



NEWS RELEASE

# Malaysia's Media Prima Deploys Rovi Metadata to Create Competitive Entertainment Discovery Experiences for Region's Top Portal, Tonton

2015-12-07

Company Release - 12/7/2015 8:00 AM ET

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today announced that Malaysia's Media Prima Berhad (Media Prima) has selected Rovi Metadata to power entertainment discovery experiences for the region's number one video portal, Tonton. Rovi Metadata will enable Media Prima to create unique and competitive experiences that will connect Tonton's close to five million registered users to their favorite entertainment content. With the recent launch of Rovi Metadata in certain East Asian and Southeast Asian regions, including Hong Kong, Taiwan, Singapore, Philippines and Malaysia, Rovi continues to broaden its unparalleled geographical coverage and data quality.

Media Prima will license Rovi Metadata for on-demand content, which will include local and international movies and TV shows available in Malaysia. Rovi Metadata is a leading resource for international metadata on TV programs, movies, celebrities and sporting events. Powering applications and devices for discovery of media and entertainment content, Rovi offers rich, editorial metadata created by hundreds of trained Rovi editors for video and music, including plot descriptions, descriptive attributes and an archive of rich images--localized for multiple markets.

"Malaysian audiences demand compelling entertainment experiences, and Rovi was the obvious choice to help Media Prima meet the growing needs for intelligent search on our popular Tonton service," said Paul Moss, general manager of platforms and technology, Media Prima Digital. "With Rovi Metadata, Media Prima is well-positioned to deliver personalized entertainment experiences to our customers."

“Media Prima’s selection of Rovi Metadata to power its top video portal underscores the value of Rovi’s metadata, further validating our continued commitment to deliver innovative entertainment discovery offerings worldwide,” said Kathy Weidman, senior vice president and general manager for metadata, Rovi. “We are excited to continue our metadata expansion across Asia, and help Media Prima enrich the viewing experience of its Tonton customers throughout Malaysia.”

Rovi Metadata provides the foundation for intuitive search and navigation across the entire entertainment ecosystem, enabling users to easily find their favorite TV shows, movies, music, celebrities, books, and games, as well as discover new ones. It incorporates information on more than half a million movies, more than six million TV programs and a million celebrities, along with content-related imagery.

## About Media Prima Berhad

Media Prima Berhad is Malaysia-based fully-integrated media Group Company. The Company's segment includes Television, Radio, Out-of-Home, Print, Digital, Content and Others. The Company owns and operates Primeworks Studios Sdn Bhd, a content production company. Its subsidiary Media Prima Digital, maintains an online presence for all its media platforms and delivers compelling content through its multiple online portals.

The Company has three radio stations, which include Hot FM, Fly Fm and one FM. Its subsidiary New Straits Times Press (Malaysia) Berhad publishes national newspapers, such as New Straits Times, BH and Harian Metro. It owns and operates four television stations, which include TV3, TV9, ntv7 and 8TV. It's Out-of-Home Advertising sector and is represented in the market by the brand names Big Tree Outdoor Sdn Bhd, Kurnia Outdoor Sdn Bhd, The Right Channel Sdn Bhd, Gotcha Sdn Bhd and UPD Sdn Bhd.

## About Rovi Corporation

Rovi is leading the way to a more personalized entertainment experience. The company's pioneering guides, metadata and recommendations continue to drive program search and navigation on millions of devices across the globe. With a new generation of cloud-based discovery capabilities and emerging solutions for interactive advertising and audience analytics, Rovi is enabling premier brands worldwide to increase their reach, drive consumer satisfaction and create a better entertainment experience across multiple screens. Rovi holds over 5,000 issued or pending patents worldwide and is headquartered in Santa Clara, California. Discover more about Rovi at [Rovicorp.com](http://Rovicorp.com).

## Forward-Looking Statements

All statements contained herein that are not statements of historical fact, including statements that use the words

“will” or “is expected to,” or similar words that describe Rovi Corporation’s or its management’s future plans, objectives or goals, are “forward-looking statements” and are made pursuant to the Safe-Harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the actual results of Rovi Corporation to be materially different from the historical results and/or from any future results or outcomes expressed or implied by such forward-looking statements. Such factors are further addressed in Rovi Corporation’s most recent report on Form 10-Q for the period ended September 30, 2015, and such other documents as are filed with the Securities and Exchange Commission from time to time (available at [www.sec.gov](http://www.sec.gov)). Rovi Corporation assumes no obligation to update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release, except as required by law.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20151207005270/en/>

Rovi Corporation  
Stacey Hurwitz  
(617) 710-9171  
**[email protected]**

Source: Rovi Corporation