

/ OCTOBER 2026 /

LOOPER INSIGHTS

STREAMER OF THE MONTH



LOOPER INSIGHTS

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 *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 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: OCTOBER 2026

/ TOP 10 TITLES /

POSITION	TITLE	APP	£MPV™ SCORE
1	The Celebrity Traitors	iPLAYER	£1,951,077
2	Toy Story 5	Disney+	£1,660,200
3	Slow Horses	tv	£1,526,589
4	Blue Lights	iPLAYER	£1,304,880
5	MobLand	Paramount+	£1,246,600
6	Ted Lasso	tv	£1,243,679
7	Michael Palin in the Philippines	5	£1,141,348
8	Reacher	prime video	£1,000,129
9	Winter	itvX	£999,933
10	The Blame	itvX	£988,181

STREAMER OF THE MONTH: OCTOBER 2026

/ TOP 10 APPS /

POSITION	APP	£MPV™ SCORE
1	iPLAYER	£45,281,929
2	prime video	£37,750,275
3	itvX	£32,306,401
4	Disney+	£29,031,303
5	4	£17,761,882
6	NETFLIX	£15,693,595
7	tv	£14,001,573
8	Paramount+	£12,396,090
9	5	£11,871,477
10	HBO max	£9,583,614

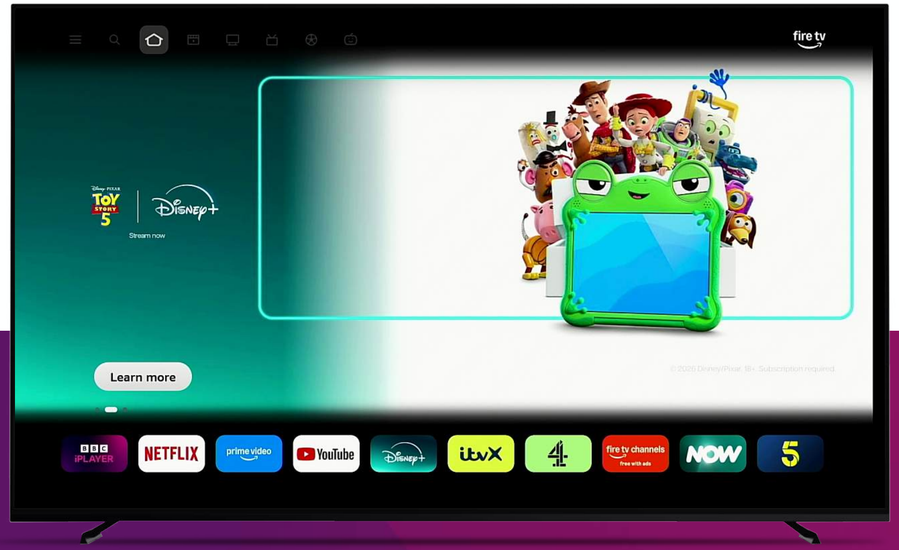


*Apple TV, Fire TV, Google TV, Hisense Vidaa TV, LG TV, PS4, PS5, Roku, Samsung TV, Sky Q, Sky Stream, Virgin TV 360, Xbox One Console

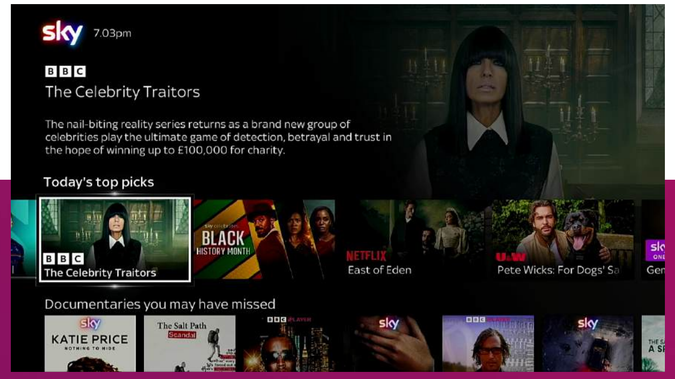
TOP TITLES OF THE MONTH

BBC iPlayer turned the UK Connected TV landscape into its personal Highland stronghold this October, executing an unmissable promotional coup. *The Celebrity Traitors* operated with ruthless efficiency, banishing the competition to emerge as the single most promoted title nationwide with a staggering £MPV™ nearing £2M (explored further in this edition's dedicated feature). Backed by the gritty, blue-light pursuit of Belfast-set *Blue Lights*, which hauled in over £1.3M in promotional value, the national broadcaster locked down an untouchable £3.3M total across the top ten. Between whispered round-table deception and high-stakes police procedural drama, the BBC ran the table.

