

/ MARCH 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 analysed the top 12 devices* in the U.S. to see who was winning the best promotional real estate.

MERCHANDISER OF THE MONTH
/ TOP 10 TITLES /

POSITION	TITLE	APP	MPV™ SCORE
1	Wonka	max	1,611
2	Oppenheimer	peacock	1,548
3	Ricky Stanicky	prime video	1,163
4	Shōgun	hulu	1,160
5	Poor Things	hulu	1,071
6	Road House	prime video	983
7	Masters of the Air	apple tv+	972
8	Invincible	prime video	944
9	Aquaman and the Lost Kingdom	max	912
10	Mean Girls	Paramount+	893

MERCHANDISER OF THE MONTH
/ TOP 10 APPS /

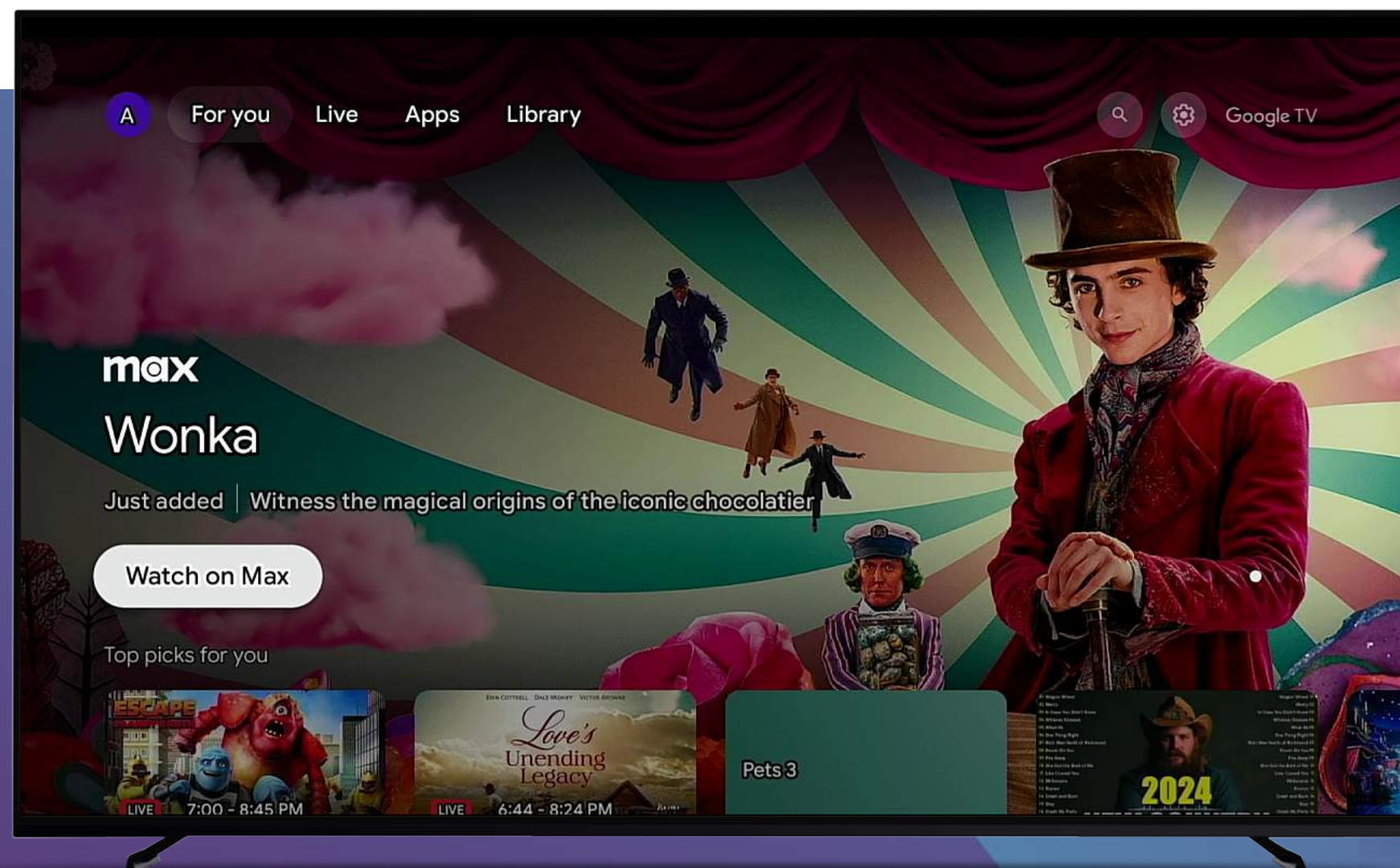
POSITION	APP	MPV™ SCORE
1	prime video	16,871
2	max	16,730
3	NETFLIX	16,650
4	peacock	15,088
5	apple tv+	13,731
6	Disney+	13,179
7	freevee	12,134
8	hulu	11,564
9	Paramount+	11,414
10	tubi	9,819



