

/ SEPTEMBER 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: SEPTEMBER 2026

/ TOP 10 TITLES /

POSITION	TITLE	APP	£MPV™ SCORE
1	Vigil	iPLAYER	£1,841,718
2	Reacher	prime video	£1,552,006
3	Ted Lasso	apple tv	£1,541,375
4	Ludwig	iPLAYER	£1,537,164
5	The Game	5	£1,325,569
6	Trigger Point	itvX	£1,210,590
7	The Gentlemen	NETFLIX	£1,141,348
8	MobLand	Paramount+	£1,113,956
9	Slow Horses	apple tv	£1,087,566
10	The Grand Tour	prime video	£893,842

STREAMER OF THE MONTH: SEPTEMBER 2026

/ TOP 10 APPS /

POSITION	APP	£MPV™ SCORE
1	prime video	£41,941,047
2	iPLAYER	£39,897,716
3	itvX	£30,720,276
4	Disney+	£27,039,303
5	NETFLIX	£15,168,833
6	4i	£14,096,480
7	apple tv	£13,358,138
8	5	£13,120,251
9	Paramount+	£12,518,388
10	HBO max	£9,945,731

*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



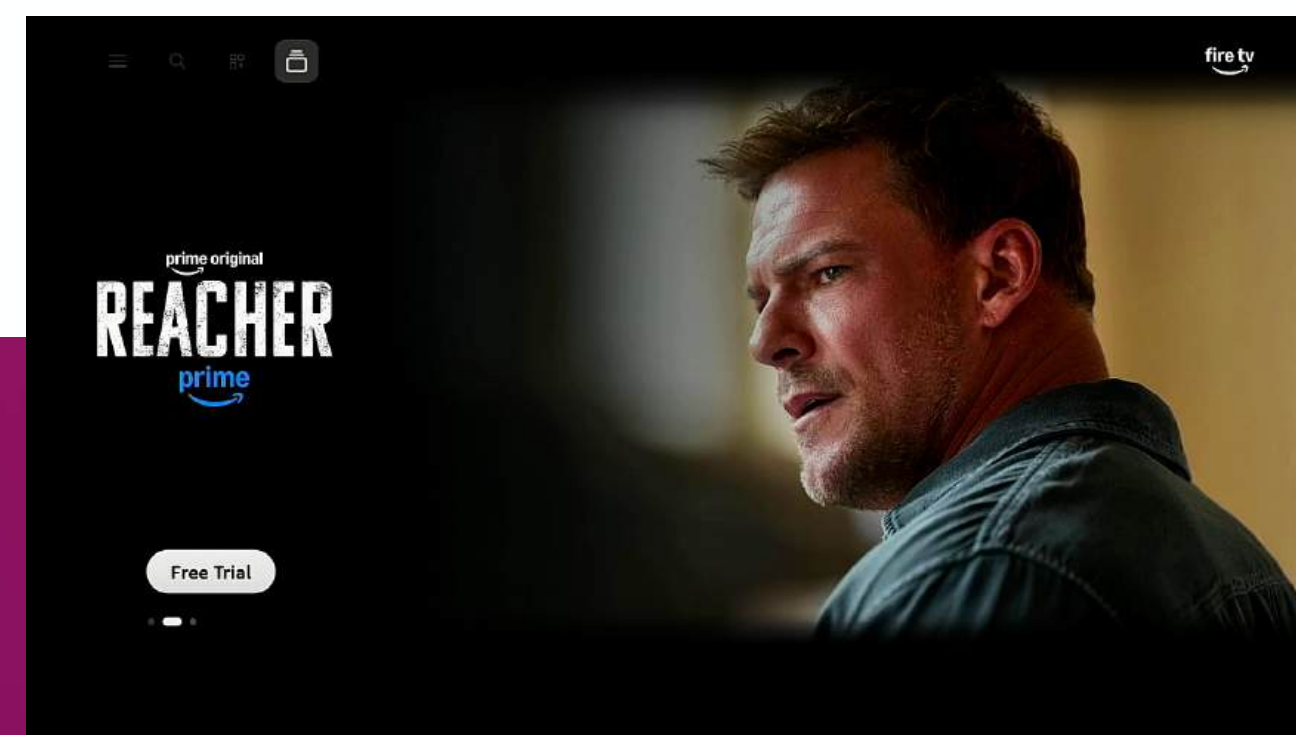
The return of *Vigil* gave BBC iPlayer the month's top-performing individual title, commanding over £1.8M in £MPV™. Yet across the broader landscape, it was a tale of two markets: domestic PSBs squeezed into four top-ten slots to reach nearly £6M in total £MPV™, while deep-pocketed global streamers out-maneuvered them to capture the lion's share of value with a £7.3M+ haul.



In the news: A proposal to replace the BBC licence fee with an £11-monthly charge on household internet bills is under consideration as viewing shifts from traditional television to online streaming, [Advanced Television](#) reports. While the \$132-a-year fee would lower costs compared to the existing licence, industry leaders and consumer advocates warn it acts as a de facto internet tax that could exacerbate digital poverty and impose administrative burdens on broadband providers.



