

/ JANUARY 2025 /



**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. 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 in the UK.

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 analyzed the top 12 devices\* in the UK to see who was winning the best promotional real estate.

MERCHANDISER OF THE MONTH  
/ TOP 10 TITLES /

POSITION	TITLE	APP	MPV™ SCORE
1	Severance	Apple tv+	1,915
2	Silo	Apple tv+	1,841
3	SAS Rouge Heroes	iPLAYER	1,563
4	Vera	itvX	1,359
5	The Traitors	iPLAYER	1,334
6	Playing Nice	itvX	1,249
7	The Day of the Jackal	NOW	1,184
8	Silent Witness	iPLAYER	1,146
9	Bad Sisters	Apple tv+	1,122
10	The Rig	prime video	1,092

MERCHANDISER OF THE MONTH  
/ TOP 10 APPS /

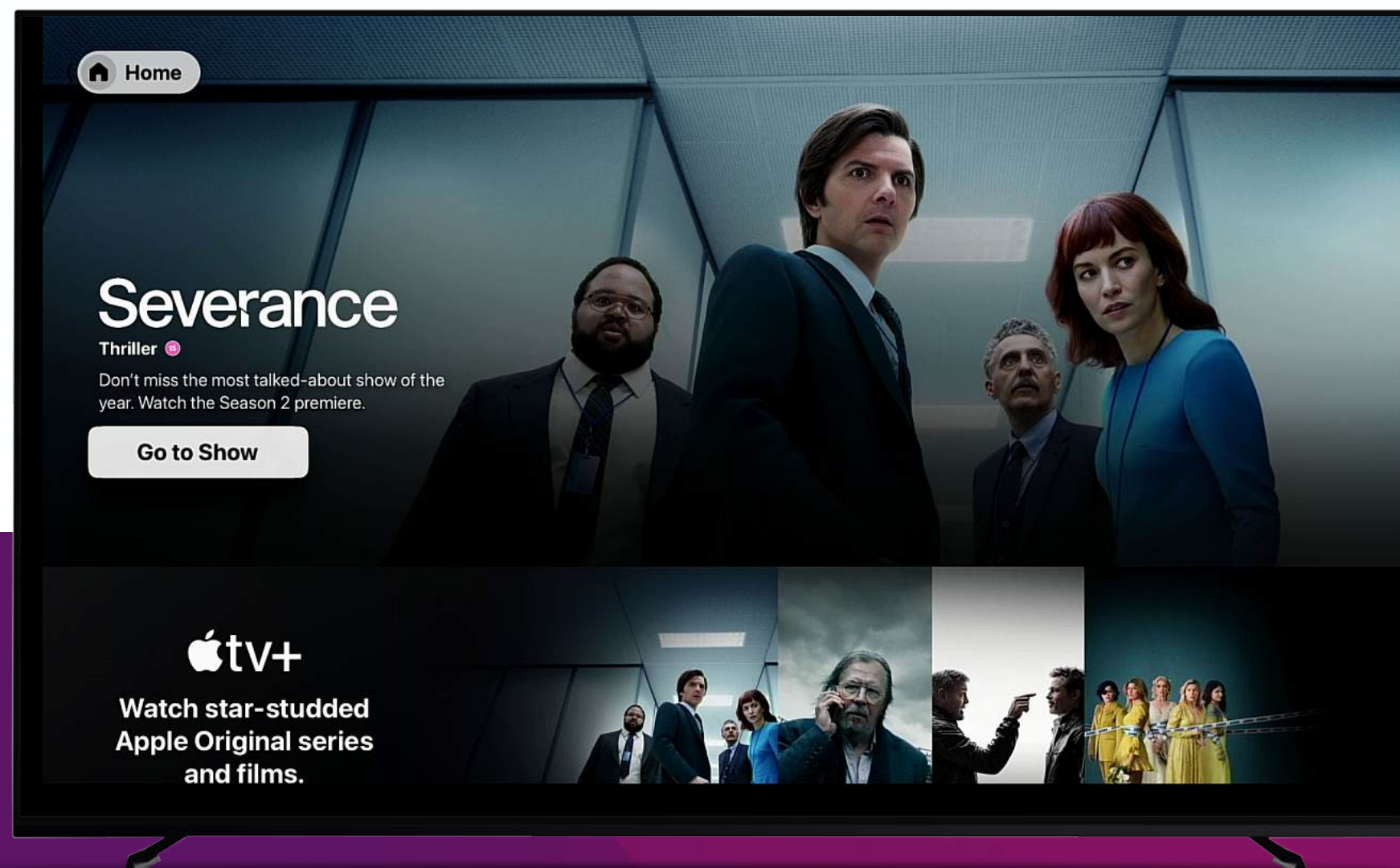
POSITION	APP	MPV™ SCORE
1	iPLAYER	37,892
2	itvX	35,095
3	prime video	27,094
4	Disney+	24,131
5	NETFLIX	19,364
6	Paramount+	19,190
7	Apple tv+	18,697
8	4	12,054
9	discovery+	12,024
10	NOW	11,766

