



STREAMER OF THE MONTH

SEPTEMBER 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: SEPTEMBER 2026

/ TOP 10 TITLES /

POSITION	TITLE	APP	\$MPV™ SCORE
1	Formula 1	Apple TV	\$7,323,922
2	Obsession	Peacock	\$6,353,609
3	Lanterns	HBO Max	\$5,881,172
4	Ted Lasso	Apple TV	\$5,459,363
5	Reacher	Prime Video	\$5,410,182
6	Star Wars: The Mandalorian and Grogu	Disney+	\$5,408,181
7	Major League Soccer	Apple TV	\$5,370,139
8	Michael	STARZ	\$5,282,404
9	National Collegiate Athletic Association	fubo	\$5,208,293
10	MobLand	Paramount+	\$4,853,487

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/ TOP 10 APPS /

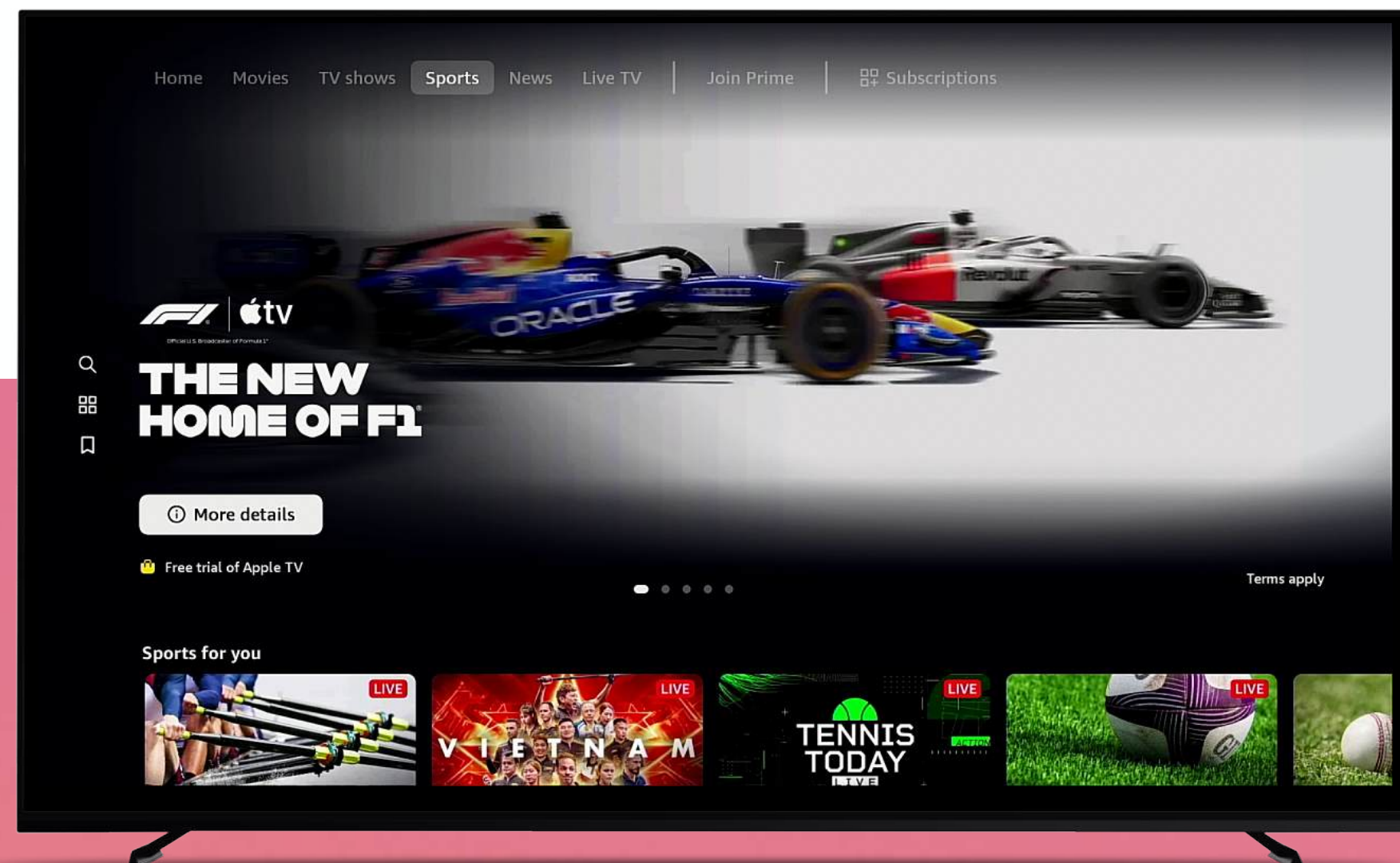
POSITION	APP	\$MPV™ SCORE
1	The Roku Channel	\$208,965,361
2	Prime Video	\$182,668,932
3	tubi	\$175,590,362
4	Apple TV	\$130,247,796
5	Peacock	\$129,451,346
6	Disney+	\$119,332,514
7	Paramount+	\$103,629,496
8	pluto tv	\$88,045,183
9	HBO Max	\$80,572,044
10	hulu	\$59,167,769



