

/ FEBRUARY 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!


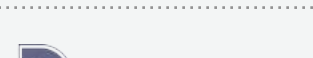

THE WINNER

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		1,889
2	Reacher		1,510
3	Unforgotten		1,276
4	The Apprentice		1,022
5	Silo		986
6	Prime Target		976
7	The White Lotus		916
8	Love Island: All Stars		893
9	Paradise		802
10	Beast Games		784

MERCHANDISER OF THE MONTH / TOP 10 APPS /

POSITION	APP	MPV™ SCORE
1	 iPLAYER	32,048
2	 prime video	25,355
3	 itvX	24,306
4	 Disney+	21,400
5	 Paramount+	17,315
6	 NETFLIX	16,677
7	 apple tv+	15,926
8		10,405
9	 discovery+	10,118
10	 NOW	9,625

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

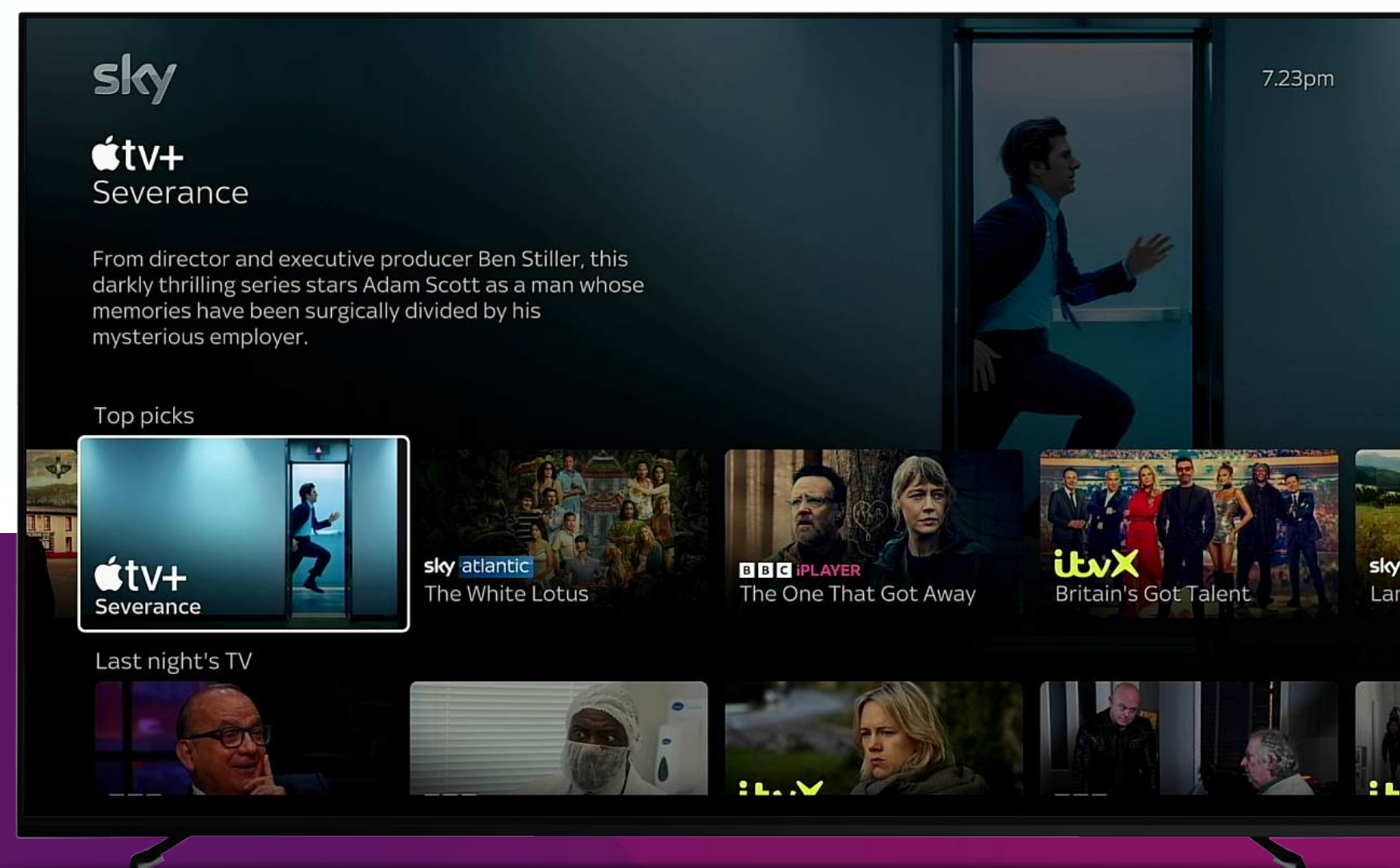


TOP TITLES OF THE MONTH

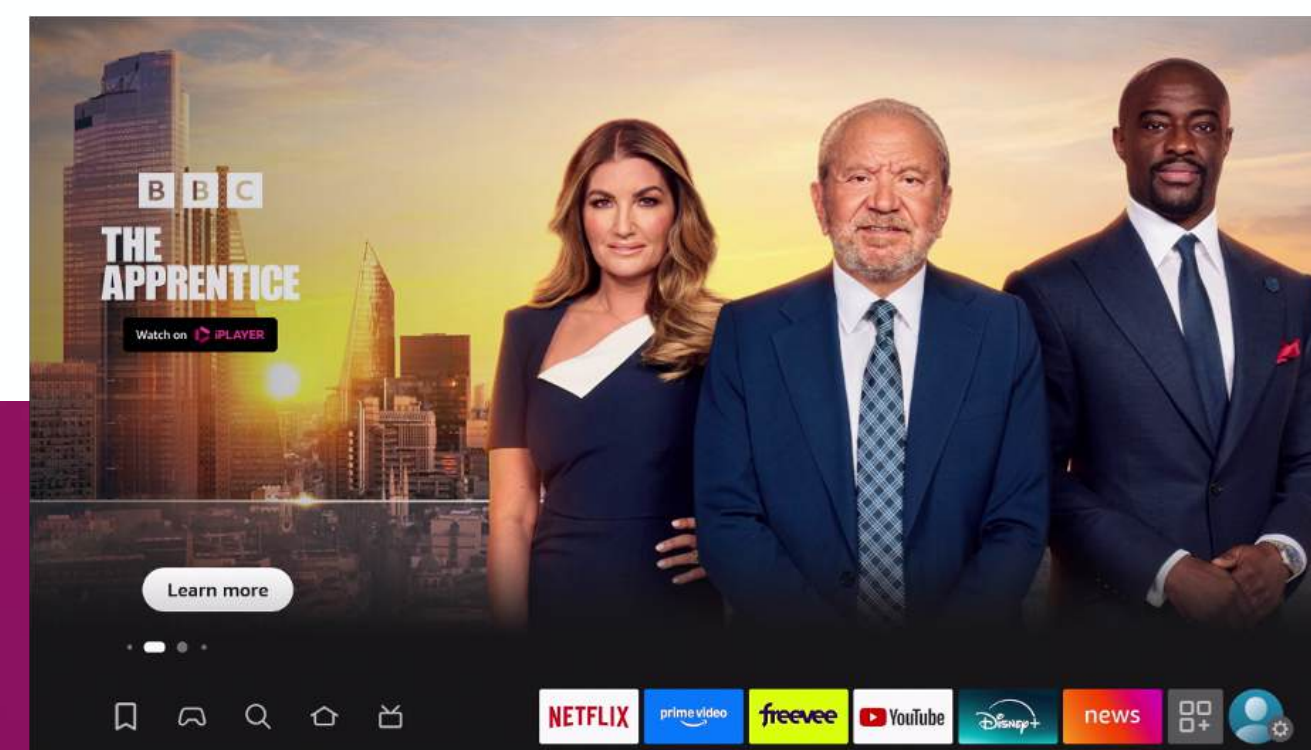
In February, Apple TV+'s *Severance* retained its position as the UK's most-promoted title, with an MPV™ score of 1,889—slightly down by 1.4% from the previous month. The month also saw a surge of new releases capturing the audience's attention, with Prime Video's *Reacher*, Apple TV+'s *Prime Target*, and NOW/Sky's *The White Lotus* all rising in prominence, prompting British viewers to reach for their remotes and dive into the latest must-watch shows.

