



# Digital Merchandising Highlights 2022

# Summary

This report will present a ranking of the Entertainment Streaming apps according to their Media Placement Value (MPV™)\* performance, in 2022 on each U.S. Connected TV Device platform listed below.

## Streaming devices

- Apple TV
- Fire TV
- Roku
- Google TV

## Smart TVs

- LG TV
- Vizio TV
- Samsung TV

## MVPDs

- Cox Contour 2
- Cox CSP
- Xfinity X1

## Games Consoles

- Xbox One
- PlayStation 4

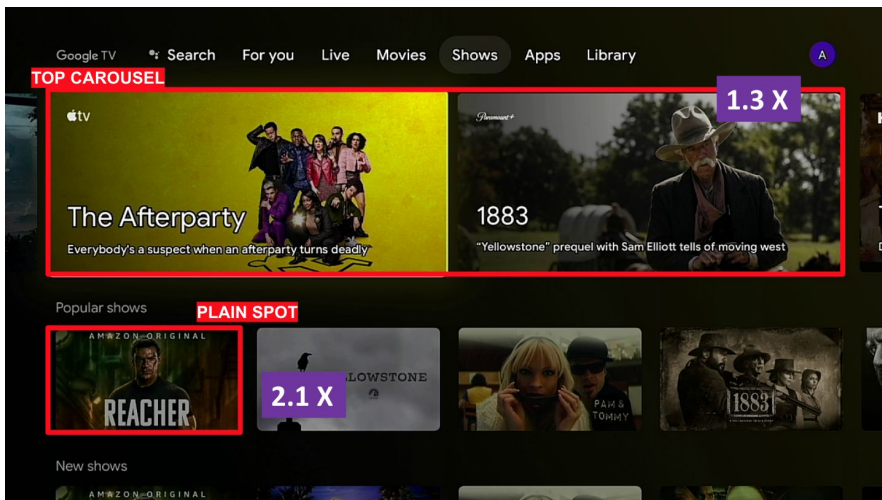
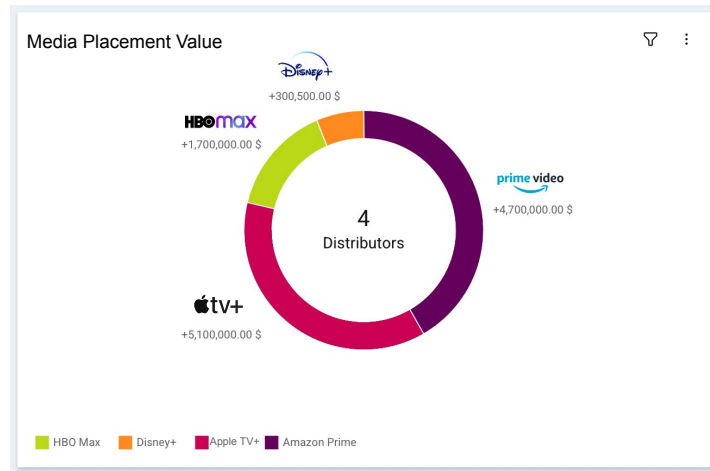


\*Media Placement Value (MPV™) - the weighted value of a media placement according to its position on the digital shelf.  
All data has been gathered across the following Connected TV Devices in the U.S. from January 1st until December 31st 2022

# Media Placement Value (MPV™)

We track merchandising placement performance for every Titles and most Apps, from Launch date and beyond. Media Placement Value (MPV™) is the weighted value of a media placement according to its position on the digital shelf.

By tracking placement for each title and app, over time, and combining this with performance data such as sales, views or subscriptions, we can show the value of specific earned and paid placements.



