

## Introduction

The first BRAG Index we released in May 2022 revealing apps that delivered install performance that outpaced the size of their brand funnel (i.e. overall consumer awareness and intent to install). This BRAG Index Brand Insight Report explores changes to the brand funnels of leading apps since our last report. We explore changes in key metrics like Growth Potential, Brand Favorability, Sentiment Change, and Awareness Gap. We also will identify several apps to watch in our next BRAG Index. Data is based on a survey of 3,000 U.S. mobile consumers in April/May of 2022.



## Category Interest

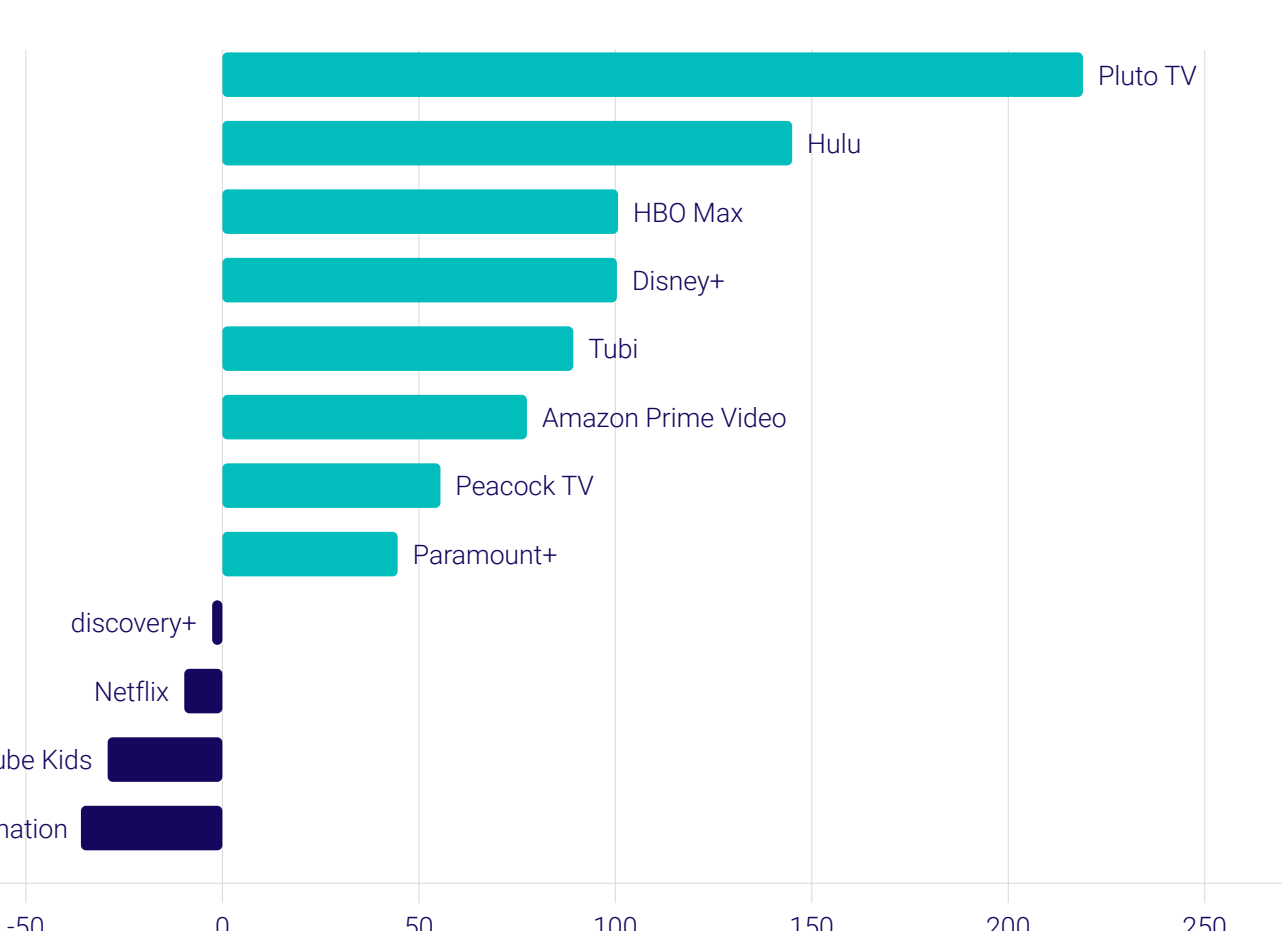
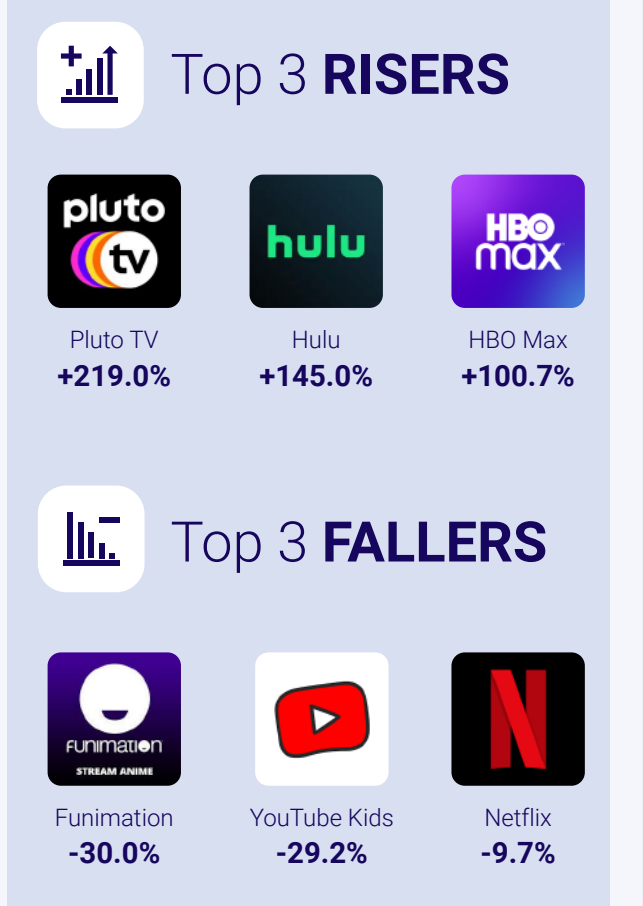
Category Interest measures the percentage of mobile users that state they are very or somewhat interested in using apps in this category.