February proved to be a quieter month for the UK's Public Service Broadcasters (PSBs), as they claimed just three out of ten of the top titles, a dip from their standout performance in January. ITVX's gripping *Unforgotten* led the charge as the top-promoted local scripted show, while the BBC iPlayer's *The Apprentice* and ITVX's *Love Island: All Stars* kept audiences hooked with their unscripted drama. While the PSBs may have slipped slightly, they're far from out of the race—as *Lord Sugar* would say, they're certainly not fired.

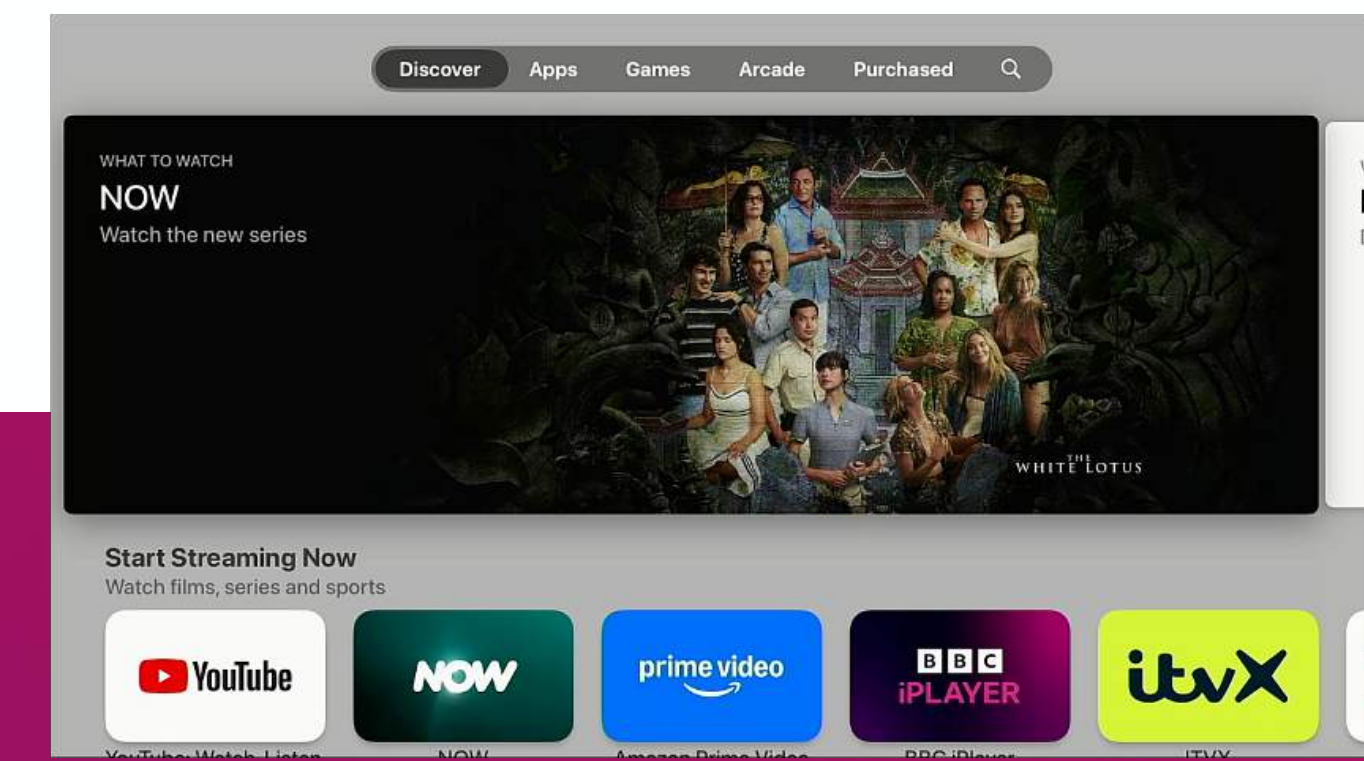
In the news: BBC content chief Charlotte Moore is leaving to become CEO of Left Bank Pictures and creative director at Sony Pictures TV, succeeding Andy Harries. Leading BBC content since 2016, she oversaw hits like *The Traitors* and *Gavin & Stacey: The Finale*. Her exit sparks speculation on successors, including Netflix's Anne Mensah and BBC's Kate Phillips. Director General Tim Davie praised her as a "creative powerhouse."



