LOOPER
INSIGHTS

STREAMER OF THE MONTH

OCTOBER 2026

LOOPER INSIGHTS

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
BRITISH ASSOCIATION for SCREEN ENTERTAINMENT

BASE Awards Winner
Best in Class- Insights

The SaaS Awards

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: OCTOBER 2026

/ TOP 10 TITLES /

POSITION	TITLE	APP	$MPV™ SCORE
1	Toy Story 5	Disney+	$7,688,335
2	MobLand	Paramount+	$5,487,877
3	Obsession	peacock	$5,387,644
4	Major League Soccer	tv	$5,250,604
5	Carrie	prime video	$4,584,343
6	Lanterns	HBO max	$4,472,893
7	Ted Lasso	tv	$4,362,178
8	Bluey	Disney+	$4,010,406
9	Law & Order: Special Victims Unit	peacock	$3,990,173
10	Disclosure Day	peacock	$3,856,038

STREAMER OF THE MONTH: OCTOBER 2026

/ TOP 10 APPS /

POSITION	APP	$MPV™ SCORE
1	prime video	$184,197,118
2	tubi	$124,659,023
3	The Roku Channel	$118,384,992
4	peacock	$107,703,921
5	Paramount+	$100,284,008
6	Disney+	$99,437,468
7	tv	$99,132,143
8	HBO max	$73,890,589
9	pluto tv	$68,680,964
10	hulu	$46,660,990

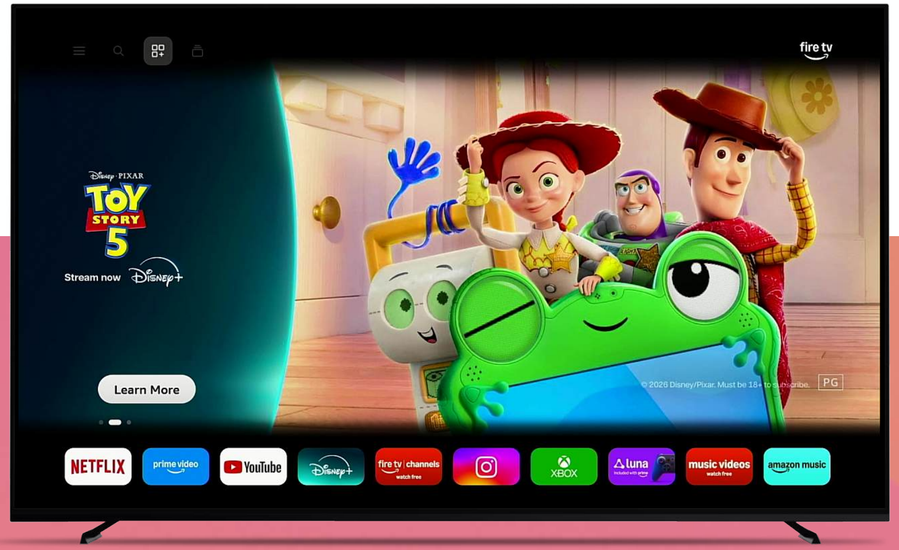


*Apple TV, Cox Contour 2, Cox CSP, Fire TV, Google TV, LG TV, PlayStation 4, PlayStation 5, Roku, Samsung TV, Vizio TV, Xfinity and Xbox One Console

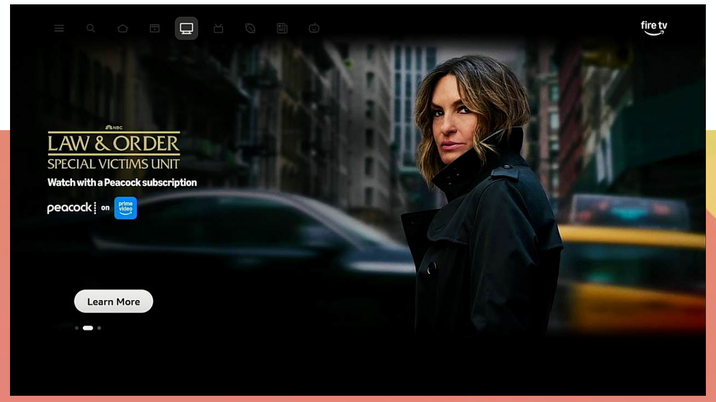
TOP TITLES OF THE MONTH

- Disney+ captured individual box-office glory this October as *Toy Story 5* tower-stacked an imposing $MPV™ score above $7.6M. Yet beneath that single-title marquee, Peacock pulled off a calculated portfolio coup, locking down three separate slots across the upper ranks. Between the supernatural stalker tension of *Obsession*, the procedural stamina of *Law & Order: SVU*, and the classified sci-fi paranoia of *Disclosure Day*, Peacock ran a multi-genre flank that turned single-hit dominance into total platform breadth.

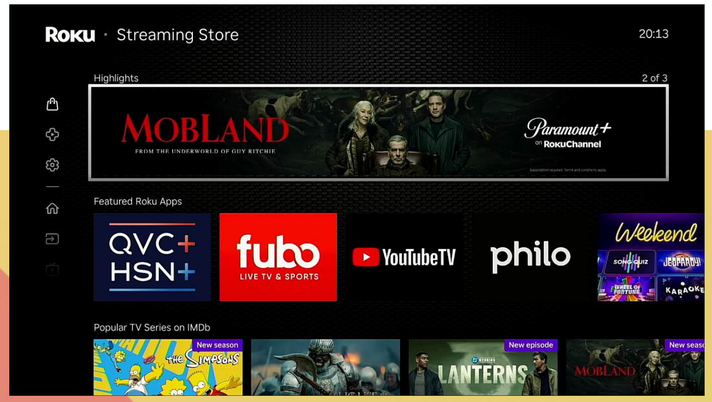
- **In the news:** David Ellison's Paramount completed its $111 billion takeover of Warner Bros. Discovery to form a combined entertainment giant called Skydance, as reported in *The Hollywood Reporter*. Led by Ellison and co-CEO Ynon Kreiz, the newly merged company commands nearly $70 billion in revenue and aims to rival tech and legacy giants by targeting $6 billion in synergies, releasing at least 30 films annually, and tackling over $80 billion in debt.



