

/ AUGUST 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.

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/ TOP 10 TITLES /

POSITION	TITLE	APP	£MPV™ SCORE
1	Ted Lasso	Apple tv	£2,042,083
2	The Rapture	iPLAYER	£1,220,985
3	I Will Find You	NETFLIX	£1,218,251
4	Bluey	iPLAYER	£1,189,907
5	Reacher	prime video	£1,077,013
6	Ann Droid	iPLAYER	£1,042,047
7	Ludwig	iPLAYER	£1,011,740
8	The Crow Girl	5	£962,505
9	The Idaho Murders: College Nightmare	NETFLIX	£952,300
10	UTR Pro Tennis Tour	prime video	£909,730

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/ TOP 10 APPS /

POSITION	APP	£MPV™ SCORE
1	iPLAYER	£37,050,786
2	prime video	£35,060,975
3	Disney+	£24,314,575
4	itvX	£21,259,188
5	NETFLIX	£20,579,800
6	4i	£14,786,451
7	Apple tv	£11,761,836
8	5	£10,348,560
9	Paramount+	£9,749,872
10	HBO max	£9,006,834

*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



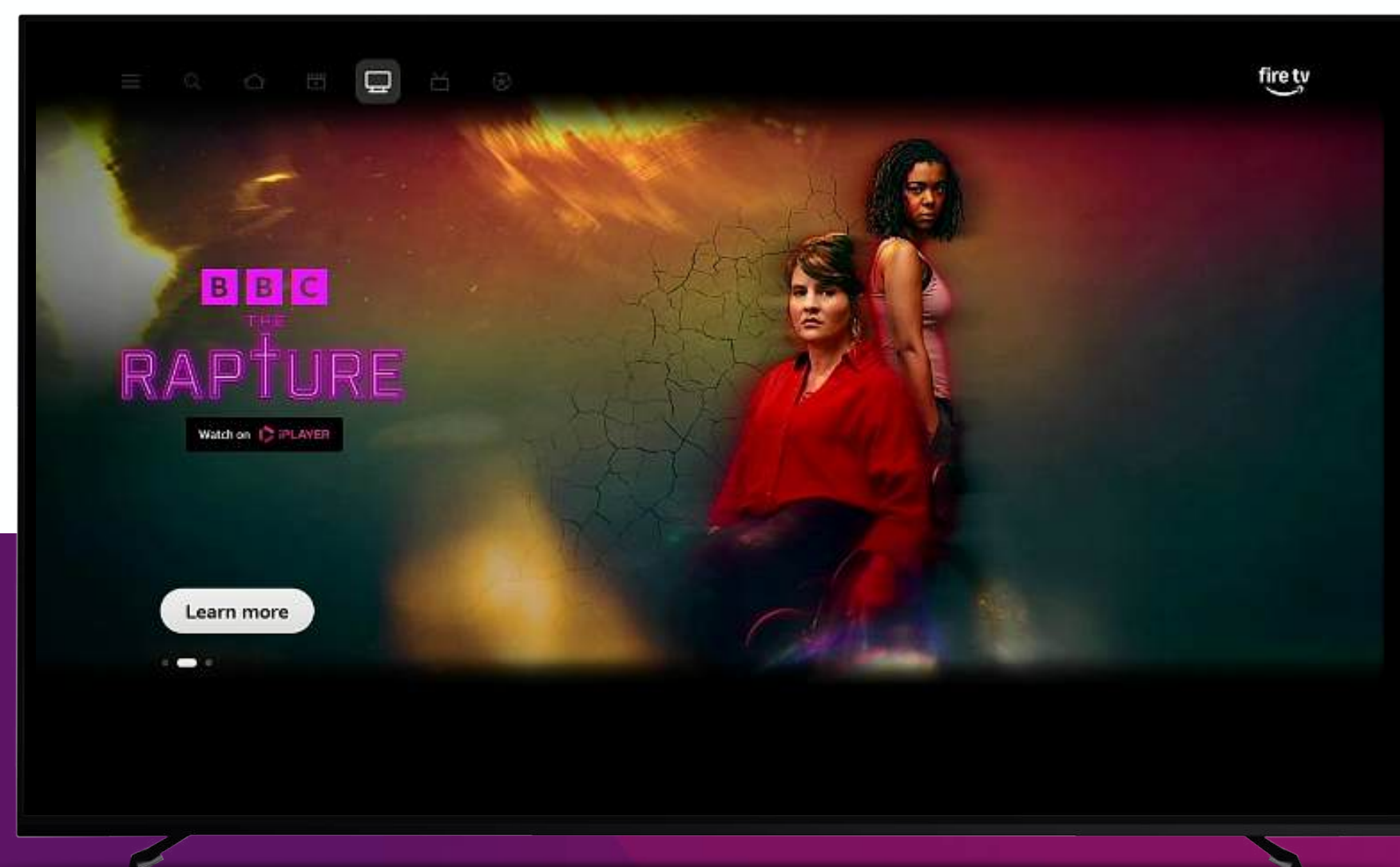
TOP TITLES OF THE MONTH



Apple TV's *Ted Lasso* made a triumphant return for its fourth season, standing out as the single most heavily merchandised title across the UK connected visibility landscape with a £MPV™ exceeding £2M. However, it was the UK's public service broadcasters (PSBs), driven by BBC iPlayer and Channel 5, that dominated the overall rankings, securing five of the top ten spots and generating a combined £5.2M in £MPV™, with *The Rapture* leading the charge for the BBC.



In the news: [Deadline](#) reports that Netflix reached a major UK milestone in 2025 by generating £2.06B (\$2.81B) in revenue, surpassing the £1.9B brought in by leading commercial broadcaster ITV's media division. Fueled by an 11.3% increase driven by customer growth and higher subscription fees, the streamer's UK operating profit reached £44.9M as its audience influence continues to outpace traditional public broadcasters.



