

**/ JANUARY 2024 /**



**LOOPER**  
INSIGHTS

**MERCHANDISER OF THE MONTH**



## ABOUT LOOPER INSIGHTS

Established in London in 2017 by Lucas Bertrand and Nelly Voukaki, Looper Insights has become the leading end-to-end SaaS analytics solution in the Media and Entertainment industry. Recently awarded the BASE Awards 2023 for Best in Class - Insights and Best of Show - Winner at the International Broadcasting Conference 2023, the company proudly owns the only dataset in the world that meticulously tracks every digital asset across major connected TV devices globally.

Working alongside industry giants like Amazon, Disney, NBCUniversal, and Sony, 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 MERCHANDISER OF THE MONTH?

Merchandiser of the Month is your monthly round-up to uncover the latest trends and winners in marketing on the biggest digital storefronts, focusing on the leading US market for rankings, expanding to merchandising highlights globally.

Through its easy-to-read format, we unveil the top 10 entertainment streaming Apps and the top 10 titles promoted by these Apps, focusing on their Media Placement Value™ (MPV) performance.

We cover top merchandising highlights and news of the month, which have been selected due to strategic excellence and outstanding promotional materials.

At the core of Merchandiser of the Month is MPV™, a weighted Share of Voice score that measures a placement's proximity to users and the likelihood of user conversion to your service or content.

**We hope you enjoy it!**

# THE WINNER

We looked at the top 12 devices\* in the US to see who was winning the best promotional real estate.

MERCHANDISER OF THE MONTH

/ TOP 10 TITLES /

POSITION	TITLE	APP	MPV™ SCORE
1	Barbie	max	2,492
2	True Detective	max	2,431
3	PAW Patrol	Paramount+	1,883
4	Killers of the Flower Moon	Apple tv+	1,568
5	Reacher	prime video	1,269
6	The Sopranos	max	1,157
7	The Holdovers	peacock	1,036
8	Saltburn	prime video	1,024
9	Monarch: Legacy of Monsters	Apple tv+	976
10	Yellowstone	peacock	958

