

/ JULY 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: JULY 2026

/ TOP 10 TITLES /

POSITION	TITLE	APP	£MPV™ SCORE
1	FIFA World Cup 2026	itvX	£3,189,437
2	FIFA World Cup 2026	iPLAYER	£3,088,943
3	I Will Find You	NETFLIX	£1,478,343
4	The Bear	Disney+	£1,309,227
5	Love Island	itvX	£1,308,917
6	Clarkson's Farm	prime video	£1,171,648
7	Wimbledon	iPLAYER	£1,145,616
8	Dutton Ranch	Paramount+	£1,111,559
9	Project Hail Mary	prime video	£1,061,034
10	Silo	Apple TV	£917,037

STREAMER OF THE MONTH: JULY 2026

/ TOP 10 APPS /

POSITION	APP	£MPV™ SCORE
1	iPLAYER	£44,192,503
2	prime video	£44,011,745
3	itvX	£27,069,044
4	Disney+	£25,159,902
5	NETFLIX	£23,561,754
6	4i	£16,662,413
7	Apple TV	£12,868,526
8	5	£11,932,852
9	HBO max	£10,946,195
10	Paramount+	£10,813,254

*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

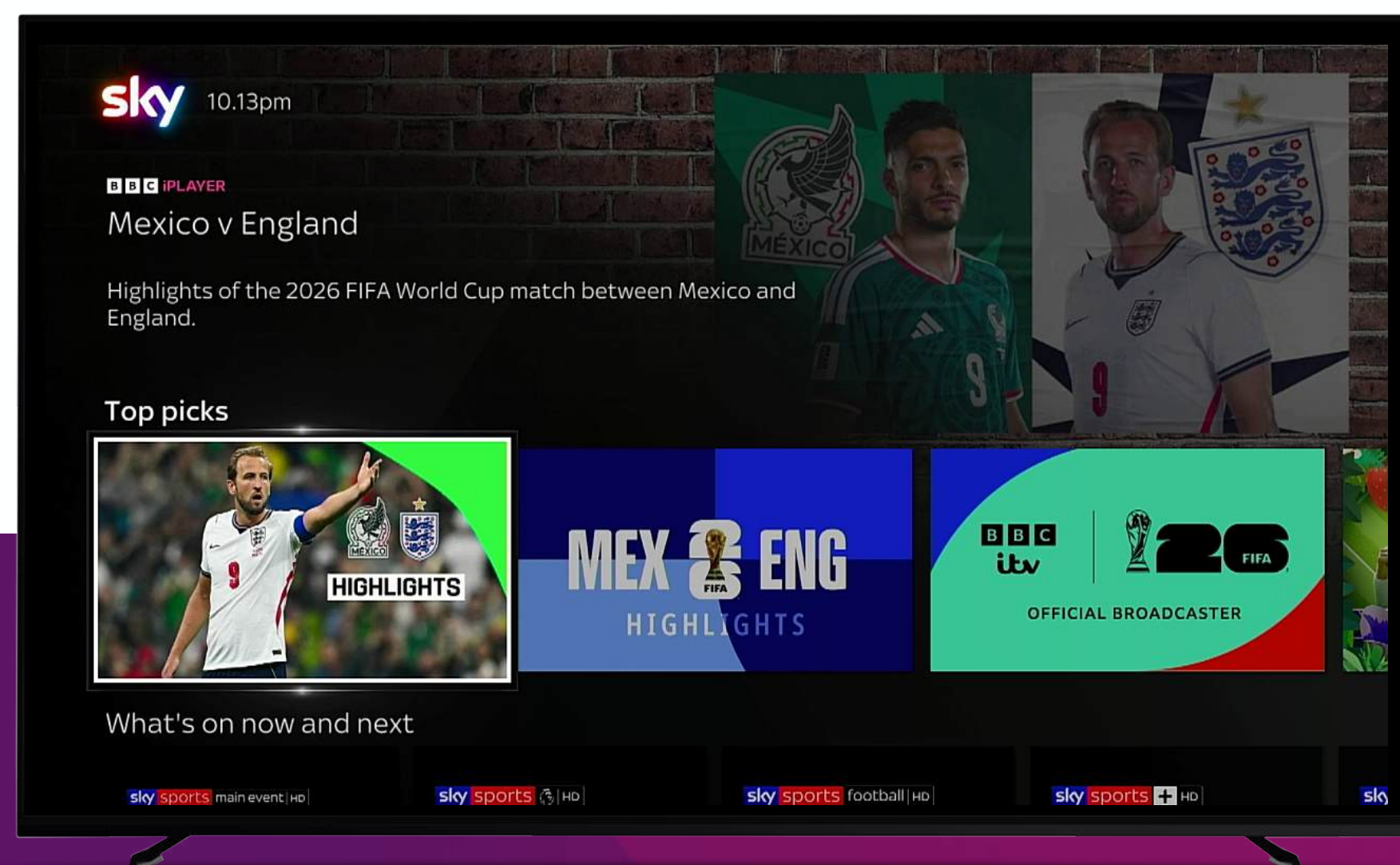
TOP TITLES OF THE MONTH



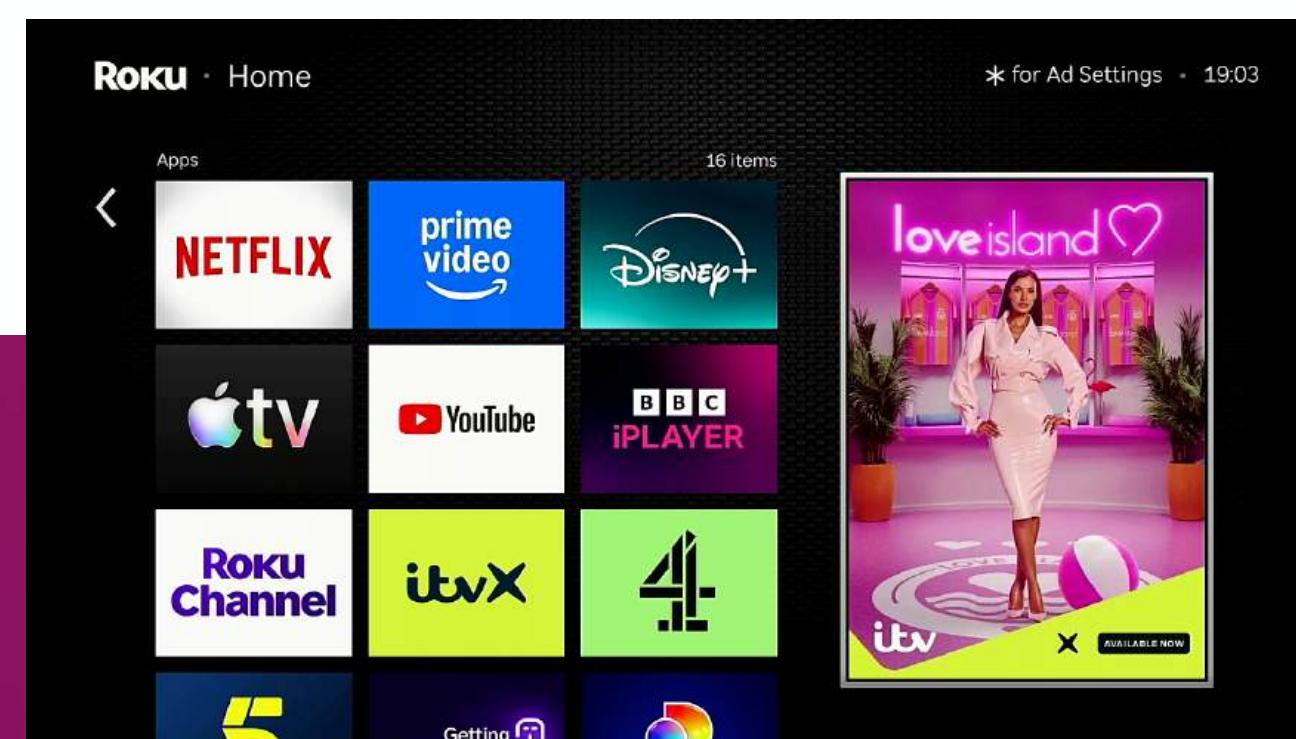
