



LOOPER
INSIGHTS

CASE STUDY

BACKGROUND

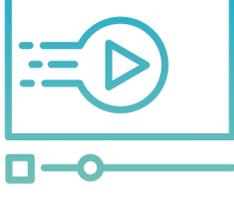
A+E
NETWORKS



A+E Networks is a leading American multinational broadcasting company that is a joint venture between Hearst Communications and The Walt Disney Company. Their portfolio includes HISTORY®, Lifetime®, Crime + Investigation® and H2®.

THE PROBLEM

As A+E Networks has a vast content library and are constantly releasing new titles, they were finding it difficult to maintain visibility of their content across various platforms.

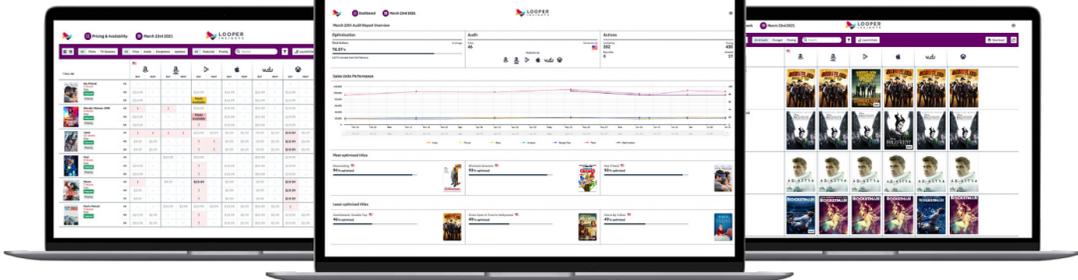


A+E also needed to understand where their digital content was positioned, as this actionable insight could help them to understand the competition and maximize revenue.

They also found it an arduous task to monitor and amend the availability and pricing of their titles across devices.



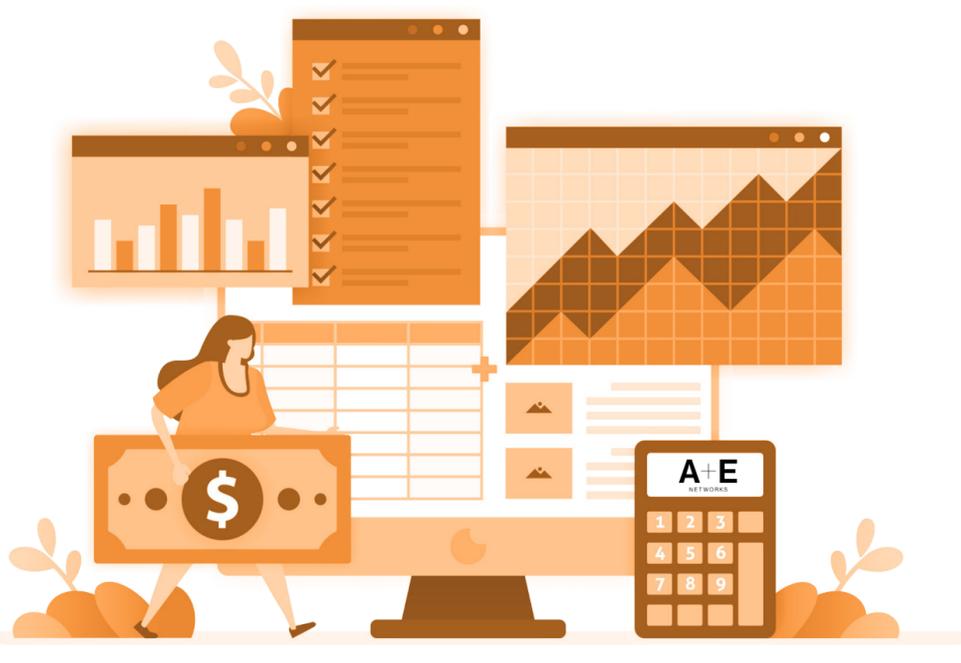
THE SOLUTION



Using the innovative Looper Insights platform, A+E can now see all of their content in one simple dashboard, supercharging their teams and making them easier to manage. They can see if their Titles are live, priced correctly,

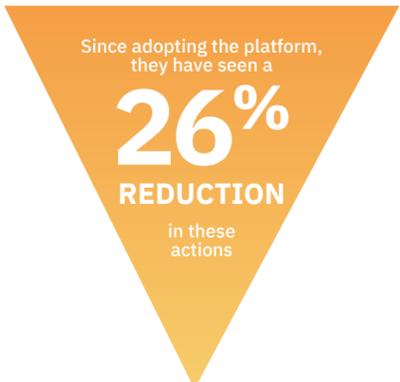
and if they all have the correct artwork assigned. For any issues identified, A+E can easily make availability and pricing adjustments across their digital stores by using the Looper Insights Autobot Tool.

THE RESULTS



The Looper Insights platform has enabled A+E to identify a variety of pricing and availability actions that they would otherwise have been unaware of.

This reduction in actions has allowed them to both optimize their content and increase their revenue.



While the roll-out of the Looper Insights platform began in the USA, the success seen has meant that the solution has now been expanded to include European territories, and A+E continues to go from strength to strength on a global scale.

“Now that we’re using the Looper Insights platform, my time has freed up to focus on the things that deliver the biggest benefit to our company. Over only a short period, we’ve seen a drop in priority issues that need to be resolved, and I now have more time to effectively manage our business.”

Michael Ryczyn
A+E Networks