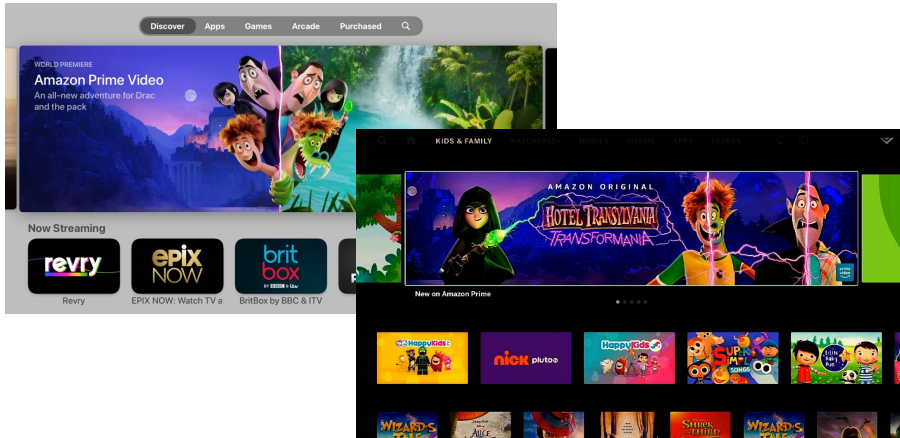
Position	Entertainment Apps	MPV™ Score
1	prime video	19,064
2	HBOmax	18,768
3	peacock	14,904
4	apple tv+	13,959
5	Disney+	12,522
6	NETFLIX	12,008
7	YouTube	9,480
8	Paramount+	9,066
9	hulu	8,825
10	tubi	5,947

# January

## Prime Video wins with vibrant visuals











During January, Prime Video dazzled all of the major platforms with its promotional materials for 'Hotel Transylvania: Transformania', the 4th major title within the successful franchise and the top performer of the month, with a MPV™ score of 1,375.

With bright and playful imagery drawing user attention, Prime Video left no chances the title would be missed after their acquisition from Sony with a \$100 million deal in 2021.



## Merchandiser of the Month



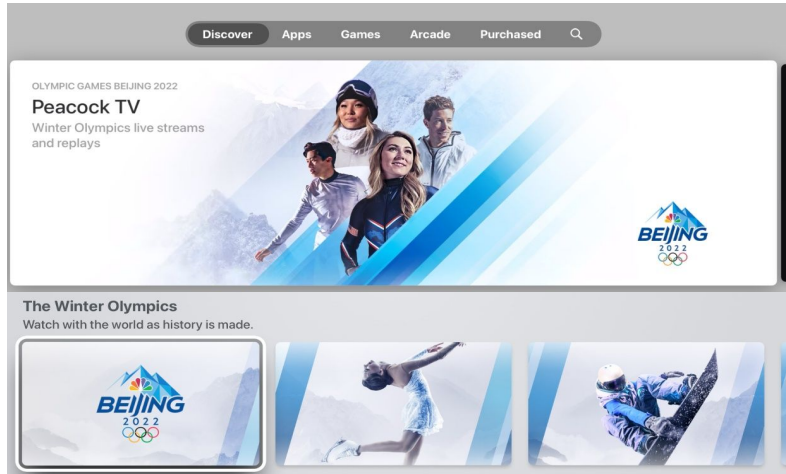
Position	Entertainment Apps	MPV™ Score
1		25,408
2		23,317
3		13,801
4		12,944
5		12,018
6		10,181
7		10,128
8		8,947
9		7,230
10		4,512

# February

## Prime Video wins across the U.S., Peacock climbs into top 3











Prime Video took the top spot, with New Release 'Reacher' flooding the major platforms with eye-catching artwork and a 1,238 MPV™, making up 5.5% of their total score. AMC+ was pushed out of the top 10, Pluto TV taking its place for the first time.

A major digital stand-out this month went to 'The Winter Olympics', where Peacock in the U.S. gained a total MPV™ score of 931 and crossed the finish line with dedicated promotional space on Apple TV, making it clear to users 'Where to Watch' the Olympics.



