



STREAMER OF THE MONTH

JULY 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: JULY 2026

/ TOP 10 TITLES /

POSITION	TITLE	APP	\$MPV™ SCORE
1	FIFA World Cup 2026	FOX ONE	\$14,180,885
2	FIFA World Cup 2026	tubi	\$13,491,373
3	FIFA World Cup 2026	peacock	\$6,304,648
4	Obsession	peacock	\$6,087,084
5	House of the Dragon	HBO max	\$5,904,150
6	Major League Baseball	fubo	\$5,276,584
7	Avatar: Fire and Ash	Disney+	\$4,948,718
8	Hoppers	Disney+	\$4,901,506
9	Project Hail Mary	MGM+	\$4,875,438
10	Widow's Bay	Apple tv	\$4,794,445

STREAMER OF THE MONTH: JULY 2026

/ TOP 10 APPS /

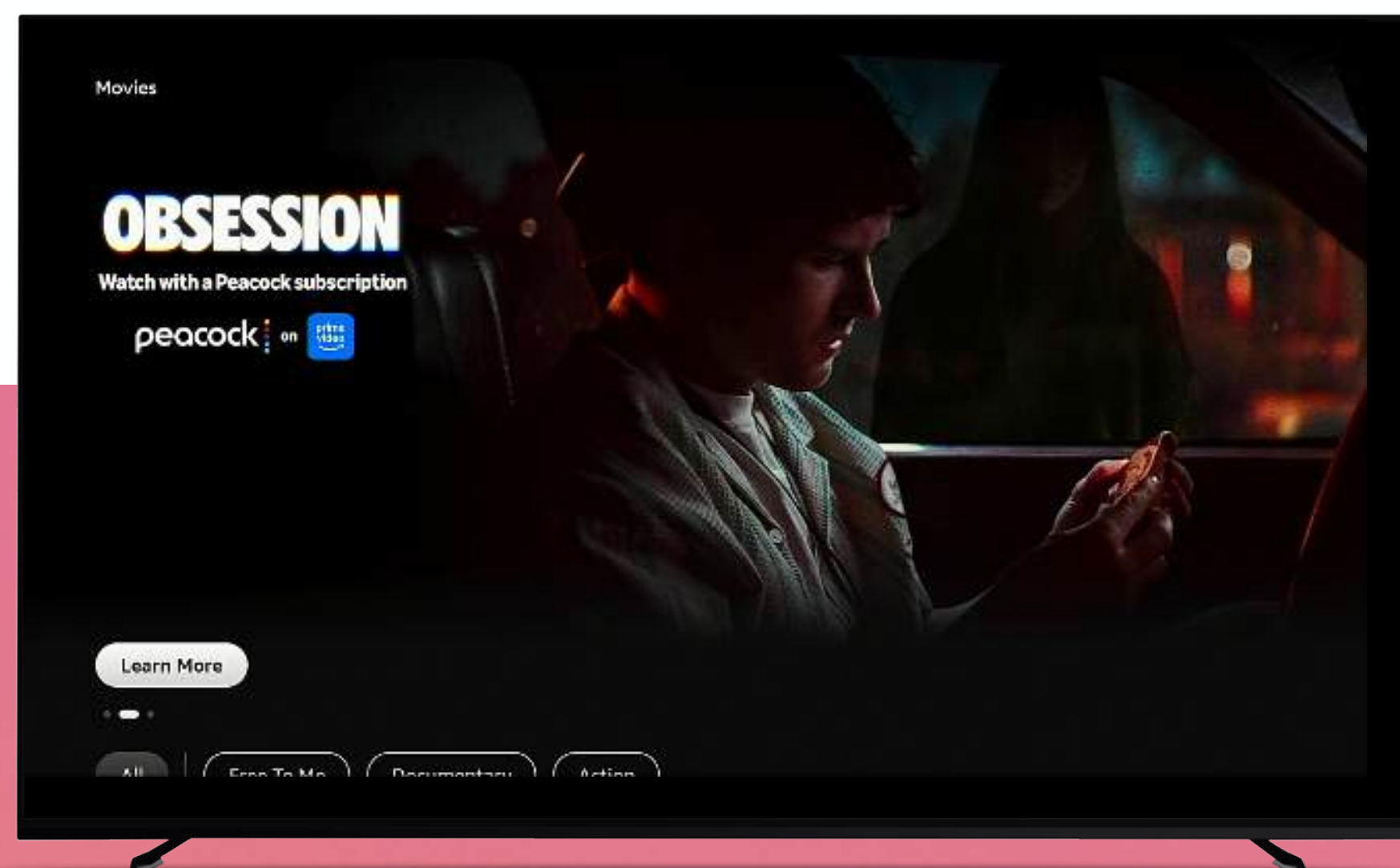
POSITION	APP	\$MPV™ SCORE
1	The Roku Channel	\$222,430,776
2	tubi	\$217,011,156
3	prime video	\$195,390,321
4	peacock	\$134,705,988
5	Apple tv	\$105,201,881
6	pluto tv	\$101,327,751
7	Disney+	\$101,123,286
8	Paramount+	\$93,237,447
9	HBO max	\$91,896,760
10	hulu	\$54,722,550



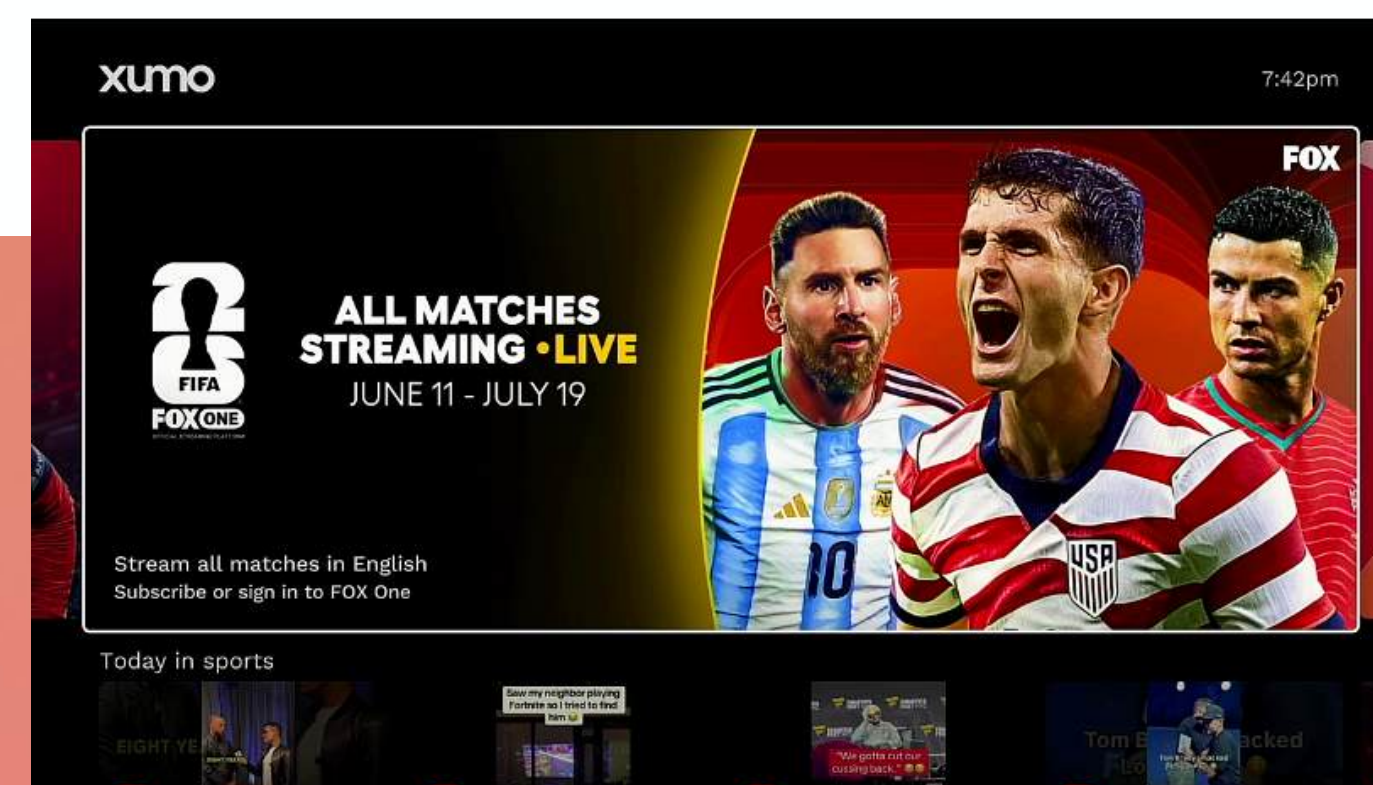
*Apple TV, Cox Contour 2, Cox CSP, Fire TV, Google TV, LG TV, PlayStation 4, PlayStation 5, Roku, Samsung TV, Vizio TV, Xfinity and Xbox One Console

