

/ FEBRUARY 2025 /



**LOOPER**  
INSIGHTS

**MERCHANDISER OF THE MONTH**





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## 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?

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	Reacher	prime video	1,794
2	Invincible	prime video	1,759
3	Severance	apple tv+	1,667
4	The White Lotus	max	1,412
5	Conclave	peacock	1,407
6	The Gorge	apple tv+	1,250
7	Major League Soccer	apple tv+	1,242
8	You're Cordially Invited	prime video	1,183
9	The Wild Robot	peacock	1,178
10	Yellowjackets	Paramount+	1,083

MERCHANDISER OF THE MONTH  
/ TOP 10 APPS /

POSITION	APP	MPV™ SCORE
1	prime video	27,902
2	peacock	21,210
3	max	20,017
4	tubi	19,464
5	Paramount+	19,213
6	apple tv+	15,961
7	Disney+	14,983
8	hulu	13,081
9	YouTube	10,636
10	NETFLIX	10,390

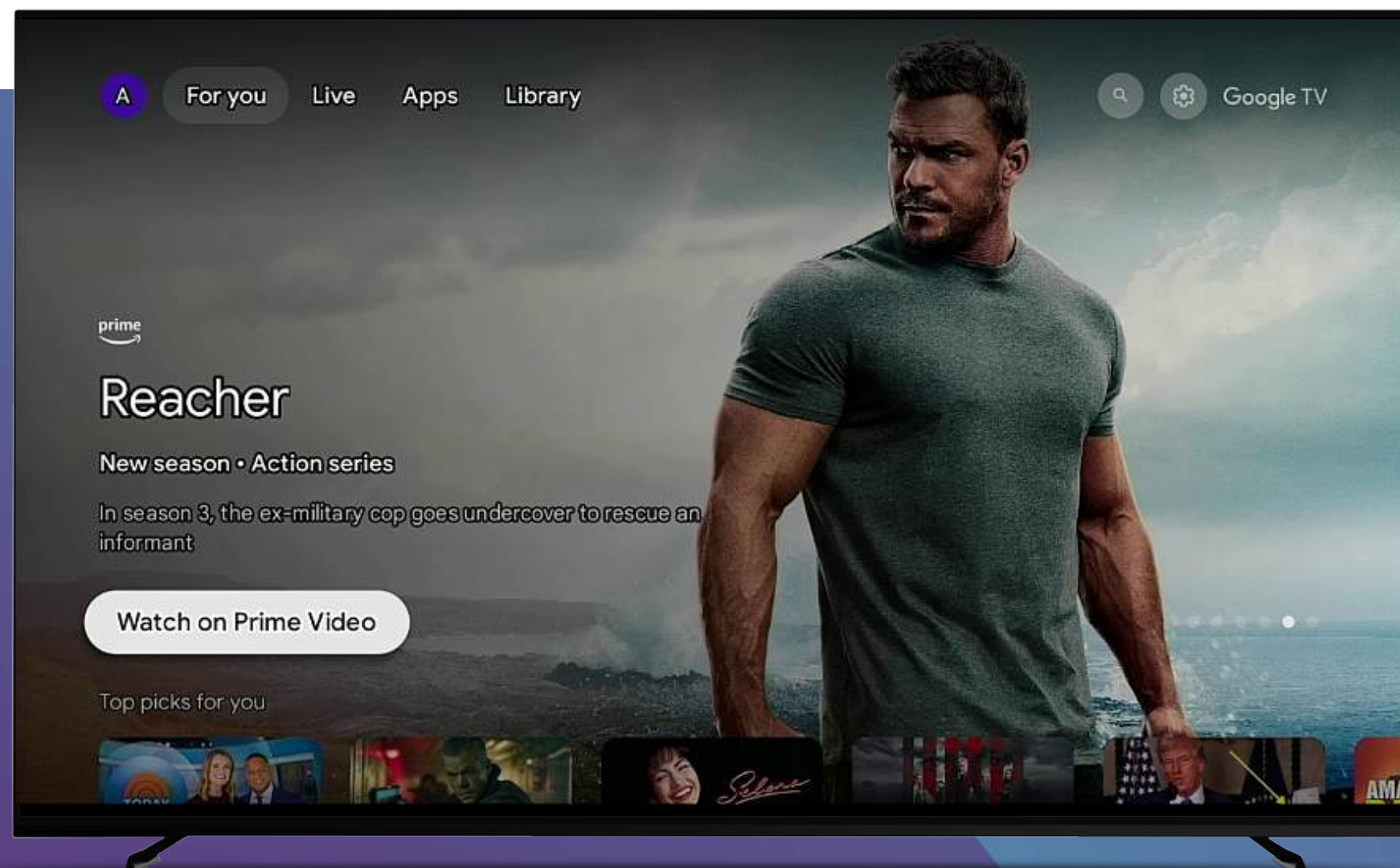


\*Roku, Google TV, Fire TV, Vizio TV, Cox Contour 2, PlayStation 4, Apple TV, LG TV, Samsung TV, Xbox One Console, Cox CSP and Xfinity



# TOP TITLES OF THE MONTH

- In February, Prime Video's *Reacher* claimed the top spot with an MPV™ score of 1,794, despite falling 38% short of *Severance*'s impressive 2,634 in January. However, *Severance* itself saw a sharp 40% decline from its previous month, underscoring the shifting momentum in title engagement.