## Merchandiser of the Month



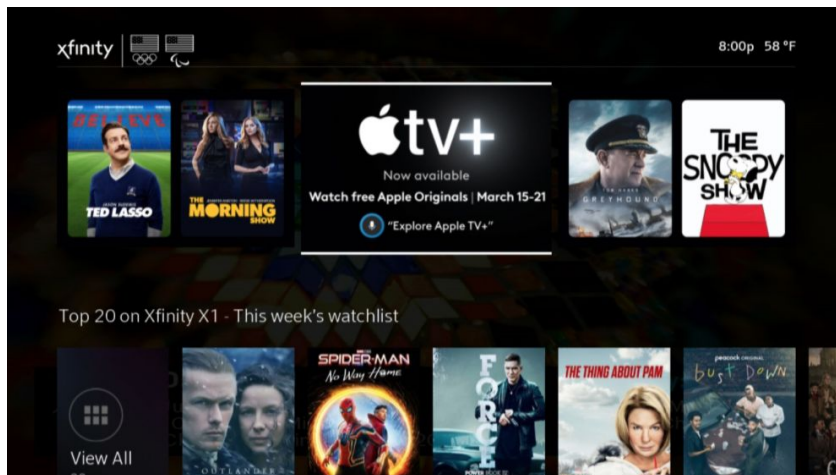
Position	Entertainment Apps	MPV™ Score
1		22,557
2		18,962
3		12,563
4		12,019
5		10,768
6		9,336
7		8,798
8		7,329
9		7,063
10		4,281

# March

## Prime Video wins, Apple TV+ climbs into top 3











Peacock falls 2 places into 5th without the Winter Olympics backing it, whilst Apple TV+ jumped 3 places into 3rd.

Apple TV+ jumped at the chance to promote content amidst its launch on Xfinity, managing to secure a uniquely large space within the 'Home' and 'Apps' tabs. Promoting availability of the App, Apple TV+ tempted users with a limited time offer of 1 week to watch Apple TV+ Originals for free.



## Merchandiser of the Month



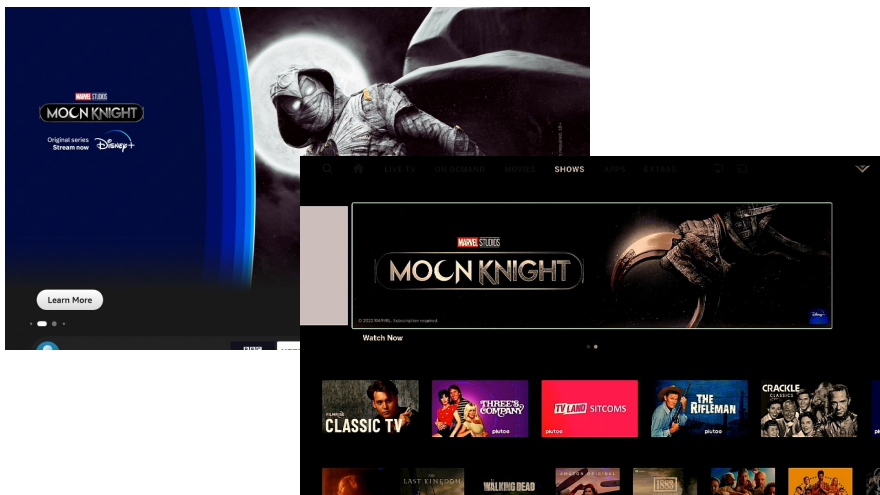
Position	Entertainment Apps	MPV™ Score
1		25,597
2		21,749
3		16,300
4		14,622
5		14,533
6		14,206
7		10,555
8		10,107
9		9,555
10		5,614

# April

## Disney+ jumps up 2 spots in the rankings











Disney+ climbs 2 places into 4th, taking Netflix's spot, who took a scary fall into 7th.

This month saw Disney+'s 'Moon Knight' capturing all the attention on the digital platforms with an assorted spectacle of artwork, in the hopes of steering users into the App. The title obtained a MPV™ score of 1,490, which was over 2x bigger than Disney+'s second highest performing title, 'Turning Red'.