TOP TITLES OF THE MONTH

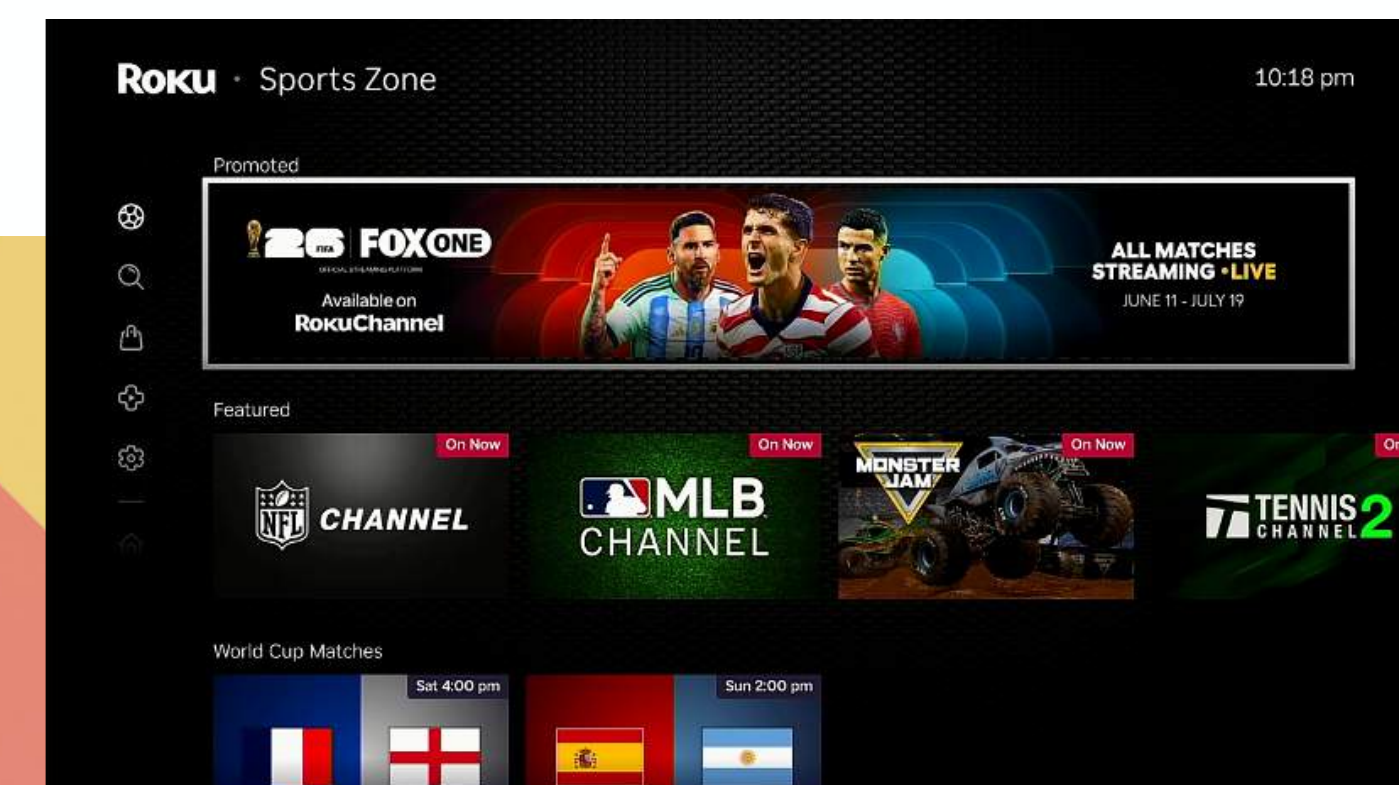
- July belonged to the FIFA World Cup 2026, which pulled off a clean sweep of the top three spots across Fox One, Tubi, and Peacock to score a staggering \$34M in total \$MPV™. But sports weren't the only showstoppers. Peacock's breakout hit *Obsession* (\$6M) and HBO Max's *House of the Dragon* (\$6M) went head-to-head, proving that compelling drama still commands massive CTV engagement.
- In the news:** According to [Deadline](#), Netflix shares dropped 9% in after-hours trading following lackluster second-quarter financial results that fell short of Wall Street's revenue expectations. The decline comes amid growing investor skepticism over plateaued user engagement and the fallout from losing its acquisition bid for Warner Bros. Discovery to Paramount.



Fire TV U.S.



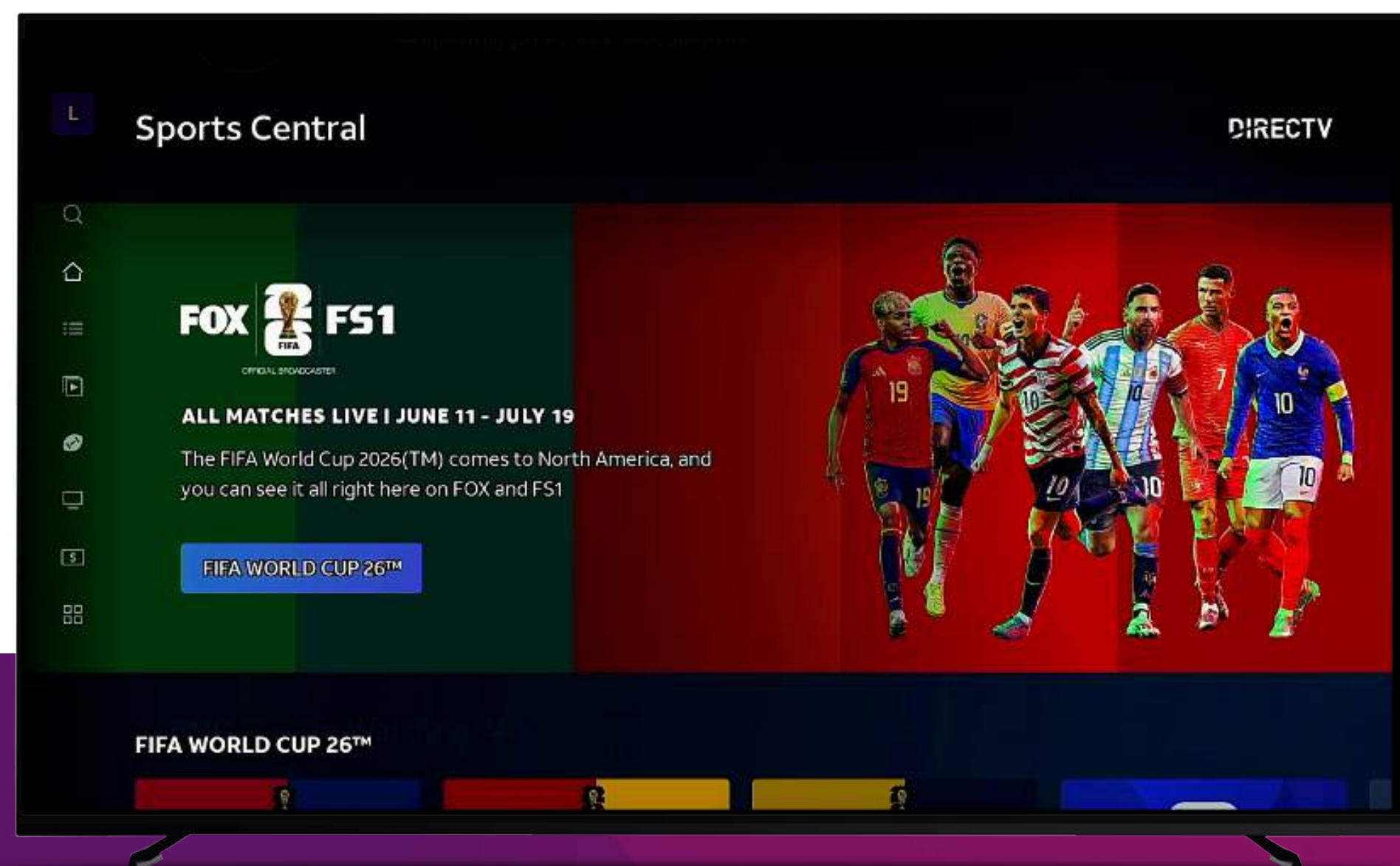
Xumo Comcast U.S.