Fire TV U.S.



Fire TV U.S.

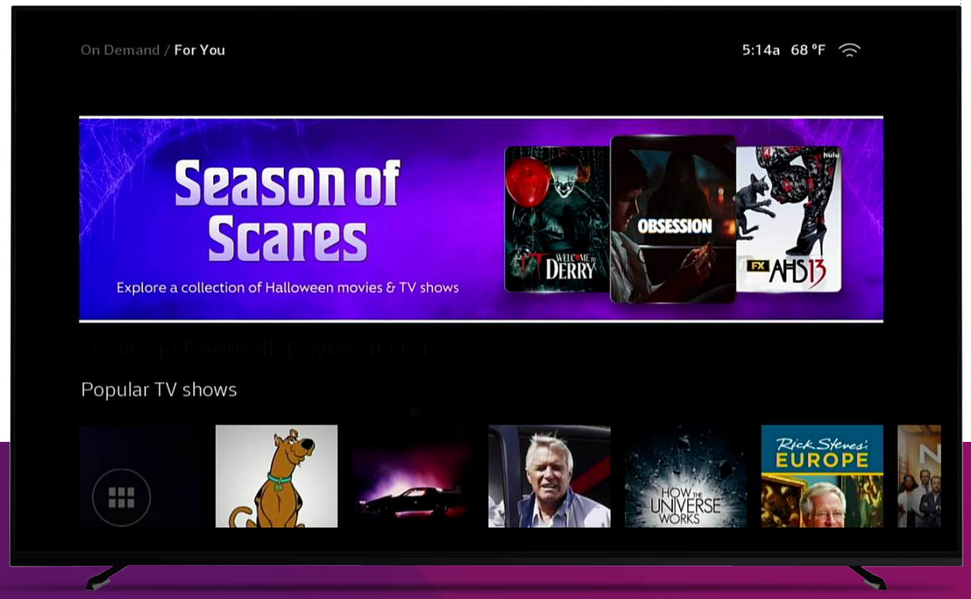


Roku U.S.

BLOODBATH ON THE SCREEN

October didn’t just usher in Halloween; it triggered an all-platform horror blitz. Platforms traded subtle chills for pure firepower, seizing living-room glass with high-impact takeovers on Vizio and Xfinity while streamers backed it up with tailored nightmare fuel. Between the high-school psychic dread of Prime Video’s *Carrie*, the sun-drenched lakeside butchery of Peacock’s *Crystal Lake*, the cold-blooded return of Paramount+’s *Dexter: Resurrection*, and the camp grotesque of FX’s *American Horror Story: 13*, the industry covered every subgenre to ensure no viewer made it out unscared.

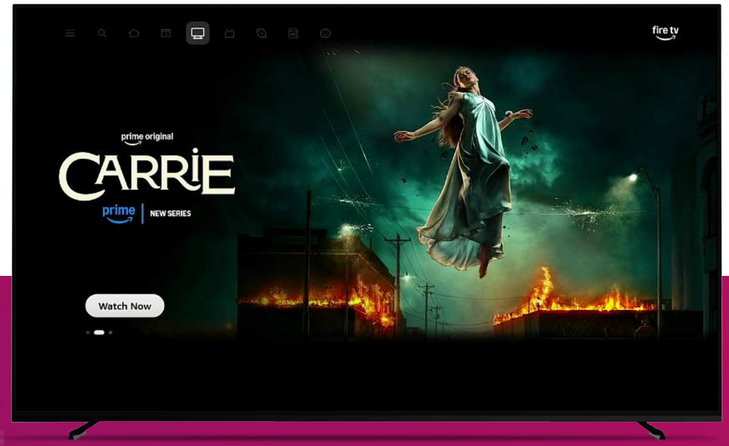
In the news: Legendary Entertainment has revived talks and submitted a takeover offer for Lionsgate, *Bloomberg* reports. If completed, the acquisition would grant the Apollo Global Management-backed producer access to Lionsgate's theatrical distribution network and high-profile franchises like *The Hunger Games* and *John Wick*.



Xfinity U.S.

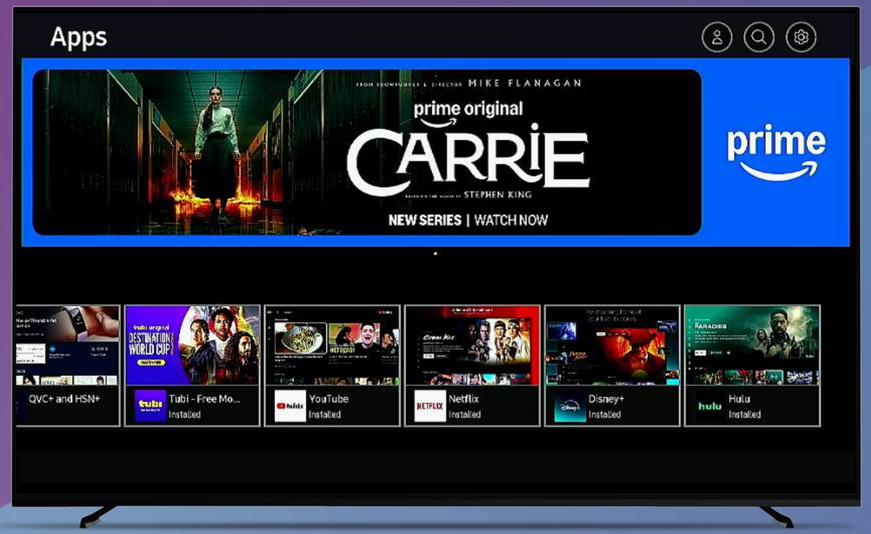


Vizio TV U.S.