Fire TV UK



Fire TV UK



Fire TV UK

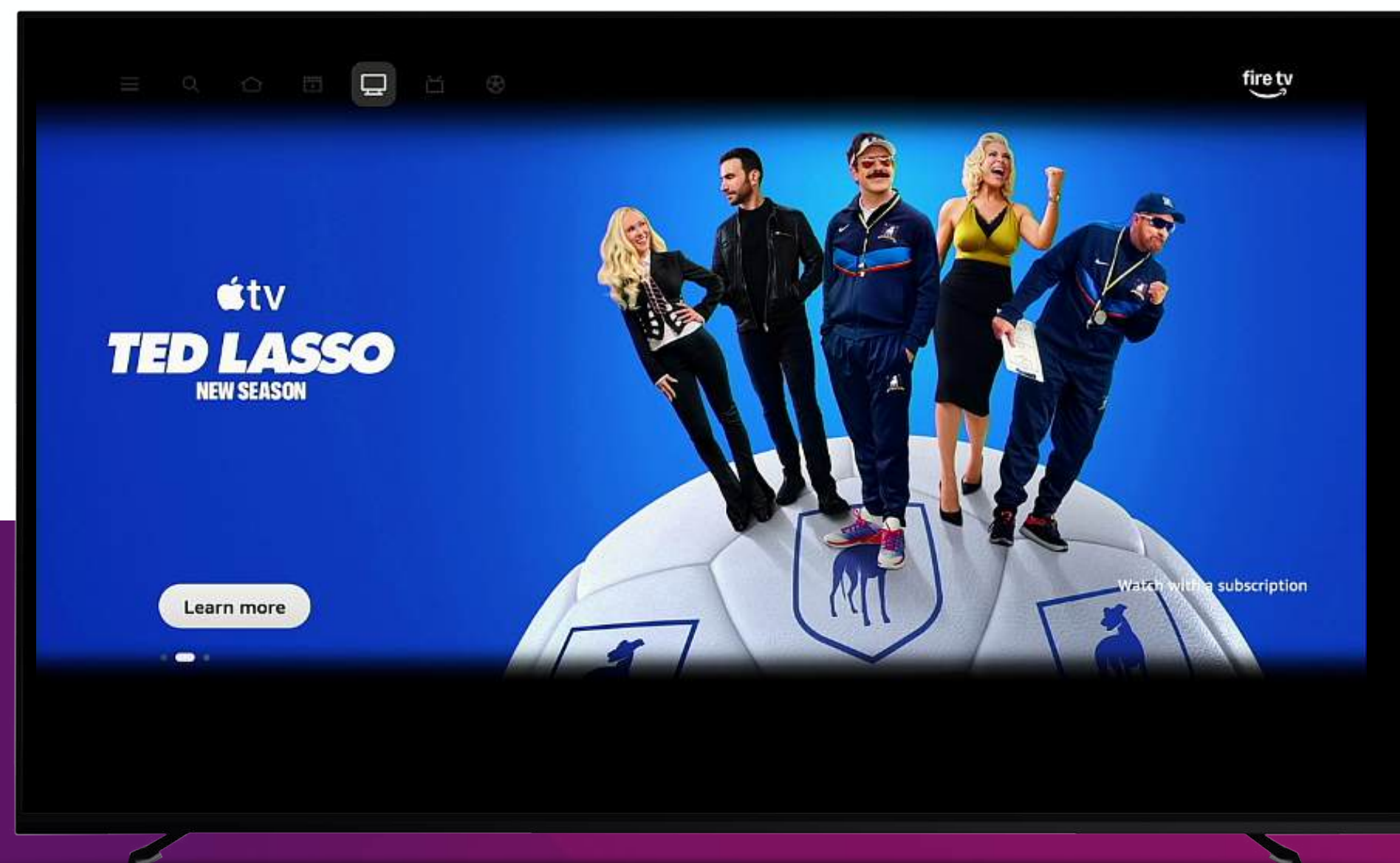
PROPER GOOD PITCHING



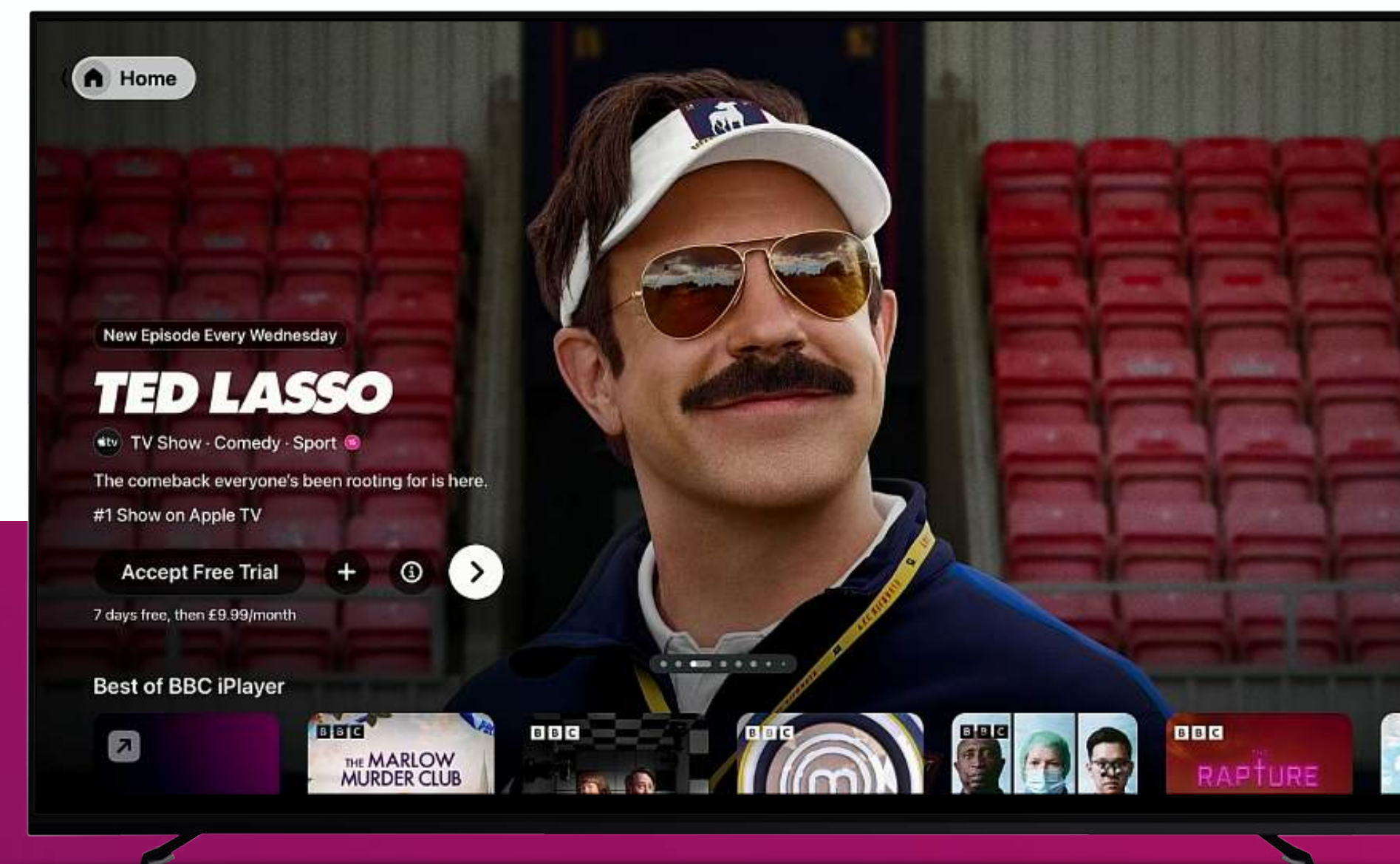
Like a freshly baked tin of biscuits delivered straight to your telly, AFC Richmond's finest returned to UK screens this August. Following in the footsteps of the World Cup craze, *Ted Lasso* took complete charge of the CTV landscape, scoring top-tier placement across Fire TV, Apple TV, and Samsung TV. As Coach himself might say, it was proper good visibility that would make anyone do a little victory dance!



