



STREAMER OF THE MONTH

AUGUST 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 *Merchandiser 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: AUGUST 2026

/ TOP 10 TITLES /

POSITION	TITLE	APP	\$MPV™ SCORE
1	Ted Lasso	Apple TV	\$7,498,145
2	Obsession	Peacock	\$6,708,211
3	Lioness	Paramount+	\$5,844,764
4	Reacher	Prime Video	\$5,830,574
5	The Super Mario Galaxy Movie	Peacock	\$5,685,985
6	House of the Dragon	HBO Max	\$5,465,867
7	Concacaf Central American Cup	Paramount+	\$5,254,894
8	The Devil Wears Prada 2	Disney+	\$5,124,430
9	Leagues Cup	Apple TV	\$4,908,689
10	Women's National Basketball Association	Peacock	\$4,884,318

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/ TOP 10 APPS /

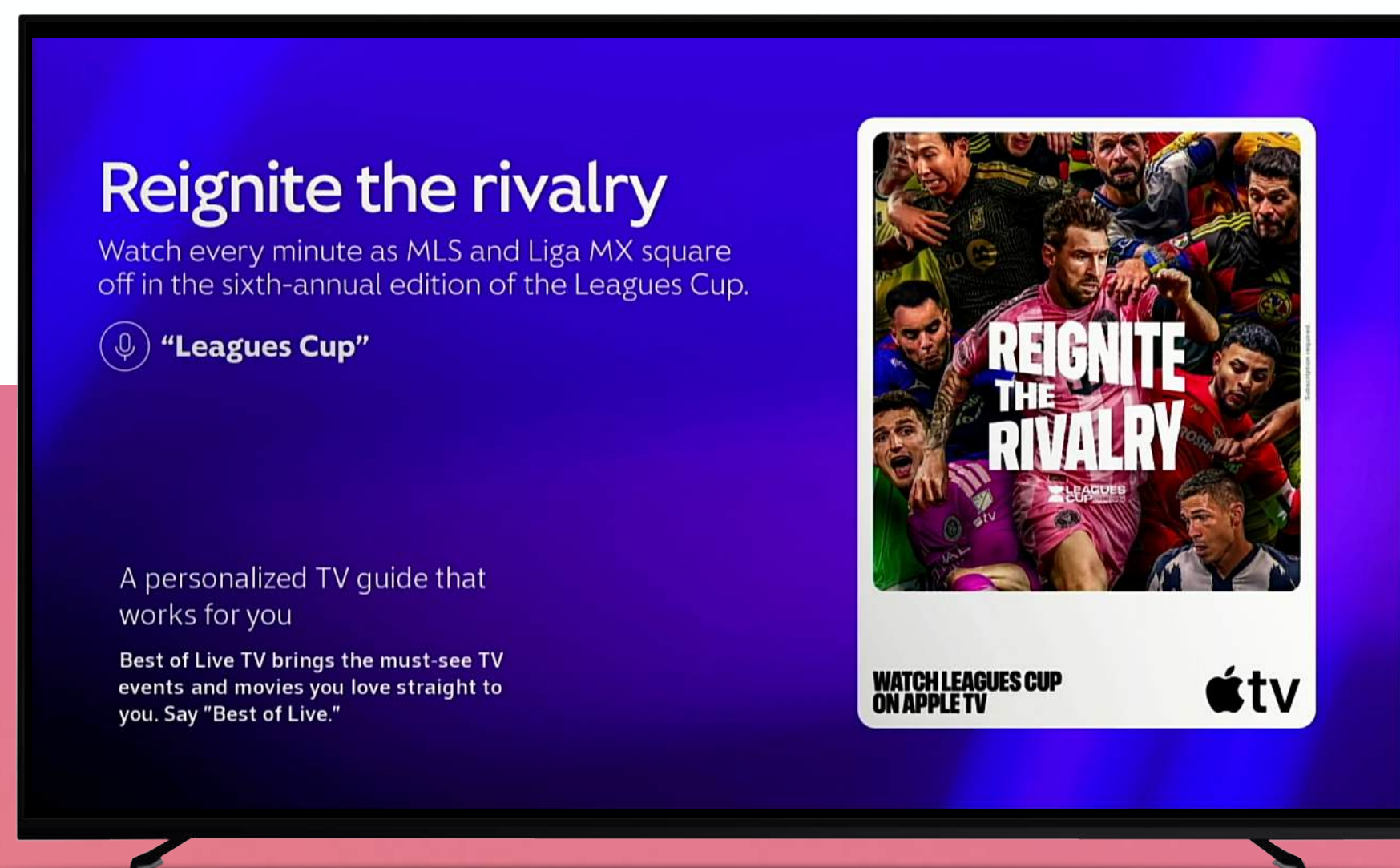
POSITION	APP	\$MPV™ SCORE
1	The Roku Channel	\$199,869,207
2	Prime Video	\$192,954,689
3	Tubi	\$186,741,086
4	Apple TV	\$126,642,882
5	Peacock	\$109,929,137
6	Disney+	\$100,120,669
7	Paramount+	\$97,323,613
8	Pluto TV	\$85,538,314
9	HBO Max	\$69,042,300
10	Hulu	\$48,601,963



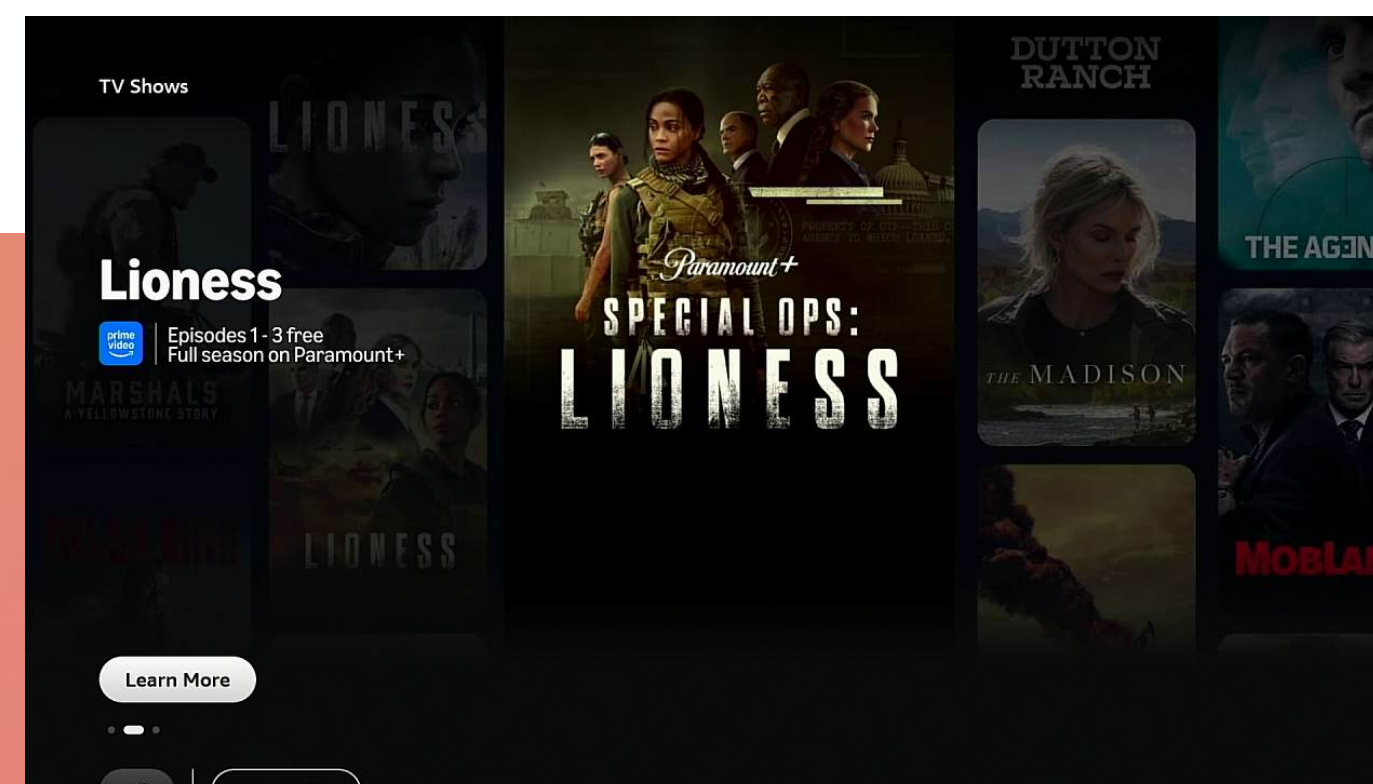
*Apple TV, Cox Contour 2, Cox CSP, Fire TV, Google TV, LG TV, PlayStation 4, PlayStation 5, Roku, Samsung TV, Vizio TV, Xfinity and Xbox One Console