- Overall, Prime Video had a stellar February, capturing three out of ten of the month's top titles—matching Apple TV+—with *Invincible* Season 3 ranking second and *You're Cordially Invited* securing the eighth spot.
- Academy Award-nominated titles made their mark, with Peacock's gripping *Conclave* slipping three spots to sixth place with an MPV™ score of 1,407, while *The Wild Robot* landed in ninth with 1,178. Meanwhile, returning favorites made an impact as *The White Lotus* and *Yellowjackets* debuted their third seasons with MPV™ scores of 1,412 and 1,083, respectively.
- In the news:** Warner Bros. is testing ad-supported streaming by releasing 31 free movies on its YouTube channels, boosting visibility and revenue. The lineup includes classics like *Mutiny on the Bounty* and hits like *Mr. Nice Guy*, which has 16 million views. Unlike past YouTube licensing deals, this move keeps distribution in-house. None of these films are on Max, as WB also partners with Roku and Tubi for free streaming.



Google TV U.S.



Vizio TV U.S.

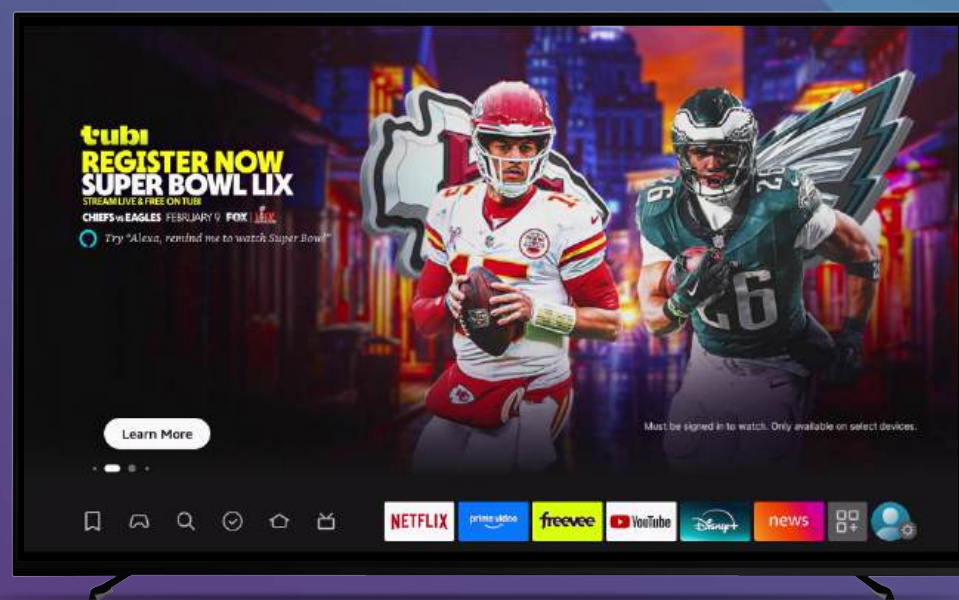


Apple TV U.S.