\*Apple TV, Fire TV, Google TV, LG TV, NOW TV, PS4, Roku, Samsung TV, Sky Q, Sky Stream, Virgin TV 360, Xbox One Console

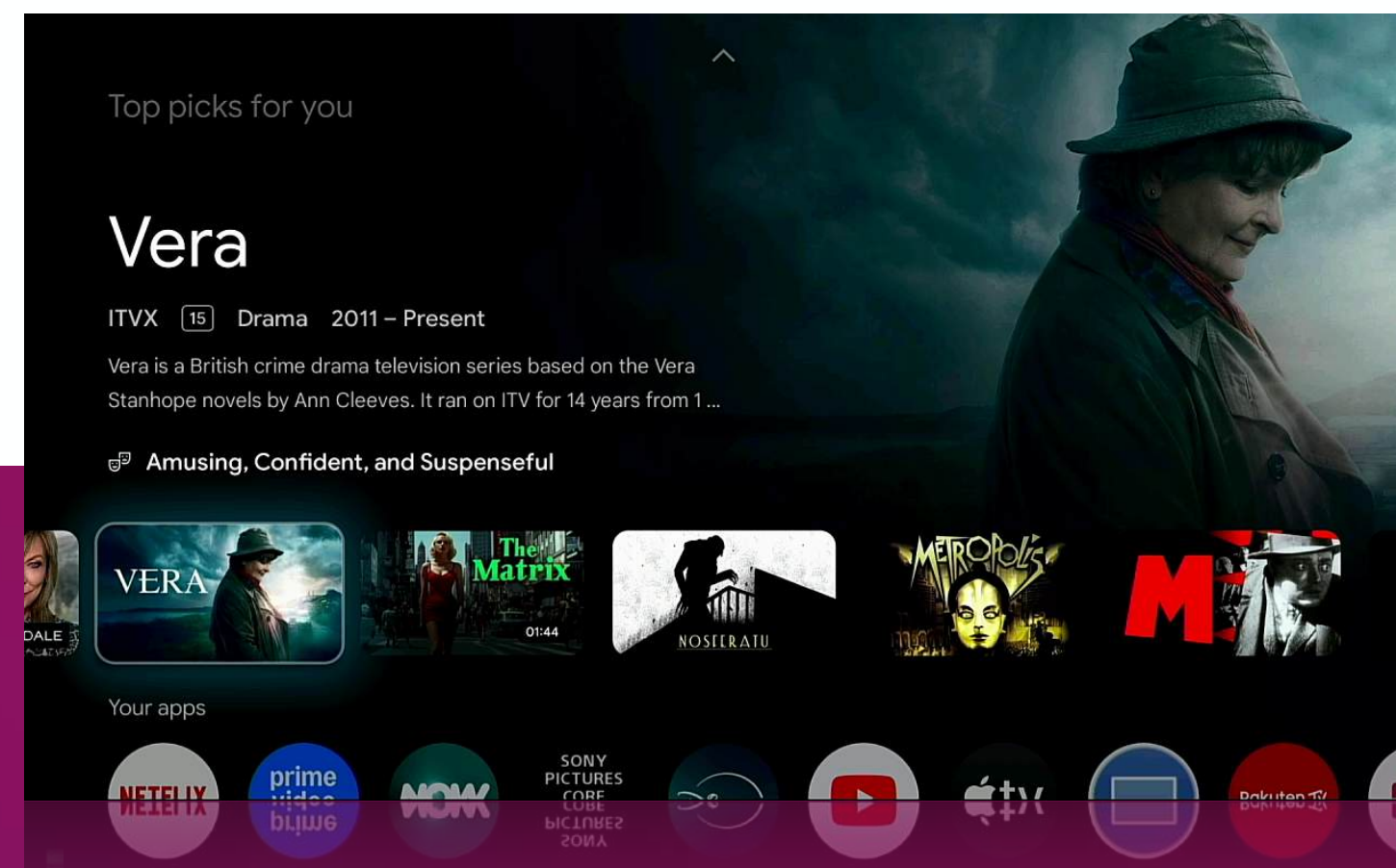


# TOP TITLES OF THE MONTH

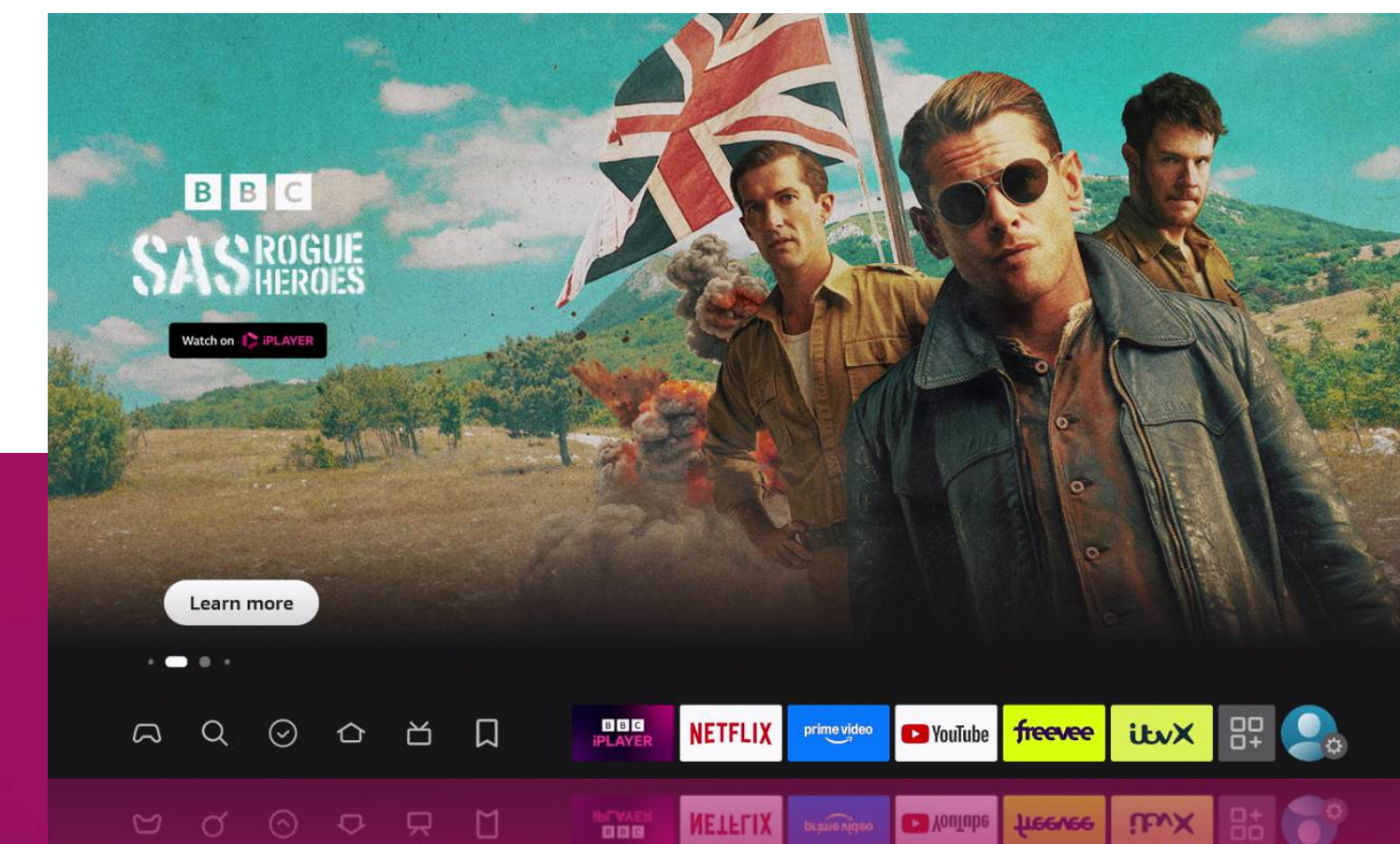
- In January, *Severance* (Apple TV+) and *The Traitors* (BBC iPlayer) captivated audiences worldwide, commanding MPV™ scores of 1,915 and 1,334, respectively—cementing their status as global powerhouses.
- The UK’s Public Service Broadcasters delivered a standout month, claiming 50% of the top titles. The BBC led the pack with a compelling mix of scripted and unscripted content that captivated British audiences, while ITV made a powerful impact in drama—culminating in the finale of *Vera* after 14 remarkable years.
- In the news:** Netflix surpassed BBC1 as the most-watched TV service in the UK for three months in 2024, marking a potential shift in the competition between traditional broadcasters and streaming platforms. However, the BBC argued that comparing Netflix's entire service with individual channels is misleading, emphasizing the growth of its digital-first approach and the broader reach of its full portfolio, which still surpasses Netflix's audience.



