Drive Engagement, Boost Revenue.

xroadmedia — EVERYTHING IS PERSONAL
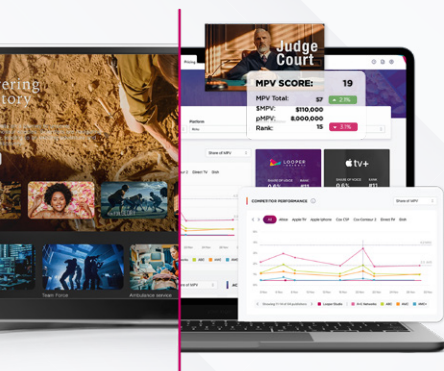
LOOPER INSIGHTS

Unify your audience insights and media performance to create content that captivates and campaigns that convert.

Service providers face growing competition and rising costs to acquire and retain both users and content. A major challenge is **fragmented data spread across teams and systems**, making it hard to align strategies.

This lack of visibility weakens campaign impact, drives up churn, and limits the return on content spend, especially as catalogues grow and competition for attention intensifies.

Combining Looper Insights with XroadMedia creates a single source of truth that captures the complete streaming merchandising experience, whether it be paid, editorial or algorithmic.

LOOPER INSIGHTS

Looper Insights brings the visibility layer; tracking weighted Share of Voice (SOV) through its proprietary metric, Media Placement Value (MPV™) and capturing where titles appear across connected devices, including benchmarks on performance, merchandising, prominence and storefront execution.

xroadmedia — EVERYTHING IS PERSONAL

XroadMedia powers real-time discovery for over 200M users. Utilising AI, recommendation logic, content intelligence, shaping dynamic, personalised journeys that increase relevance, engagement and consumption.

FOR PLATFORMS
Combine data-backed merchandising insights with real-time discovery optimisation to improve engagement and UX.

FOR STUDIOS AND CONTENT OWNERS
Ensure content doesn't just land on the shelf, but surfaces to the right users in the right context and at the right position.

FOR MARKETING, PRODUCT AND OPERATIONS TEAMS
Align promotional strategy with storefront visibility and user behaviour, from campaign execution to outcome measurement.

TRUSTED BY THE BEST

Looper Insights and XroadMedia support leading streamers, broadcasters, operators and studios.

Disney+ · prime video · aMC+ · LIONSGATE · hulu · MGM+ · itvX · A+E NETWORKS · Claro · tubi

NBCUniversal · WARNER BROS. DISCOVERY · 4G · A1 · 3 · UKTV · vodafone · max · PŸUR · VIZIO

EXPERIENCE IT FIRST-HAND

Let's show you what happens when visibility and personalisation work in sync.

✉ **hello@looperinsights.com**   ✉ **sales@xroadmedia.com**

OUR STRATEGIC PARTNERSHIP

ABOUT LOOPER INSIGHTS

Looper Insights track what's really happening on connected TVs.

Every day, across 30+ countries and hundreds of devices, we capture how content appears on screen, where it's placed, how it's promoted, and how that changes over time.

We help media companies move beyond guesswork with clean, structured data that links content visibility to performance. Because what gets seen, gets watched.

Used by top streamers, studios and broadcasters to make smarter decisions, faster.

ABOUT XROADMEDIA

XroadMedia are passionate about bringing the joy back to entertainment again.

Driving viewers to the content they love with accurate AI personalisation. We deliver results across engagement, retention and monetisation strategies by tailoring every viewer touchpoint, even beyond the UI.

For broadcasters, telco operators or OTT providers in a crowded market across the globe, we help turn attention into action with a scalable solution that is flexible, keeping users and teams happy.

WHY TOGETHER?

Together, 1st party data specialists, Looper Insights and XroadMedia, eliminate visibility blind spots and discovery silos, with actionable insights to drive personalisation and performance for Direct-to-Consumer services, global streamers and broadcasters.

This unlocks new revenue streams for paid, promotional and algorithmically placed content and apps. C-Suite and Marketing teams can gain insights into user behaviour and predictive consumption patterns for better data-centric decision making, streamlining operations and reducing data silos.

xroadmedia.com

looperinsights.com