TOP TITLES OF THE MONTH

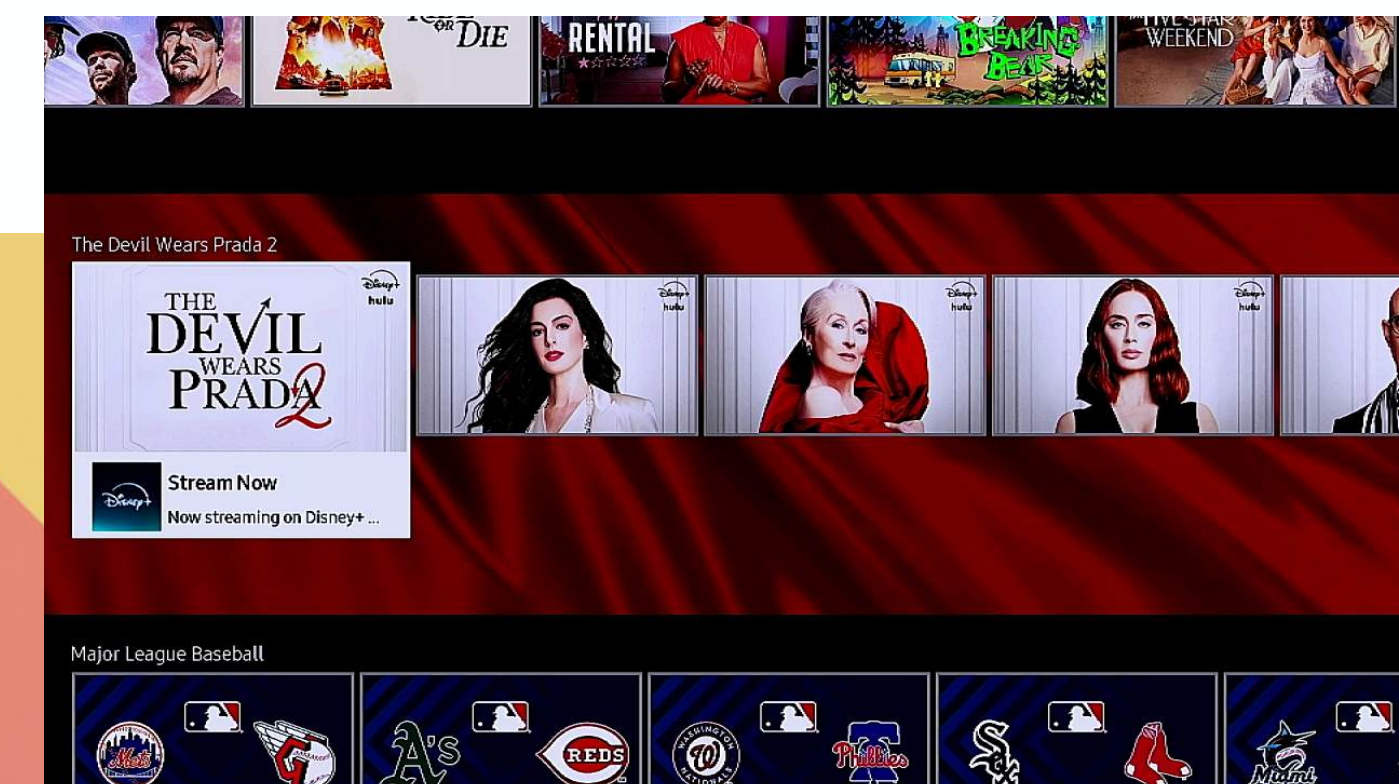
- Summer proved to be a powerhouse for sports across the US streaming landscape. Driven by the Concacaf Central American Cup, the Leagues Cup, and the WNBA, three major platforms (Paramount+, Apple TV, and Peacock) secured spots in the top ten, generating a combined \$MPV™ exceeding \$15M. Riding this surge in athletic fandom and capitalizing on the massive engagement left in the wake of the World Cup, a new season of Apple TV's *Ted Lasso* launched to stellar results, securing its spot as the month's top title with an impressive \$MPV™ of nearly \$7.5M.
- In the news:** According to [Deadline](#), *Stranger Things* was the most-watched streaming title in the first half of the year with 23.26 billion minutes viewed following its series finale. However, the overall Top 10 list remained largely dominated by acquired, linear-first shows like *Bluey*, *Grey's Anatomy*, and *The Big Bang Theory*.



Xfinity TV U.S.



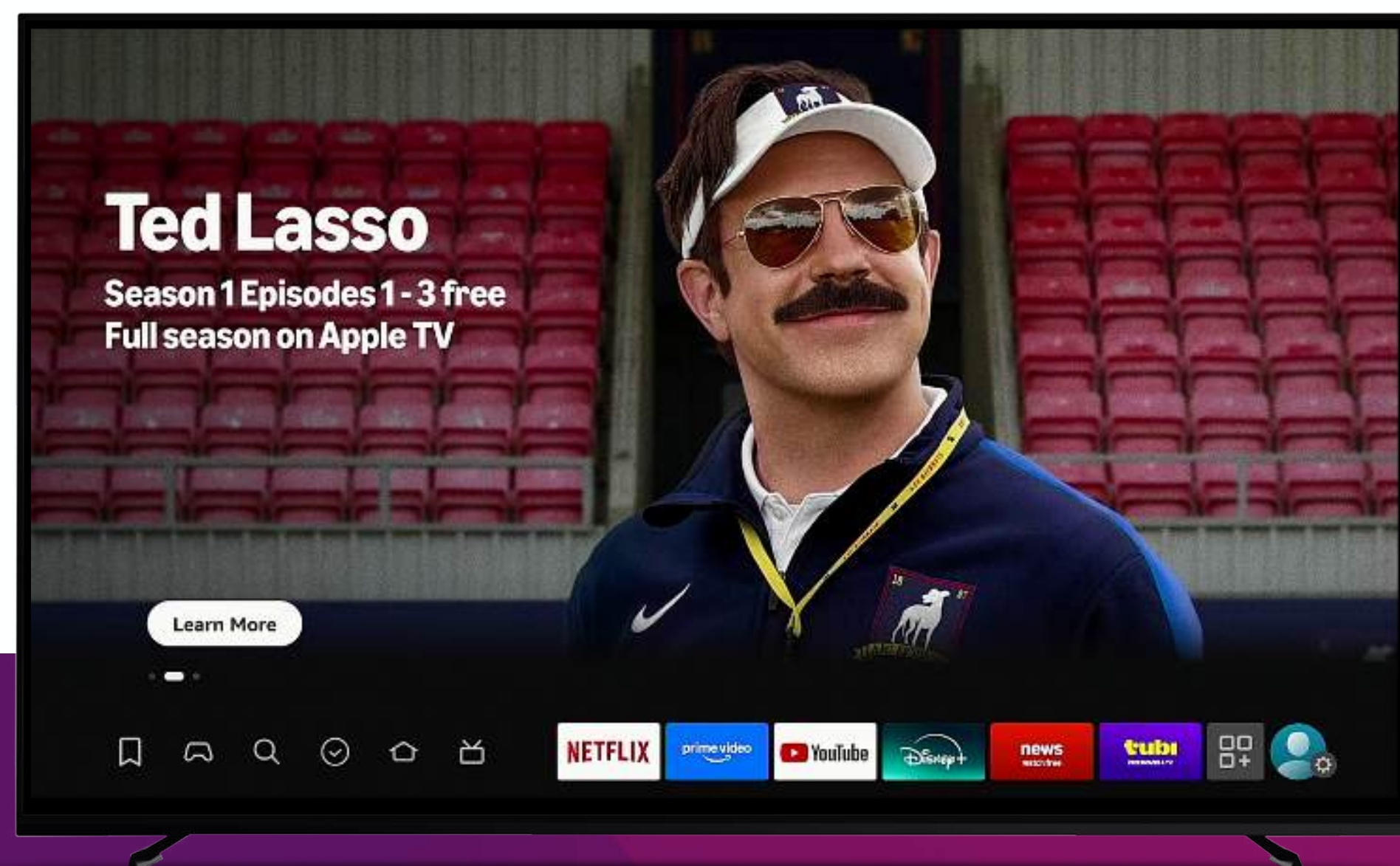
Fire TV U.S.