# TUBI'S EPIC TOUCHDOWN SCORES BIG

- For the first time ever, Fox streamed Super Bowl LIX for free on Tubi, redefining the power of ad-supported platforms in the streaming game. With 15.5 million viewers tuning in via Tubi, it's no surprise that platforms across the U.S. rushed to capitalize on the buzz of the year's biggest sporting event.
- First up, Samsung TV went all in, showcasing striking imagery of the Kansas City Chiefs and Philadelphia Eagles in its top banner, paired with a "Live Now" call-to-action to stir up FOMO and capture viewers' attention. Not to be outdone, LG TV, Google TV, Apple TV, and Fire TV ensured that come Super Bowl Sunday, there was only one game in town. Curious about Tubi's winning Super Bowl strategy? Dive into our [latest report](#) to see how their campaign stacked up against Paramount+'s in 2024.
- In the news:** Super Bowl LIX attracted 127.7 million viewers across platforms like Fox, Tubi, and Telemundo, with a peak of 137.7 million. Streaming on Tubi and NFL Digital set a record with 14.5 million viewers, up 94% from 2023. Traditional TV made up 51% of the audience, while streaming accounted for 49%.



Fire TV U.S.



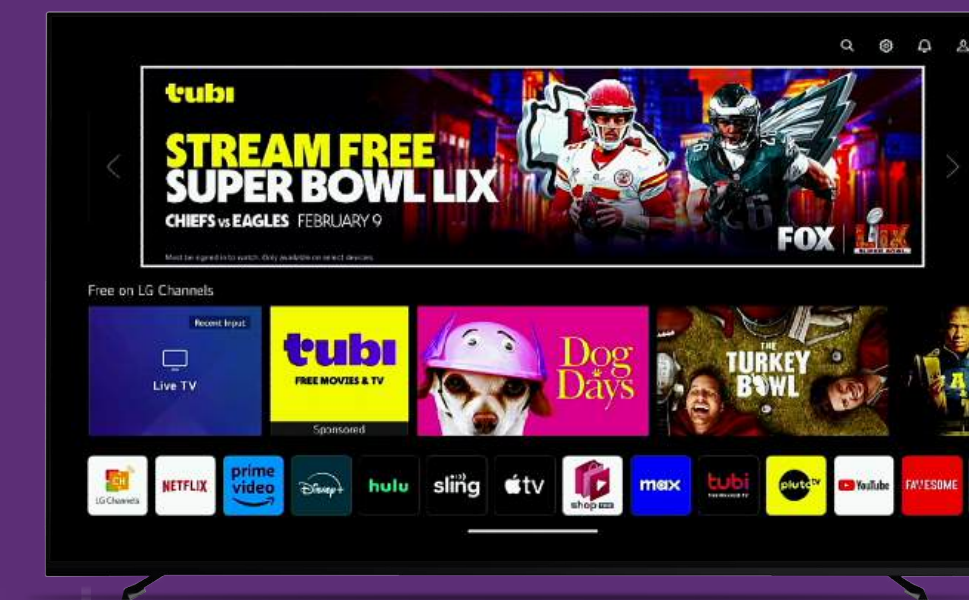
Apple TV U.S.



Google TV U.S.



Samsung TV U.S.