## Merchandiser of the Month



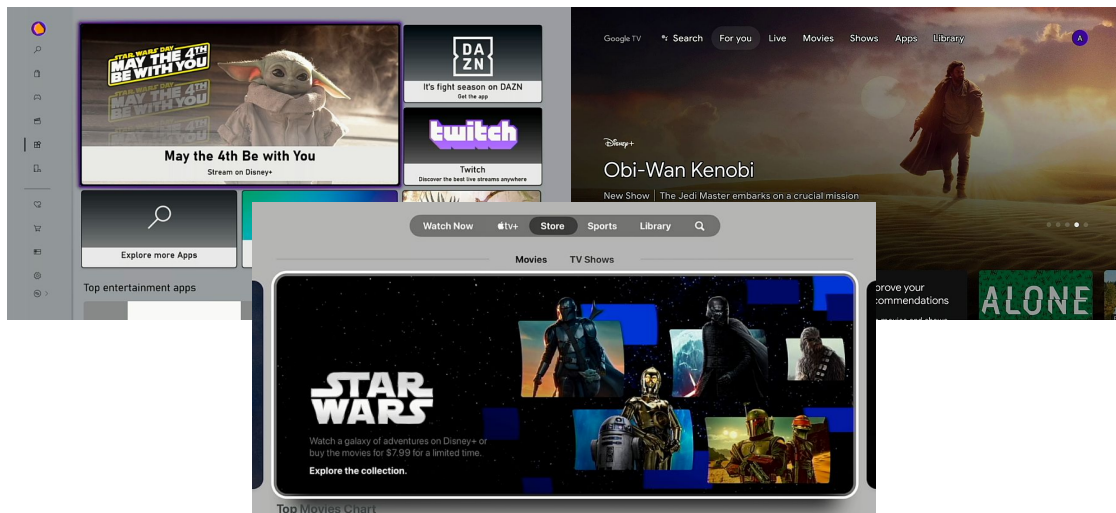
Position	Entertainment Apps	MPV™ Score
1	 prime video	20,759
2	 HBOmax	14,929
3	 Apple tv+	14,632
4	 Disney+	11,043
5	 peacock	10,676
6	 hulu	10,444
7	 NETFLIX	9,728
8	 YouTube	8,613
9	 Paramount+	7,945
10	 pluto tv	4,320

# May

## Apple TV+ steals 2nd place from HBO Max











Apple TV+ overtakes HBO Max to steal 2nd place, continuing to heavily promote free trials of their service. Tubi TV knocks Pluto TV out of the top 10, entering the arena for the first time.

Disney+ sits comfortably in its newfound place in 4th, keeping Star Wars fans on the edge of their seats. The App served up their biggest TV Series launch to date with 'Obi-Wan Kenobi' securing a MPV™ score of 564 despite only being released on the 27th, as well as some epic "May the 4th be with you" deals for the franchise.



## Merchandiser of the Month



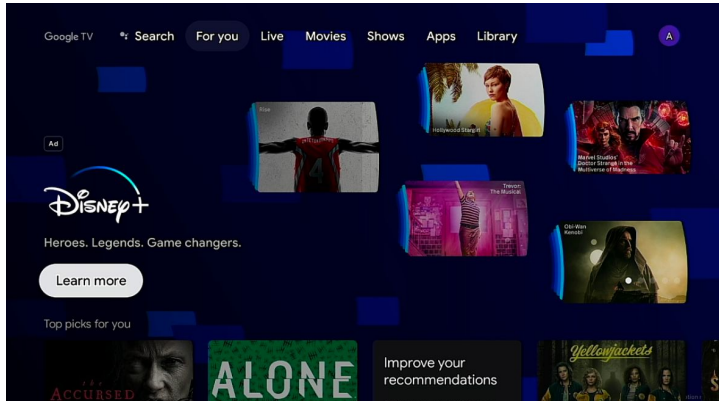
Position	Entertainment Apps	MPV™ Score
1		17,884
2		12,467
3		12,406
4		10,498
5		9,386
6		8,887
7		7,438
8		7,265
9		7,018
10		4,556

# June

## Prime Video keeps the crown, whilst Disney+ loses 4 places











Prime Video strikes the storefronts with the release of 'The Boys, Season 3', capturing a major MPV™ score of 2,494, nearly 3x the amount of the App's 2nd best performing title, 'Emergency'. HBO Max keeps close second with consistent merchandising excellence across their catalogue, but what will it take for the App to take 1st place?