MERCHANDISER OF THE MONTH

/ TOP 10 APPS /

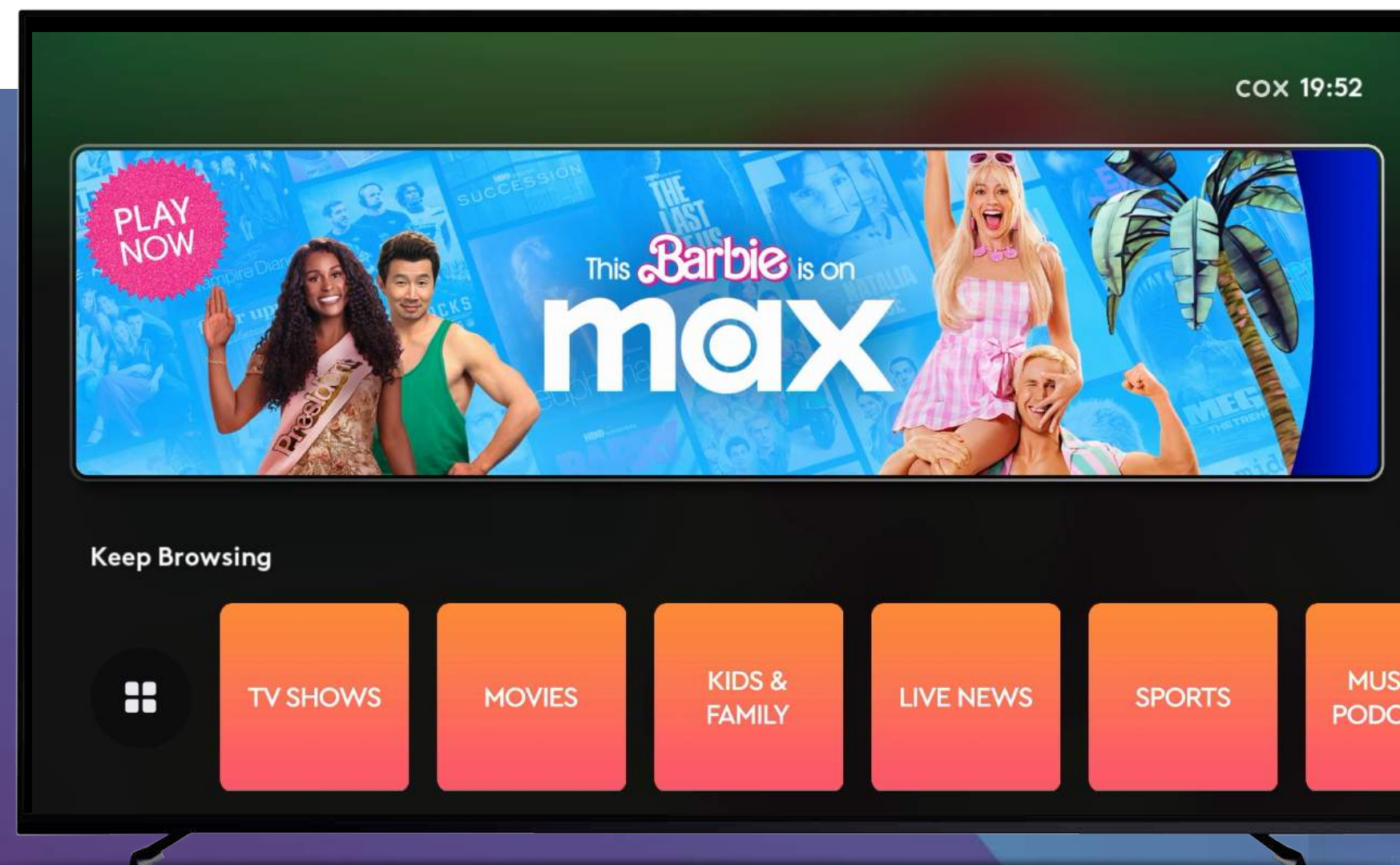
POSITION	APP	MPV™ SCORE
1	max	18,266
2	prime video	17,324
3	freevee	16,463
4	peacock	15,494
5	NETFLIX	12,368
6	Apple tv+	11,755
7	Disney+	10,547
8	hulu	10,154
9	YouTube	9,459
10	Paramount+	8,723



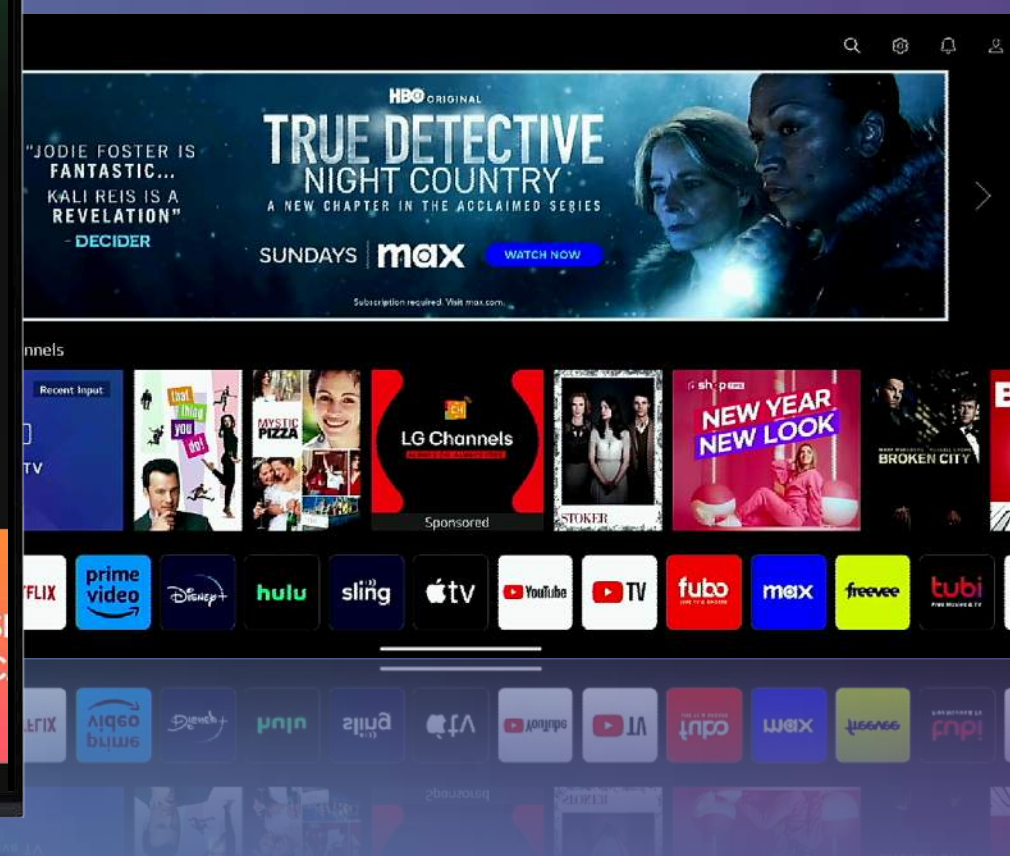
\*Roku, Google TV, Fire TV, Vizio TV, Cox Contour 2, PlayStation 4, Apple TV, LG TV, Samsung TV, Xbox One Console, Cox CSP and Xfinity

