

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/001270-2026>

Contract

## Measuring Prominence on Connected TVs

Ofcom

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-001270

Procurement identifier (OCID): ocds-h6vhtk-060171

Published 8 January 2026, 9:10am

### Scope

### Reference

C20252424

### Description

Ofcom require data to support our work implementing Part 2 of the Media Act which introduces new rules to ensure content provided by the Public Service Broadcasters (the BBC, ITV, Channel 4, Channel 5, S4C in Wales and STV in Scotland) is available, prominent, and easily accessible on a range of connected TV platforms that are accessed via smart TVs, smart sticks and set top boxes.

The data will provide us with insights into prominence across relevant platforms, including the share of user interfaces occupied by PSBs and estimates of the monetary value of prominence slots. There are likely to be low/mid-teens number of platforms in scope of the new prominence obligations.

## **Contract 1. Measuring Prominence on Connected TVs**

### **Supplier**

- Loopr Ltd

### **Contract value**

- £204,000 including VAT

Below the relevant threshold

### **Date signed**

12 September 2025

### **Contract dates**

- 17 September 2025 to 29 October 2027
- 2 years, 1 month, 13 days

### **Main procurement category**

Services

### **CPV classifications**

- 72300000 - Data services

## **Contract locations**

- UK - United Kingdom
- 

## **Procedure**

### **Procedure type**

Below threshold - limited competition

---

## **Supplier**

### **Loopr Ltd**

First Floor, 5 Fleet Place

London

EC4M 7RD

United Kingdom

Email: [hello@looperinsights.com](mailto:hello@looperinsights.com)

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Measuring Prominence on Connected TVs

---

## Contracting authority

### Ofcom

- Public Procurement Organisation Number: PQQZ-1663-NWMN

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

United Kingdom

Email: [procurementnotice@ofcom.org.uk](mailto:procurementnotice@ofcom.org.uk)

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government