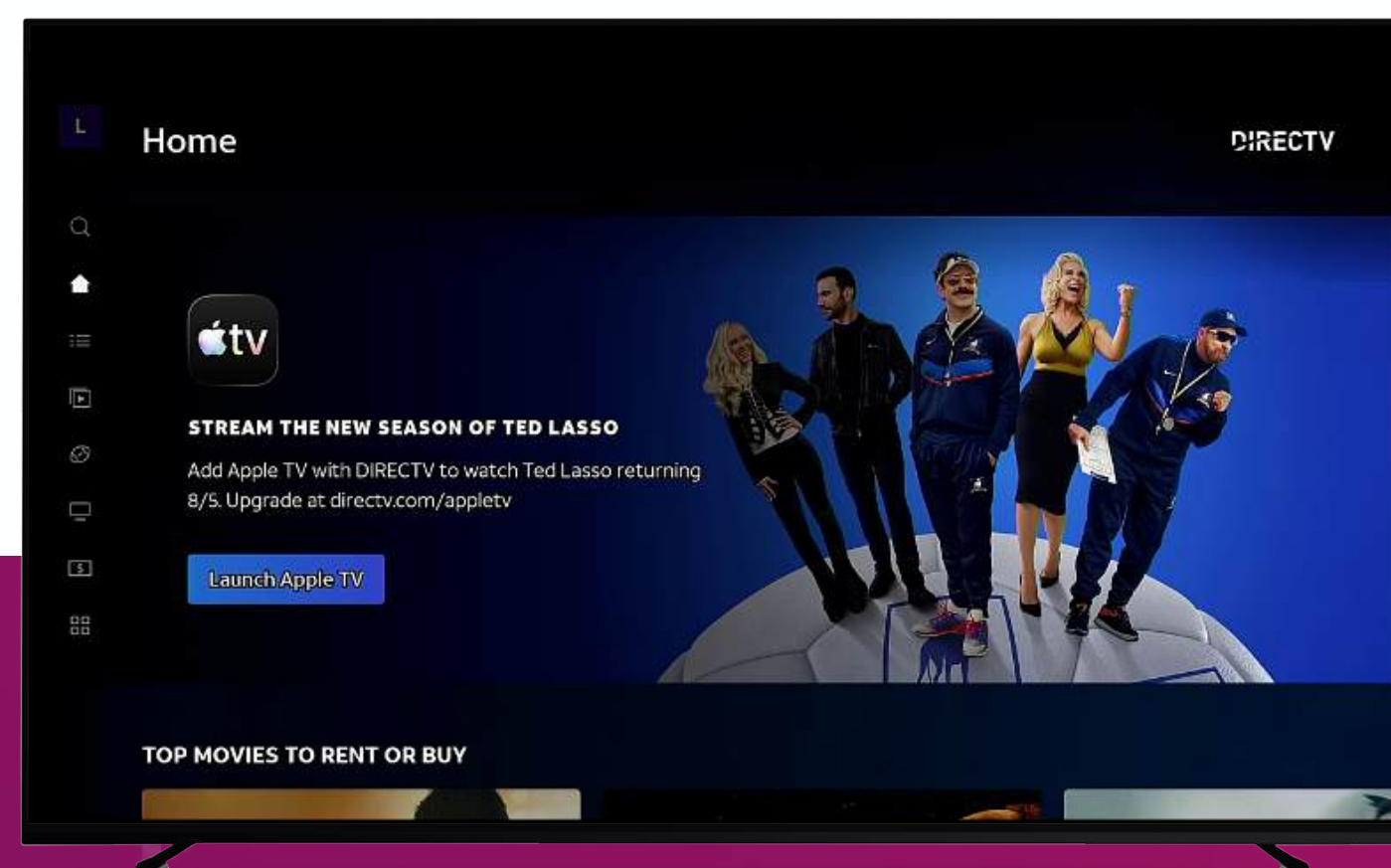
Samsung TV (2020) U.S.

SMELLS LIKE TEAM SPIRIT

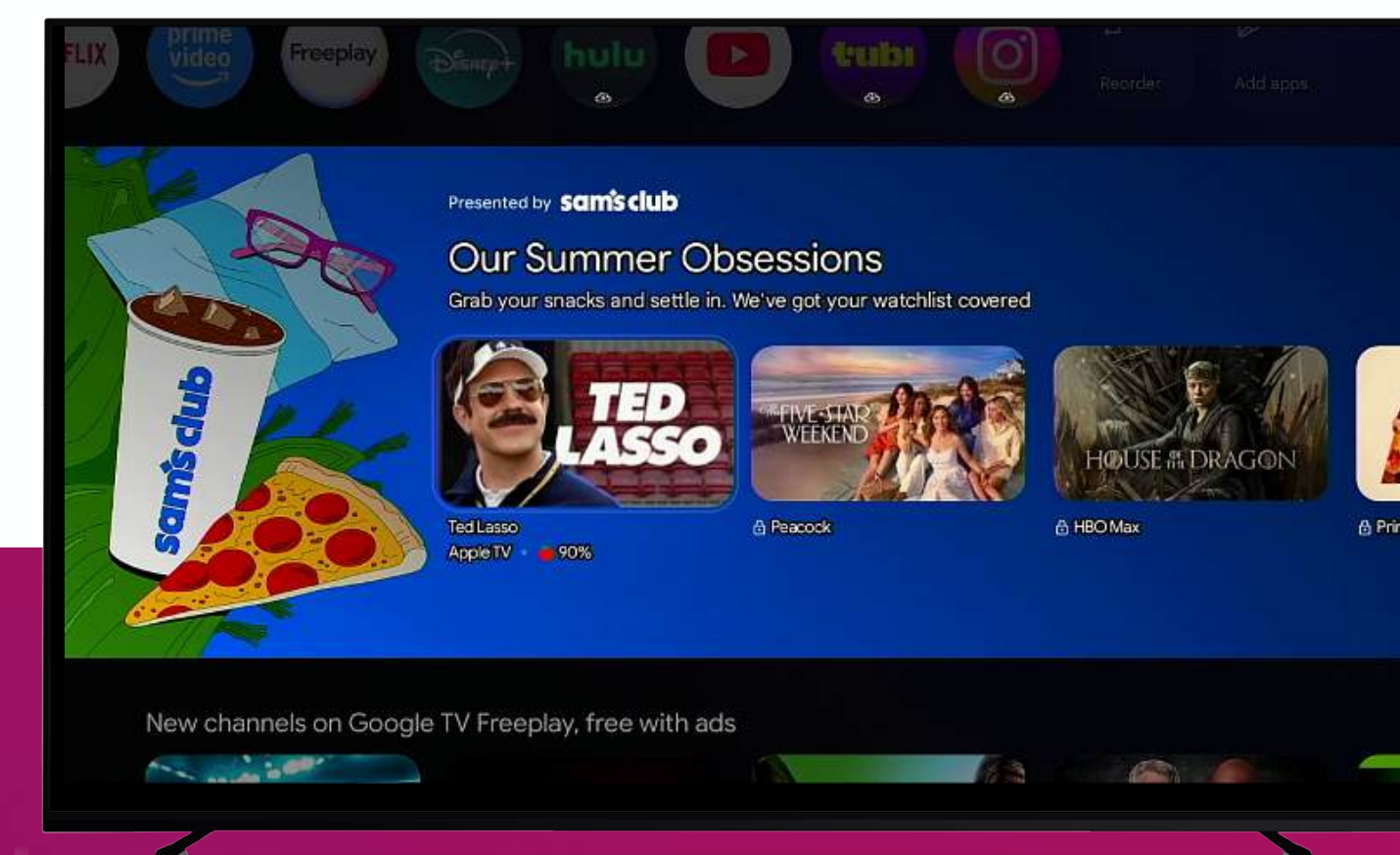
- Like a freshly baked, warm biscuit delivered straight to your desk, *Ted Lasso* made a triumphant return for Season 4 this August, immediately snatching the crown as the month's top title. US streaming platforms welcomed the Richmond spirit with open arms, giving Apple TV absolute wall-to-wall love across Roku, Fire TV, Google TV, DirecTV, and Apple TV itself. As the great man himself might say, you could fill a whole goldfish bowl with all that gorgeous coverage!
- In the news:** [Deadline](#) reports that the Season 4 premiere of *Ted Lasso* generated 296.6 million viewing minutes across its August 4–5 launch window, marking Apple TV's biggest series debut ever. Following a multi-year hiatus, the new season features Jason Sudeikis's character taking on a new challenge: coaching a second-division women's football team.



Fire TV U.S.

