



## NEWS RELEASE

# Sharp Smart TVs Powered by TiVo™ Meet Consumer Demand for Easy Content Discovery

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- Smart TVs Powered by TiVo place consumers at the center of the entertainment experience with a content-first approach
- New research shows that consumers are unaware of smart TV capabilities, highlighting unmet needs

SAN JOSE, Calif.--(BUSINESS WIRE)-- **TiVo**, a wholly-owned subsidiary of entertainment technology company Xperi Inc. (NYSE: **XPER**), is furthering its commitment to delivering exceptional entertainment experiences by transforming the smart TV landscape with the latest release of Sharp Smart TVs Powered by TiVo, available for purchase in the U.S. To ensure consumer demands are being met, Xperi surveyed 1,001 U.S.-based consumers to assess current feelings and perceptions towards smart TVs, as well as how consumers are using their current TVs.

The research found that image quality, presence of content and personal recommendations were the most common purchase influences overall, with the primary reason for purchasing a particular TV often boiling down to price.

"Consumers want easy access to their content without any hassle. However, many smart TV interfaces create friction that disrupts a seamless user experience," said Geir Skaaden, chief products and services officer at Xperi. "We believe that TVs should deliver the right content to viewers at the right time and we are doing just that through TiVo OS. TiVo OS is solving for this friction by helping viewers find, watch and enjoy their favorite shows and movies quickly and with ease."

Smart TVs have become a household norm; however, consumers predominantly choose smart TVs based on brand (48%) rather than platform, despite the operating system platform directly influencing how they discover and enjoy video content. Consumers' frustration with content discovery has been frequently reported upon and it can be assumed that as consumers continue to encounter platforms that lack intuitiveness and user-friendly features, they will begin to look for different options — like set top boxes or streaming sticks — that will provide them with a

frictionless experience that allows them to quickly find the content they are searching for. With the potential for platform hopping and churn comes a potential problem: are consumers unaware of the impact smart TV platforms have on their content discoverability?

## A new TV designed to directly address consumer needs

At CES 2025, TiVo announced its entrance into the U.S. market with Sharp Home Electronics Company of America, marking a key milestone of the continued expansion of smart TVs Powered by TiVo. The SHARP 55-inch QLED Smart TV Powered by TiVo is available now to U.S. consumers for purchase, including in-store at P.C. Richard & Son, ABC Warehouse, Electronic Express and more, as well as online, starting at an everyday low price of \$299.99. This price helps ensure that the TiVo level of entertainment technology is attainable for the everyday entertainment seeker.

As consumers navigate a heavily cluttered TV market, TiVo is dedicated to delivering quality solutions, backed by research, that directly address consumer pain points such as content search and discovery. Smart TVs Powered by TiVo utilize a simple, easy-to-navigate user interface, providing consumers with a content-first experience that highlights unbiased, personalized content discovery, reducing search time through fewer clicks. TiVo OS is designed to help keep a consumer on their device in addition to allowing OEMs to own and maintain the relationship with the consumer.

Furthermore, to help ensure that consumers have an exceptional experience, TiVo OS has partnered with leading content providers including Disney+, Max, Netflix, Prime Video, YouTube and more. Disney+, Netflix and Prime Video were among the top 5 SVOD services used by the survey respondents.

By continuously adapting its platform to meet modern home entertainment needs and provide a quality, content-first approach, TiVo is shaping the future of smart TV entertainment and ensuring consumers stay in the center of the entertainment experience.

## 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](https://tivo.com) and enjoy watching.

## 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 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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