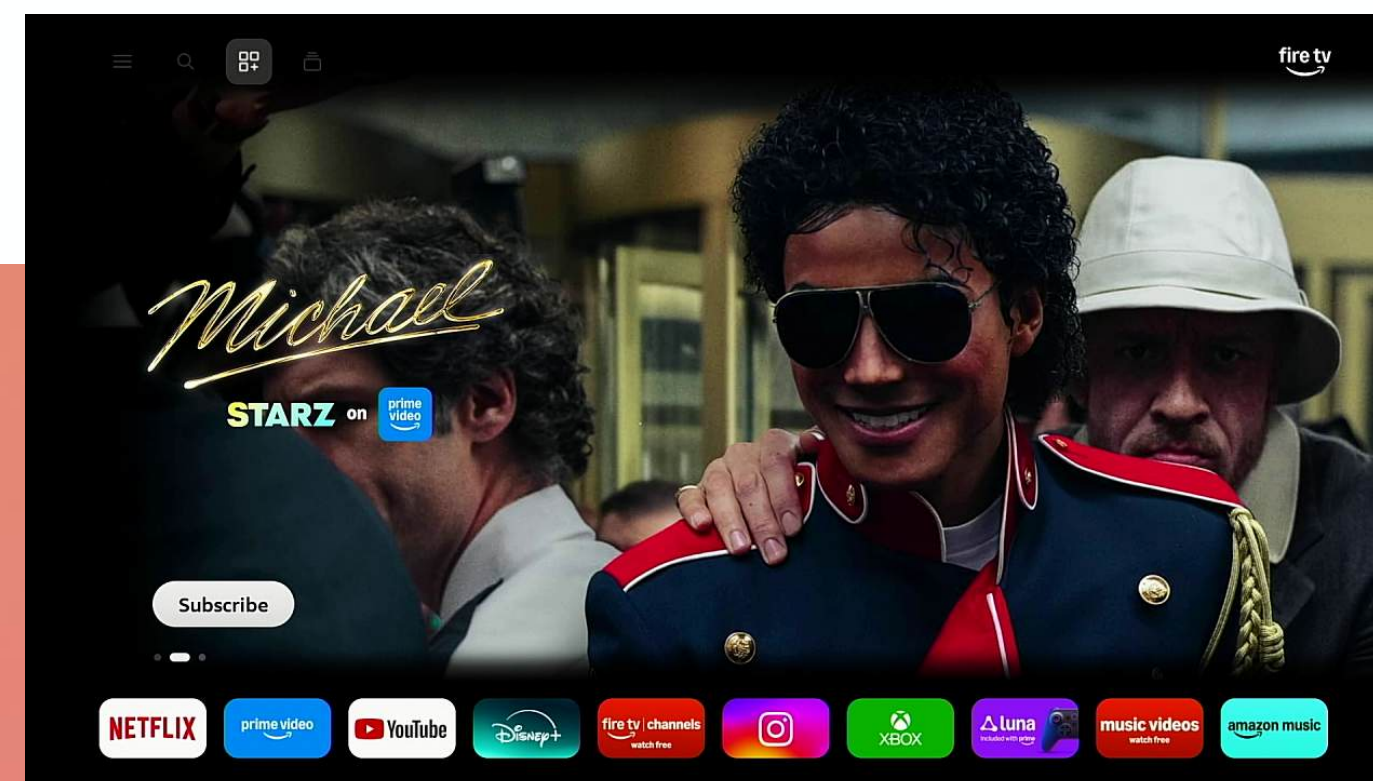
*Apple TV, Cox Contour 2, Cox CSP, Fire TV, Google TV, LG TV, PlayStation 4, PlayStation 5, Roku, Samsung TV, Vizio TV, Xfinity and Xbox One Console