Sky Stream UK



Fire TV UK



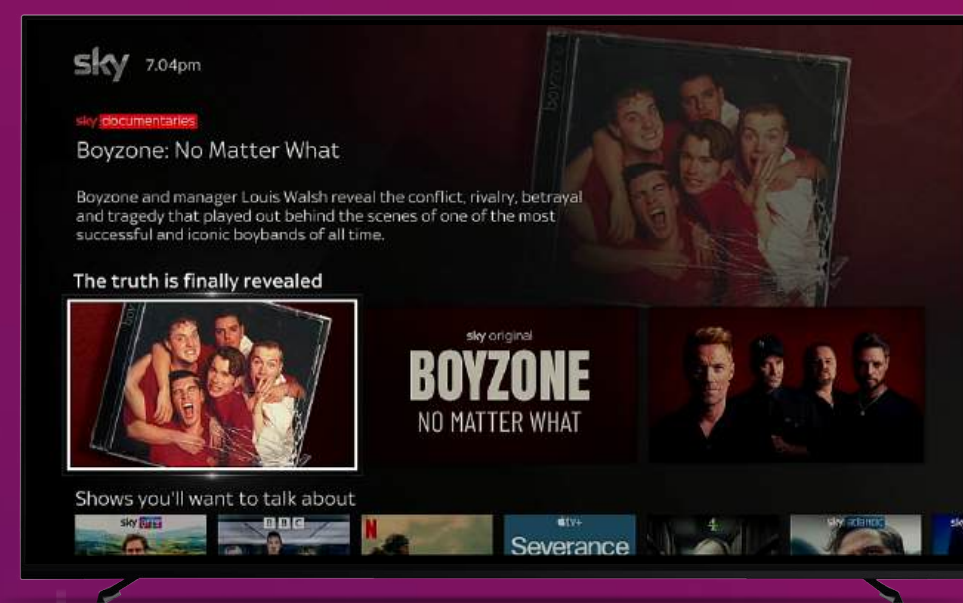
Apple TV UK

SKY LEADS FEBRUARY, BBC IPLAYER & CHANNEL 4 SHINE IN COMEDY

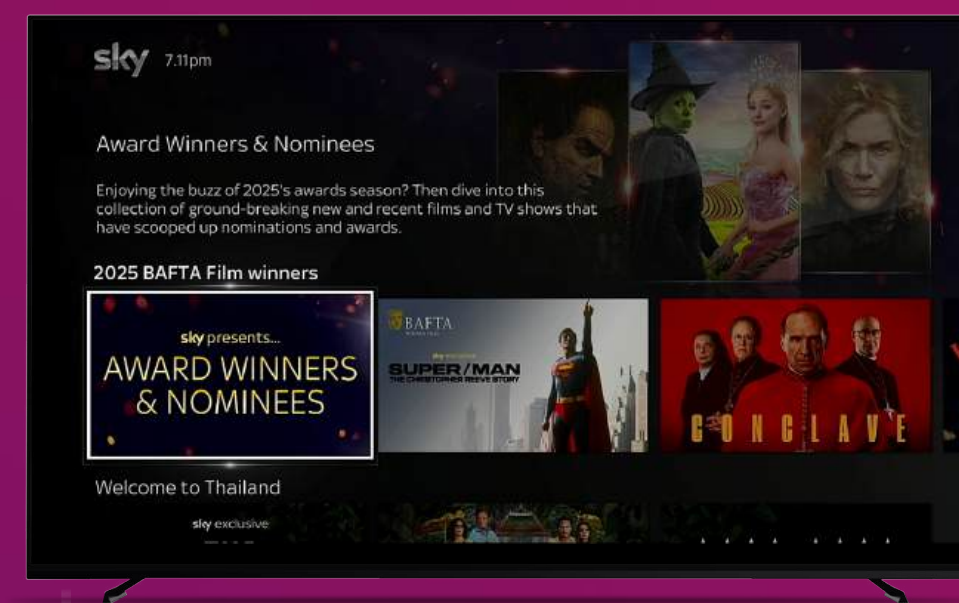
-  Sky maintained its leadership in showcasing exclusive and original content throughout February, ensuring it stayed front and center for viewers. They executed a standout swimlane takeover to promote the highly anticipated third season of *The White Lotus*, showcasing the title's critical acclaim across its creative elements. Additionally, Sky launched the powerful documentary *Boyzone: No Matter What*, offering an emotional and gripping look at one of the world's most successful boybands. As if that wasn't enough, Sky also capitalized on the buzz from February's BAFTA Awards, continuing to promote this season's must-watch films.
-  BBC iPlayer and Channel 4 expertly leveraged comedy content throughout the month, with BBC iPlayer highlighting the brilliant *Am I Being Unreasonable?* on Apple TV. Meanwhile, Channel 4's critically acclaimed *Big Boys* received a prominent Feature Rotator spot on Fire TV as its final season wrapped up.
-  **In the news:** Prime Video is considering sharing exclusivity on its UK commissions, following a successful model in Europe. While this hasn't yet been applied in the UK due to market competition, Prime Video's Hannah Blyth is open to co-exclusive deals, particularly in joint marketing. She also emphasized international co-productions as a growth area. Both Blyth and SkyShowtime's Kai Finke see co-exclusivity as a valuable opportunity, especially for returning shows.