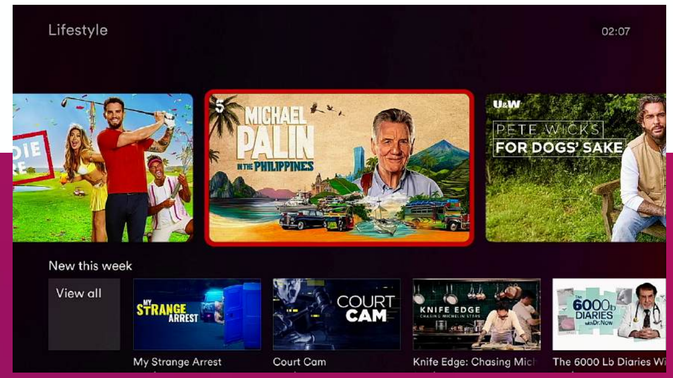
In the news: UK Culture Secretary Lisa Nandy is considering updating media merger legislation to encompass streaming services, signalling she is "minded to intervene" in Sky's proposed £1.6 billion acquisition of ITV's television business, *Broadband TV News* reports. The proposed regulatory change would examine how Sky absorbing ITVX could affect the variety and quality of on-demand programming available to viewers, potentially subjecting the deal to deeper scrutiny by Ofcom and the Competition and Markets Authority alongside existing news plurality concerns.



Fire TV UK



Sky Q UK

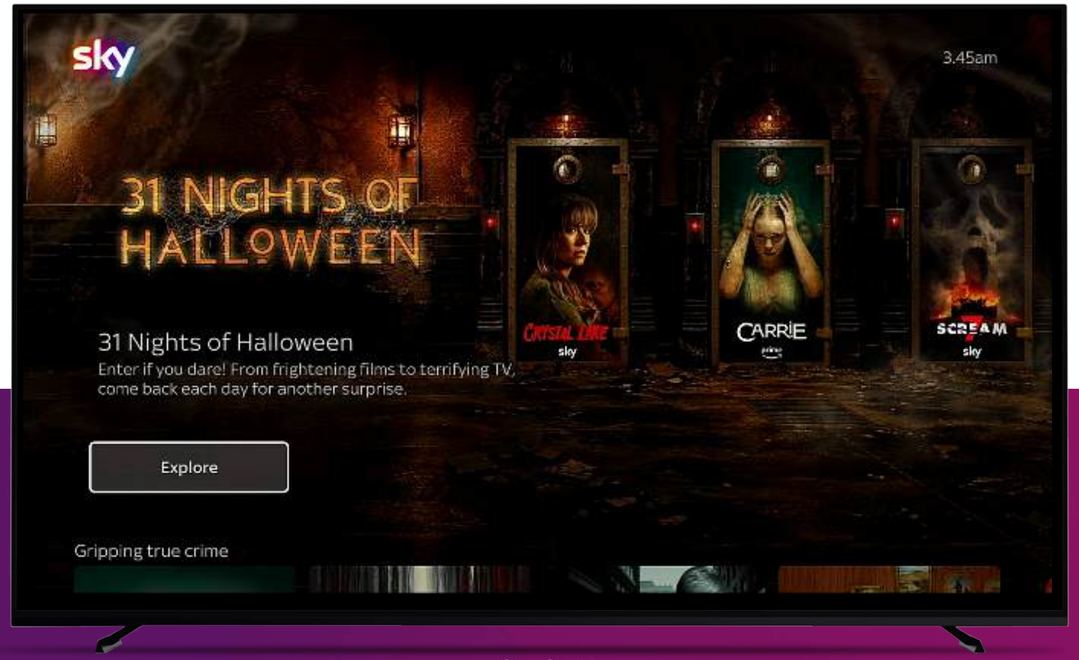


Virgin TV 360 UK

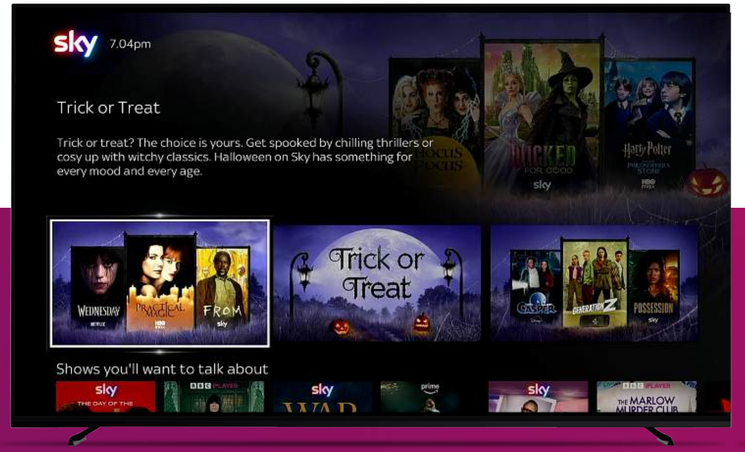
THE LIVING ROOM HAUNTING

Halloween tightened its grip across the UK this October, turning living rooms into prime haunted ground. Hardware hubs Sky and Samsung paved the path by carving out dedicated fright hubs, but the real bloodline ran through the streamers. Prime Video unleashed the telekinetic torment of *Carrie*, NOW waded into the backwoods carnage of *Crystal Lake*, and Paramount+ revived calculated sadism with *Dexter: Resurrection*. From lakeside slashers to cold-blooded serial killers, platforms made certain every corner of the home was haunted.

