LOOPER
INSIGHTS
NOW
24 HOUR PARTY PEOPLE
THE CONTRACT
COLLATERAL
OAK ROOM
SALTING THE BATTLEFIELD
THE COP THE DEVIL
METALLICA
SOME KIND OF MONSTER
Cat People
SWORD OF GOD
CLOSE ENOUGH
BOJACK HORSEMAN
THE BUTTERFLY EFFECT
SPARTACUS
THE RUSSIAN REVOLUTION
LOCKED DOWN

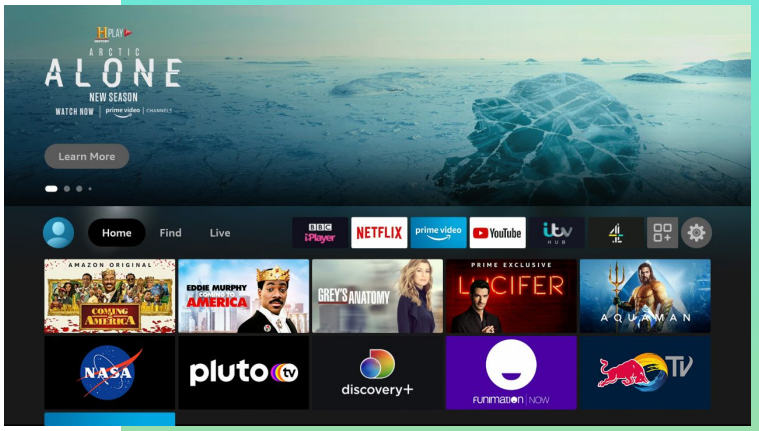
LOOPER INSIGHTS

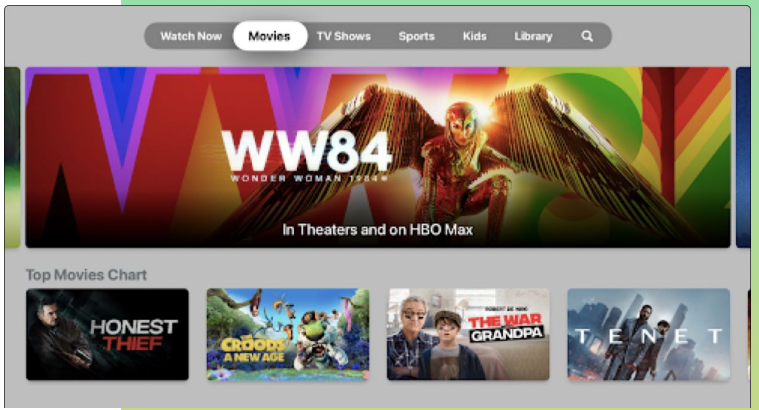
TODAY'S PROBLEM

"Users can only see 5% of available content and they scroll through even less."

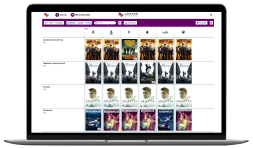
'Promoting' content through digital retailers should be straightforward, but it's not.

- No real-time visibility of content (and its performance) on shelves.
- Non compliance, live not live per title.
- Inability to make informed decisions to optimise your content marketing and placement.
- 1000+ digital markets with massive content range and huge audiences, across multiple devices.

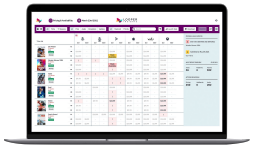




LOOPER INSIGHTS



Vizibility™ - Product data from any connected platform to grow users and viewing.

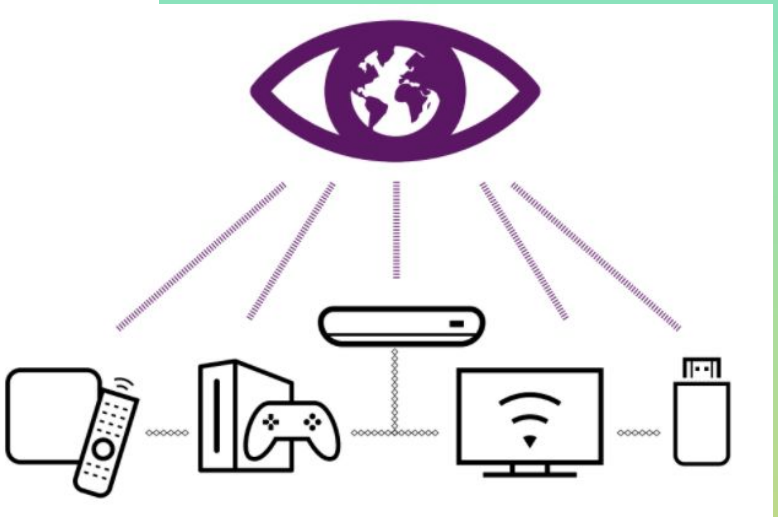


Compliance - Monitor the availability, pricing and artwork for your products.