Fire TV UK



Fire TV UK



Fire TV UK

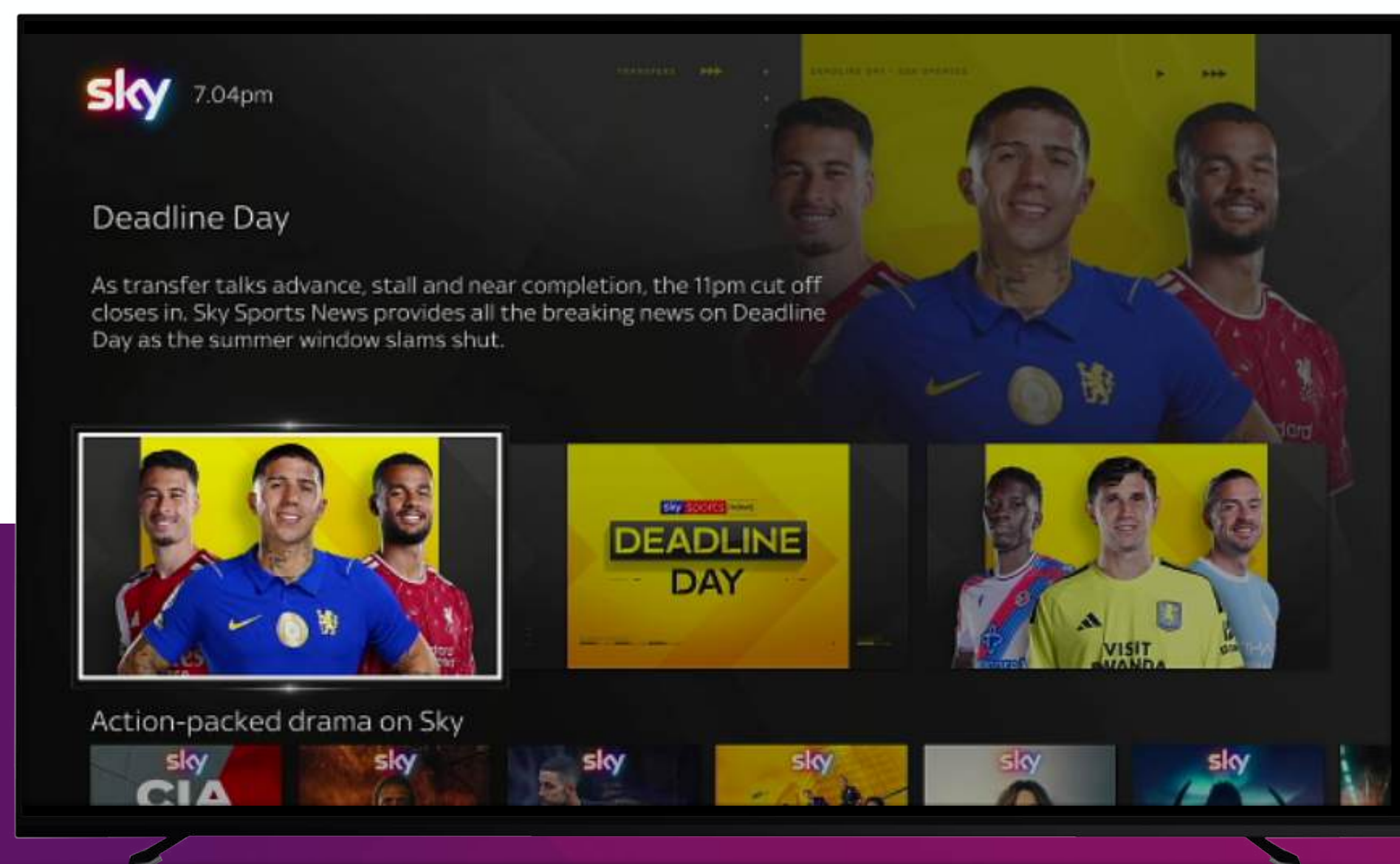
NO GENRE LEFT BEHIND



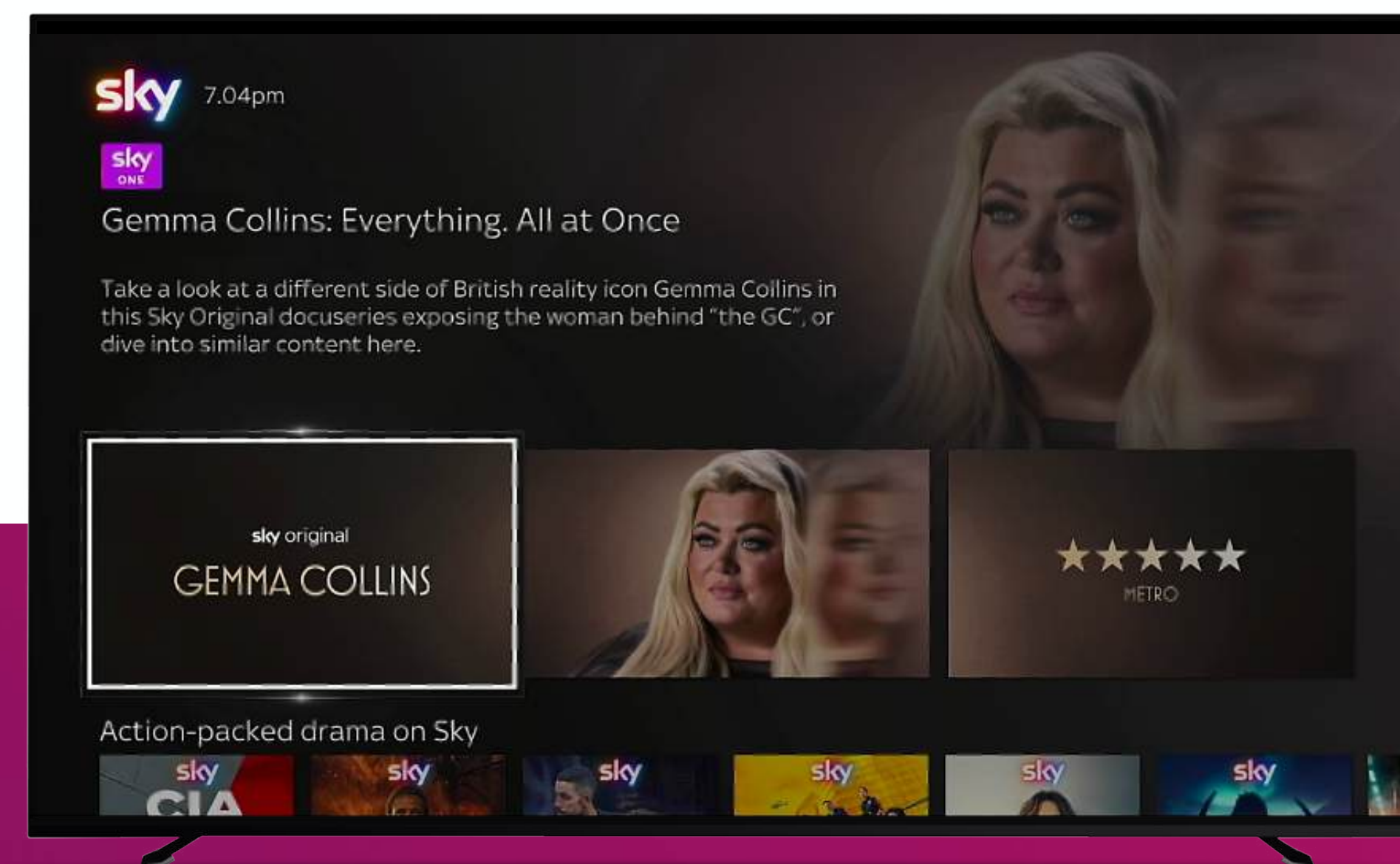
Sky deployed an all-fronts promotional assault, flexing its platform muscle across live sports, major movies, and flagship originals. The broadcaster heavily showcased its Sky Sports lineup around Transfer Deadline Day and the Big Weekend of Sports, while driving movie and unscripted engagement via its Sky VIP Movie Night feature of *Spider-Man: Far From Home* alongside the launch of its Sky Original docuseries *Gemma Collins: Everything. All At Once*.



In the news: Indian streamer JioHotstar is launching in the UK through a partnership with Sky, making over 160,000 hours of South Asian television and film accessible directly to Sky subscribers, [Broadcast](#) reports. The expansion brings live interactive features and multilingual content to UK audiences, while also expanding the platform's footprint into Canada and Singapore.



