

/ MARCH 2025 /



LOOPER
INSIGHTS

STREAMER OF THE MONTH



ABOUT LOOPER INSIGHTS

Founded in London in 2017 by Lucas Bertrand and Nelly Voukaki, Looper Insights has risen to the forefront of the Media and Entertainment industry as the leading end-to-end SaaS analytics solution. Recognized for excellence, the company has earned prestigious accolades, including **Best in Class – Insights** at the BASE Awards 2023, **Best of Show – Winner** at IBC 2023, and **Best Content Management Innovation in a SaaS Product** at The SaaS Awards 2024. Looper Insights is the proud owner of the world's only dataset that meticulously tracks every digital asset across major connected TV devices worldwide, setting a new standard in industry intelligence.

Working alongside industry giants like Amazon, Disney, NBCUniversal, and Warner Bros., 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 STREAMER OF THE MONTH?

Streamer 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 promotional highlights and news of the month, which have been selected due to strategic excellence and outstanding promotional materials.











At the core of Streamer 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	Reacher		2,013
2	Severance		1,639
3	1923		1,442
4	The White Lotus		1,251
5	Unforgotten		1,125
6	Moana 2		1,021
7	The Apprentice		992
8	Formula 1: Drive to Survive		893
9	The Bay		987
10	A Thousand Blows		957

MERCHANDISER OF THE MONTH / TOP 10 APPS /

POSITION	APP	MPV™ SCORE
1	 iPLAYER	29,462
2	 prime video	27,925
3	 itvX	23,139
4	 Disney+	22,953
5	 NETFLIX	17,505
6	 Paramount+	16,426
7	 apple tv+	14,598
8	 4	10,639
9	 discovery+	10,323
10	 NOW	9,193