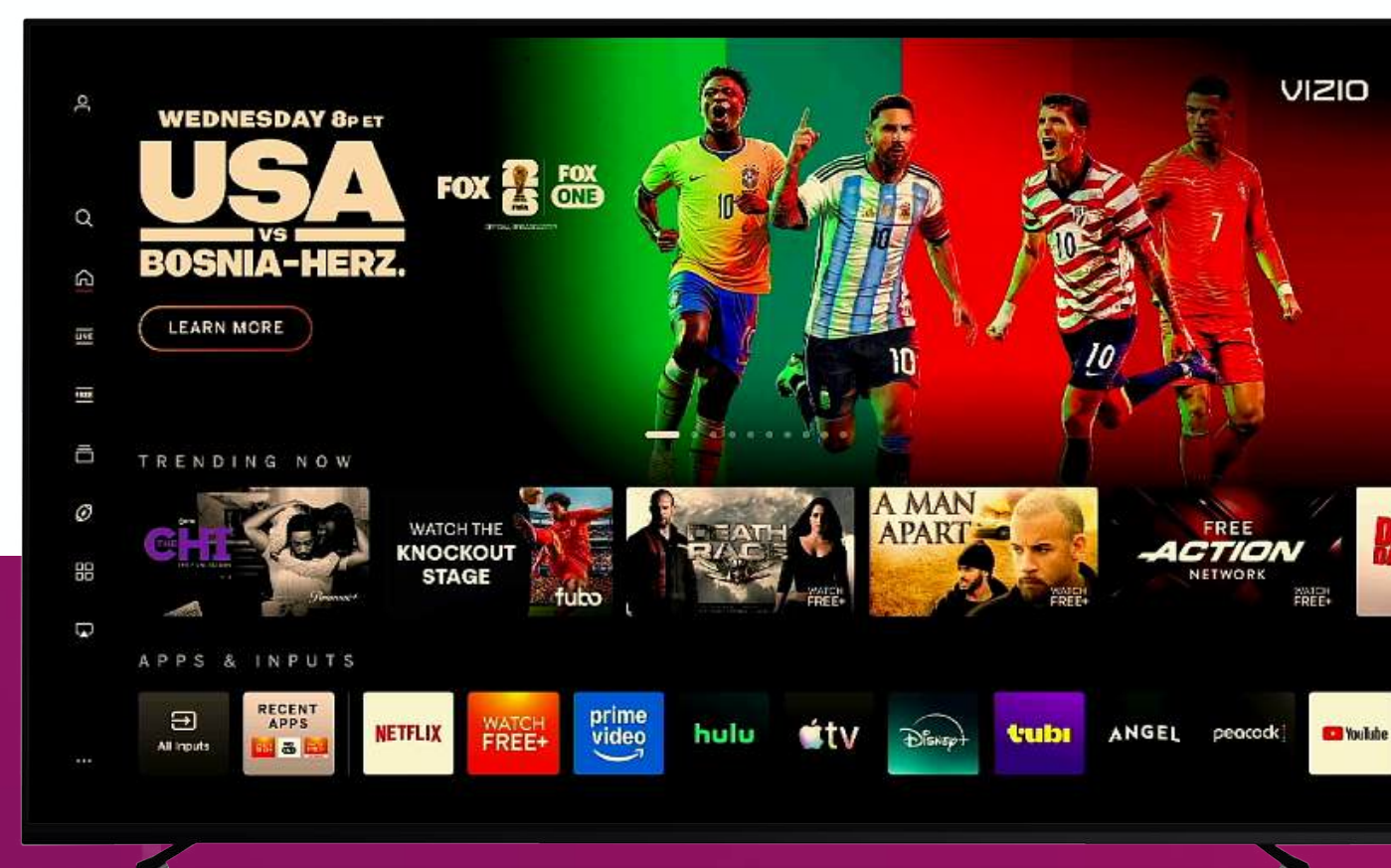
Roku U.S.

FINAL WHISTLE, LASTING IMPACT

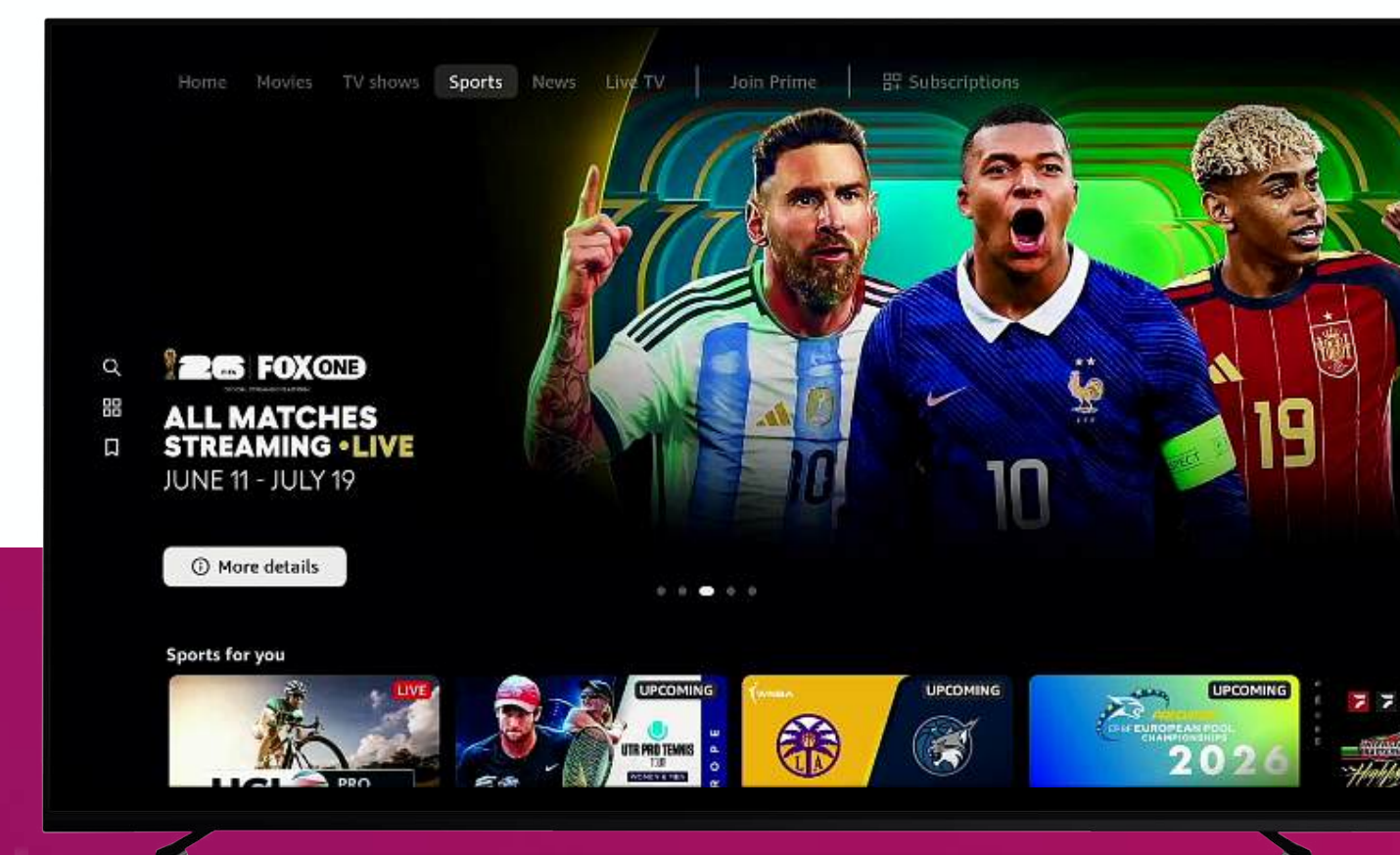
- America was swept up in World Cup fever this July as the FIFA World Cup carried its blistering June momentum into every living room. Across DirecTV, Vizio, Fire TV, Google TV, and Apple TV, streaming powerhouses FOX One, Tubi, and Peacock delivered a championship-worthy performance, scoring a relentless hat-trick to dominate CTV viewership and keep audiences glued to every match until the final whistle.
- In the news:** [The New York Times](#) highlights a historic milestone for U.S. soccer, as the 2026 World Cup final drew over 60 million combined viewers across Fox and Telemundo. Favorable North American kickoff times, marquee star power, and modernized Nielsen tracking helped the match achieve viewership levels rivaling the NFL playoffs.



DirecTV U.S.



Vizio TV U.S.