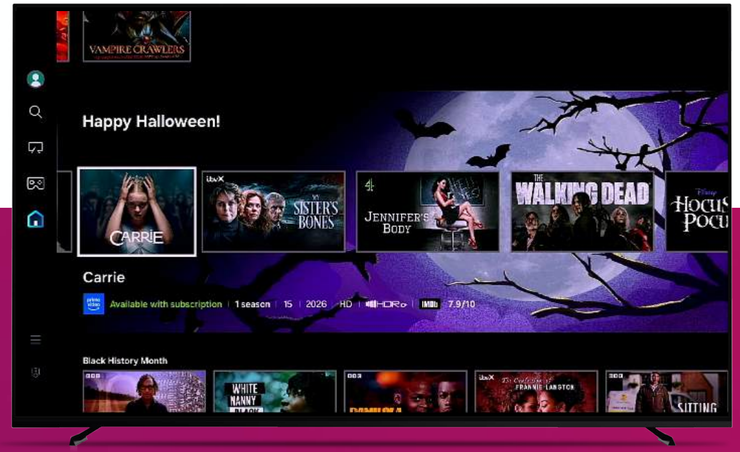
In the news: The BBC will shut down the linear broadcast feeds of BBC Three, BBC Scotland, and BBC Radio 4 Extra in spring 2027, migrating their programming to digital platforms like iPlayer and BBC Sounds, *Broadband TV News* reports. The move is part of the corporation's broader strategy to achieve £500 million in savings by 2028 amid ongoing financial pressures, accompanied by newsroom restructuring and merged editor roles.