TOP TITLES OF THE MONTH

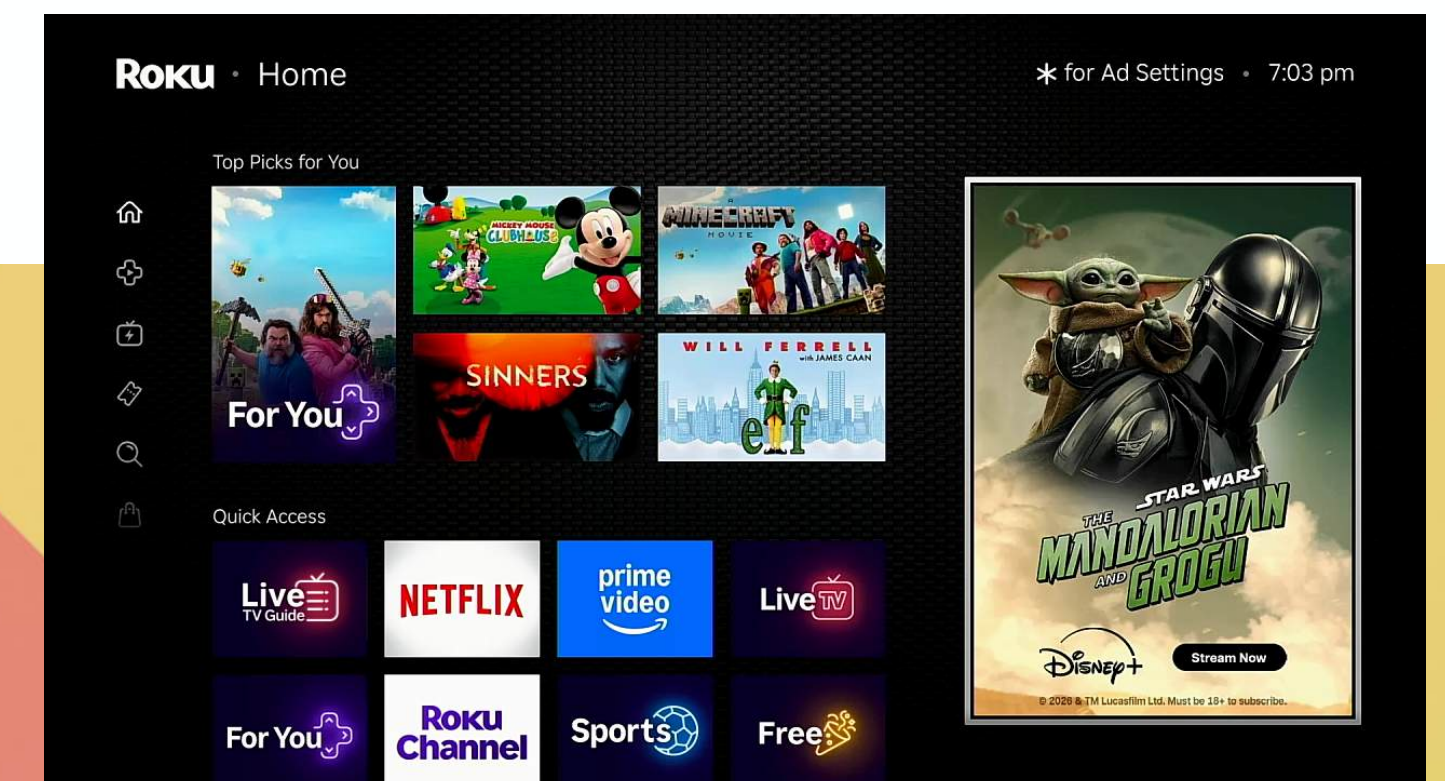
- Apple TV+ flexed its muscles this month, snagging three top-ten spots with heavy hitters *Formula 1*, *Ted Lasso*, and *Major League Soccer*. Powered by a killer mix of live sports and flagship hits, the power trio banked over \$18M in \$MPV™ proving that Apple's quality-over-quantity playbook is paying off big.
- Feature films kept connected TV audiences hooked, with Peacock's *Obsession* continuing its impressive, slow-burn runs. Breaking into that top ten was no easy feat for newcomers: Disney+'s *Star Wars: The Mandalorian & Grogu* and STARZ's *Michael* crashed the party, proving just how tough it is for fresh film drops to make an instant splash.
- In the news:** According to [Deadline](#), Apple TV is raising its U.S. monthly subscription rate from \$12.99 to \$14.99 and its annual plan from \$99 to \$119 starting August 28, with the Apple One Individual tier also increasing to \$21.95. The rate hike follows strong viewership growth and 87 Emmy nominations for the service, joining a broader trend of annual price increases across streaming platforms.



Fire TV U.S.



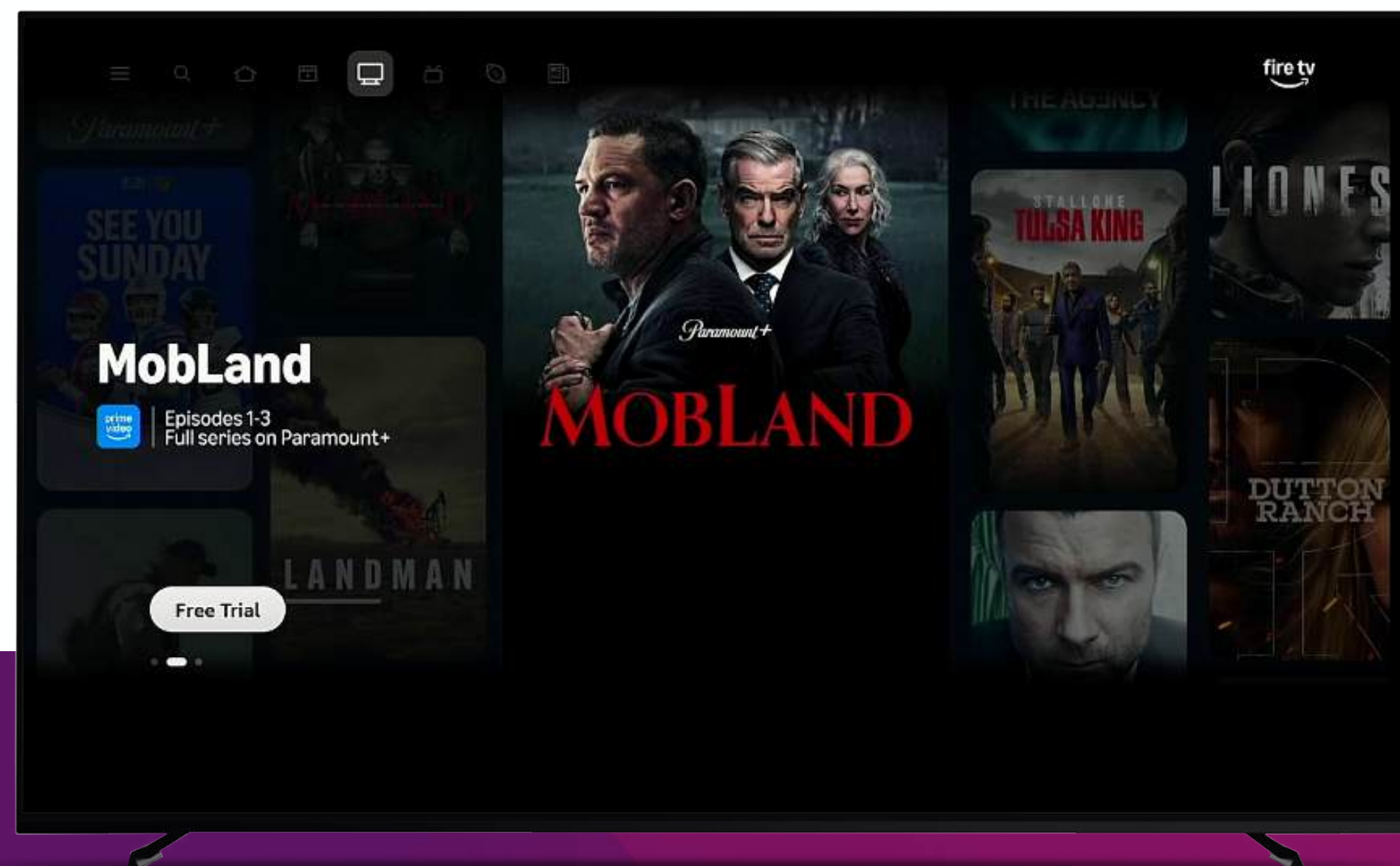
Fire TV U.S.