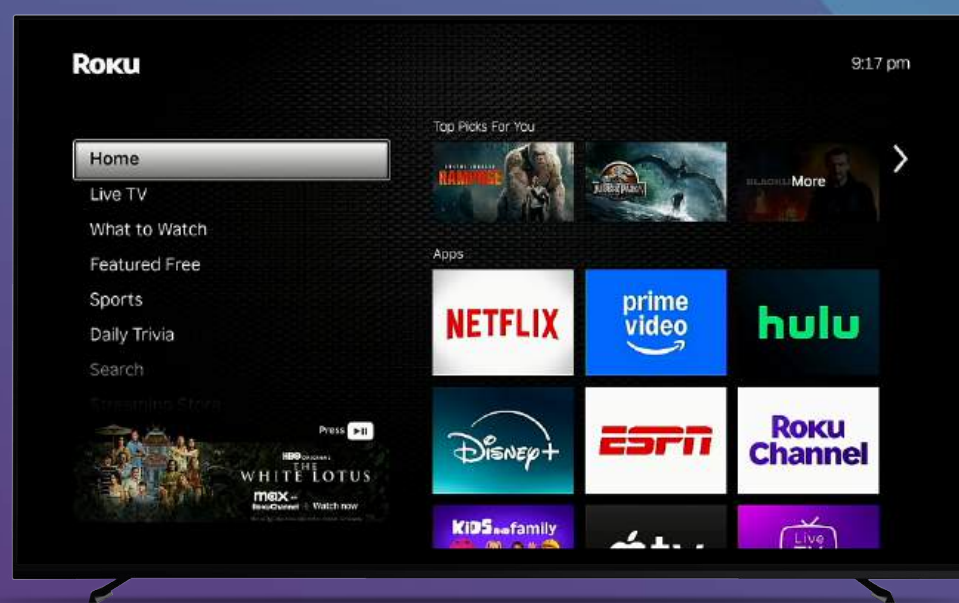


LG TV U.S.



# LUXURY VACATIONS & CANNIBAL CONVICTIONS

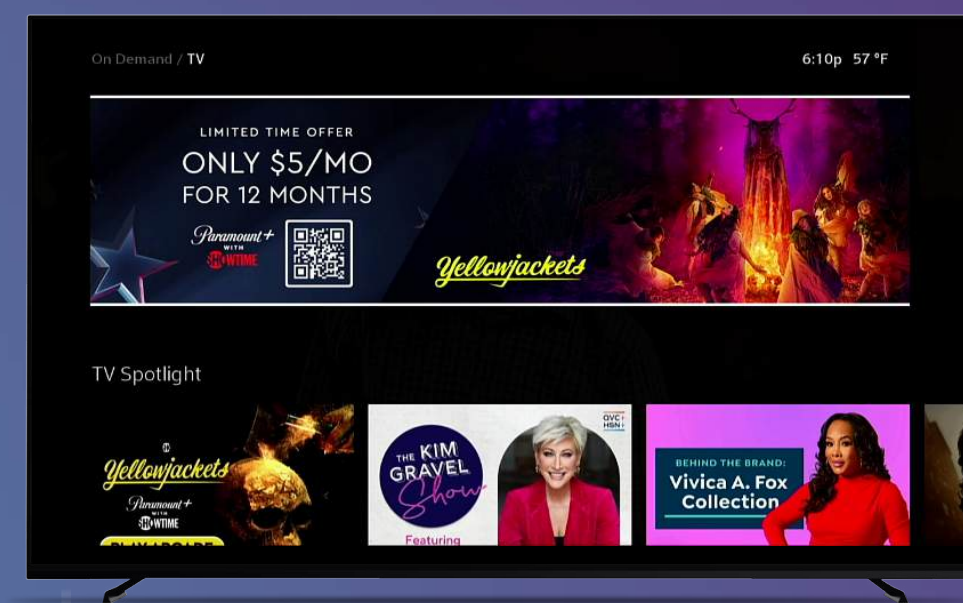
- If football isn't your game, February delivered a winning play of its own with the highly anticipated season three returns of fan and critic favorites *The White Lotus* and *Yellowjackets*. Max's *The White Lotus* didn't just secure premium ad placement on Roku—it lounged luxuriously across Fire TV as well.
- Yellowjackets* didn't just grab attention for Paramount+—it sunk its teeth in. The show scored prime placement on Apple TV and Vizio, but it was Cox Contour 2's killer deal—\$5/month for 12 months of Paramount+—that really sealed the survival strategy, ensuring no viewer was left behind.
- Finally, Apple TV+ dove headfirst into the unknown with *The Gorge*, its latest mind-bending thriller, securing prime real estate on Google TV and Vizio—because some mysteries are too big to ignore.
- In the news:** Roku earned \$1.2 billion in Q4 2024, with \$1 billion from ads and subscriptions, generating \$559.9 million in profit despite a \$47 million hardware loss. It leads the U.S. and Canadian streaming market (40% share) and remains the top-selling TV OS for the sixth year, reaching 145 million households via The Roku Channel.