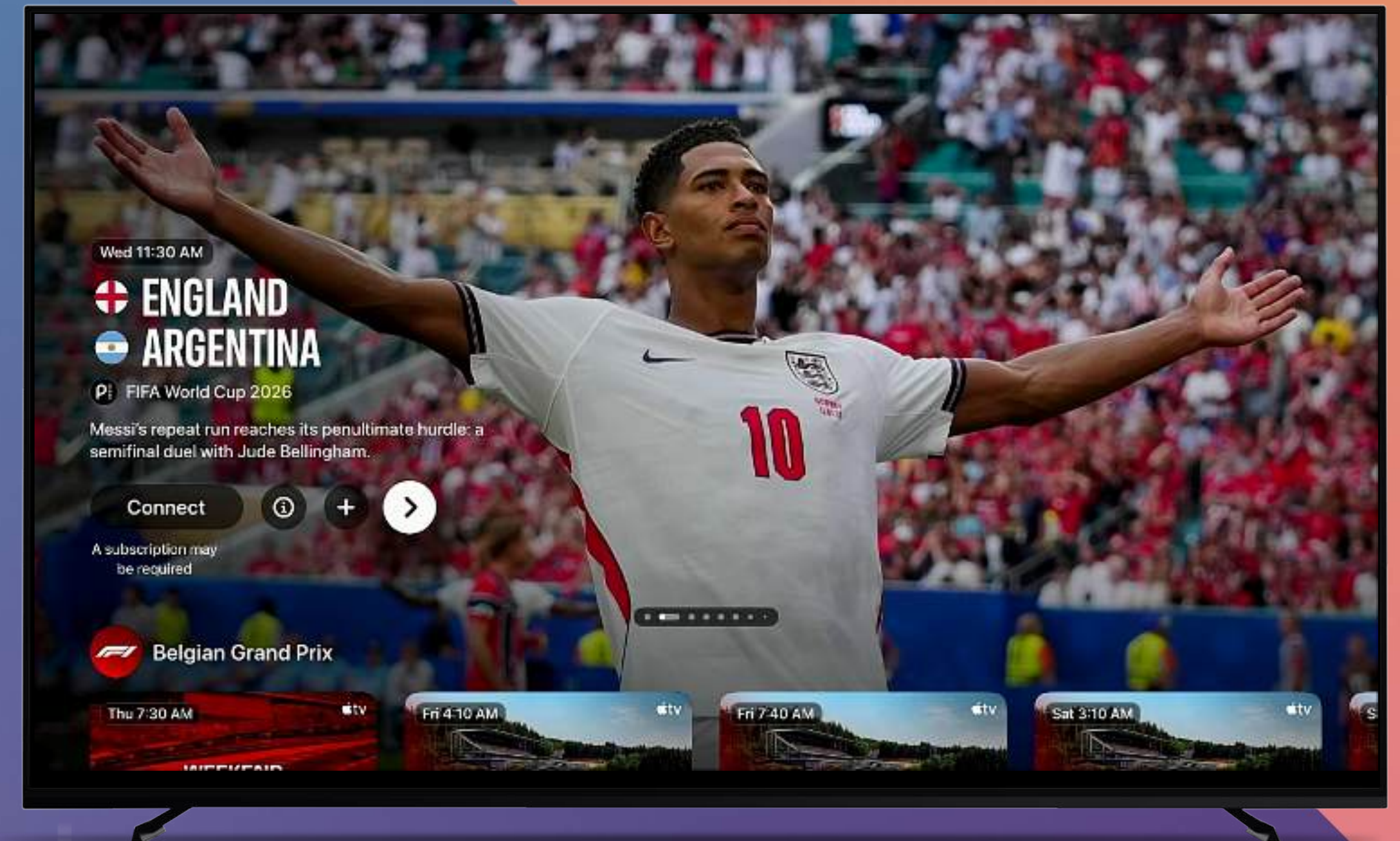


Fire TV U.S.

FINAL WHISTLE, LASTING IMPACT



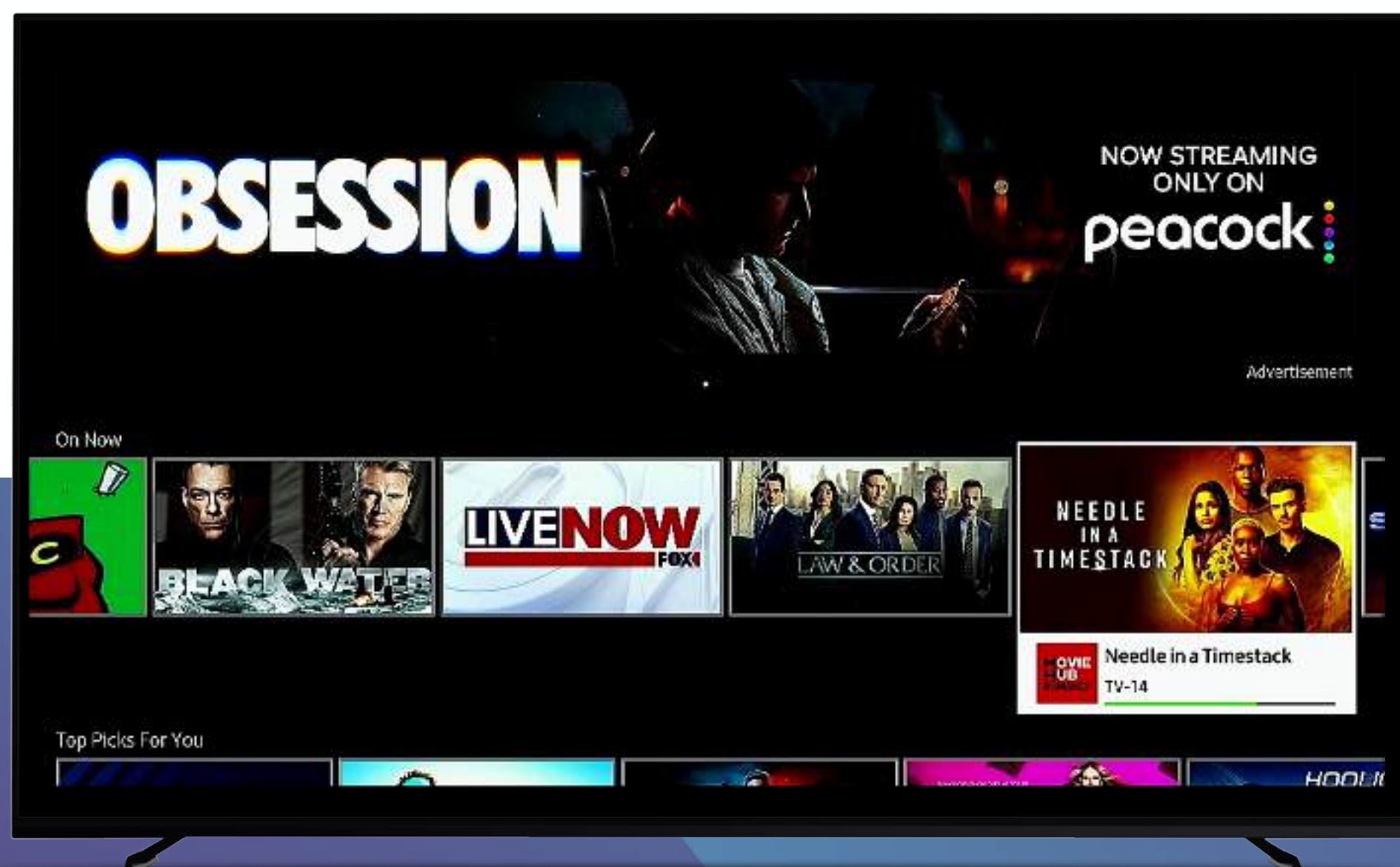
Google TV U.S.



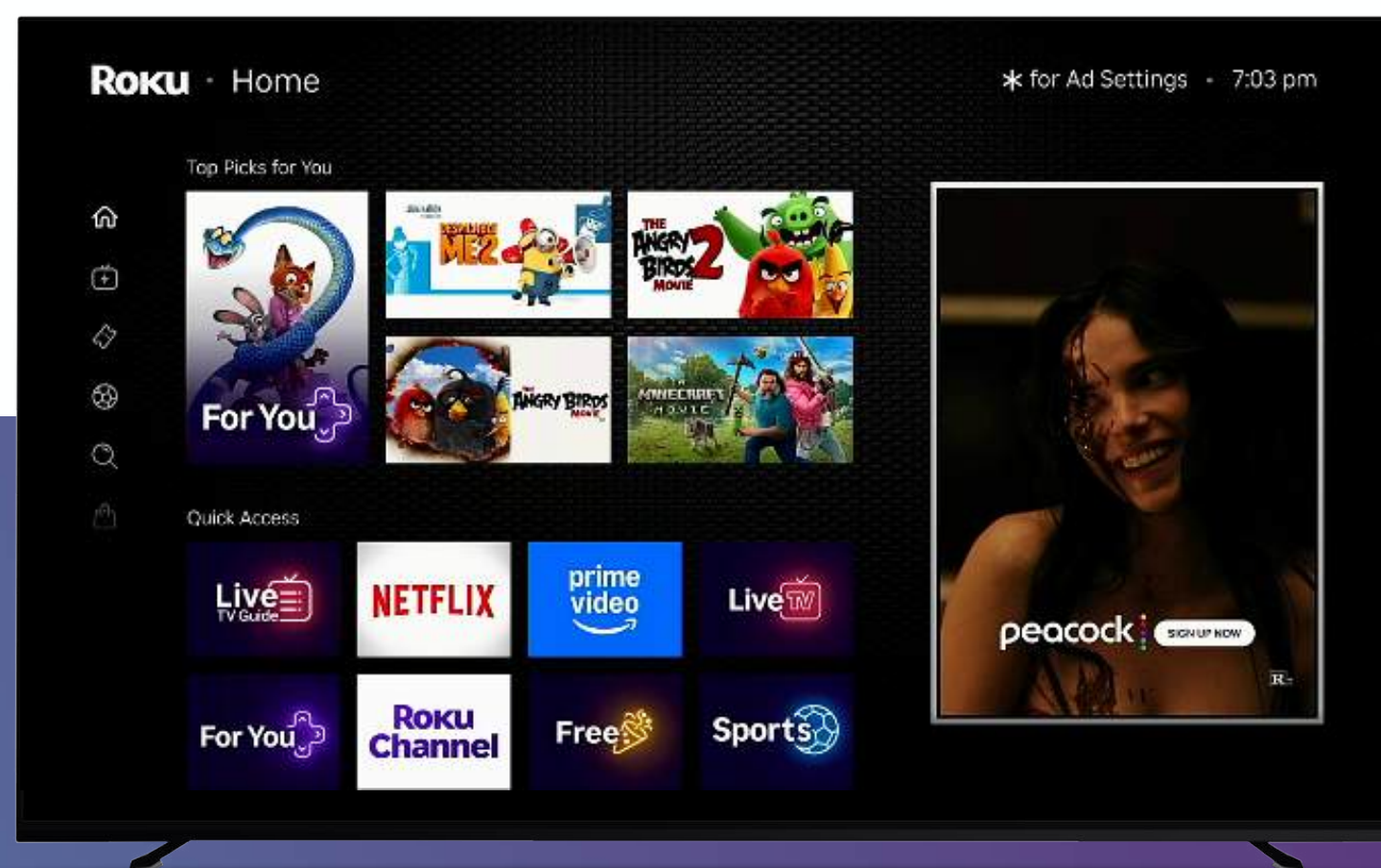
Apple TV U.S.