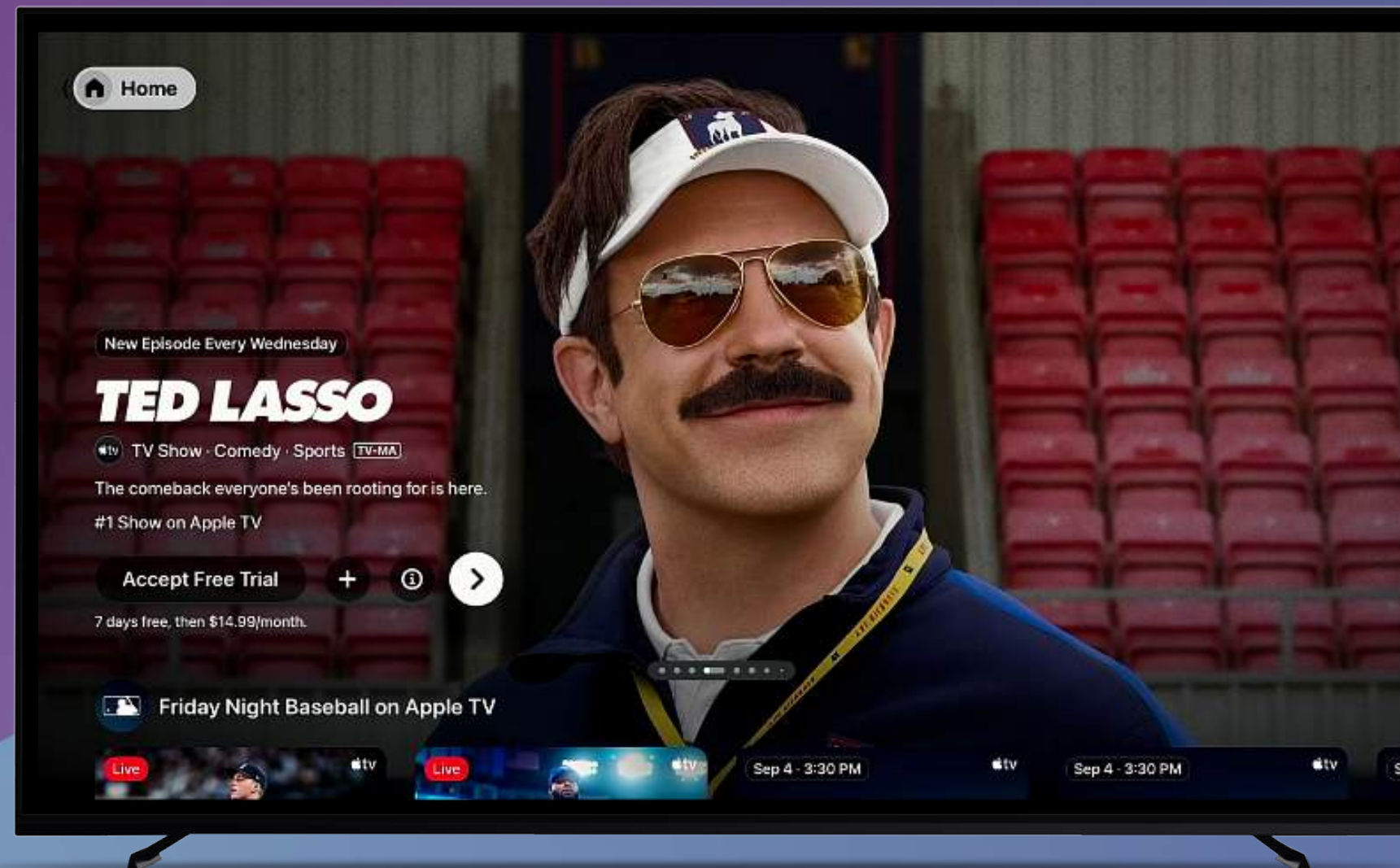


DirecTV U.S.



Google TV U.S.

SMELLS LIKE TEAM SPIRIT



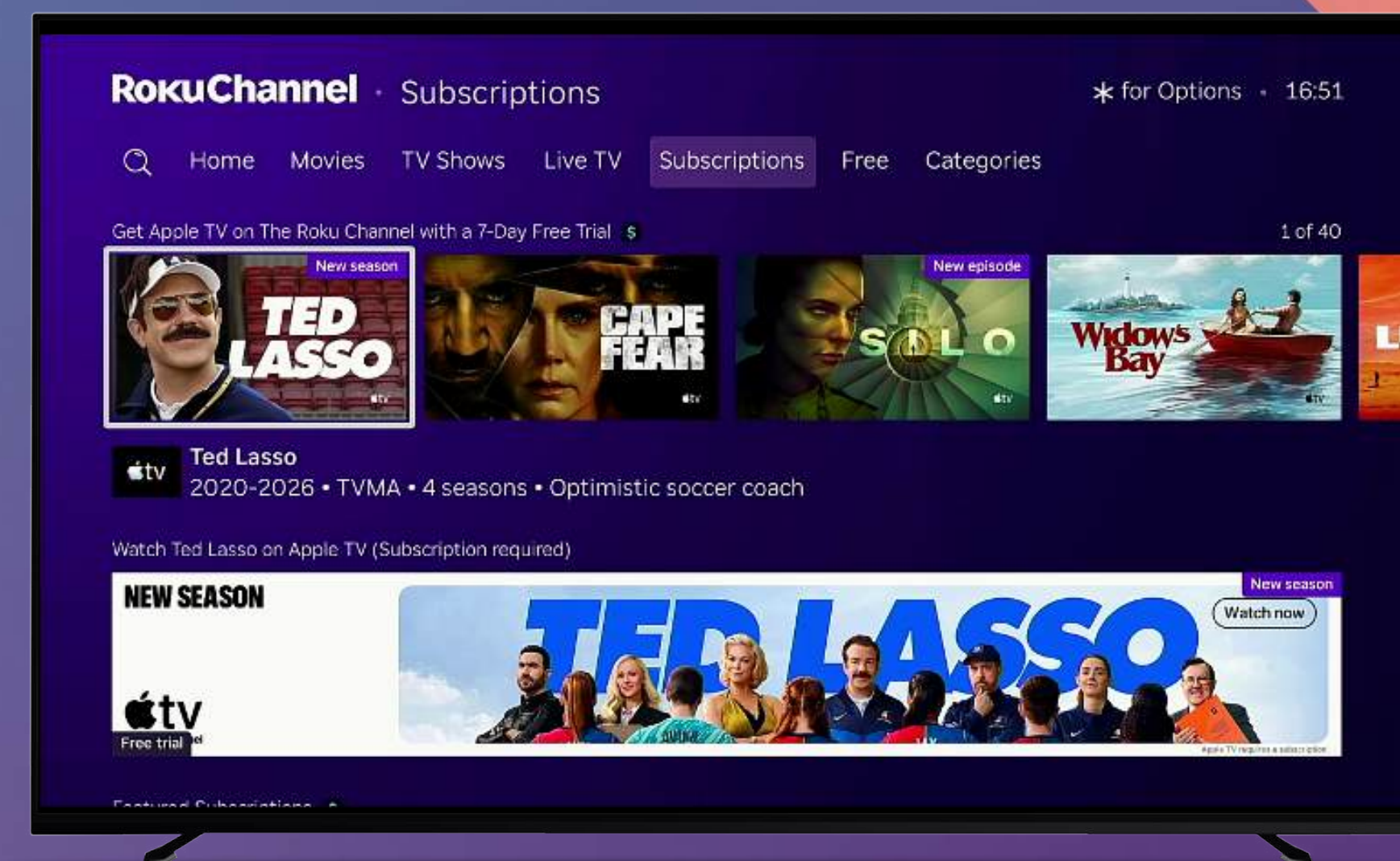
Apple TV U.S.



Fire TV U.S.



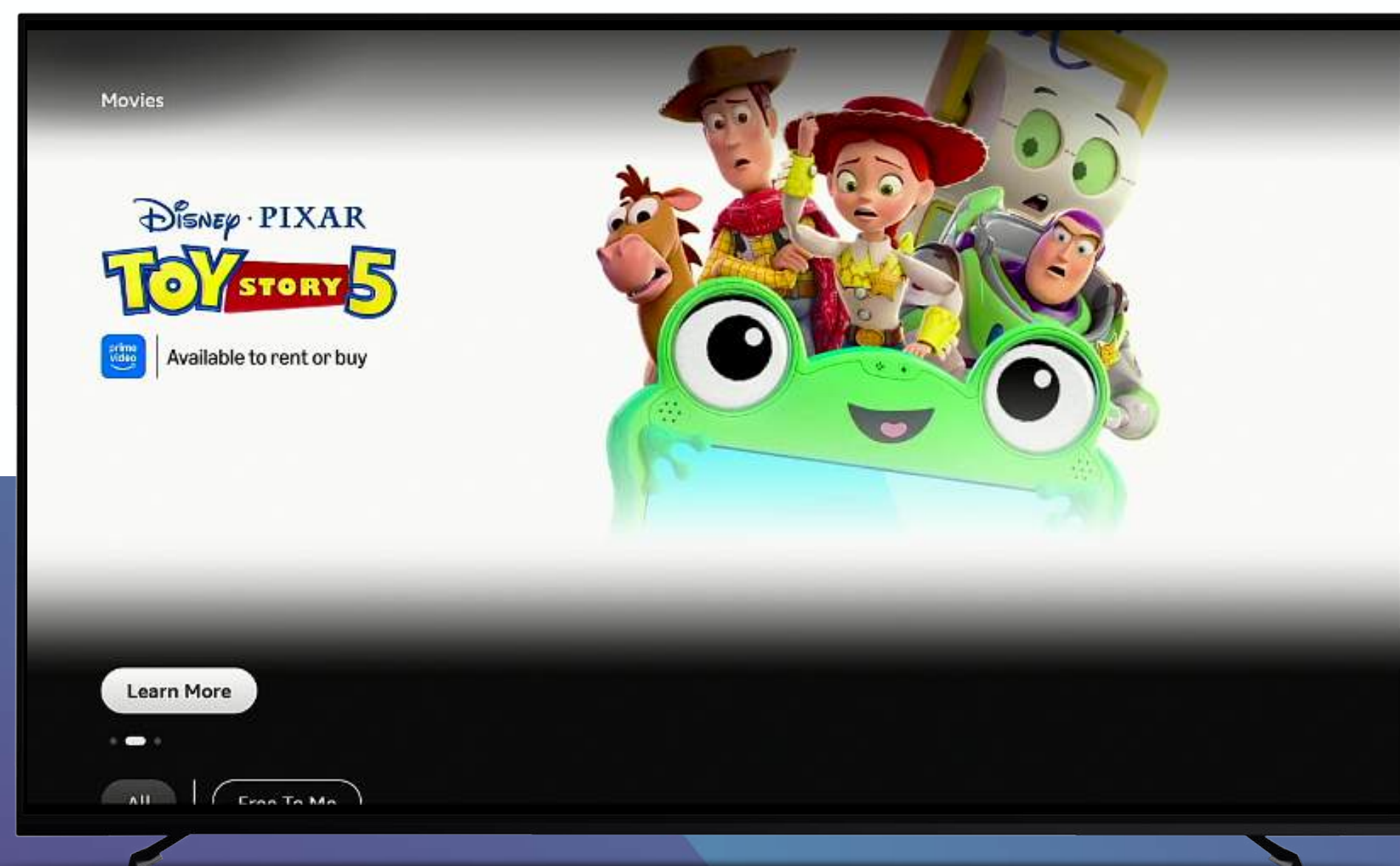
Roku U.S.



