



NEWS RELEASE

Rovi Enhances Video Metadata in India to Power Entertainment Discovery in the Region

2015-09-09

Company Release - 9/9/2015 8:00 AM ET

From Hollywood to Bollywood – Industry’s Leading Metadata Provides Foundation for Advanced Search and Navigation Connecting Consumers to Their Favorite Entertainment

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today announced Rovi has made significant enhancements to its entertainment discovery portfolio for India. Rovi has expanded its metadata coverage to the top over-the-top (OTT) and Indian pay-TV providers, including more than 20 of the most popular multi-system operators (MSOs) and direct-to-home (DTH) providers.

New features include regionalized metadata, such as program descriptions and celebrity profiles, written by editors who are located in the rapidly growing Rovi office in India. With Rovi Video, customers in India are able to incorporate new features that highlight regionally relevant actors and actresses with in-depth facts for hundreds of domestic and international celebrities. Additionally rich images are available for the majority of movies, TV shows, and celebrities profiled.

“India presents a tremendous market opportunity as service providers look to enhance user experiences across multiple screens,” said Kathy Weidman, senior vice president and general manager for metadata at Rovi. “Rovi metadata is the foundation for entertainment discovery that connects viewers to their favorite content. By offering a single database with extensive information spanning multiple languages, Rovi’s metadata solutions are all the more compelling for companies shipping in multiple markets and for consumers who want an enhanced, personalized entertainment experience across all devices.”

Offering the broadest metadata footprint in the industry, Rovi Video is a leading resource for international markets,

powering applications and devices for the discovery of localized media and entertainment content in over 70 countries. Globally, Rovi Video encompasses multimedia data on more than seven million TV programs, more than half a million movies, and a million celebrities, along with cast and crew bios, photos, and content-related imagery. Native speakers with domain-area expertise create local, searchable metadata on movies, TV series and episodes, and celebrity profiles and descriptors such as moods and themes, making it easier for customers to integrate localized metadata in their products.

Rovi Video has been widely adopted in the industry across the globe. Market leaders have chosen Rovi over other options because of its singular database with consistent, in-depth, and high-quality metadata based on a common ID structure. This singular database with local information spanning multiple countries makes it easier for companies expanding into India. By integrating Rovi Video, customers can enable consumers to easily discover and connect to entertainment.

Rovi is the only provider offering a unified **Personalized Discovery Solution** suite of metadata, advanced search, recommendations, and natural-language conversation services to drive service differentiation and help users find and consume content. Rovi Video serves as the backbone for content discovery across linear TV, On Demand, OTT, and other popular entertainment services.

About Rovi Corporation

Rovi is leading the way to a more personalized entertainment experience. The company's pioneering guides, data, and recommendations continue to drive program search and navigation on millions of devices on a global basis. 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 the Company'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 the Company 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 the Company'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). The Company 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/news/home/20150909005505/en/): <http://www.businesswire.com/news/home/20150909005505/en/>

Rovi Corporation

Stacey Hurwitz, 617-710-9171

Source: Rovi Corporation