Sky Q UK



Sky Q UK



Sky Q TV UK



Apple TV UK



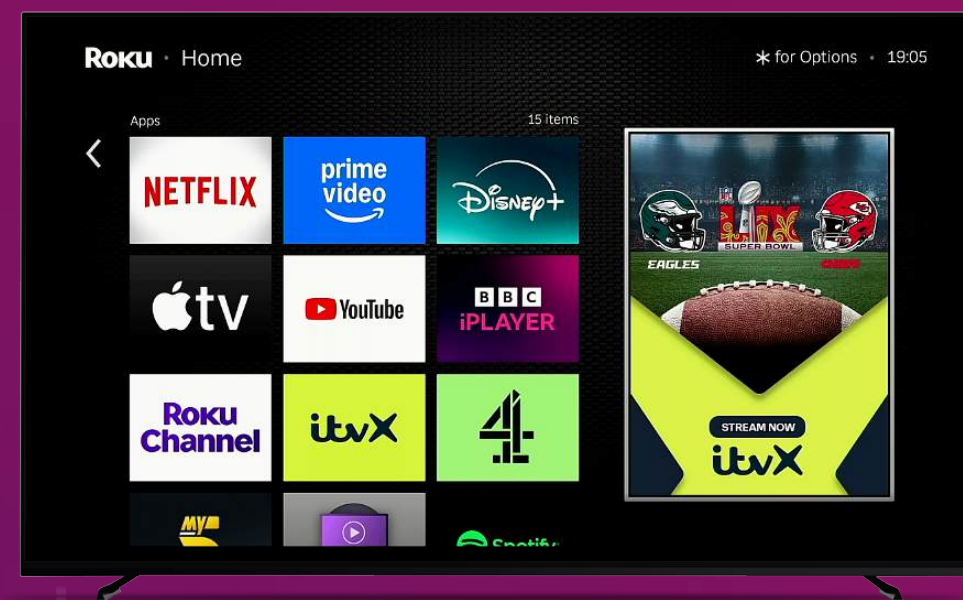
Fire TV UK

ITVX DOMINATES WITH UNMATCHED SPORTS COVERAGE & RIVETING DRAMA

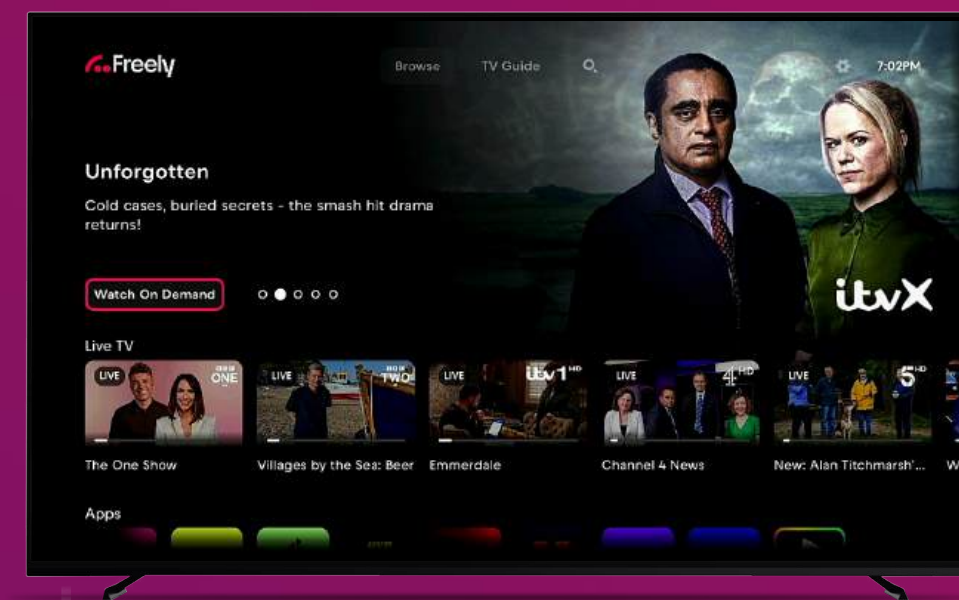
- ITVX was a powerhouse in February, dominating UK Connected Devices with its high-octane coverage of the Six Nations Rugby Championship, securing prime promotional spots on Fire TV and PS5. But they didn't stop there—ITVX cranked it up a notch with their coverage of Super Bowl LIX on Roku. While American Football may not yet match the UK's passion for rugby, with this level of promotion, it won't be long before British viewers are just as hooked.
- In addition to its extensive sports coverage, ITVX launched the highly anticipated sixth series of *Unforgotten*, securing prime placements on Sky Q, Freely, and Apple TV. With its gripping storyline and standout promotions, the drama quickly cemented its place at the forefront of UK viewing.