Roku U.S.



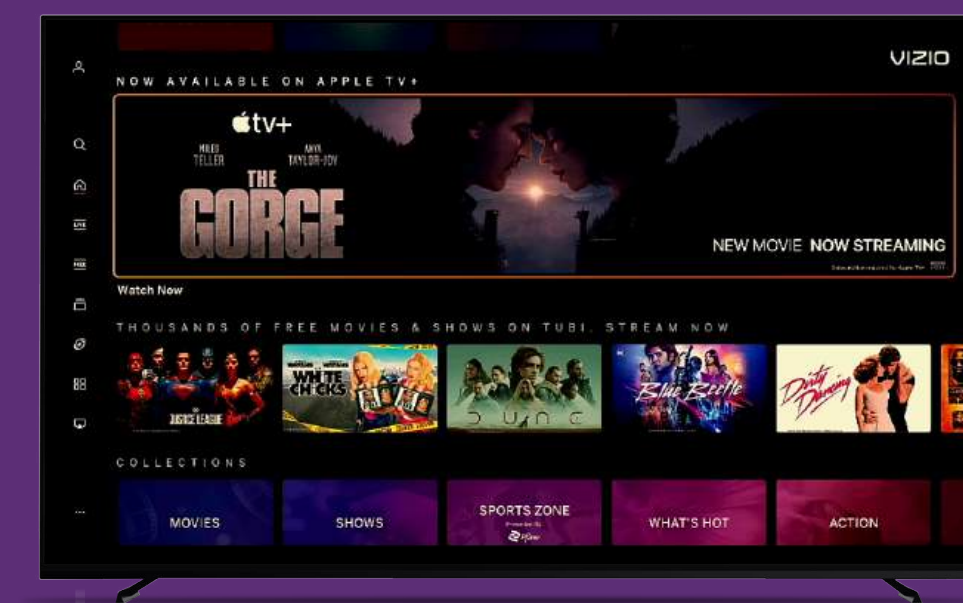
Fire TV U.S.



Cox Contour 2 U.S.



Vizio TV U.S.



Vizio TV U.S.