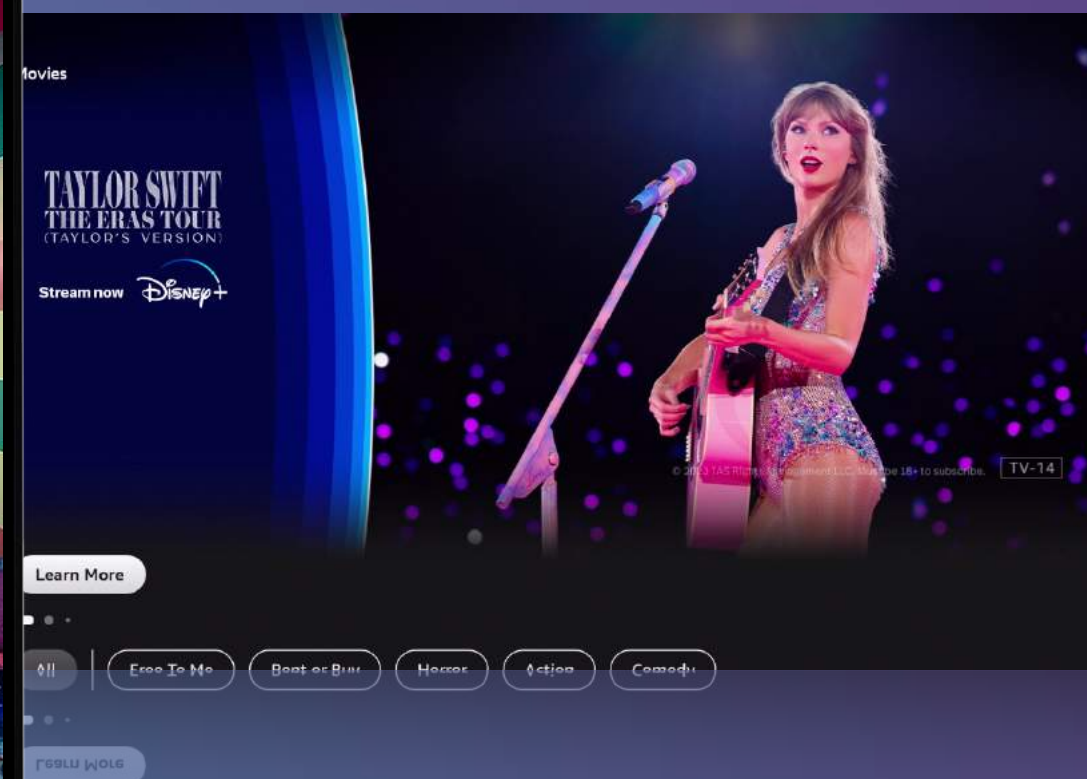
*Roku, Google TV, Fire TV, Vizio TV, Cox Contour 2, PlayStation 4, Apple TV, LG TV, Samsung TV, Xbox One Console, Cox CSP and Xfinity

