



NEWS RELEASE

2015: The Year TiVo Changed TV... Again

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TIVO LAUNCHED TIVO BOLT,
ONEPASS, SKIPMODE,
QUICKMODE, TIVO ONLINE AND
MORE!

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SAN JOSE, CA -- (Marketwired) -- 12/30/15 -- TiVo® Inc. (NASDAQ: TIVO), a leader in the advanced television entertainment market, delivered unprecedented growth and innovation in 2015.

TiVo BOLT™ - a game changer

The TiVo BOLT was born to binge, unifying the source of any available program from cable, video on-demand, over-the-air (OTA), and over-the-top (OTT)¹, while providing a way to watch your favorite shows without commercial breaks². Its industry-changing features, SkipMode™ and QuickMode™, give users the ability to bypass commercial breaks² and watch recorded content 30 percent faster! TiVo BOLT is truly a TV binger's dream!

TiVo OnePass™ - for the serious binge watcher

TiVo OnePass is an all-access solution that tracks every episode of a TV series regardless of source (live or recorded TV, VOD or streaming apps) and seamlessly presents them by season in the TiVo My Shows folder to serve as the ultimate multi-source, binge-watching solution. OnePass is available on TV in the home or via TiVo mobile apps.

TiVo goes online!

Television lovers can now access all of their favorite available programs through the new free TiVo Online portal. TiVo Online streamlines the user experience for TiVo subscribers and non-subscribers, eliminating the hassle of

digging through a variety of content providers and apps to find your favorite show. TiVo subscribers can stream live and recorded TV while on their home network, as well as launch titles with one click from supported programmers and streaming sites.¹

Molding the TV industry with data and insights

In 2015, TiVo Research saw significant traction through its efforts in utilizing unique data for demographically tailored and programmatic television advertising, highlighted by double-digit, year-over-year revenue growth in the third quarter. TiVo also announced plans to offer free TV ratings data, highlighting how to reach particular viewers more efficiently, at a time when TV networks are facing ratings declines.

From top ads during this year's Super Bowl to top moments of the Presidential debates, TiVo has also solidified its reputation as a go-to source for unique insights and analytics. The company also released industry-changing data surrounding binge-viewing and viewer multitasking, revealing that a majority of millennials are not tied to a paid TV provider, but still prefer broadcast and cable TV shows to other video content. According to TiVo's research, binge-viewing content has become the new norm, with 92 percent of respondents admitting they have binge-viewed at some point.

More and more people are enjoying the TiVo experience

Total TiVo subscriptions are now approximately 6.5 million³, up 26 percent or 1.3 million subscriptions from a year ago. MSO service revenue growth accelerated, up approximately 60 percent year-over-year in the third quarter; driven by highest-ever third-quarter MSO net subscription additions of 418,000. TiVo additionally celebrated new distribution deals with the National Cable Television Cooperative (NCTC), Frontier Communications and Wide Open West (WOW!), as well as expanded relationships with Vodafone Spain and Virgin Media. The company also acquired Cubiware this year, increasing TiVo's international distribution by more than 40 international emerging-market Pay-TV operators across 25 countries.

About TiVo Inc.

TiVo Inc. (NASDAQ: TIVO) is a global leader in next-generation television services. With global headquarters in San Jose, CA and offices in New York, NY, Boston, MA, Durham, NC, and Warsaw, Poland, TiVo's innovative cloud-based Software-as-a-Service solutions enable viewers to consume content across multiple screens in and out-of-the home. The TiVo solution provides an all-in-one approach for navigating the 'content chaos' by seamlessly combining live, recorded, on-demand and over-the-top television into one intuitive user interface with simple universal search, discovery, viewing and recording from a variety of devices, creating the ultimate viewing experience. TiVo products and services are available at retail or through a growing number of pay-TV operators worldwide. TiVo's multiple subsidiary companies provide the broader television industry and consumer electronics manufacturers with STB, cloud-based video discovery and recommendation options, interactive advertising solutions, and audience research

and measurement services. More information at: www.TiVo.com.

1 Additional third-party fees may apply.

2 SkipMode feature not available for all recorded programming.

3 Including subscribers of TiVo's MSO partners.

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Source: TiVo Inc.