FROM OBSESSION TO OUTER SPACE

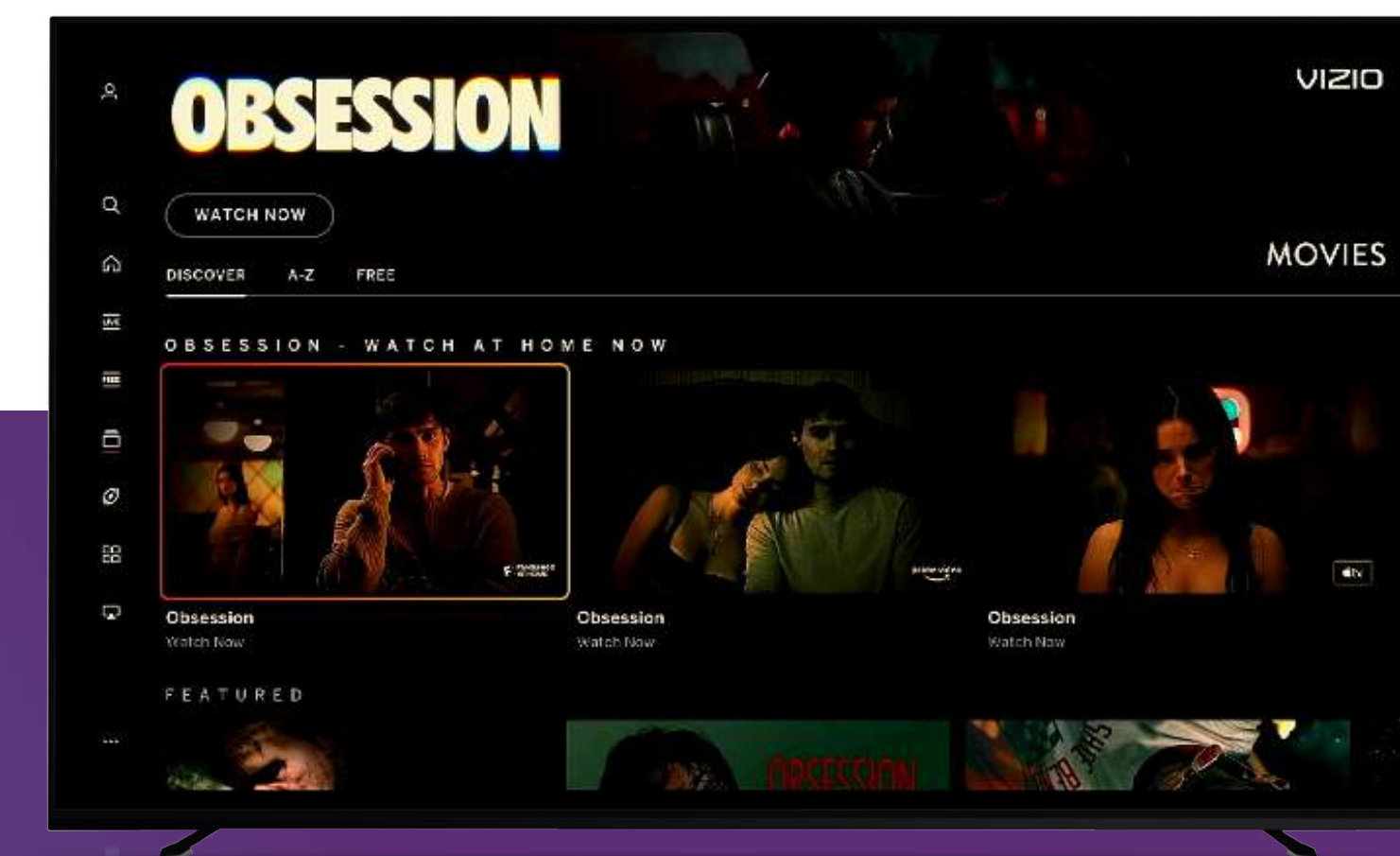
- Peacock's *Obsession* didn't just appear on CTV- it took hold. Like a fixation too powerful to resist, the thriller gripped screens across Samsung TV, Roku, Vizio TV, and Apple TV, creating an inescapable presence that lingered long after the first glance.
- If *Obsession* was the fixation, *Project Hail Mary* was the mission. MGM+ and Prime Video's sci-fi adventure broke through the atmosphere across Prime Video, PS5, and Apple TV, while Roku powered the launch with a special \$2.99/month MGM+ offer for two months, inviting viewers to embark on the journey.
- In the news:** [Deadline](#) reveals that Peacock achieved its first-ever profitable quarter, swinging to a \$189 million profit in Q2 on the back of major drivers like the FIFA World Cup and the hit film *Obsession*. The streaming milestone capped a strong period for parent company Comcast's Content & Experiences division, even as the corporate giant prepares to spin off NBCUniversal into a standalone business.



Samsung TV (2022) U.S.



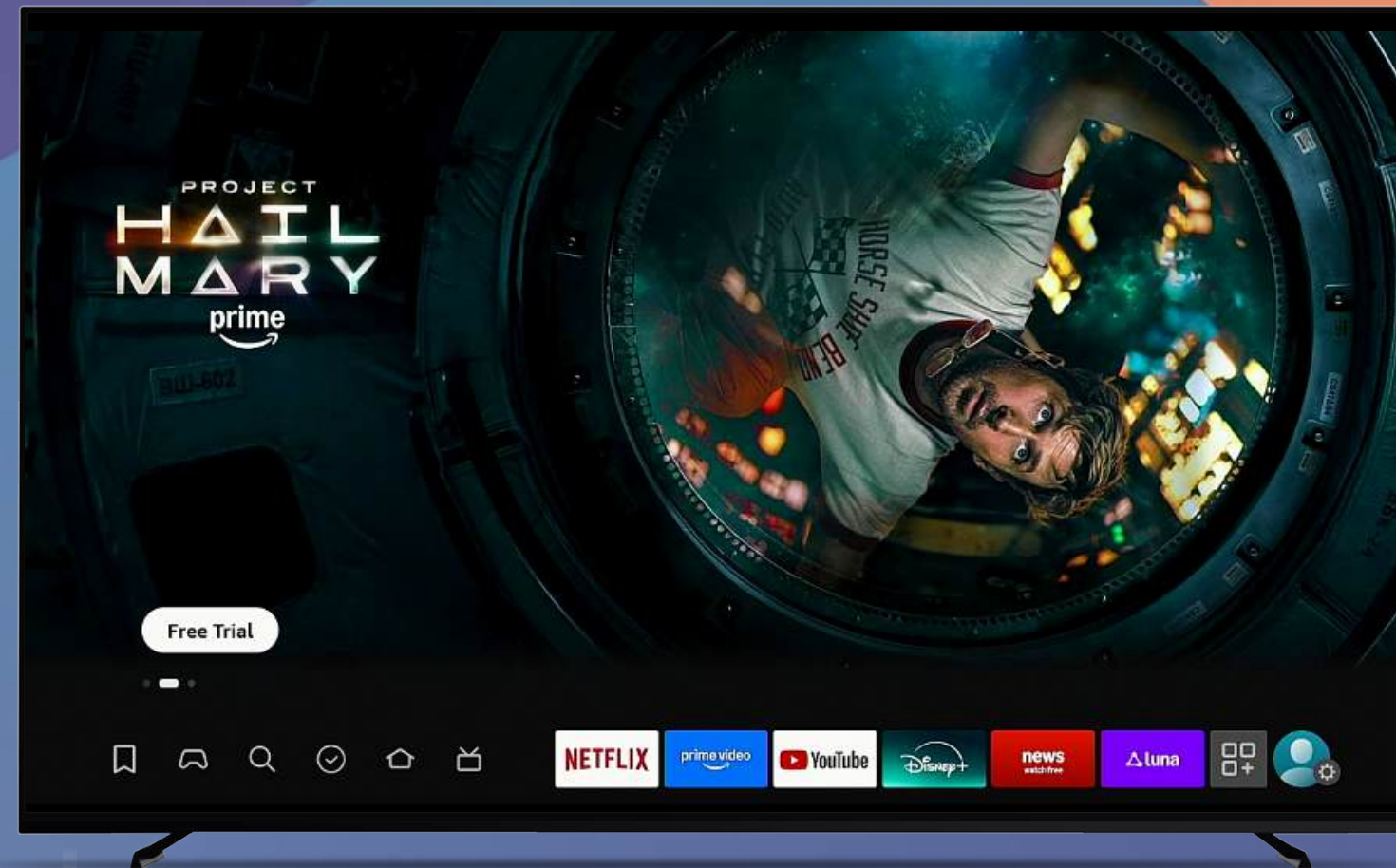
Roku U.S.