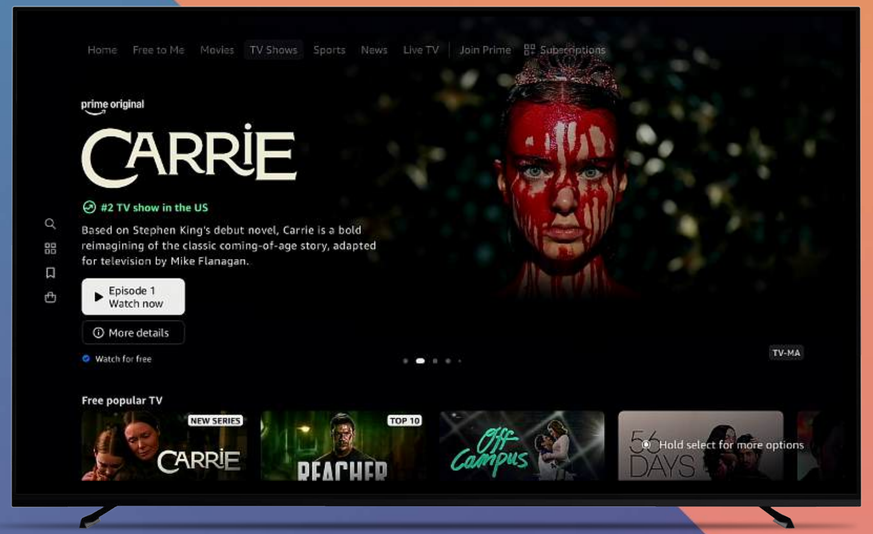


Fire TV U.S.

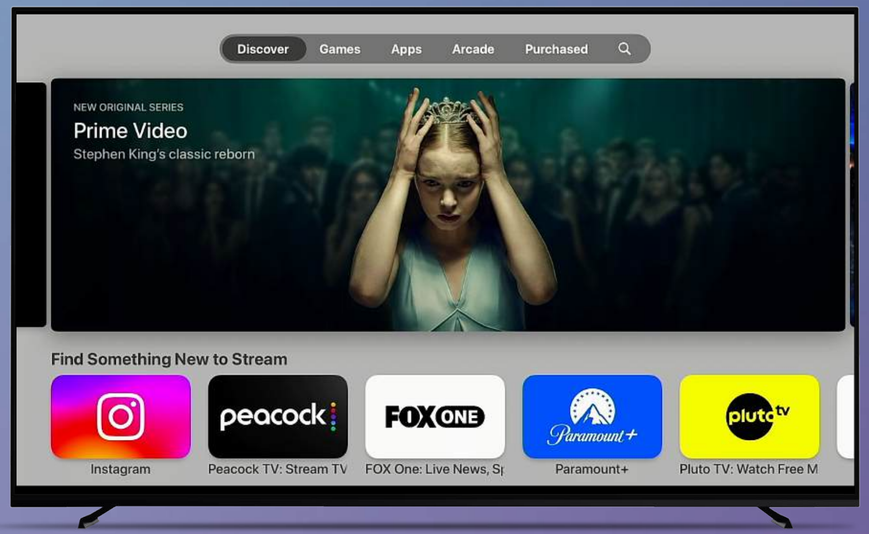
BLOODBATH ON THE SCREEN



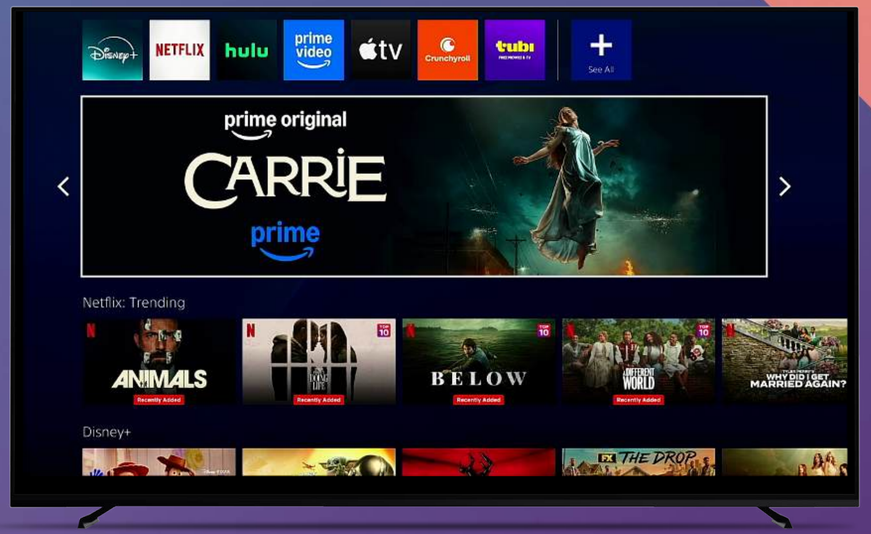
Samsung TV (2020) U.S.



Fire TV U.S.

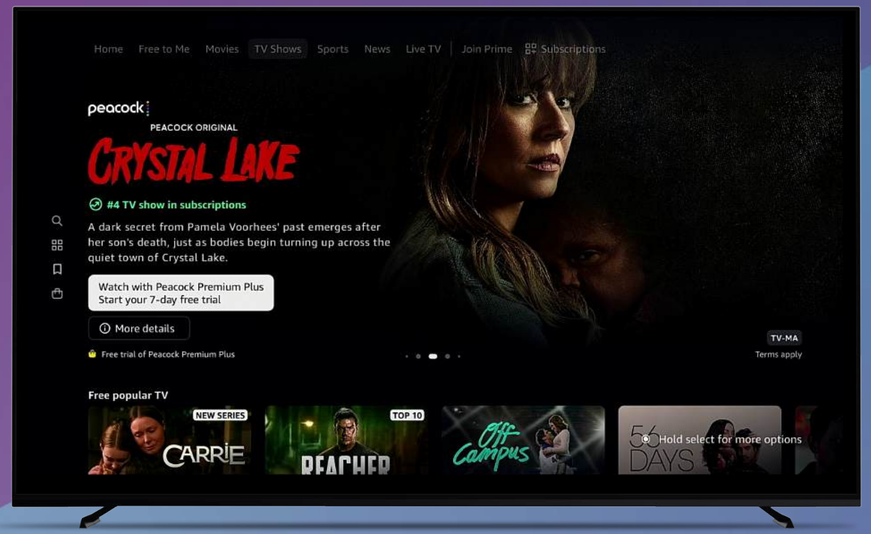


Apple TV U.S.