Disney+ utilised Google TV's entire UI in an impressive fashion to maximise the promotion of 5 titles with the tagline 'Heroes. Legends. Game changers.' Despite these eye-catching promotions and strong 'Call to Actions', it was too little too late to help them out in this month's rankings.



## Merchandiser of the Month



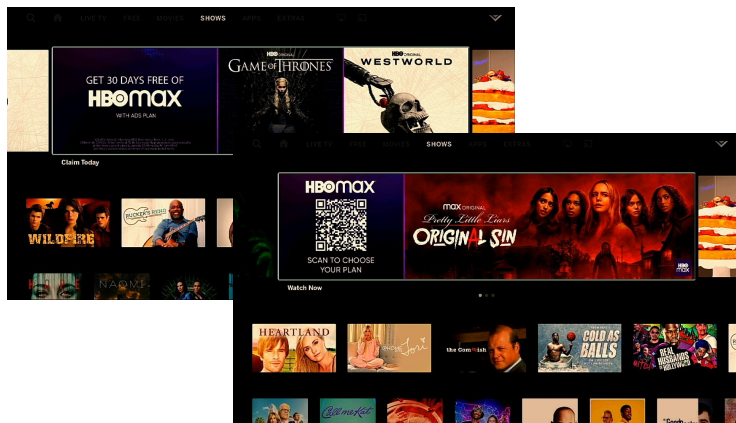
Position	Entertainment Apps	MPV™ Score
1		20,777
2		17,868
3		15,263
4		13,315
5		11,235
6		10,080
7		9,840
8		9,763
9		6,324
10		5,034

# July

## Prime Video wins with MPV™, but HBO Max rules the digital land











In July, HBO Max ruled the digital storefronts with some serious promotional punches, snapping up major real estate to promote titles such as ‘Game of Thrones’, ‘Westworld’ and ‘Pretty Little Liars: Original Sin’ which obtained MPV™ scores of 400, 907 and 214 respectively, altogether making up 9% of HBO Max’s total score. The promotion of the App itself, including materials displaying multiple pieces of content, secured a score of 3,762.

There was a handful of creative and interactive tactics being used to raise the stakes amongst the streaming apps, including QR codes, 30-day free trials and TV marathon call-to-actions. Additionally, Showtime entered the top 10 for the first time, only sitting just behind YouTube in terms of score.



## Merchandiser of the Month



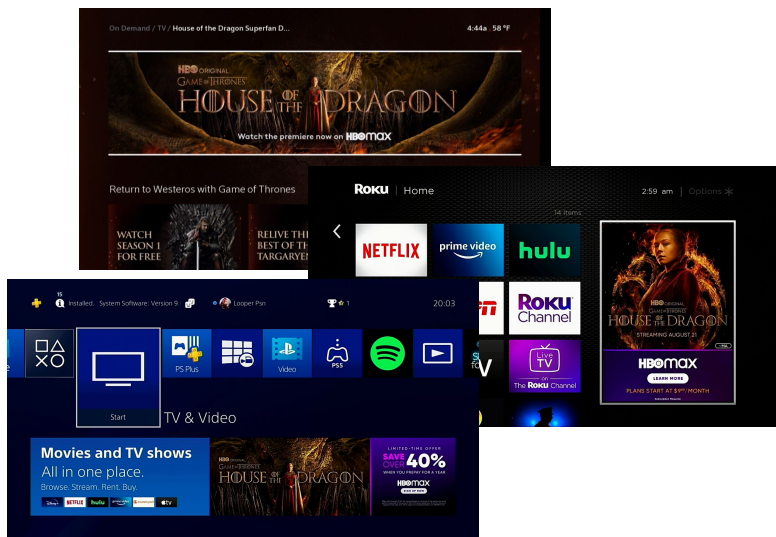
Position	Entertainment Apps	MPV™ Score
1		24,998
2		17,444
3		15,431
4		15,242
5		13,048
6		12,139
7		11,673
8		10,194
9		6,718
10		6,526

# August

## HBO Max continues to light the digital storefronts on fire











August saw the much anticipated release of HBO Max's 'House of the Dragon' and there were no opportunities left untapped to promote it, with this streaming app securing the best real estate with Top Carousel, Landing Page, Dedicated Row and Epics Placement features. The first 2 weeks of its launch obtained a MPV™ score of 2,077.