In the news: [CSI](#) reports that UK and US consumers now spend nearly 11 hours per day consuming media across an average of 11.5 different platforms. The Ampere Analysis study highlights that audiences increasingly tailor their device and platform choices to specific moods and demographics, using streaming for relaxation, social media for distraction, and YouTube for discovery.

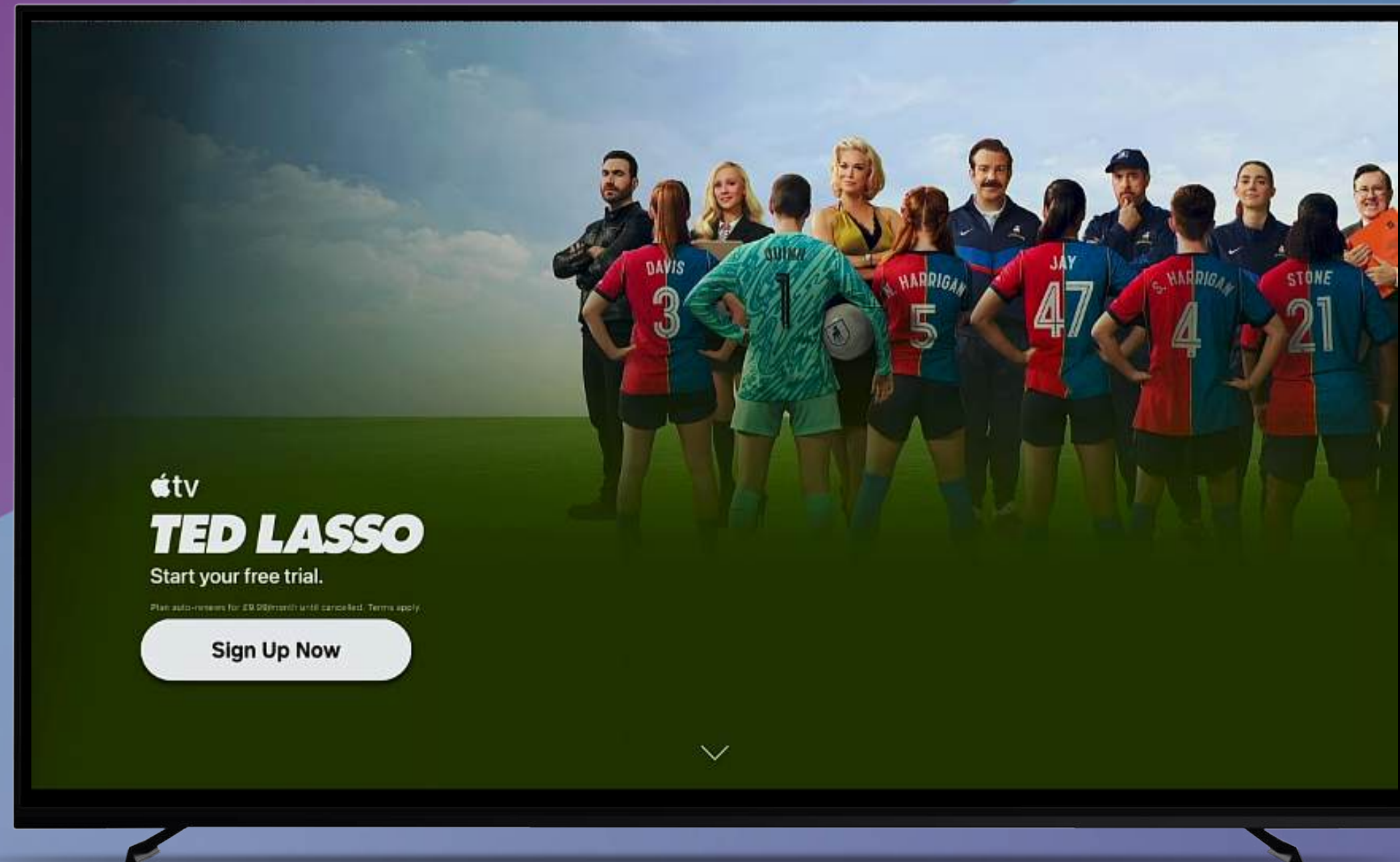


Fire TV UK



Apple TV UK

PROPER GOOD PITCHING



Samsung TV (2025) UK



Samsung TV (2025) UK

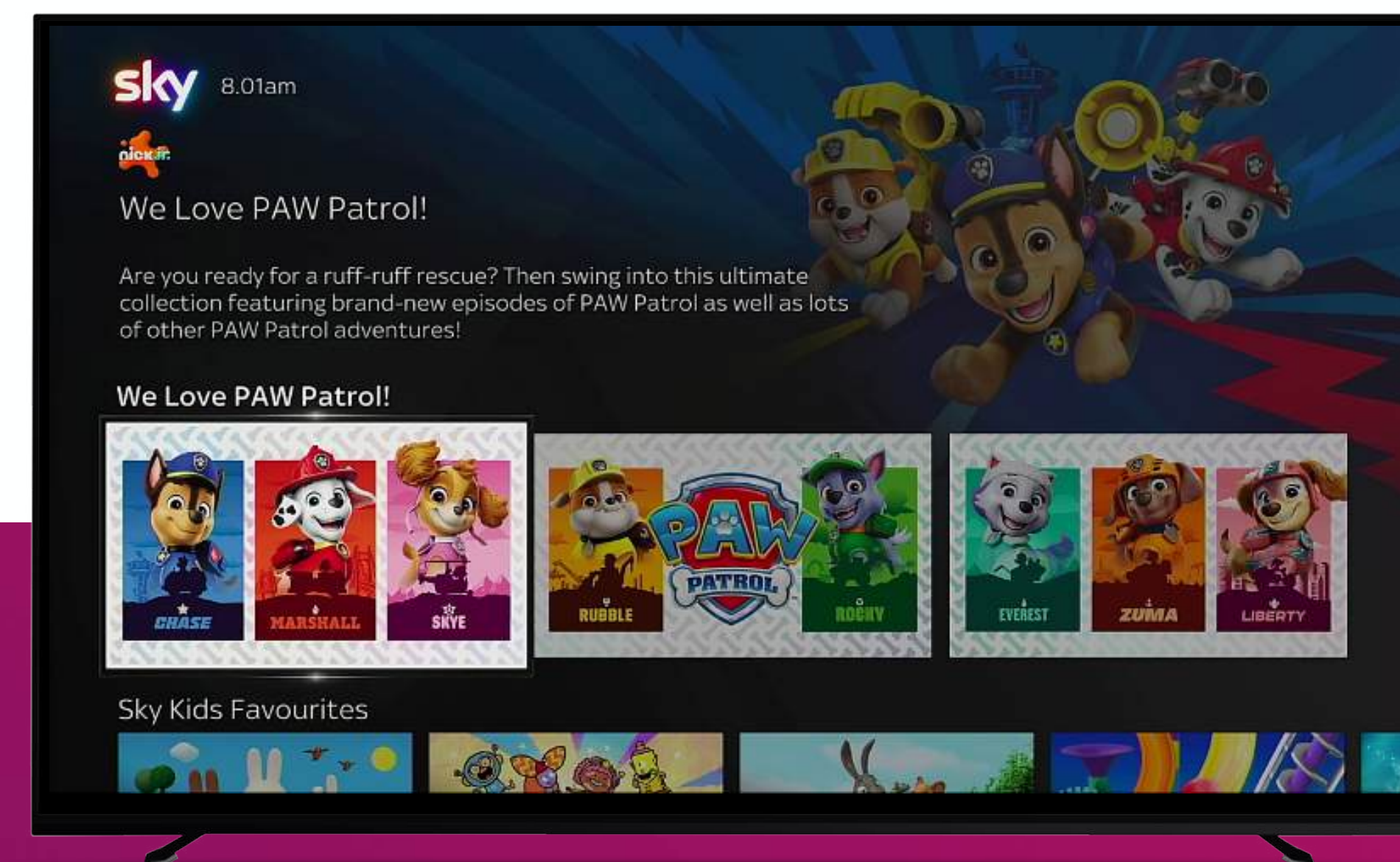
FROM DERBY DAYS TO REALITY BINGES

Sky TV rolled out the red carpet for sports fans, families, and reality TV addicts alike this August. Delivering a top-tier lineup of premium entertainment, the platform launched high-impact swimlane takeovers to showcase Hayu, the US Open, the EFL Cup, the Premier League, and *Paw Patrol*. From edge-of-your-seat derby days to guilt-free reality binges, Sky made sure every home screen was packed with unmissable, front-row viewing.

In the news: According to [research](#) from TikTok and Samba TV, ad campaigns on the platform generated an average 45.2% tune-in lift for UK streaming and broadcast titles. The study highlights that bundling three or more ad formats, including premium options like TikTok Pulse, and extending campaigns across the full launch window effectively converts elusive, light TV viewers into dedicated audiences.