TOP TITLES OF THE MONTH

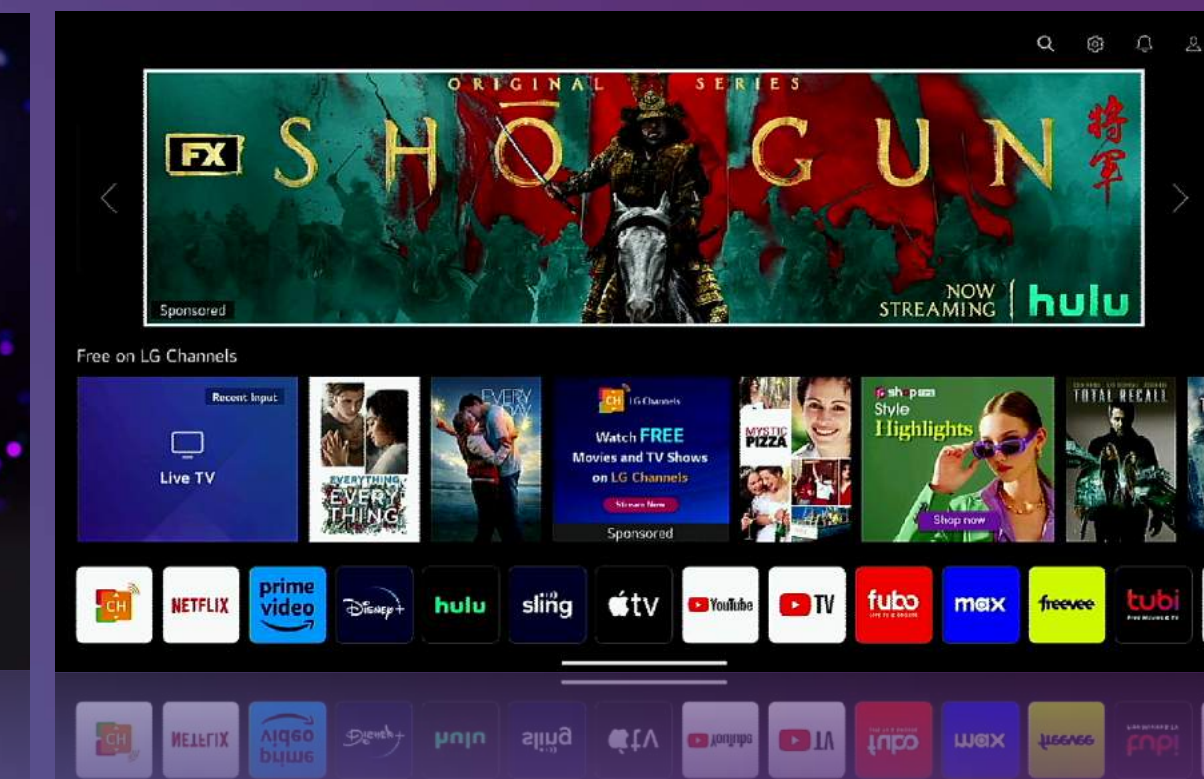
- March 2024, Max's *Wonka* is the top-performing title with an impressive MPV™ score of 1,611 in the U.S.
- The Taylor Swift effect didn't just make the NFL's dreams come true after February's Super Bowl; Disney+'s *Taylor Swift | The Eras Tour (Taylor's Version)*, ensured that no one could *Shake it Off* when it came to visibility after its March 14 premiere garnering outstanding placement with its front row key art across all major devices.
- And if that wasn't enough, Hulu's *Shōgun*, and Prime Video's *Ricky Stanicky*, were neck and neck achieving an MPV™ score of 1,160 and 1,163 respectively.
- In the news:** After months of speculation annual Cannes-based market MipTV confirmed its move to London and will run alongside the London Screenings.



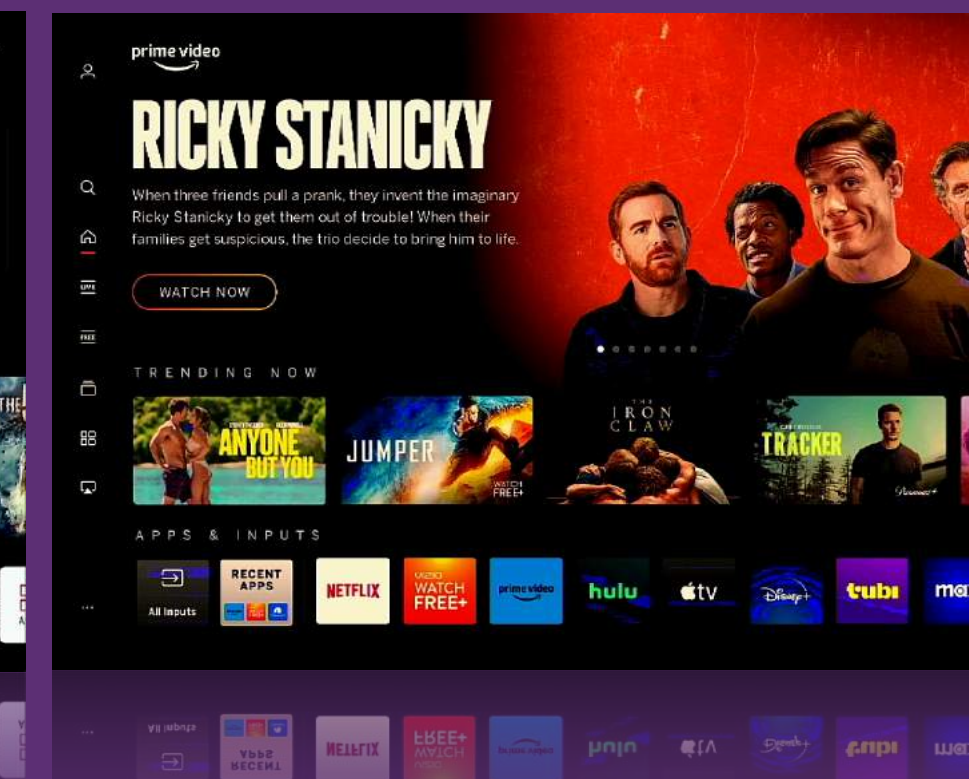
Google TV U.S.