Apple TV UK



Sony TV UK



Fire TV UK

# A WINTER TV HEATWAVE

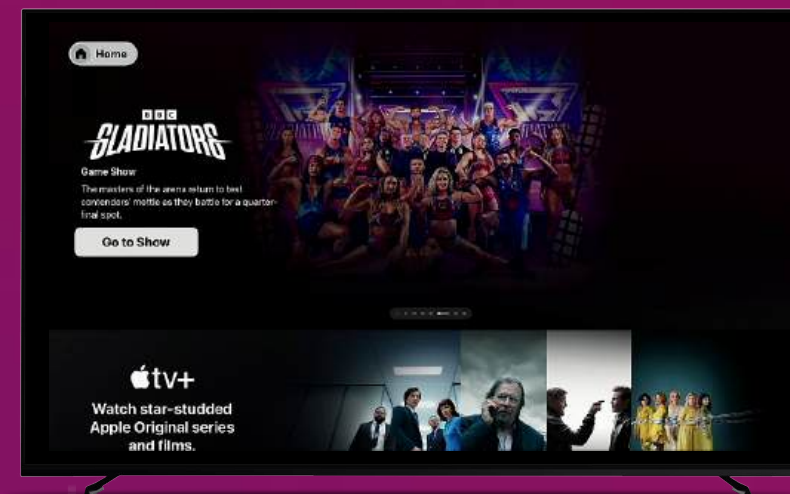
- As the winter frost took hold, British audiences sought refuge in thrilling unscripted content. BBC iPlayer took centre stage, with *The Traitors* (UK version) becoming the month's most talked-about sensation, dominating screens on Fire TV and Apple TV. At the same time, the broadcaster's new Saturday night favourite, *Gladiators*, commanded attention, securing its place in viewers' hearts with standout visibility on Roku and Apple TV.
- ITVX heated things up in the UK with *Love Island All Stars*, securing prime placement across major platforms. Meanwhile, Channel 4 captivated audiences with compelling documentaries, including *Marilyn Manson: Unmasked* receiving a prominent feature on Roku.
- In the news:** Culture Secretary Lisa Nandy has promised a "radical and creative" new funding model for the BBC, while ruling out general taxation, citing the need to protect the broadcaster from political interference. She also announced a £60 million investment into the creative industries, aimed at boosting growth and opportunity across the UK, as part of the government's broader industrial strategy.