- Britain's Got Talent* made a grand return in February, securing ITVX prime coverage across Virgin 360, Roku, and Google TV, ensuring viewers didn't miss a moment of the jaw-dropping auditions, heartwarming stories, and unforgettable performances.
- In the news:** At London TV Screenings, discussions focused on mergers and acquisitions, commissioning and windowing trends. ITV Studios, a key player in ongoing consolidation talks, could see mergers with companies like All3Media. Despite some concerns over Mip London's impact, over 2,800 delegates attended, with strong representation from Europe and North America.



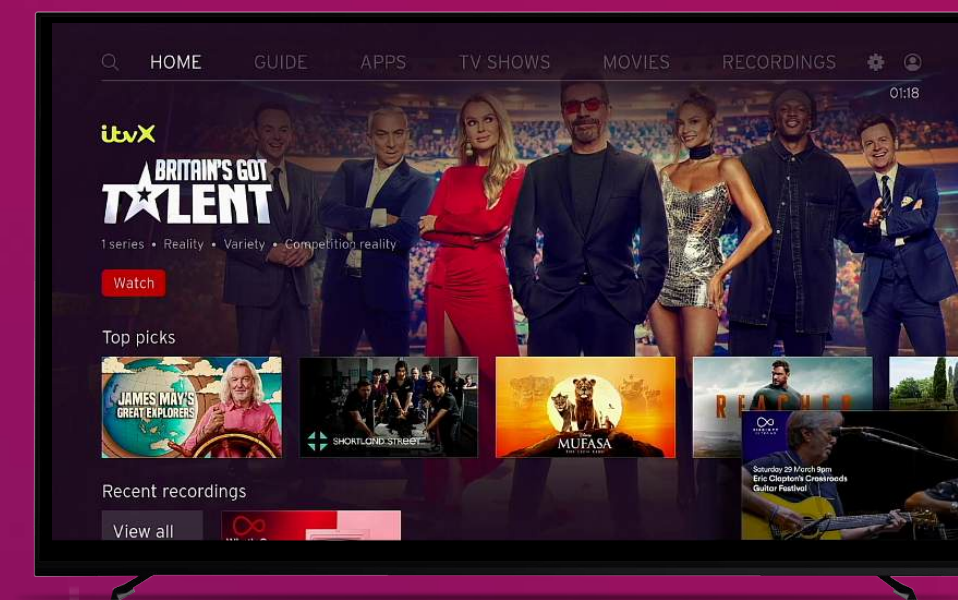
Fire TV UK



Roku UK



Freely UK



Virgin 360 UK



Google TV UK



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