

/ FEBRUARY 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?

Merchandise 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 Merchandise 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 | True Detective | max | 1,440 |
| 2 | Masters of the Air | apple tv+ | 1,402 |
| 3 | Mr. & Mrs. Smith | prime video | 1,400 |
| 4 | Halo | Paramount+ | 1,256 |
| 5 | Oppenheimer | peacock | 953 |
| 6 | The Marvels | Disney+ | 840 |
| 7 | Yellowstone | peacock | 723 |
| 8 | Curb Your Enthusiasm | max | 646 |
| 9 | Killers of the Flower Moon | apple tv+ | 644 |
| 10 | Barbie | max | 622 |

MERCHANDISER OF THE MONTH
/ TOP 10 APPS /

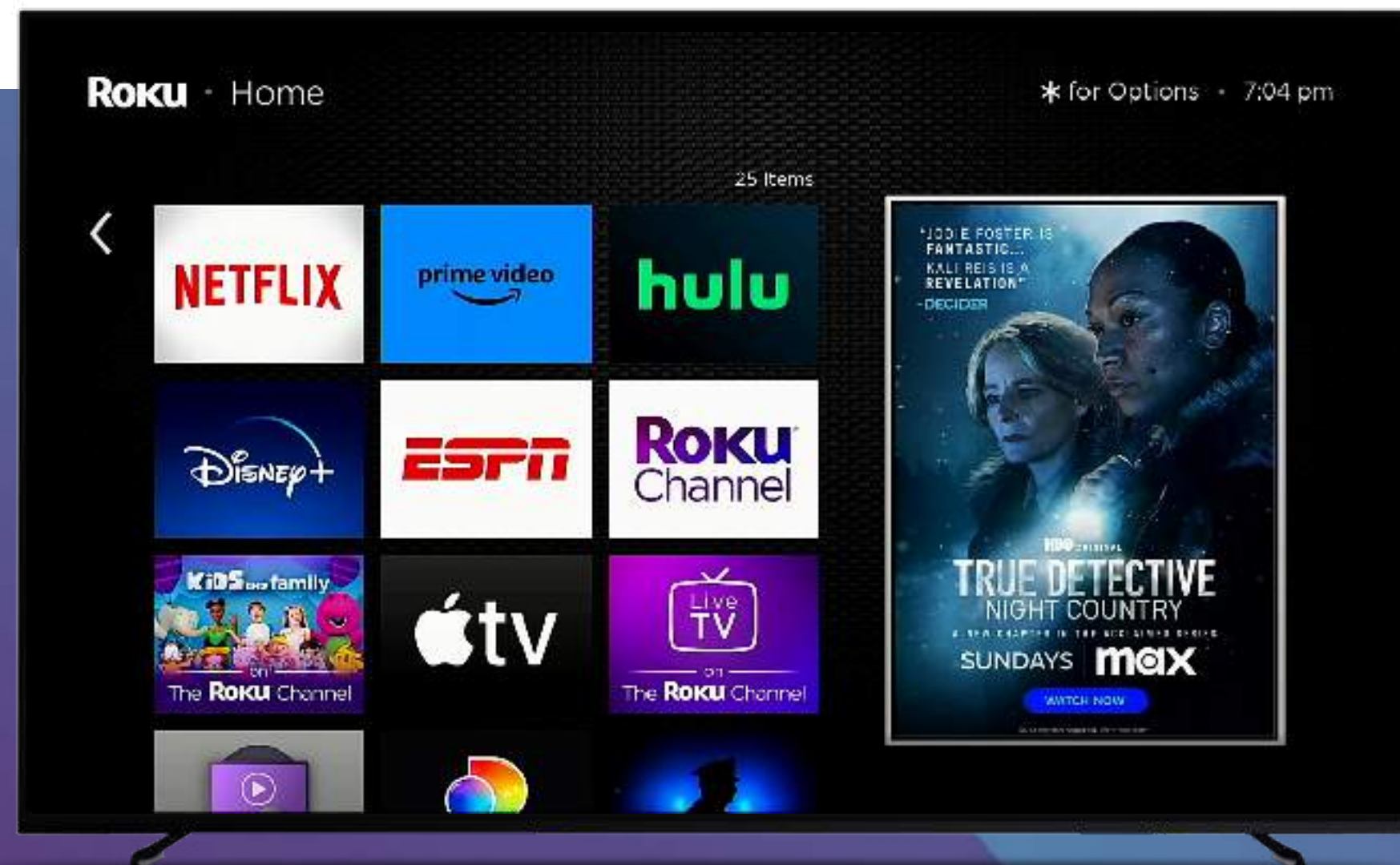
| POSITION | APP | MPV™ SCORE |
|----------|-------------|------------|
| 1 | prime video | 17,409 |
| 2 | max | 14,722 |
| 3 | freevee | 14,385 |
| 4 | peacock | 14,217 |
| 5 | NETFLIX | 13,211 |
| 6 | Paramount+ | 12,597 |
| 7 | apple tv+ | 12,281 |
| 8 | tubi | 11,083 |
| 9 | hulu | 10,818 |
| 10 | Disney+ | 10,700 |