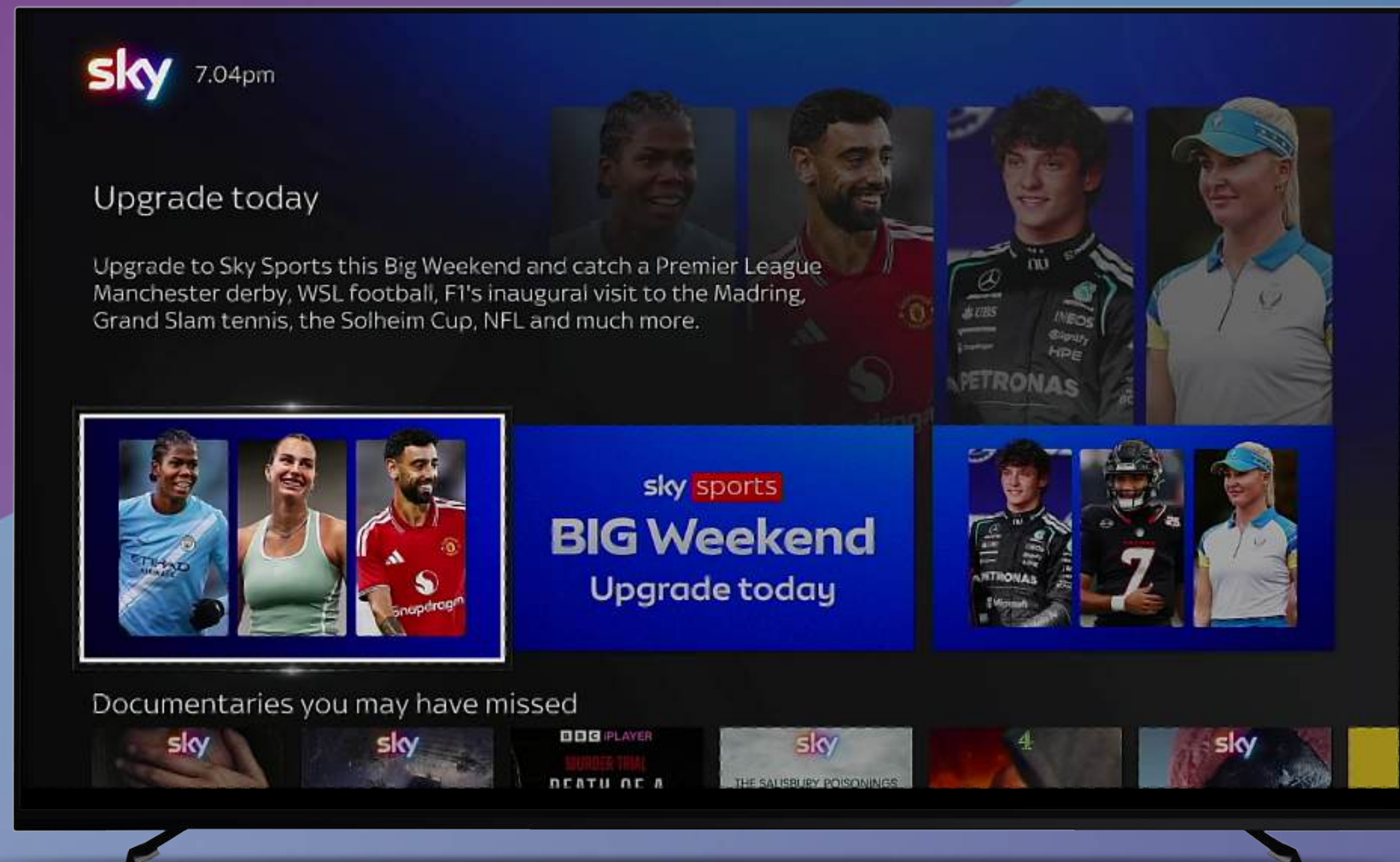
Sky Q UK



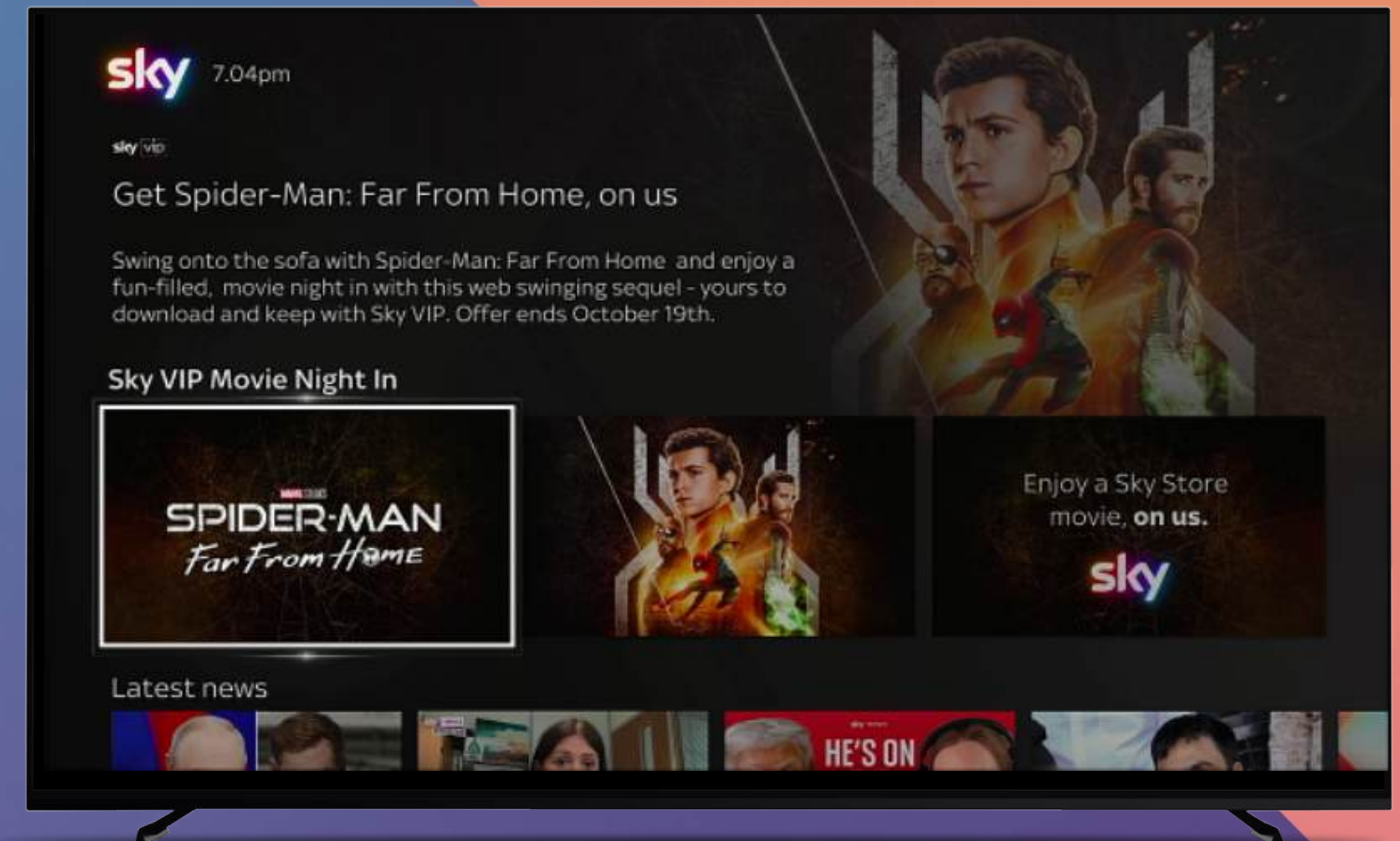
Sky Q UK

NO GENRE LEFT BEHIND

STREAMER OF THE MONTH
SEPTEMBER 2026



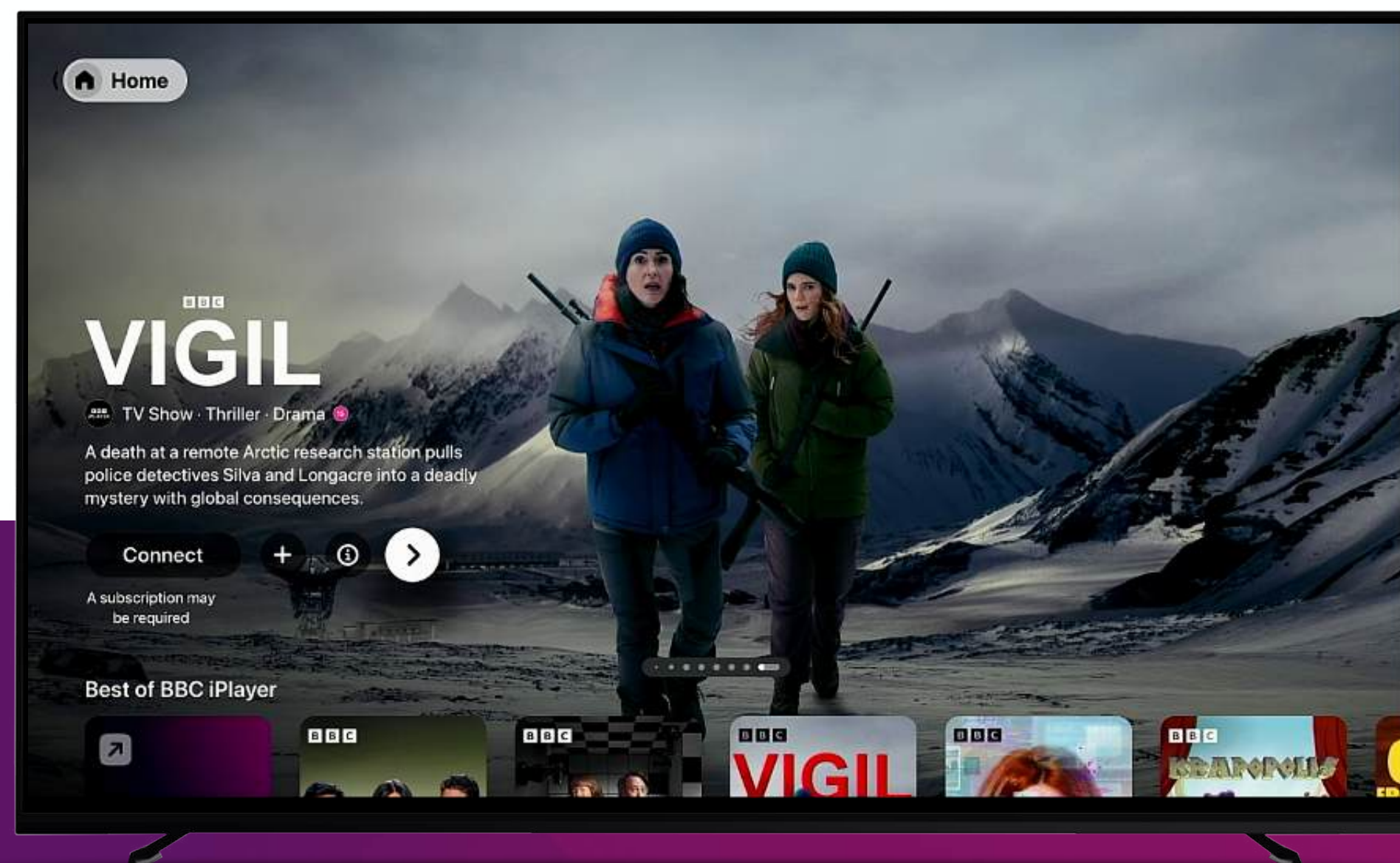
Sky Q UK



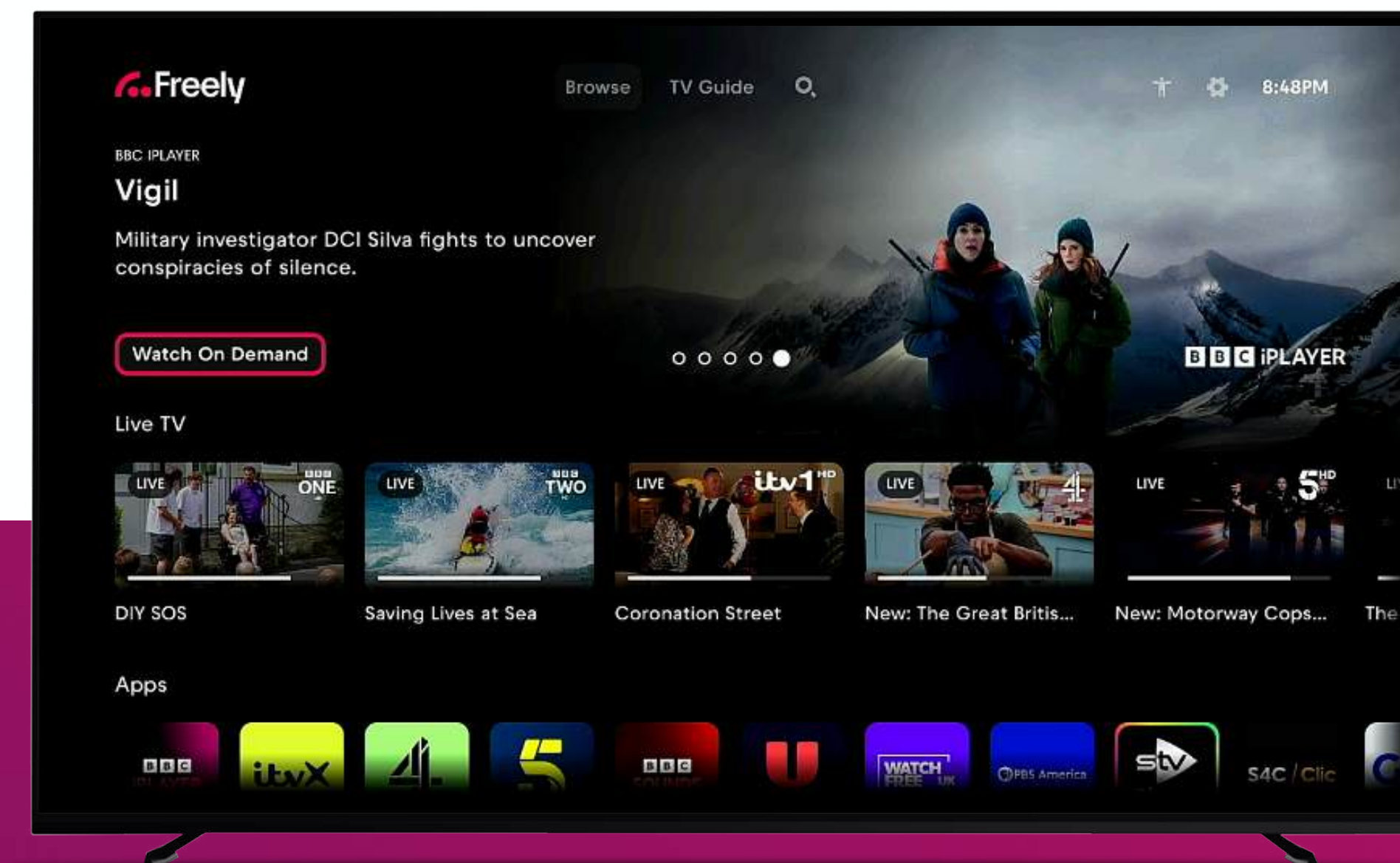
Sky Q UK

TARGET ACQUIRED

- 
 BBC iPlayer left nothing to chance for the return of its high-octane thriller *Vigil*. Submerging competition across the connected TV landscape, the BBC deployed heavy promotional firepower across Apple TV, Freely, Hisense Vidaa, and Roku grids, establishing immediate multi-device dominance from launch day.
- 
In the news: The Trump administration has raised strong objections to UK plans requiring platforms like YouTube to algorithmically promote British public service media, warning it amounts to state-mandated censorship and meddling with U.S. tech companies, [Deadline](#) reports. The U.S. government requested the proposal be withdrawn over economic and speech concerns, posing an early diplomatic challenge for newly appointed Prime Minister Andy Burnham.