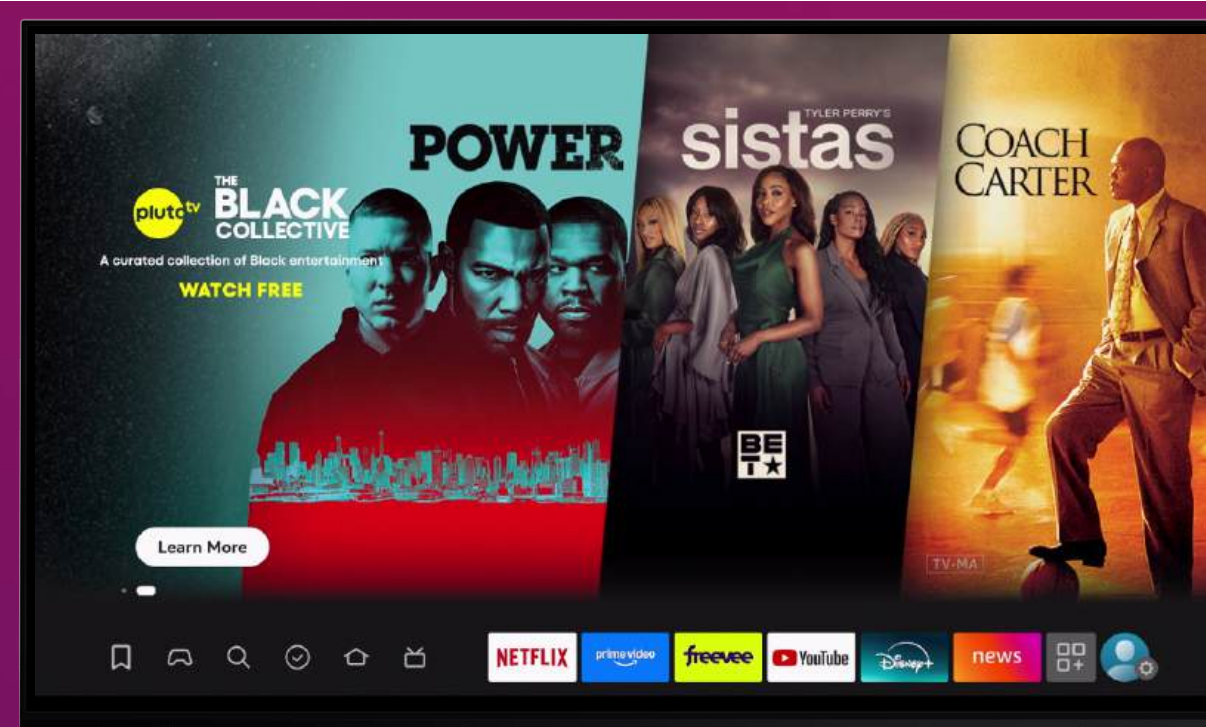


# AWARDS ANTICIPATION & BLACK HISTORY MONTH CELEBRATIONS

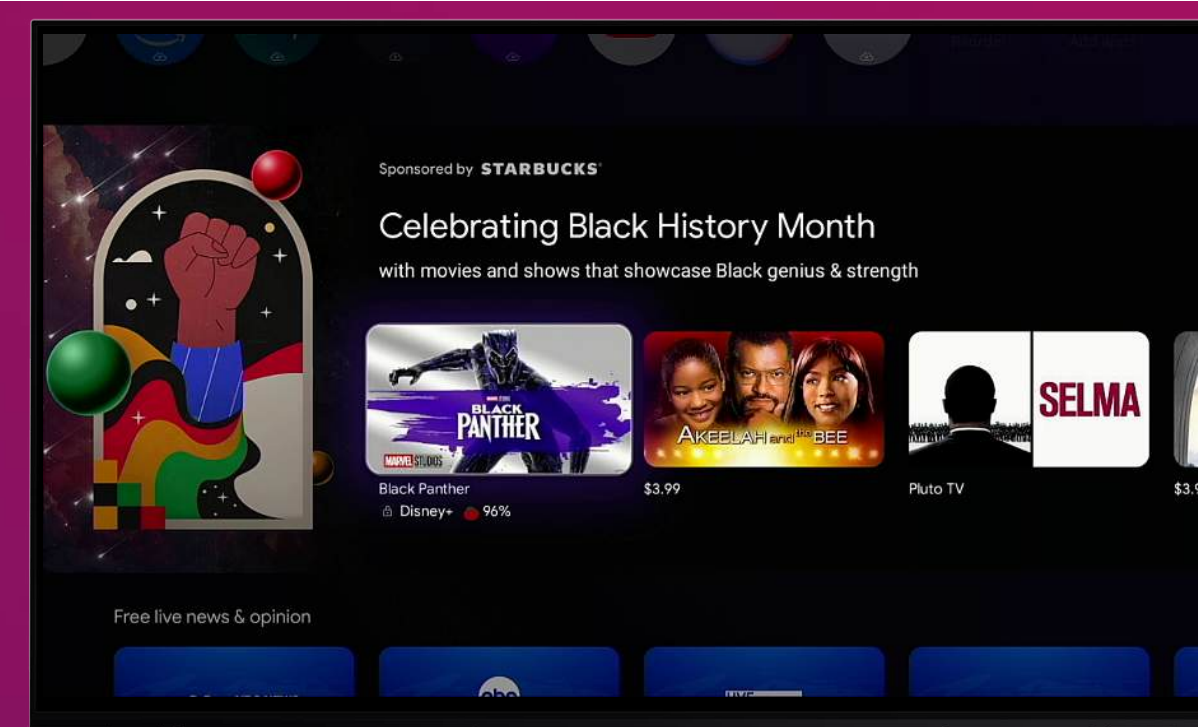
- As award season dazzled through February, Roku kept the spotlight shining with its Oscar nominee collection. Featuring acclaimed titles like *Conclave*, *The Nickel Boys*, *The Substance*, and *Anora*, Roku pulled out all the stops to bring audiences the year's most celebrated films.
- In February, as the U.S. celebrated Black History Month, streaming platforms honored Black creative excellence with powerful content. Pluto TV spotlighted iconic titles like *Power*, *Tyler Perry's Sistas*, and *Coach Carter*, while Google TV curated a collection featuring *Black Panther* and *Selma*. Tubi, on Google TV, embraced the month with a promotion of the Oscar-winning *Summer of Soul*, celebrating Black history through the lens of film.
- In the news:** Amazon MGM Studios has formed a joint venture with Michael G. Wilson and Barbara Broccoli to manage the James Bond franchise. Amazon will now have creative control over future Bond films, following its 2022 acquisition of MGM. Wilson is stepping back from producing to focus on other projects, while Broccoli agrees it's time for Amazon to take the lead, especially with *Bond 26* on the horizon after Daniel Craig's departure.