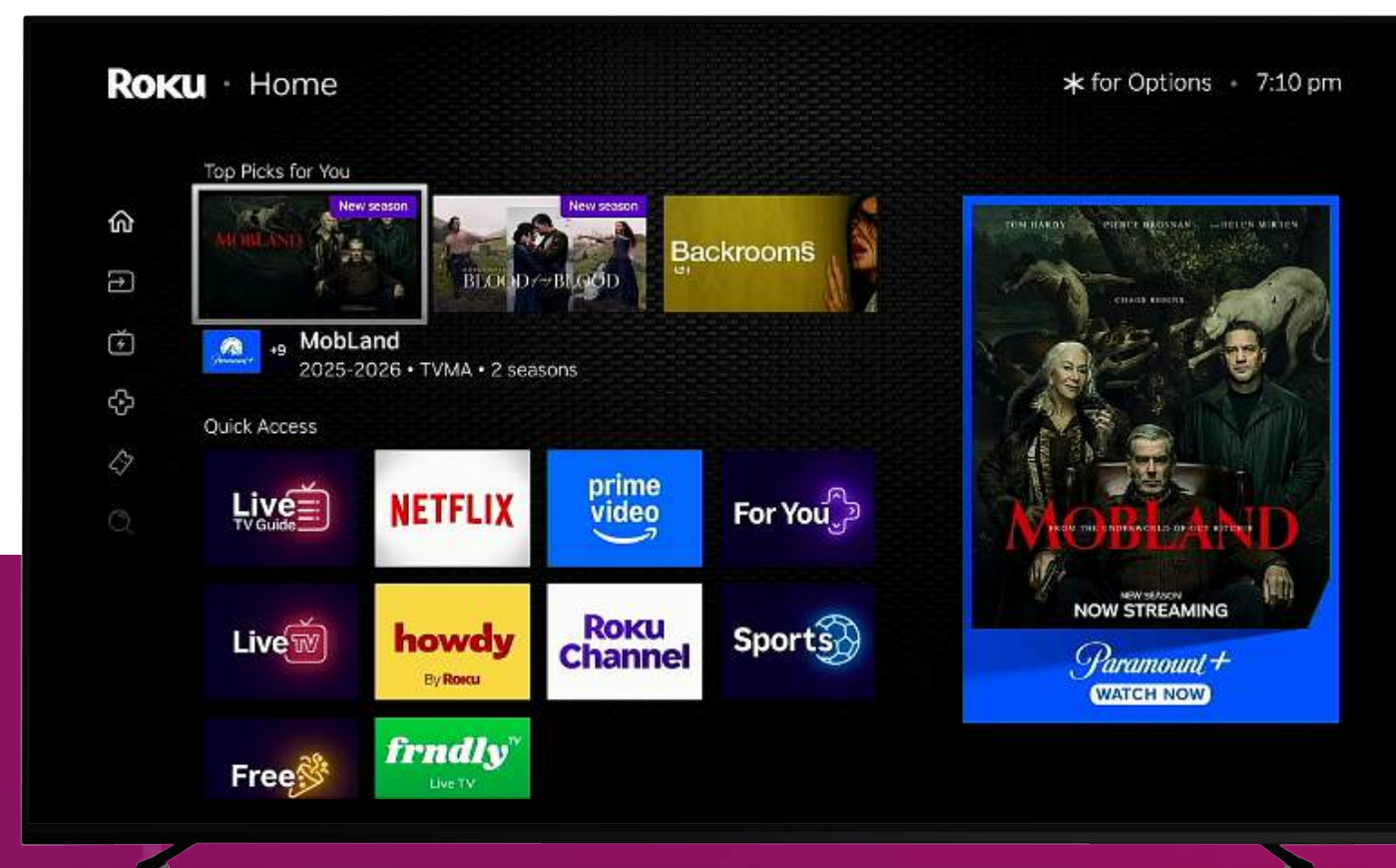
Roku U.S.