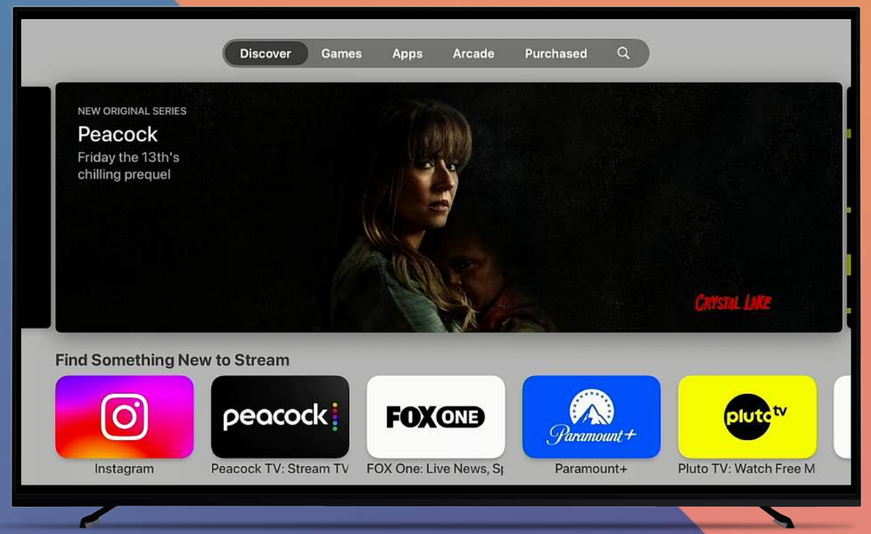


PS4 U.S.

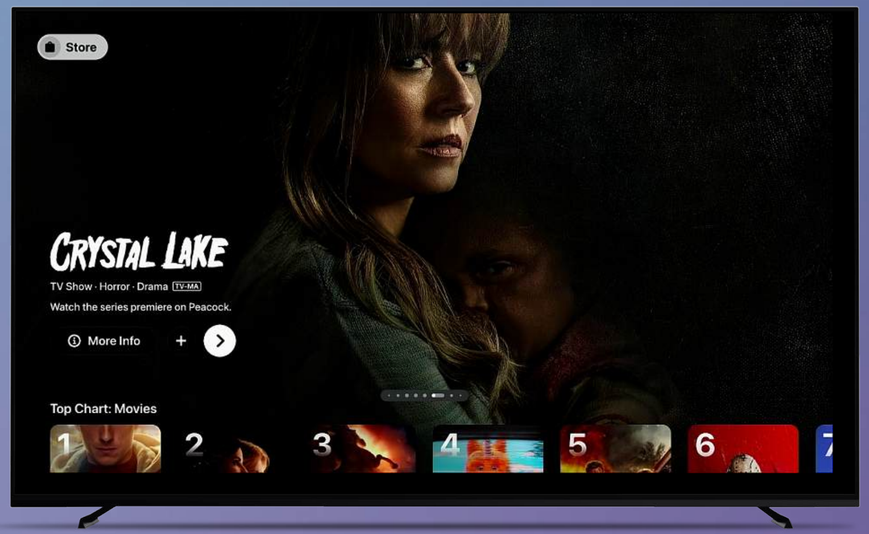
BLOODBATH ON THE SCREEN



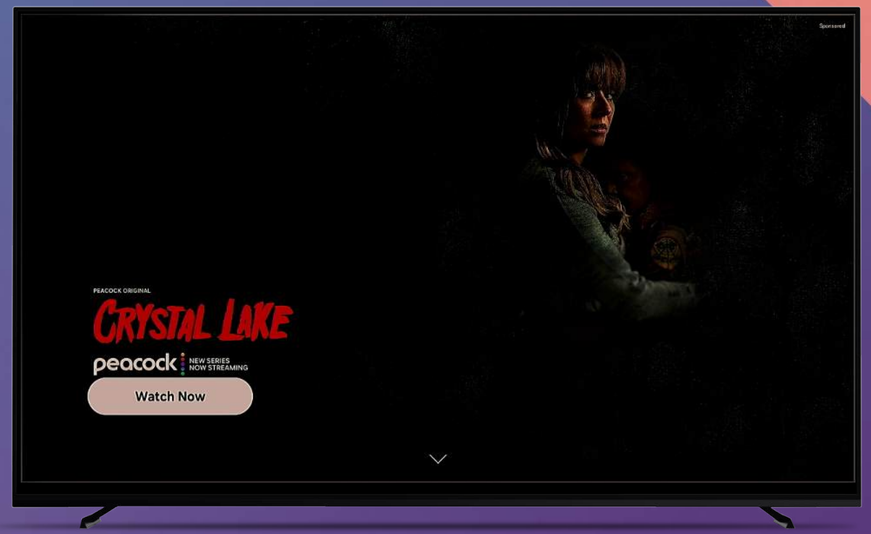
Fire TV U.S.



Apple TV U.S.

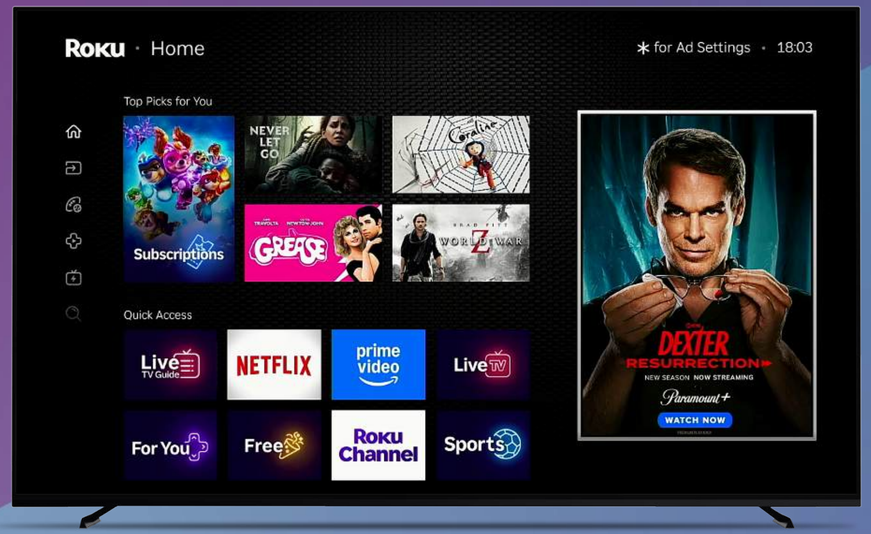


Apple TV U.S.