Apple TV UK



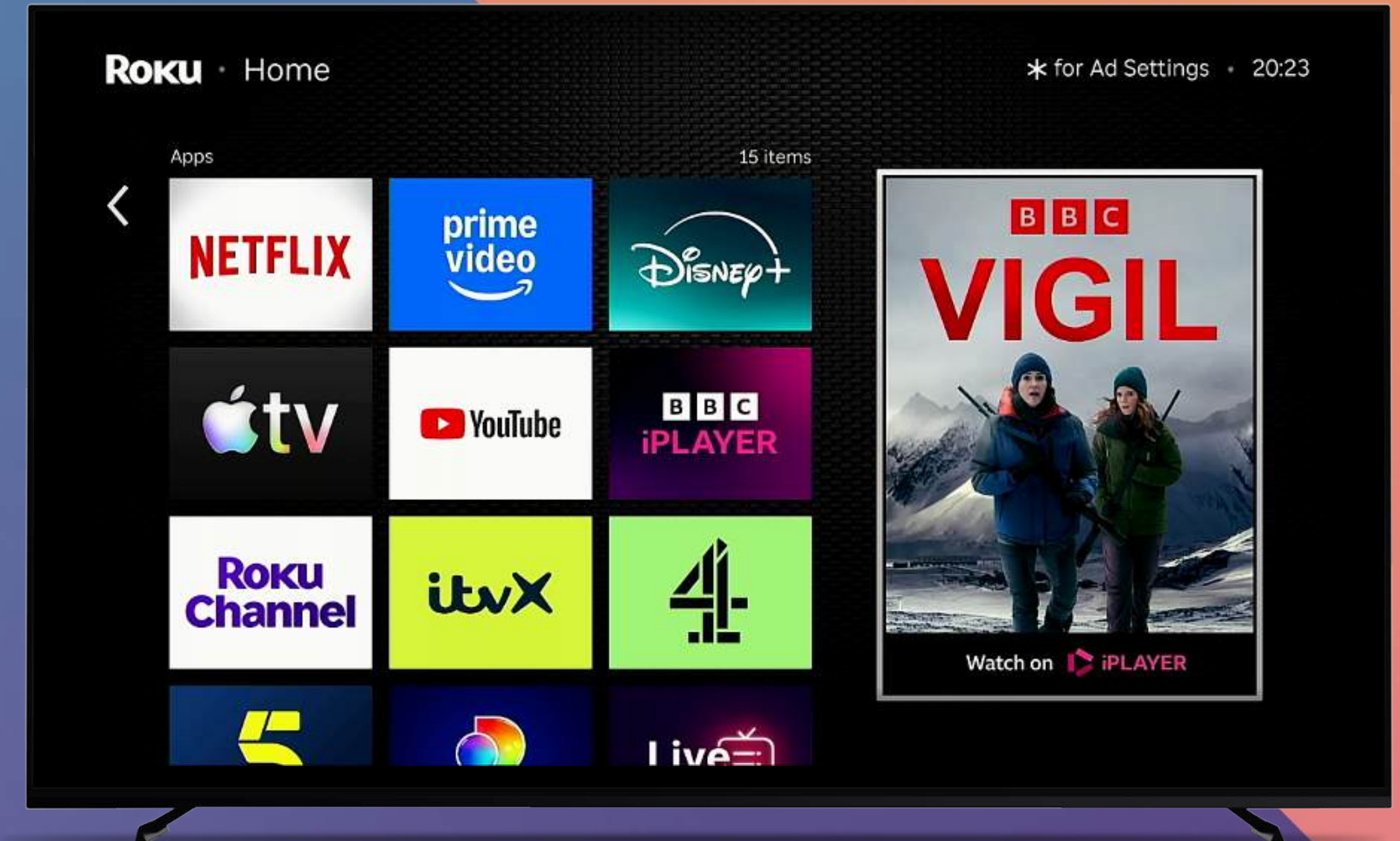
Freely UK

TARGET ACQUIRED

STREAMER OF THE MONTH
 / SEPTEMBER 2026 /



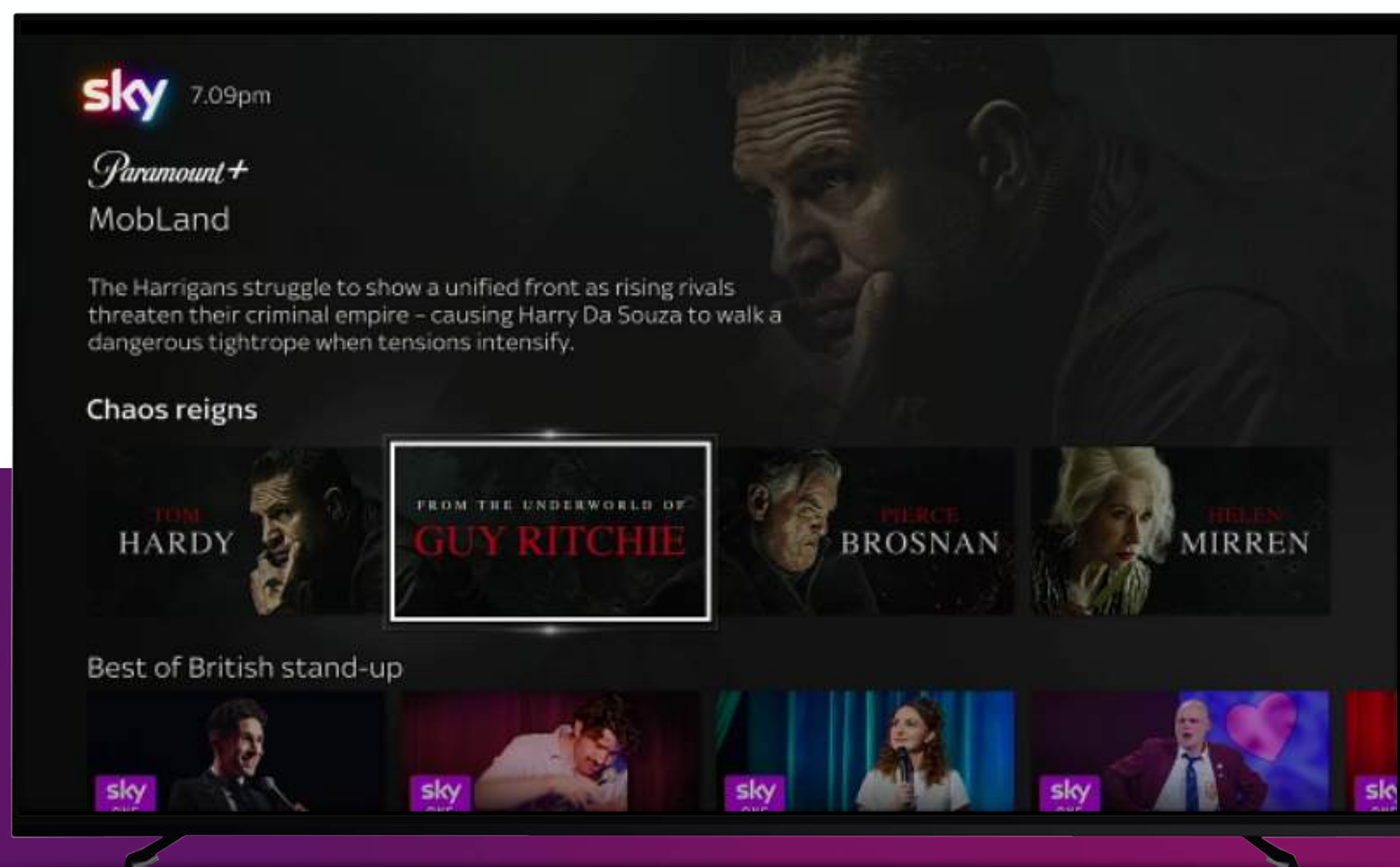
Hisense Vidaa (2025) UK



Roku UK

GUNS, GEEZERS AND GRID DOMINANCE

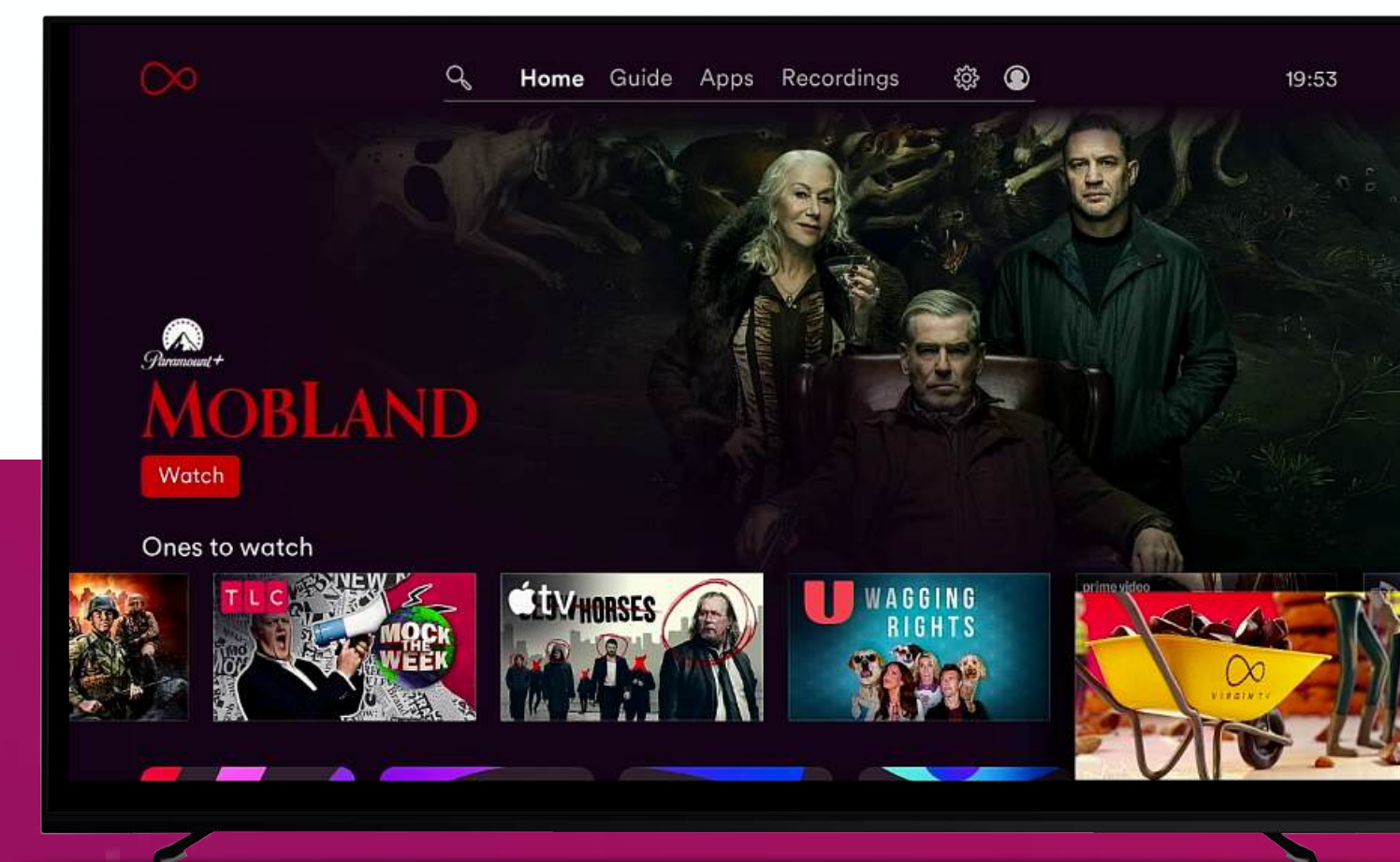
- Paramount+ executed a full-blown multi-platform takeover for the return of *MobLand* Season 2 this September, pulling off a proper Guy Ritchie syndicate move. Securing a firm chokehold on every major TV ecosystem in the country, the network plastered the Harrigan empire across Sky Q, Sky Stream, Virgin TV 360, Fire TV, and Samsung TV, turning the UK's living rooms into an exclusive underground turf.