# TOP TITLES OF THE MONTH

- January 2024, Max's 'Barbie' is the top performing title with an impressive MPV™ score of 2,492 in the US
- The title was best displayed on Cox CSP US's prime real estate with bold text and branding accompanying playful visuals studded with well-known cast
- Another title that swept the storefronts with strong promotional materials was Max's 'True Detective, Season 4', which came in close second with a score of 2,431 MPV™
- With Jodie Foster at the centre of strongly branded, visually striking and review studded materials, this promotion was impossible to turn away from



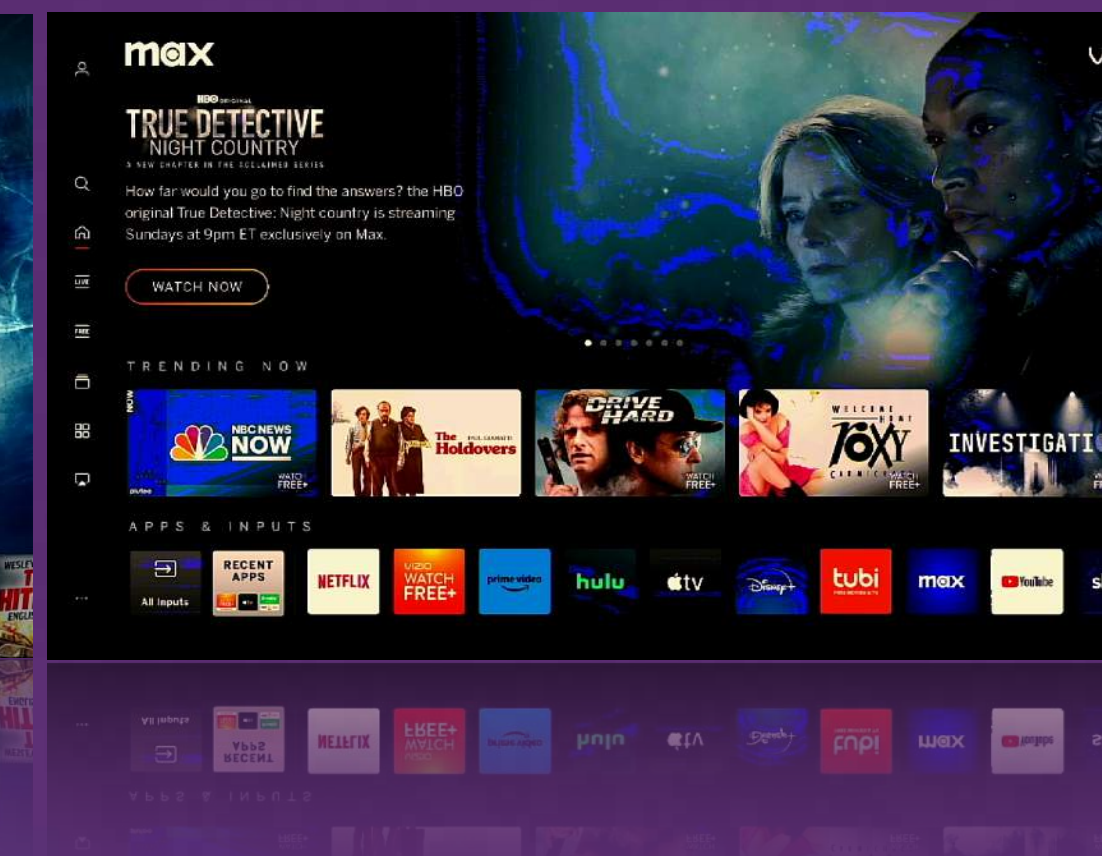
Cox CSP US



LG TV US



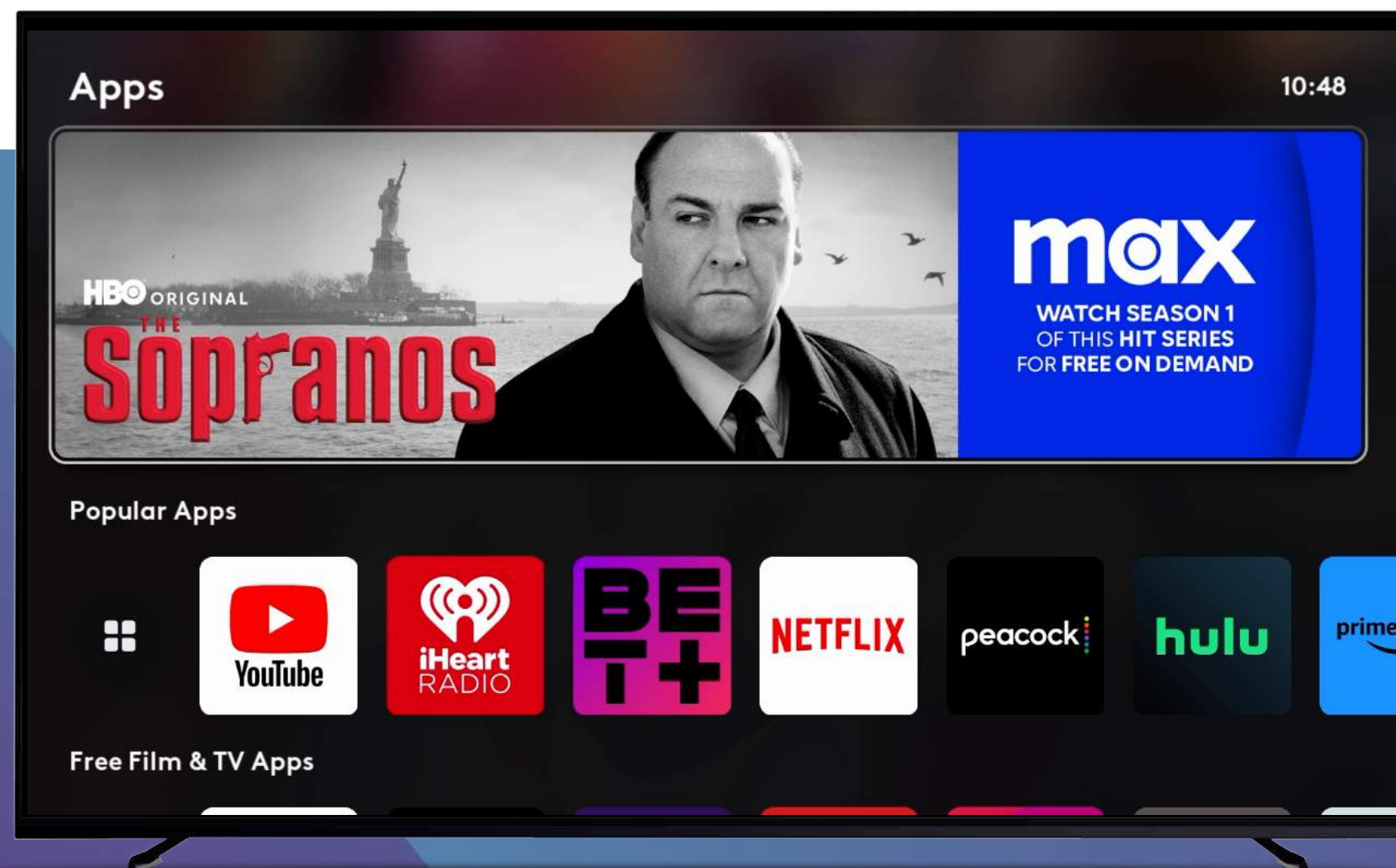
Google TV US



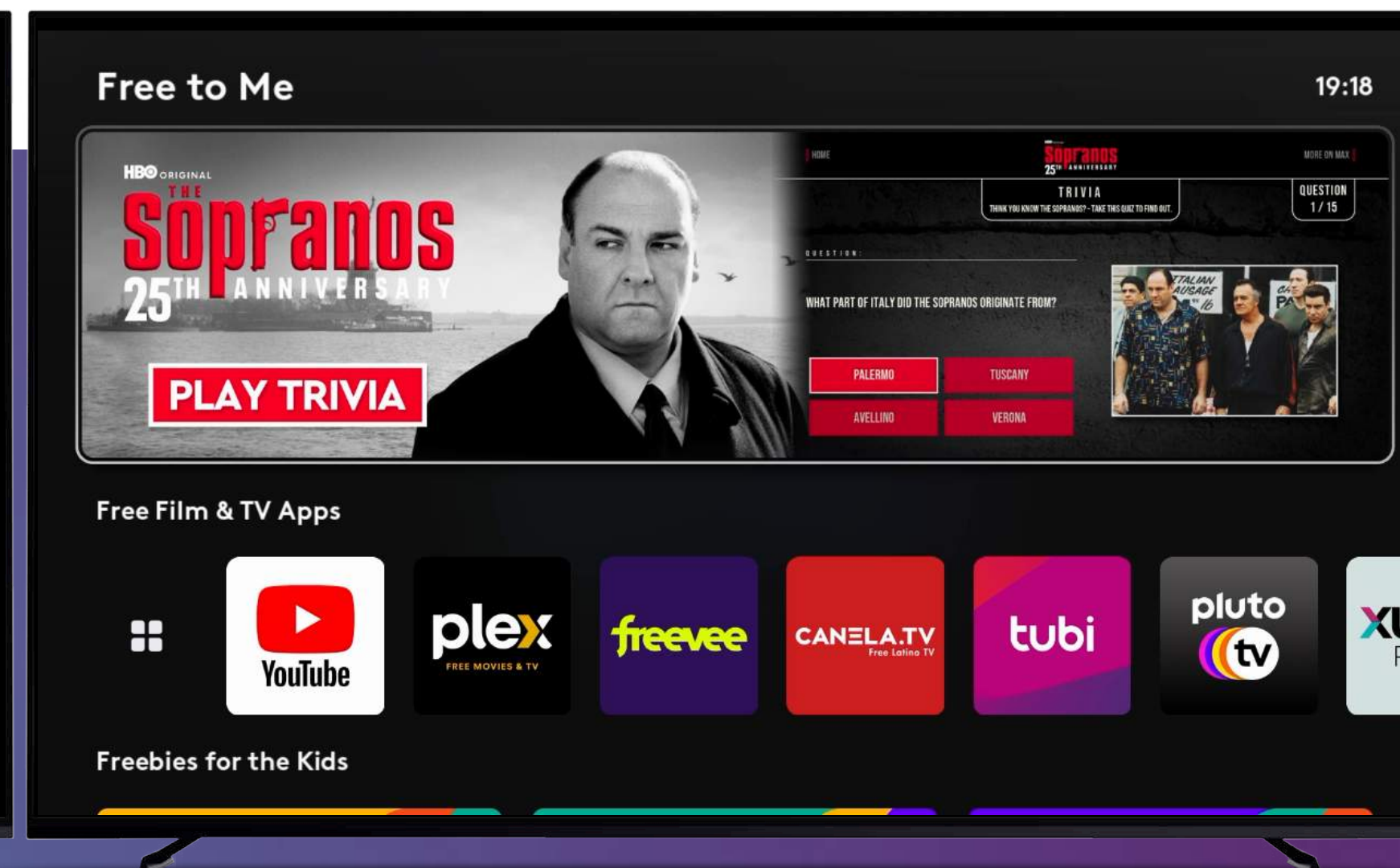
Vizio TV US

# 25 YEARS TO CELEBRATE

- Max's 'The Sopranos' stands out from the crowd this month on Cox CSP US, capturing the best real estate with two Top Banners
- With bold branding and contrasting, vibrant colours popping out to a user, these promotional assets either invited them to play a trivia game or watch Season 1 for free on the occasion of the show's 25th anniversary
- In the news:** The likes of Max, Disney and Paramount have been under severe pressure from Wall Street, causing these streamers to licence their content to Netflix



