



NEWS RELEASE

TiVo and Tru Optik Ink New Deal to Make Linear TV Viewership Data Available for OTT Targeting

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Linear TV Data Across 210 National DMAs And More Than 2 million Households Now Available Through Tru Optik's OTT Marketing Cloud

SAN JOSE, Calif.--(BUSINESS WIRE)-- TiVo Corporation (NASDAQ: TIVO), a global leader in entertainment technology, today announced a newly inked deal with **Tru Optik**, the audience intelligence and data-management platform built for over-the-top (OTT) television, that will now extend TiVo's deterministic, linear TV viewership data to the brands, agencies, and publishers that leverage Tru Optik to build audience-based campaigns across OTT and Connected TV (CTV). As part of the agreement, **TiVo's linear TV viewership data**, which reaches across all 210 national DMAs and more than 2 million households, will now be available through Tru Optik's **OTT Marketing Cloud**, combining the scale, reach and ad exposure of linear TV with the advanced targeting and measurement capabilities Tru Optik offers across OTT and connected TV.

"This joint deal is a major step forward not just for Tru Optik, but for the TV industry as a whole," said Andre Swanston, CEO of Tru Optik. "TiVo is a global leader in audience insights and we believe that advertisers will derive tremendous value by combining TiVo's linear TV data with targeting and measurement capabilities that OTT and CTV provides."

As part of the deal, Tru Optik users can now create custom segments based on TV viewing behaviors across linear and connected TV, enabling advertisers to more effectively reach cord shavers. The new deal will also enable advertisers to retarget linear TV ads to the same households on CTV. For example, a local auto dealer can retarget households on CTV that saw a national ad campaign for the automaker on linear TV. This is also pivotal because it expands capabilities out of the Targeted Audience Delivery engine from TiVo – the platform that is powered by the linear TV viewership to data – to support more diverse cross-platform solutions.



“Our latest agreement with Tru Optik further underscores TiVo’s commitment to advancing the TV advertising ecosystem in creative and exciting ways,” said Walt Horstman, senior vice president and general manager, Advanced Media and Advertising, TiVo. “As advertisers increasingly seek out ways to bridge linear TV to every cross-platform medium, we are looking forward to providing them with the capabilities to do so. By extending access to our linear TV viewership data, we will allow for better targeting, campaign management and measurement via Tru Optik’s OTT Marketing Cloud.”

About Tru Optik

Tru Optik powers Connected TV / over-the-top (OTT) advertising, making it measurable and attributable. The Tru Optik OTT Marketing Cloud is the only audience measurement and data-management platform that works across the entire OTT ecosystem, including Connected TV. The company’s advanced technology, proprietary audience intelligence, and comprehensive solution suite, have solidified Tru Optik as the preferred partner for many of the world’s largest media companies, brands, and agencies as they navigate the shift of TV to OTT.

Tru Optik has adopted strong privacy protocols that include clear consumer opt-out mechanisms, masking of all personally identifiable information, and transparency regarding the data it collects and how that data is used by the Company’s clients and partners. For more information about Tru Optik visit: www.truoptik.com.

About TiVo

TiVo Corporation (NASDAQ: TIVO) is a global leader in entertainment technology and audience insights. From the interactive program guide to the DVR, TiVo delivers innovative products and licensable technologies that revolutionize how people find content across a changing media landscape. TiVo enables the world’s leading media and entertainment providers to deliver the ultimate entertainment experience. Explore the next generation of entertainment at tivo.com or follow us on Twitter [@tivo](https://twitter.com/tivo) or [@tivoforbusiness](https://twitter.com/tivoforbusiness).

Caution Concerning Forward-Looking Statements

This press release contains forward-looking statements. Readers are cautioned that such forward-looking statements involve risks and uncertainties that could cause actual events or our actual results to differ materially from those expressed in any such forward-looking statements. Readers are directed to TiVo’s periodic and other reports filed with the Securities and Exchange Commission (SEC) for a description of such risks and uncertainties. TiVo undertakes no obligation to update any forward-looking statements.

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