



NEWS RELEASE

Xperi Elevates Consumer Entertainment with Expansive Independent Media Platform

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SAN JOSE, Calif.--(BUSINESS WIRE)-- At CES 2025, Xperi Inc. (NYSE: XPER) announces two key milestones for its independent media platform:

- Smart TVs Powered by TiVo™ will be making their debut in the U.S. with Sharp Home Electronics Company of America
- 20 cable operators have selected TiVo Broadband Solutions to power their customers TV experience with a broad set of entertainment choices

Additionally, as TiVo expands its footprint and viewership across smart TVs, cable operator services and connected cars, brands and advertisers can now engage with viewers through the TiVo One platform and the newly released Home Page Hero Ad display unit. These milestones demonstrate how Xperi and TiVo are increasing the way people find, watch and enjoy their favorite content across any screen.

“Consumers have a hard time finding the content they want to watch amid a sea of apps. Our proven search and discovery engines create an individually curated experience, delivering a content-first approach, rather than an app-centric approach, so that consumers can access their content across streaming services and live TV through one personalized interface,” said Jon Kirchner, CEO of Xperi. “And now with TiVo One, we will be able to offer premium, highly relevant advertising to the right audience, within the relevant content, on the ideal device, and at the best moment.”

It is no secret that consumers are plagued by content overload and choice, which has caused them to shift their entertainment habits. According to the latest North America **Q2 2024 TiVo Video Trends Report**, 70% of respondents find content services recommendations irrelevant, and 48% find it annoying to browse multiple apps before settling on something to watch. One of the standout features of the independent media platform is its advanced search and recommendation capabilities, powered by sophisticated algorithms that learn from viewing



habits and provide personalized suggestions tailored to each user's preferences. Consumers are presented with content that aligns more with their interests, reducing their effort to discover and enjoy new entertainment.

Content discovery hinges on having an expansive, diverse library that caters to every viewer's individual preferences. Xperi's independent media platform addresses this challenge by seamlessly aggregating a wide breadth of content across free and paid — from niche streaming services to mainstream linear channels and live sports — creating a comprehensive platform where consumers can explore, discover and access their ideal entertainment from a single, centralized user interface. TiVo has significantly expanded its content network over the past year, ensuring that whether consumers are at home or in the car, they are able to access the content they wish to enjoy seamlessly.

Smart TVs Powered by TiVo will be entering the U.S. market

2024 was a pivotal year for smart TVs Powered by TiVo as TVs shipped across 26 European countries. TiVo is working with eight partners and 33 brands including Bush, Daewoo, Digihome, Panasonic, Sharp, Metz, Konka, JVC, Telefunken and Vestel, to introduce the world to its award-winning platform. The platform will continue its expansion throughout 2025 and recently added a new OEM partner for the European market.

Additionally, TiVo OS will be entering the U.S. television sector with two major OEM partners, one of which is Sharp Home Electronics Company of America, which is expected to have TVs available in market starting in February 2025.

TiVo OS is a complete, turnkey solution for OEMs looking to roll out a new generation of smart TVs globally, efficiently and cost-effectively — delivering an intuitive user experience that drives TV demand and viewership. TiVo offers a first-of-its-kind neutral platform that enables OEMs to own their brand experience.

TiVo is collaborating with content partners across the globe to provide relevant and timely options for its customers. In addition to working with well-established global partners such as Disney+, Netflix, Prime Video and YouTube, which are already on the platform, recent additions for the European market include Atresplayer, BBC iPlayer, CHILI, DRTV, Mediaset Infinity, Player in Poland, RaiPlay, RTVE Play, SF Anytime, SVT Play, TF1 and many others.

DTS AutoStage Video Service Powered by TiVo expands content offerings

The boundaries between home and highway are quickly dissolving as entertainment consumption matures and EV and autonomous driving improves. Consumers are demanding more content in the car than ever before. In a **recent consumer survey** from DTS, Inc., when asked what in-vehicle features would make their vehicle better, respondents ranked third wanting as many entertainment choices on their vehicle's infotainment system as their

TV. This aligns well with **new research** estimating that the global in-car infotainment market size will reach \$35.4 billion by 2030.

Responding to this trend, Xperi strategically expanded its partnership with BMW in 2024, bringing its DTS AutoStage Video Service Powered by TiVo to key markets across the U.S., Europe and Asia. Additionally, a Japanese car company will be deploying DTS AutoStage Video Service Powered by TiVo in future models, expected to begin in 2026.

As a fundamental part of Xperi's independent media platform, DTS AutoStage Video Service Powered by TiVo is an AI-powered global entertainment platform delivering a content-first approach for the connected car, seamlessly integrating premium content across live TV, news, sports, movies and more. Similar to TiVo OS, DTS AutoStage Video Service Powered by TiVo focuses on delivering a personalized, intuitive viewing experience, bridging the transition from the home to the in-vehicle experience, allowing users to effortlessly continue their entertainment journey.

