



STREAMER OF THE MONTH

JUNE 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.

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/ TOP 10 TITLES /

POSITION	TITLE	APP	\$MPV™ SCORE
1	FIFA World Cup 2026	FOX ONE	\$17,053,963
2	Major League Baseball	fubo	\$7,566,130
3	Dutton Ranch	Paramount+	\$6,329,850
4	FIFA World Cup 2026	peacock	\$5,939,743
5	Euphoria	HBO max	\$5,783,860
6	Formula 1	Apple tv	\$5,101,147
7	Love Island USA	peacock	\$5,126,069
8	Widow's Bay	Apple tv	\$4,869,309
9	Hoppers	Disney+	\$4,755,638
10	Women's National Basketball Association	HBO max	\$3,987,874

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/ TOP 10 APPS /

POSITION	APP	\$MPV™ SCORE
1	prime video	\$195,468,756
2	tubi	\$159,764,712
3	The Roku Channel	\$149,925,759
4	peacock	\$111,213,295
5	HBO max	\$102,311,750
6	pluto tv	\$93,186,133
7	Paramount+	\$83,776,113
8	Disney+	\$79,529,944
9	Apple tv	\$70,822,091
10	hulu	\$57,315,422



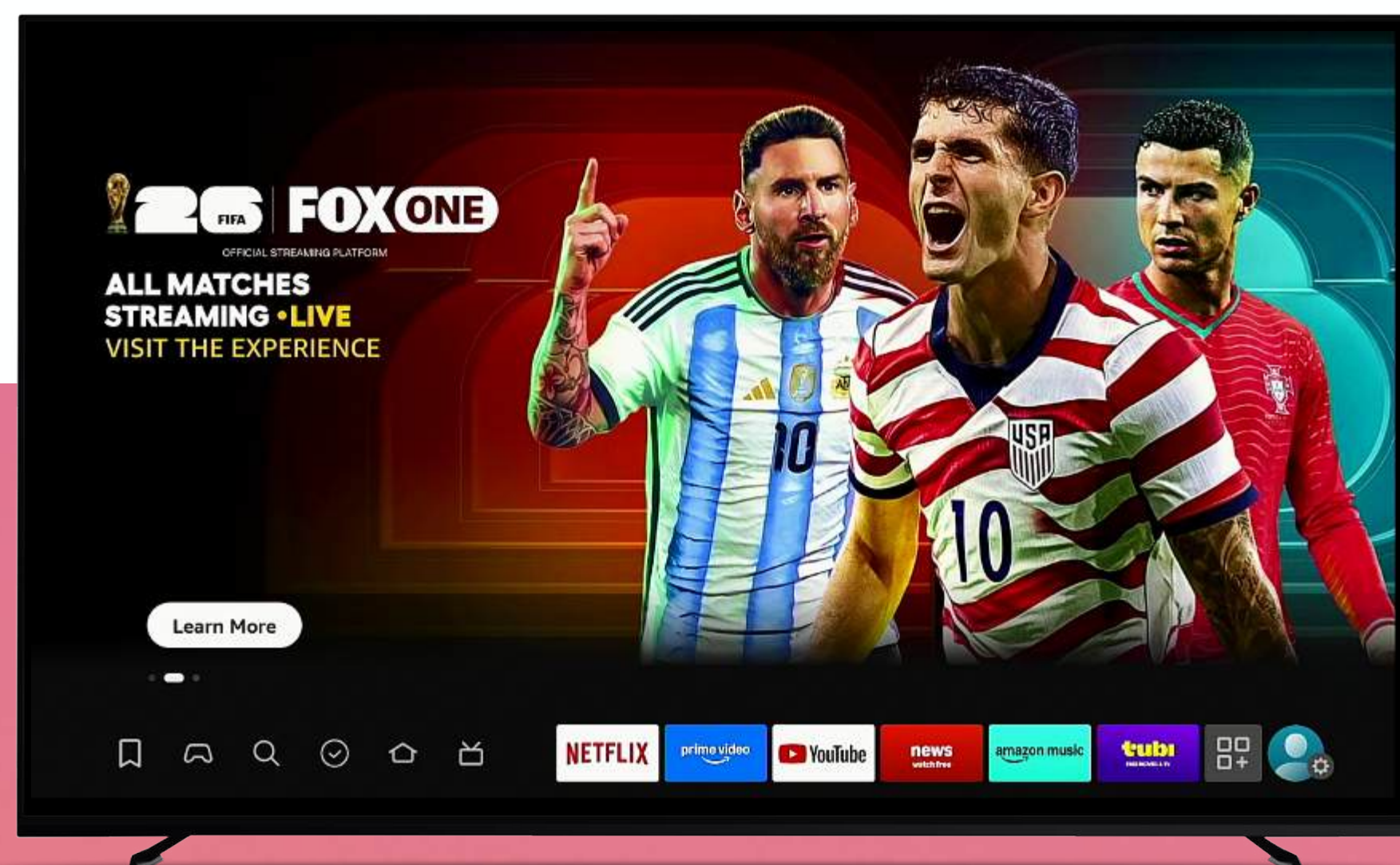
*Apple TV, Cox Contour 2, Cox CSP, Fire TV, Google TV, LG TV, PlayStation 4, PlayStation 5, Roku, Samsung TV, Vizio TV, Xfinity and Xbox One Console

TOP TITLES OF THE MONTH

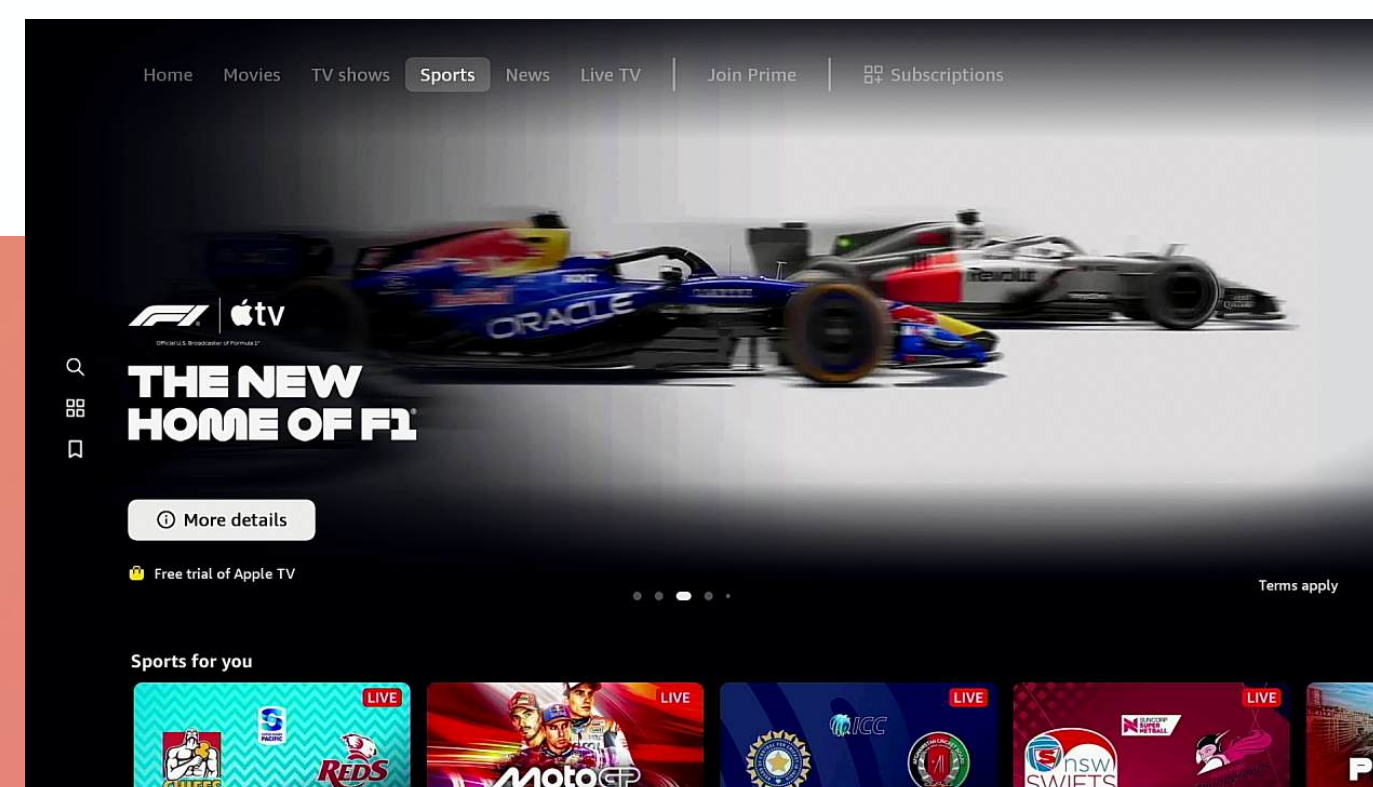
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If there was any doubt that this is the summer of sport, June's data just settled it. Sports content absolutely dominated the charts, locking down half of the top 10 spots. FOX One's coverage of the FIFA World Cup claimed the crown with an impressive \$MPV™ of over \$17M. But the real headline happens when you layer in Peacock's placement numbers; together, they pushed the tournament's total placement value to a staggering \$23M \$MPV™.
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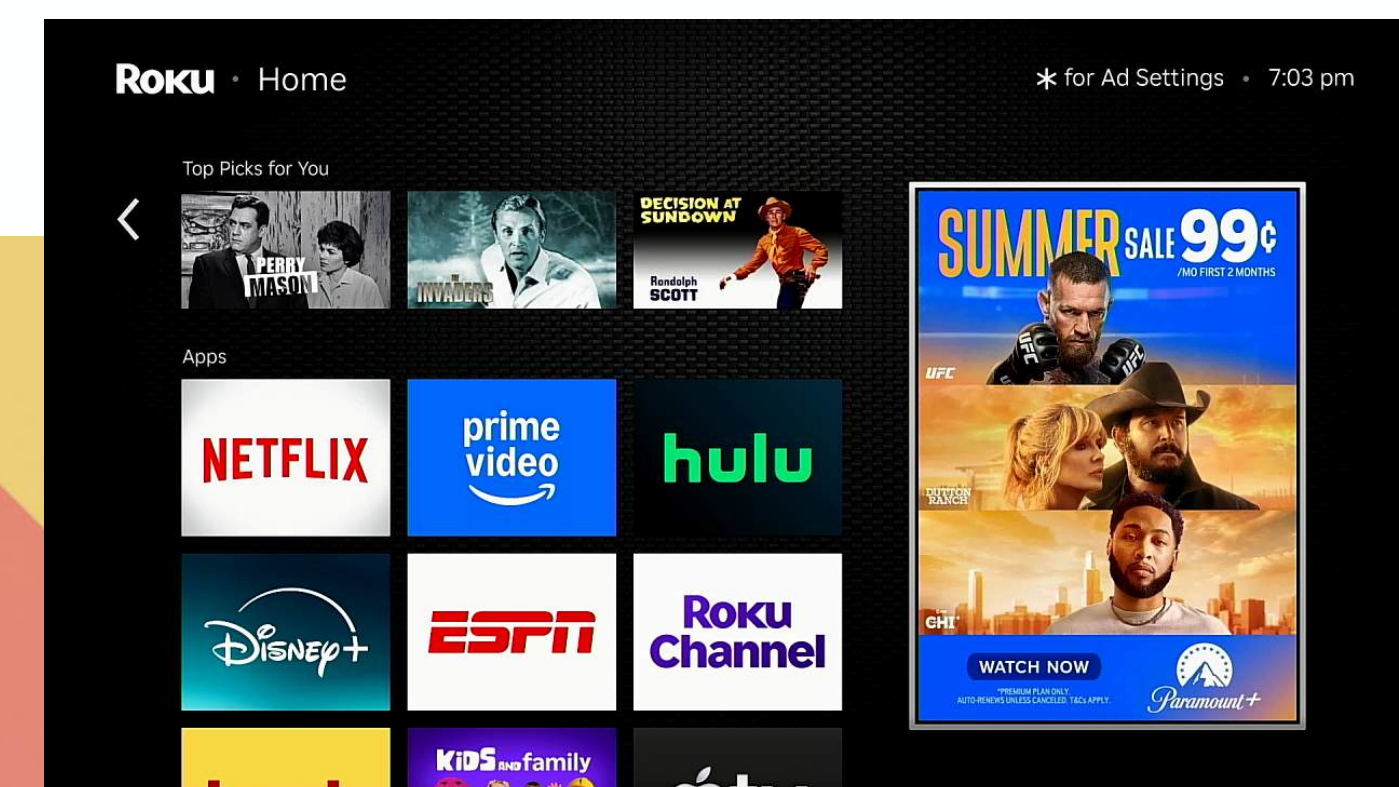
In the news: According to [Variety](#), Netflix made its largest gaming push yet with the June 11 launch of "FIFA World Cup Launch Edition," a streamlined, beginner-friendly football simulation that used a TV for display and a phone as the controller. The subscription-included game allowed up to four players to control any tournament team or player, featuring daily updates tied to real-world match results and future updates planned for the Women's World Cup.