The UK's public broadcasters continued their winning streak in July, dominating the top ten as BBC iPlayer and ITVX's FIFA World Cup coverage delivered a near-perfect performance. With almost identical £MPV™ scores, the two platforms combined for an impressive £6.3M, proving live sport remained the ultimate audience draw. But the summer showcase didn't stop at football- BBC iPlayer kept the sporting momentum alive with Wimbledon coverage scoring over £1.1M in £MPV™, while ITVX switched from the pitch to the villa, making it a summer of romance with *Love Island* generating more than £1.3M in £MPV™.



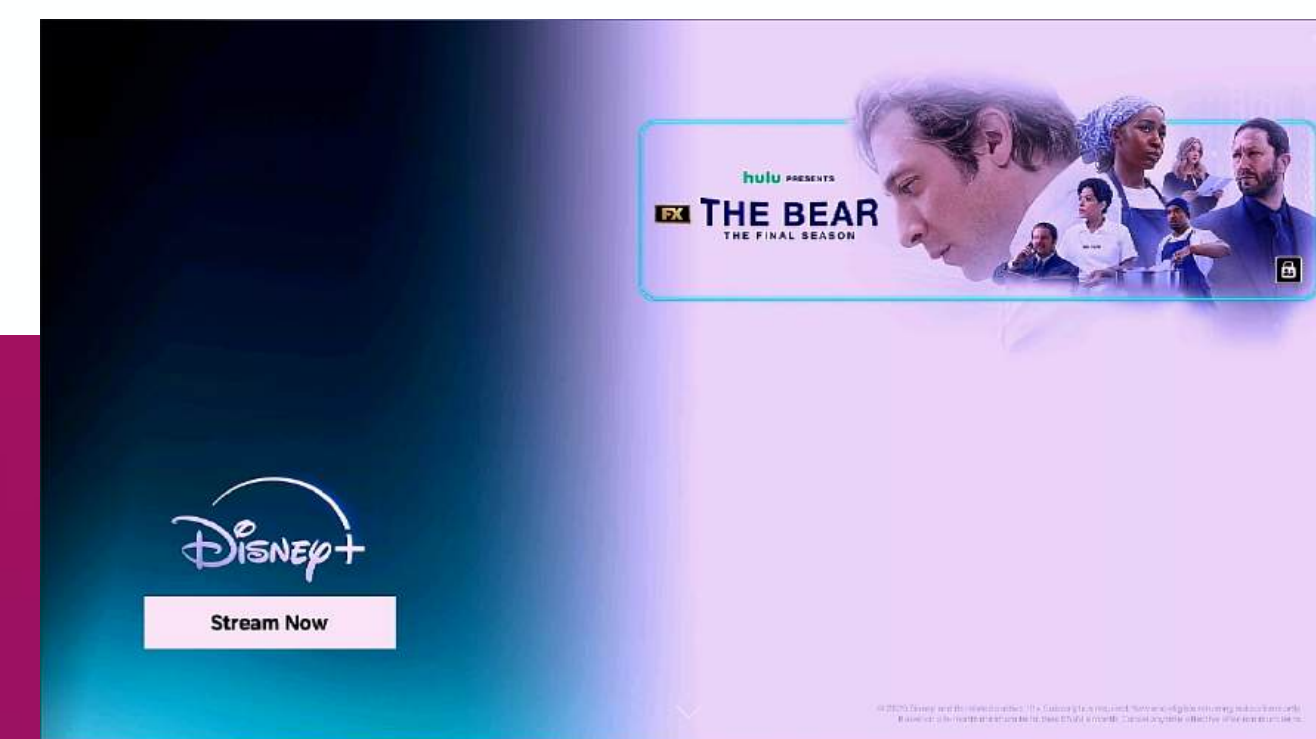
In the news: [Deadline](#) reports that Sky has agreed to a £1.6 billion (\$2.1 billion) acquisition of ITV's television network operations, placing the iconic British public service broadcaster under the NBCUniversal umbrella. The landmark deal excludes the thriving production arm ITV Studios, which will remain standalone, and marks a major consolidation wave in UK media aimed at countering global streaming powerhouses like YouTube and Netflix.