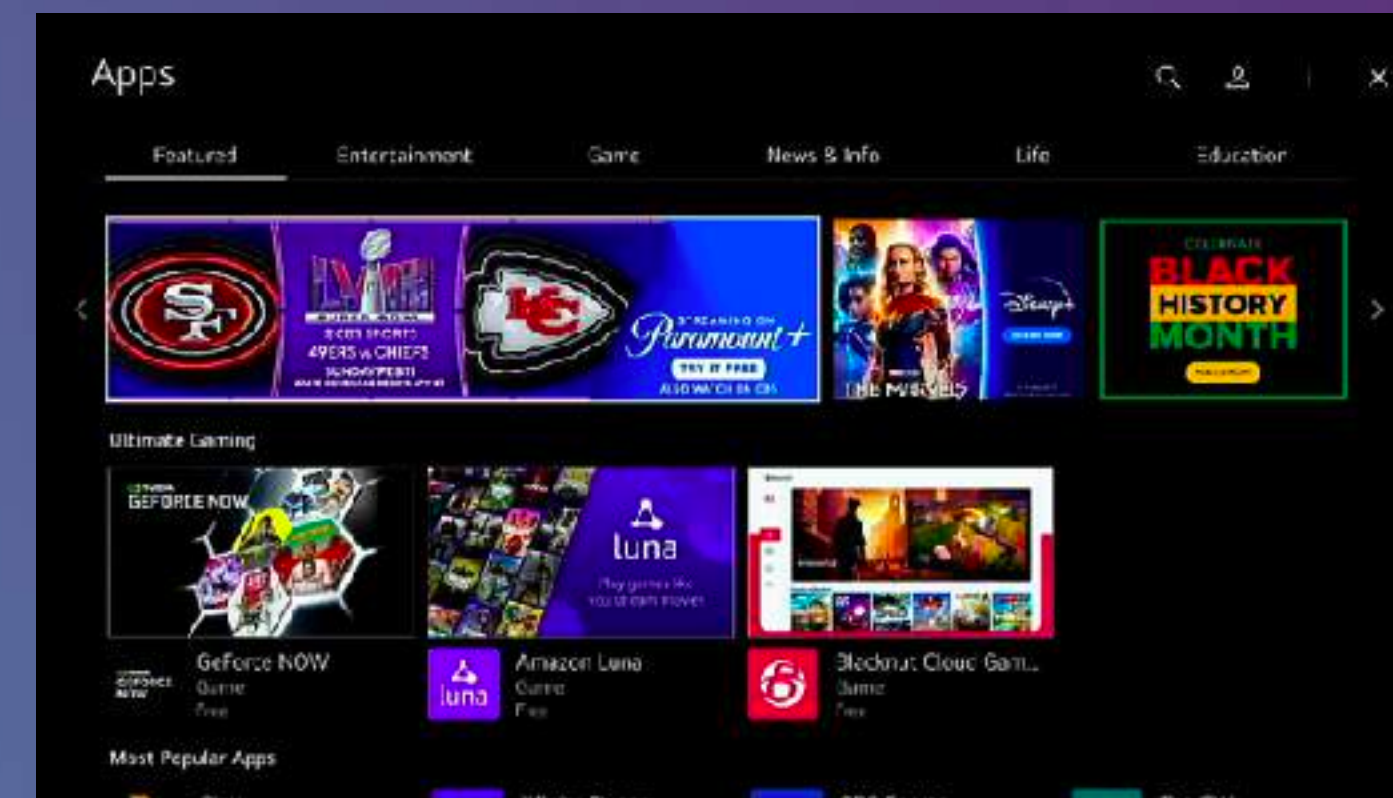
*Roku, Google TV, Fire TV, Vizio TV, Cox Contour 2, PlayStation 4, Apple TV, LG TV, Samsung TV, Xbox One Console, Cox CSP and Xfinity

TOP TITLES OF THE MONTH

- February 2024, Max's 'True Detective' is the top-performing title with an impressive MPV™ score of 1,440 in the US.
- Paramount+'s coverage of The Super Bowl burst onto the digital storefronts this month. LG TV gave Paramount+ the best prominence in terms of total MPV, securing Top Banner placements with strong branding, key sporting stars, vibrant colours and clever Call to Actions including "1 HOUR UNTIL", "Free on LG Channels" and "TRY IT FREE".
- In the news:** If you'd like to access the full analysis of Paramount+'s promotion, across the major digital platforms, you can view [SUPER BOWL LVIII 2024: A REVIEW OF PARAMOUNT+ here](#).