Optimization - Understand and achieve better Placement Value for your Apps & Titles.

Across PVoD/EST/VoD/SVoD/AVoD, our innovative solution tracks products across Connected TV devices and web stores in order to ensure compliance and maximize visibility to increase revenue, maximize merchandising opportunities and track competitors.

SaaS solution, global team, UK based



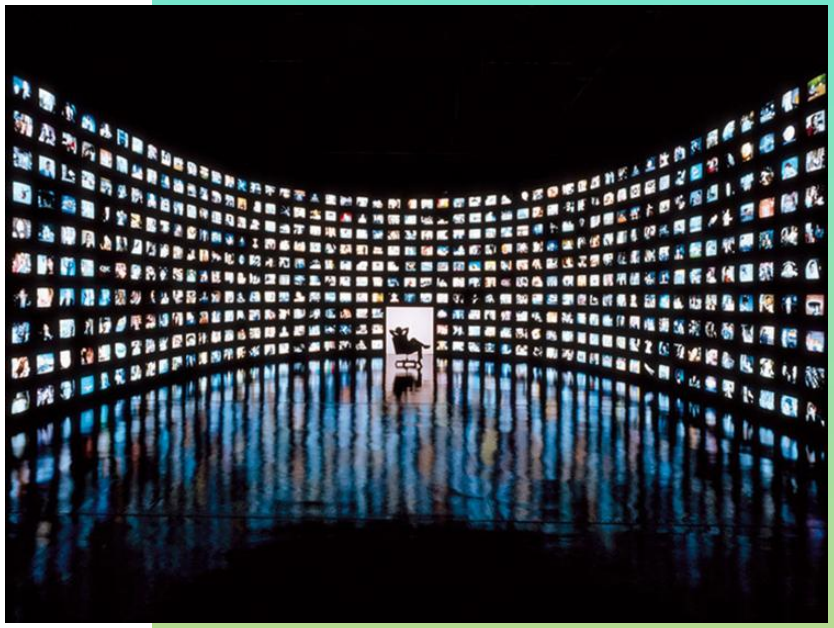
LOOPER INSIGHTS

HOW WE DO IT

We have Looper Labs operating in London, Los Angeles, Munich and Paris

The labs use our proprietary hardware and software solution to capture & interpret data from any Smart TV, Set Top Box, Games Console or Streaming device

AI algorithms convert the UI into data, providing key insights on where content is placed and promoted, and for how long



LOOPER INSIGHTS

USE CASES

Content Owners (Sony, A+E) - Are all my products on the shelf , priced correctly and are my titles Visible on each VoD store User Interface (UI) or in the deep catalog? What placement drives my sales?

VoD Stores (Prime Video, Peacock) - We need data to get better placement to increase viewing and customer acquisition. What placement drives my views? What placements should I pay for?

Platforms (Apple TV, Samsung, Sky, Xfinity) - Which VoD Stores, Apps and titles do I make Visible to sell more devices? How can I sell more placements?

Vizibility™ Score

Position	Entertainment Apps	Score
1	BBC iPlayer	6015
2	prime video	1852
3	Disney+	1588
4	tv+	1490
5	My5	952

Vizibility™ Score

Position	Entertainment Apps	Score
1	prime video	1266
2	Disney+	1168
3	tv+	986
4	NETFLIX	423
5	CANAL+	37