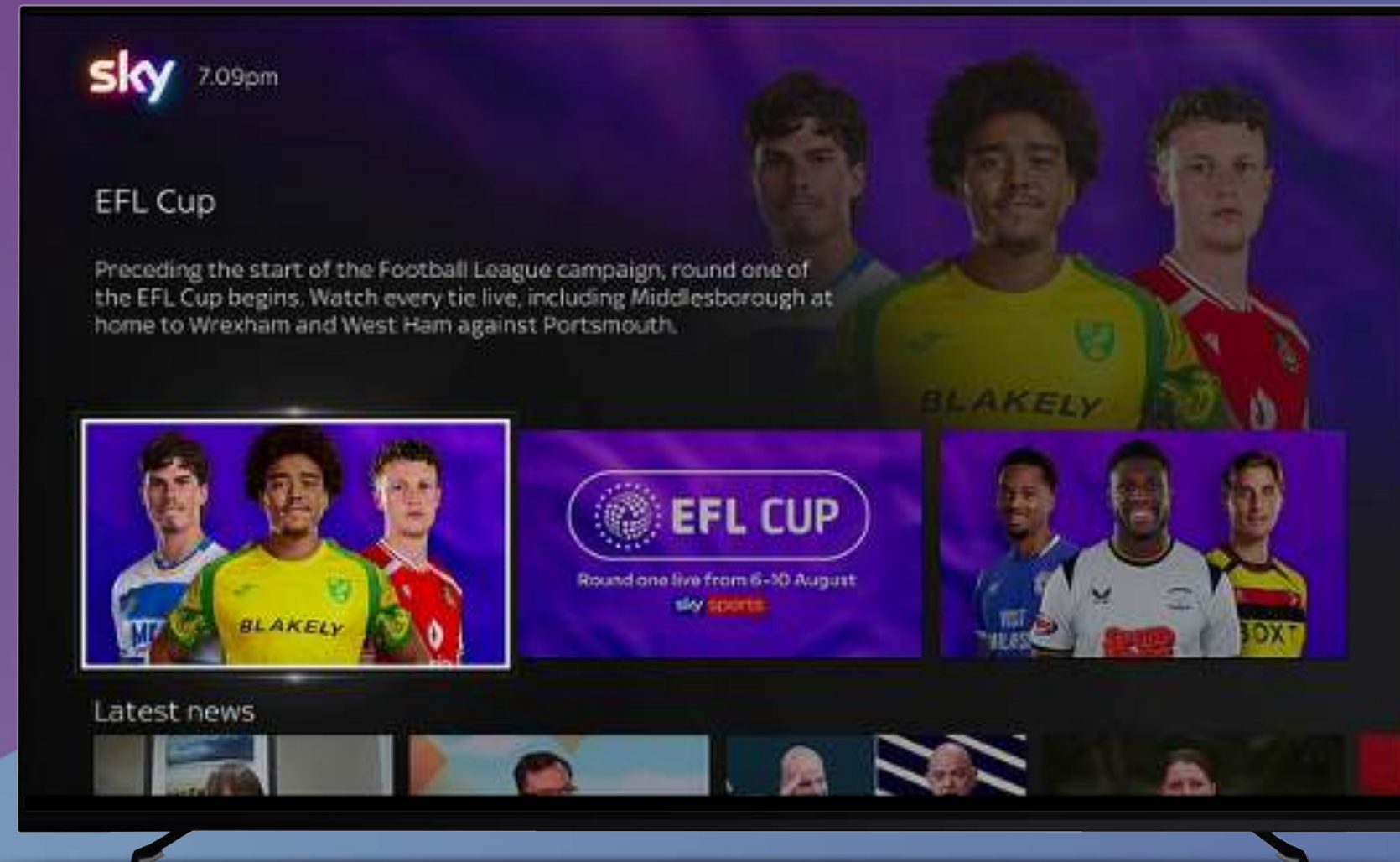
Sky Q UK



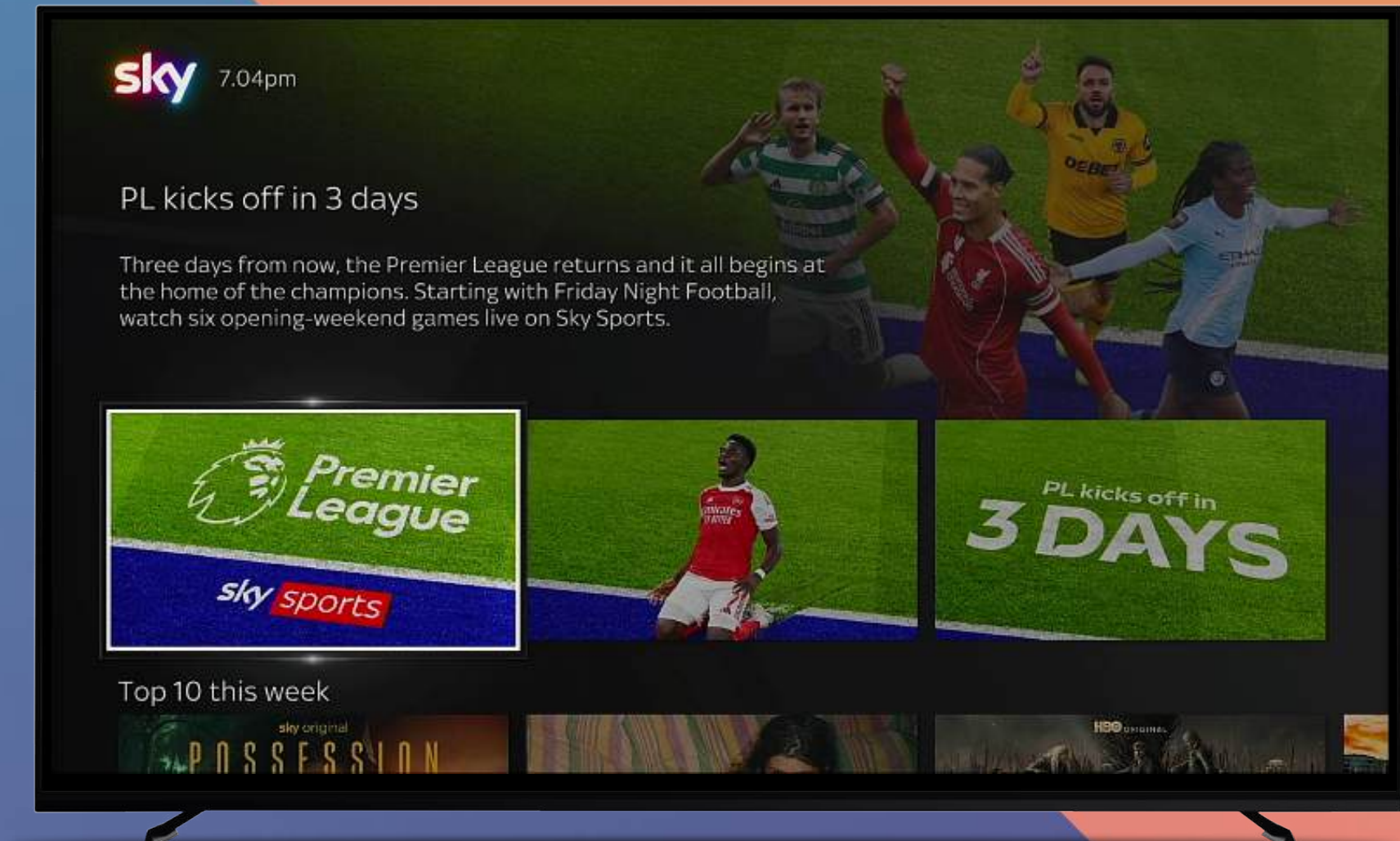
Sky Q UK

FROM DERBY DAYS TO REALITY BINGES