Roku US



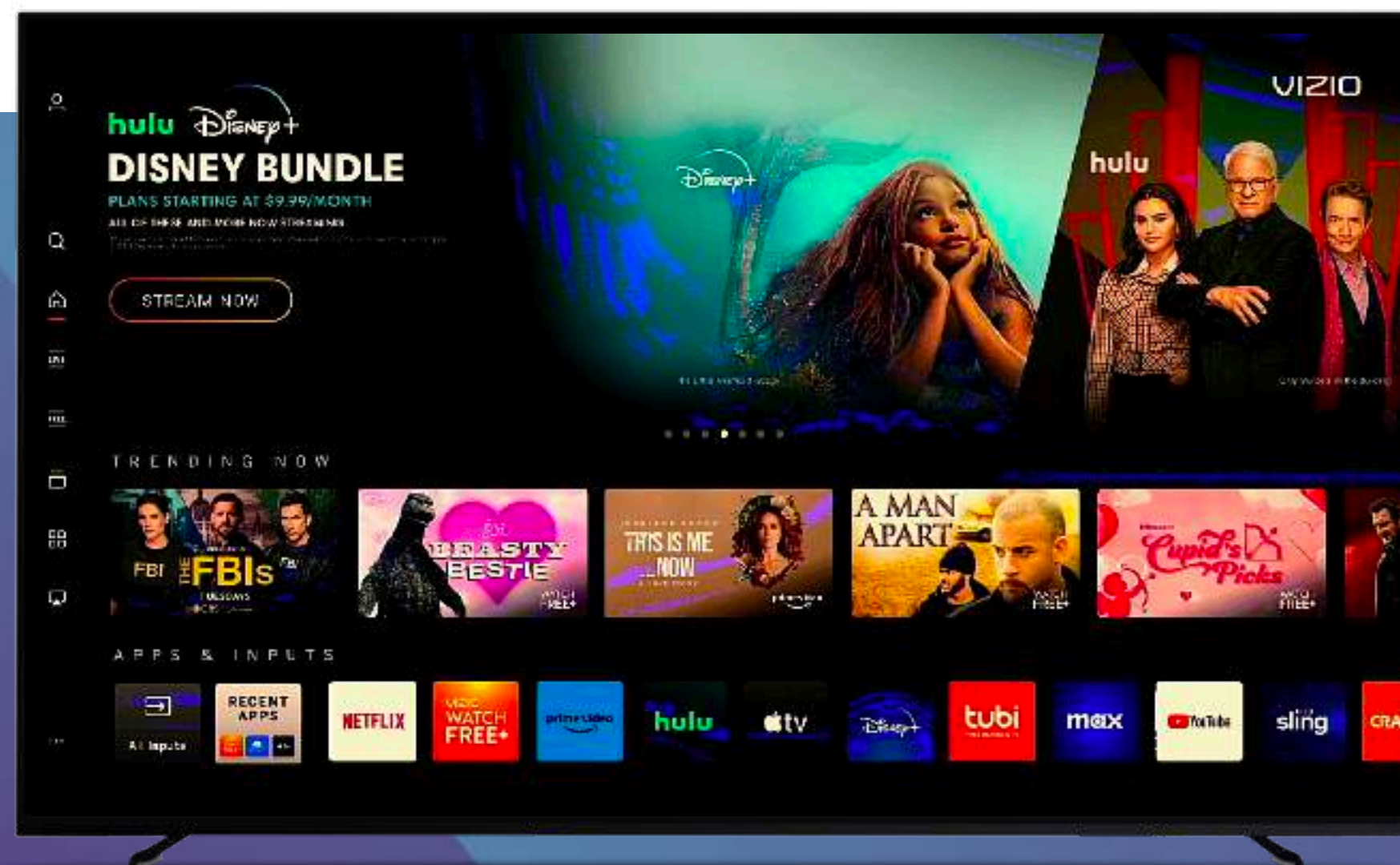
LG TV US



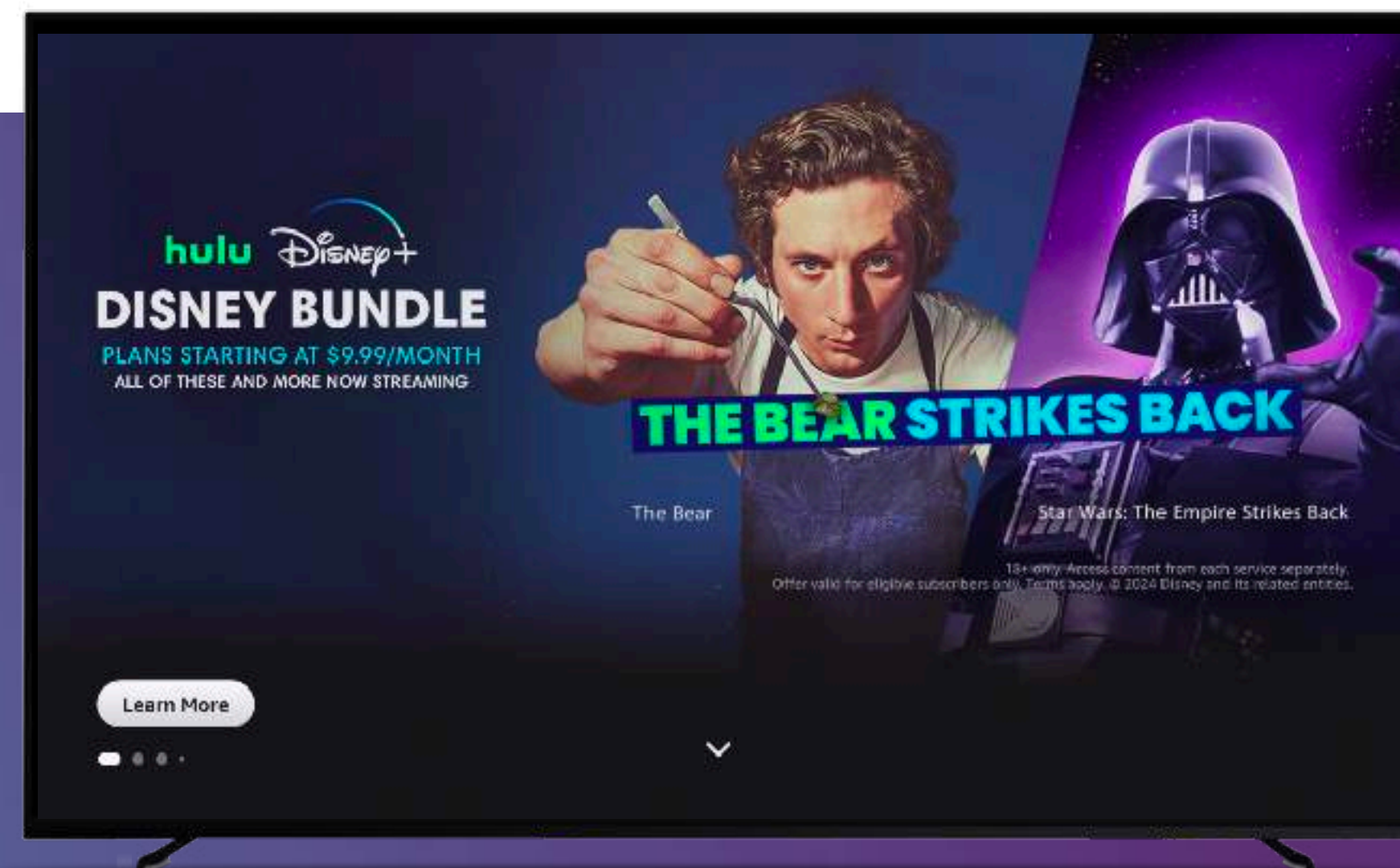
LG TV US

IT'S ALL ABOUT THE BUNDLE

- Hulu and Disney+ flaunt their Bundle on both Vizio TV and Fire TV US this month, claiming Top Carousel placements with bold branding for optimal prominence.
- Vizio's 'Home' tab used popular titles 'The Little Mermaid' and 'Only Murders in the Building' to lure in users. Fire TV cleverly plays on a famous Star Wars quote with a joint, vibrant promotion of 'The Bear' and 'Star Wars: The Empire Strikes Back', with tagline "The Bear Strikes Back".
- In the news:** Proposed legislation was announced, stating that in Australia Smart TVs must display free-to-air channels alongside streaming services.



