



NEWS RELEASE

TiVo Achieves Significant Growth Milestones in Smart TVs and Cross-Screen Advertising

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Independent Media Platform Sees Expansion Across Retailers, TV OEMs, and Content Providers; TiVo One Advertising Platform Hits More Than 4 Million Monthly Active Users

BERLIN--(BUSINESS WIRE)-- TiVo Platform Technologies LLC ("TiVo"), a wholly owned subsidiary of entertainment technology company Xperi Inc. ("Xperi"), today announced that the company's independent media platform, which includes the TiVo OS for Smart TVs and the TiVo One cross-screen advertising platform, has achieved a number of major growth milestones that show strong momentum and increased consumer and industry adoption and support.

Just over a year since it was first announced, the TiVo One cross-screen advertising platform now reaches more than **4 million** monthly active users¹, highlighting TiVo's ability to deliver incremental reach with unique audiences that are net-new for advertisers. TiVo OS, the company's operating system for smart TVs, has been adopted by dozens of TV brands, reaching consumers in more than **40 countries**. Growth in the UK has been particularly strong, with smart TVs Powered by TiVo now available at **four of the nation's top five** consumer electronics retailers.

TiVo OS also continues to deliver on its promise of a content-first experience for consumers, with over **385 local and regional channels** tailored to European audiences. Recent TiVo OS feature enhancements give users more ways to personalize and engage with the content they care about most and enable new opportunities for advertisers, reinforcing TiVo's mission to simplify and enrich television for everyone. New features include:

- TiVo One home page video ad units bring campaigns and promotions to life, making it easier for viewers to engage with partners while highlighting their content.
- Expanded content discovery features enable more apps on the home screen, and a new partner picks

carousel delivers personalized streaming recommendations that keep entertainment fresh.

- DTS:X® and DTS Virtual:X® immersive audio deliver premium, theater-like sound, offering a ready-to-go solution for manufacturers and a richer experience for viewers.

“The momentum we’re seeing among OEMs, content providers, and retailers continues to validate our content-first, user-centric approach to enabling extraordinary entertainment experiences for consumers while opening up compelling cross-screen monetization opportunities for advertisers,” said Geir Skaaden, EVP and Chief Product and Services Officer at Xperi. “Our independent, neutral media platform gives our CE partners more control over every aspect of the user experience and enables content providers to cut through the noise and engage with viewers in dynamic and compelling ways.”

To see the TiVo media platform in action, visit Xperi in Hall 22, Booth 107 at the IFA tradeshow in Berlin from September 5-9.

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 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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1 Xperi defines a “TiVo One Monthly Active User” as a unique device that has connected to the TiVo video service, which includes the TiVo One advertising platform, at least once within the last 30 days. The TiVo One advertising

platform integrates with the device's operating system on certain "Powered by TiVo" devices, including smart TVs and video-over-broadband products.

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