PARAMOUNT+ RUNS THE TURF

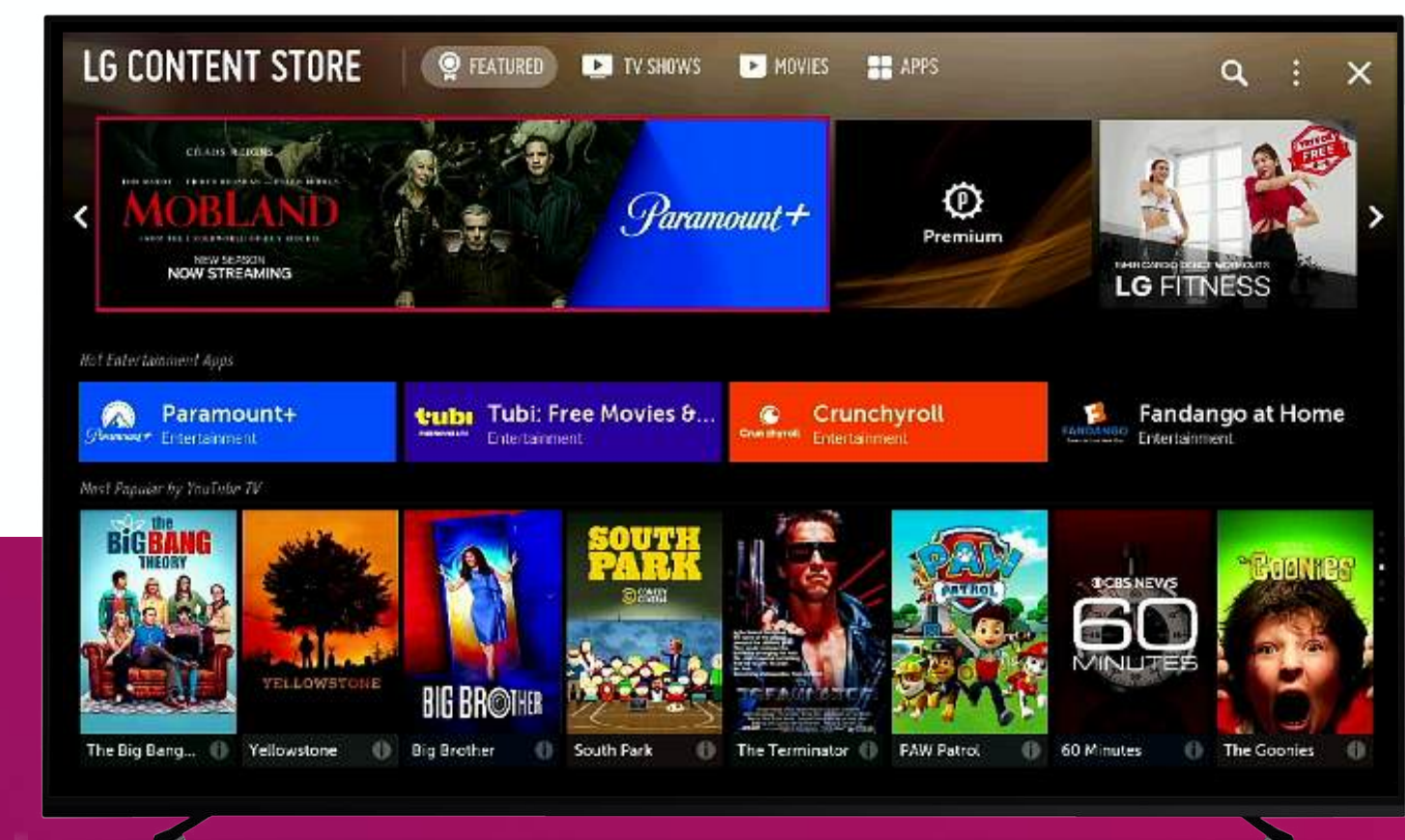
- When *MobLand* rolled out for its second season, Paramount+ didn't just launch a show, they staged a full-blown take-over. Seizing key territory across every major CTV battleground (Fire TV, Roku, LG, Vizio, and Samsung TV), the streamer made sure its flagship hit was completely unavoidable across the entire living room landscape.
- In the news:** According to [Variety](#), traditional broadcasters and global streaming services are moving past their decade-long rivalry toward strategic partnerships, such as TF1 placing its content on Netflix to preserve revenue and expand reach. Industry leaders at the Lumière Summit highlighted how this evolving collaboration relies on co-financing and local content aggregation, though concerns remain over audience data control, IP retention, and the need for stricter regulation on platforms like YouTube.



Fire TV U.S.



Roku U.S.