Sky Q UK

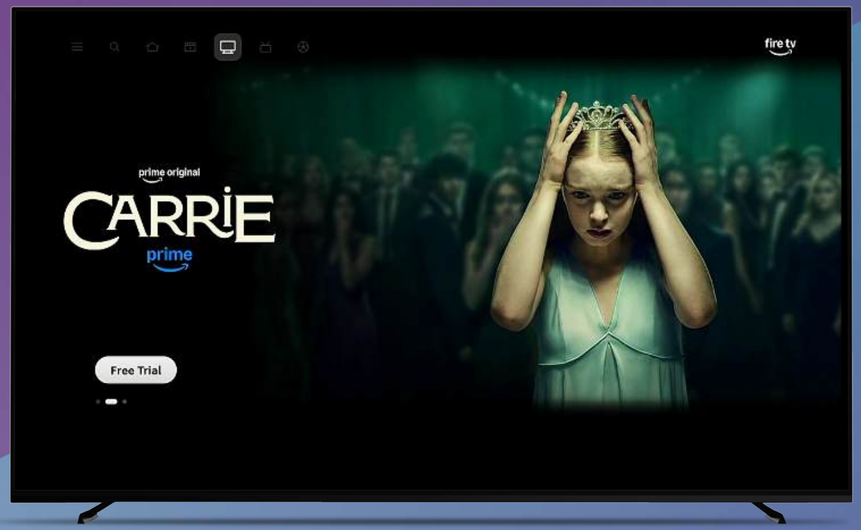


Sky Q UK

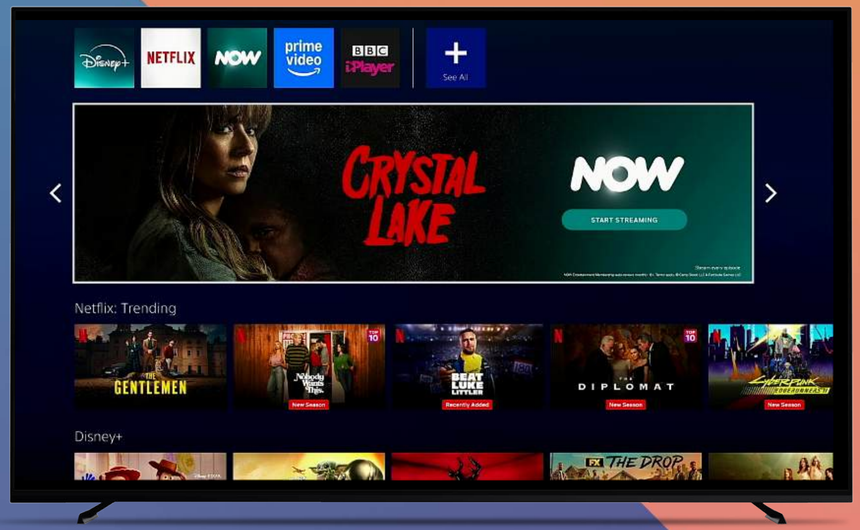


Samsung TV (2022) UK

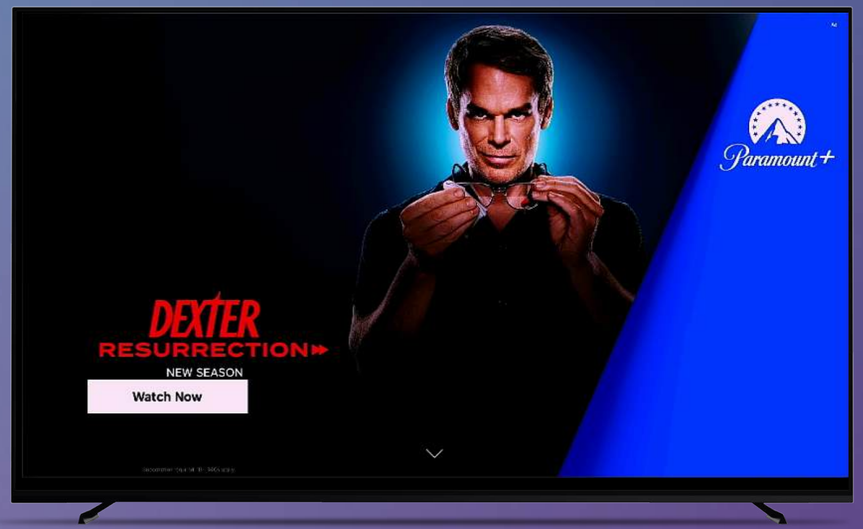
THE LIVING ROOM HAUNTING



Samsung TV (2022) UK



PS4 UK

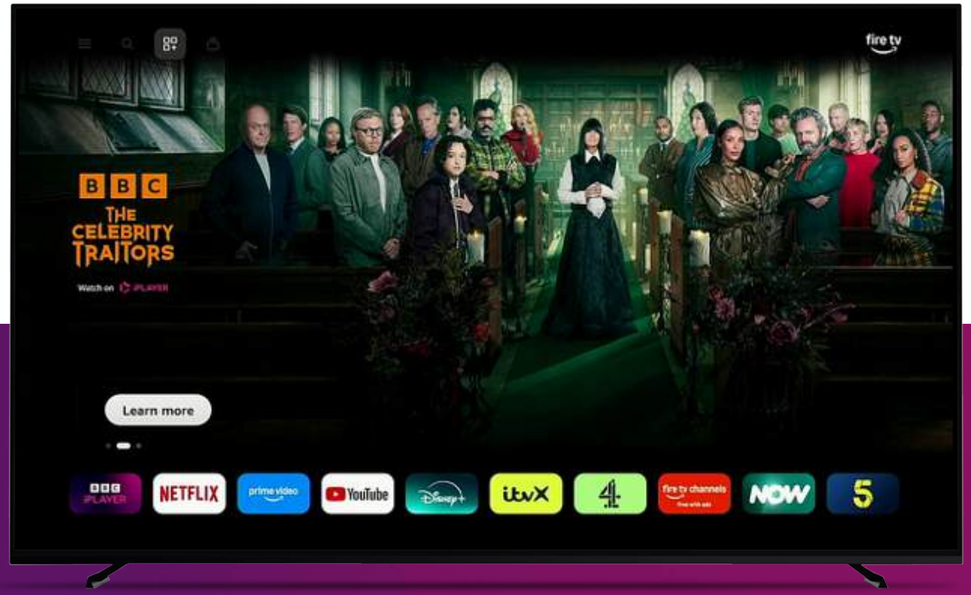


Samsung TV (2022) UK

FROM HIGHLAND TREACHERY TO DECADENT BAKES

The UK unscripted landscape split into two irresistible camps this October: cutthroat psychological warfare and comfort-food escapism. The BBC commandeered the national conversation as *The Celebrity Traitors* seized every prominent UI tile, dragging the nation back to the Highland turret for another round of whispered conspiracies and theatrical banishments. Channel 4 hit back by serving up pure television comfort, enlisting Nigella Lawson as the new star baker of *The Great British Bake Off* to bring an unapologetically sultry, rich warmth to the tent. From daggers drawn at midnight to soggy bottoms judged with seductive indulgence, broadcasters made unscripted television mandatory viewing.

In the news: ITVX surpassed three billion streams for 2026 on September 9, reaching the milestone two months earlier than in 2025, *Broadband TV News reports*. Driven by its third consecutive billion-stream quarter, the surge was led by high-performing dramas like Michelle Keegan's *The Blame* and will be supported further by expanding its pop-up FAST channel lineup to 20 outlets.