- Doubling down on Ritchie-esque screen dominance, Netflix brought *The Gentlemen* Season 2 back to defend the crown. The streamer locked down an impressive cross-platform footprint, claiming prime real estate on Fire TV, Virgin TV 360, Sky Q, PS5, Hisense Vidaa, and Sky Stream, ensuring viewers couldn't escape the syndicate, no matter which platform they fired up.
- 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.



Sky Q UK



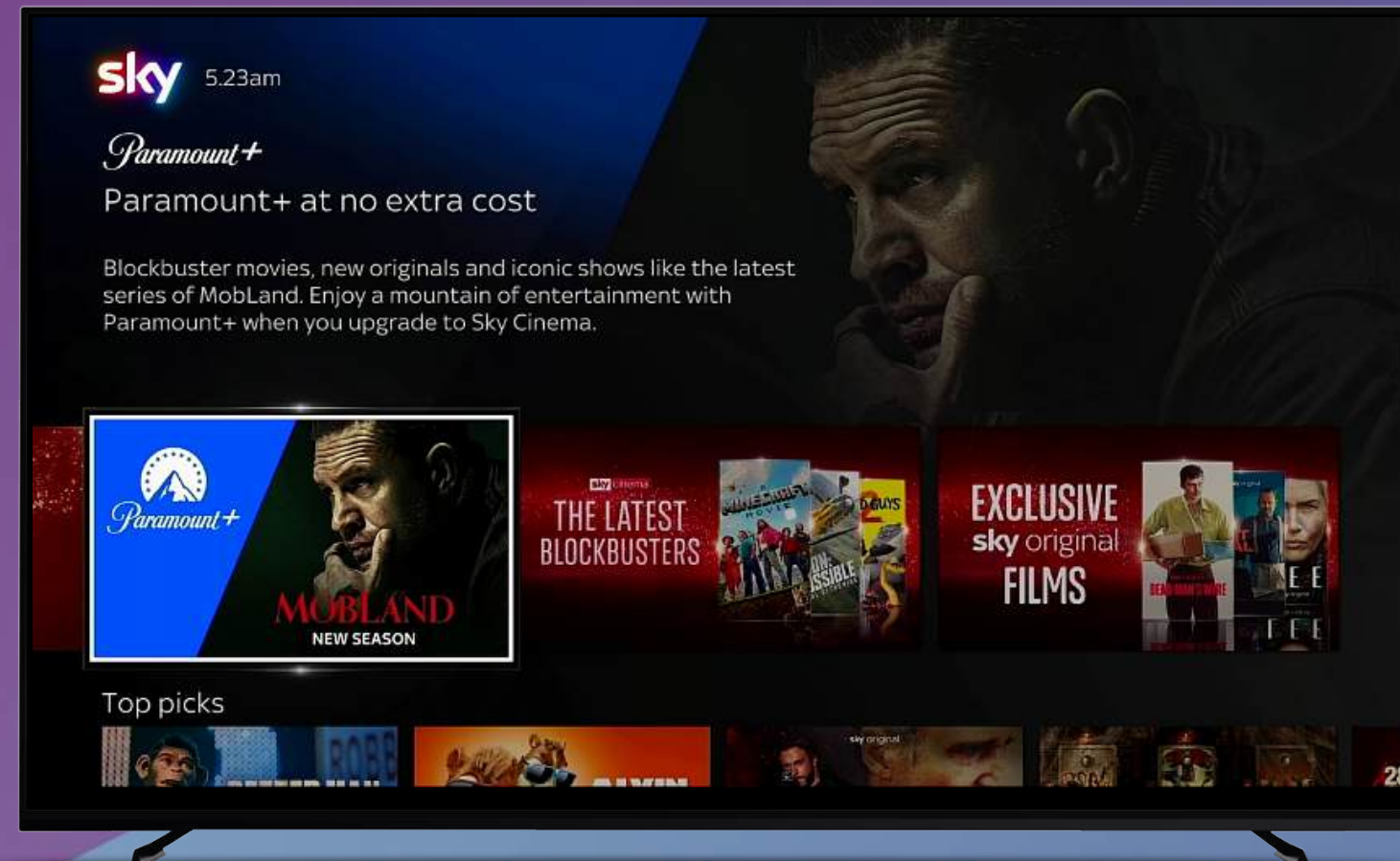
Fire TV UK



Virgin TV 360 UK

GUNS, GEEZERS AND GRID DOMINANCE

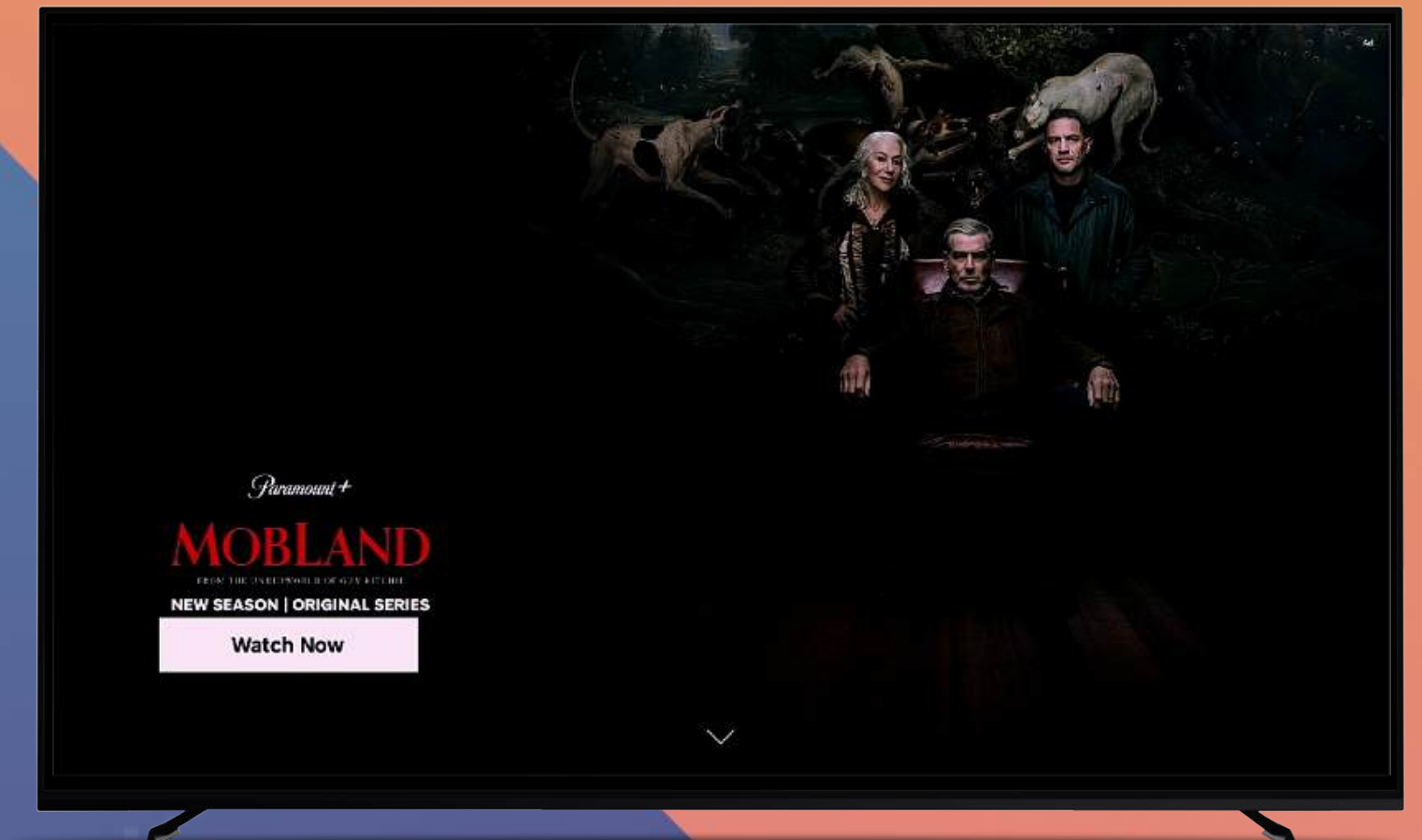
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SEPTEMBER 2026