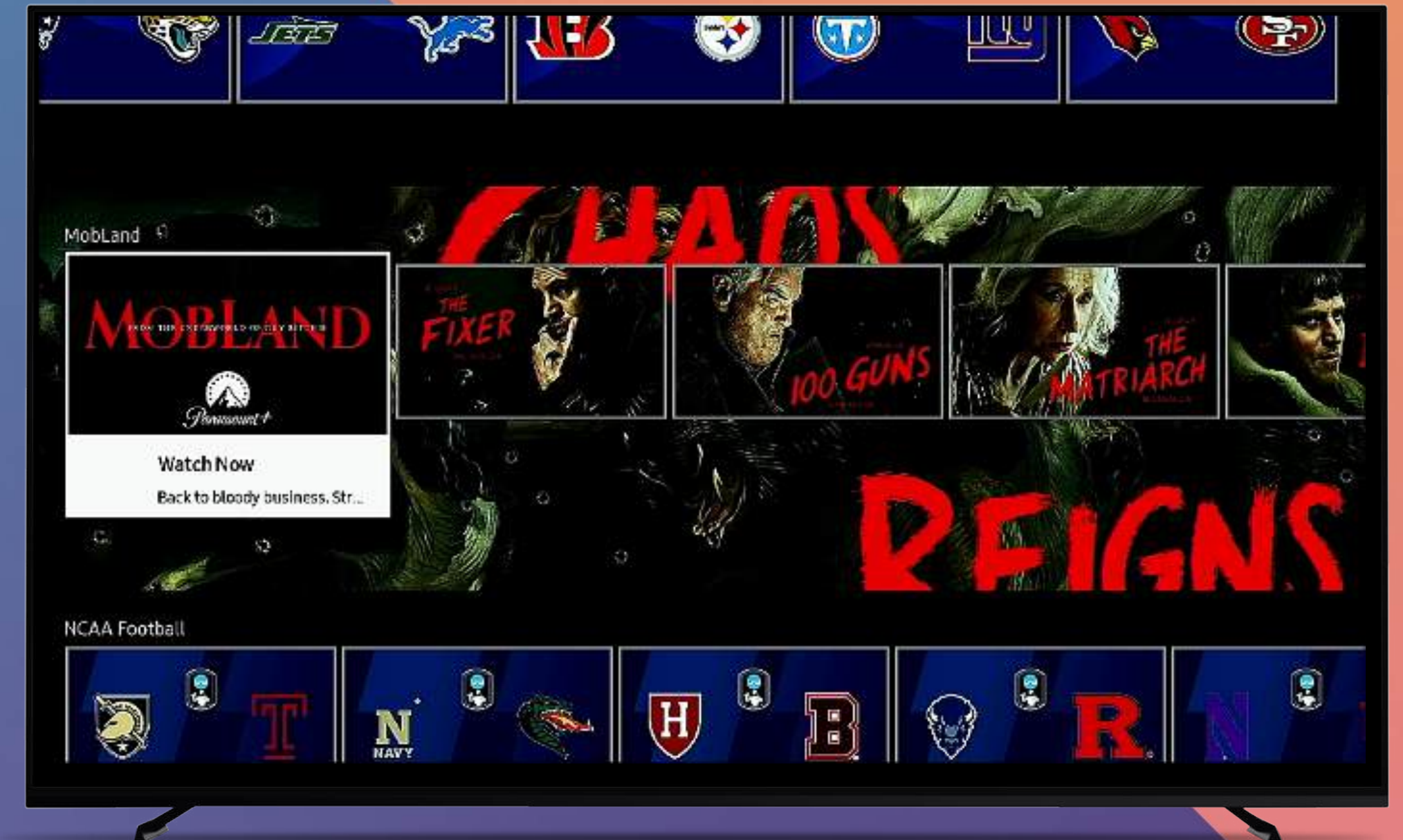


LG TV (2021) U.S.

PARAMOUNT+ RUNS THE TURF



Vizio TV U.S.



Samsung TV (2020) U.S.

RESPECT ITS AUTHORITAH



Whether you call it *South Park* or "South America," Season 29 proved that after 29 years of pure, unfiltered absurdity, Stan, Kyle, Kenny, and Cartman still run the living room. Dropping back onto screens this September, the animated staple staged a complete takeover across Fire TV, Samsung TV, Vizio, and Apple TV. It turns out that even in a chaotic media landscape, screaming at Cartman to respect your *authoritah* is still premier, multi-platform entertainment.



In the news: The JustWatch Group is expanding its platform by launching an ad-supported and transactional streaming service called JustWatch TV across 12 countries in October, according to [Deadline](#). Announced at the Toronto Film Festival, the new service will feature titles from major partners like Paramount and Fremantle to simplify content discovery across a fragmented market.



Fire TV U.S.



Vizio TV U.S.

RESPECT ITS AUTHORITY



Apple TV U.S.



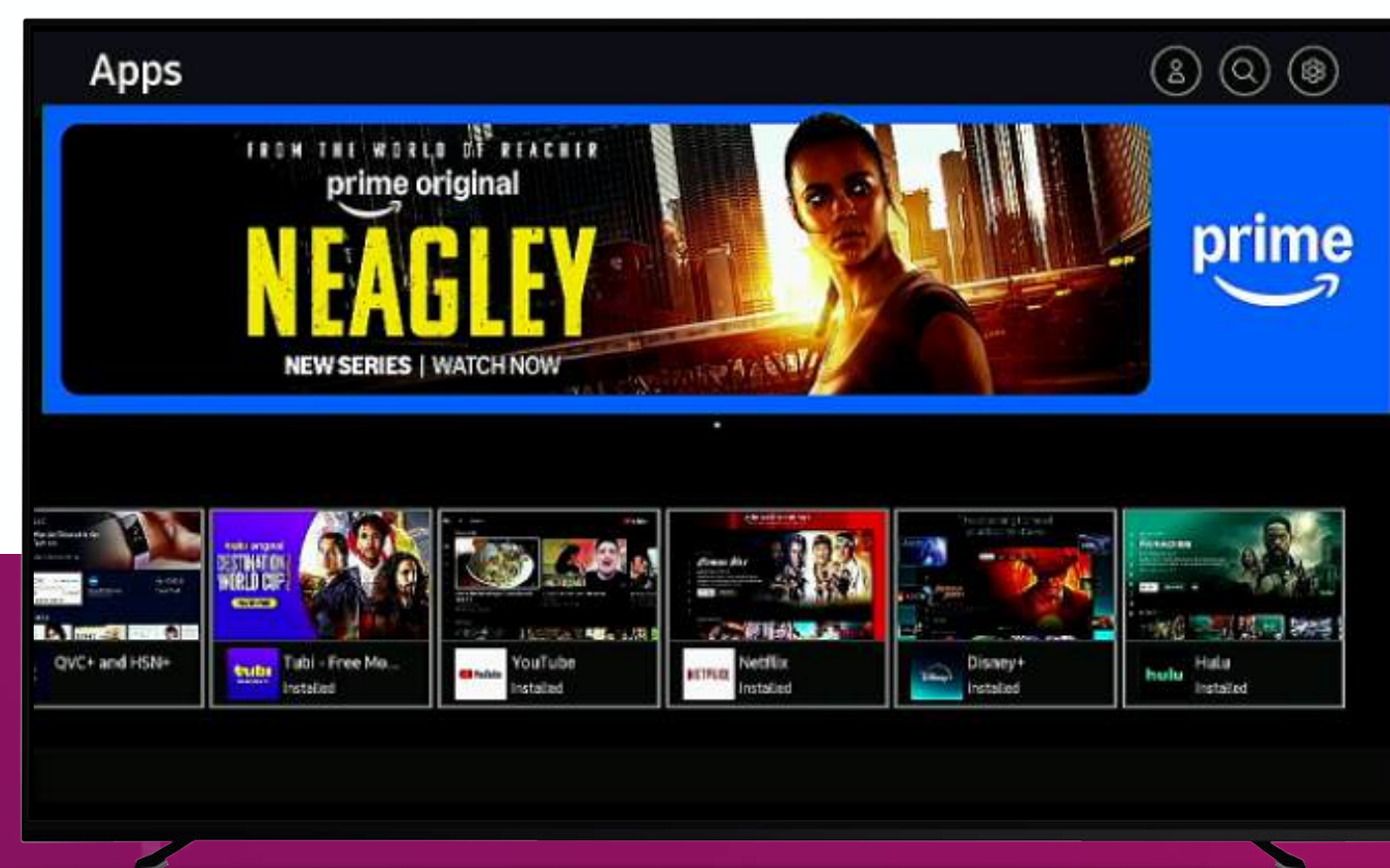
Samsung TV (2022) U.S.