Fire TV U.S.



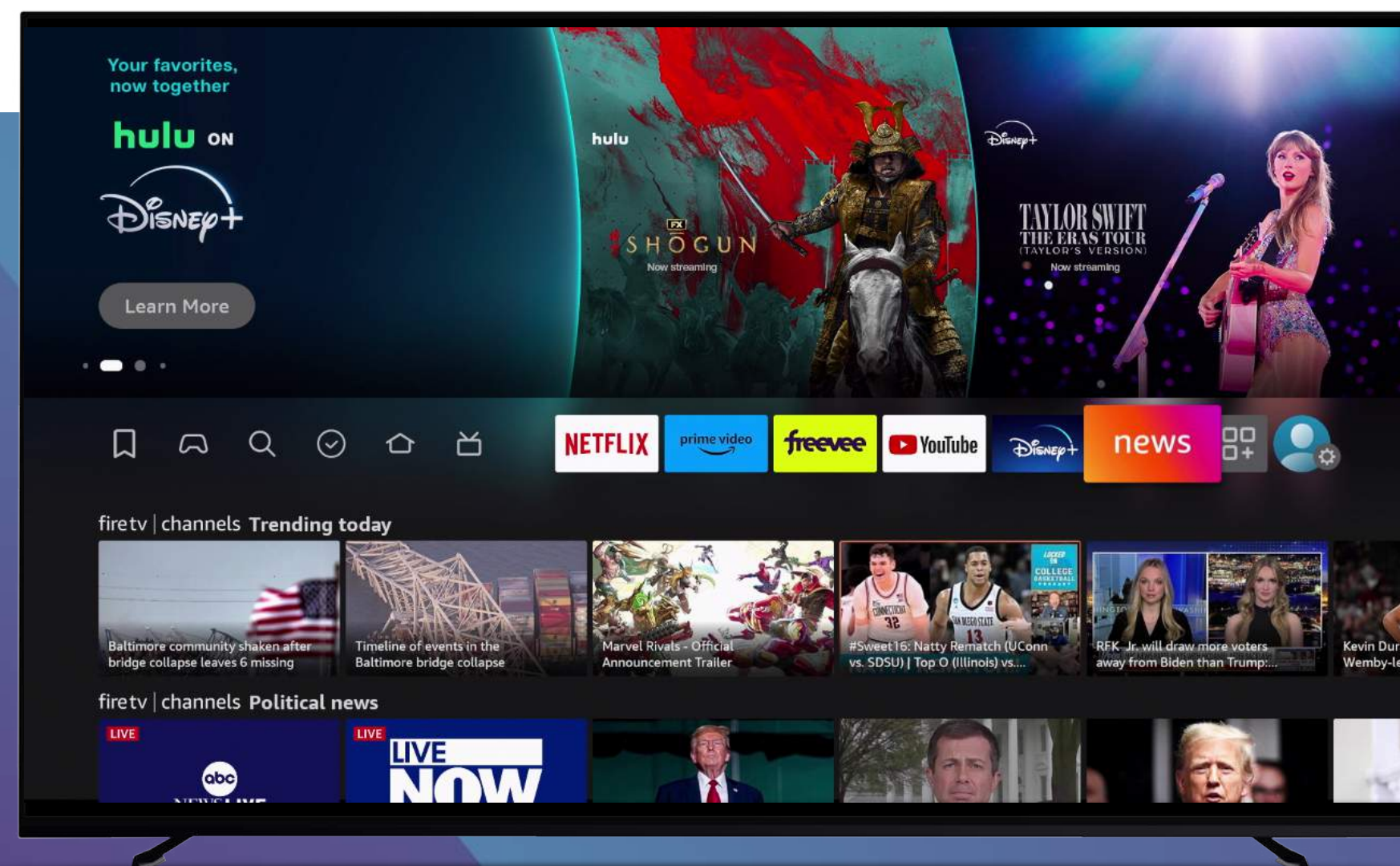
LG TV U.S.