Tubi arrives in the top 10 again, pushing out Showtime from the rankings with its highest score to date, now sitting just behind Paramount+.



## Merchandiser of the Month



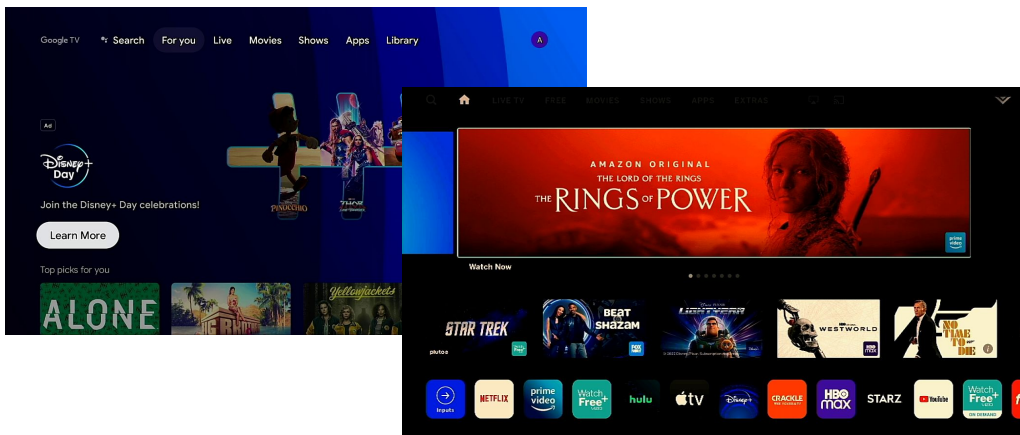
Position	Entertainment Apps	MPV™ Score
1		24,066
2		19,621
3		13,946
4		13,634
5		11,789
6		11,729
7		11,654
8		7,818
9		7,763
10		6,806

# September

## Prime Video tries to put out the fire, Disney+ makes the podium for the first time











September was Prime Video's time to step into the ring with its billion dollar "The Lord of the Rings: The Rings of Power". The App's promotion of this highly anticipated release secured an impressive MPV™ score of 1,554 for the first 2 weeks of its launch, however, it was still 25% less than HBO Max's launch of 'House of the Dragon'.

'Disney+ Day' dominated the digital storefronts with an 'eye-catching' array of vibrant artwork displaying a special Limited-Time Offer. Securing the most valuable placements, the promotion alone secured a MPV™ of 562 in the U.S.