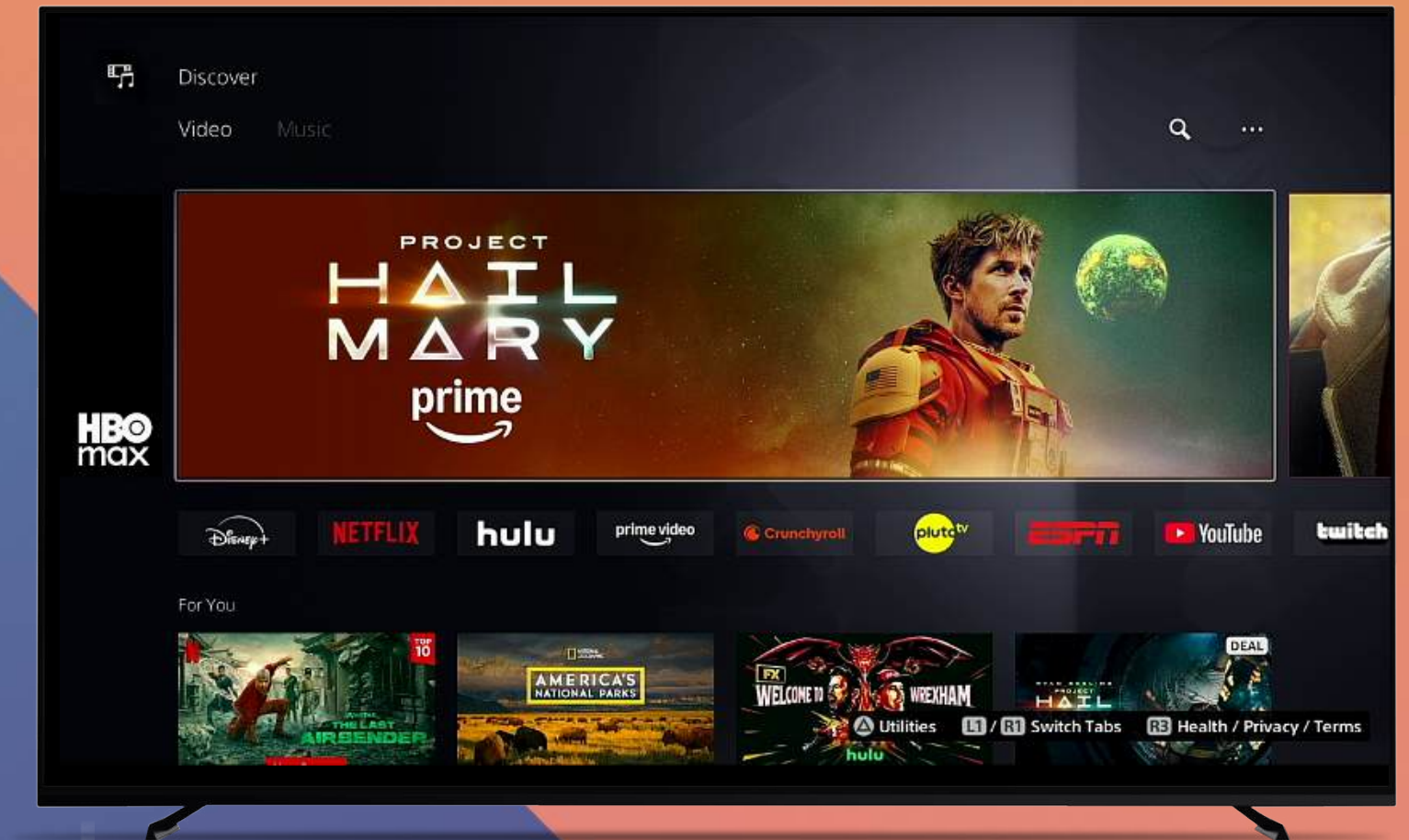
Vizio TV U.S.



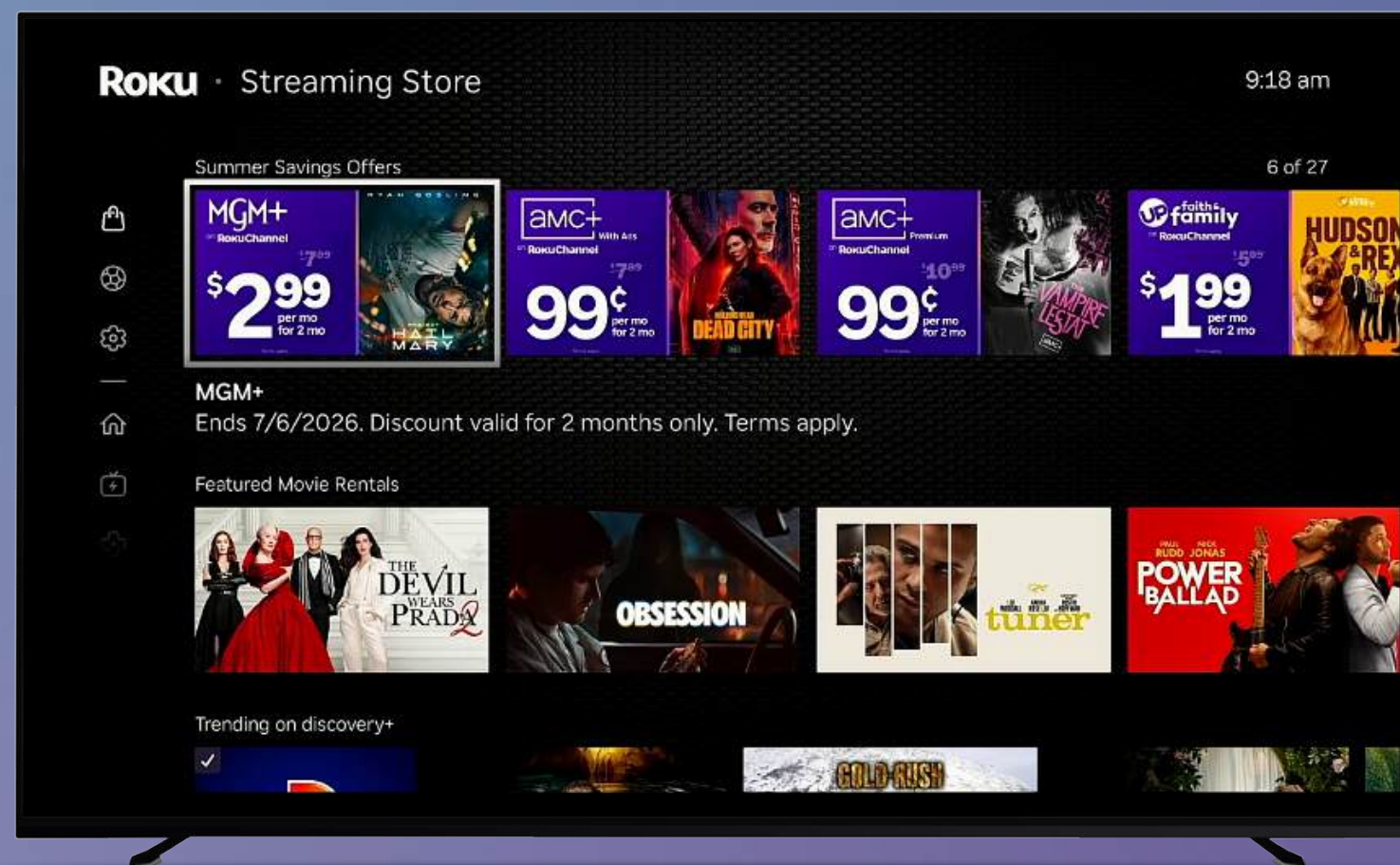
Apple TV U.S.



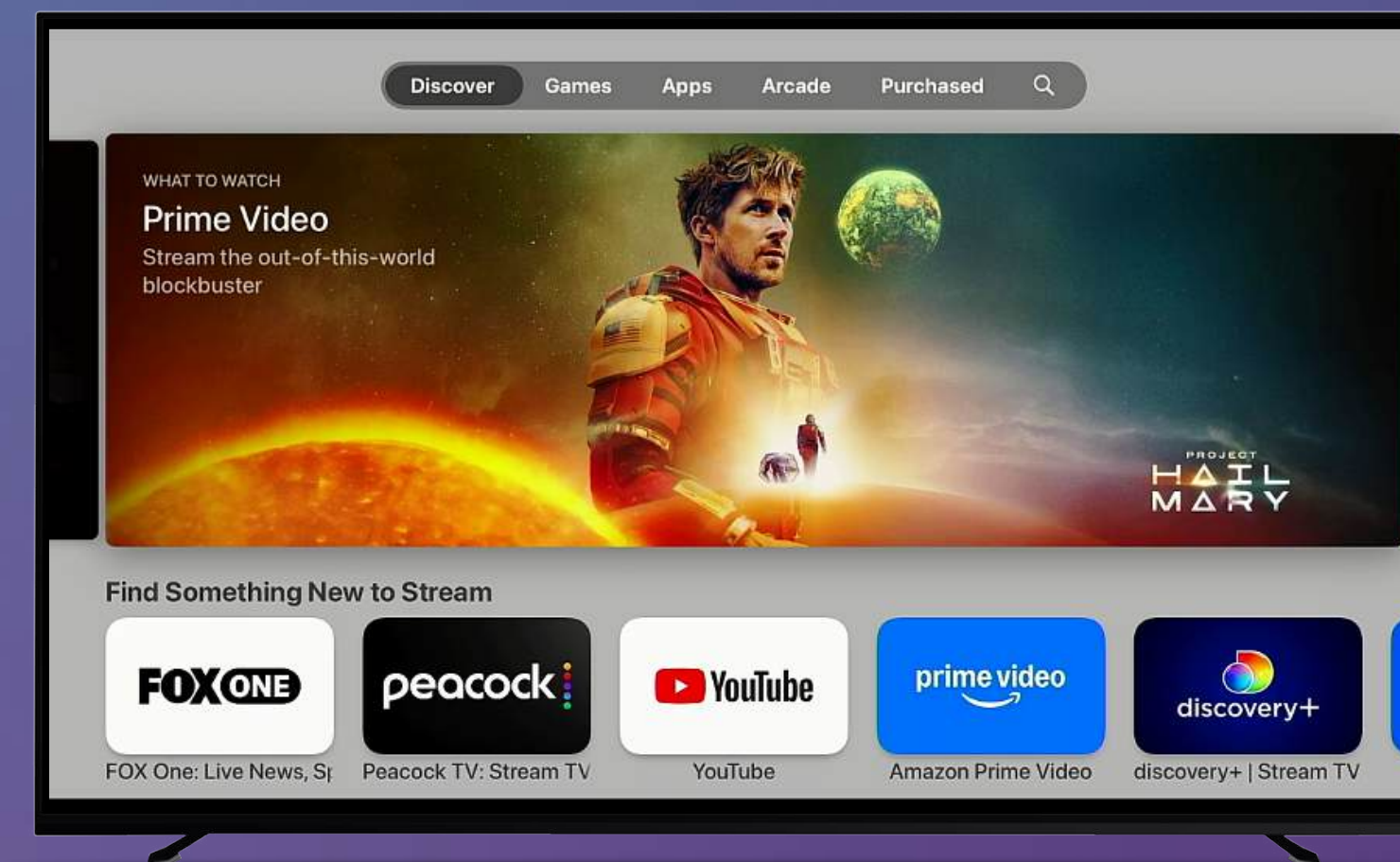
Fire TV U.S.