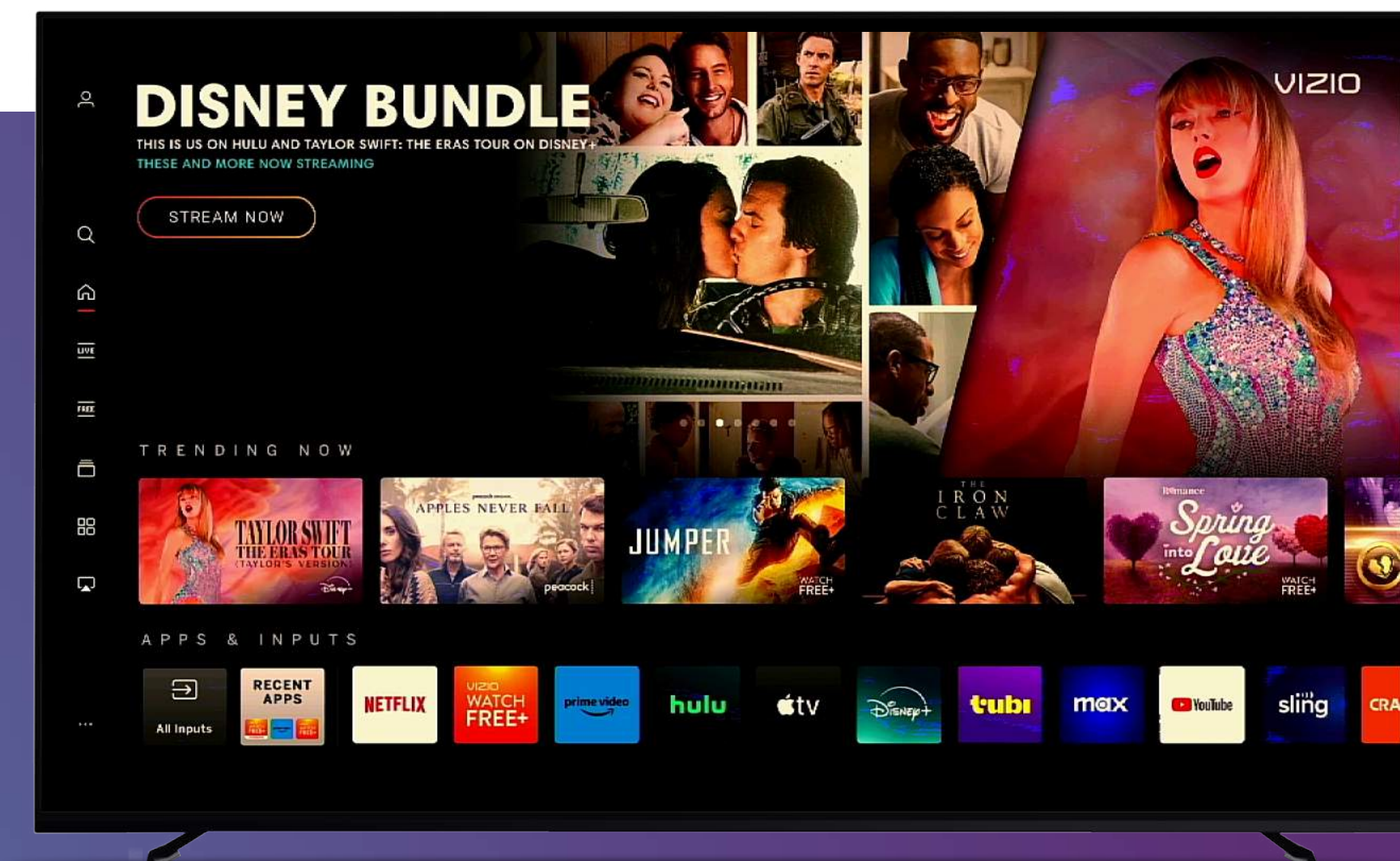
Vizio TV U.S.

