



NEWS RELEASE

# TiVo Deploys Personalized Content Discovery Platform in Sweden

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TiVo will Provide Com Hem Subscribers with Personalized Search and Recommendations, Making it Easy to Find the Entertainment Content They Love

AMSTERDAM--(BUSINESS WIRE)-- **TiVo Corporation** (NASDAQ: TIVO), a global leader in entertainment technology and audience insights, today announced that Com Hem Group has selected TiVo's Personalized Content Discovery Platform to deliver engaging, personalized content experiences to its subscribers. Com Hem offers broadband, TV, play and telephony services to 1.45 million customers in Sweden, with its digital network covering more than half of the country's households.

Com Hem has deployed TiVo's Personalized Content Discovery Platform on its TV and mobile platforms, including both Android and Apple iOS. With the fully-integrated Personalized Content Discovery Platform, Com Hem is making it easy for subscribers to connect with their entertainment by simply searching "what's on TV" and receiving tailored search results.

"We are pleased to expand our long-term relationship with Com Hem to further provide their customers with a personalized, feature-rich entertainment experience they can enjoy across all their devices," said Walt Horstman, senior vice president and general manager, Advanced Media and Advertising, TiVo. "With a solution like TiVo's Personalized Content Discovery Platform, Com Hem is augmenting its service offerings while outpacing the competition in an ever-evolving entertainment landscape."

TiVo's Personalized Content Discovery Platform consists of personalized search and recommendations and analytics capabilities. The platform's search capability spans across available content catalogs, including linear TV, video-on-demand (VOD) or over-the-top (OTT) programming. As a result, the platform is capable of recognizing



users' subscriptions and can return only what is available to a specific user within that user's programming packages.

The platform's fully integrated backend business console provides operators with the ability to manage and tune search results, easily improving the user experience and generating more engagement from viewer searches. Operators can use rules to drive internal business objectives, such as boosting more VOD titles in searches to promote broader category awareness. Operators may also benefit from a decreased cost in ownership since they can quickly make real-time changes minimising extra support from engineering teams.

Additionally, TiVo Insight allows Com Hem to optimize content discovery, target promotions and monitor audience engagement through the analysis of actual viewer behavior. Insight makes it easy to examine discovery use cases and extract key performance indicators (KPIs) for ongoing optimization. Essential to data-driven decision-making process, Insight will help Com Hem maximize the value of the Personalized Content Discovery Platform.

## 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](http://tivo.com) or follow us on Twitter [@tivo](https://twitter.com/tivo) or [@tivoforbusiness](https://twitter.com/tivoforbusiness).

## About Com Hem Group

Com Hem Group supplies broadband, TV, play and telephony services to Swedish households and companies under its two brands Com Hem and Boxer. The Group also includes the communication operator iTUX Communication AB which provides open fibre to service providers. We bring our 1.45 million customers a large range of digital-TV channels and play services via set top boxes as well as on-the-go for tablets and smartphones. Our powerful and future-proofed network with speeds up to 1.2 Gbit/s, covers 60% of the country's households, making the Com Hem Group an important driver of creating a digital Sweden. Com Hem Group was founded in 1983 and has approximately 1,100 employees. Com Hem Group is headquartered in Stockholm and in 2017, Group sales totalled SEK 7,136 million. Since 2014 the Com Hem share is listed on Nasdaq Stockholm.

[www.comhemgroup.com](http://www.comhemgroup.com)

## 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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