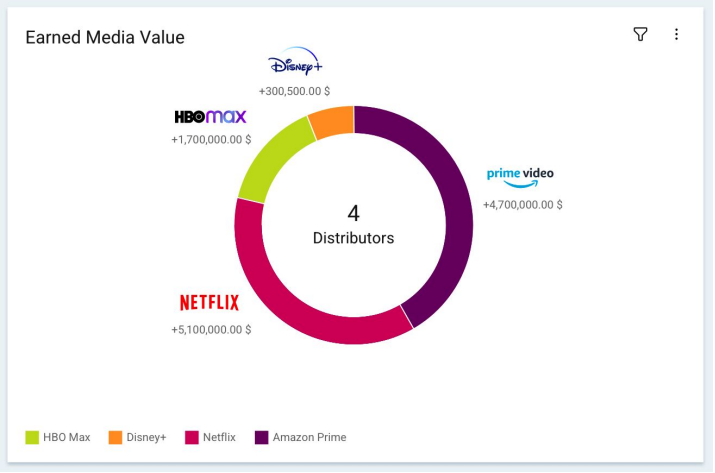
Vizibility™ Score

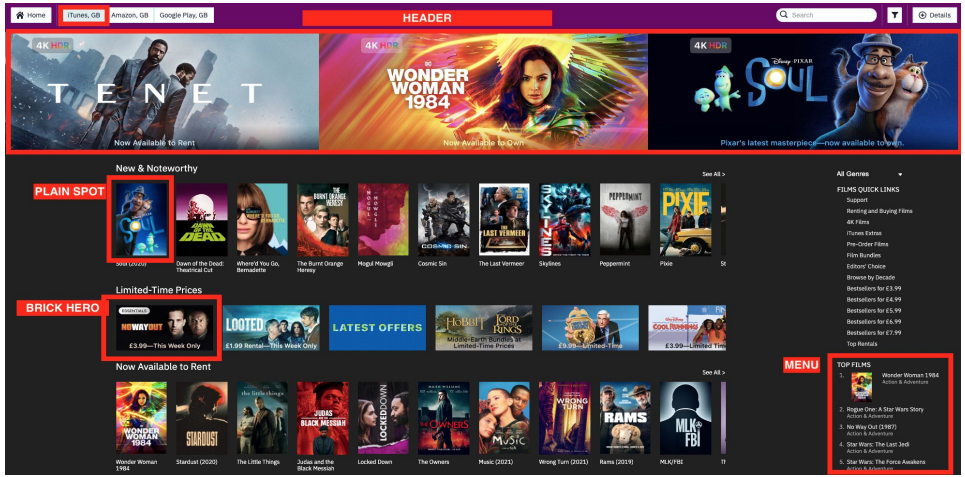
Position	Entertainment Apps	Score
1	prime video	7182
2	Disney+	1105
3	NETFLIX	811
4	tv+	716
5	joyn	509

PLACEMENT VALUATION

The Looper Insights platform can track merchandising placement performance and comparison for different Titles, from Launch date and beyond.

By tracking every placement for each title, over time and comparing to your viewing data from your CMS, OVP and Ad servers we can show you the value of specific earned and paid placements.