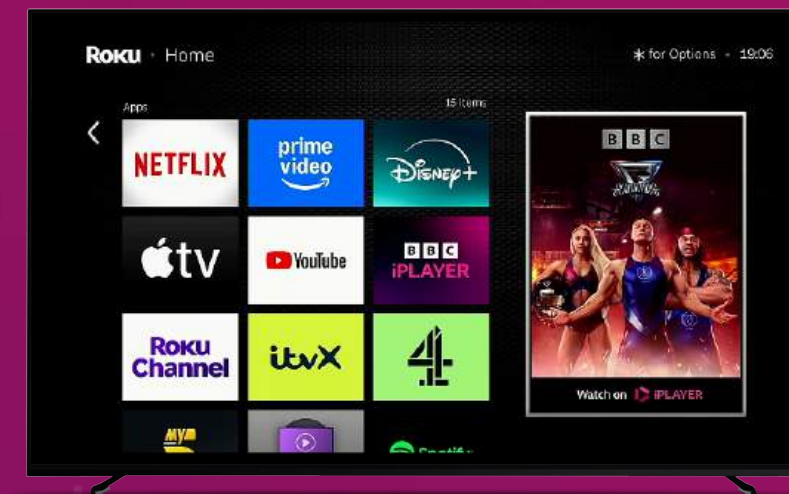
Fire TV UK



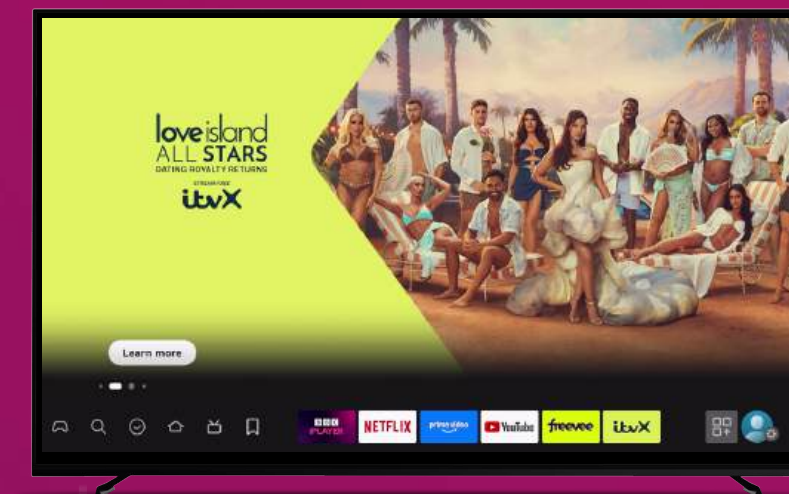
Apple TV UK



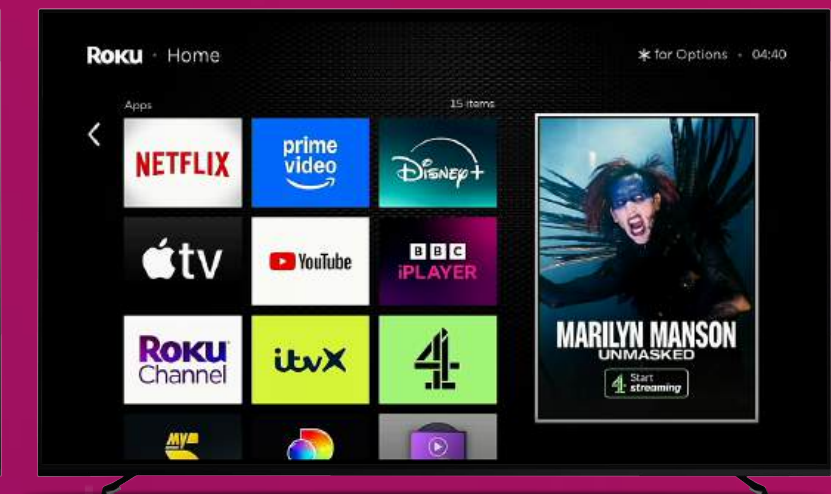
Apple TV UK



Roku UK



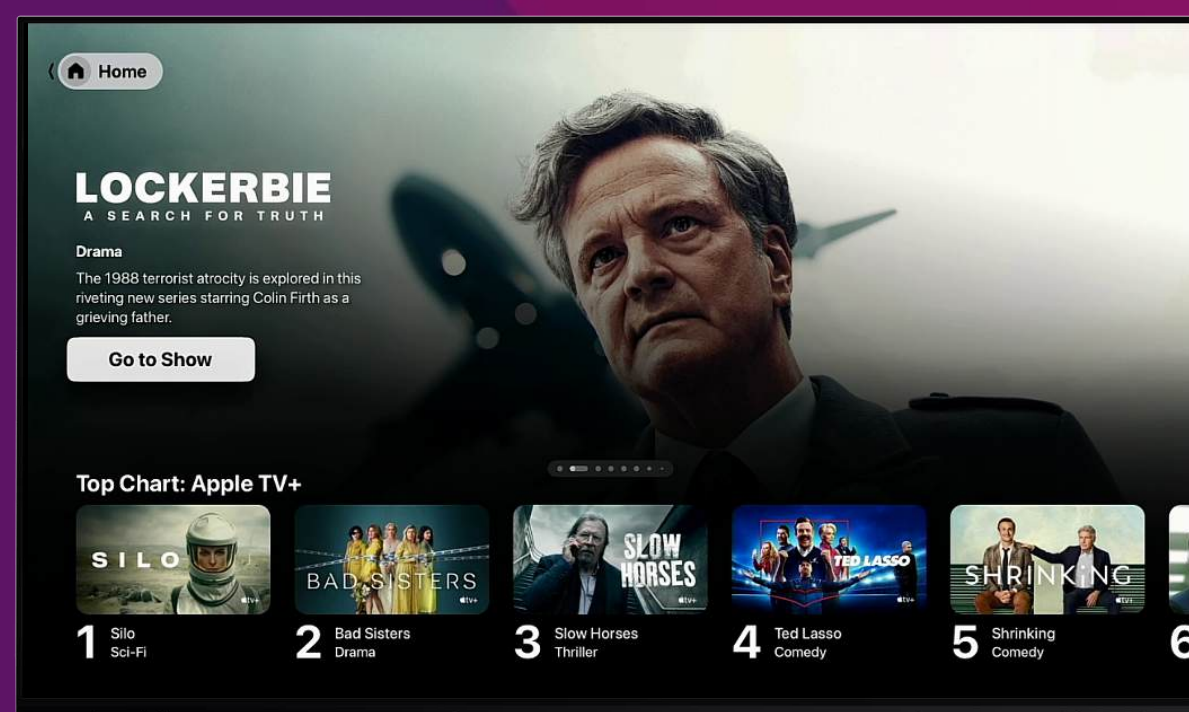
Fire TV UK



Roku U.S.