Fire TV U.S.



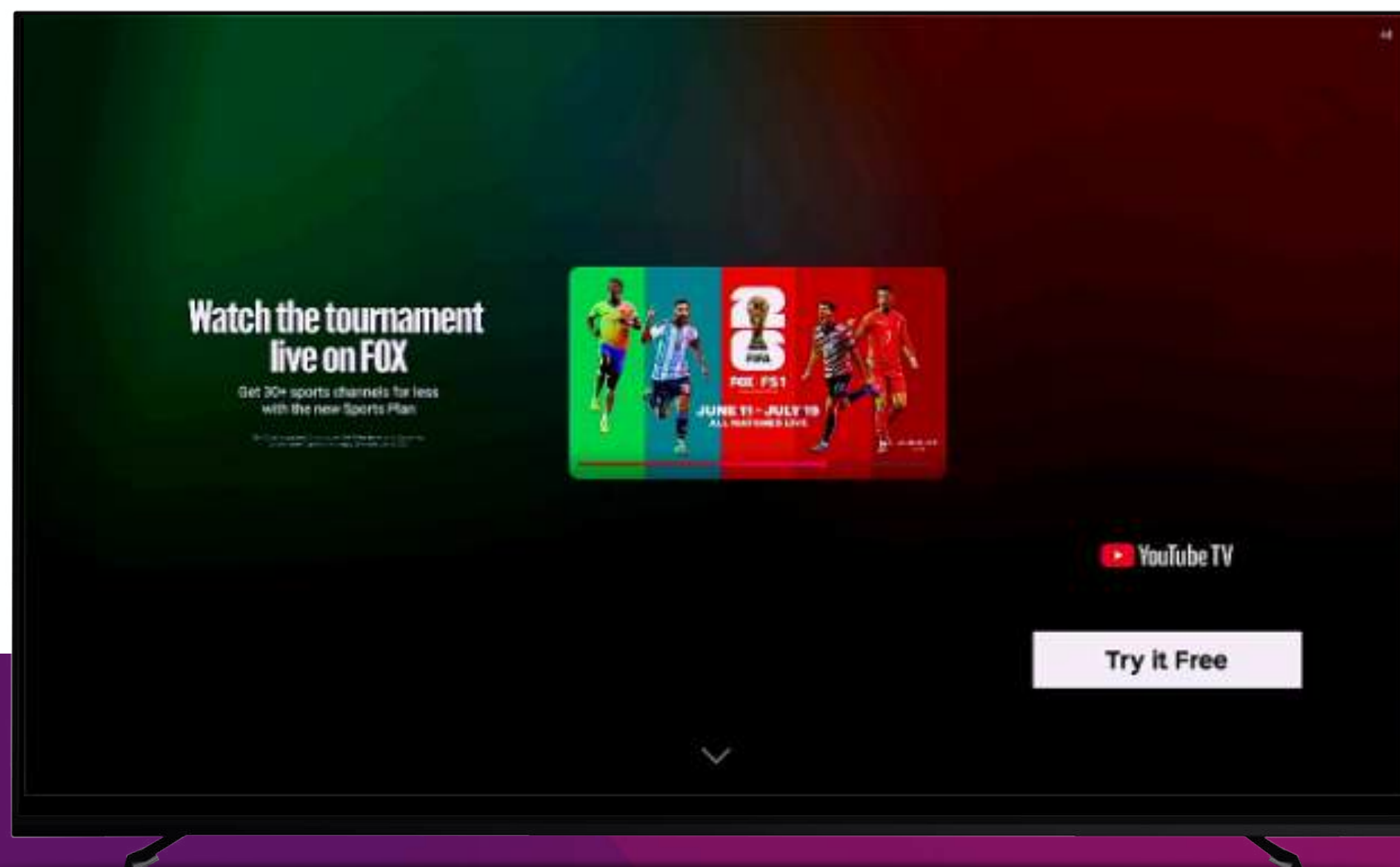
Prime Video U.S.



Roku U.S.

HOST-NATION HYPE HITS THE HOME SCREEN

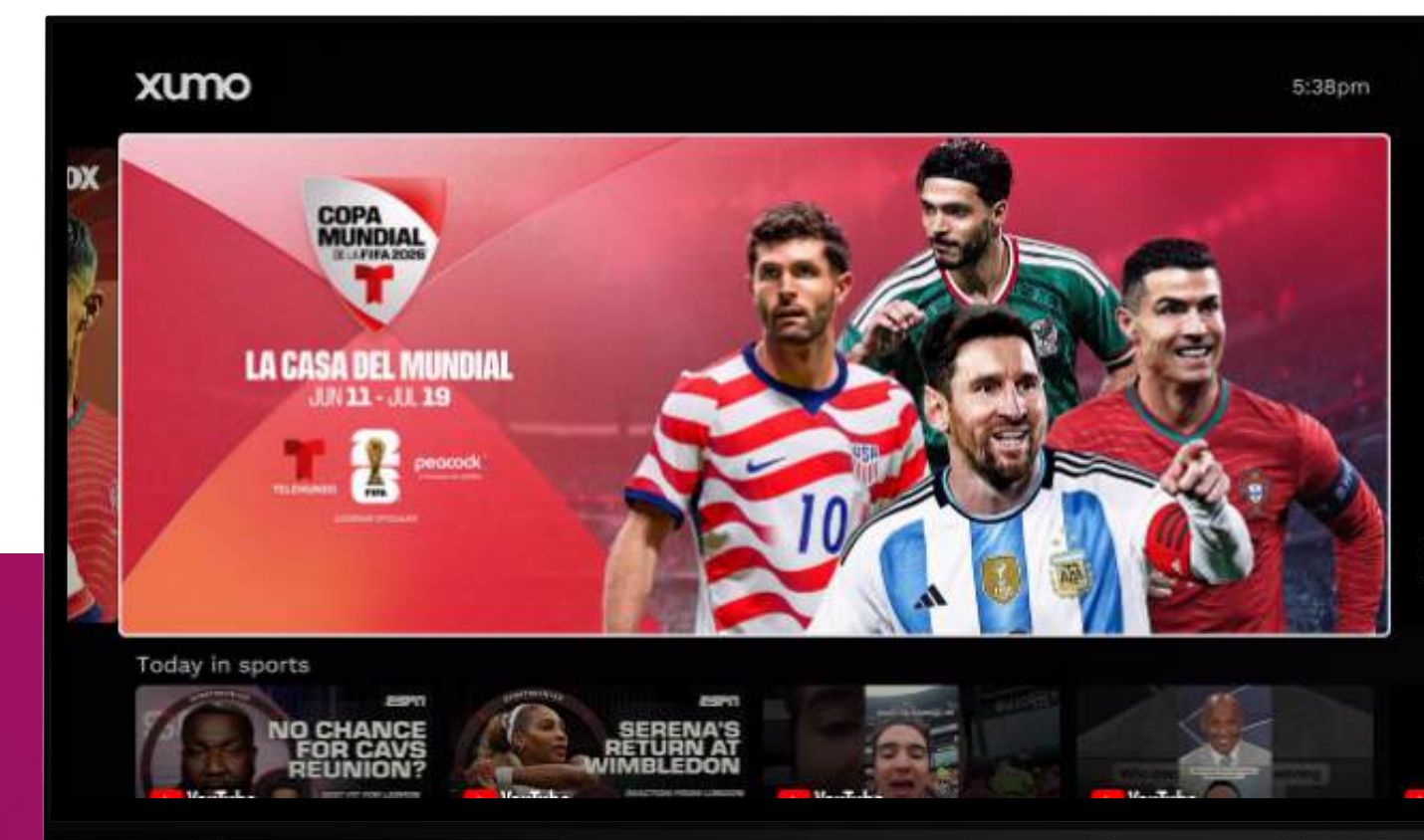
- The crowds went wild, and so did the CTV screens. With the US serving as a powerhouse co-host, World Cup fever completely hijacked the connected device landscape in June. FOX One and Peacock (serving up the action in Spanish) executed a flawless full-pitch press, locking down the most coveted home-screen real estate across the country. It was a textbook tactical play, ensuring that the second fans turned on their TVs, they knew exactly when to tune in, grab their snacks, and catch the next kickoff.
- In the news:** [Deadline](#) reported that the U.S. Men's National Soccer Team's opening match against Paraguay at the 2026 FIFA World Cup made television history as Team USA's most-watched English- and Spanish-language World Cup telecast ever. Boosted by the domestic time zone, the historic broadcast drew nearly 25 million combined viewers across Fox and Telemundo platforms, vastly outperforming the team's 2022 opening match viewership.



Samsung TV (2022) U.S.