Sky Q UK



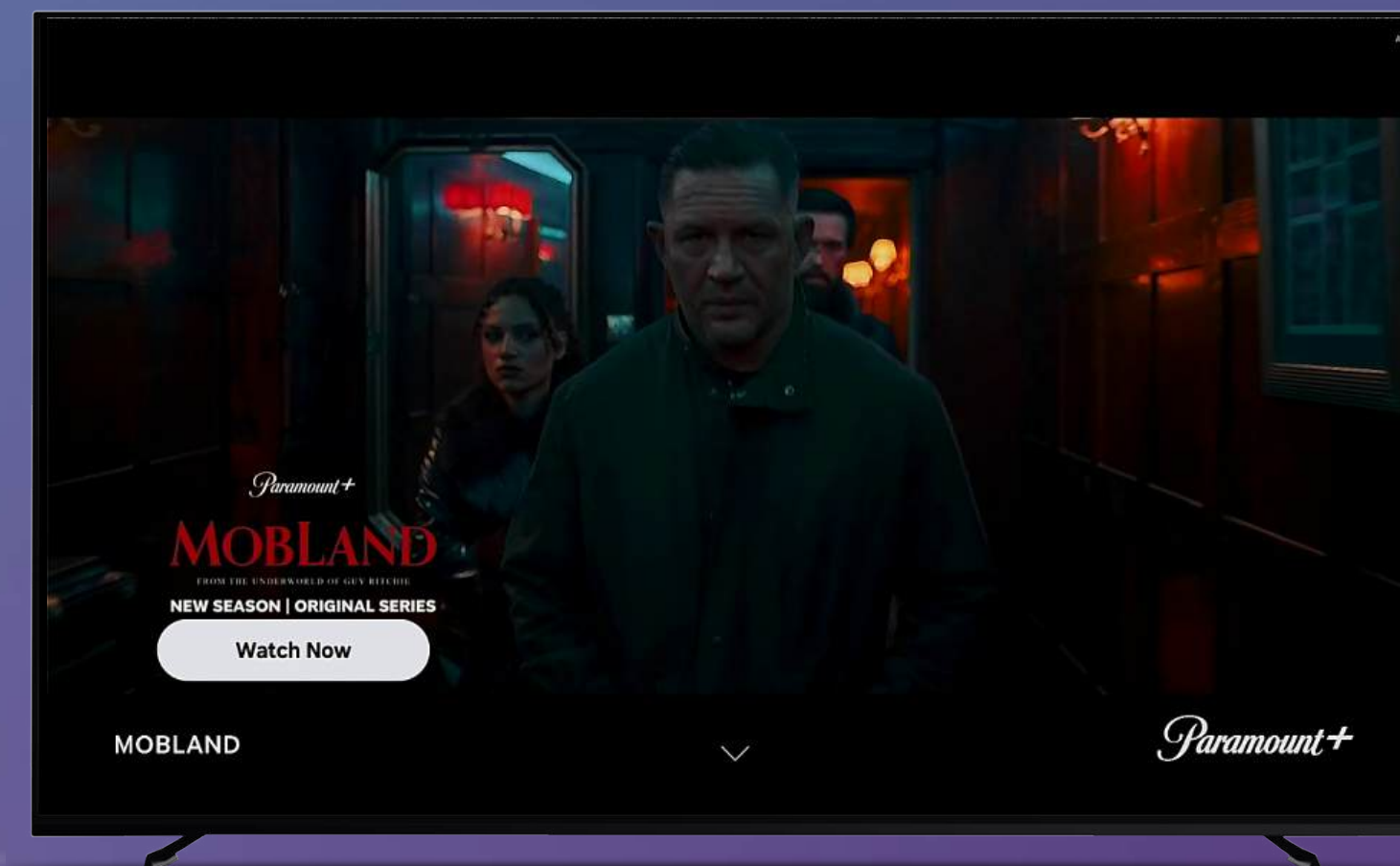
Fire TV UK



Samsung TV(2022) UK



Sky Stream UK



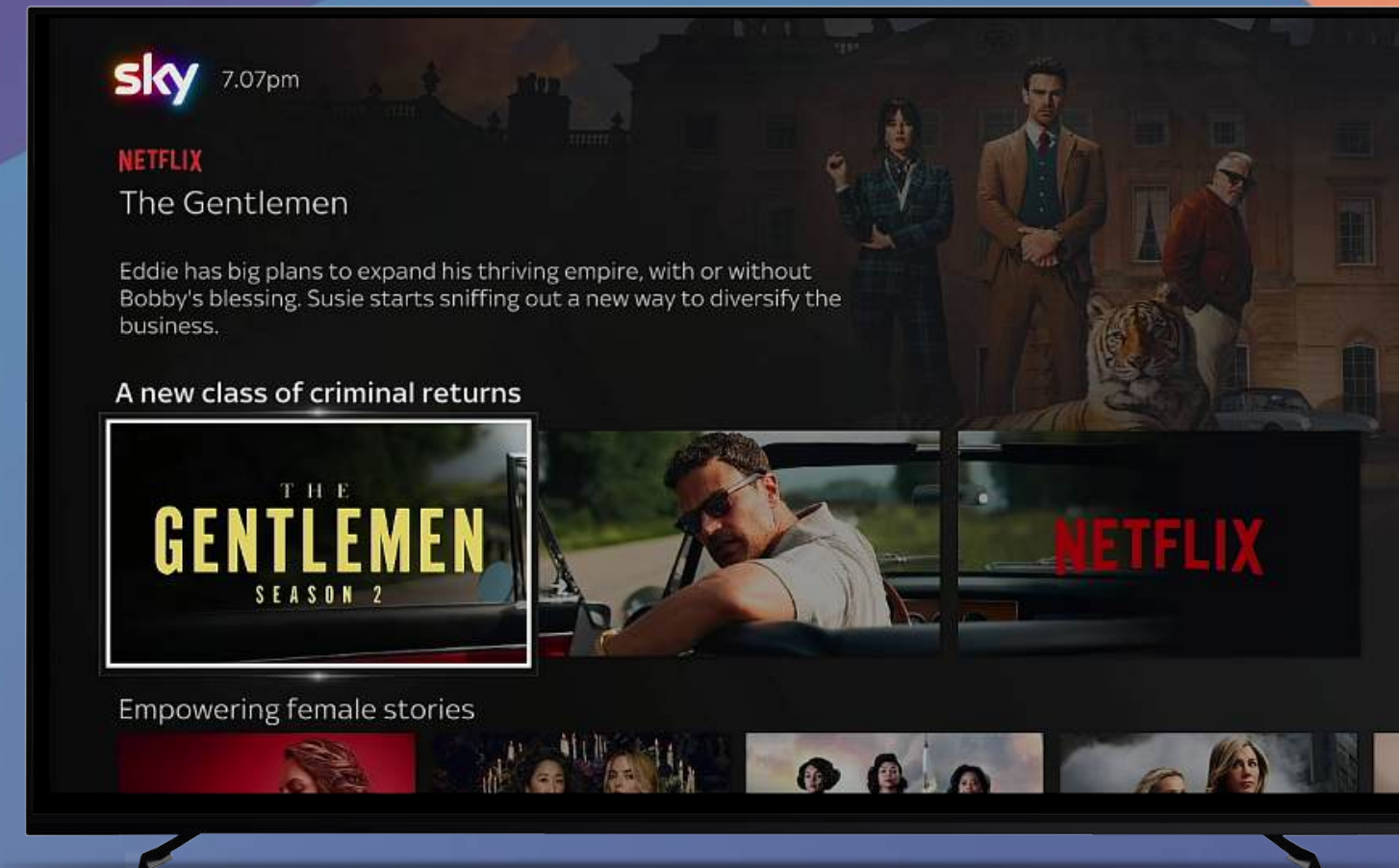
Samsung TV (2025) UK

GUNS, GEEZERS AND GRID DOMINANCE

STREAMER OF THE MONTH
 / SEPTEMBER 2026 /



Virgin TV 360 UK



Sky Q UK



PS5 UK



Hisense Vidaa UK



Sky Stream UK

HIGH STAKES, PRIME REAL ESTATE

It was a high-octane month for UK drama as Channel 5 and ITVX waged a strategic battle for living room dominance. Channel 5 secured prime-time positioning for *The Game* across Fire TV and Roku, while ITVX kept viewers on the edge of their seats by embedding *Trigger Point* across Roku and Samsung TV interfaces, proving that top-tier British suspense commands maximum platform real estate.