Merchandiser of the Month

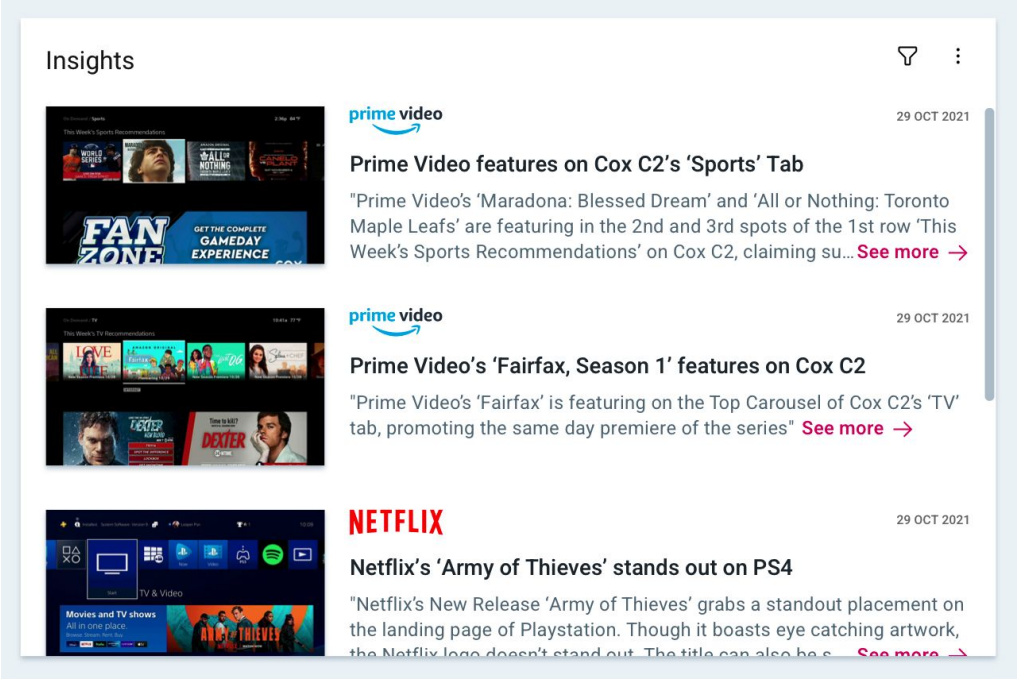
Google TV

Position	Entertainment Apps	Score
1	HBOmax	793
2	Disney+	613
3	prime video	571
4	peacock	477
5	hulu	348
6	tv	338
7	NBC	244
8	Paramount+	144
9	STARZ	116
10	SHOWTIME	82

LOOPER INSIGHTS

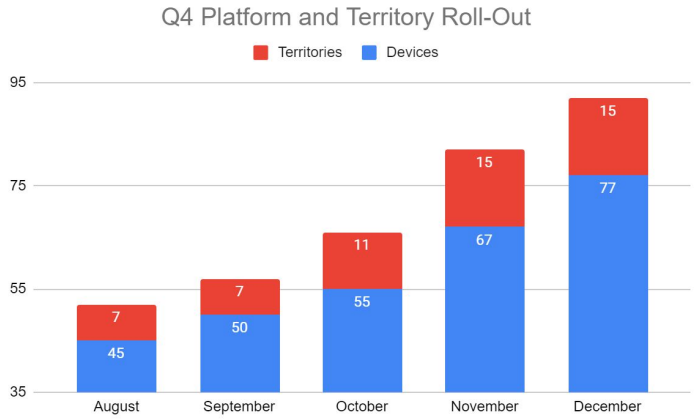
CLIENT AND COMPETITOR INSIGHTS

See all of your insights in one place, either as a side navigation panel, or on their own dedicated page.



LOOPER INSIGHTS

CURRENT COVERAGE



LG SAMSUNG xfinity free PS4

VIZIO Google TV Panasonic sky XBOX

COX Claro firetv SFR orange tv bouygues Roku

H1 2022 ROADMAP

Jio dish izzi airtel

Shaw DIRECTV Totalplay

ROGERS MEGACABLE

verizon TELUS foxtel

vodafone TIM altice

For Apple TV and Xfinity our historical data goes back to 2020, providing you with the insights you need for historical comparison.

LOOPER INSIGHTS

WHY LOOPER?

P&L Owner - Drive revenue gains and cost savings with Vizibility™ and Insights on how to best optimize your Merchandising

Marketing - Real time knowledge on what Titles and Apps are being promoted, where and for how long

Account Management - Negotiate better placement armed with your and your competitors placement data

Strategy & Analytics - Historical datasets to correlate placement against viewing, subscribers and downloads. Calculating Earned Media Value

Operations - Title by title compliance with avails and pricing policies

LOOPER INSIGHTS

WHO WE WORK WITH

"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 EST business." **A+E Networks**

"Looper's Insights platform has saved Cinedigm time and resources by automating a very time-consuming, manual process. This allows the company to function more efficiently, especially when releasing a large volume of titles each week.
Looper's technology fits in with our goal to utilize machine-based automation across our entire digital supply chain in order to scale our Digital & OTT business much faster." **Cinedigm**

We are already working with some of the world's most successful platforms and distributors:

