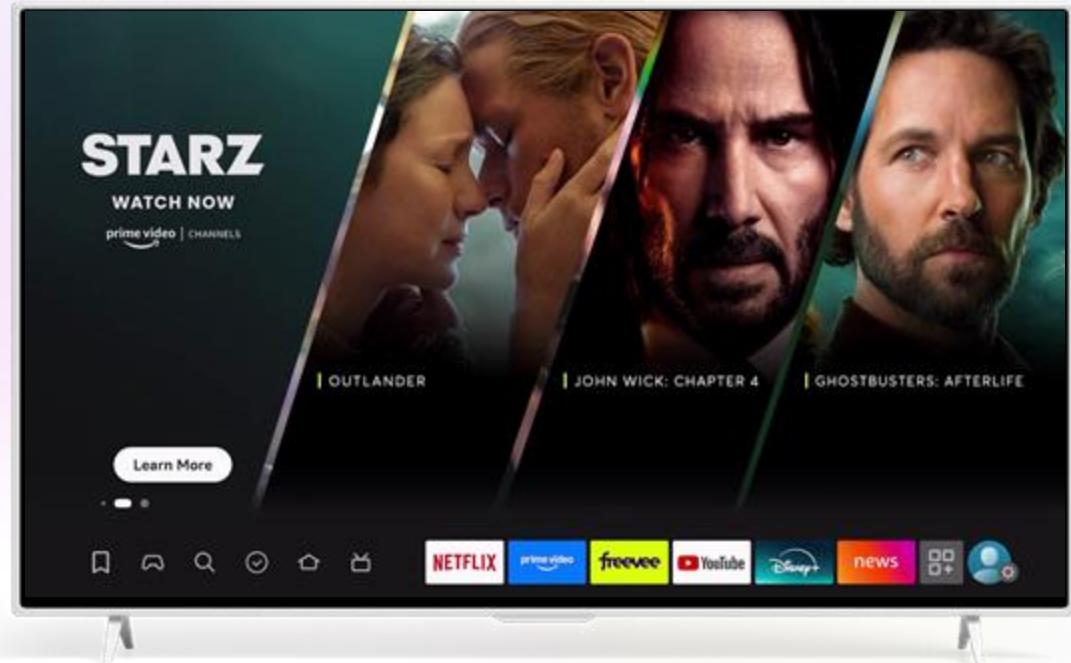


LOOPER
INSIGHTS



CTAM THINK



HOW WE TURN DATA INTO GOLD



Looper Insights Labs span 33 global locations.



With our exclusive hardware and software solution, we effortlessly capture and interpret data from Mobile, Web, Smart TVs, Set-Top Boxes, Gaming Consoles, and Streaming devices.



AI algorithms analyze the UI, transforming it into actionable data, unveiling vital insights into content placement, promotional strategies, and duration.

Delivering the **only global dataset**, meticulously tracking **every digital asset** across all **major connected TV devices** on **digital storefronts**.

Empowering teams with **historical data** to refine strategies, benchmark performance, and optimize platform monetization.

Coverage spanning **over 25 countries**, we cover **more than 250 CTV**, **600 web stores**, and **mobile devices worldwide**.