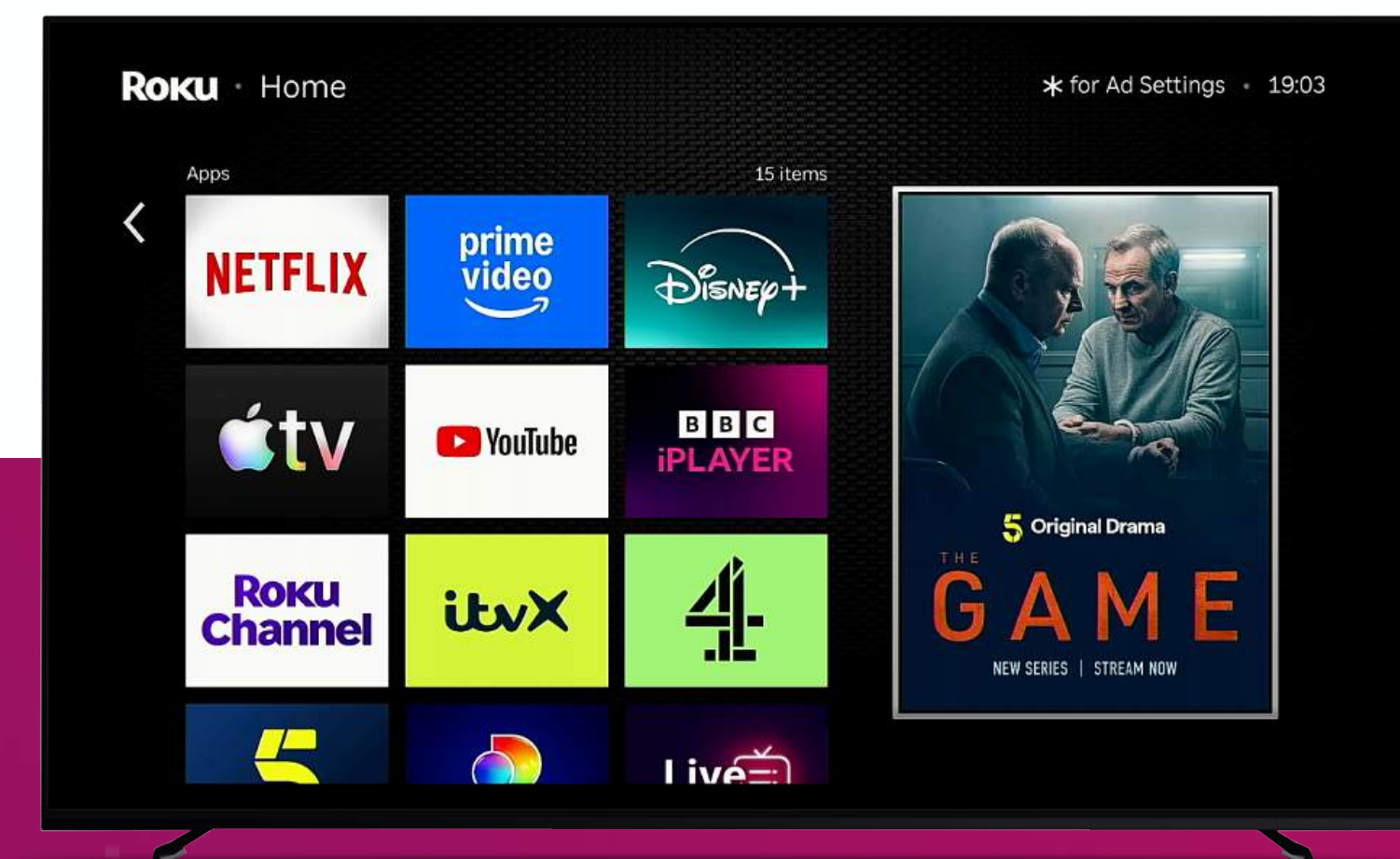
In the news: A coalition of 12 UK tech companies, led by RedSquid TV, will showcase an integrated "Agentic AI" television platform at IBC 2026, [Broadband TV News](#) reports. Designed as an alternative to closed big-tech ecosystems, the platform uses conversational AI to handle content discovery, subscription management, and smart home integration while allowing operators to maintain control over customer data.