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

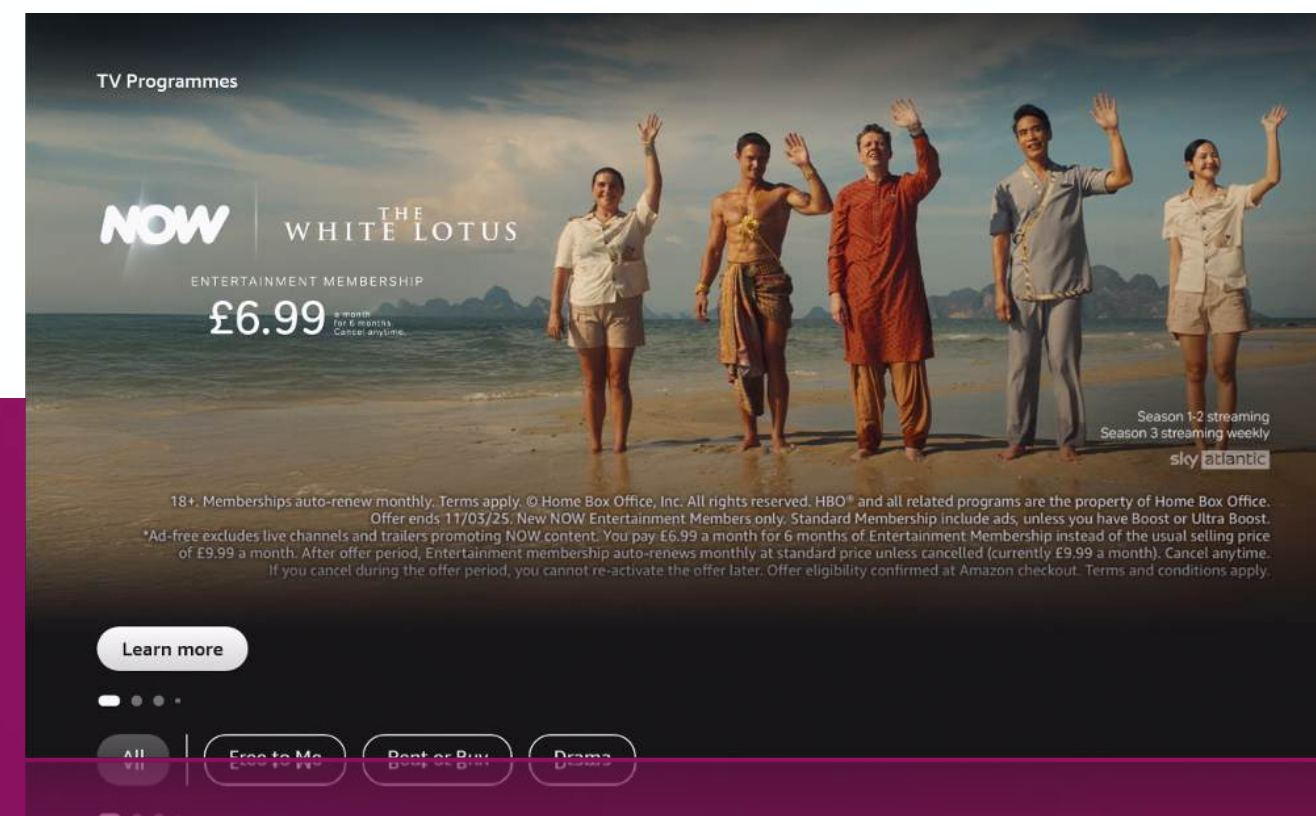


TOP TITLES OF THE MONTH

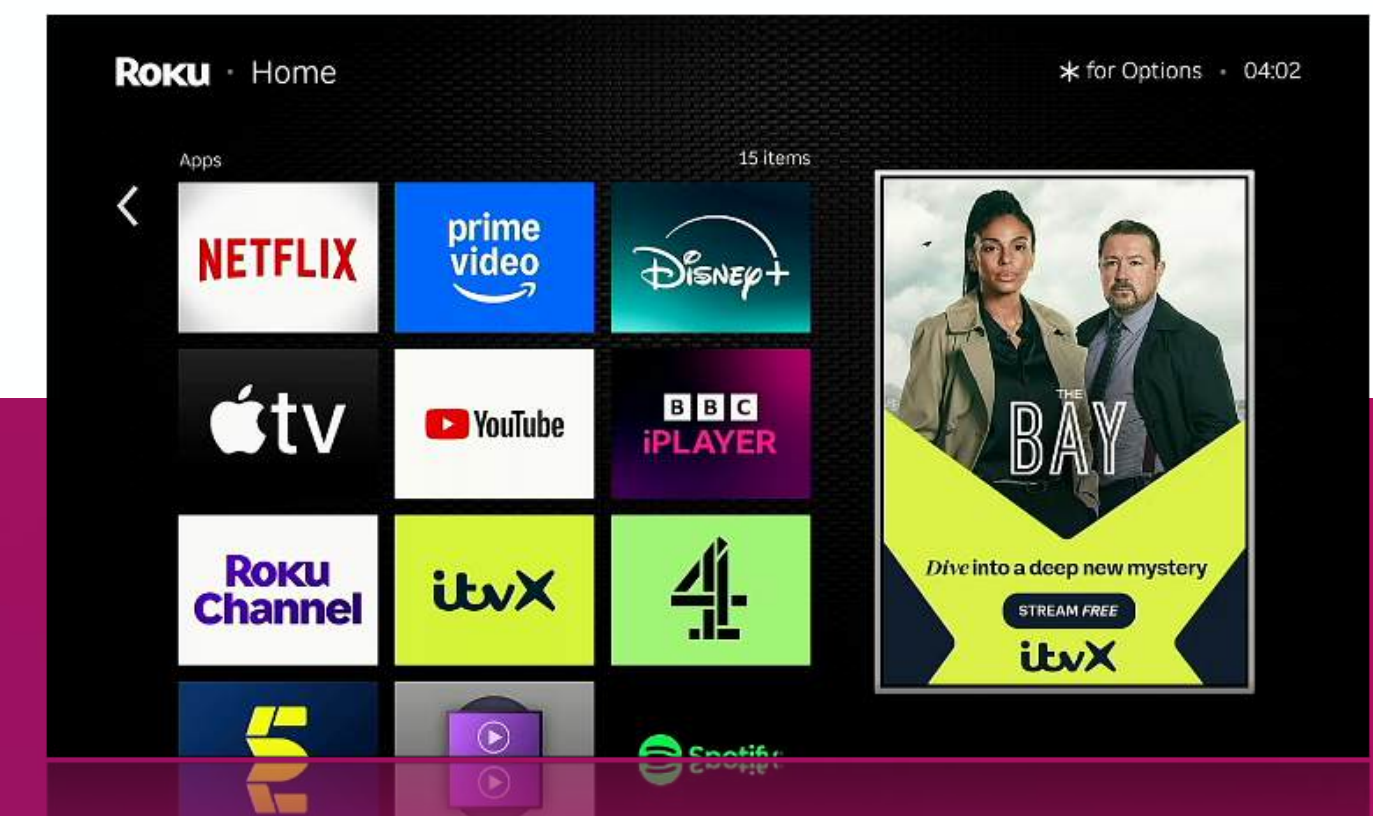
- In March, Prime Video's *Reacher* surged to the top, climbing from February's second-place spot and boosting its MPV™ by 29% month-over-month. Meanwhile, Apple TV+'s *Severance* slipped to second place, experiencing a 15% decline in MPV™. Over on NOW, *The White Lotus* continued to captivate UK audiences, increasing its overall prominence by 31%. Paramount+ also saw a strong performance with the return of *1923*, the month's highest-ranking new release—further proving the UK's appetite for gripping U.S. dramas.
- March saw little change for the UK's Public Service Broadcasters (PSBs), which once again held just three of the top ten titles, mirroring February's performance. ITVX's *Unforgotten* and BBC iPlayer's *The Apprentice* remained key drivers of promotional prominence, while ITVX's *The Bay* was the only new local release to break into the top ten.
- In the news:** Media executive Elisabeth Murdoch warns that the UK television industry faces a "perfect storm" of challenges, including a talent exodus and declining British storytelling, as broadcasters prioritize globally marketable content over local narratives. With rising production costs, declining PSB revenues, and a shift towards streaming, industry leaders are calling for intervention—such as tax breaks or levies on streamers—to sustain the creativity and risk-taking that once defined British TV.



