



NEWS RELEASE

Rovi Brings New Industry First Features to Conversation Search for Personalized Entertainment Discovery

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Conversation Training Tool and Conversational Search Solution for Spanish-speaking Users Offer Providers More Customization Capabilities

SANTA CLARA, Calif. & AMSTERDAM--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today introduced new industry first features to its **Rovi Conversation Services** to deliver more personalized entertainment discovery experiences to consumers. With the introduction of the Conversation Training Tool, the entertainment industry's first innovative voice search solution, Rovi now offers service providers more robust customization capabilities. This allows them to distinguish their offerings and tailor their conversation platforms specifically to their customers' lifestyles. Rovi also unveiled support for Spanish, making Rovi Conversation Services the first natural language conversational search solution available for the world's second most spoken language. Rovi is also introducing an enhanced Voice Gateway to expedite and simplify deployment of voice-based services.

The Conversation Training Tool is an intuitive solution that allows providers to introduce new use cases. The tool enables providers to train the natural language understanding (NLU) engine by adding custom entity and intent values to the system and connecting to new data sources. By facilitating unique queries in any domain, Rovi Conversation Services can be customized to incorporate new functionality for subscribers, such as the addition of sports trivia, movie listings, or even weather forecasts.

The advanced platform features a new, enhanced Voice Gateway, a flexible mediation layer providing customers with a single point of integration for automatic speech recognition (ASR) and natural language systems. This makes



it more efficient, easier, and faster for customers to roll out Rovi Conversation Services to subscribers, and effectively use ASR solutions with a single point of integration.

“Our customers rely on Rovi to help them bring new value propositions to customers. As an industry leader in entertainment discovery, we are constantly seeking to uncover new ways to advance our voice-based semantic search and recommendation technology for Rovi Conversation Services,” said Michael Hawkey, senior vice president and general manager of discovery, Rovi. “The new age of digital entertainment is opening a realm of possibilities to our customers, and our latest features further enhance the discovery experience by offering even more capabilities that provide support for our customers to customize and meet the needs of their consumers. By introducing industry first solutions and features, Rovi continues to push the boundaries in personalized entertainment discovery experiences.”

Rovi Conversation Services provides a fluent, error-tolerant, voice solution that delivers an entertainment discovery experience exceeding today’s typical command-driven voice systems. The next-generation conversation interface powers free-flowing dialogue that delivers fast and contextually relevant search results. Rovi achieves this through predictive semantic intelligence and a deep understating of entertainment within a real-world context.

Rovi Conversation Services is powered by Rovi’s dynamic Knowledge Graph, which maintains semantic, real-time information on more than 100 million entertainment-related entities, like program titles, celebrity names, brands and other relevant elements. This enables Rovi to anticipate viewers’ preferences by applying a range of contextual relevance filters that take into consideration the time of day, day of week and location.

Rovi will showcase its comprehensive suite of discovery and monetization solutions during IBC 2015 in Stand G01, Hall 14. Learn more about Rovi and the company’s IBC show announcements at <http://www.rovicorp.com/ibc2015>.

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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