OUR CLIENTS

WE WORK WITH THE BEST



WARNER BROS.
DISCOVERY

prime video

MGM+

tubi

 TiVo

 RELATIVITY

 A+E
NETWORKS

 hulu

 amc+

NBCUniversal

 Disney

 max

 VIZIO

 BBC
iPLAYER

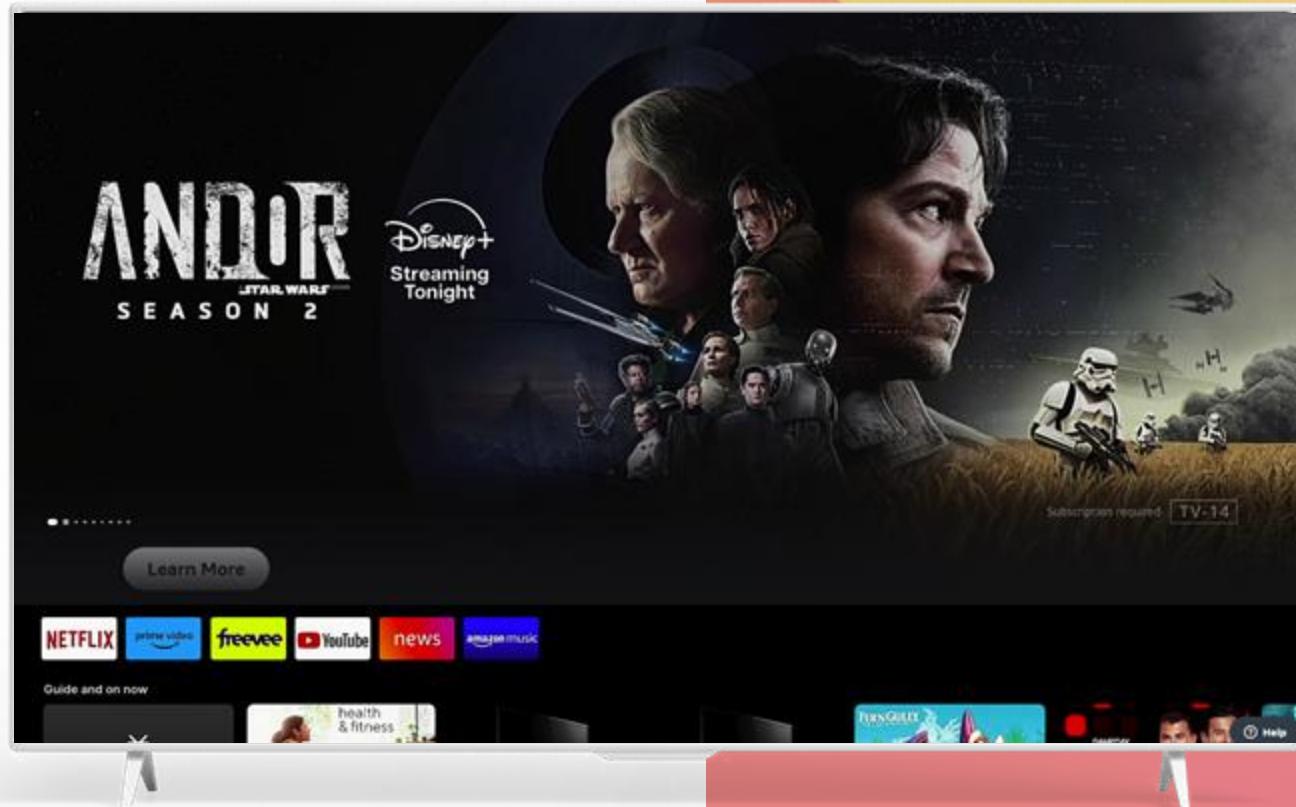
 itvX

LEVERAGING YOUR MPV, \$MPV & pMPV PERFORMANCE METRICS



Media Placement Value (MPV™):

Universal industry metric trusted for weighted share of voice; the closer proximity to the consumer results in an increased score.



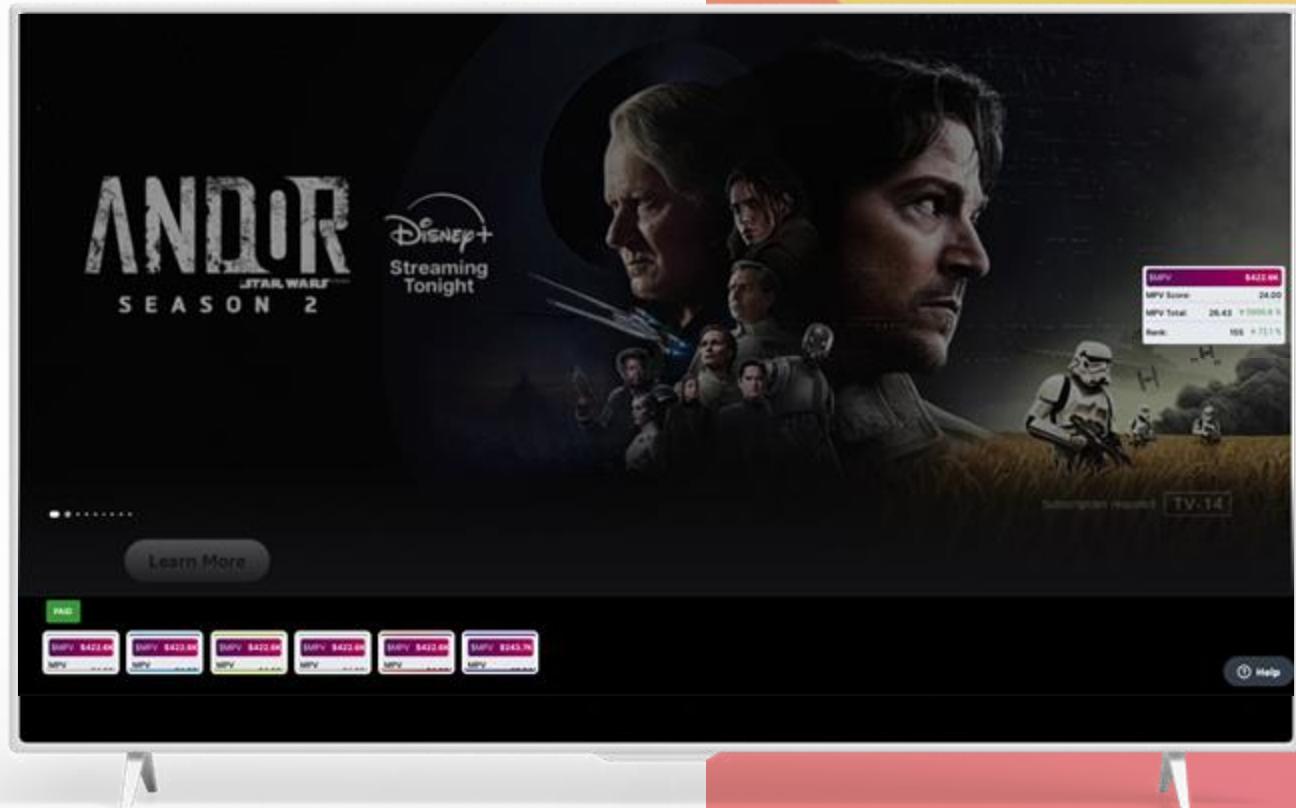
Gain crucial insights into campaign performance - including competitors