Hisense Vidaa UK



Fire TV UK



Roku UK

EPIC THRILLS, LAUGH-OUT-LOUD MOMENTS & POWERFUL TRIBUTES

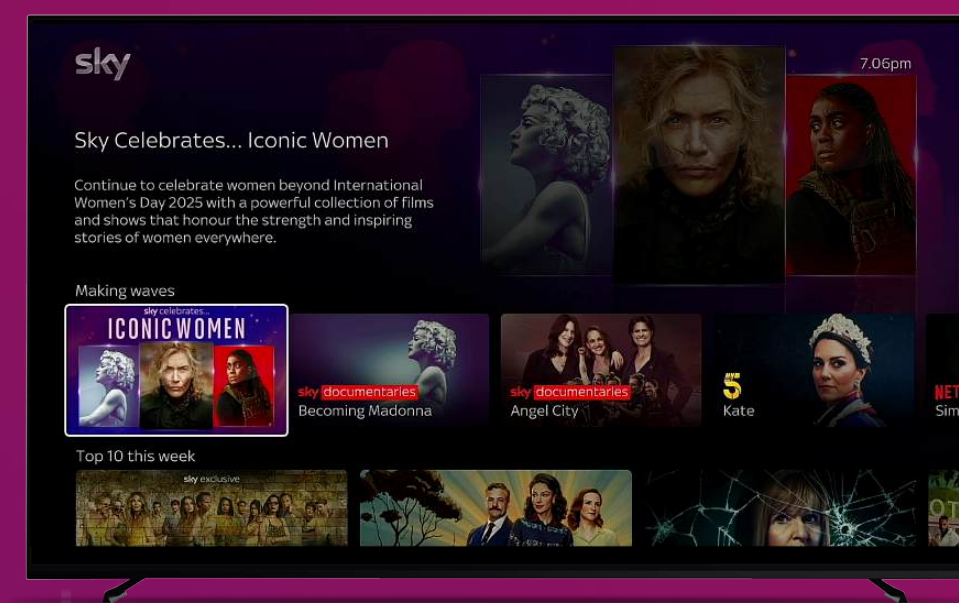
- March was a month of big stories, high-speed thrills, and powerful tributes. Sky led the charge with *Small Town, Big Story*, giving the new original a spotlight-stealing talent swimlane takeover. Meanwhile, Netflix kept the adrenaline pumping with the latest season of *Formula 1: Drive to Survive*, securing prime platform promotion. But the real showstopper was their *Iconic Women* collection for International Women's Day, celebrating trailblazing stories with documentaries like *Becoming Madonna* and *Angel City*.
- Prime Video captivated UK audiences in March with a mix of epic fantasy and side-splitting comedy. *The Wheel of Time* returned with stunning platform promotions across PS4 and Apple TV, immersing viewers in its world of adventure. Meanwhile, *LOL: Last One Laughing UK* brought the laughter front and center, drawing 3M viewers in its first week and securing a *Top Picks* placement on Sky.
- In the news:** Netflix's *Adolescence* has made history as the first streaming show to top the UK's weekly TV ratings, attracting 6.45 million viewers in its debut week and surpassing BBC hits like *The Apprentice* and *Death in Paradise*. The drama's hard-hitting story and its portrayal of social issues sparked national conversation, solidifying its place as a major milestone in streaming's dominance in UK television.