## Merchandiser of the Month



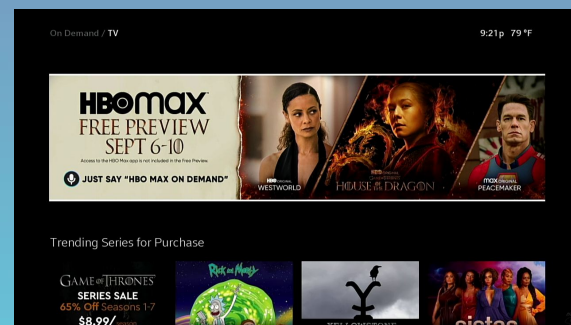
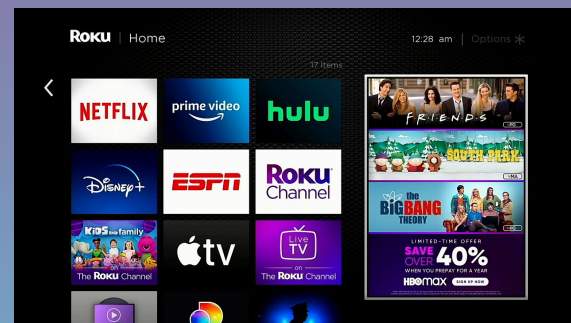
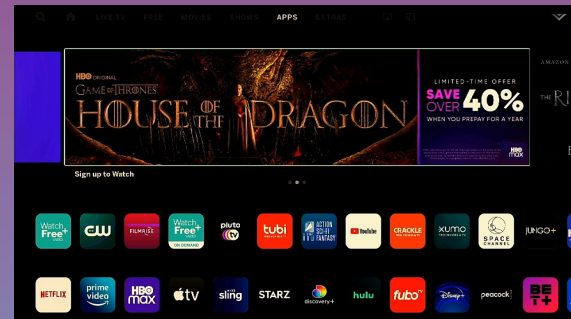
Position	Entertainment Apps	MPV™ Score
1		24,296
2		21,663
3		16,326
4		16,189
5		15,767
6		11,916
7		9,861
8		9,766
9		9,162
10		5,334

# September (cont.)

## HBO Max tries to create a diversion

HBO Max tried to cause a distraction from its competitors on the digital storefronts, delivering eye-catching promotional materials with strong **Call to Actions** in the best digital real estate across many of the platforms to steal attention away from its competitors release.

As if extensively promoting a limited-time 'Free Preview' and a limited-time 'over 40%' discount wasn't enough, the App also took it a step further by branding and promoting 'The House of Dragon' as "The biggest show on the planet".



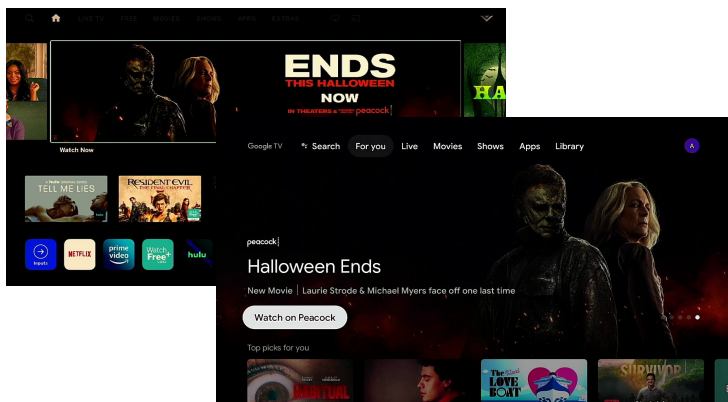
# October

## Peacock jumps onto the podium for the first time

Peacock's highly anticipated slasher New Release and top performing title 'Halloween Ends' secured the best real estate to shout about the release ahead of Halloween day itself. The title achieved an impressive MPV™ score of 1,313, which contributed to 9% of Peacock's total MPV™ for the month.











With the iconic horror duo, 'Michael Myers' and Jamie Lee Curtis's 'Laurie Strode' at the forefront of huge promotional takeovers, it was the perfect temptation for viewers to dive into the Peacock TV App to stream and get in the mood for spooky season.

Tubi TV's MPV™ drastically lowers, allowing Pluto TV to take its place and knock the App out of the top 10 entirely.



## Merchandiser of the Month



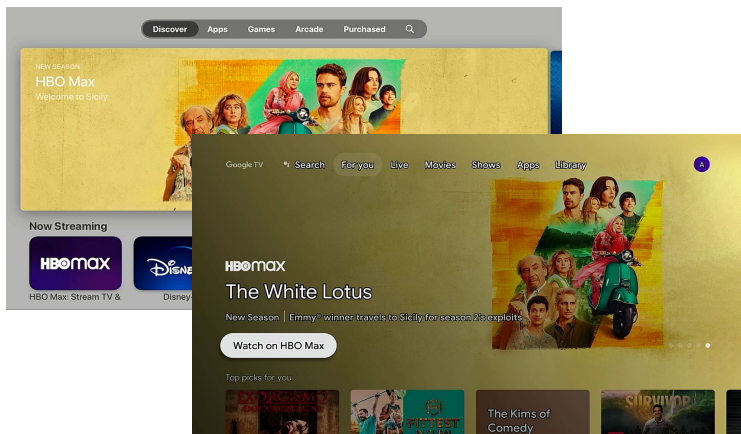
Position	Entertainment Apps	MPV™ Score
1		17,529
2		15,036
3		14,987
4		13,499
5		12,008
6		10,712
7		10,611
8		9,783
9		6,697
10		3,913