Samsung TV (2024) U.S.

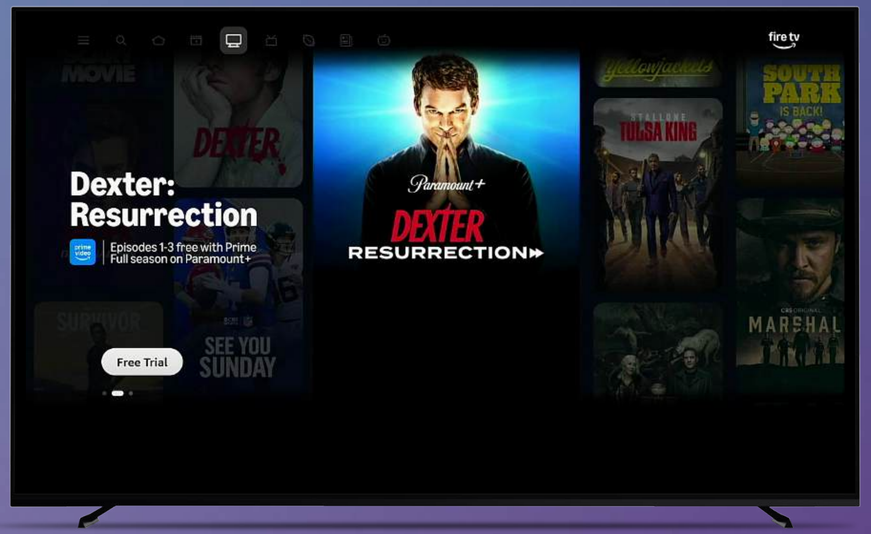
BLOODBATH ON THE SCREEN



Roku U.S.

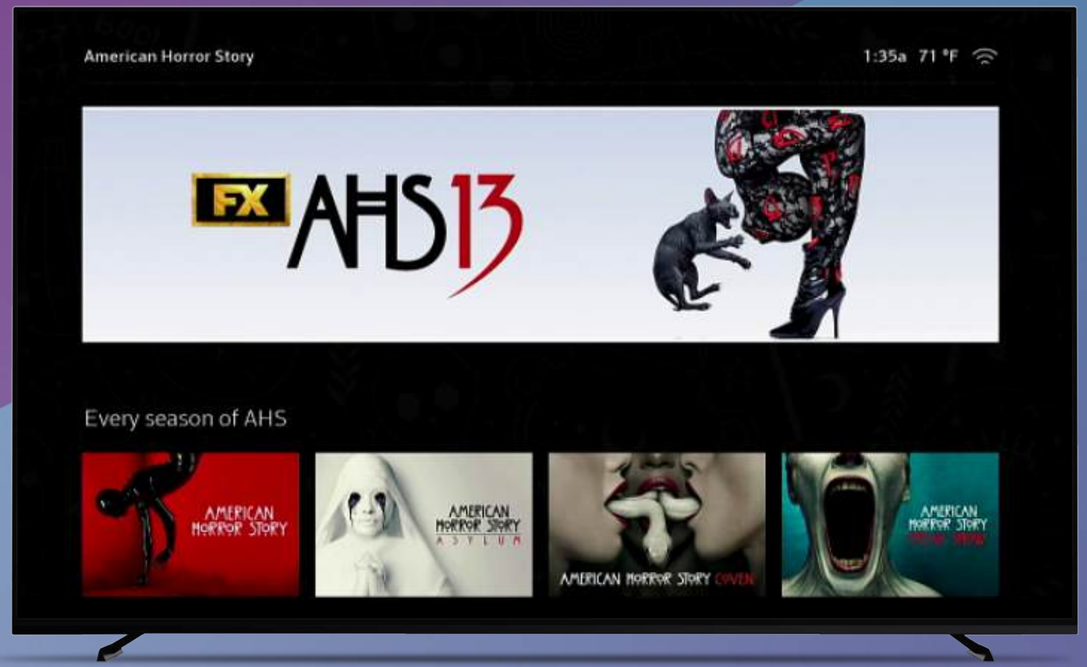


Fire TV U.S.



Fire TV U.S.

BLOODBATH ON THE SCREEN



Xfinity U.S.

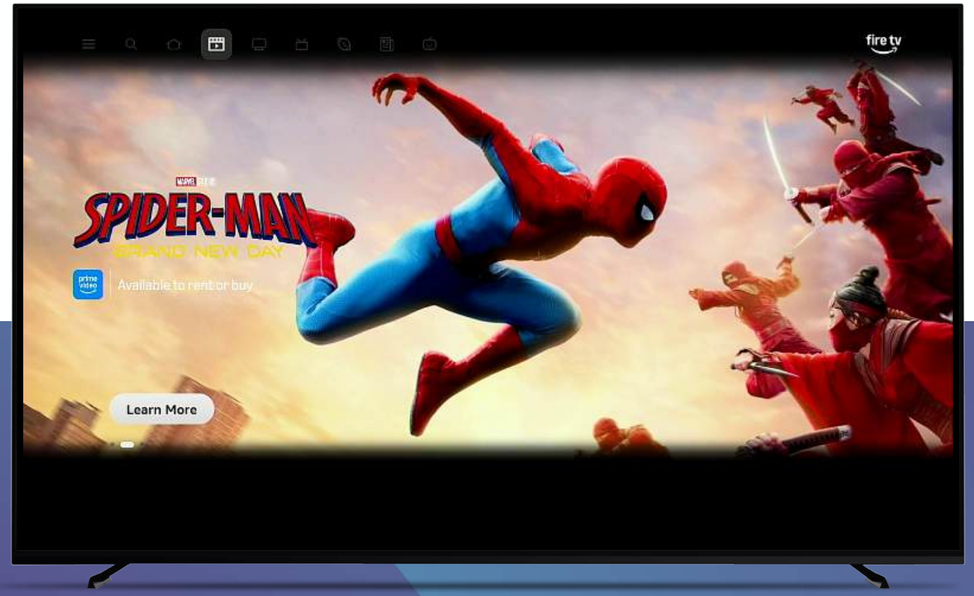


Apple TV U.S.