SPINOFFS & STAR POWER



Fire TV U.S.

- Prime Video didn't waste any time expanding the *Reacher* universe, deploying *Neagley* into the streaming market with tactical military precision. The platform flexed its hardware ecosystem on Fire TV while annexing major CTV territory across Samsung TV to ensure the franchise's newest lead took over the living room.
- Bringing Matthew McConaughey and Woody Harrelson together for *Brothers*, Apple TV crafted a premiere campaign built around pure star appeal. The streamer pushed far past its own ecosystem, planting the Texas-tinted comedy directly on competitor home screens across Fire TV and Google TV to lock down maximum viewer attention.
- In the news:** Media streaming services have steadily increased their subscription fees to boost profitability, with ad-free plan prices surging 54% from 2021 to 2025- far outpacing general inflation, [Variety](#) reports. However, these regular price hikes are pushing budget-conscious consumers toward cancellations, forcing streamers to rely more on lower-priced ad tiers and pivot toward content, like user-generated videos, that appeals to younger audiences.



Samsung TV (2020) U.S.



Fire TV U.S.

SPINOFFS & STAR POWER



Apple TV U.S.



Fire TV U.S.



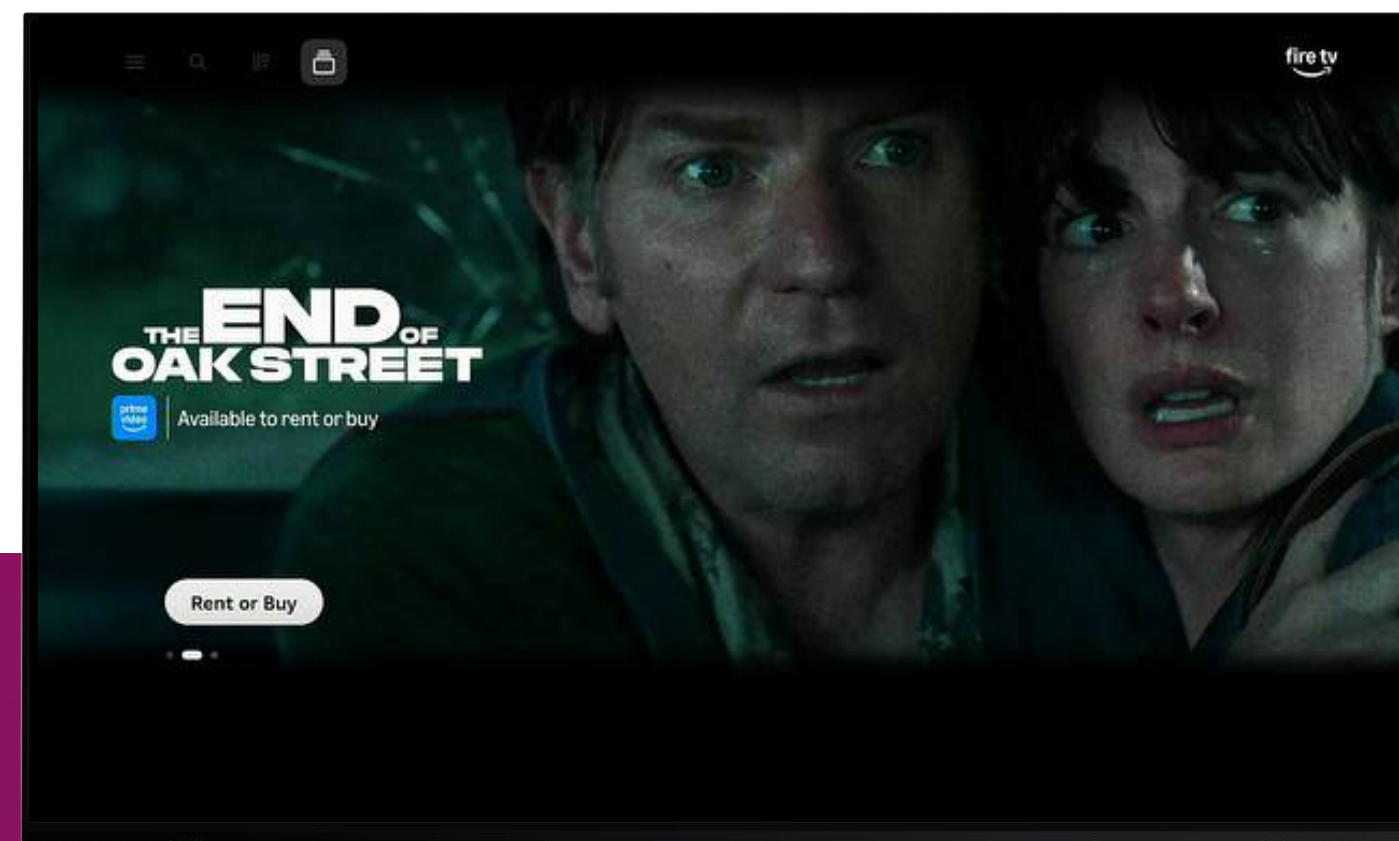
Google TV U.S.