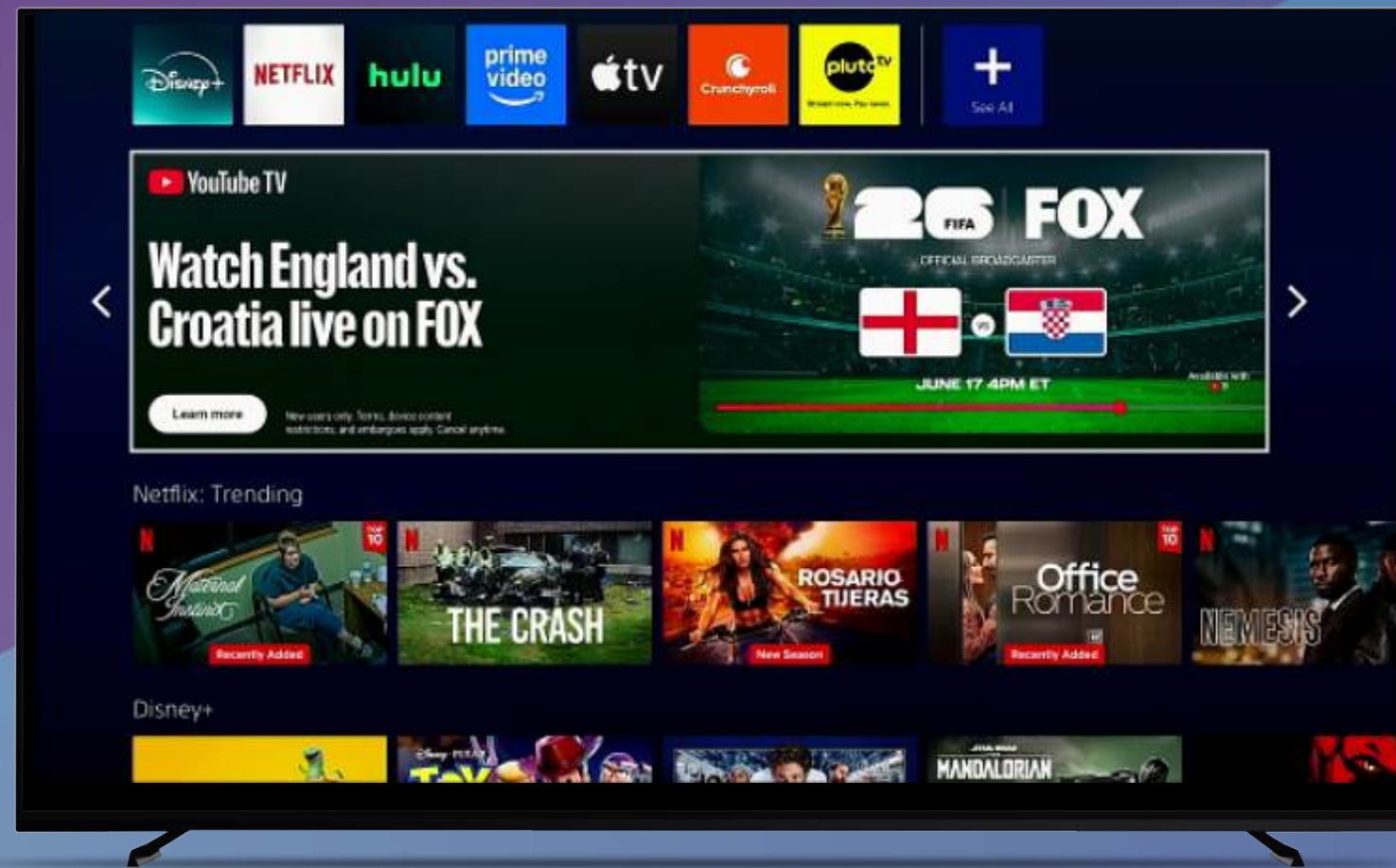
Apple TV U.S.



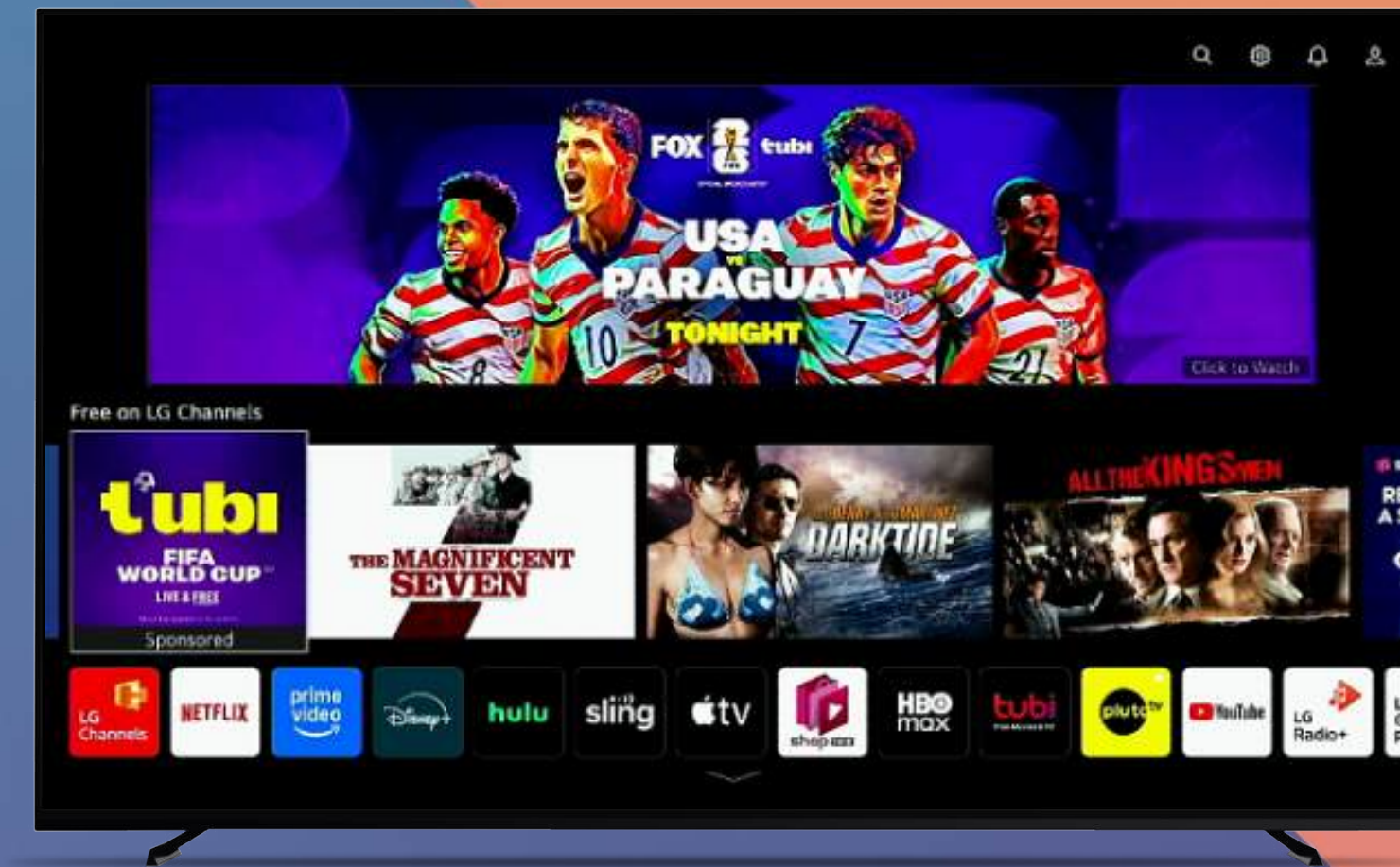
Xumo TV U.S.

HOST-NATION HYPE HITS THE HOME SCREEN

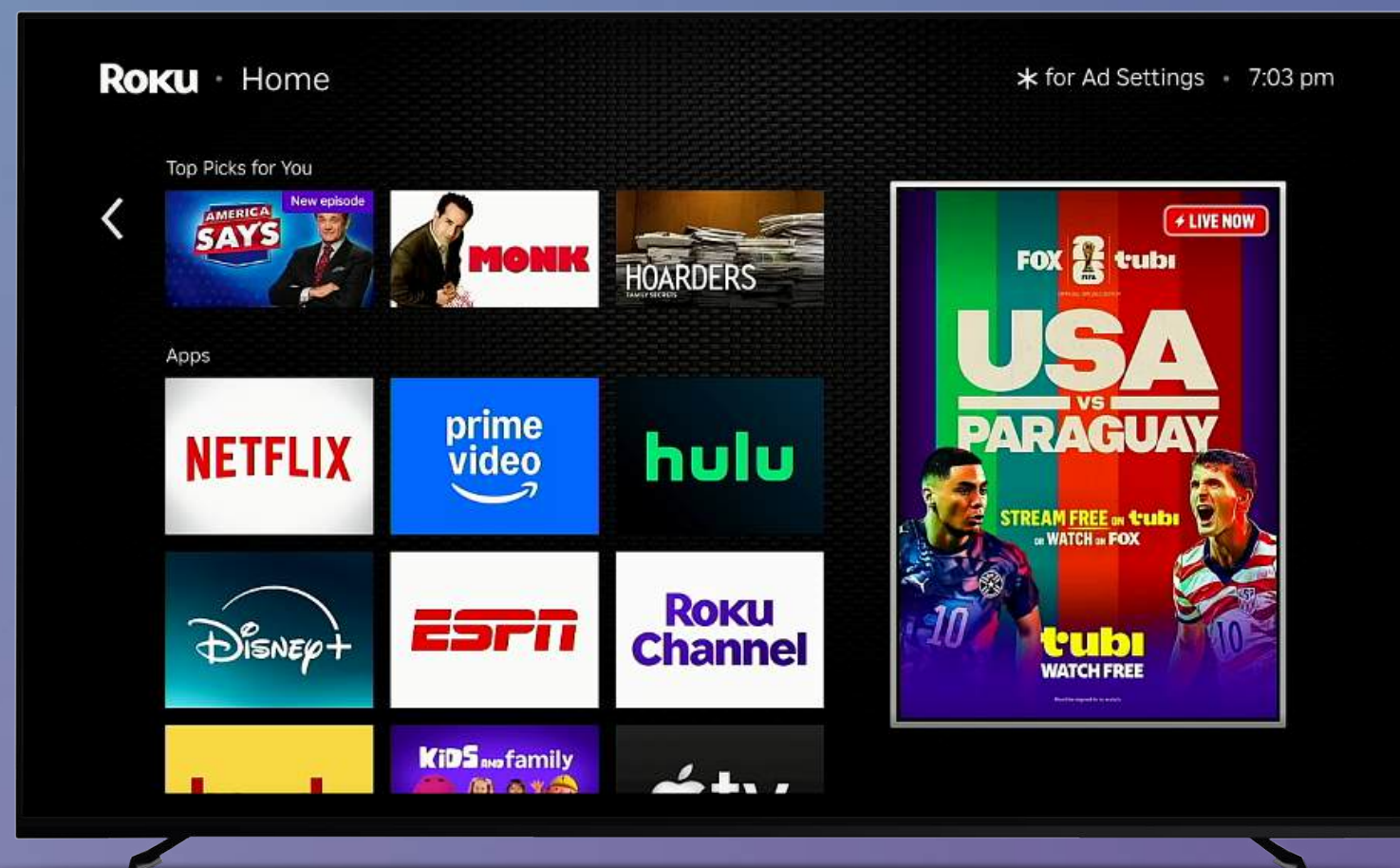
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PS5 U.S.



LG TV (2022) U.S.