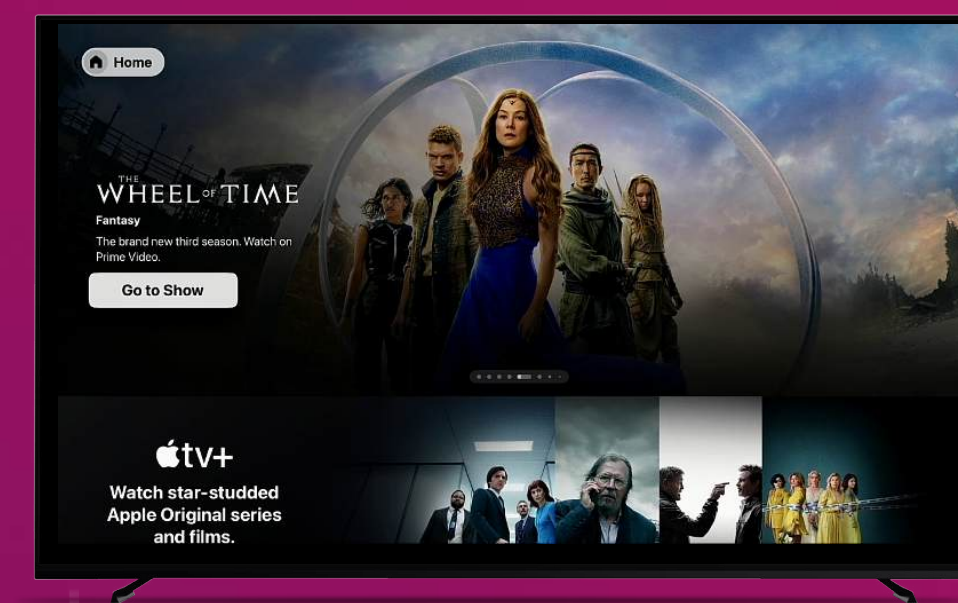
Sky Q UK



Sky Q UK



Sky Q UK






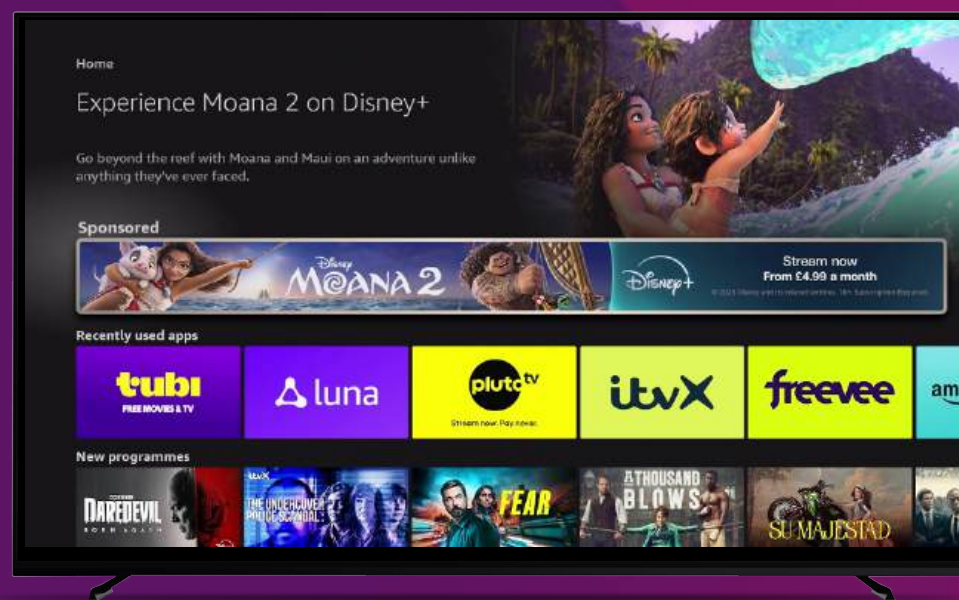
Apple TV UK



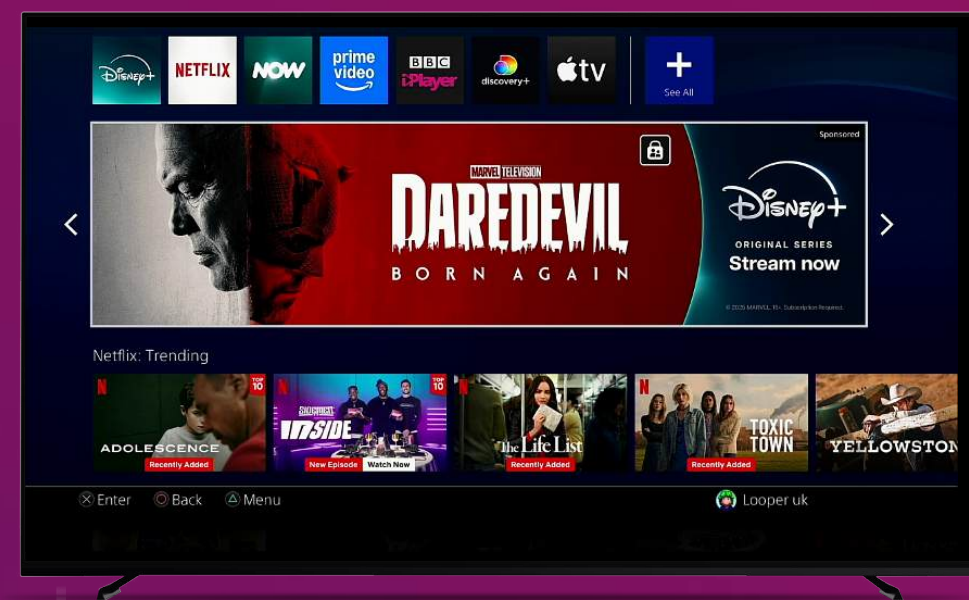
Sky Q UK

DISNEY+ BRINGS ADVENTURE, ITVX DELIVERS DRAMA

-  Disney+ captivated audiences with a powerhouse lineup of content to boost subscriptions and engagement. First up, *Moana 2* sailed in with an eye-catching banner Inline Banner placement on Fire TV, drawing viewers into its epic journey. Then, *Daredevil: Born Again* unleashed the action with prime promotion on PS4, while the drama of the *Kardashians* took center stage, with a spotlight on Samsung TV, bringing a dose of reality to the mix.
-  ITVX leaned into the UK's love for crime drama in March, delivering a gripping lineup of new releases. *Protection*, starring Siobhan Finneran, brought intense police drama, while *A Cruel Love: The Ruth Ellis Story* revisited the tragic true story of the last woman executed in the UK.
-  **In the news:** The BBC's Annual Plan highlights an "unprecedented content funding challenge," with a £150M budget cut and reduced co-production partnerships impacting UK content production. Despite financial pressures, the BBC emphasizes its role as the leading producer of British content, outlining plans to expand creative investment beyond London while competing with global streamers.