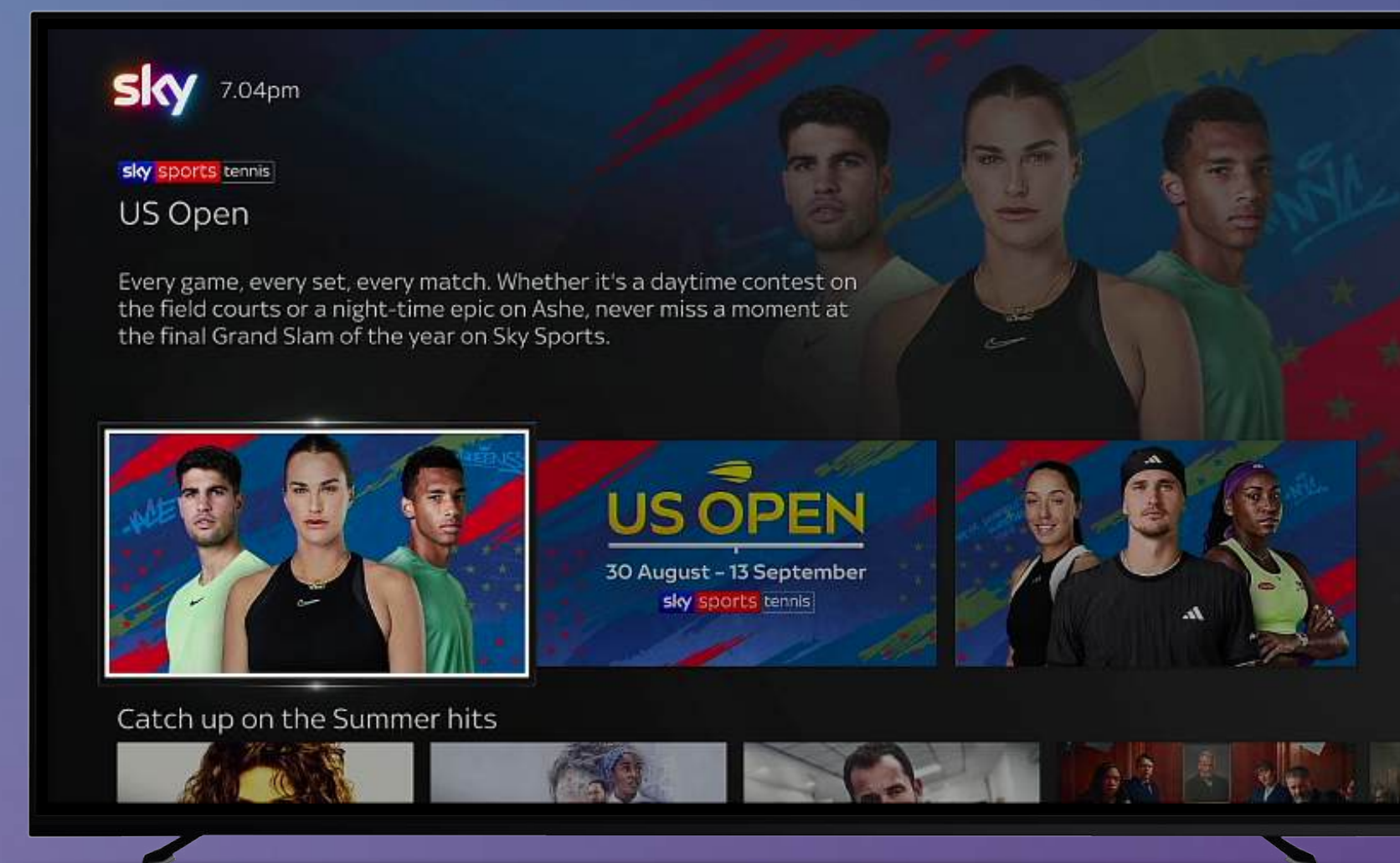
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Sky Q UK