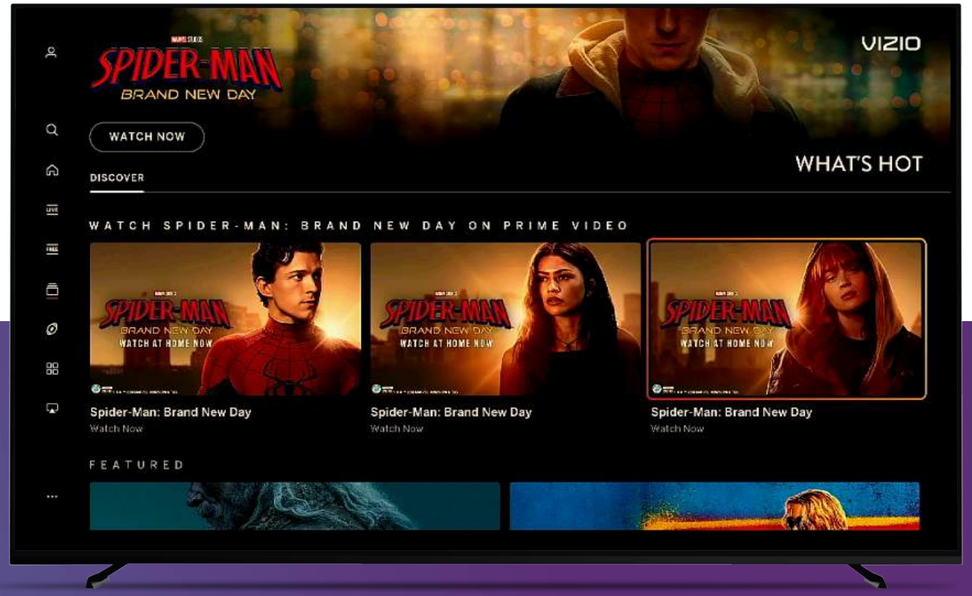
SPIDER-SENSE MEETS DEFCON 1

October wasn't just a showcase for small-screen horrors- Hollywood's marquee features launched a ground assault for premium screen real estate. Sony spun a wide web for *Spider-Man: Brand New Day*, slinging its digital debut directly into viewers' crosshairs with prime Fire TV real estate and an unmissable hero-rail takeover on Vizio. Not to be outmaneuvered, Peacock broke open the vault for *Disclosure Day*, seizing priority real estate on Samsung TV and Apple TV with the kind of urgent, red-alert prominence usually reserved for classified leaks.

In the news: Despite beating Wall Street expectations with $12.9 billion in Q3 2026 revenue and a $3.664 billion profit, Netflix saw its stock plunge to a 52-week low amid slowing revenue growth and lowered full-year ad forecasts, *The Hollywood Reporter* reports. The market downturn follows softer viewing hours growth and significant company layoffs affecting roughly 6 percent of staff, including top executives like chief content officer Bela Bajaria.



Fire TV U.S.

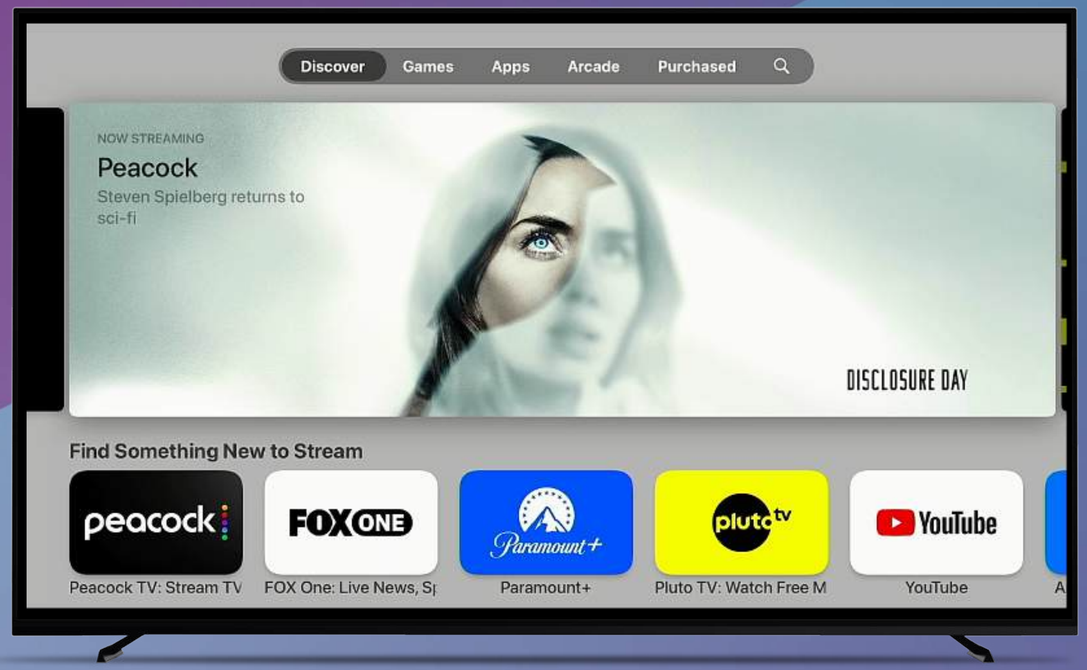


Vizio TV U.S.