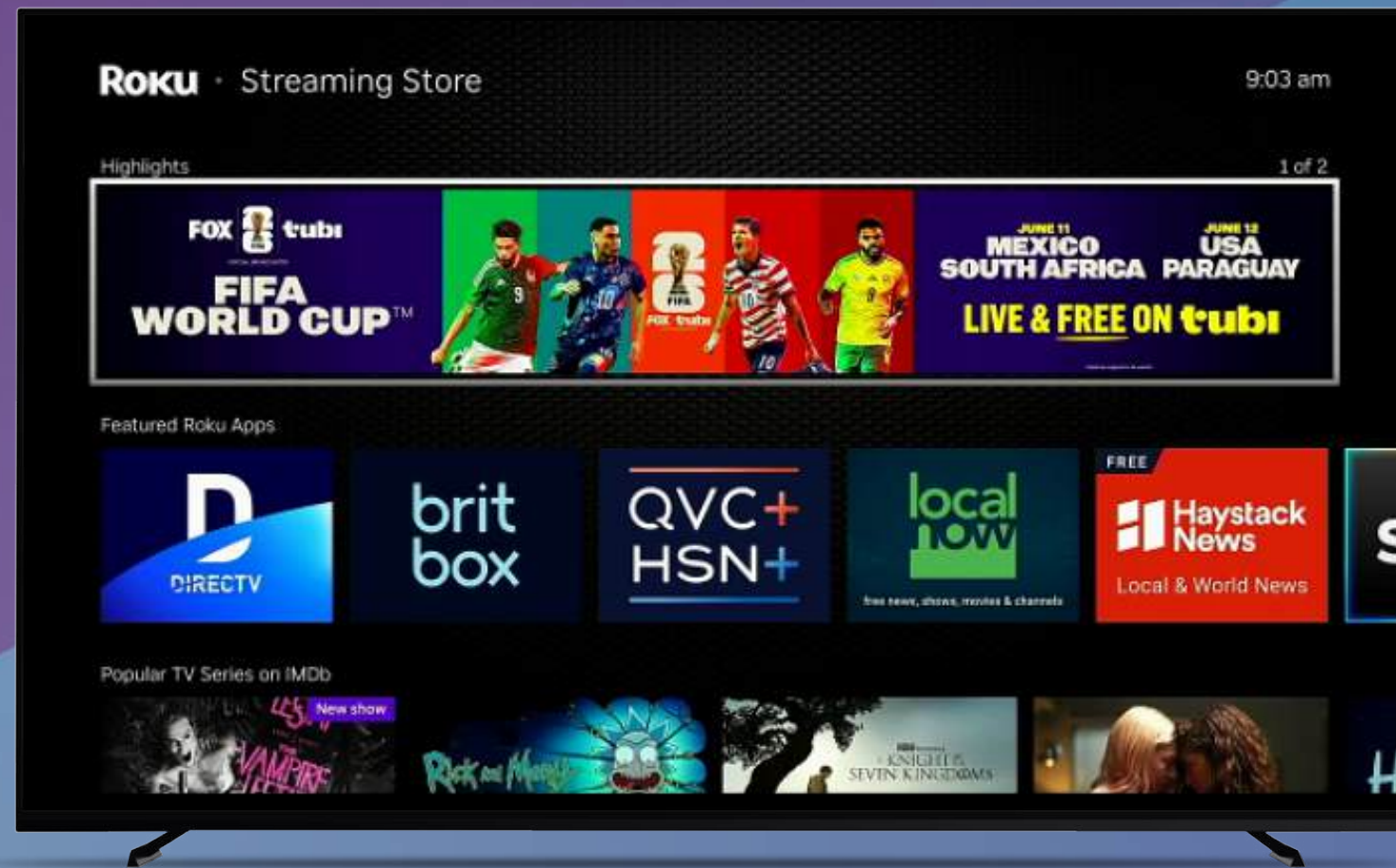
Roku U.S.



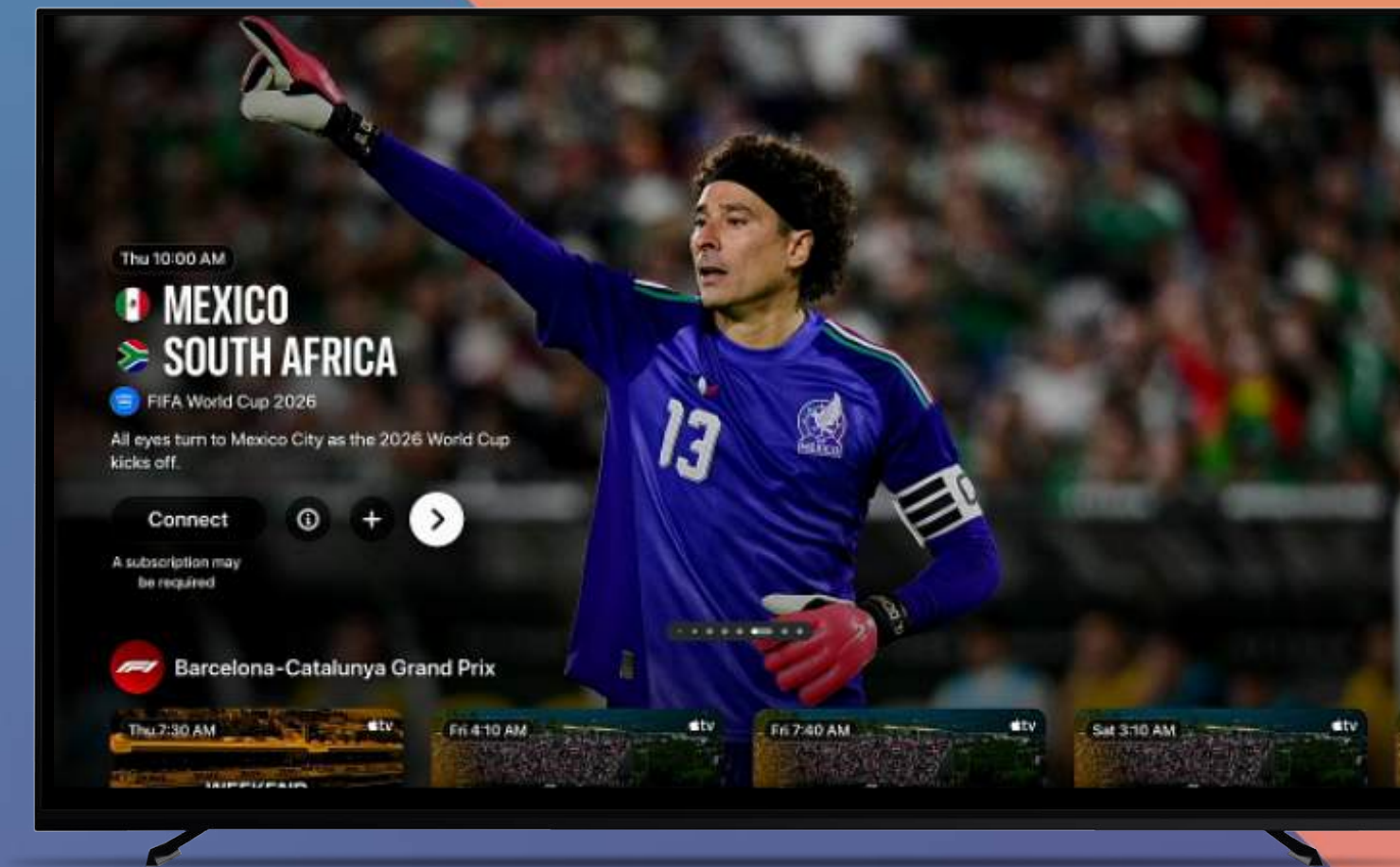
Xumo TV U.S.