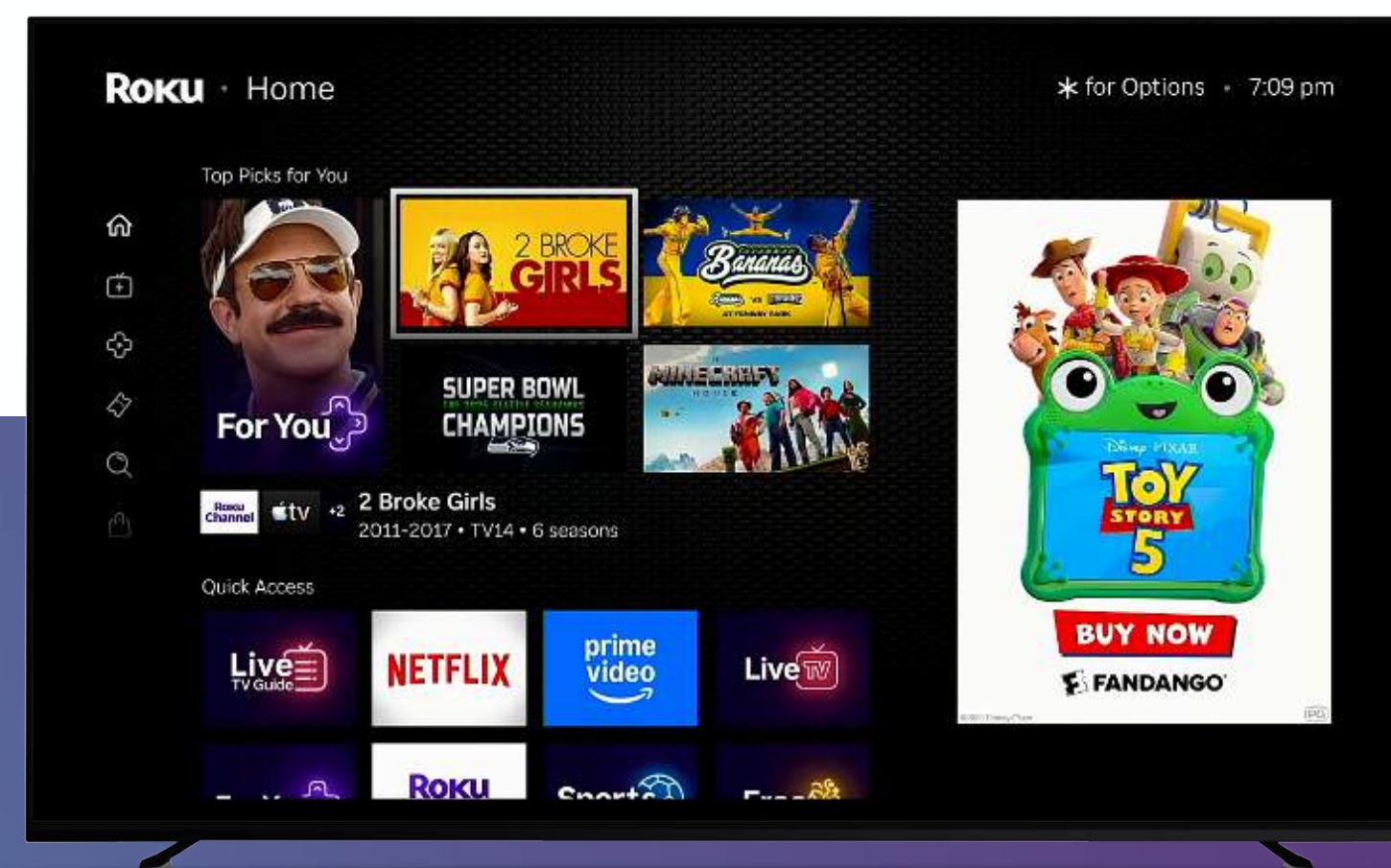
Roku U.S.

TO TVOD AND BEYOND

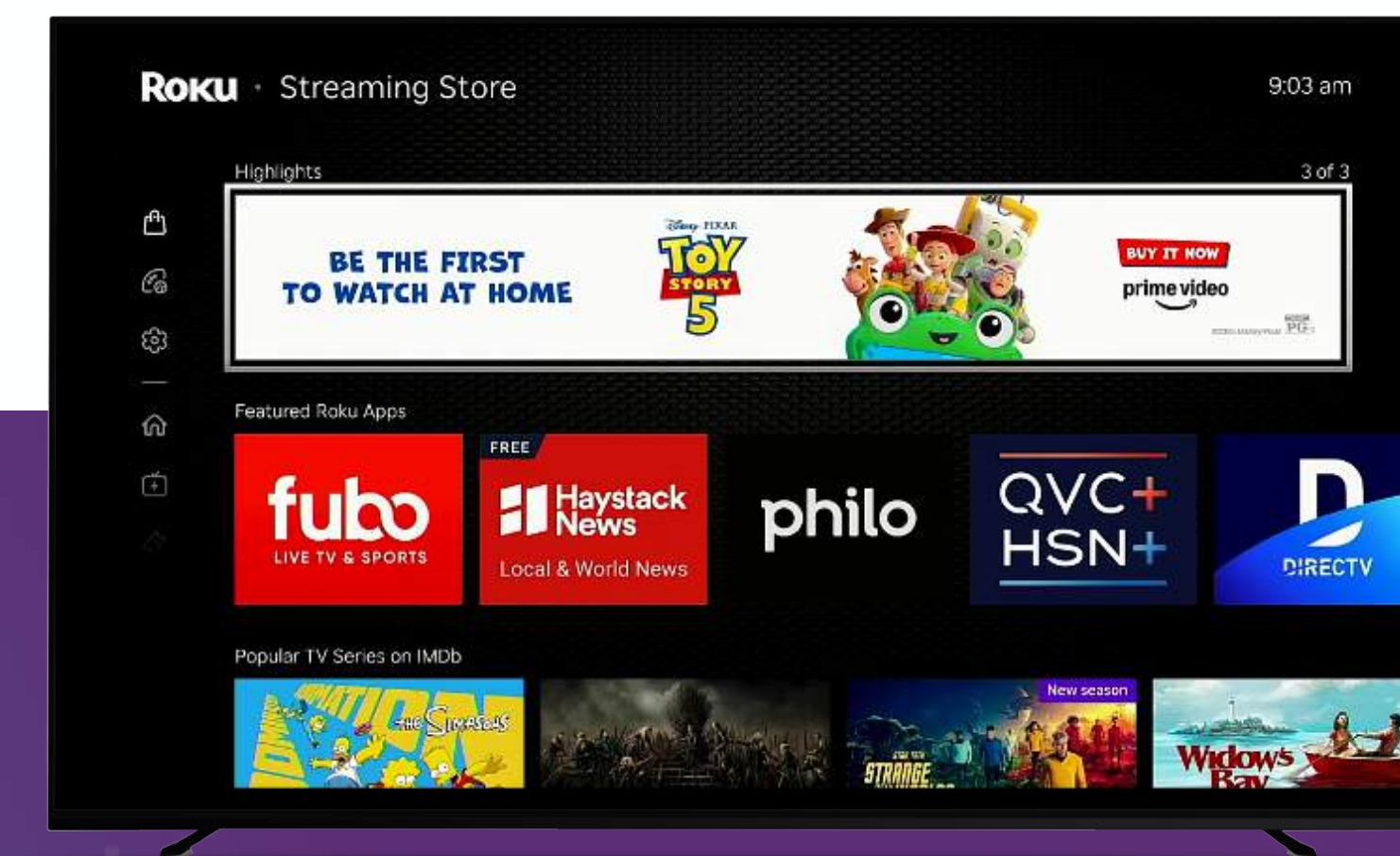
- There's a snake in my boot, and a brand-new movie on the home screen! Fresh off a heroic run at the summer box office, *Toy Story 5* made its grand TVOD debut, rustling up prime real estate across the entire streaming universe. Woody, Buzz, and the gang didn't just fall with style; they claimed front-row placement on Fire TV, Apple TV, Roku, Samsung, and DirecTV. With zero tech-support meltdowns from Rex, the crew packed up their moving boxes and took over the living room, proving that true hits go way beyond the cinema-to infinity and beyond!
- In the news:** [Variety](#) reports that Comcast's Xfinity has expanded its StreamSaver offerings by adding Disney+, Hulu, and HBO Max alongside existing partners Peacock, Netflix, and Apple TV. Available exclusively to Xfinity broadband or TV customers, these eight ad-supported bundle options deliver discounts between 29% and 45% compared to purchasing the services individually.



Fire TV U.S.



Roku U.S.