# November

## HBO Max steals the crown from Prime Video











HBO Max stole Prime Video's crown for the first time with major new release 'White Lotus, Season 2'. Being the Apps top performing title in terms of snapping up MPV™, it secured a score of 2,044, which was over double the amount that Prime Video's top performing title, 'The Peripheral', obtained.

Tubi TV regains MPV™ strength, knocking Pluto TV out of the rankings again. YouTube gains a spot in the top 5 for the first time gaining a higher MPV™ with a much larger number of it's content being promoted, as well as the App itself.



## Merchandiser of the Month



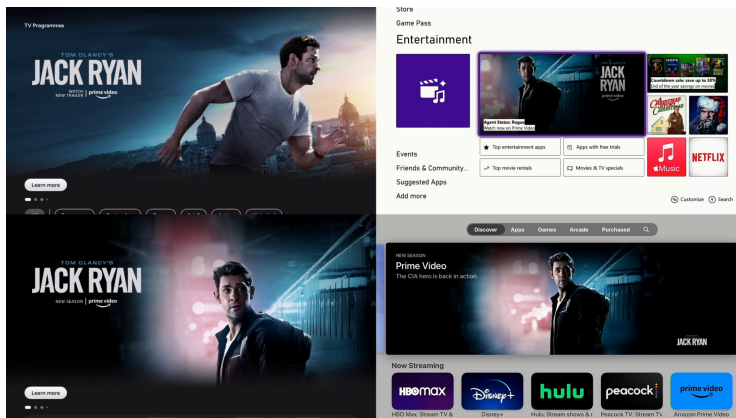
Position	Entertainment Apps	MPV™ Score
1		20,668
2		18,745
3		16,087
4		15,497
5		12,865
6		12,826
7		12,455
8		9,676
9		8,282
10		5,228

# December

## Prime Video takes back 1st place

Despite 'Tom Clancy's Jack Ryan, Season 3' launching late December, the title claimed a MPV™ score of 815 with an assortment of eye-catching Top Placements. The New Release sat just behind Prime Video's 'Three Pines' with a 867 MPV™ score, despite a much earlier release of 2nd December.

With bold text and the Prime Video logo making it clear to users Where to Watch this title, the App was sure to win over the hearts of those on the hunt for some fantastic binge-watching over the festive period.



## Merchandiser of the Month



Position	Entertainment Apps	MPV™ Score
1		19,064
2		18,768
3		14,904
4		13,959
5		12,522
6		12,008
7		9,480
8		9,066
9		8,825
10		5,947

## 2022 Media Placement Value Leaders

Here's who won the overall 2022 digital merchandising battle on the major platforms in the U.S.

Despite Prime Video having less Premium titles, it is beating other major streamers with attention to merchandising detail across their entire catalogue.











Will we see the likes of AMC+, Tubi TV, Pluto TV, Hulu, Showtime, Starz, YouTube and Netflix ramping up their digital merchandising efforts and therefore MPV™ score in 2023, bettering their chances of increased subscribers with a place in our Top 5?

Interested in gaining access to this data on a regular basis to see how the competition is doing, and what they're doing?

Get in touch [looperinsights.com/contact-us/](https://looperinsights.com/contact-us/)

### Merchandiser of the Month



Position	Entertainment Apps	MPV™ Score
1		261,680
2		222,430
3		164,462
4		163,553
5		144,936
6		140,474
7		120,839
8		105,112
9		104,004
10		55,571