TiVo Broadband Solutions adds to stack

Another slice of the independent media platform pie is TiVo Broadband, which was initially announced at CES 2024. Since then, more than 20 operators have selected TiVo Broadband Solutions to deliver premium content to their customers, across their TVs.

TiVo Broadband Solutions are specifically tailored for operators' broadband-only customers and are powered by TiVo's IPTV technology, designed to alleviate the challenges content fragmentation typically causes end users. As an operator-branded solution, TiVo's Discovery solution is a key differentiator and provides super-aggregation of all content, with advanced search and personalized recommendations to free ad-supported streaming TV (FAST), advertising-based video on demand (AVOD), over-the-top and live TV, as well as content from a variety of subscription video-on-demand (SVOD) channels tailored to a broadband-only customer base.

TiVo One delivers advertiser impact with Home Page Hero

Announced in May of 2024, TiVo One is a cross-screen marketing solution designed to optimize audience-based campaigns, delivering a common ad unit, across multiple screens and devices, including in-car. The latest solution to be added to Xperi's independent media platform, TiVo One is the throughline between TiVo OS, DTS AutoStage Video Service Powered by TiVo, and TiVo's IPTV solutions for broadband operators.

As with all of Xperi's independent media platform solutions, the goal of TiVo One is to provide advertisers a way to reach consumers through our personalized entertainment experience that meets the needs of all participants —

OEMs, retailers, content providers, advertisers and end users. With TiVo One, Xperi combines inventory into one offering to advertisers across markets with different experiences, enabling them to reach unique viewers on various platforms.

TiVo One began rolling out its Home Page Hero Ads in December, enabling brands to amplify their message with advertising across TiVo IPTV and smart TVs Powered by TiVo. The Home Page Hero Ad unit is a high impact brand experience that users engage with from the moment they turn on their TiVo powered devices.

Throughout 2023 and 2024, Xperi has laid the groundwork to raise the expectations of entertainment through its independent media platform. By offering highly relevant content recommendations, as well as advertising, landing in front of the right audience, appearing in the right content and on the right device, Xperi is well positioned to enhance the entertainment experience far beyond today's standards.

Throughout CES 2025, Xperi will be showcasing how its independent media platform solutions are revolutionizing the entertainment industry on the show floor and at the ARIA. If interested, request a demo at media@xperi.com.

Safe Harbor Statement

This press release contains “forward-looking statements” within the meaning of the federal securities laws. These forward-looking statements are based on information available to Xperi as of the date hereof, as well as Xperi’s current expectations that involve risks and uncertainties. Forward-looking statements may involve known and unknown risks, uncertainties and other factors that may cause Xperi’s actual results, performance, or achievements to be materially different from those expressed or implied by the forward-looking statements. These statements include but are not limited to those related to the availability, features, benefits, functionality, attributes, and timing of release of Xperi’s products and related services, including the entry of TiVo OS into the U.S. market. These risks, as well as other risks associated with the business, are more fully discussed in Xperi’s filings with the U.S. Securities and Exchange Commission (“SEC”), including Xperi’s Quarterly Reports on Form 10-Q and Annual Report on Form 10-K.

About Xperi Inc.

Xperi invents, develops, and delivers technologies that enable extraordinary experiences. Xperi technologies, delivered via its brands (DTS®, HD Radio™, TiVo®), are integrated into billions of consumer devices and media platforms worldwide, powering smart devices, connected cars and entertainment experiences, including IMAX® Enhanced, a certification and licensing program operated by IMAX Corporation and DTS, Inc. Xperi has created a unified ecosystem that reaches highly engaged consumers, driving increased value for partners, customers and consumers.

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About TiVo

TiVo brings entertainment together, making it easy to find, watch and enjoy. We serve up the best movies, shows and videos from across live TV, on-demand, streaming services and countless apps, helping people to watch on their terms. For studios, networks and advertisers, TiVo targets a passionate group of watchers to increase viewership and engagement across all screens. TiVo is a wholly-owned subsidiary of Xperi Inc. Go to **tivo.com** and enjoy watching.

About DTS, Inc.

Since 1993, DTS has been dedicated to making the world sound better. Through its pioneering audio solutions for mobile devices, home theater systems, cinema and beyond, DTS provides incredibly high-quality, immersive and engaging audio experiences to listeners everywhere. Now, DTS is also powering imaging and sensing technologies as well. For more information, please visit **www.dts.com**.

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Xperi Media:

Allyse Sanchez, Xperi

Allyse.sanchez@xperi.com

Source: Xperi Inc