prime video

peacock

CINEDIGM

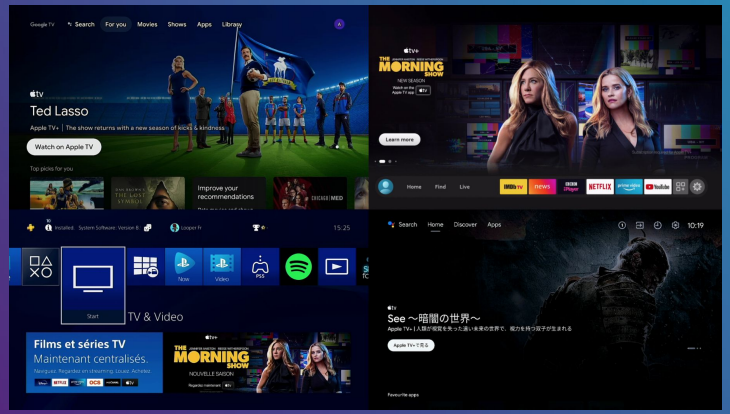
SONY

A+E NETWORKS

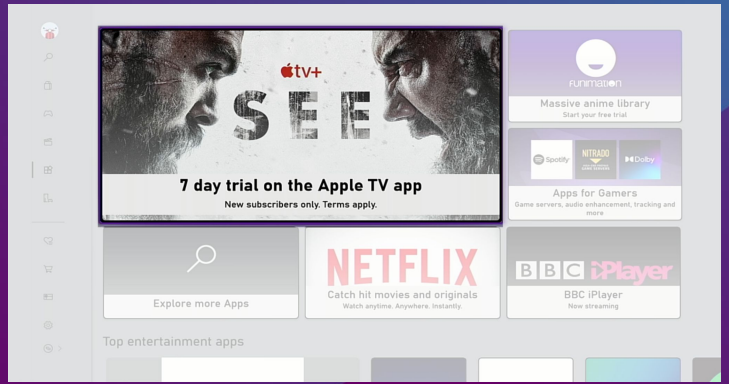
KOCH MEDIA

Appendix

Apple TV+ steps outside their comfort zone and dominates

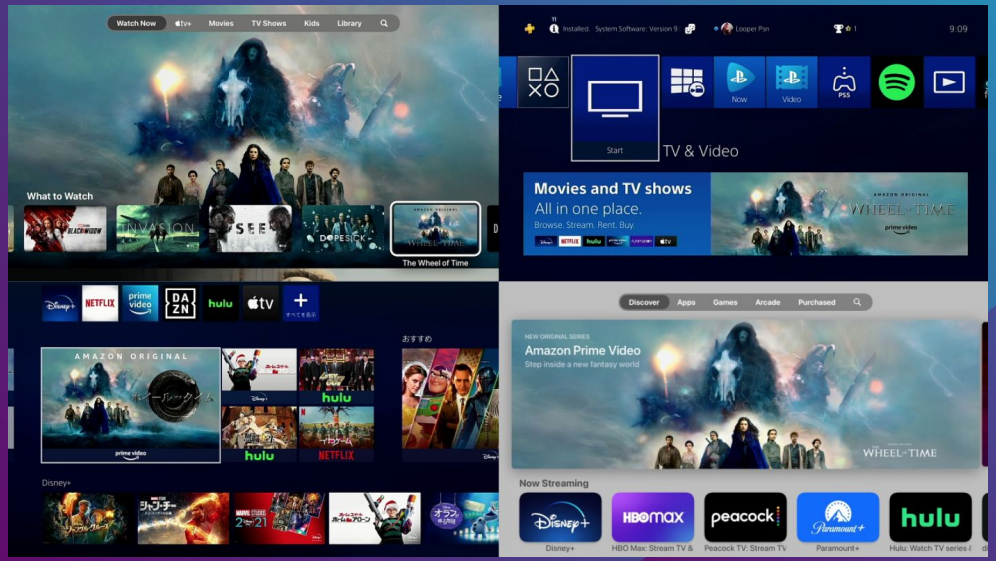


Left to right: (1st row) Google TV US, Fire TV UK (2nd row) PlayStation 4 France, Sony TV Japan



- September saw Apple TV+ taking some big steps outside of their own platform, venturing into unknown territory to capture user attention on the other major devices outside of Apple TV, across multiple territories
- We saw Apple TV+ originals such as ‘Ted Lasso’, ‘The Morning Show’, ‘Foundation’ and ‘SEE’ in the spotlight across the likes of Google TV, Xbox One, Fire TV, PlayStation 4 and Sony TV
- For the first time ever, Apple TV+ even changed the colour of their iconic logo to a dramatic red on the promotional artwork for ‘SEE’, just to double-check that they had your attention

Amazon Prime Video transports us to another world



Left to right: Apple TV US, Xbox One US, PS4 JP, Apple TV US

- Throughout November, Prime Video held Top Carousel and Epics features across the major platforms and territories with New Release television series ‘The Wheel of Time’
- The title secured an impressive 8 promotional spots in total across Apple TV in the US, delighting users with eye-catching, other-worldly artwork

THANK YOU