



NEWS RELEASE

# TiVo Brings Best-in-Class Personalized Content Discovery to Funimation

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Agreement Allows Content Provider to Seamlessly Deliver and Manage Personalized Customer User Experiences to Drive Increased Viewership and Engagement

SAN JOSE, Calif.--(BUSINESS WIRE)-- **TiVo Corporation** (NASDAQ: TIVO), a global leader in entertainment technology and audience insights, today announced that Funimation, the leading global anime content provider and a subsidiary of Sony Pictures Television (SPT), has licensed the Search, Recommendations and Insight modules of TiVo's **Personalized Content Discovery (PCD) platform**.

The use of the PCD platform's integrated reporting and analytics insights module enables Funimation to test, manage and fine-tune search and recommendation performance in real-time to easily improve the user experience and generate more engagement from viewer searches.

The licensed modules are now fully operational on Funimation's website and on FunimationNow, the company's streaming platform, as well as across a wide range of Over-the-Top (OTT) platforms including Apple TV, Google Chromecast and Roku streaming devices. As part of the agreement, TiVo is also providing Funimation with an integrated product and merchandise search function that provides a single landing page for both viewable programs and relevant merchandise including shirts, DVD sets, etc.

"Funimation provides an exciting opportunity to showcase our personalization technology for content providers to help them make the consumer entertainment experience more engaging and streamlined," said Sean Moore, vice president, content provider accounts, TiVo. "Through TiVo's dynamic recommendation carousels and features like 'More Like This,' viewers will no longer have to search for content they might like; the content will now find them."

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** or **@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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