Fire TV UK



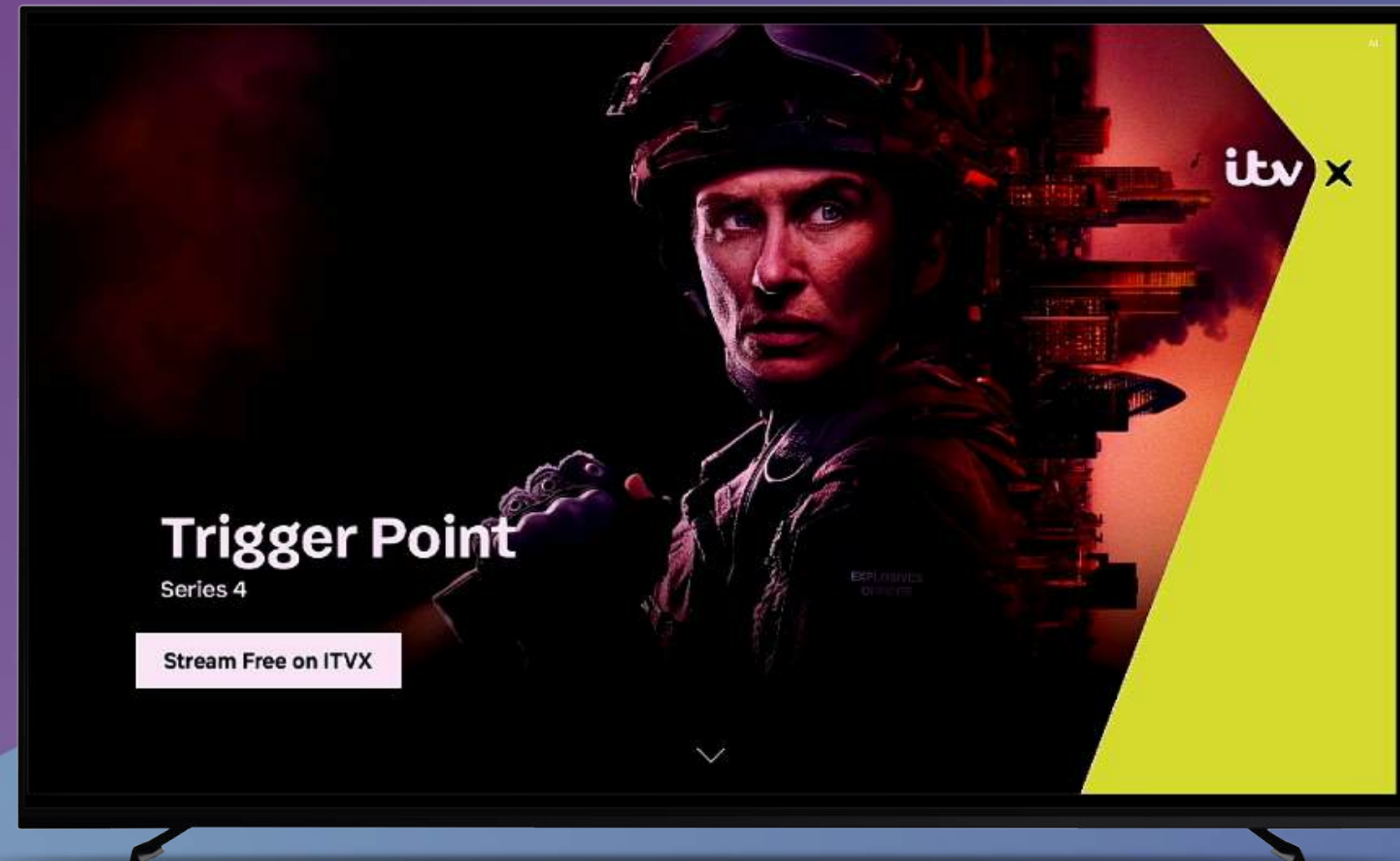
Roku UK



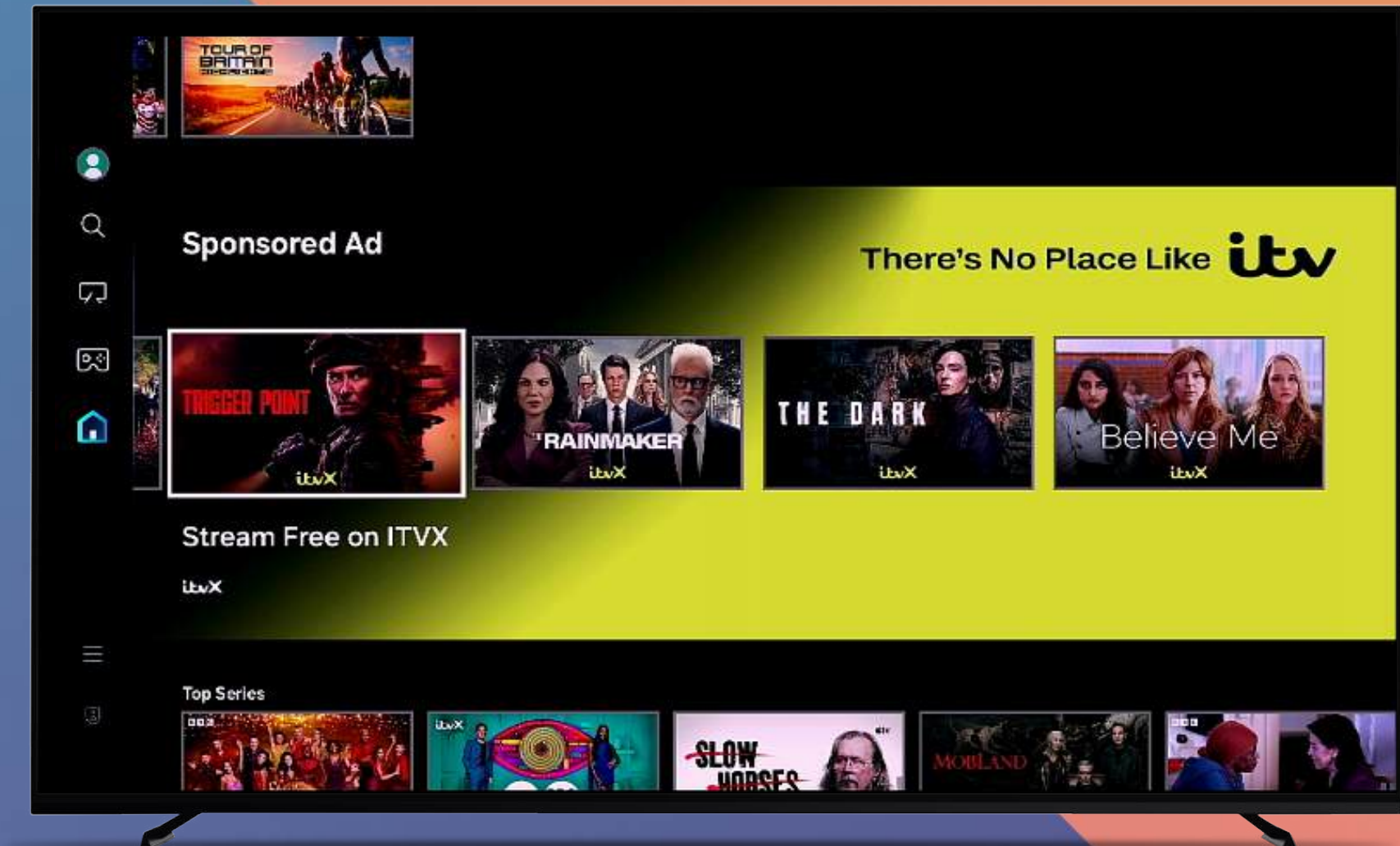
Roku UK

HIGH STAKES, PRIME REAL ESTATE

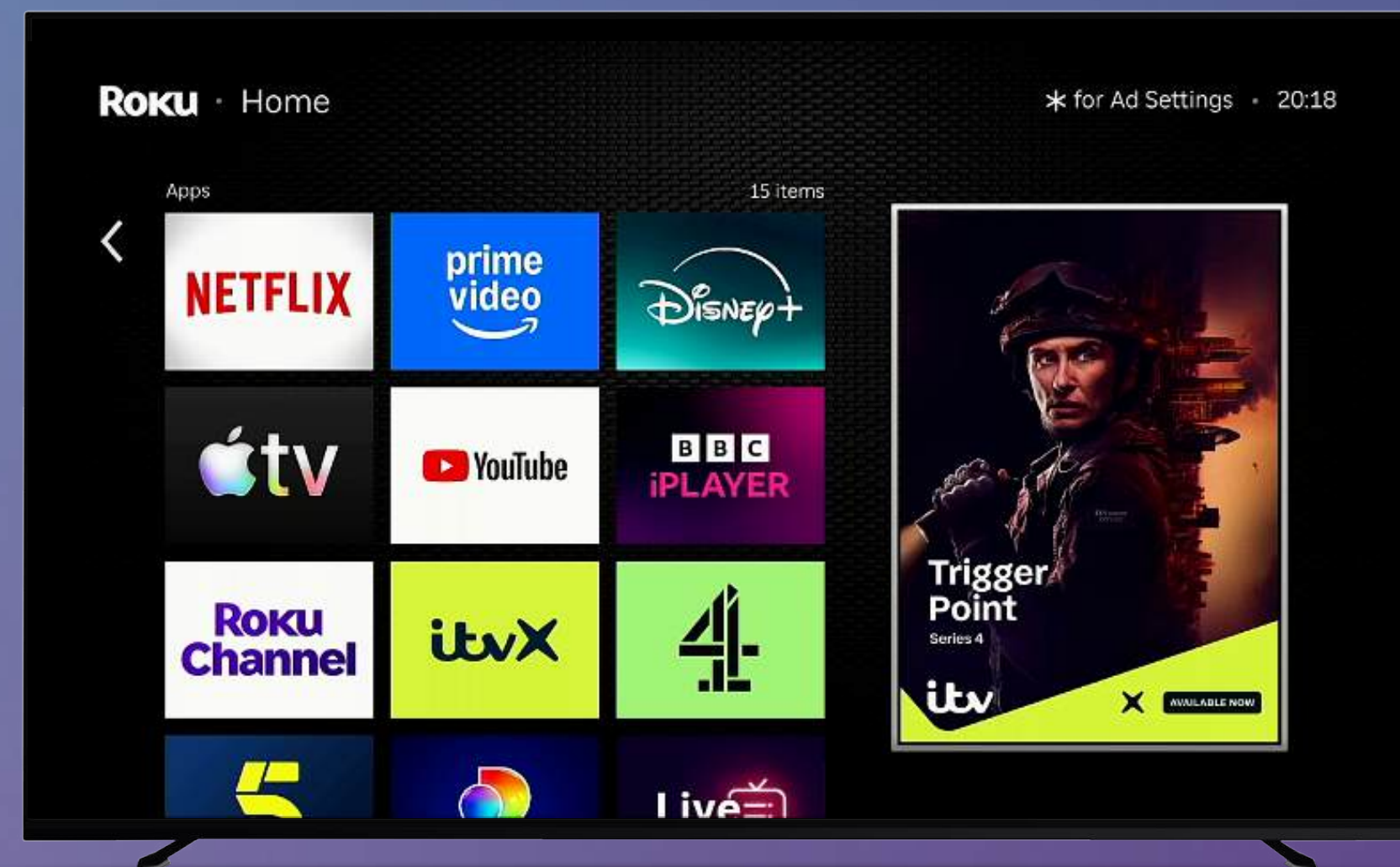
STREAMER OF THE MONTH
SEPTEMBER 2026



Samsung TV (2022) UK



Samsung TV (2022) UK



Roku UK

TOP SECRET CLEARANCE, TOP TIER PLACEMENT



Rounding out the month, Apple TV dragged Slough House back into the spotlight for *Slow Horses* Season 6, proving that MI5's resident rejects still outshine MI6's finest. Apple went all-in on promotional firepower, smothering home screens across Samsung TV, LG TV, Apple TV, and Fire TV with prime UI real estate to ensure Jackson Lamb's greasy mac and greasy wit were entirely unavoidable nationwide.



In the news: Channel 4 Sales has signed a historic advertising agreement to become the exclusive airtime sales partner for Paramount UK's network 5 and its portfolio of linear channels, [Deadline](#) reports. Taking over from Paramount's previous partnership with Sky at the end of the year, the deal allows both public service broadcasters to offer advertisers greater scale while generating commercial revenue to support local programming.



Fire TV UK



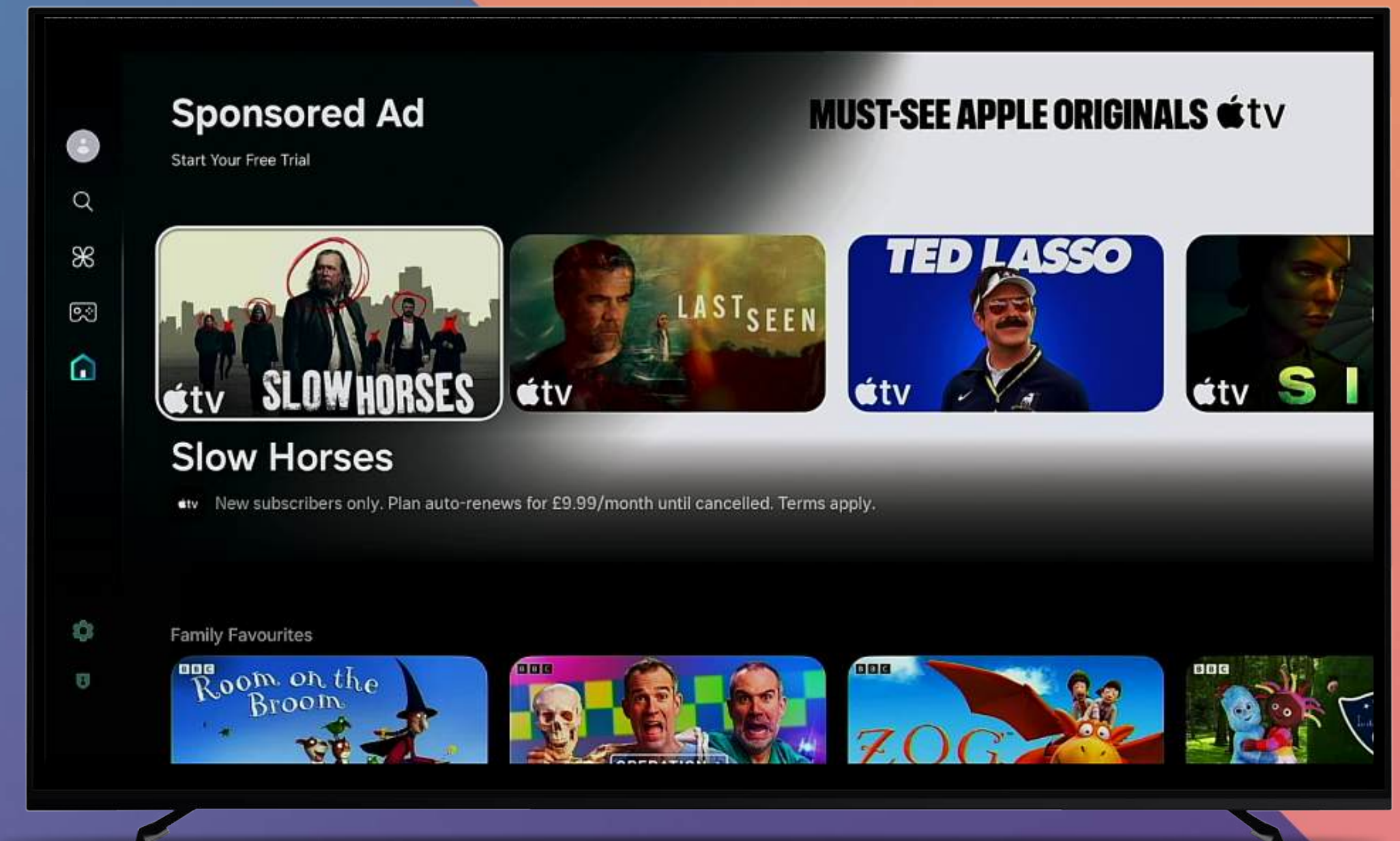
Apple TV UK

TOP SECRET CLEARANCE, TOP TIER PLACEMENT

STREAMER OF THE MONTH
/ SEPTEMBER 2026 /



LG TV (2022) UK



Samsung TV (2025) UK



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hello@looperinsights.com
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