A BLOCKBUSTER SHOWDOWN

- September turned into a full-scale cinematic battleground as *Coyote vs. Acme*, *The End of Oak Street*, and *Supergirl* fought for home screen supremacy. Blending Looney Tunes-style chaos, prehistoric survival thrillers, and cosmic superhero power, the heavyweight film lineup captured top-tier promotional real estate across Google TV, Apple TV, and Fire TV grids to close out the month.
- In the news:** Amazon Prime Video is launching a \$29.99 monthly U.S. bundle that packages AMC+, BritBox, MGM+, PBS Masterpiece, and Starz at a 39% discount compared to their standalone prices, [Deadline](#) reports. The five-service offering aims to streamline payments and simplify content selection as platforms increasingly use consolidated packages to retain subscribers in a crowded market.



Apple TV U.S.



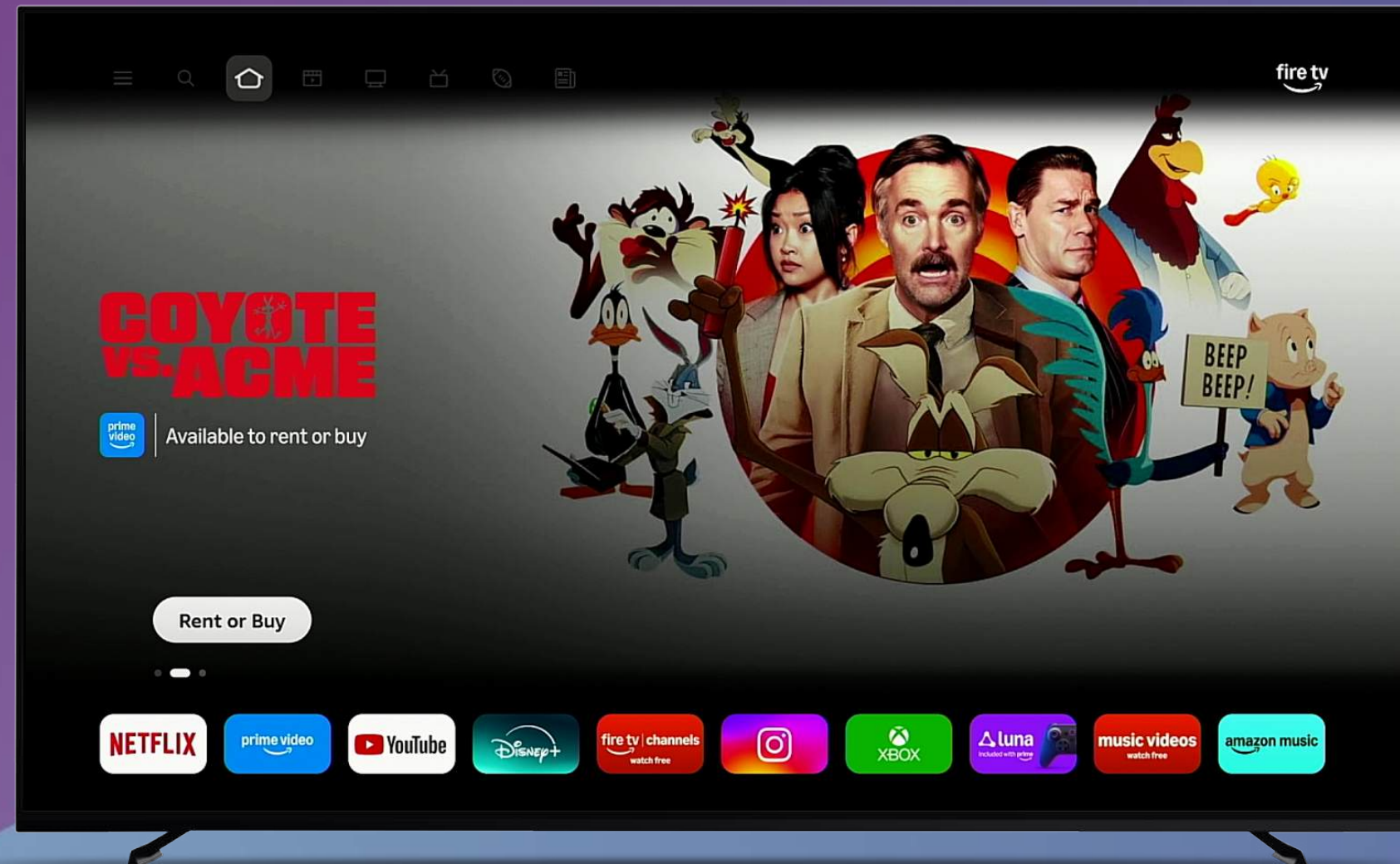
Fire TV U.S.



Google TV U.S.

A BLOCKBUSTER SHOWDOWN

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Fire TV U.S.



Apple TV U.S.



Apple TV U.S.



Google TV U.S.



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