DISNEY AND HULU ARE BETTER TOGETHER

- Starting March 27, subscribers to both Disney+ and Hulu will now see the “full” Hulu experience in the Disney+ app. That means Hulu titles will be integrated into personalised content recommendations, sets and collections on Disney+.
- Fire TV’s homepage gave this prominent placement by positioning catalogue *favourites now together*, upselling the success of each brand’s tentpole March releases. Vizio on the other hand capitalised their messaging on Taylor Swift’s global sell-out tour along with fan favourite and critical darling, *This is Us*.
- In the news:** Sony Pictures launched more than 50 FAST channels in Europe. The likes of *Breaking Bad*, *Seinfeld* and *Bewitched* will be available on the Sony One portfolio following deals with LG Channels, Samsung TV Plus and TiVO+, with content being broadcast primarily in each region’s local language.






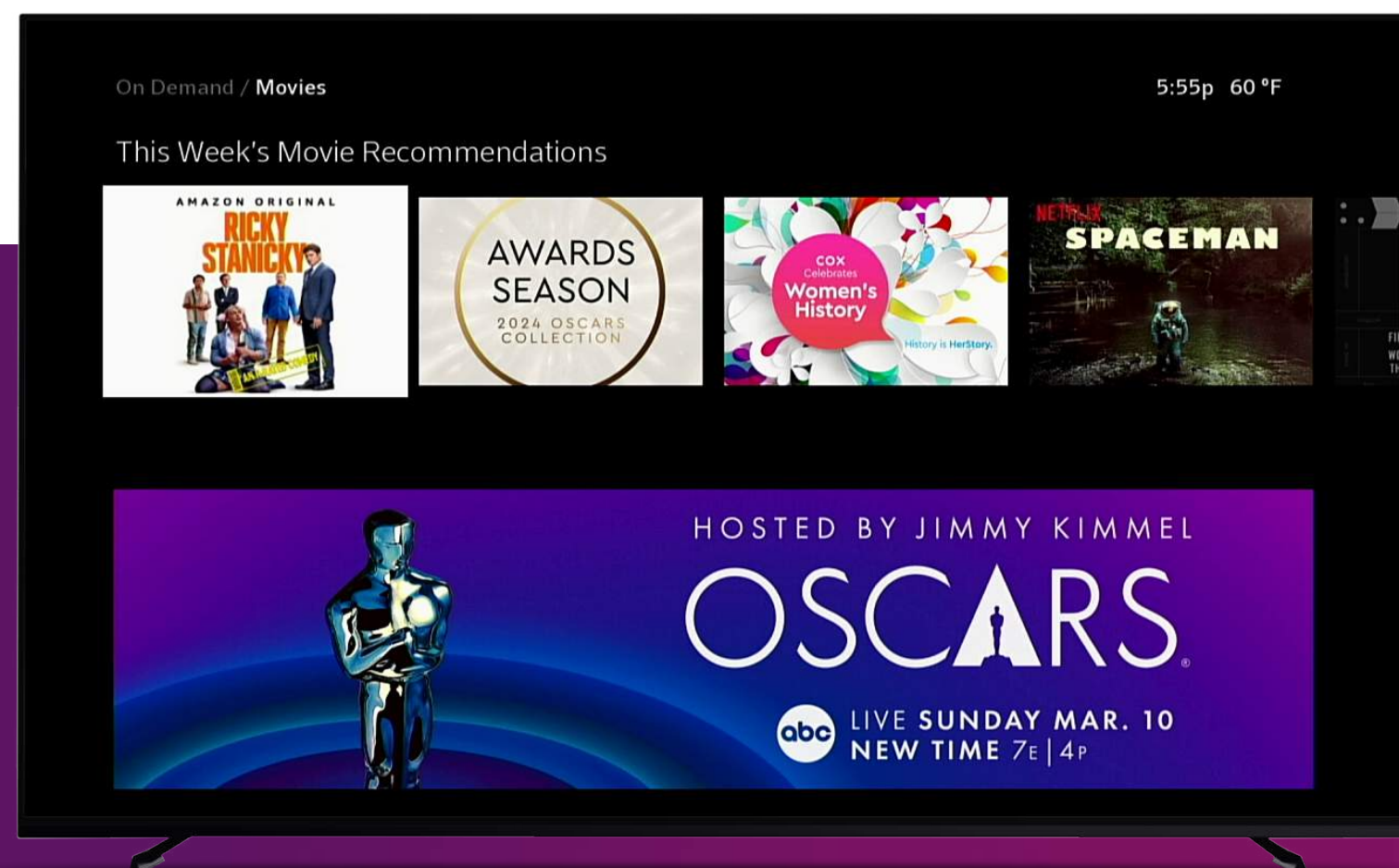
Fire TV U.S.