PS5 U.S.



Roku U.S.



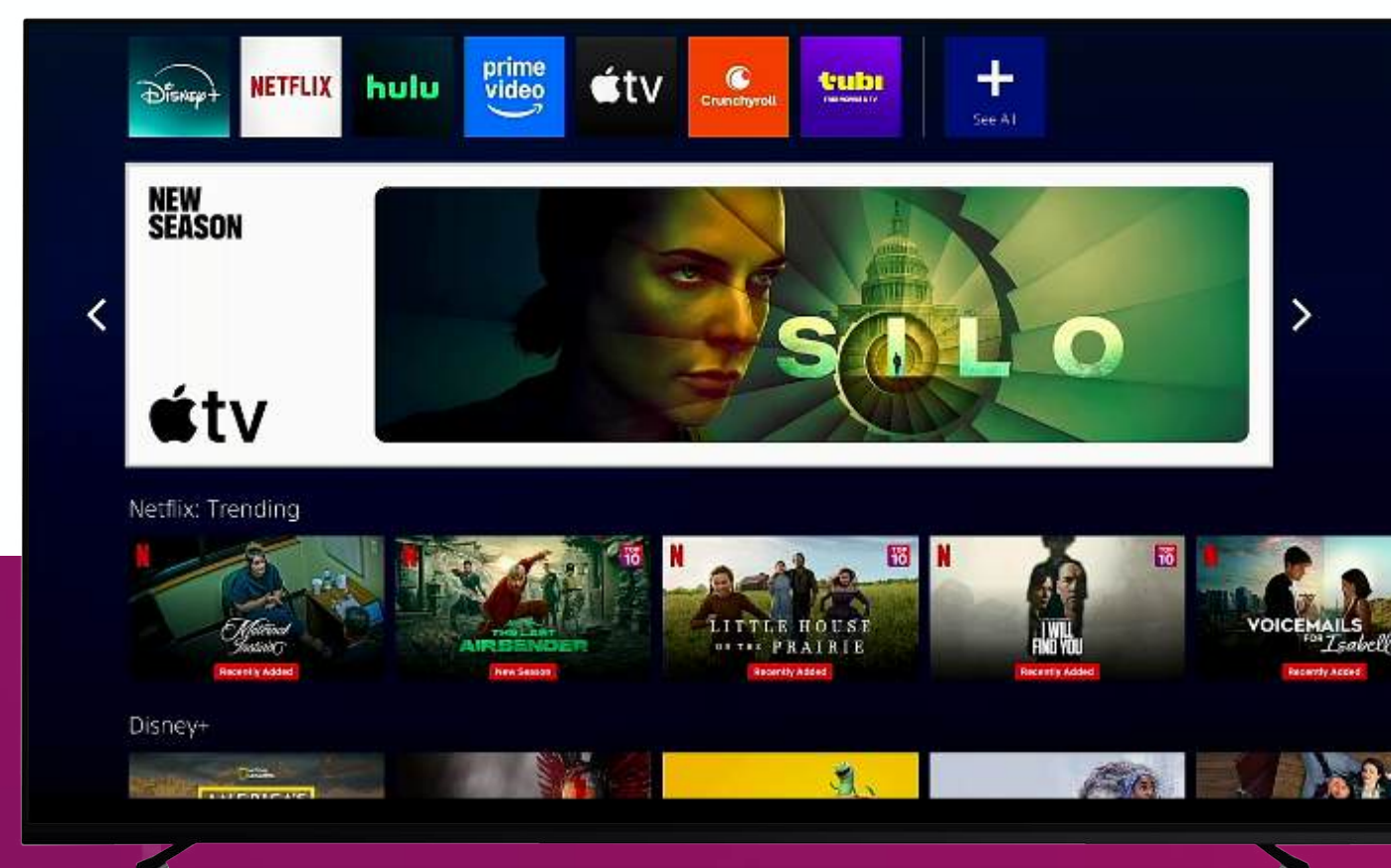
Apple U.S.

FROM HIDDEN WORLDS TO ICONIC LEGACIES

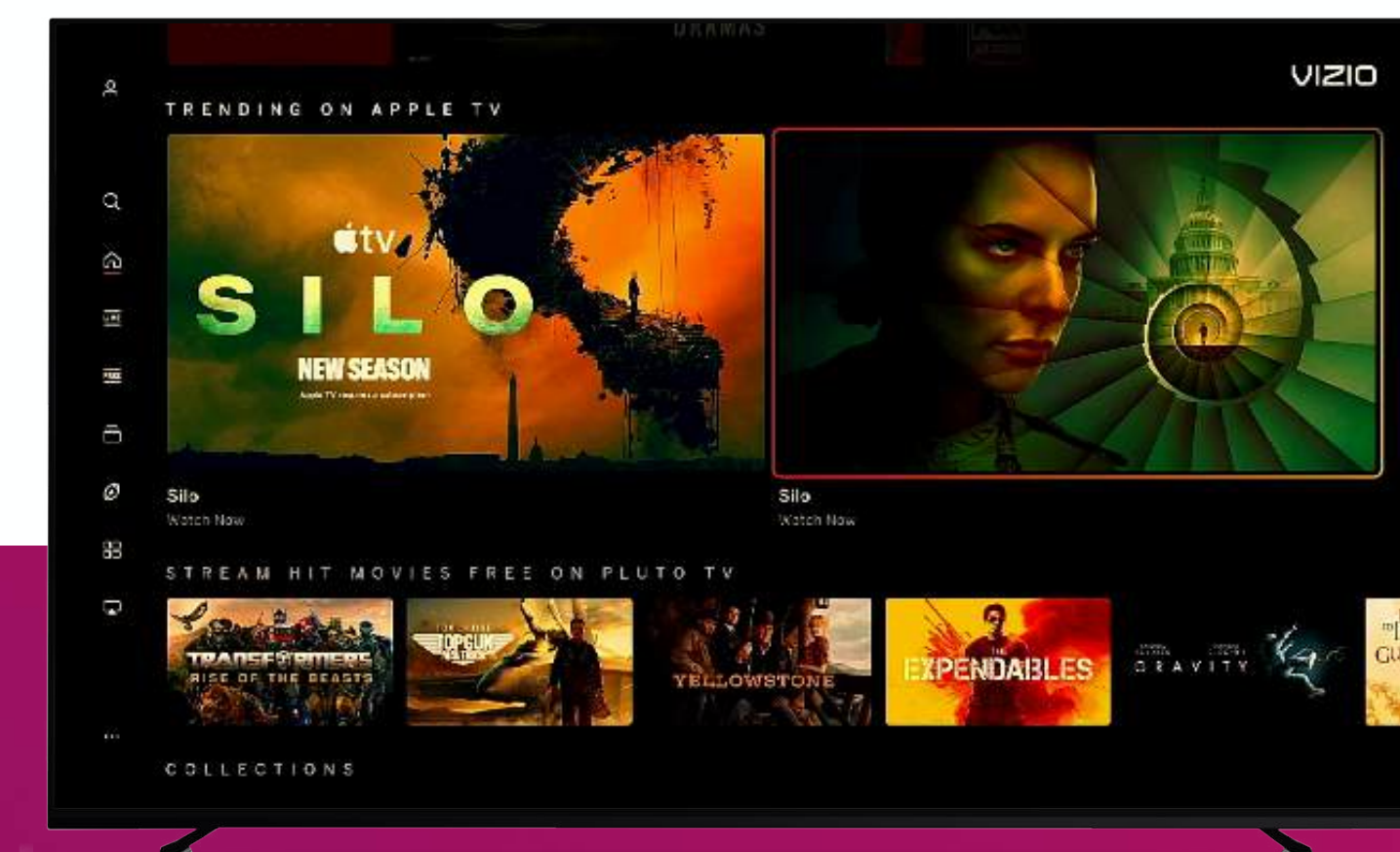


Fire TV U.S.