LEVERAGING YOUR MPV, \$MPV & pMPV PERFORMANCE METRICS



\$MPV

Provides an estimate of impressions or views based on CPM values.



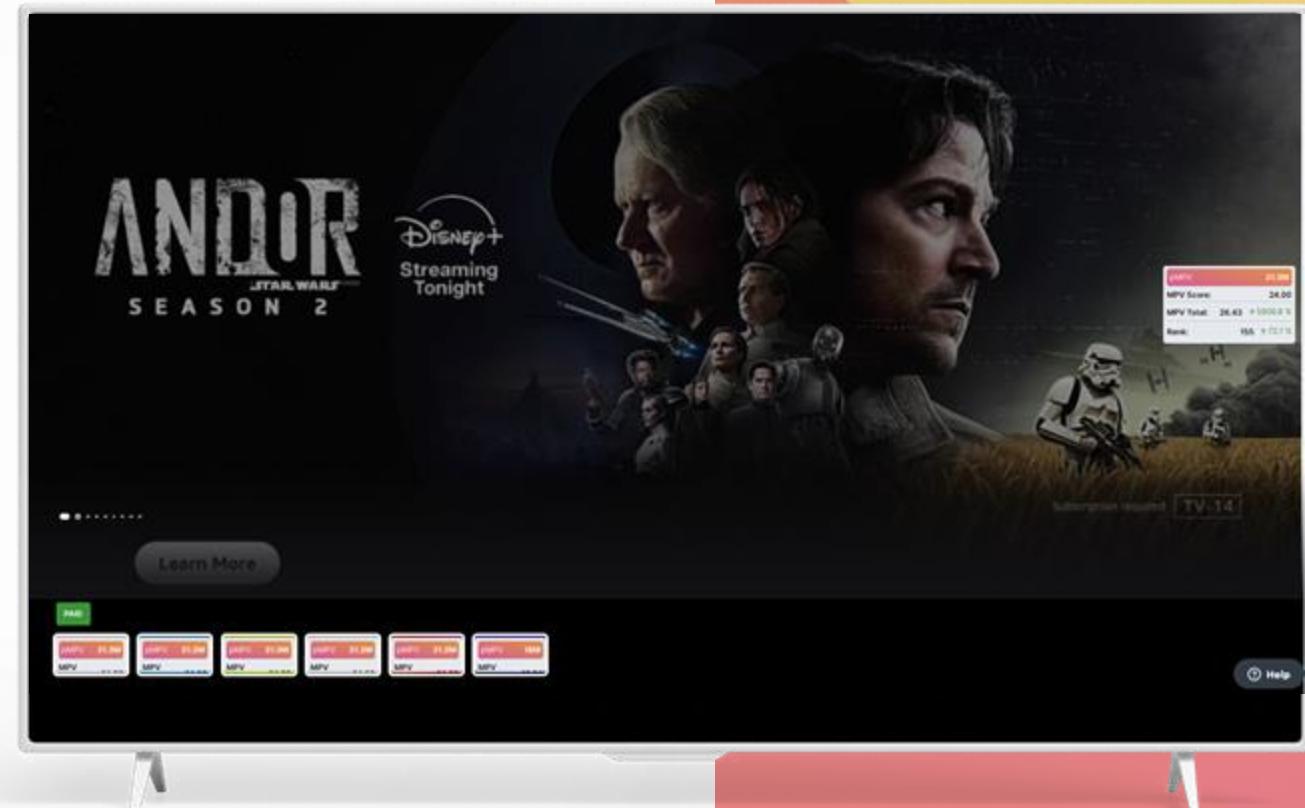
Gain crucial insights into campaign performance - including competitors