HOST-NATION HYPE HITS THE HOME SCREEN

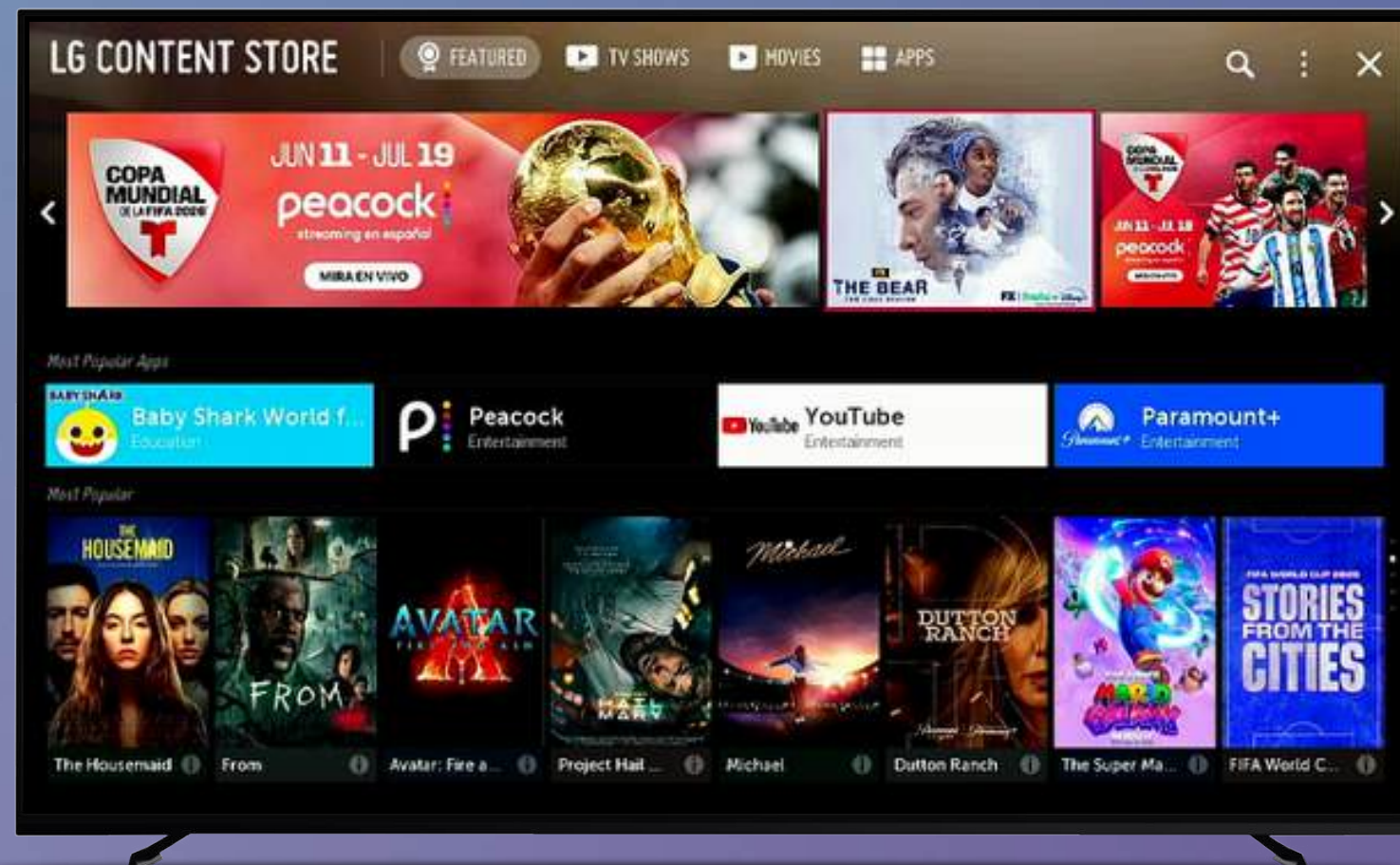
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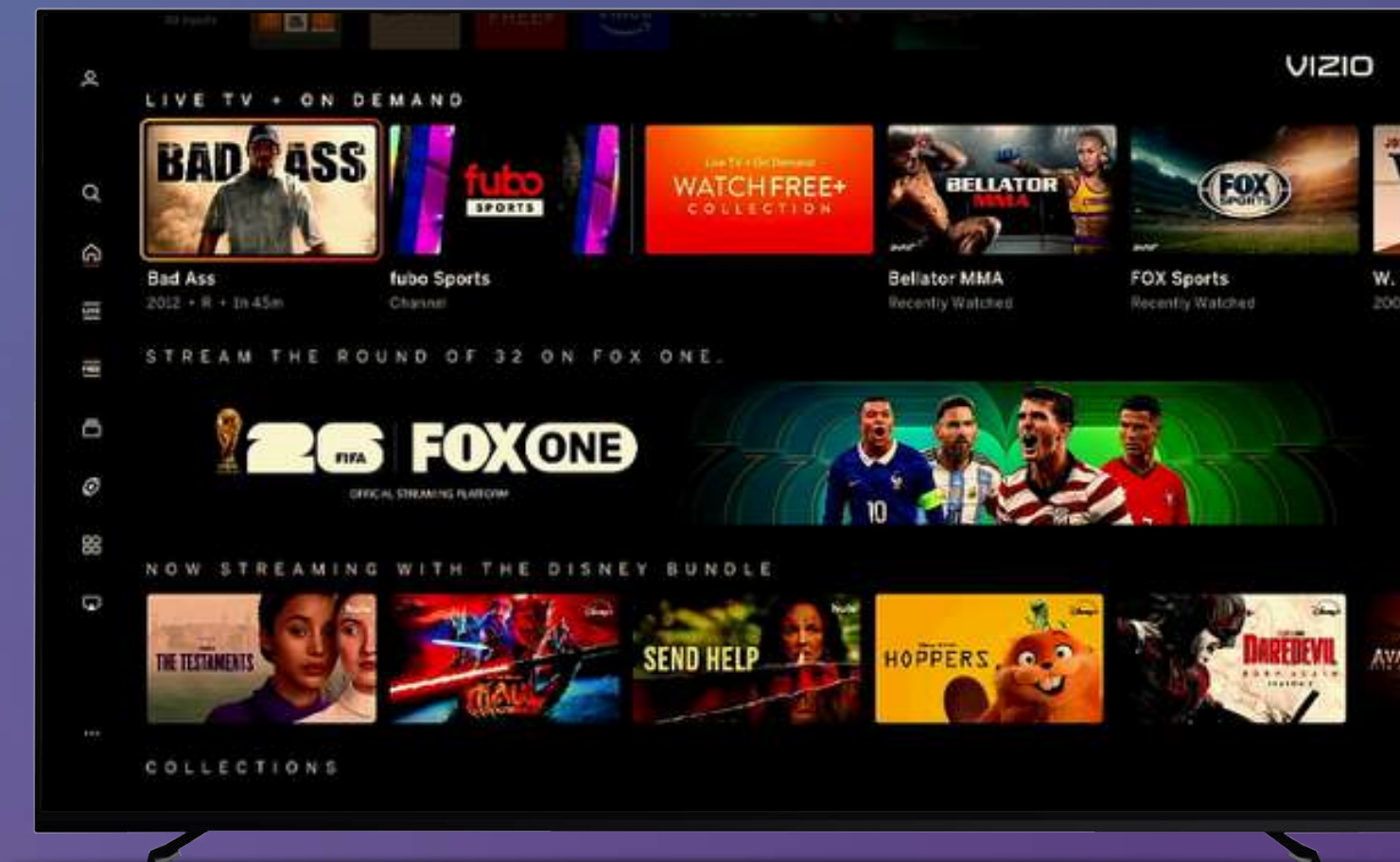
Roku U.S.



Apple TV U.S.



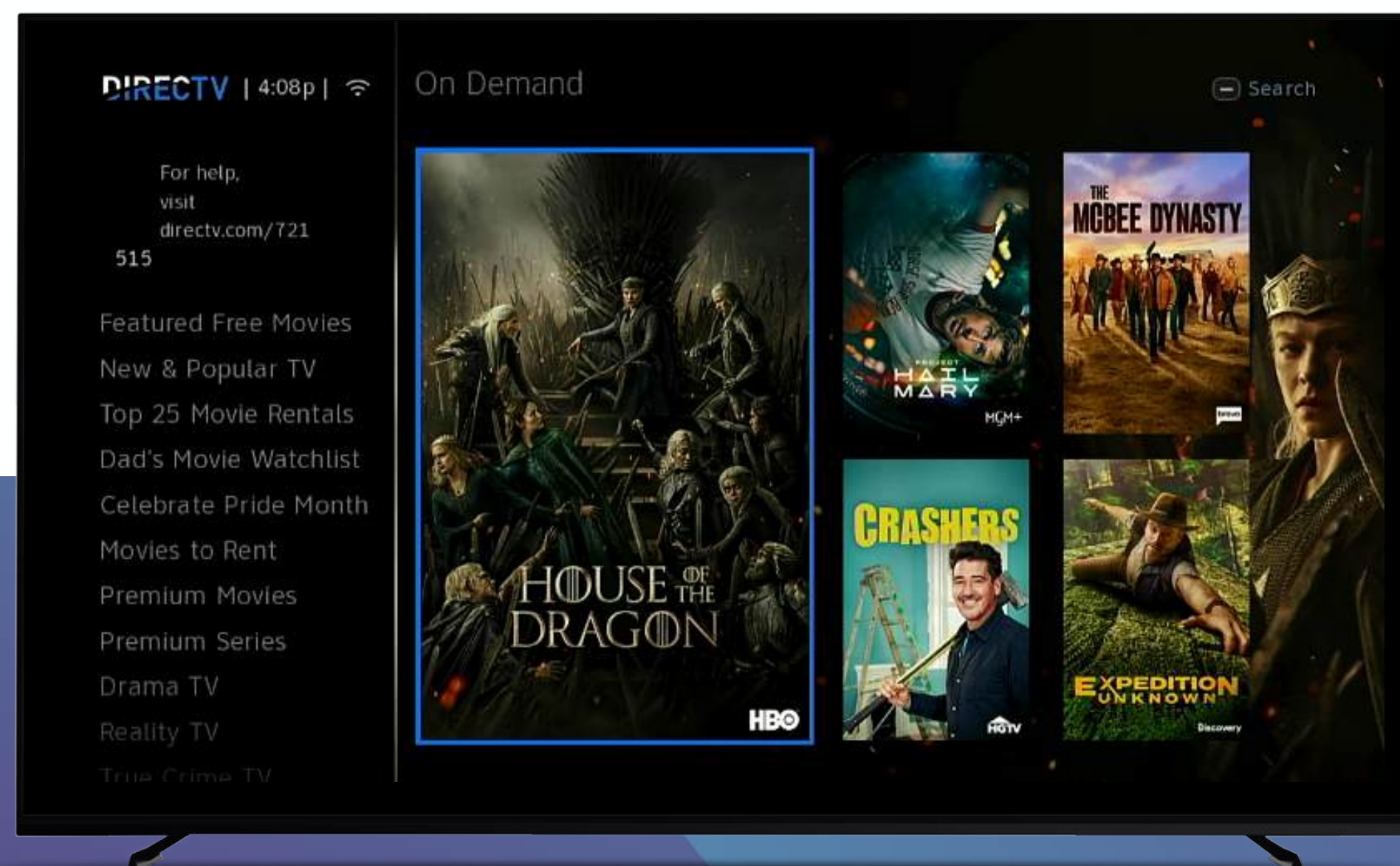
LG TV (2021) U.S.



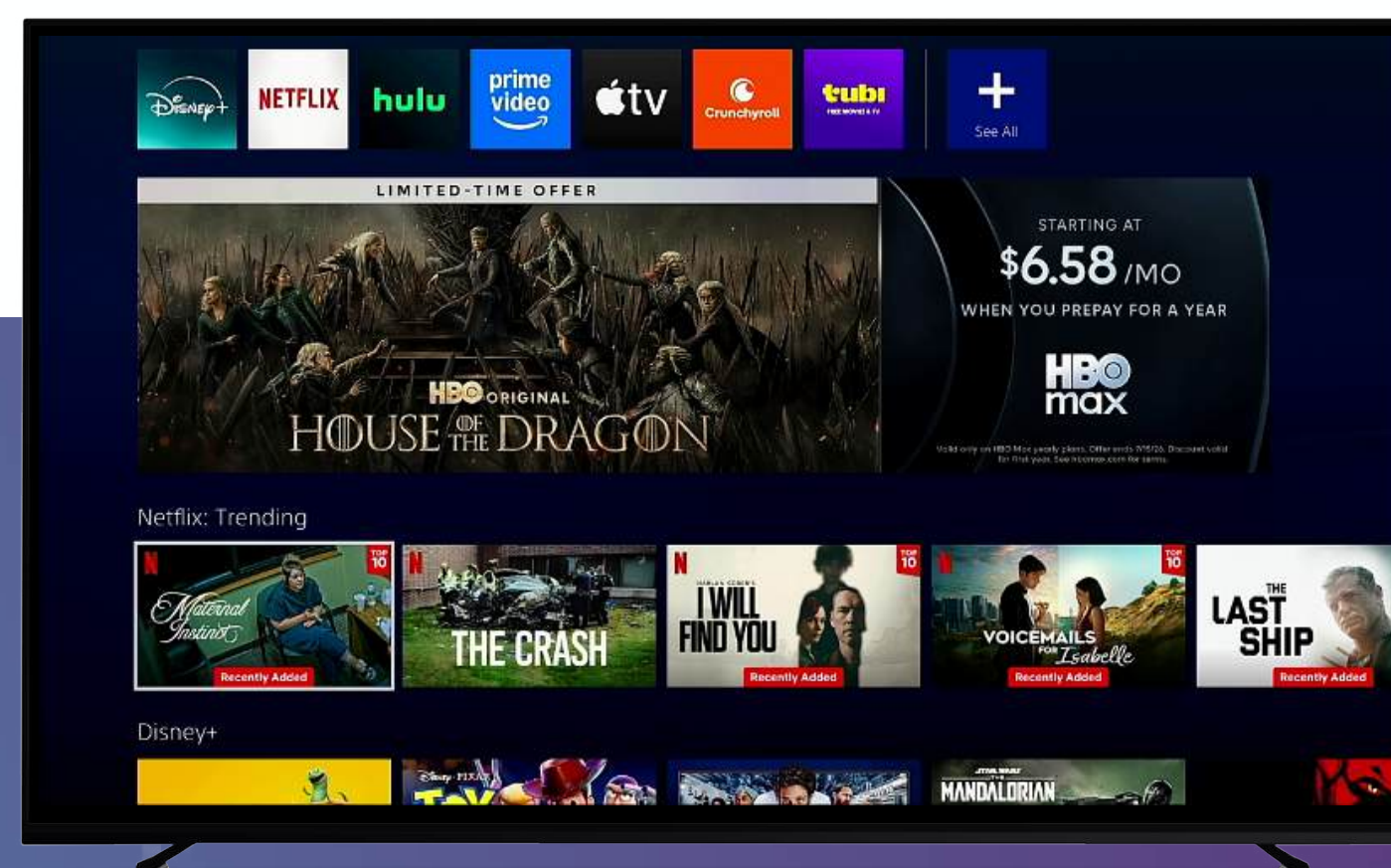
Vizio TV U.S.