-  The doors reopened, and *Silo* broke free. Apple TV's third season emerged as a force across CTV, securing standout placement on Fire TV, PS4, Vizio TV, Google TV, and Apple TV. Like the world hidden beneath the surface, the series built an undeniable presence, pulling audiences deeper into its mystery and creating a takeover that was impossible to contain.
-  The legacy got a new leading lady. Prime Video's *Elle* arrived with confidence, style, and undeniable star power, taking over CTV placements across Fire TV, Apple TV, and DirecTV. Like its iconic predecessor, the spinoff proved that ambition never goes out of style.
-  **In the news:** [Deadline](#) reports that Paramount's \$110 billion acquisition of Warner Bros. Discovery has cleared a major hurdle by securing antitrust approval from the European Union, contingent on Paramount unwinding its international film distribution partnership with Universal Pictures. While the European Commission concluded the mega-merger would not stifle competition in film production or television, the deal still faces significant headwinds in the U.S. amid an active state-led antitrust lawsuit and union pushback.



PS4 U.S.



Vizio TV U.S.

FROM HIDDEN WORLDS TO ICONIC LEGACIES

STREAMER OF THE MONTH
/ JULY 2026 /



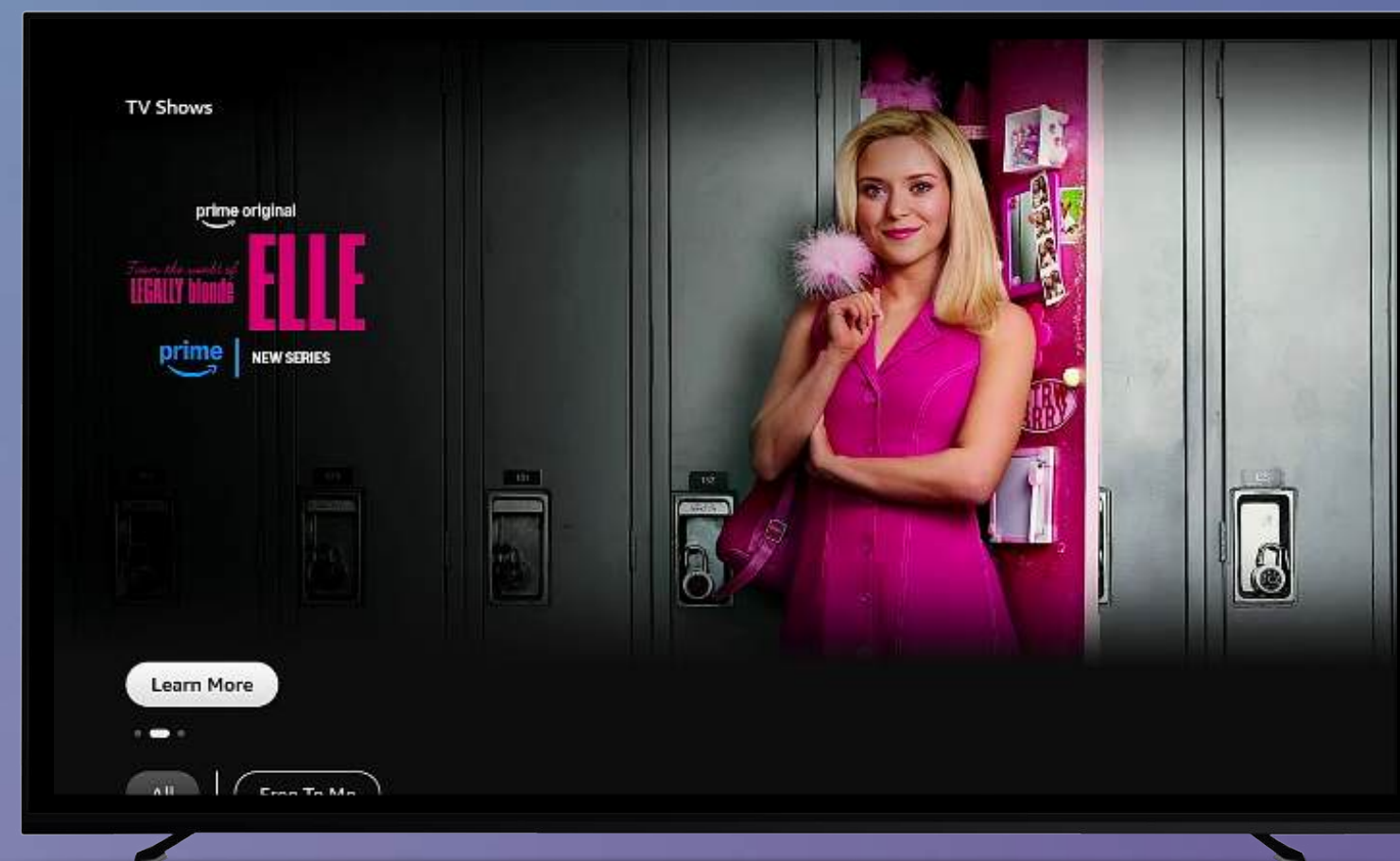
Google TV U.S.



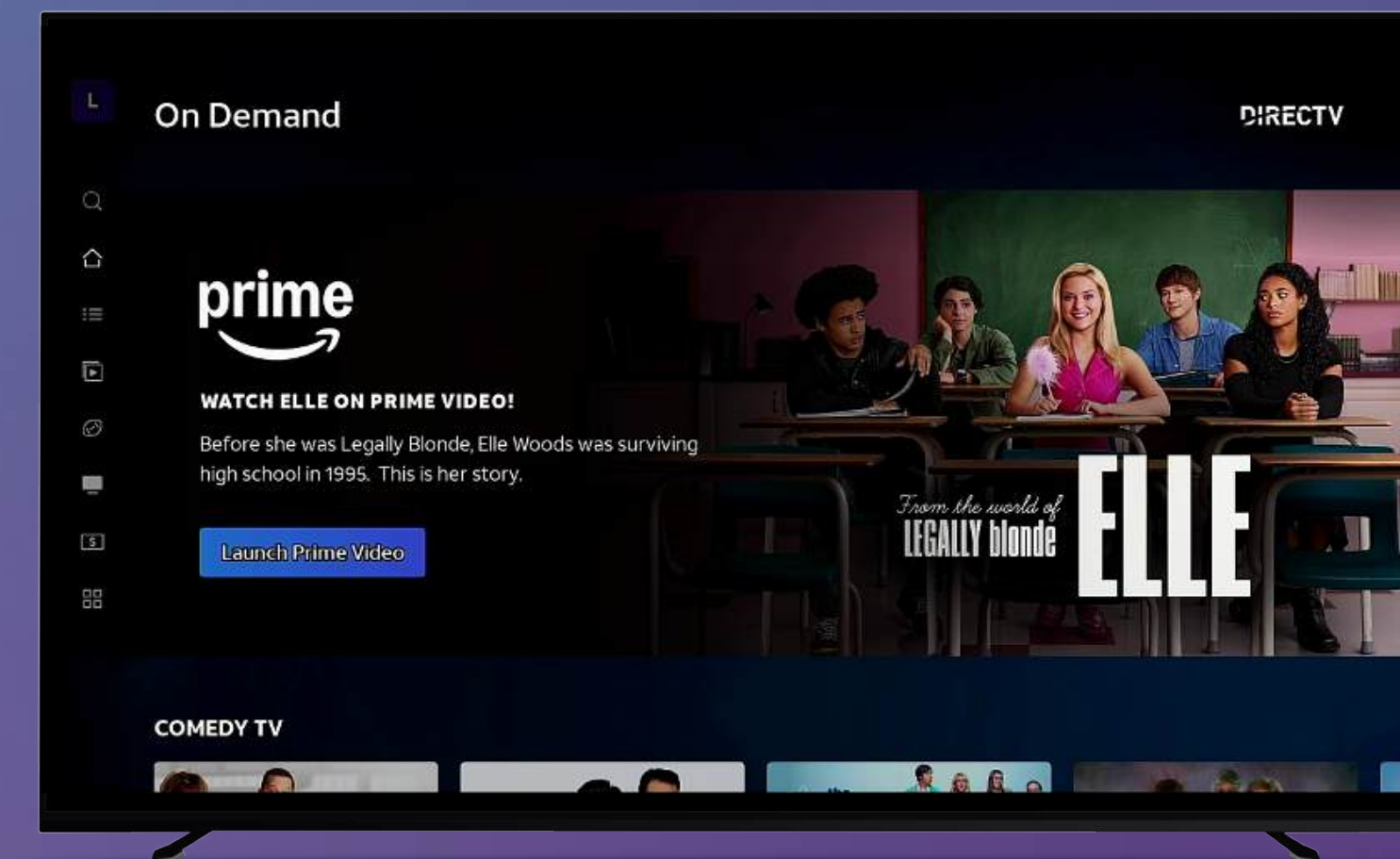
Apple TV U.S.



Apple TV U.S.



Fire TV U.S.



DirecTV U.S.



LOOPER

INSIGHTS

hello@looperinsights.com
looperinsights.com