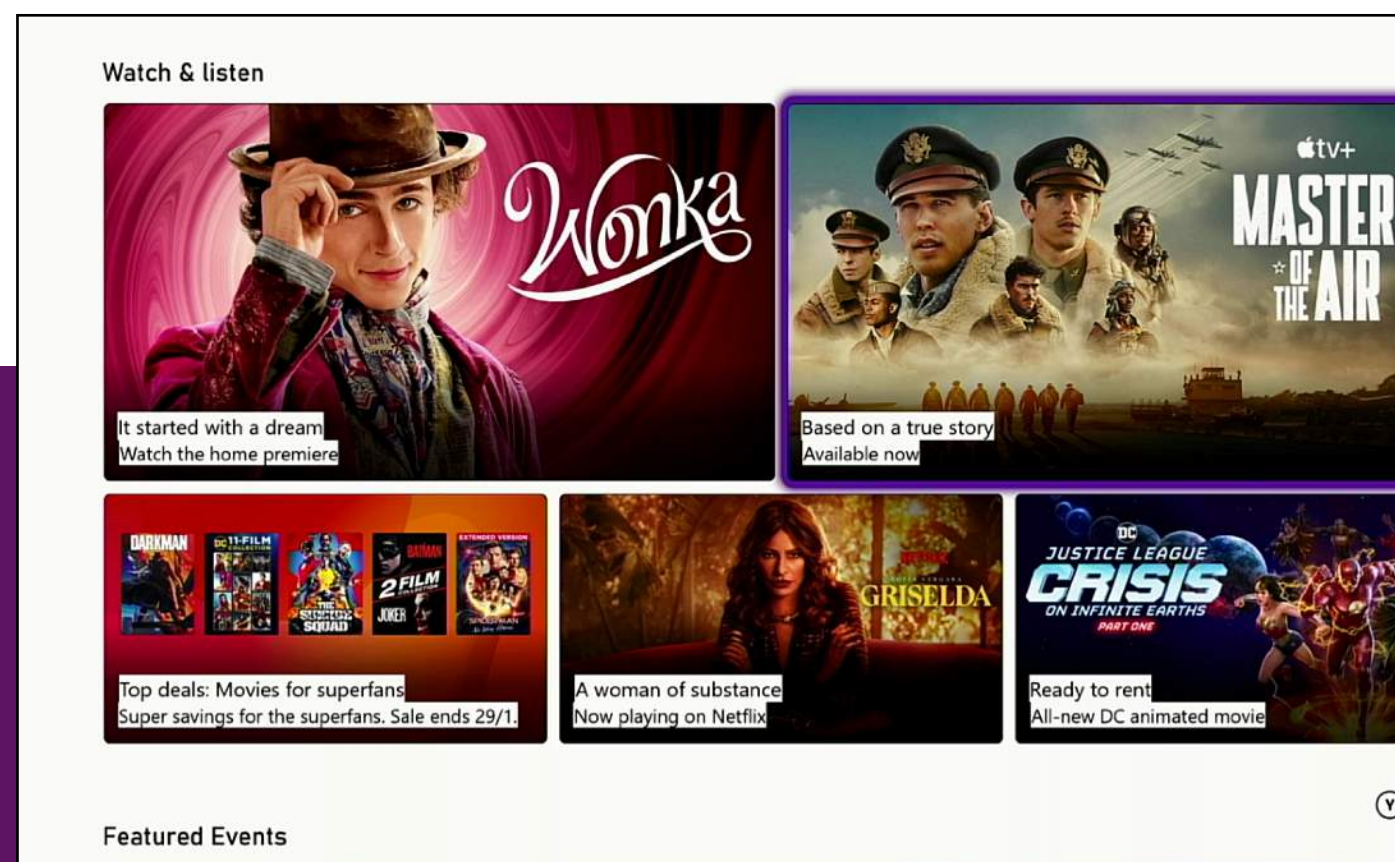
Cox CSP US



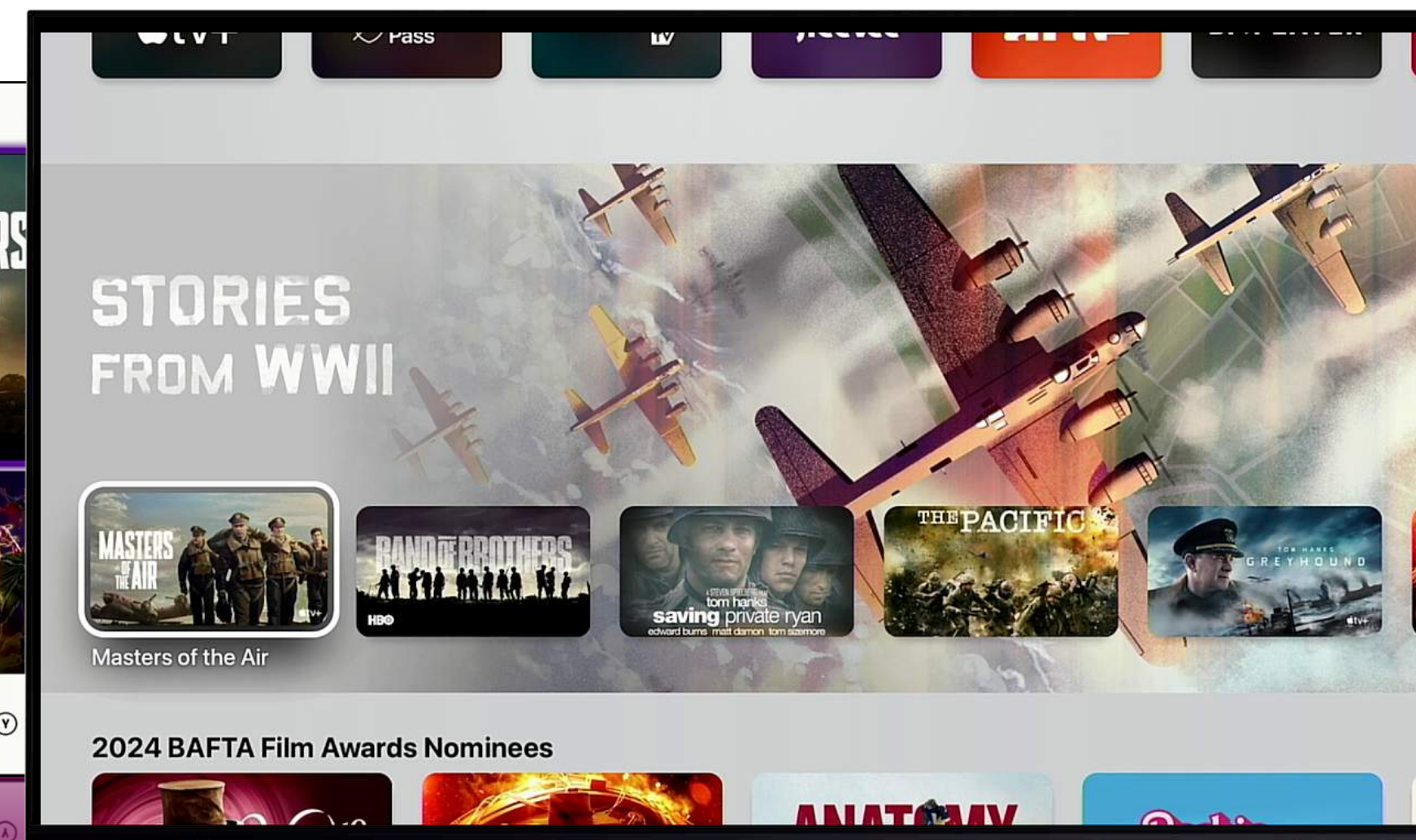
Cox CSP US

# BESPOKE UI FOR AN EPIC LAUNCH

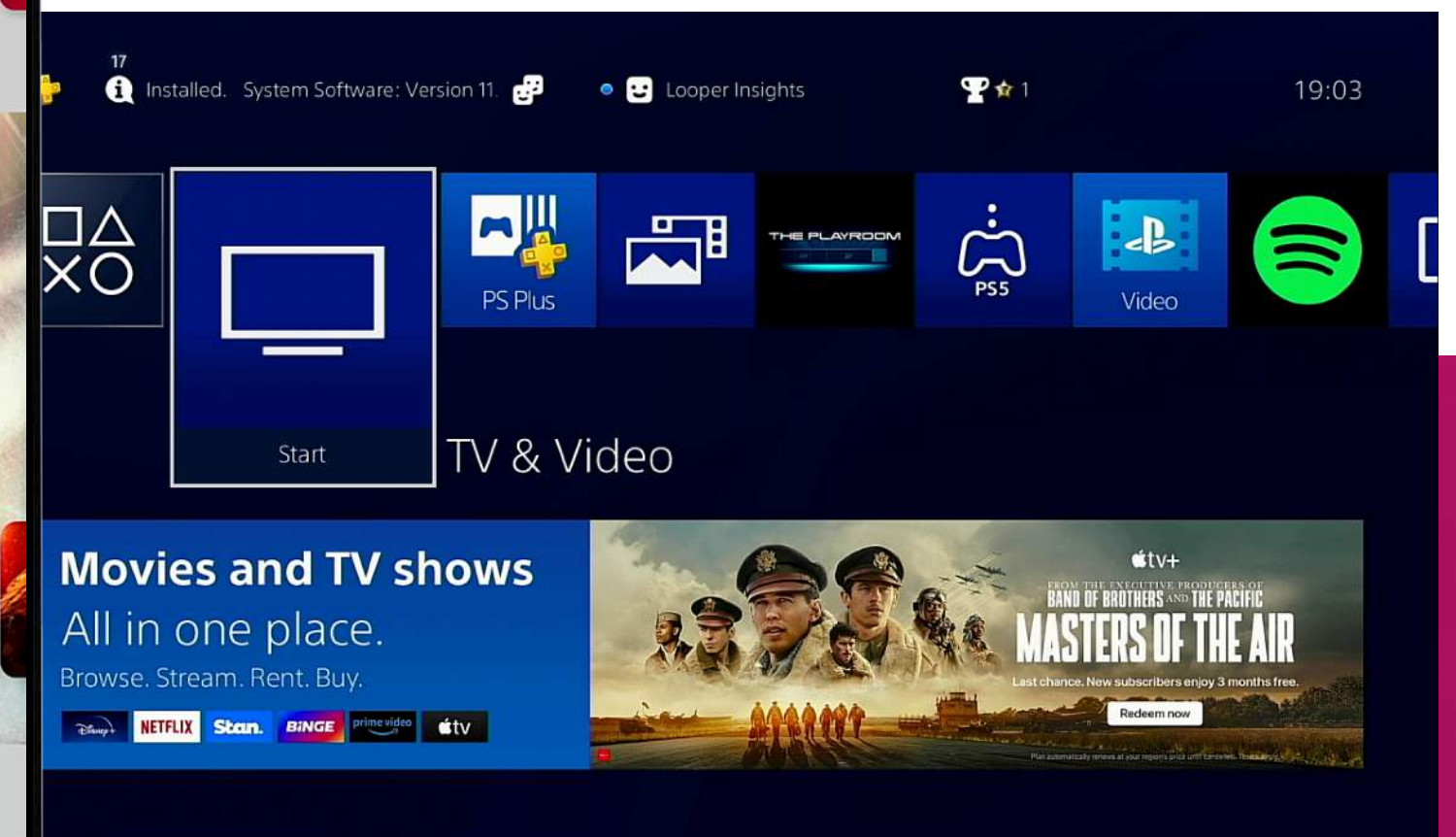
- Apple TV+ flaunted their New Release launch of 'Masters of the Air' by replacing their Epics row with a unique and bespoke dedicated row
- The App got users in the mood for the genre by promoting other favourites under 'Stories from WWII', showcasing its New Release title as the top pick
- In the news:** Amazon plans to set Prime Video's default mode to ad-supported, the ad-free option now being an extra \$3 a month



Xbox UK



Apple TV UK



PS4 UK



# LOOPER INSIGHTS

hello@looperinsights.com  
[looperinsights.com](https://looperinsights.com)