Fire TV UK



Freely UK

FROM HIGHLAND TREACHERY TO DECADENT BAKES

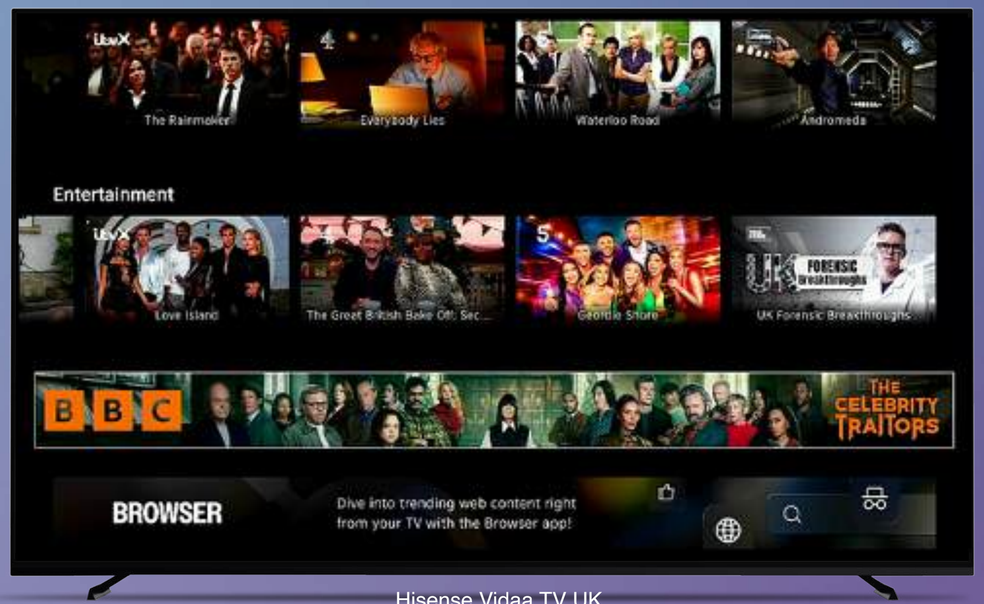
STREAMER OF THE MONTH
OCTOBER 2026



Apple TV UK



Google TV UK

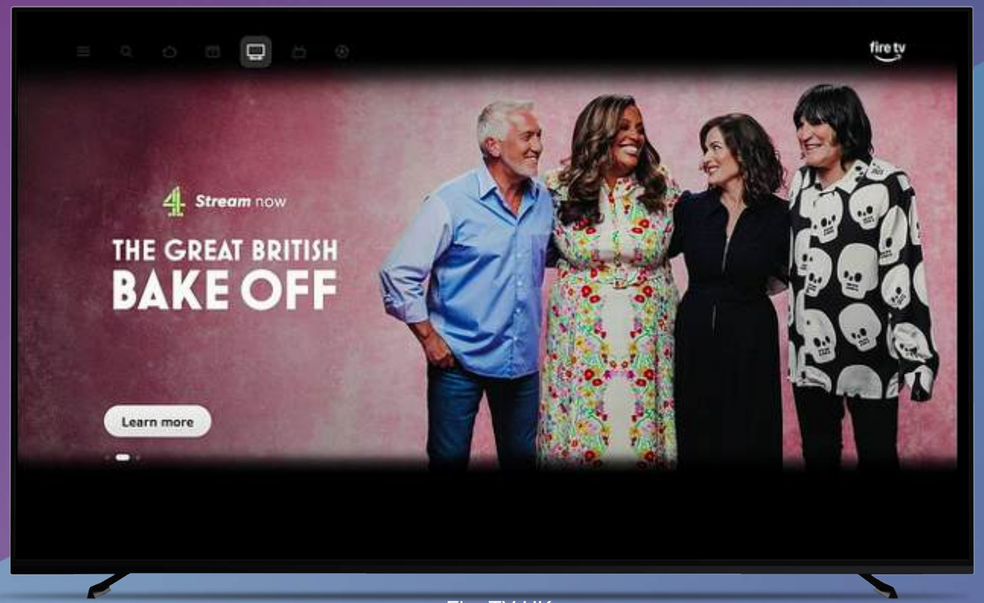


Hisense Vidaa TV UK

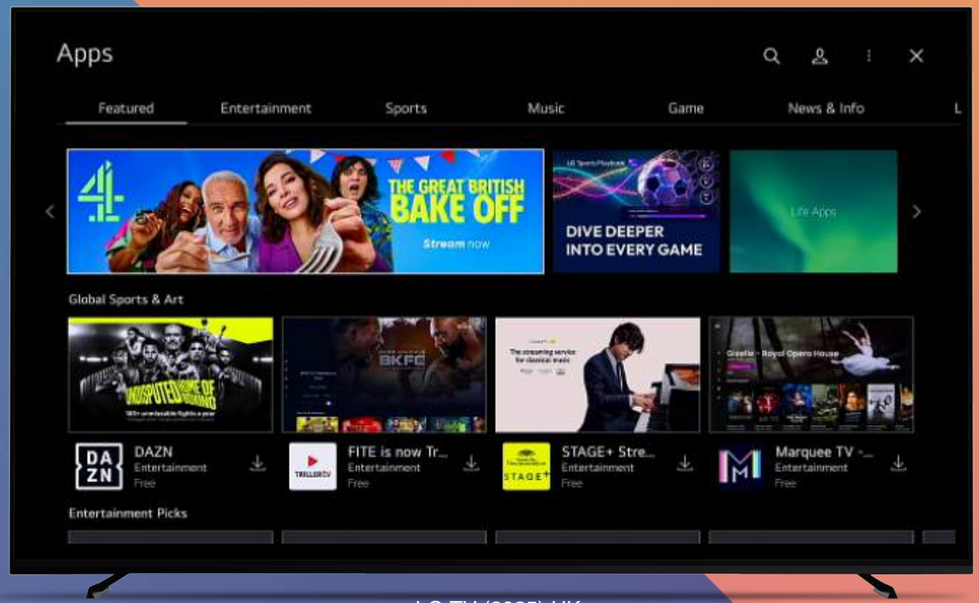


Roku UK

FROM HIGHLAND TREACHERY TO DECADENT BAKES



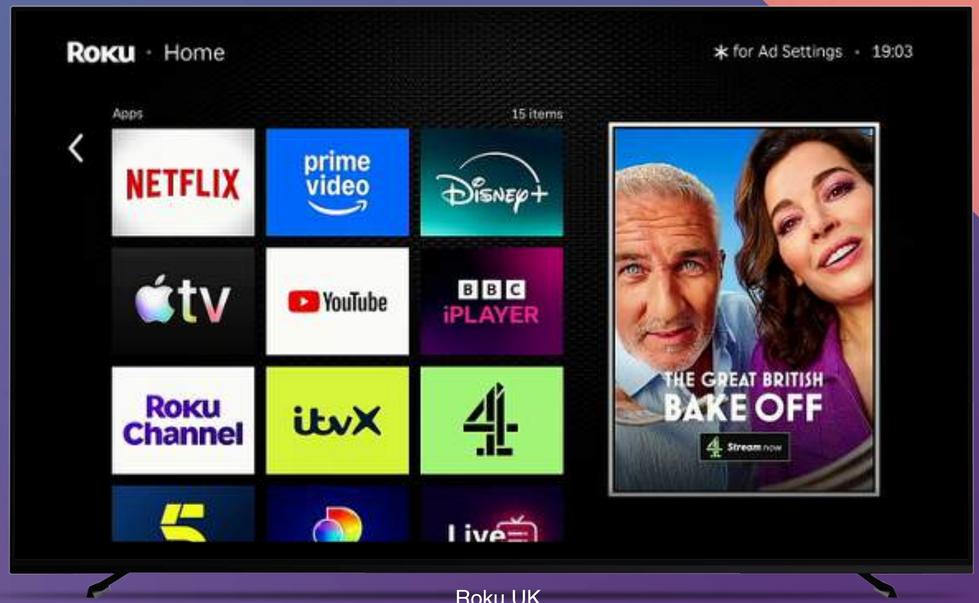
Fire TV UK



LG TV (2025) UK



Freely UK

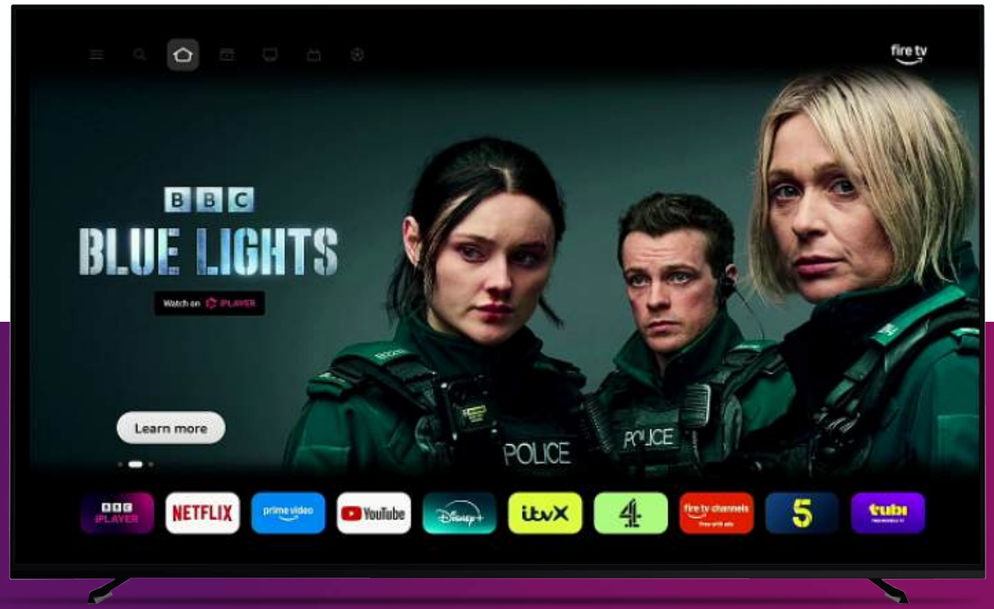


Roku UK

THE LIVING-ROOM BEAT

- BBC iPlayer turned the living room into a high-pressure frontline this October, trading escapism for raw, unforgiving realism. Leading the charge, *Time* brought claustrophobic institutional dread back behind cell doors, while the return of *Blue Lights* threw viewers straight onto the razor-sharp Belfast beat. The BBC backed this hard-hitting double bill with zero hesitation, locking down frontline visibility across Apple TV, Fire TV, Google TV and Freely. Between the brutal weight of prison life and the relentless adrenaline of response work, it was an uncompromising showcase of British drama at its most urgent.