FIRE, BLOOD AND PREMIUM PLACEMENT

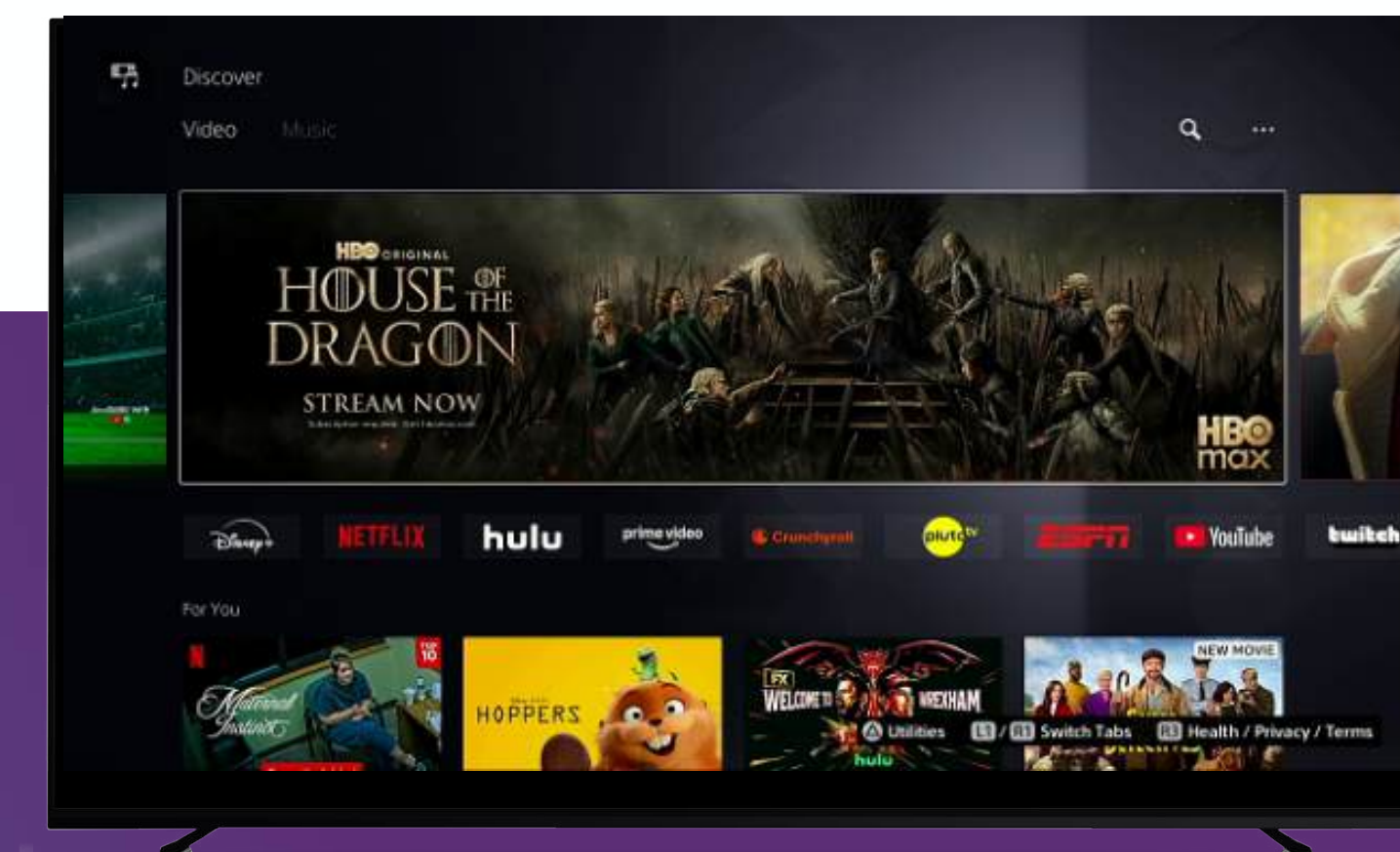
- In June, HBO Max summoned its dragons and mounted a relentless campaign for the Iron Throne of the living room. To launch the latest season of *House of the Dragon*, the network claimed total dominion over the CTV realm. Securing premium placement across a vast kingdom of connected devices- from Cox Contour 2 and DirecTV to the battlegrounds of PS4, PS5, and Roku- HBO Max ensured that wherever viewers turned, they were met with fire and blood.
- In the news:** [Variety](#) reported that Fox Corp. announced a \$22 billion deal to acquire Roku for \$160 per share in a mix of cash and stock, aiming to finalize the transaction in the first half of 2027. The acquisition will merge Fox's sports, news, and Tubi streaming assets with Roku's massive connected TV platform to create the third-largest player in U.S. television viewing share.



DirecTV U.S.



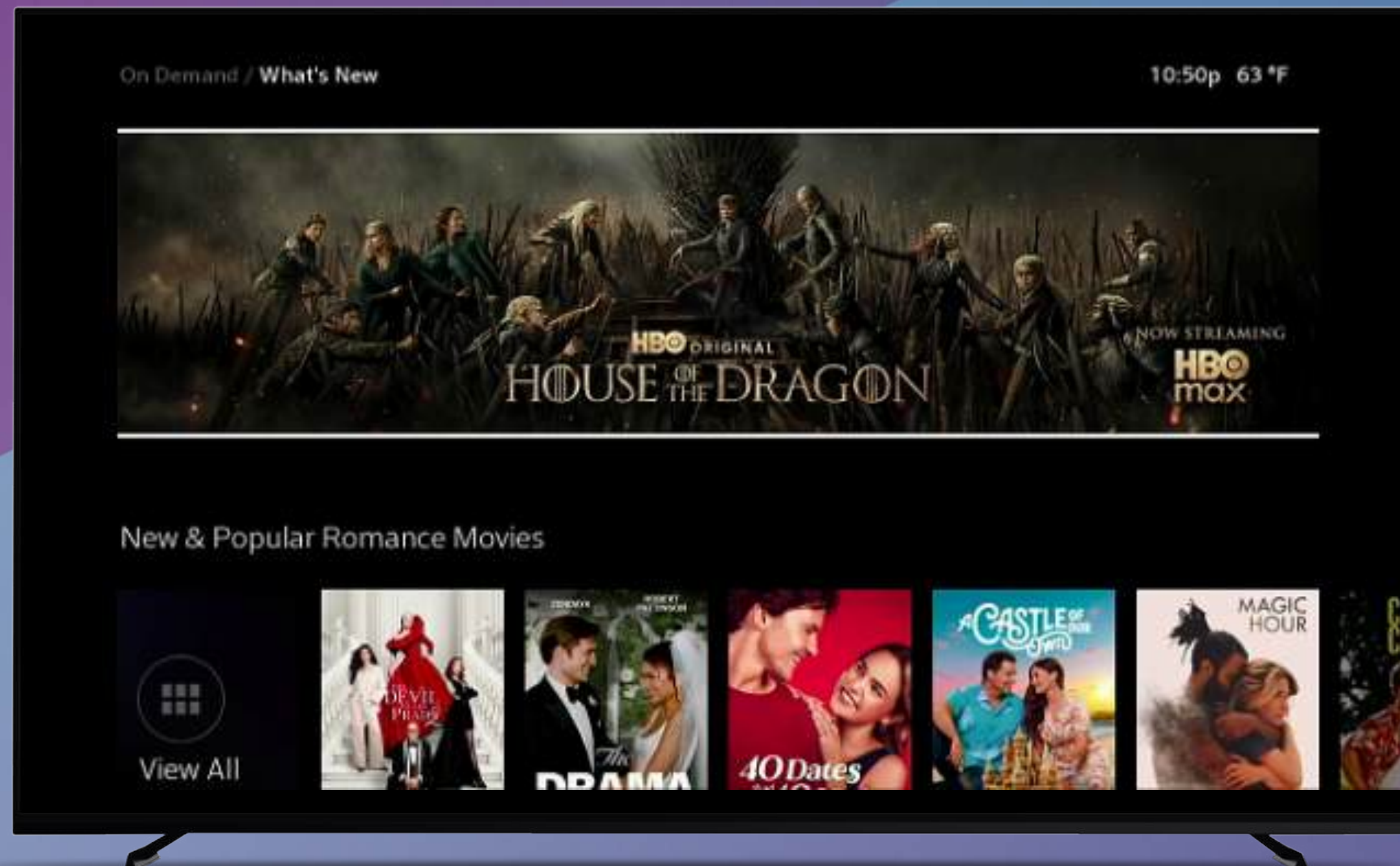
PS4 U.S.