Sky Q UK



Sky Q UK

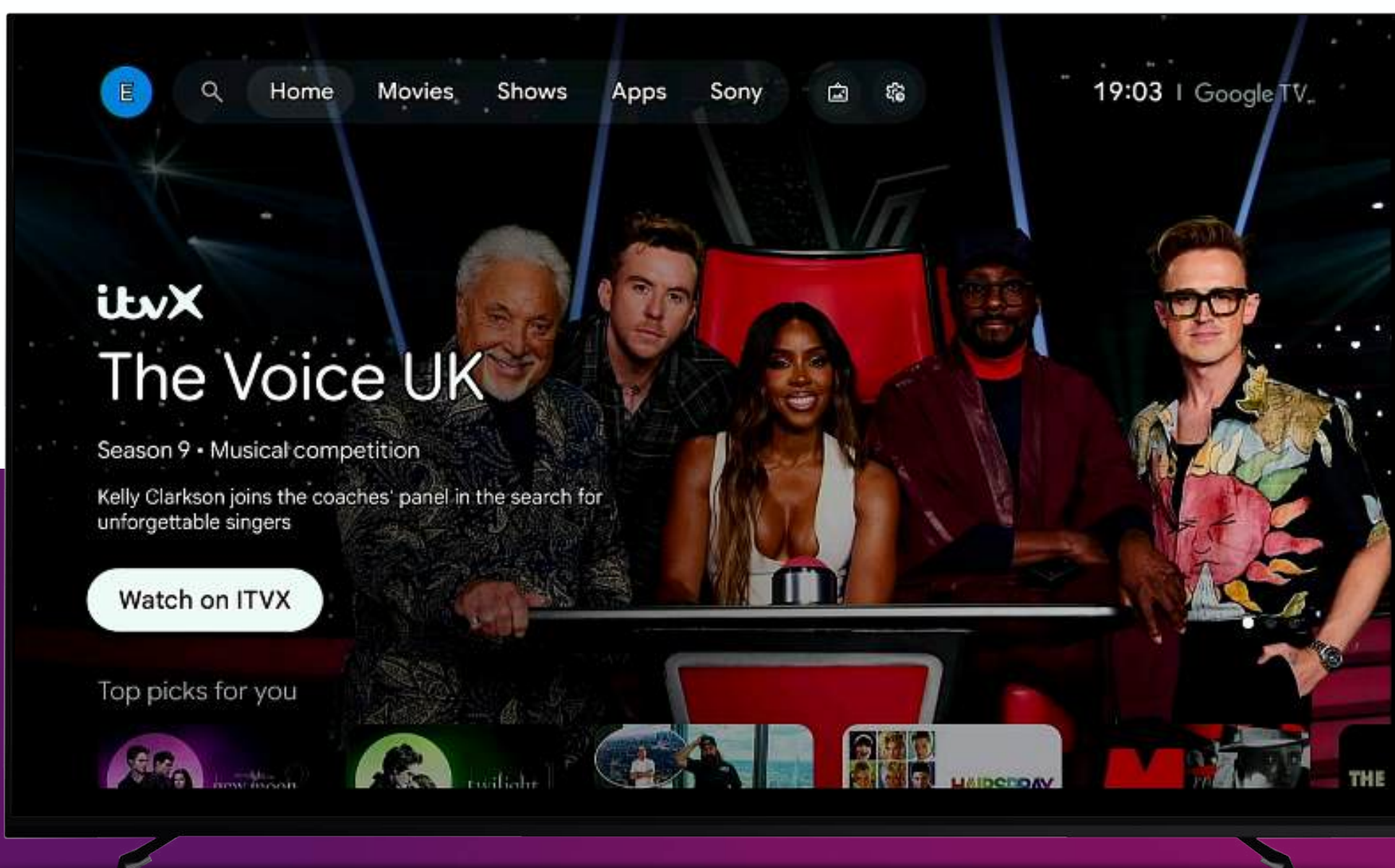
A PITCH-PERFECT PURSUIT



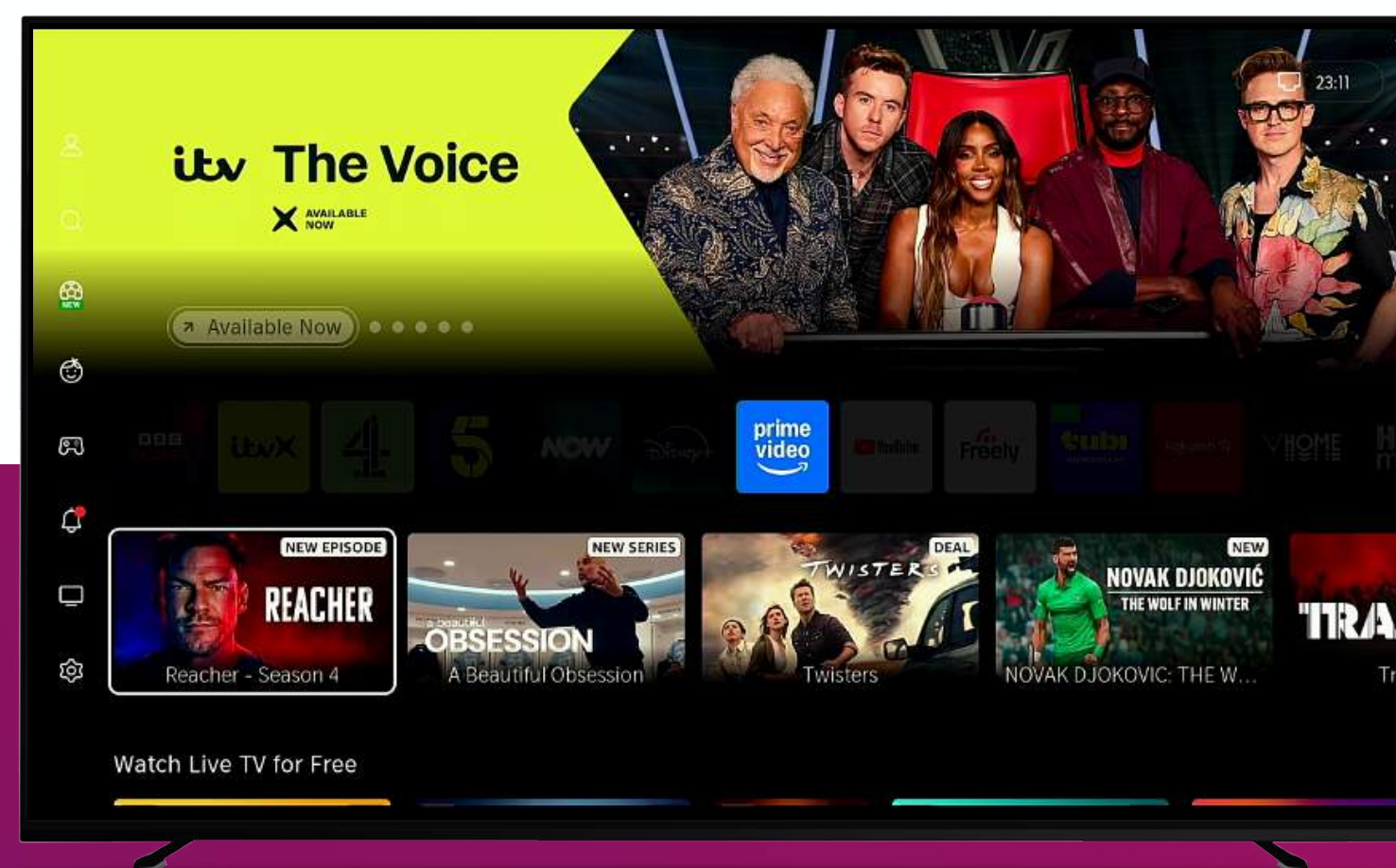
It was a standing ovation and a victory lap for ITVX this August as the platform turned up the noise across the UK CTV landscape. Outpacing the competition, unscripted heavyweights *The Voice* and *The Chase Around the World* took centre stage with front-row placement across Google TV, Hisense Vidaa TV, Roku, Samsung TV, and LG TV. Bringing both big-note glamour and high-stakes general knowledge right to the home screen, ITVX ensured audiences didn't just watch, they hit the red button and caught the fever.