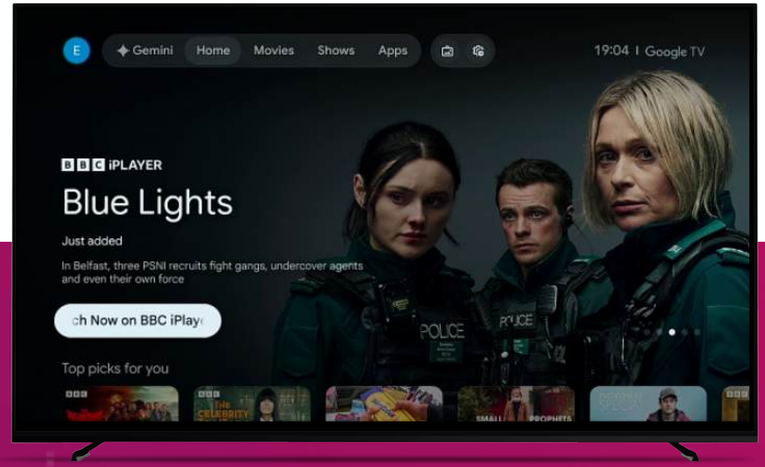
- **In the news:** UKTV is expanding its free ad-supported streaming portfolio to 12 channels by launching eight new FAST services dedicated to BBC brands like *Top Gear*, *EastEnders*, and *Casualty*, *Broadband TV News* reports. The curated archive channels will debut on LG Channels and Freely before the end of 2026, helping the broadcaster unlock new advertising revenue and broaden its streaming reach.



Fire TV UK



Freely UK



Google UK

THE LIVING-ROOM BEAT



Apple TV UK

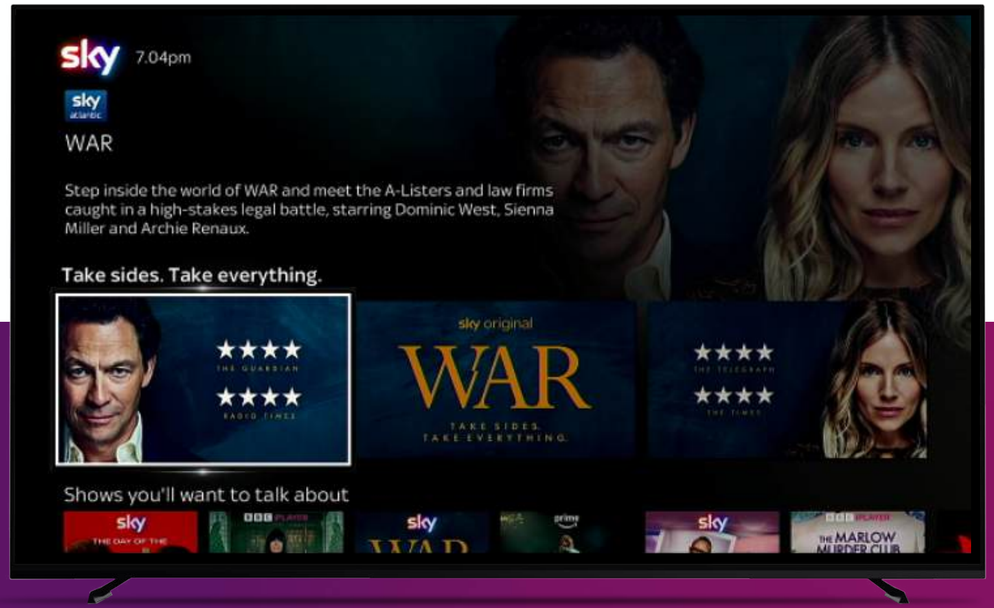


Freely UK

HOSTILE TAKEOVER

There was nothing civil about Sky and NOW's rollout for *War* this October. Centered on the toxic, nine-figure divorce war between an actress and a tech mogul, the series brought cold-blooded litigation and double-agent legal maneuvering to the home screen. The launch locked down top-tier territory on Fire TV and LG while anchoring the home interface on Sky, deploying with the kind of ruthless leverage that leaves no room for settlement. Spiteful, venomous, and sharply staged, it ensured the season's nastiest dispute played out in plain view.

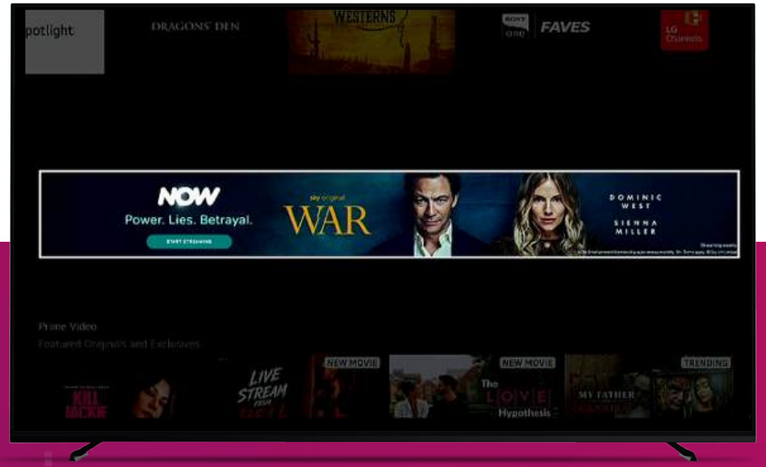
In the news: Pay-TV complaints submitted to Ofcom fell during the second quarter of 2026, even as grievance levels for broadband, landline, and mobile services held steady, *Broadband TV News* reports. EE and Virgin Media drew the highest complaint rates among pay-TV providers, while BT, EE, TalkTalk, and Vodafone all landed above the industry average for broadband issues.