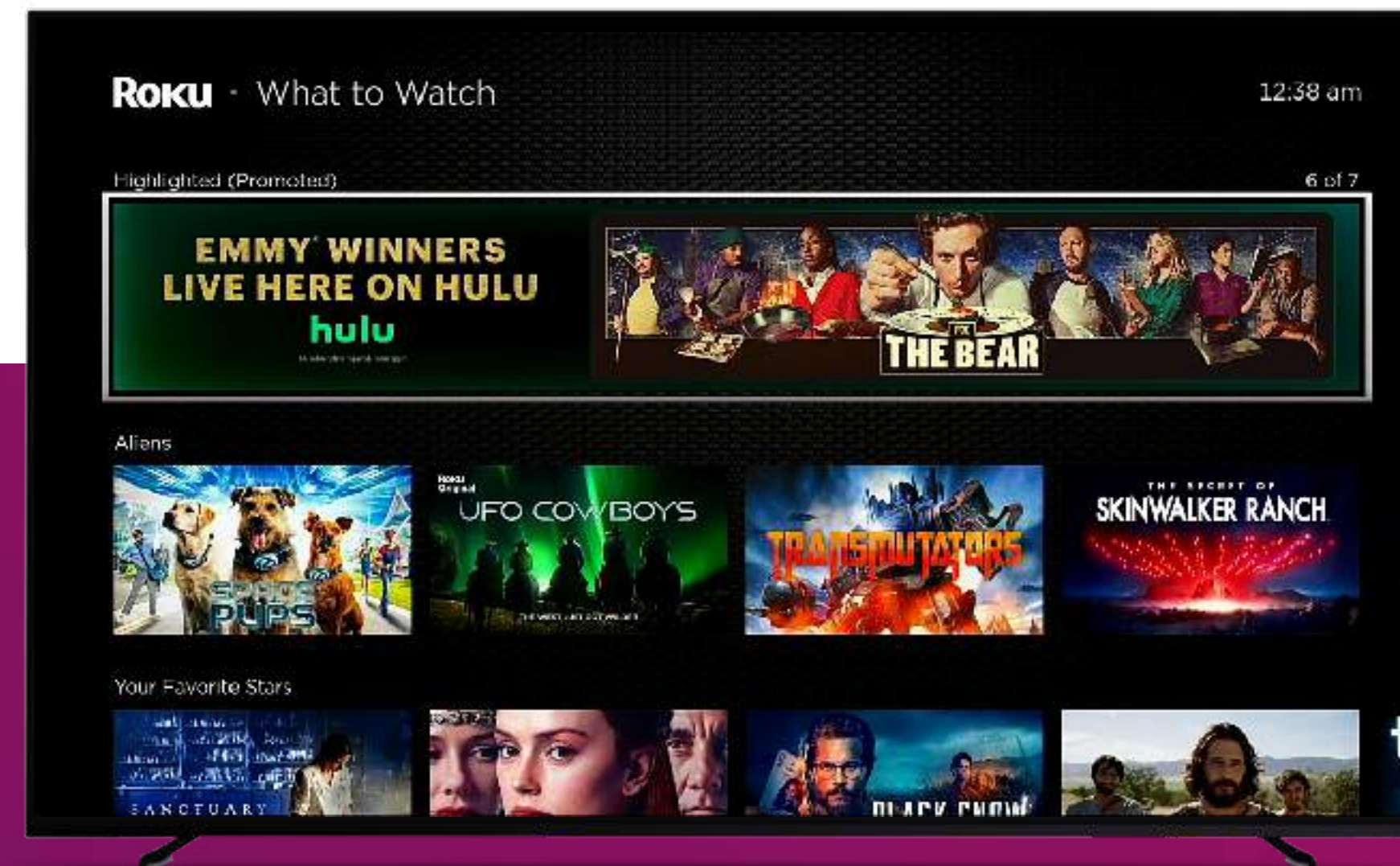
Vizio TV US



Fire TV US

AND THE WINNER GOES TO HULU

- Hulu makes the most of Emmy season on Roku US, claiming a Top Carousel row on their 'What To Watch' tab.
- Using standout visuals from their popular title 'The Bear', alongside bold text and branding calling out the Emmy Winner, users knew where they needed to go in order to watch this award-winning content.
- In the news:** Tyler Perry, actor and filmmaker, halts an \$800m studio expansion due to shocking and perhaps underestimated advancements in AI concerning the production of film and television.



Roku US



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