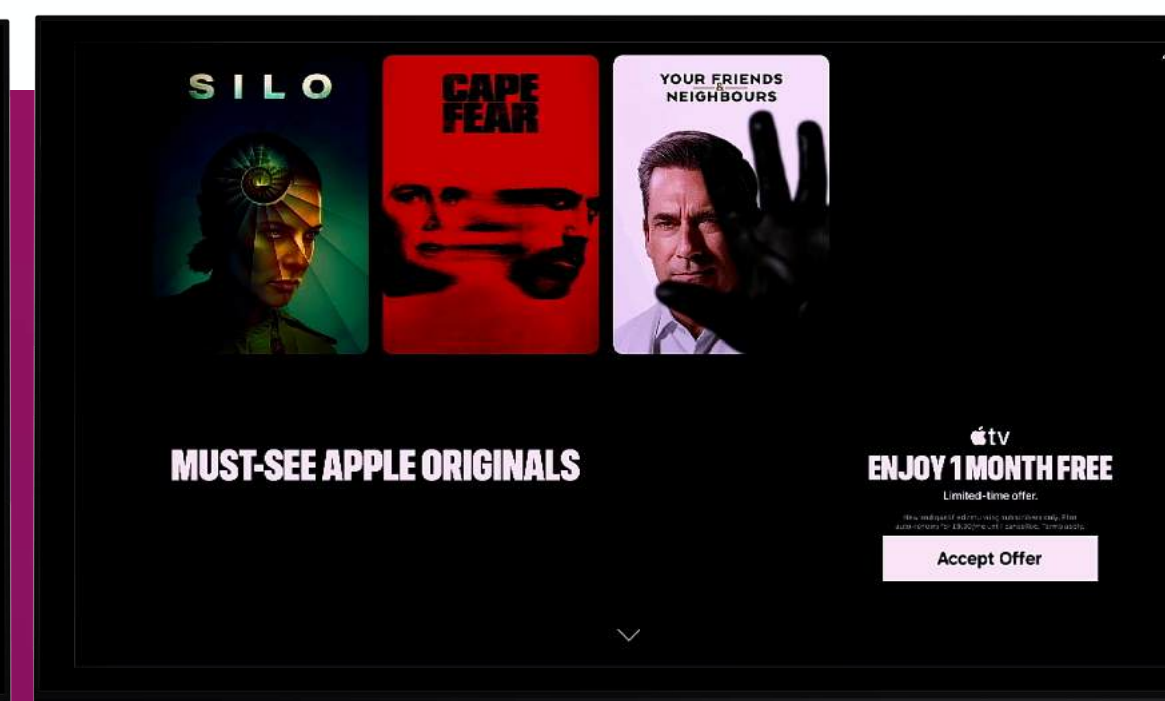
In the news: [MSN](#) reported that the Motion Picture Association- representing streaming giants like Netflix, Disney+, and Amazon- rejected UK government proposals to help collect or enforce the BBC licence fee through subscriber data sharing or content blocking. The firm stance came as ministers reviewed funding options ahead of the 2027 Royal Charter renewal to address a £1.1 billion annual revenue gap caused by evasion and streaming-only households.



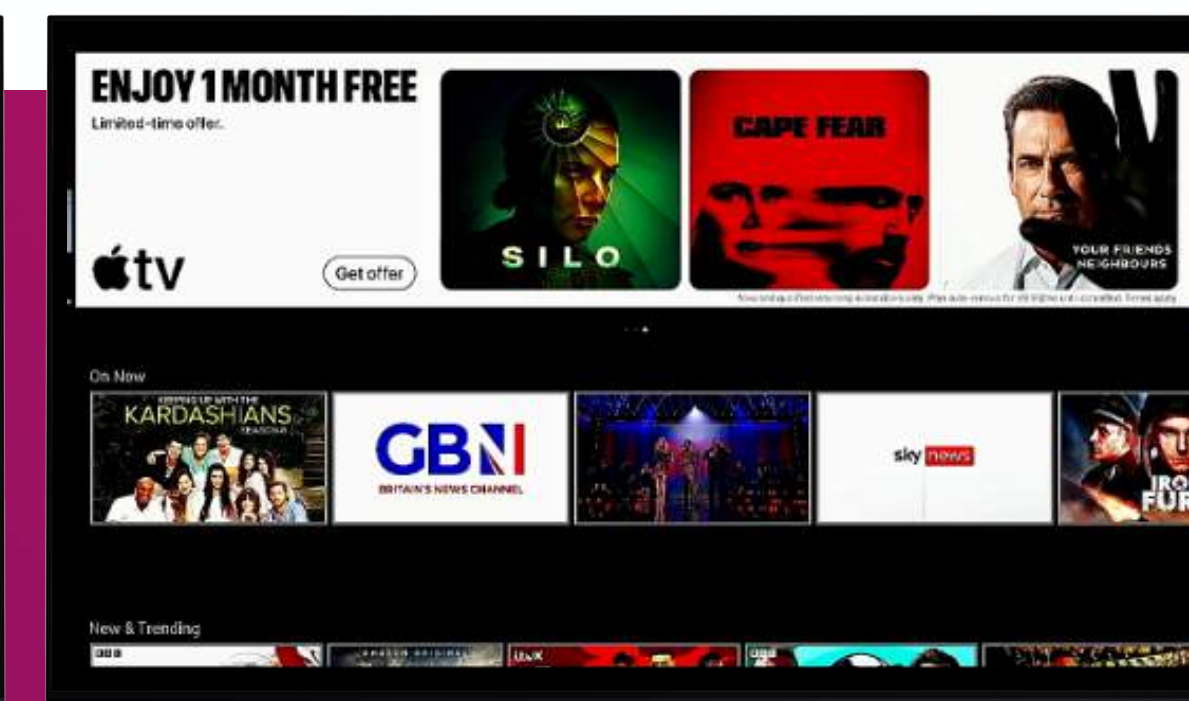
Fire TV UK



Apple TV UK



Samsung TV (2022) UK



Samsung TV (2022) UK



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