



NEWS RELEASE

DISH Selects TiVo Metadata

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Leading Pay-TV Provider Deploys Rich Metadata Across Multiple Product Platforms to Enable Seamless Entertainment Discovery

SAN JOSE, Calif.--(BUSINESS WIRE)-- **TiVo Corporation** (NASDAQ: TIVO), a global leader in entertainment technology and audience insights, today announced that leading pay-TV provider, DISH, has completed its migration to **TiVo Metadata**. DISH is utilizing TiVo's rich metadata, such as program information and image-based content, across its product platforms, including linear TV, video on demand (VOD) and DVR.

"Today's consumers want a visually-rich entertainment experience that makes it easy for them to quickly identify and access the content they want in real-time," said Niraj Desai, vice president of product management, DISH. "Through our long-standing collaboration with TiVo, we were able to integrate their enhanced metadata offerings and provide a cohesive and seamless entertainment experience across our product platforms."

TiVo completed the metadata migration process in just under five months, bringing rich and robust metadata to DISH's product platforms. The deployment was also rolled out in a way to minimize impact across DISH's entertainment ecosystem.

"Working against a compressed timeline, TiVo delivered a comprehensive metadata solution that enabled DISH to continue to deliver rich entertainment experiences that its customers expect. We deeply value our relationship with DISH and look forward to continuing to innovate with them," said Roz Ho, senior vice president and general manager, Consumer and Metadata, TiVo. "With our industry-leading metadata catalog and innovative discovery solutions, TiVo is helping companies like DISH power the ultimate entertainment experience."

TiVo's metadata is a leading metadata resource for international TV shows, movies and sporting events, delivering the best quality, localized international metadata that is consistent across 70 countries.

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