



NEWS RELEASE

Panasonic Avionics and Rovi Collaborate to Bring Enhanced Live Television Programming Information to Airline Passengers

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Leading Provider of Inflight Entertainment Systems Selects Rovi Metadata to Manage eXTV Program Guide

SANTA CLARA, Calif. & LAKE FOREST, Calif.--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) and Panasonic Avionics Corporation (Panasonic) today announced a strategic collaboration in which Panasonic will use Rovi's metadata to manage the programming guide for its global inflight television service, eXTV.

Panasonic, the leading provider of inflight entertainment and communications (IFEC) solutions, selected Rovi because of the company's extensive experience working with service providers and consumer electronics manufacturers in creating personalized entertainment discovery experiences. As entertainment catalogs continue to grow, Rovi metadata is the foundation that enables consumers to easily find and watch their favorite content. In the first phase of this strategic relationship Panasonic will use Rovi metadata to manage its entertainment inventory and provide programming information for internationally recognized live television channels.

"With eight channels of programming, including live news and sports, eXTV has quickly become one of our most popular passenger services," said David Bruner, vice president, global communications services for Panasonic Avionics Corporation. "Working with Rovi, we expect to not only create an enhanced experience for passengers, but also further automate our supply chain to quickly and accurately deploy the most current programming information for our eXTV service."

"We are pleased to collaborate with Panasonic Avionics, a leader in inflight entertainment, to deliver enhanced live

TV entertainment experiences to passengers around the world,” said Kathy Weidman, senior vice president and general manager for metadata, Rovi. “Our metadata is the solution of choice and serves as the building blocks for companies building immersive user experiences. With Rovi, our customers are driving next-generation entertainment discovery in the home, on the go, and now, inflight.”

Covering more than 70 countries, Rovi metadata has the largest global footprint of any other major provider. 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 Panasonic Avionics

Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. The company's best-in-class solutions, supported by professional maintenance services, fully integrate with the cabin enabling airlines to deliver the ultimate travel experiences with a rich variety of entertainment choices, resulting in improved quality communication systems and solutions, and lower overall costs.

Established in 1979, Panasonic Avionics Corporation, a U.S. corporation, is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC). Headquartered in Lake Forest, California with over 2,600 employees and operations in 53 locations worldwide, it serves over 200 customers worldwide and provides IFEC systems on over 3,700 aircraft. For additional information, please visit www.panasonic.aero.

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.

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 June 30, 2015, and such other documents as are filed with the Securities and Exchange Commission from time to time (available at 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.

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