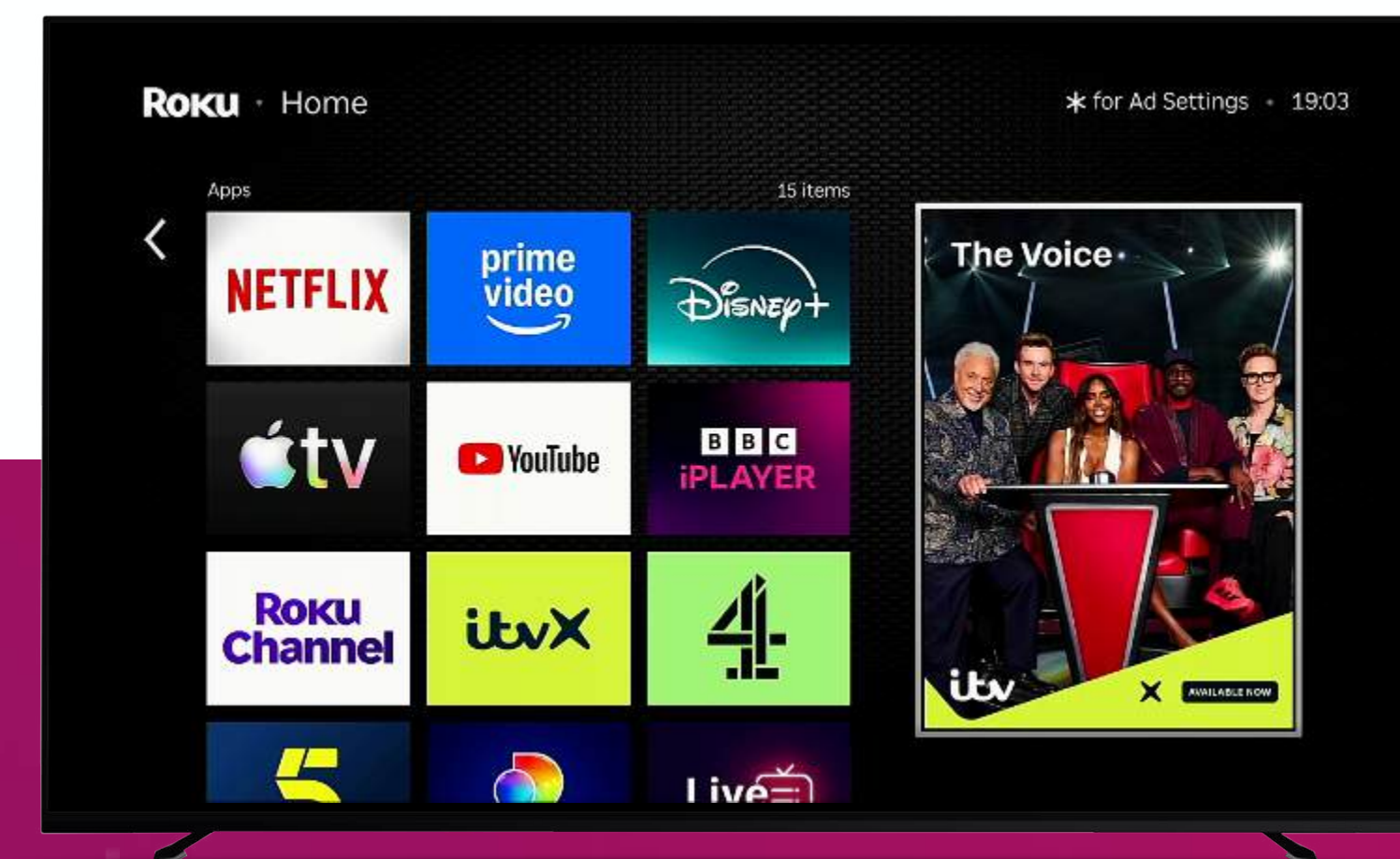
In the news: [Broadband TV](#) News reports that illegal streaming costs the UK economy at least £1.35 billion annually and is linked to the loss of over 10,000 jobs across the creative and supporting industries. The study by WPI Economics for BeStreamWise emphasizes that piracy also deprives the government of £366 million in tax revenues while exposing consumers to fraud and identity theft.



Google TV UK



Hisense Vidaa TV



Roku UK

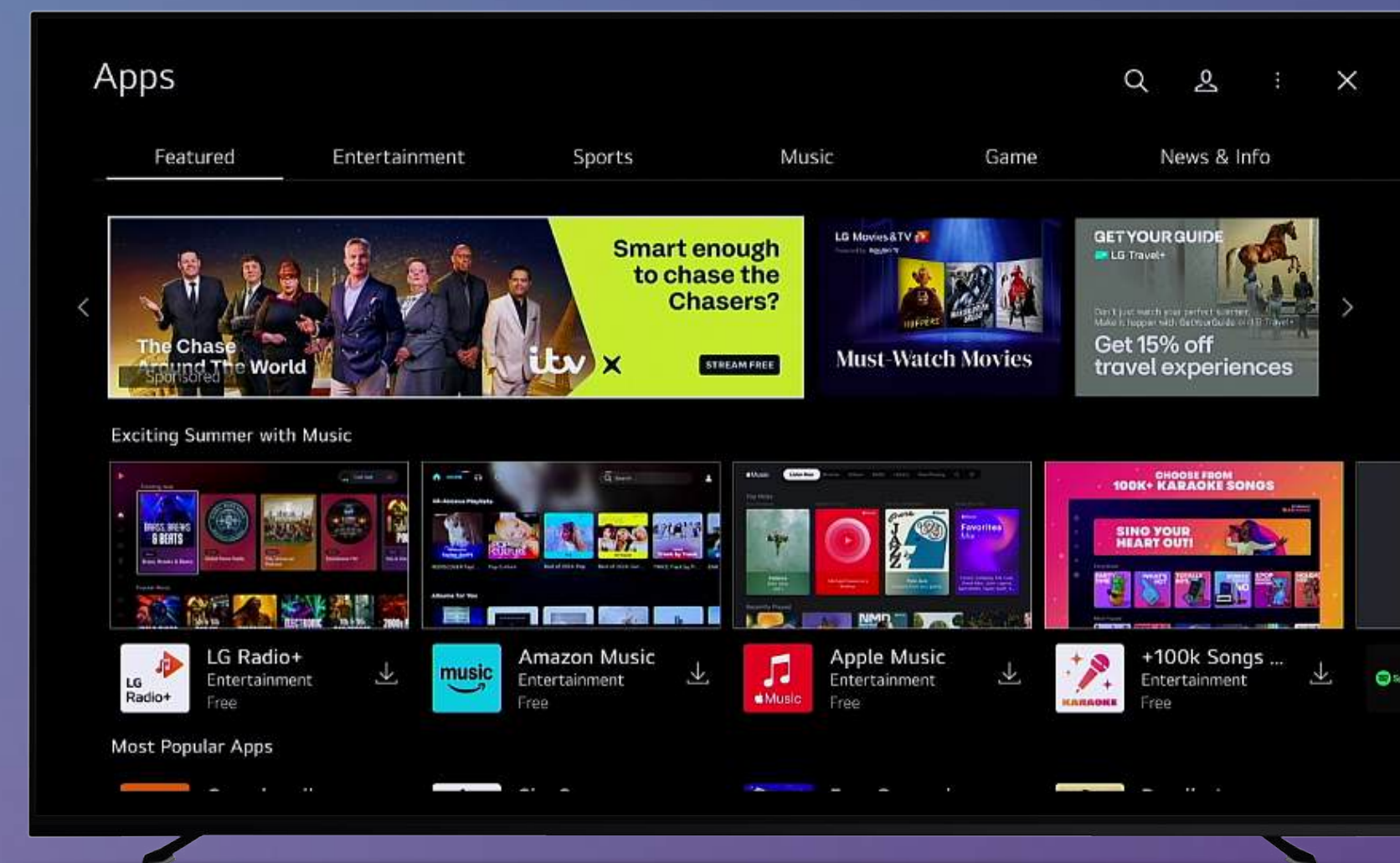
A PITCH-PERFECT PURSUIT



Samsung TV (2022) UK



LG TV (2025) UK



LG TV (2025) UK



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