LEVERAGING YOUR MPV, \$MPV & pMPV PERFORMANCE METRICS



pMPV

Performance MPV Benchmarks
media value for editorial and
paid investment by estimating
impressions



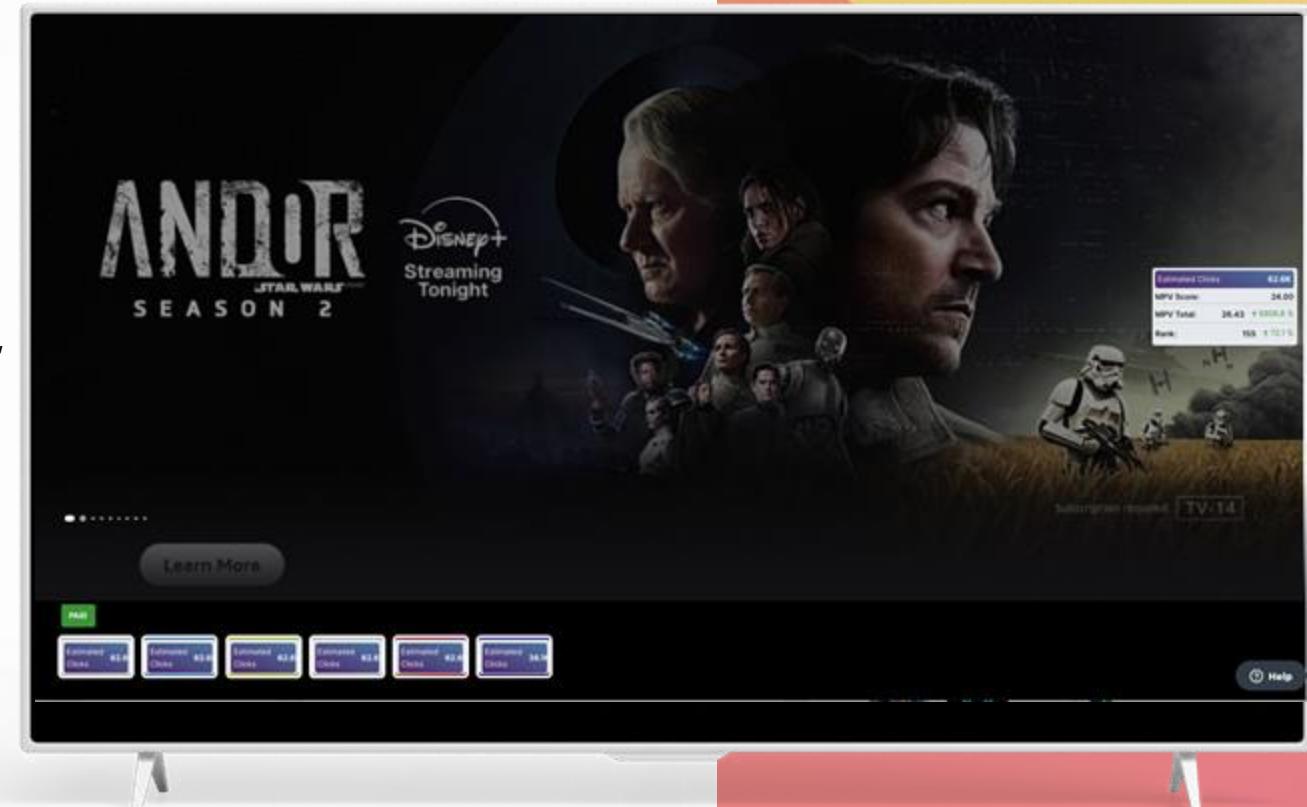
Gain crucial insights into campaign performance - including competitors

LEVERAGING YOUR MPV, \$MPV & pMPV PERFORMANCE METRICS



Estimated Clicks

Based on impressions allowing evaluation of campaign effectiveness in driving visibility, engagement and conversion and pinpoint opportunity.



Gain crucial insights into campaign performance - including competitors

Report Date *

22 Apr 2025

Region *

United States

Platform *

Apple TV

?

Home Sports Store Discover Apps

Title

Enter Title Name

SMPV

Tactical View

Home

SHRINKING

Comedy TV-MA

A therapist embraces a radical new approach.

[Go to Show](#)

?

Help



LOOPERS
INSIGHTS

EVERY PLACEMENT.
EVERY PLATFORM.
EVERYDAY.