Sky Q UK



Roku UK



Samsung TV (2022) UK

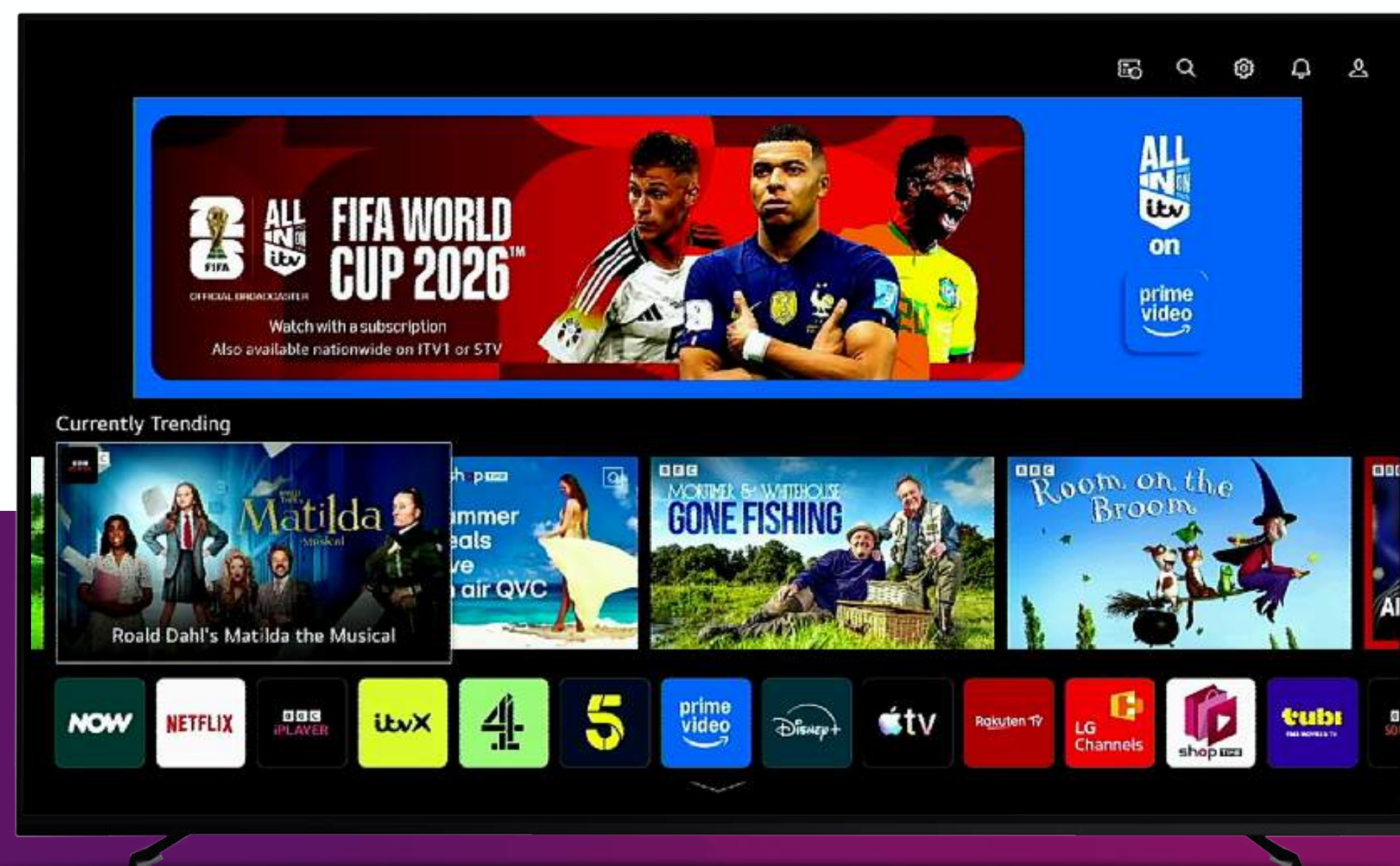
FROM STADIUMS TO TO CENTRE COURT



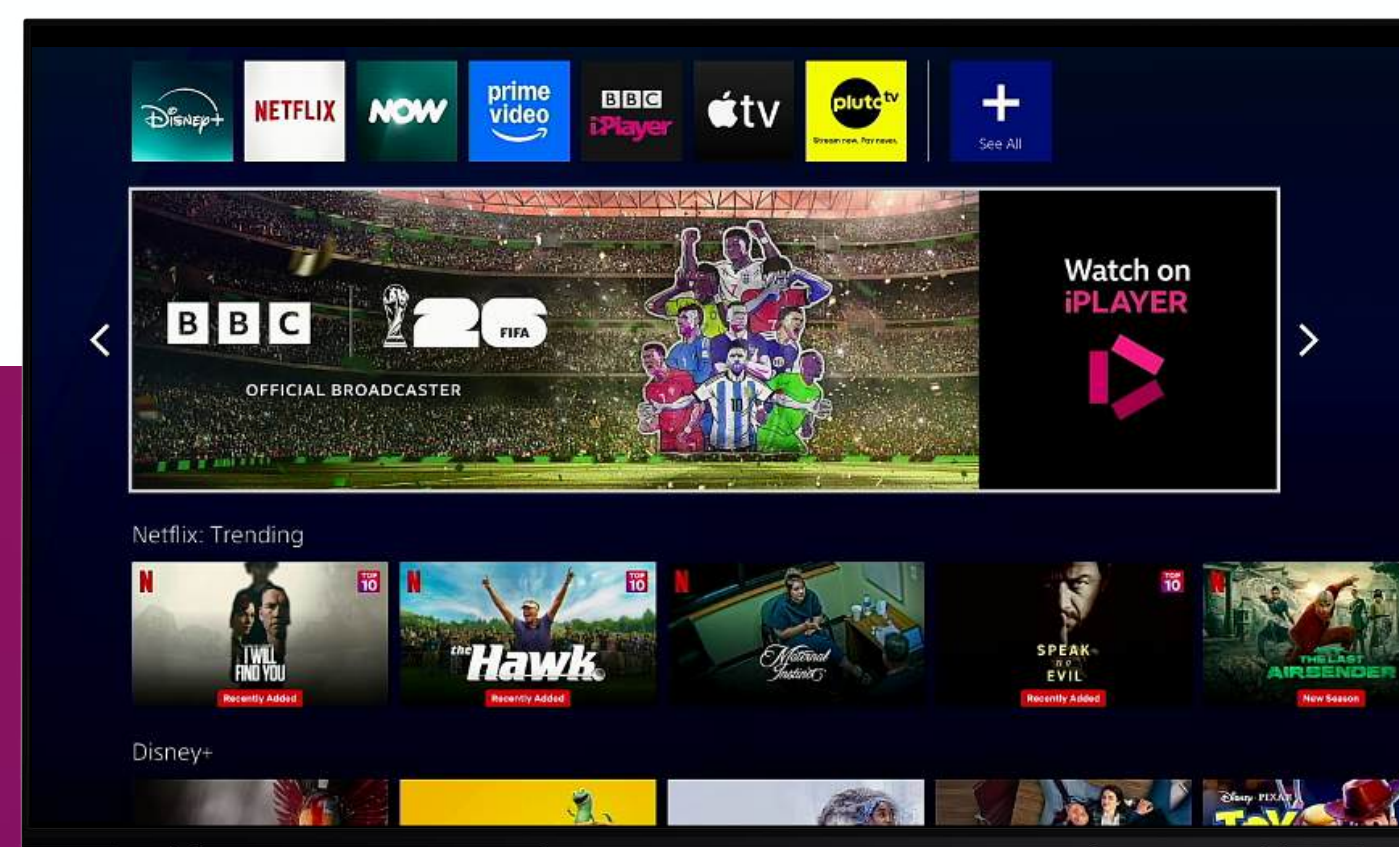
Football may not have come home in July, but the FIFA World Cup certainly took over UK CTV screens. The tournament continued its winning run with outstanding placement across LG TV, PS4, Apple TV, and Sky Q, bringing the world's biggest sporting event into households nationwide. But the summer sporting spectacle didn't stop at football- Wimbledon served up its own moment in the spotlight with standout placement on Fire TV, while the 2026 Glasgow Commonwealth Games built anticipation with strong visibility on Sky Q, ensuring UK audiences remained immersed in a summer packed with world-class competition.