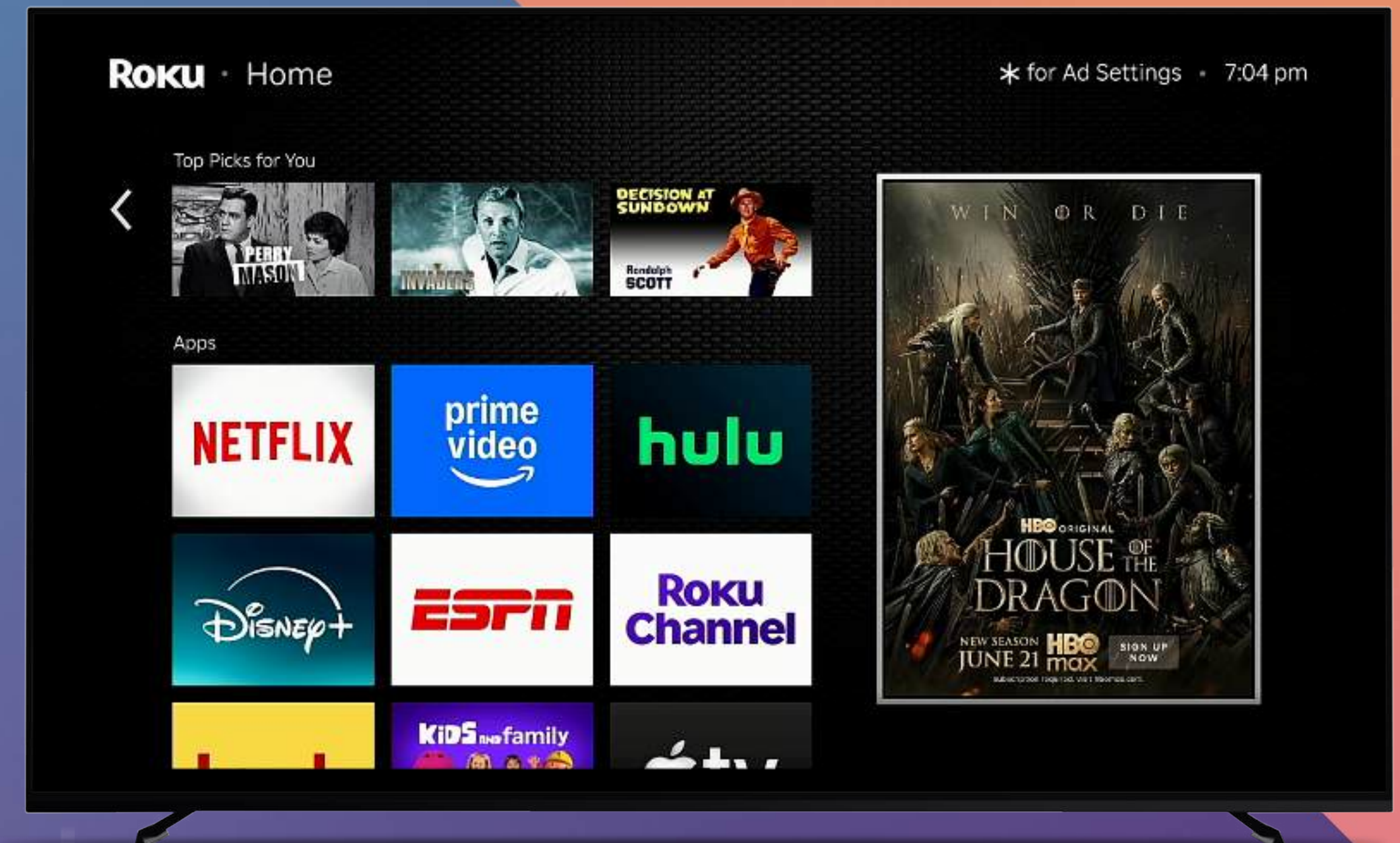
PS5 U.S.

FIRE, BLOOD AND PREMIUM PLACEMENT

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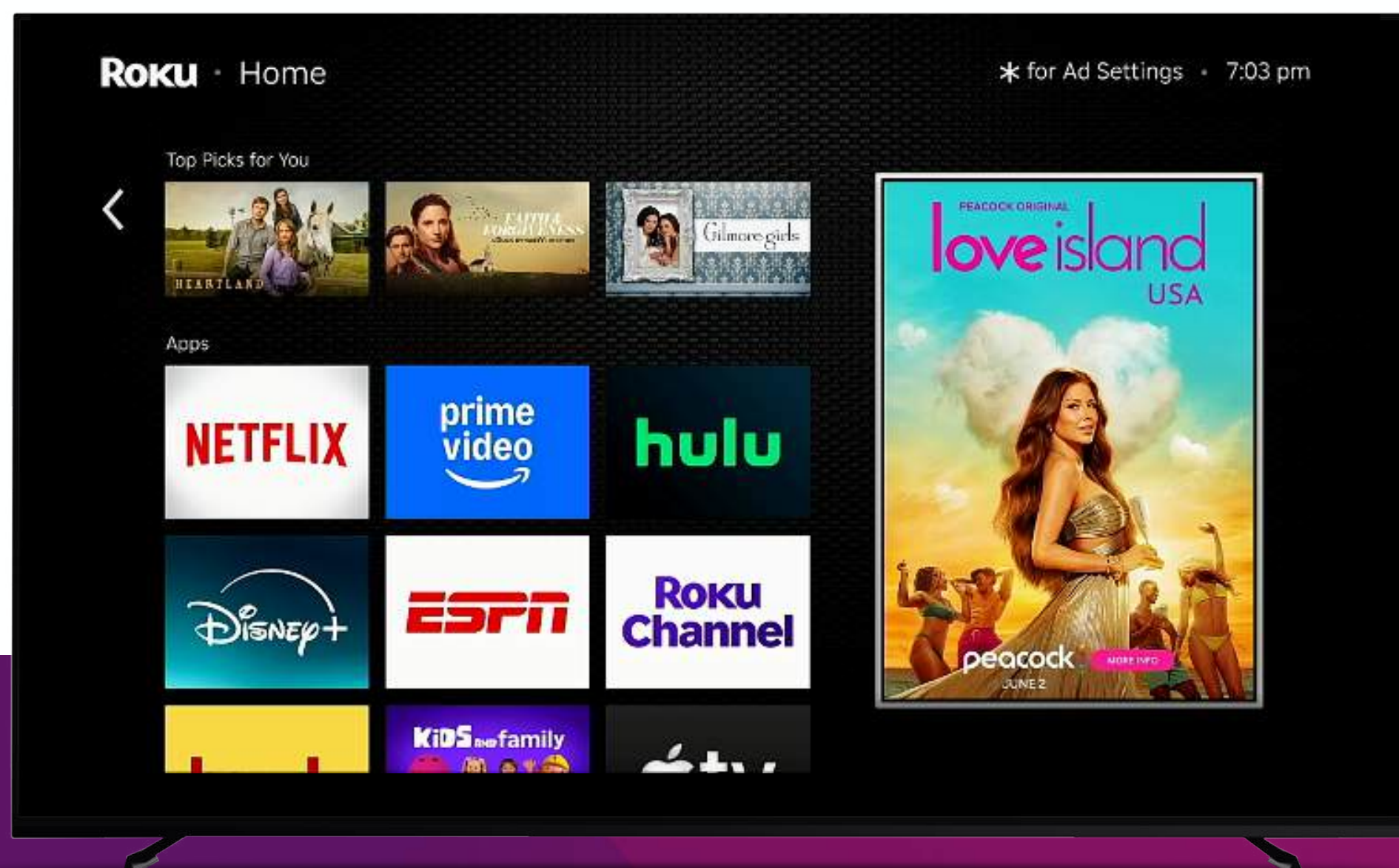
Cox Contour 2 U.S.



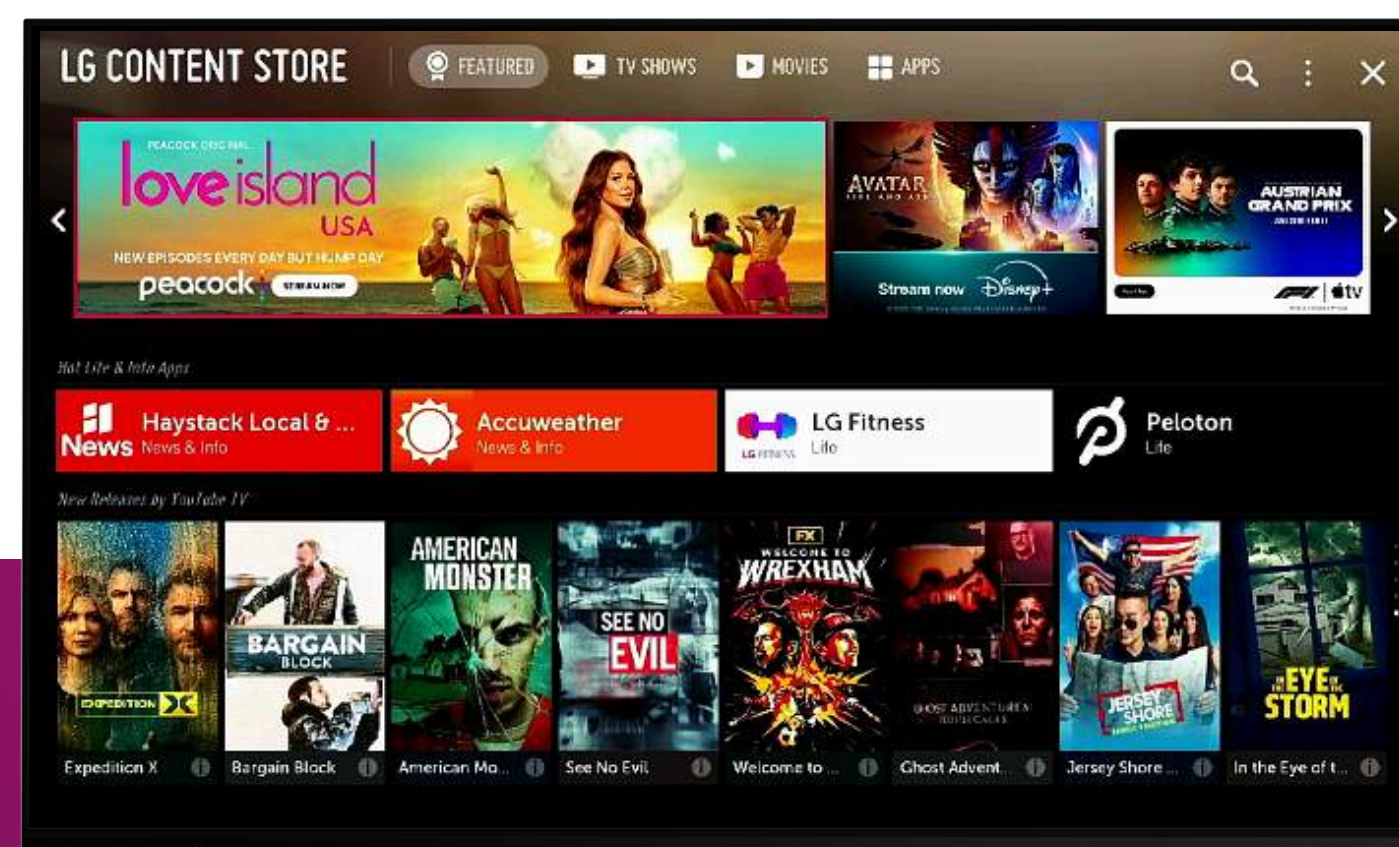
Roku U.S.