# JANUARY TV HITS: GRIPPING DRAMAS AND TOP SPORTS DOMINATE UK STREAMING

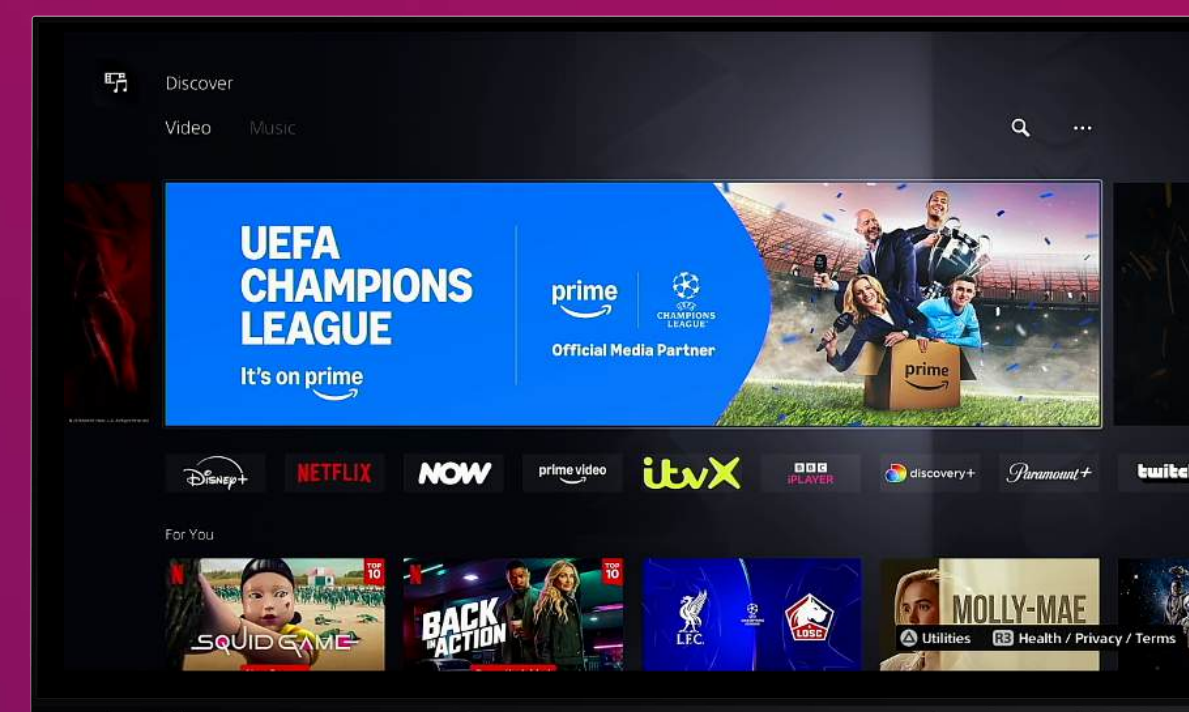
- At the start of January, Sky and its streaming service NOW launched the compelling limited series *Lockerbie: A Search for Truth*, which delves into the 1988 Lockerbie disaster and the ongoing quest for justice. Meanwhile, ITVX debuted *Playing Nice*, a gripping drama about two couples whose toddlers were switched at birth in a hospital mix-up, forcing them into a chilling moral dilemma. Both series garnered significant visibility across major platforms.
- Prime Video and NOW kicked off the month by delivering a winning performance, showcasing a wide array of top-tier sports content to UK audiences. With coverage of the Premier League, Carabao Cup, and UEFA Champions League, both platforms ensured fans stayed in the game, with seamless access across PS5 and Samsung TV devices.
- In the news:** Netflix plans to double down on creator partnerships and digital-first programming in 2025, aiming to attract younger audiences by supporting talent from platforms like YouTube and TikTok. The company will also expand its advertising and gaming strategies, while increasing its content budget to \$18 billion to foster diverse, creator-driven projects that resonate globally.