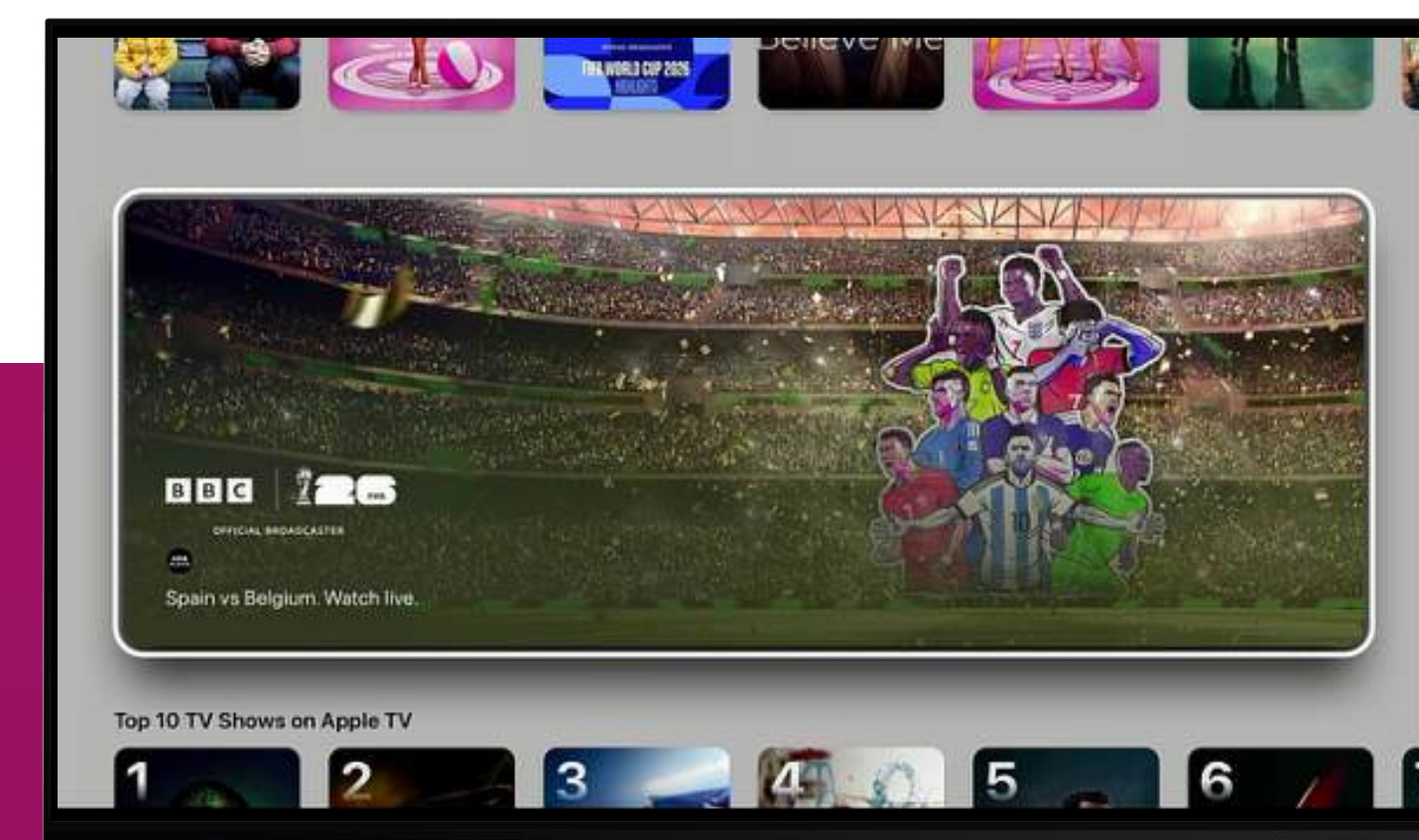
In the news: [Deadline](#) reports that the BBC is keeping an open mind about eventually gating iPlayer to block viewers who do not pay the £180 annual license fee. While Chief Customer Officer Kerris Bright noted that locking down the platform is currently not cost-effective and would create friction for paying users, the broadcaster continues to evaluate digital restrictions as it seeks solutions to a growing funding crisis.