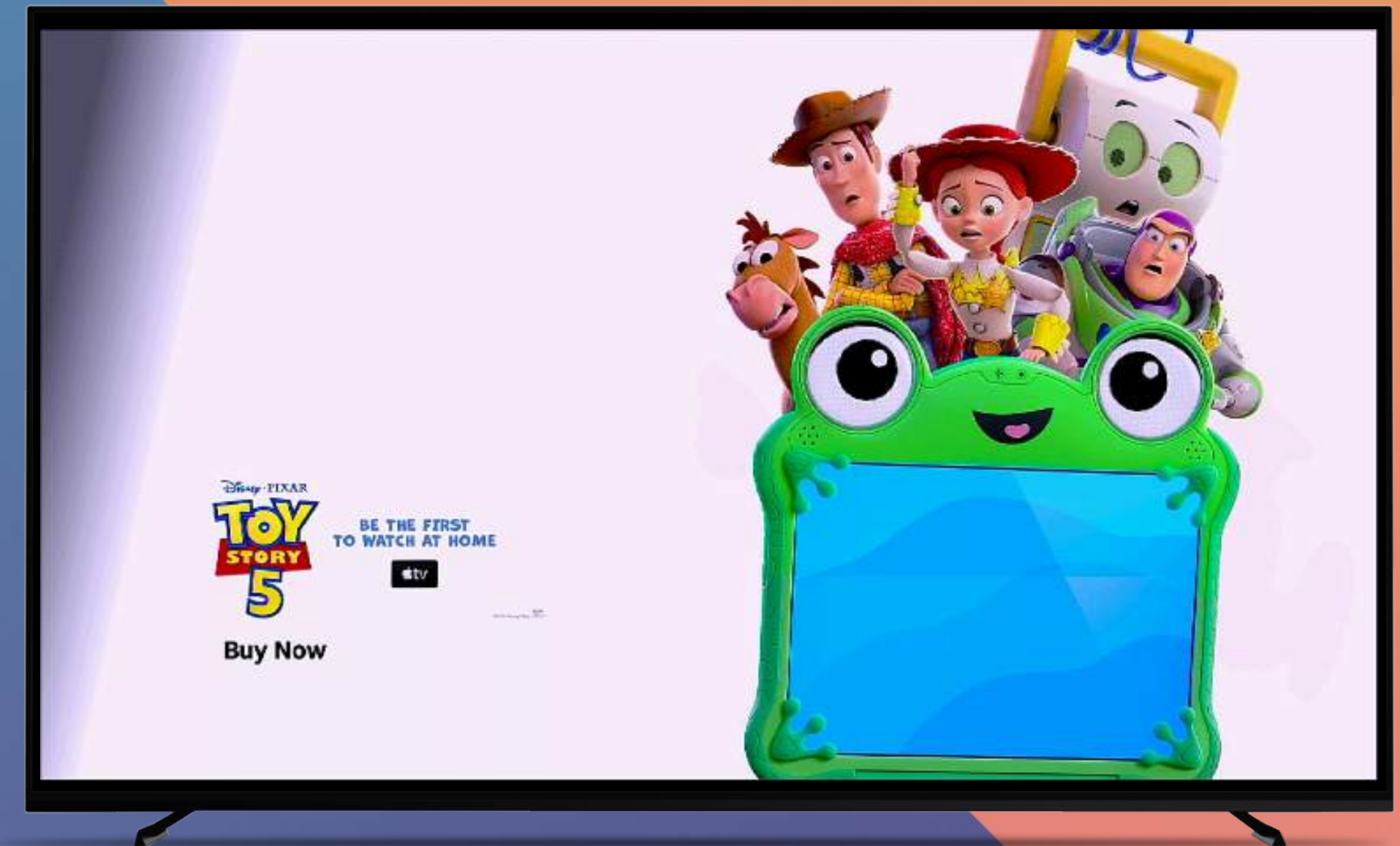


Roku U.S.

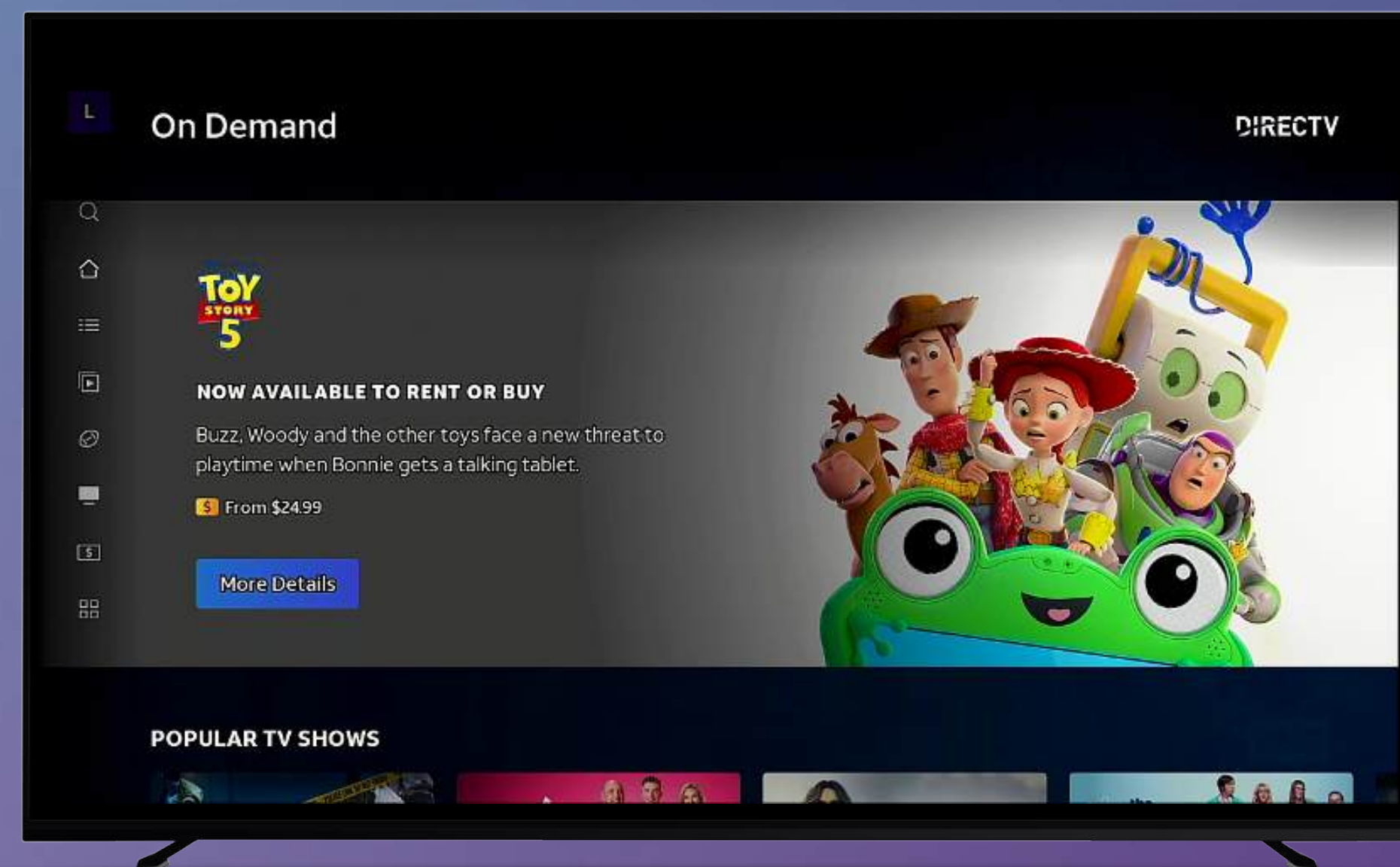
TO TVOD AND BEYOND



Apple TV U.S.



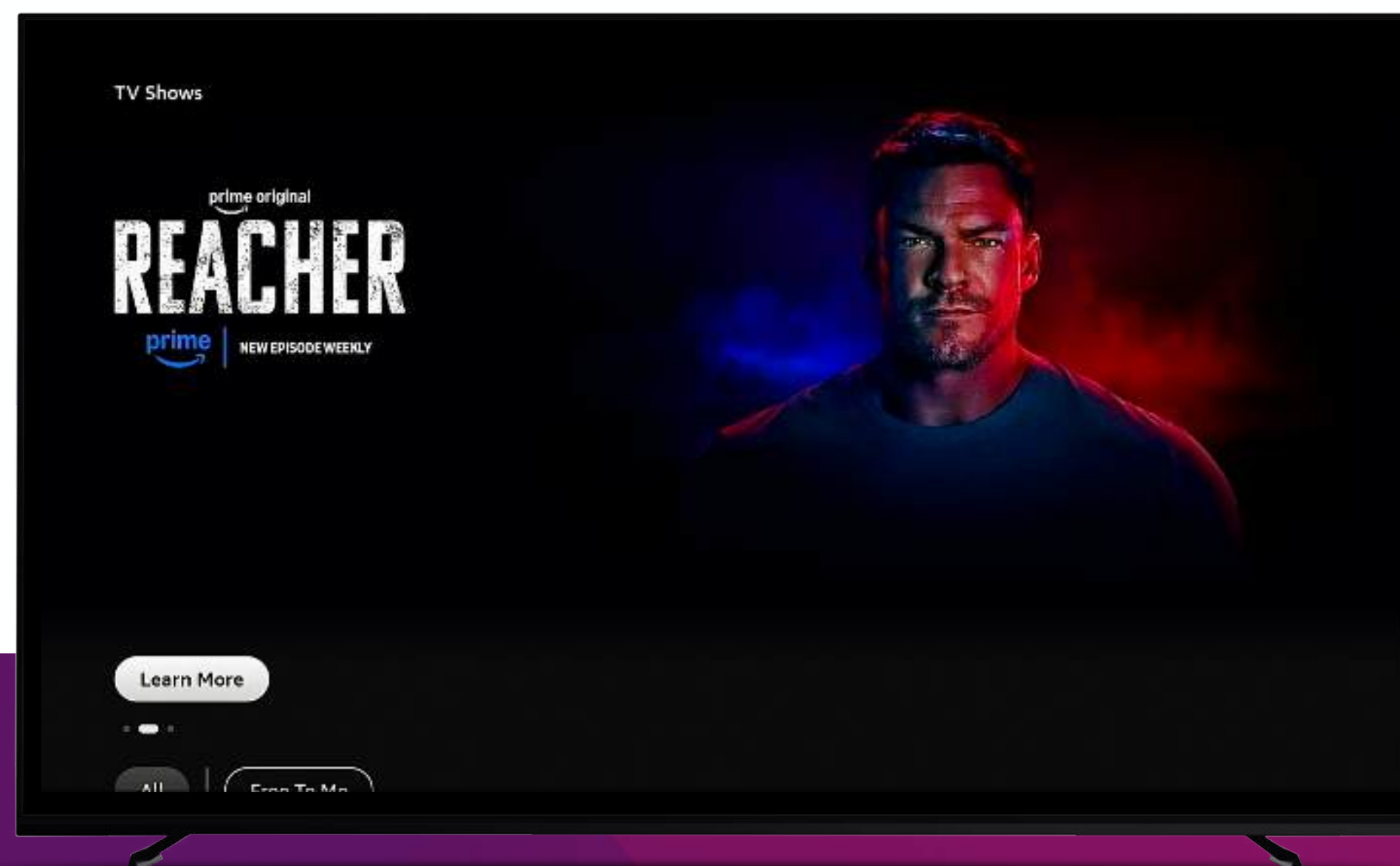
Samsung TV (2022) U.S.