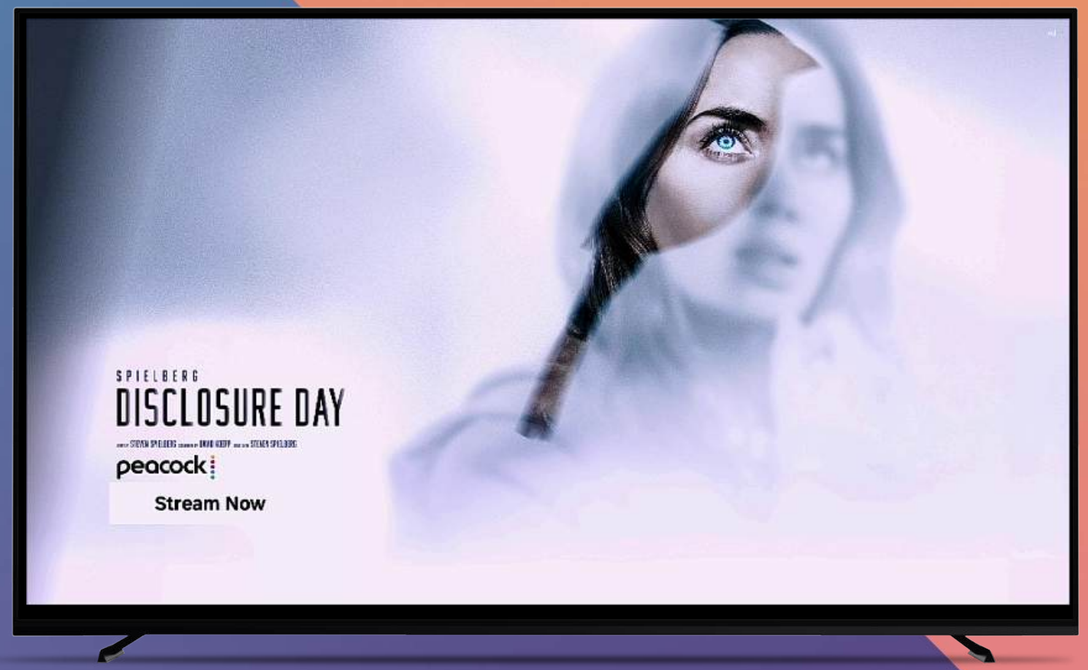
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Apple TV U.S.

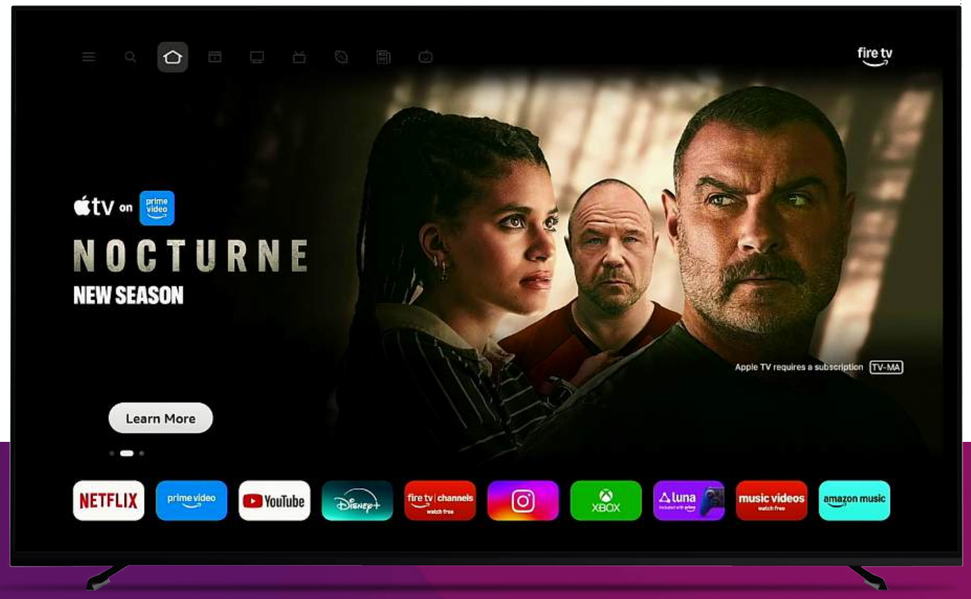


Samsung TV (2022) U.S.

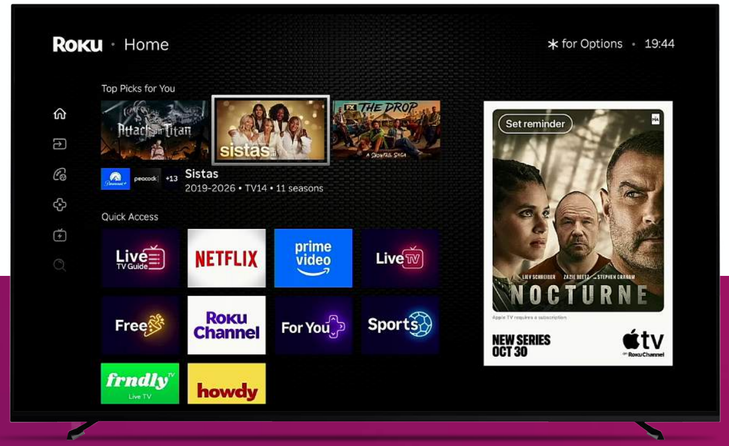
INTO THE GLOOM

Apple TV let the dark take over this October, wrapping the living room in the sleek, psychological grip of *Nocturne*. The rollout commandeered prime territory across Fire TV and Roku, anchored by top billing on its own platform. Calculated, moody, and impossible to overlook, it pulled viewers directly into the shadows.