LG TV (2022) UK



PS4 UK



PS4 UK

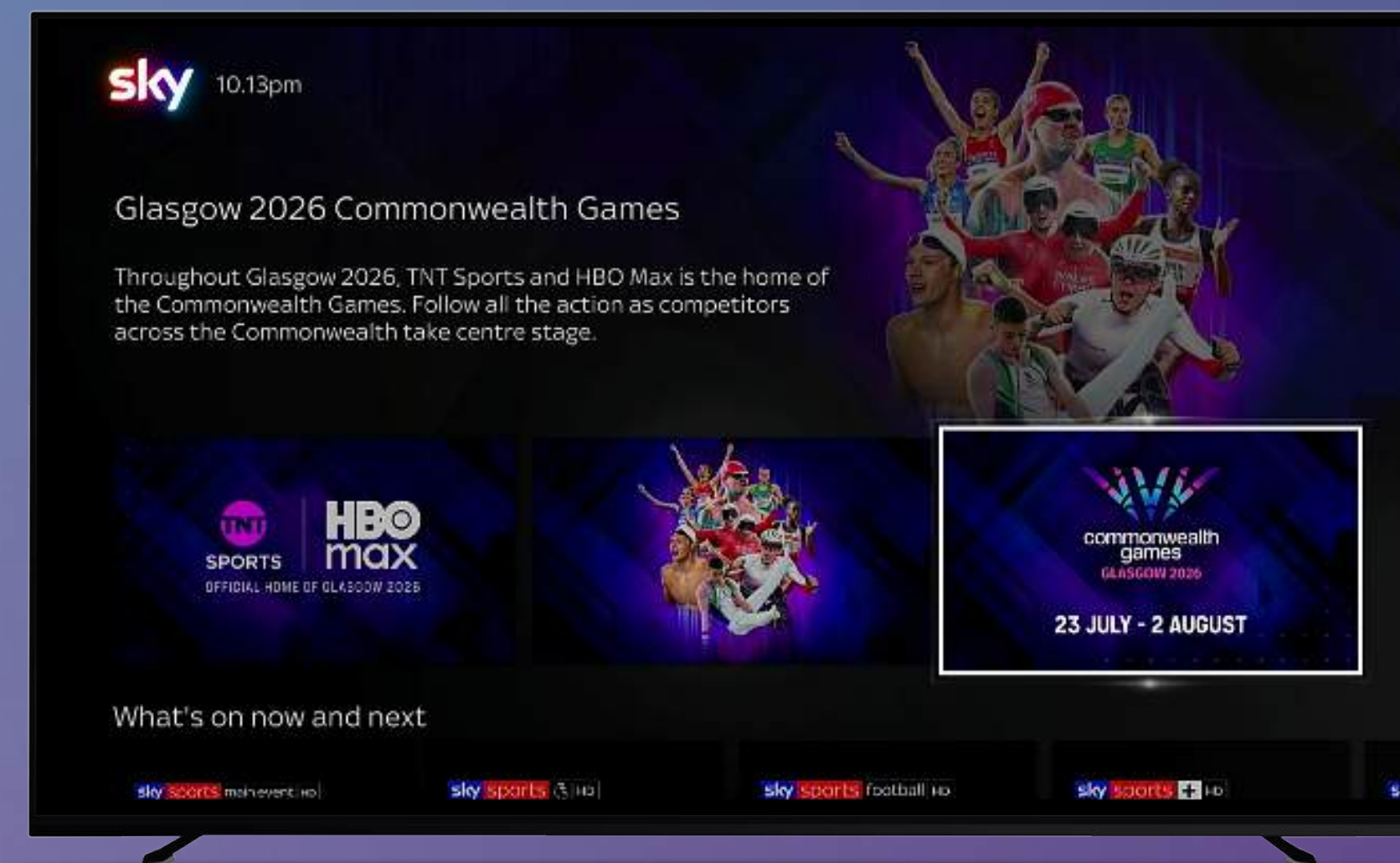
FROM STADIUMS TO CENTRE COURT



Sky Q UK



Fire TV UK



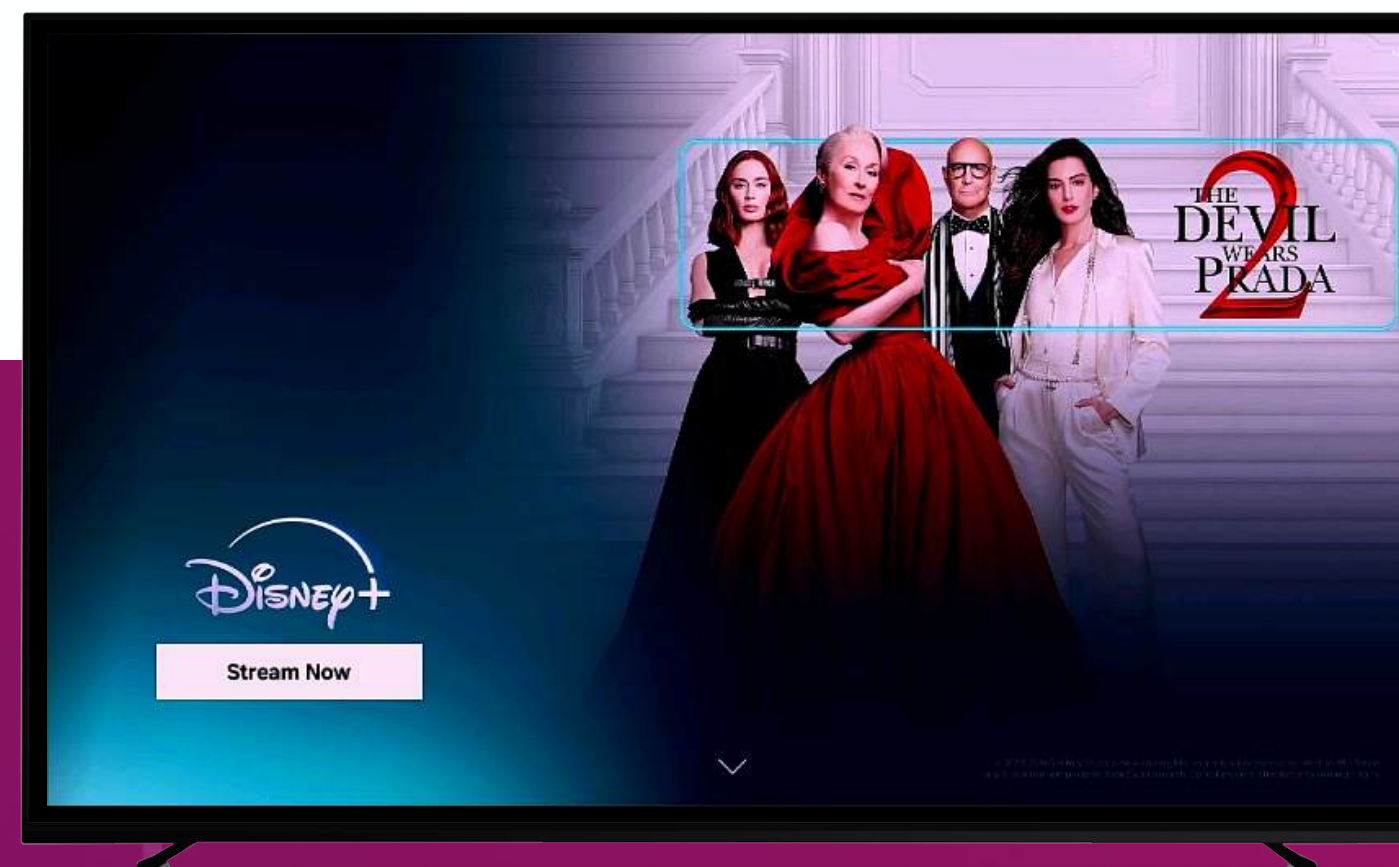
Sky Q UK

DRESSED TO IMPRESS

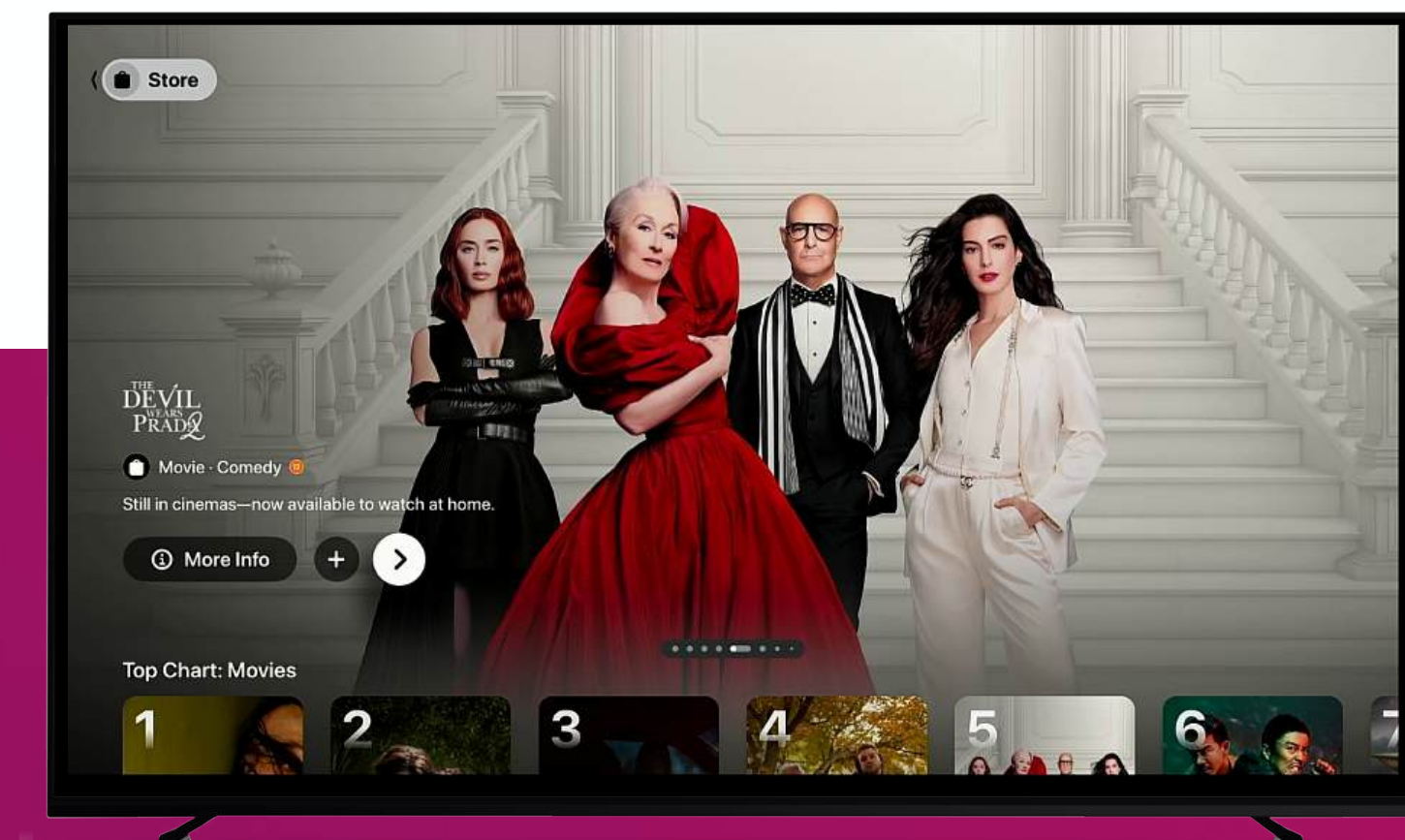
- Disney and Disney+'s *The Devil Wears Prada 2* didn't simply enter the UK CTV scene- it took control of it. Arriving with authority, confidence, and impeccable timing, the sequel struck a pose worthy of *Vogue Runway*, commanding standout placement across Fire TV, Apple TV, Google TV and Samsung TV. Because in a world obsessed with trends, the true icons don't follow the fashion, they decide what's next.
- In the news:** [Deadline](#) reports that UK Culture Secretary Lisa Nandy supports expanding the £180 BBC license fee to include subscribers of global streaming platforms like Netflix, Disney+, and Prime Video. The proposed overhaul aims to close funding gaps ahead of charter renewal by charging households that access SVoD services, though Nandy emphasized the government remains opposed to imposing a direct revenue levy on the streamers themselves.