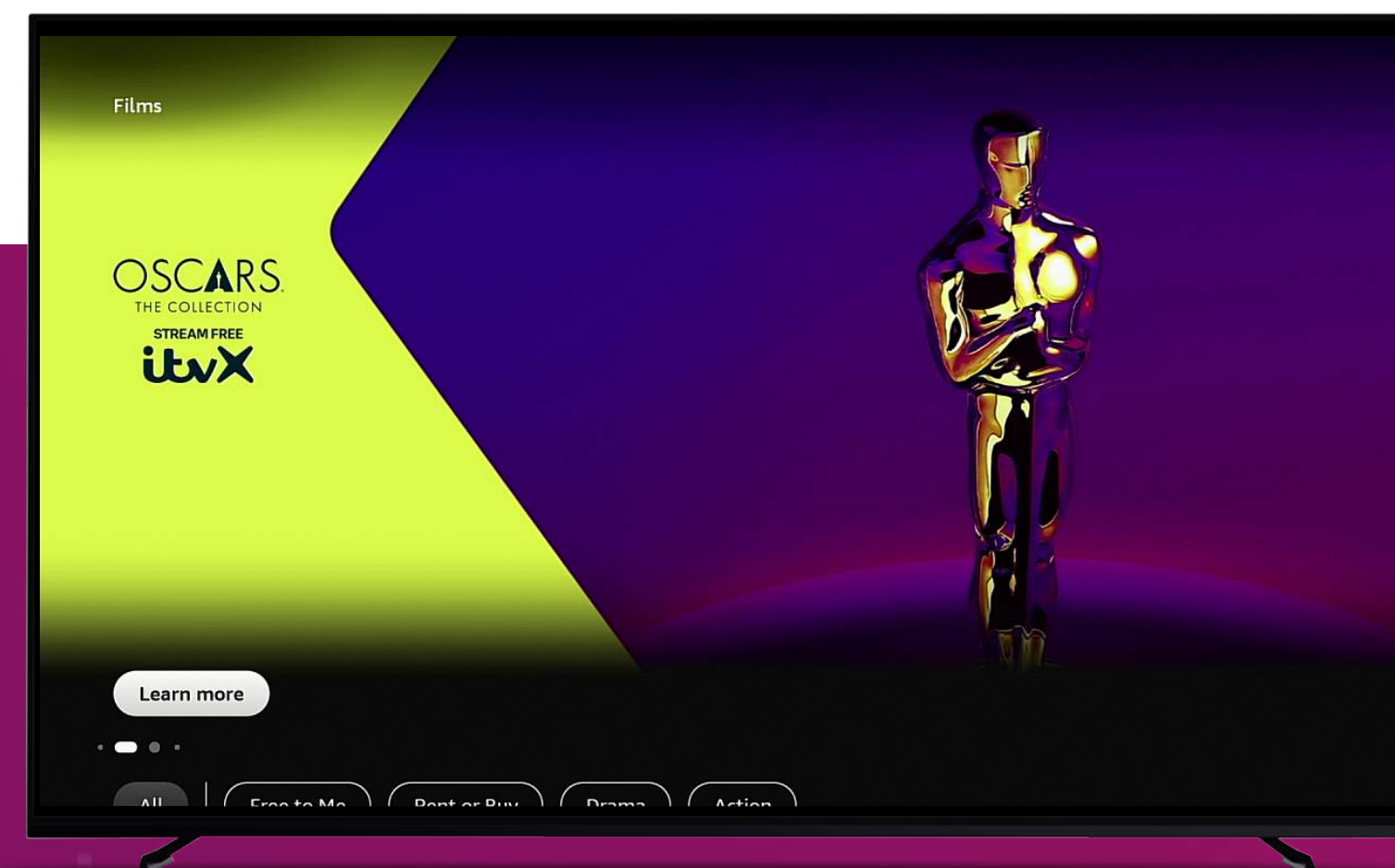
Vizio TV U.S.