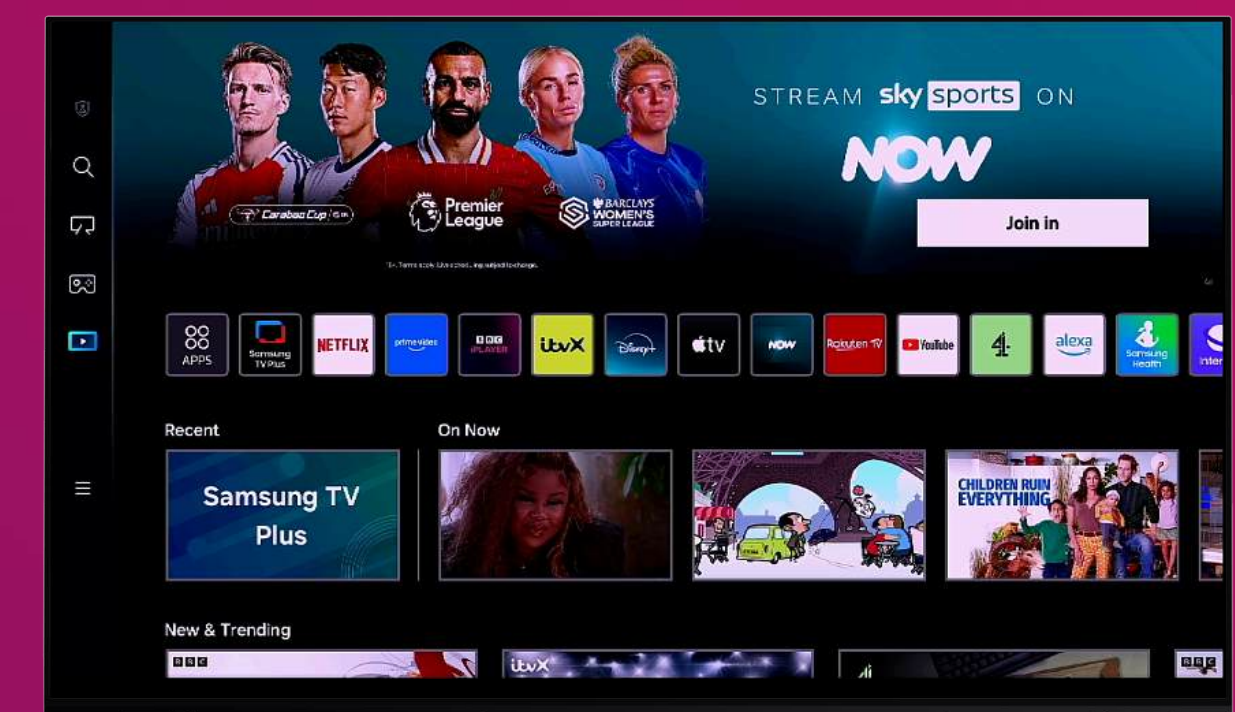
Apple TV UK



Samsung TV (2022) UK



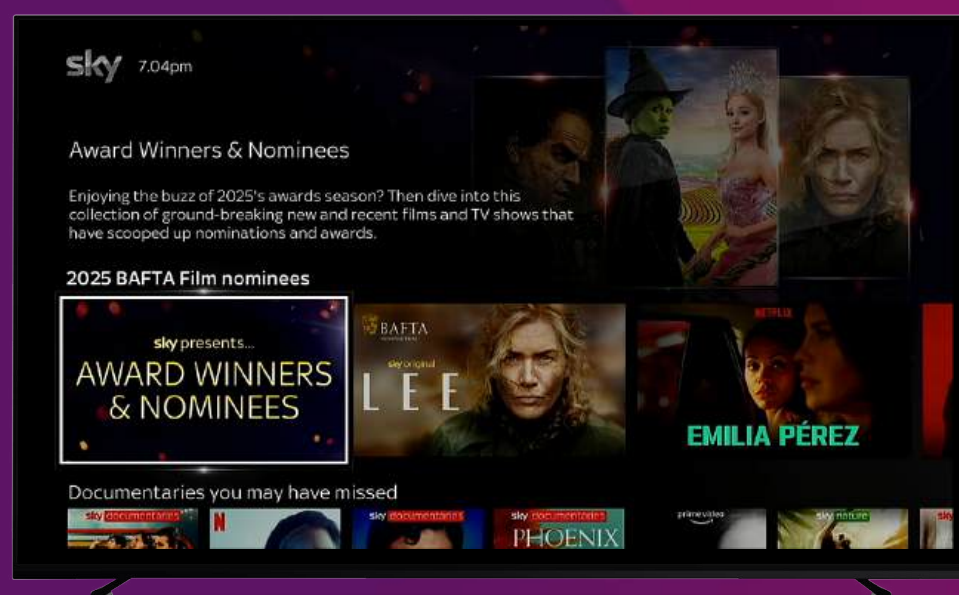
PS5 UK



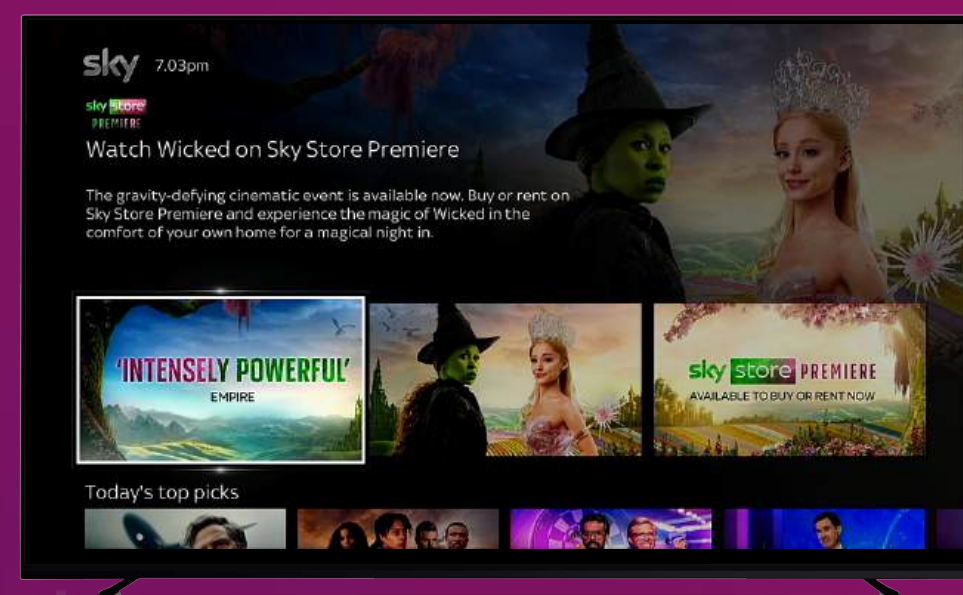
Samsung TV (2022) UK

# SKY AND APPLE TV LEAD WITH BAFTA BUZZ AND BIG RELEASES

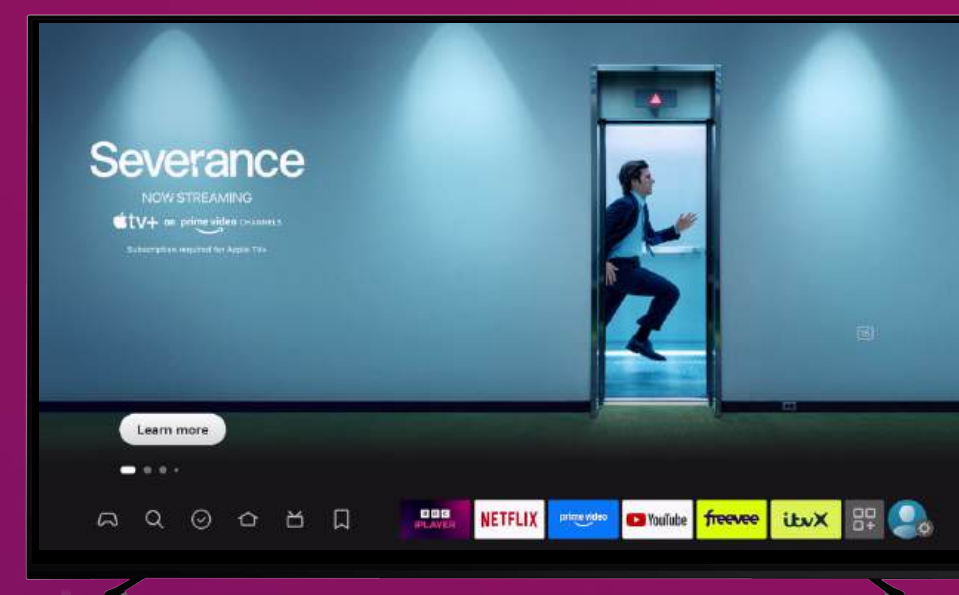
- In January, as the BAFTA nominations lit up the UK, Sky expertly harnessed the buzz, creating a dedicated BAFTA nominee swimlane, with its original film *Lee* leading the charge. However, it was the TVOD launch of *Wicked* that truly enchanted the platform, with a specially curated row on Sky Store and a beautifully reimagined logo that perfectly complemented the film's vibrant title colors.
- Concluding the month, Apple TV unveiled the latest season of its critically acclaimed series *Severance*, securing exceptional placement across key UK platforms, including PS5, Fire TV and Samsung TV, ensuring its gripping return captured audience attention.
- In the news:** BFI chair Jay Hunt warned the film and TV industry against complacency, citing a challenging regulatory environment in Europe and protectionist rhetoric from the Trump administration, which could hinder future growth. She emphasized the importance of continued investment in high-end TV, highlighting the need to support the entire ecosystem, including both traditional broadcasters and streamers, to ensure sustained success.



Sky Q UK



Sky Q UK



Fire TV UK



PS5 UK



Samsung TV (2002) UK



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