### Streaming Video Interest up 34%



## Changes in Growth Potential

Growth Potential is the size of an app's brand funnel. It is produced by measuring category interest, app awareness and install intent (for those who don't currently have the app). The change in growth potential is the difference between our survey measurements in October 2021 and April/May 2022 for the apps measured in both periods.

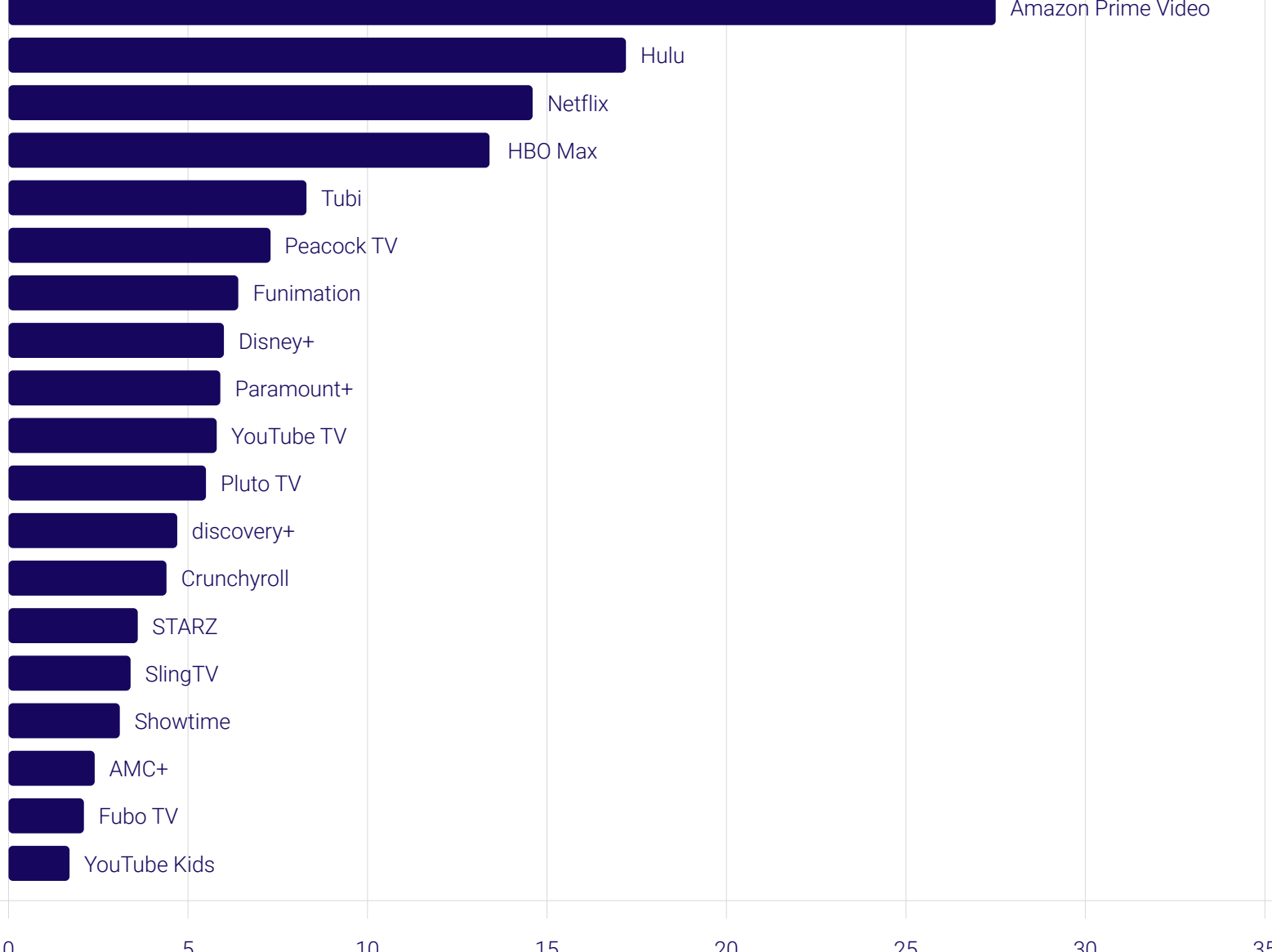


## Brand Favorability

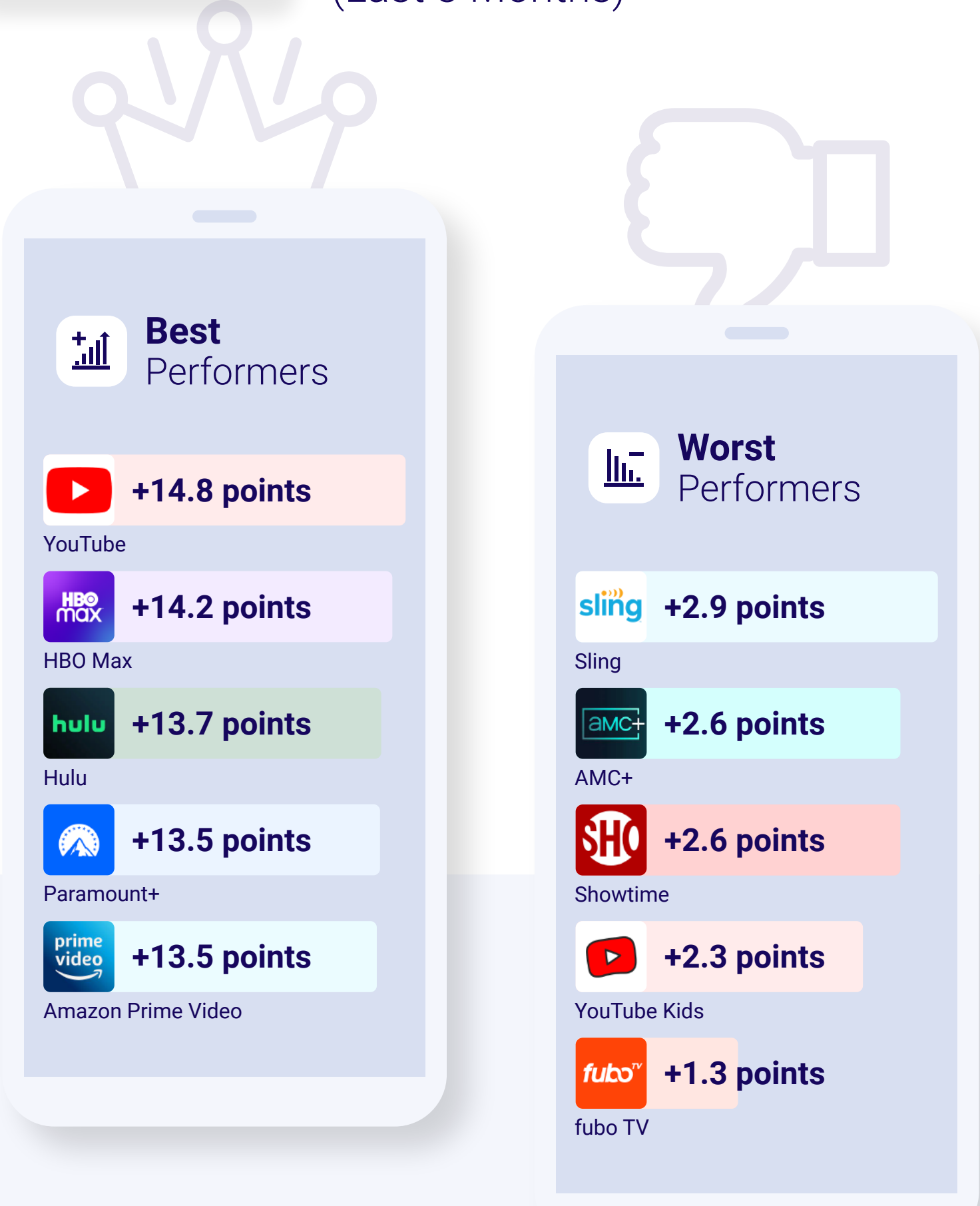
- We tracked 3 brand favorability metrics:
- The ratio of consumers that Like vs Dislike the app
  - The net change in sentiment between the percent whose opinion has increased and the percentage that has decreased over the last 3 months
  - The App Gap: the % of people aware of an app, but not familiar enough to express an opinion

These metrics focus on consumers with category interest and awareness of each app.

### Ratio of App Likers to App Dislikers



## Net Sentiment Change (Last 3 Months)



## The App Gap

The App Gap measures the % of people aware of an app, but not familiar enough to express an opinion - favorable or unfavorable - giving us the "gap" between overall awareness and deeper understanding of the value offered by the app.

### Top 5 Biggest Gaps



## Apps to Watch

Our next BRAG Index is coming soon! Here are some apps that we think are worth watching:

- Tubi**  
Our top BRAG-ger, Tubi, has seen an 89% increase in their growth potential since our last report. With consumers opting for "free" streaming platforms, Tubi could be looking at another quarter of bragging rights.
- Pluto TV**  
Proving that customers like "free", Pluto TV saw a massive jump in install intent, giving it the largest increase in Growth Potential. But install intent doesn't always yield installs - can Pluto TV reach its lofty potential?
- Netflix**  
A leader in our last BRAG report despite some bad press, Netflix saw a decline in install intent. But, content is still king in the streaming wars, and the Stranger Things season 4 release might be all Netflix needs to reach install goals.
- HBO Max**  
After leading all apps in the category in total installs, HBOMax scores well in growth potential and net sentiment. However, it remains to be seen if recently being dropped as part of AT&T's Unlimited Plan has an effect on installs.
- Hulu**  
Another app that performed well in our metrics, Hulu celebrated National Streaming Day in May by offering three months of its service for \$1 - a whopping 85% discount.
- Disney+**  
Disney+ trailed only HBOMax in total installs when in our May BRAG =, and momentum has only gained giving them the highest install intent of any streaming app. Star Wars and Obi-Wan fans might have something to do with that.