A BOMBSHELL ARRIVAL

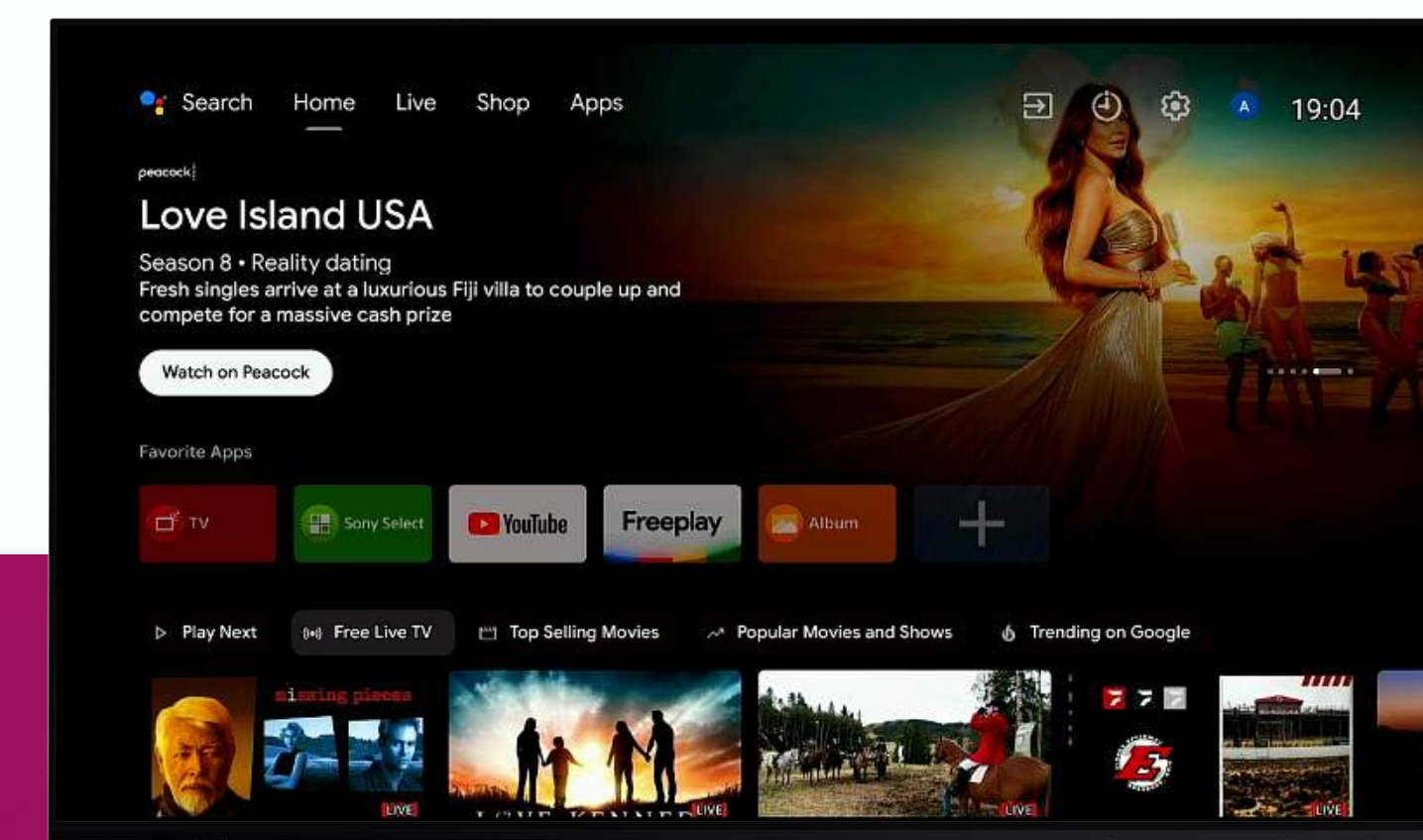
- 📺 **I'VE GOT A TEXT!** 📺 And it says Peacock's *Love Island USA* completely turned heads this June. The villa wasn't the only place where things were sizzling; the show caused a total Casa Amor-style shakeup across the CTV landscape. By executing a bombshell arrival and stealing premium, front-row real estate on LG TV, Roku, Apple TV, Vizio, and Sony TV, Peacock ensured that viewers everywhere were ready to couple up with the latest drama. No grafting required- the show was 100% everyone's type on paper the second they turned on their screens.
- 📺 **In the news:** [Deadline](#) reported that *Love Island USA* Season 8 solidified itself as the top series on streaming by generating 2.3 billion minutes viewed during its first two weeks, a 50% spike from the prior season. This growth extended across the franchise, with the *Aftersun* companion show seeing a 144% audience surge alongside massive increases in mobile app engagement and over 1 billion social media video views.



Roku U.S.

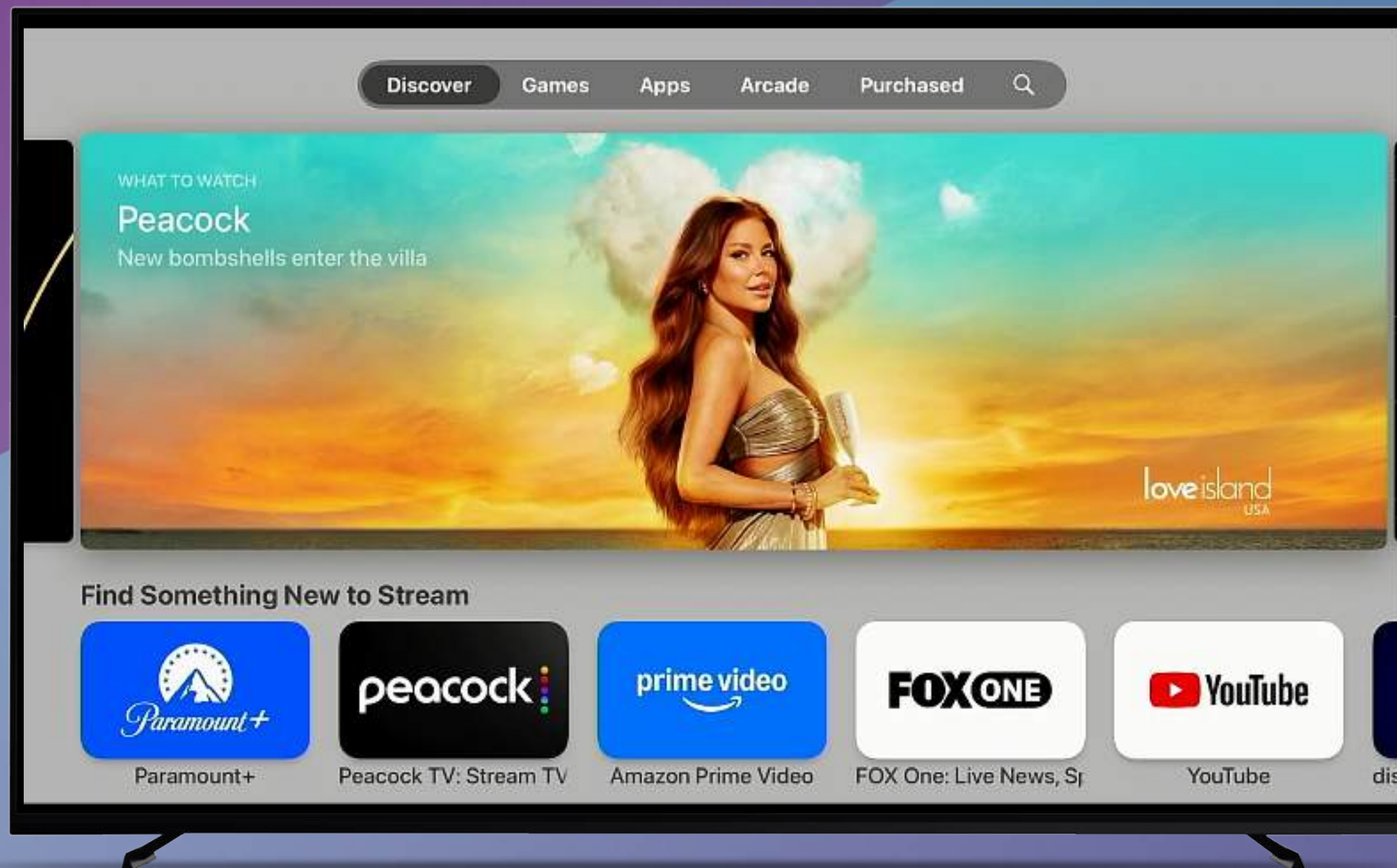


LG TV (2021) U.S.

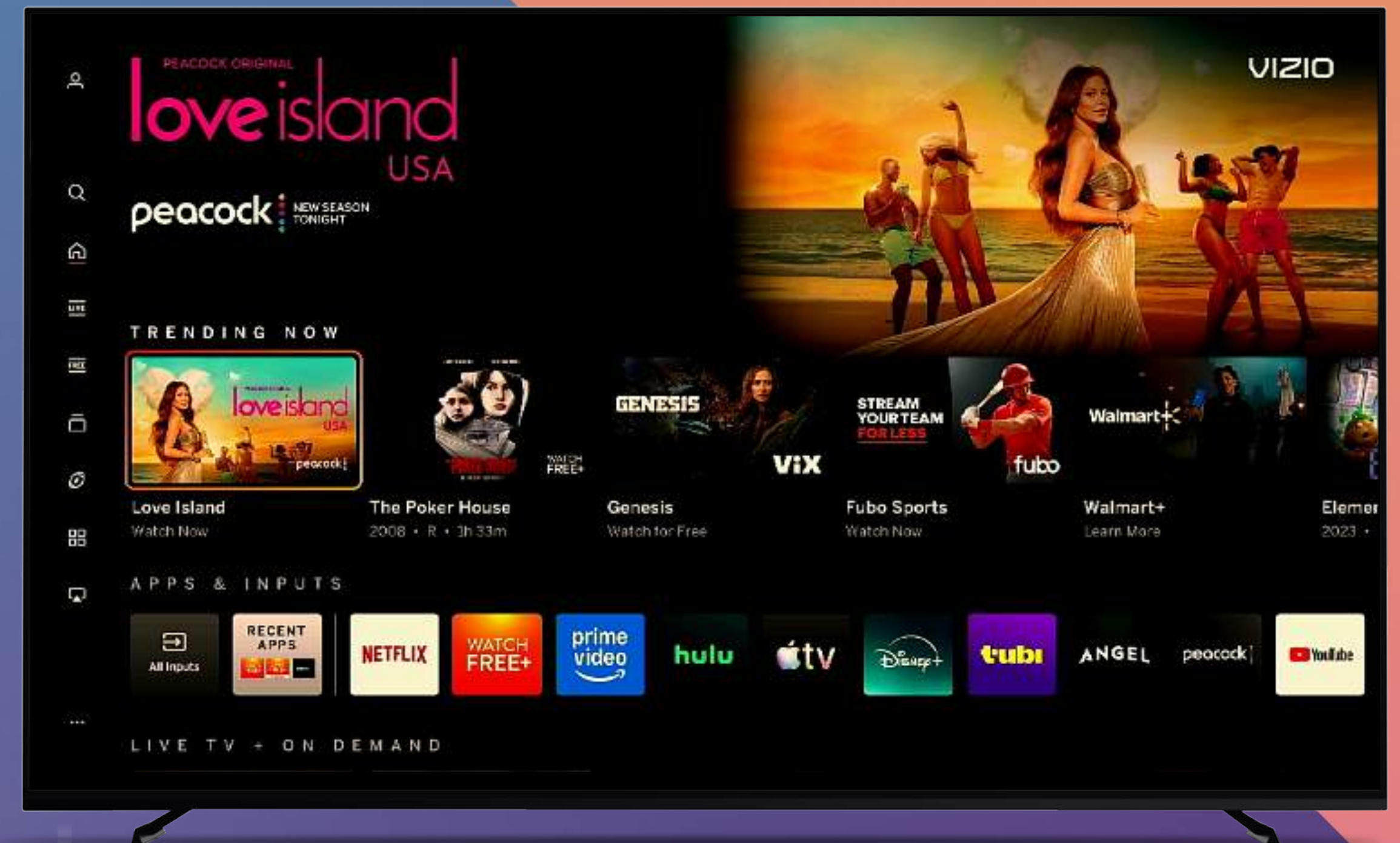


Sony TV (2019) U.S.

A BOMBSHELL ARRIVAL



Apple TV U.S.



Vizio TV U.S.



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