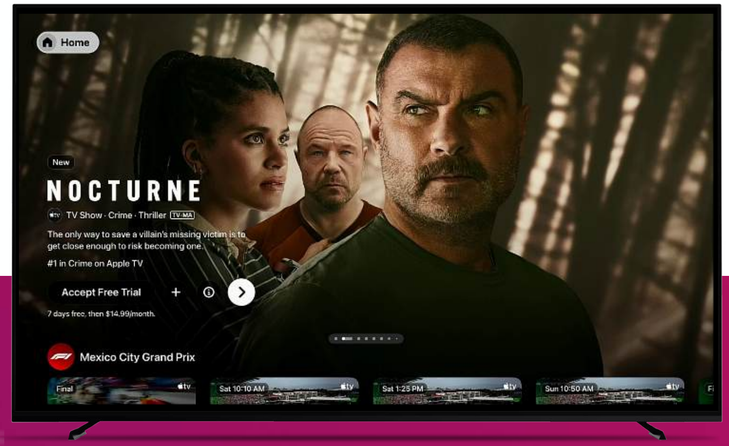
In the news: Cable programmer Versant is expanding its digital footprint by launching four new FAST channels featuring programming from CNBC, Oxygen, and E!, *Variety* reports. Debuting on Prime Video and The Roku Channel, the new offerings bring Versant's free ad-supported streaming portfolio to 13 channels as the company actively diversifies beyond its traditional linear networks.



Fire TV U.S.



Roku U.S.

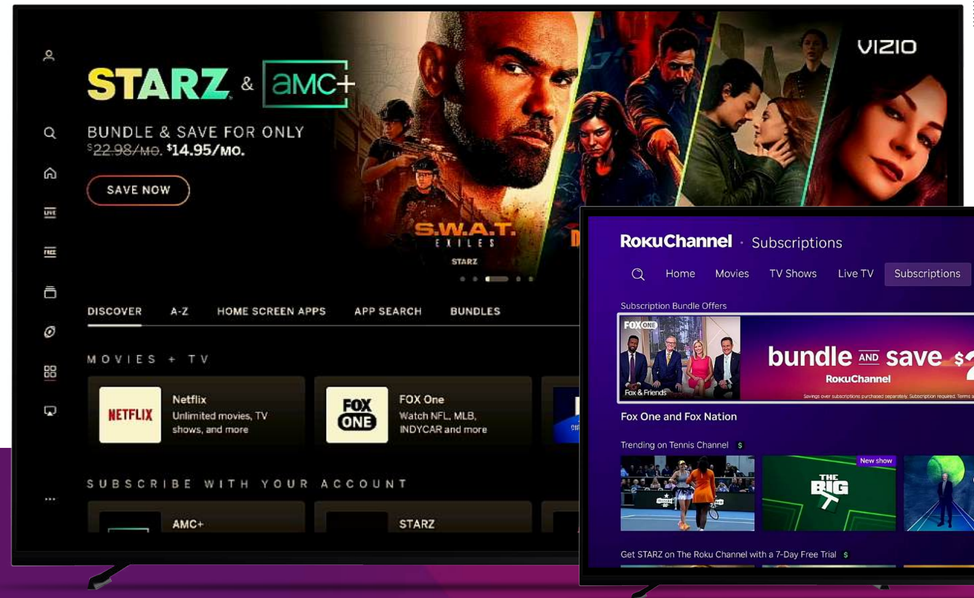


Apple TV U.S.

THE WINTER LANDGRAB

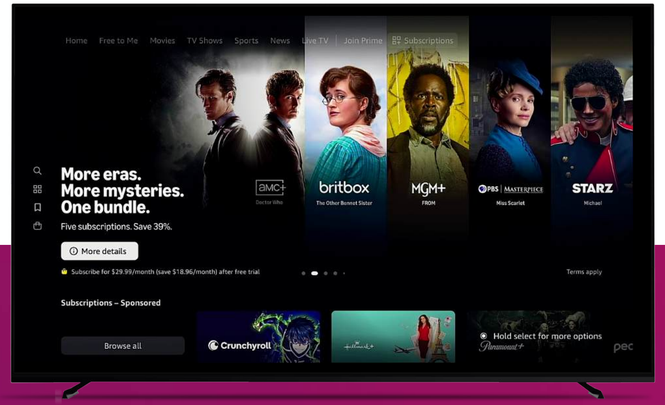
As the nights drew in, the streaming playbook pivoted from individual hits to collective muscle. Platforms closed out October by flooding the home screen with high-value bundles, anticipating a seasonal spike in living-room hours. STARZ and AMC+ staked out Vizio with their joint tier, while Prime Video went bigger- uniting that same duo with BritBox, MGM+, and PBS Masterpiece into a mega-hub for prestige and genre obsessives. Meanwhile, Xfinity countered with an entertainment heavyweight lineup featuring Peacock, Netflix, and HBO Max, while FOX One and FOX Nation locked down Roku. It was an aggressive, wallet-conscious push designed to lock in long-term subscribers before winter sets in.

In the news: Discovery+ is raising its subscription rates to $6.99 for its ad-supported plan and $11.99 for ad-free, a change planned prior to its parent company's integration into the newly merged Skydance, *TheWrap* reports. The price hike arrives as Skydance prepares to oversee a massive streaming portfolio- including Discovery+, Paramount+, and HBO Max- with plans to eventually unify its direct-to-consumer offerings into a single service.

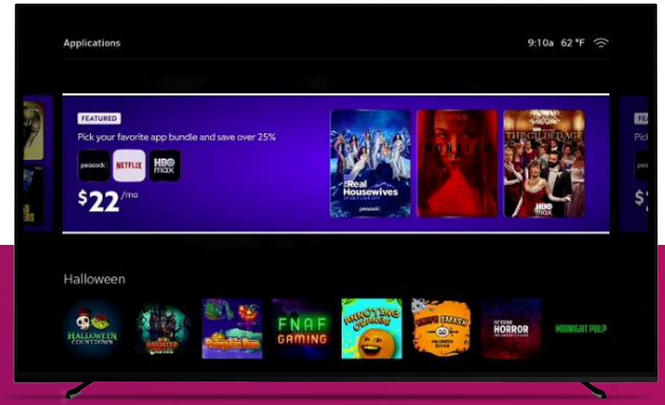


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