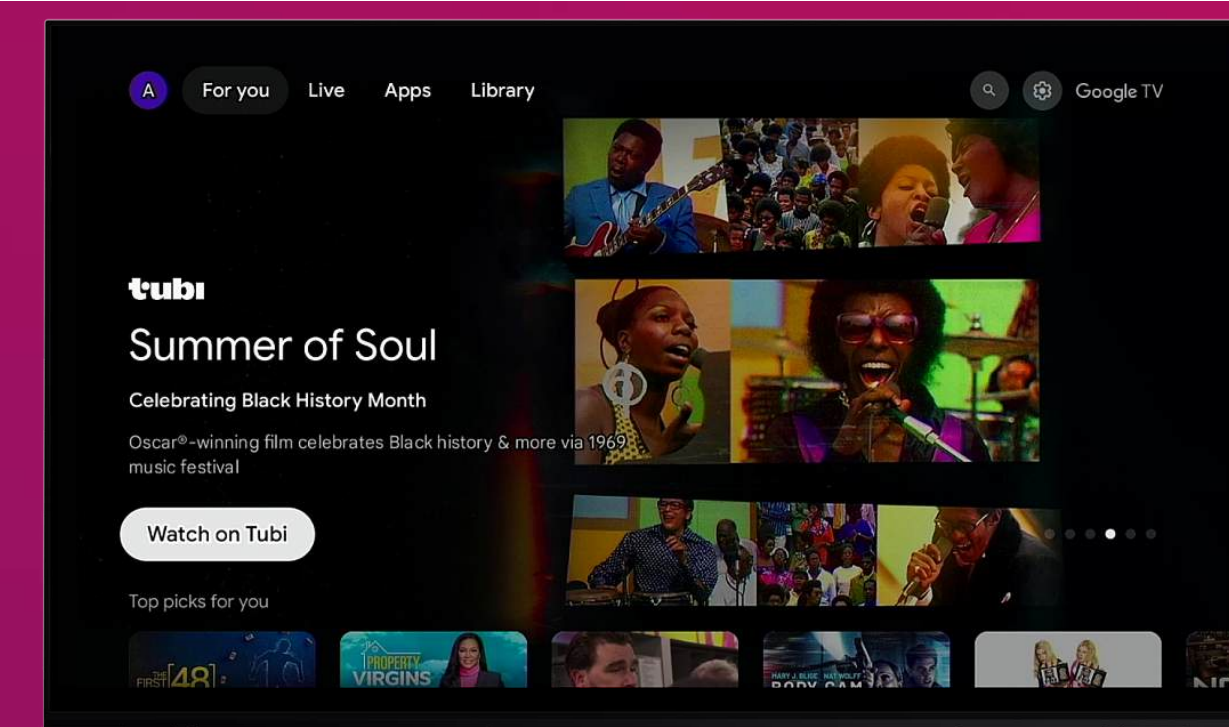
Roku U.S.



Fire TV U.S.



Google TV U.S.



Google TV U.S.



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