Fire TV UK



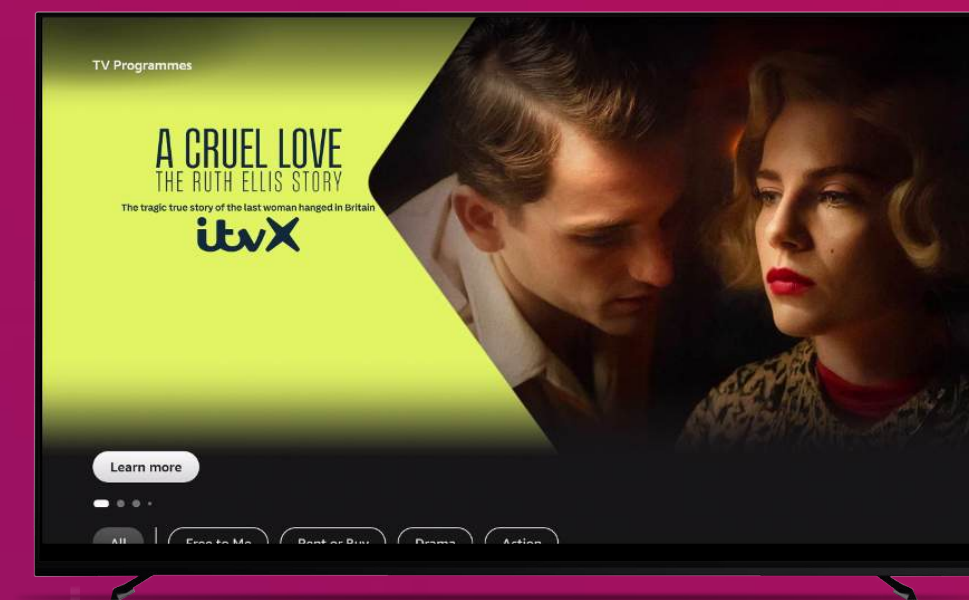
PS4 UK



Sky Q UK



Fire TV UK



Fire TV UK



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FUEL YOUR INSIGHTS WITH LOOPER INSIGHTS' LATEST WEBINARS, REPORTS & CASE STUDIES

STREAMER OF THE MONTH
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Discovering \$MPV and pMPV

Maximize Your Content's Visibility and Engagement

MPV Score: 24
MPV Total: 74
\$MPV: \$150,000
pMPV: \$1,000,000
Rank: 12

MPV Score: 53
MPV Total: 25
\$MPV: \$100,000
pMPV: 2,400,407
Rank: 12

HOSTED BY
Product Marketing Manager
James Moore

WATCH WEBINAR

Webinar: In this session, we dive into \$MPV™ and pMPV™, two new metrics for measuring media placement performance, comparing Super Bowl strategies, maximizing content visibility, and predicting placement success to stay ahead in the evolving streaming landscape.

Unlock Benchmarking

Stay Ahead with Smarter Analytics

HOSTED BY
Product Marketing Manager
James Moore

WATCH WEBINAR

Webinar: Discover how Looper Insights' Benchmarks Tool helps content providers track MPV™, Share of Voice, and Above-the-Fold placements to optimize digital merchandising, stay competitive, and make data-driven decisions in an evolving streaming landscape.

The Sports Streaming Craze

Sustainable Growth or Overhyped Trend for 2025?

READ REPORT

Report: Despite big bets on live sports, 56% of consumers say it won't affect their streaming choices. This report challenges assumptions, revealing key insights on subscription fatigue, free streaming's rise, and the true ROI of exclusive sports rights.

AMC Networks optimizes marketing and boosts viewership with data-driven insights

MPV SCORE: 24
MPV Total: 38
\$MPV: \$150,000
pMPV: \$1,000,000
Rank: 2

MPV SCORE: 19
MPV Total: 32
\$MPV: \$120,000
pMPV: 8,000,000
Rank: 1

MPV SCORE: 13
MPV Total: 24
\$MPV: \$80,000
pMPV: 2,000,000
Rank: 1

READ CASE STUDY

Case Study: AMC Networks teamed up with Looper Insights to boost content merchandising using the MPV™ metric, driving smarter marketing, better partner alignment and success for hits like *The Walking Dead: Daryl Dixon* and *Late Night with the Devil*.



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