Fire TV UK



Samsung TV (2022) UK



Apple TV UK

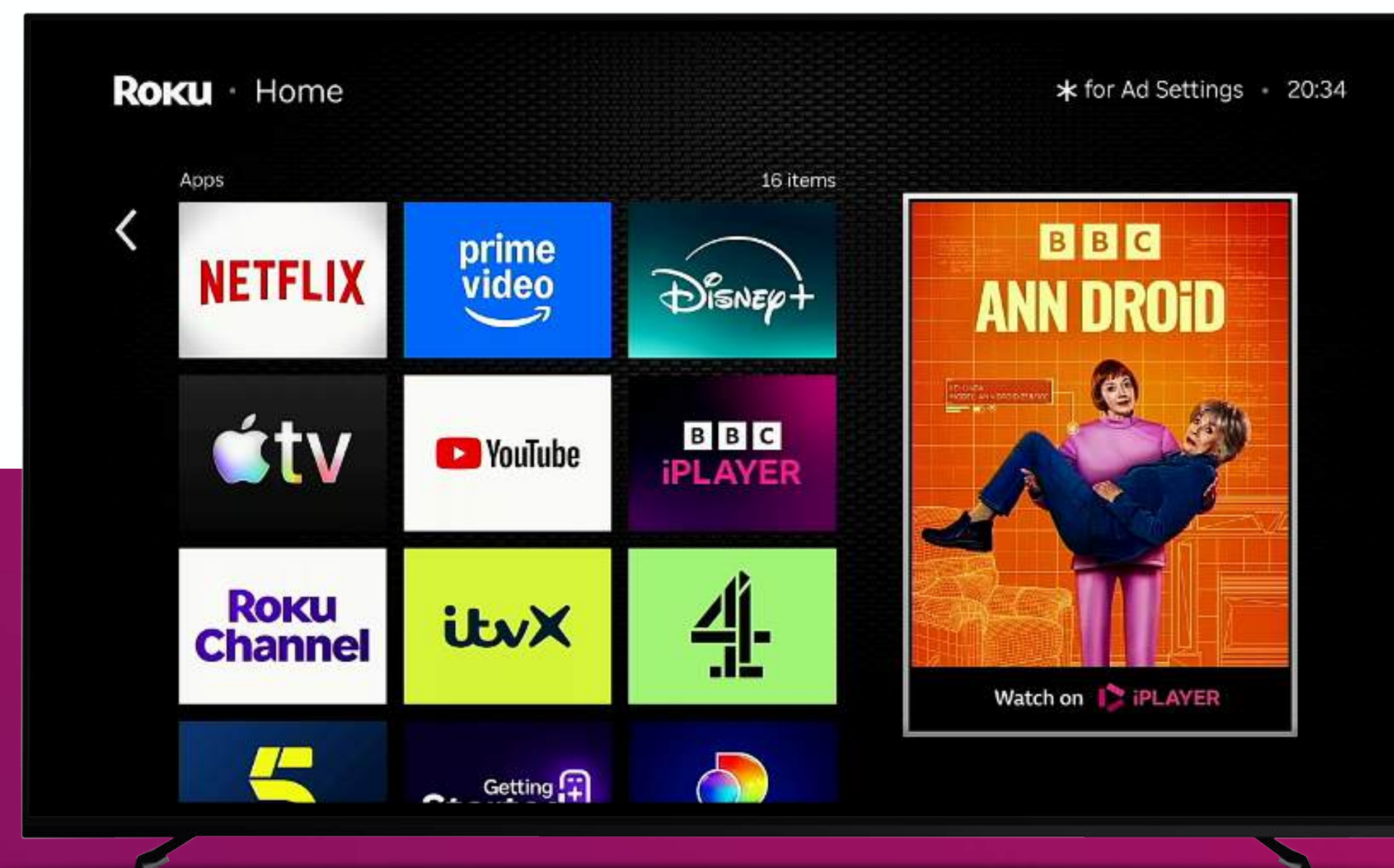
A LITTLE AI, A LOT OF HEART

UK platforms went full *Sue, Sue, Sue* as BBC iPlayer's *Ann Droid* arrived with plenty of heart and just the right amount of artificial intelligence. The charming comedy, following Sue and her android companion Linda, quickly found its place across Fire TV, Hisense Vidaa and Roku, earning standout placement and proving that the warmest connections can come from the most unexpected places.

In the news: [Deadline](#) reports that the BBC is exploring a streaming partnership with Channel 4 that could bring hit shows like *The Great British Bake Off* to iPlayer. BBC Director General Matt Brittin confirmed early-stage talks following Sky's proposed acquisition of ITV, noting that a distribution alliance would help the smaller commercial broadcaster gain necessary scale in an increasingly consolidated UK media landscape.



Fire TV UK



Roku UK

A LITTLE AI, A LOT OF HEART



Hisense Vidaa UK



Hisense Vidaa UK



Roku UK



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hello@looperinsights.com
looperinsights.com