Sky Q UK

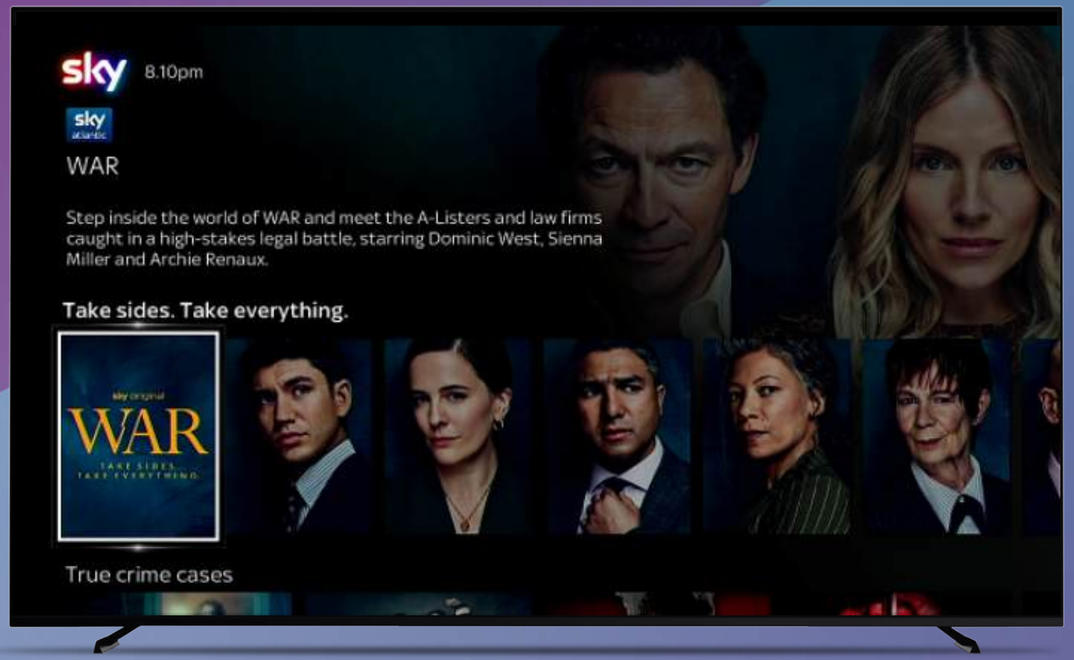


Fire TV UK

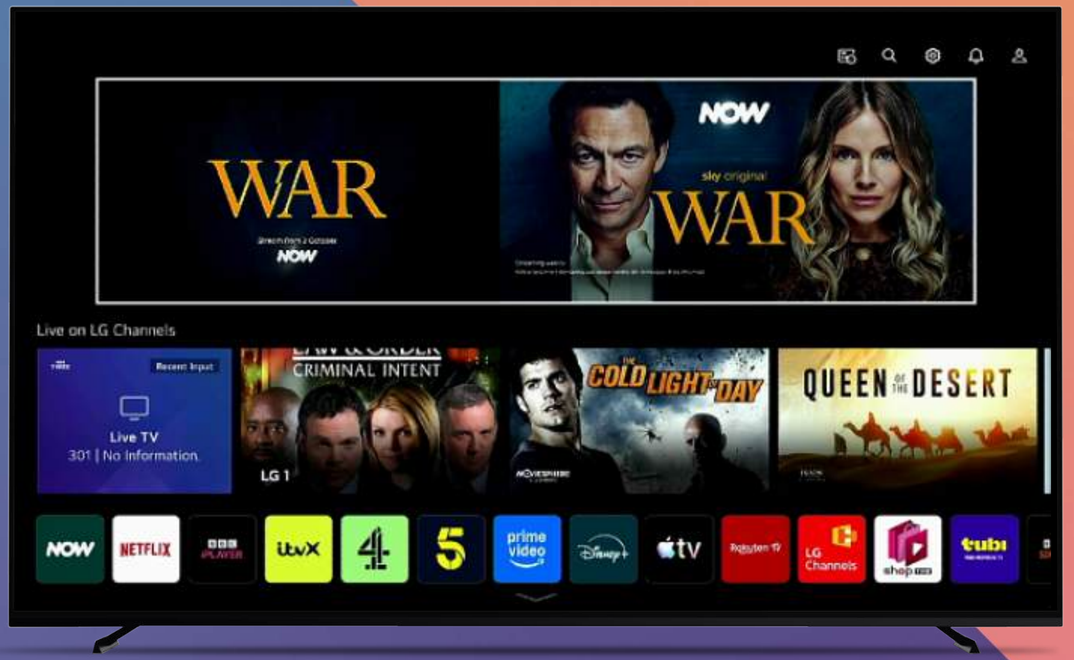


LG TV (2022) UK

HOSTILE TAKEOVER



Sky Q UK



LG TV (2022) UK


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