DirecTV U.S.

JACK REACHER DOESN'T ASK FOR ROOM

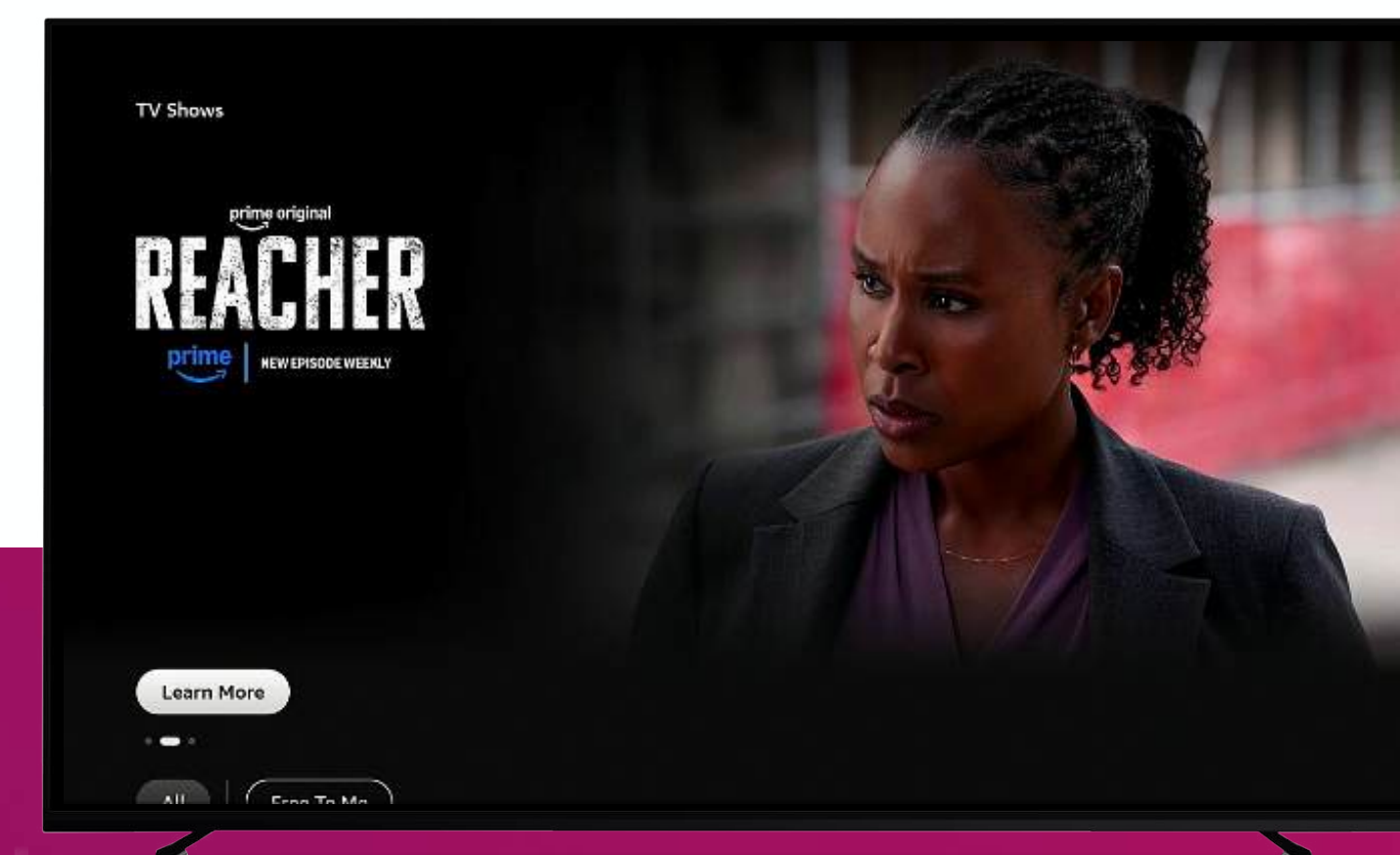
- Details matter, and Jack Reacher doesn't do quiet entrances. Returning to Prime Video this August, *Reacher* slammed back onto the scene and took complete control, locking down high-impact, front-page real estate across Fire TV, Samsung TV, Apple TV, and Google TV. Plain and simple, no fluff- just a swift, efficient takeover of every major home screen that left zero room for argument.
- In the news:** According to [Variety](#), ABC News Live is launching four new experimental shows, including the data-driven *Searched* and the trial-focused *Burden of Proof*, to move beyond traditional TV formats. Built on analytics showing what viewers actively search for and desire, these casual, deep-dive programs will also distribute content across Disney+, Hulu, and social media platforms.



Fire TV U.S.



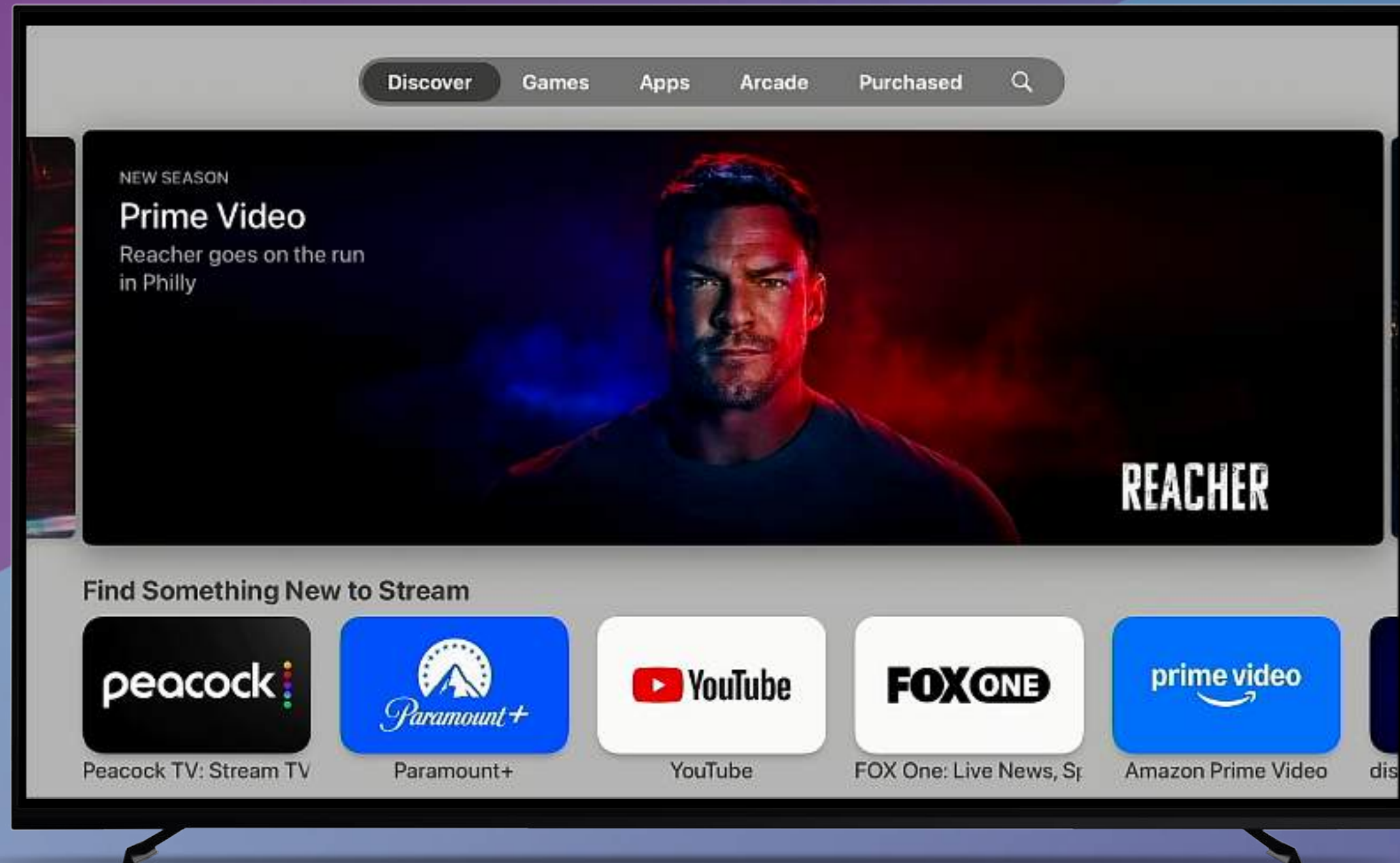
Samsung TV (2020) U.S.