AND THE OSCAR GOES TO... THE OSCAR

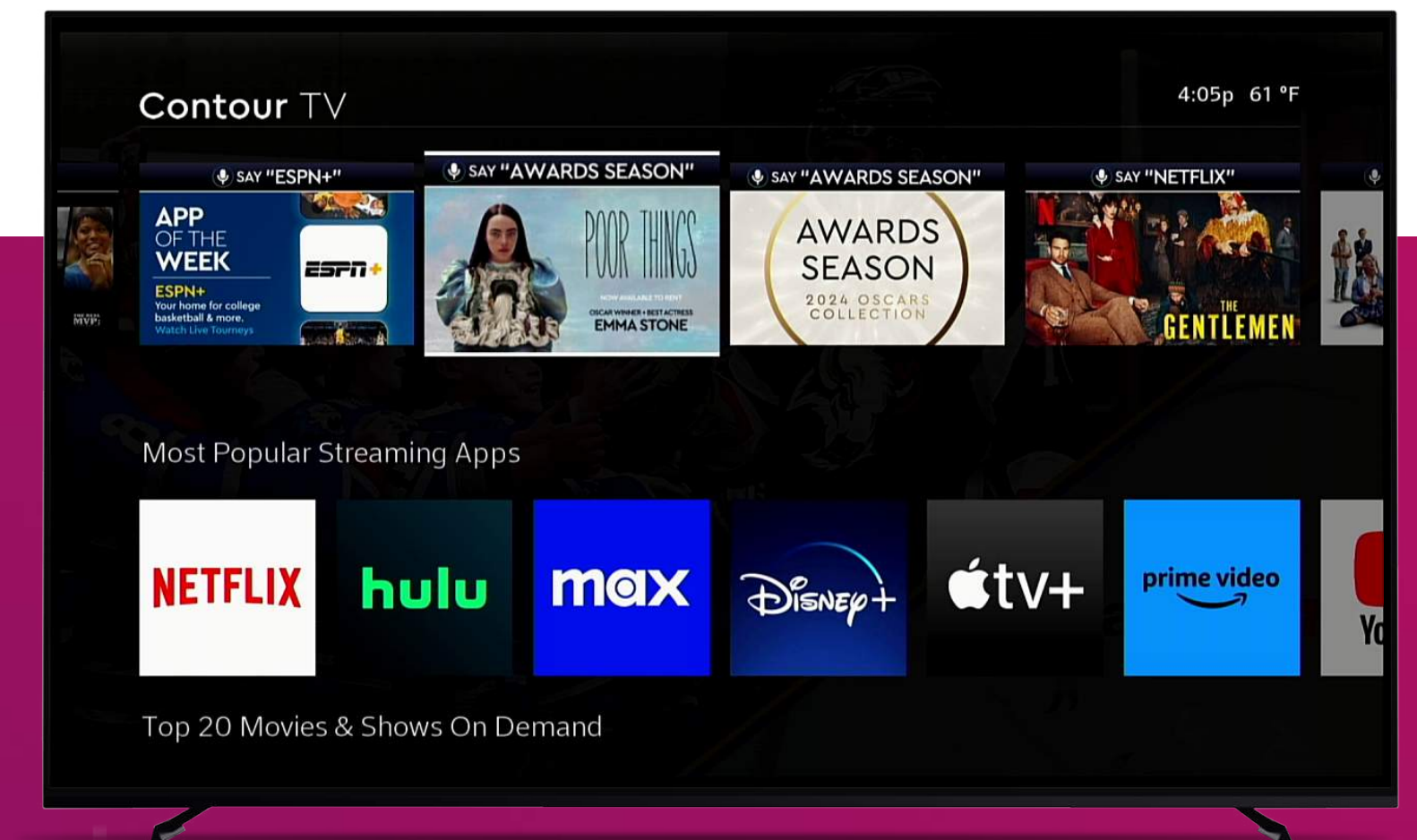
-  The 96th annual Academy Awards® received amazing visibility, particularly on Cox Contour showcasing the live broadcast, as well as promoting *Poor Things* in the 4th Top Spot of its C2 'Home' tab tagging its award success to draw in users. In the UK, broadcast rights went to ITV for the first time which obtained top positioning on Fire TV for its Oscars® collection.
-  Ratings for the Oscars® were up 4% from last year in the U.S. with 19.5m viewers tuning in whilst in the UK received an average audience of 630,000 which went on until 2.30 am GMT.
-  **In the news:** The European Producers Club, which represents independent film and TV producers joined a rallying cry alongside Italy's indie producers over the prospect the Italian government will lower its 20% investment quota obligation for streamers.



Cox Contour 2 U.S.



Fire TV UK



Cox Contour 2 U.S.



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