Fire TV U.S.

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Apple TV U.S.



Google TV U.S.

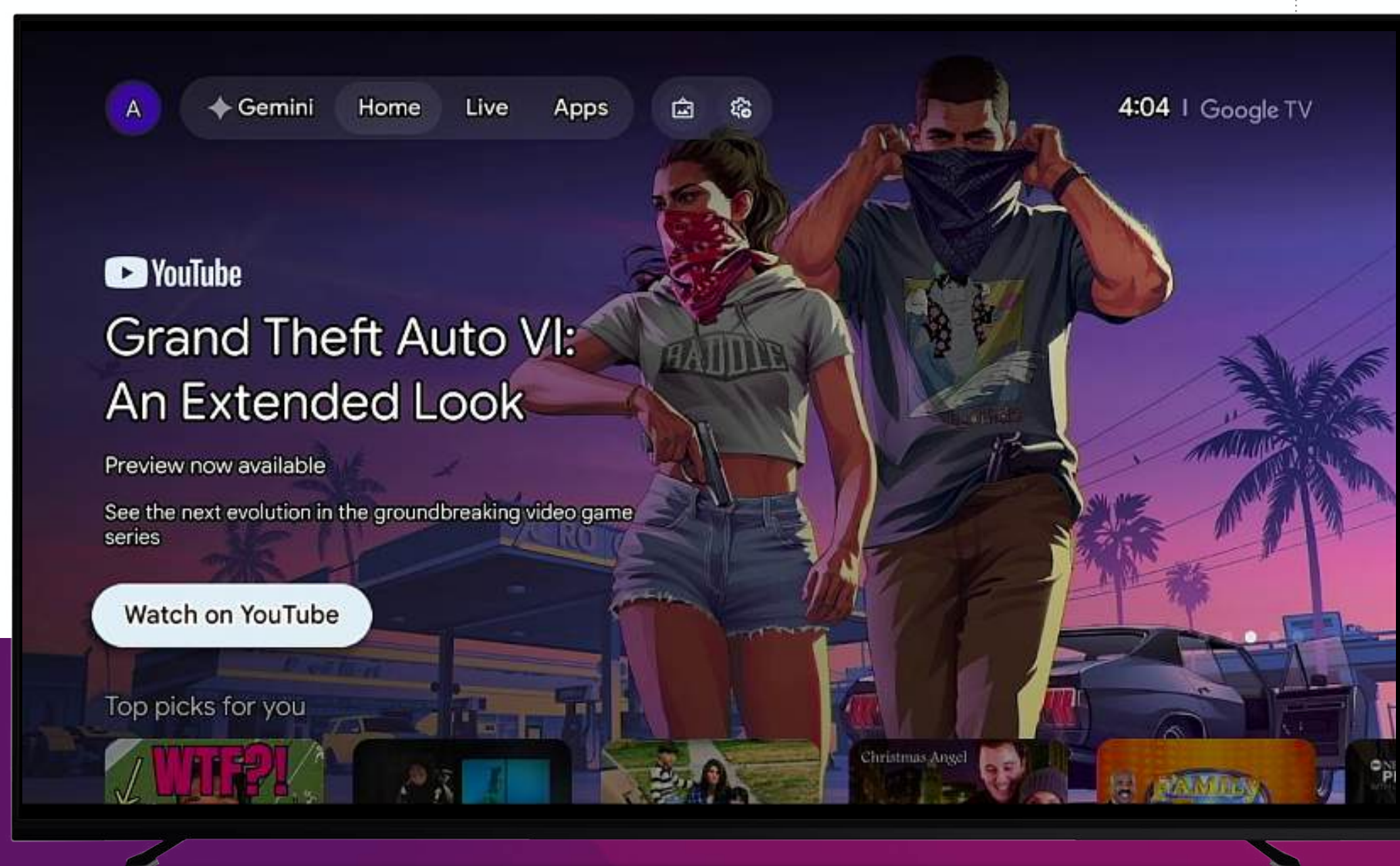
RUNNING THE STREETS EARLY



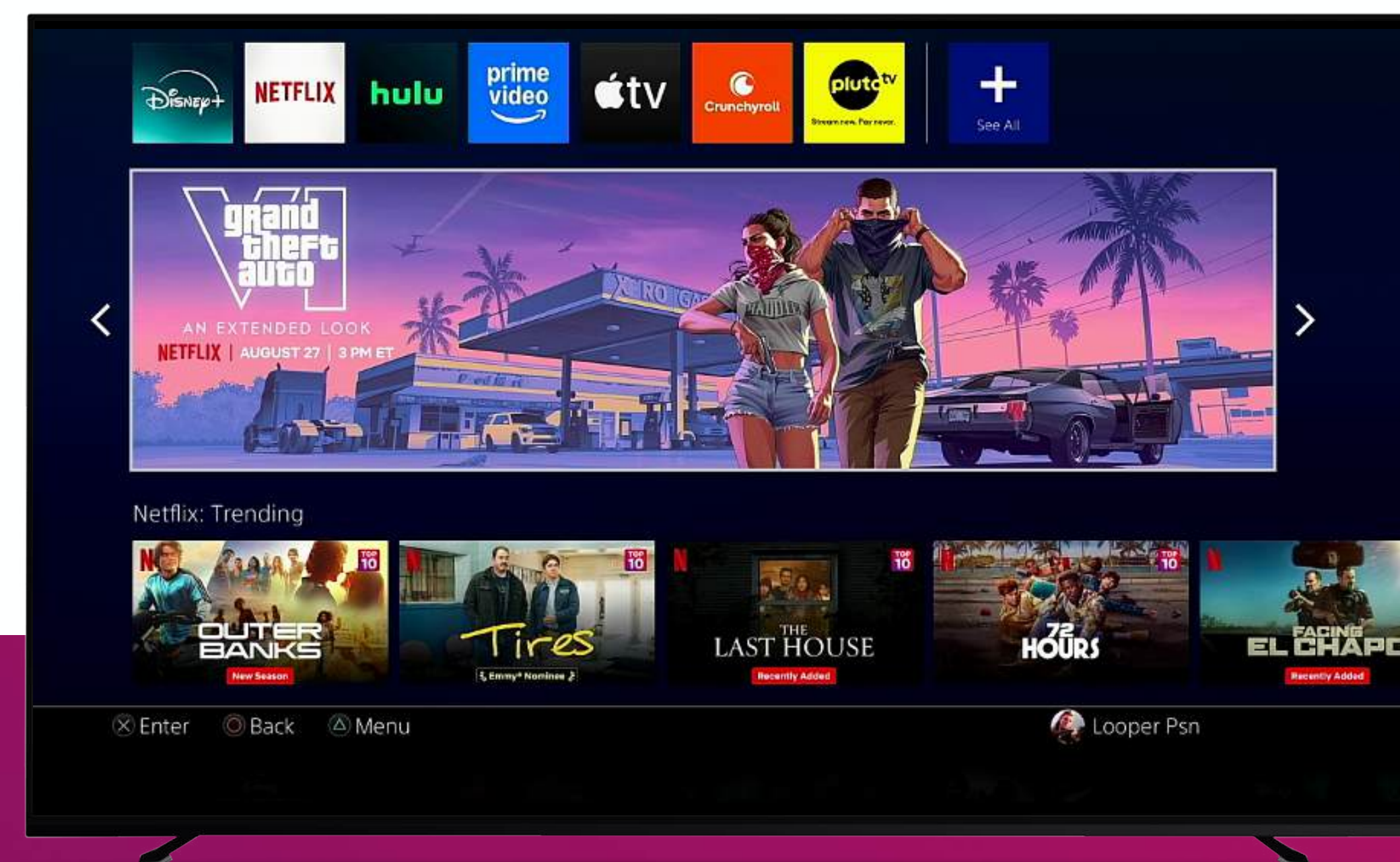
Attention all Vice City residents: the hype train is officially rolling through the streets. *Grand Theft Auto VI* doesn't drop until November, but Rockstar Games is already running the town and setting up the heist early. Stacking up serious respect across the digital underground, an extended look at the long-awaited entry pulled off a high-profile hit across both YouTube and Netflix, hijacking top placement on Google TV and PS4 like a five-star wanted level.



In the news: [Deadline](#) reports that an extended 27-minute preview for *Grand Theft Auto VI* topped Netflix's global English film chart with 31.1 million views over its debut weekend. The video game footage easily outperformed traditional media, beating out the second-place film *The Whisper Man* (23.2 million views) and the top English TV series *Death of a Pastor's Wife* (19 million views).



Google TV U.S.



PS4 U.S.



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