



NEWS RELEASE

Rovi Enters into Entertainment Discovery Patent License Agreement with One of Korea's Leading Mobile IPTV Service Providers, SK Broadband

2015-07-15

Company Release - 7/15/2015 8:00 AM ET

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today announced that Rovi has entered into a new entertainment discovery patent portfolio license agreement with SK Broadband, one of the main IPTV providers in Korea delivering TV everywhere (TVE) and video on demand (VOD).

SK Broadband provides mobile TV service to the subscribers of SK Telecom, the largest wireless telecommunications company in Korea. The license provides SK Broadband with access to a range of Rovi's market-leading entertainment discovery and program guidance intellectual property to help consumers navigate content across multiple screens and devices.

"We are very pleased that our discovery patent portfolio is quickly gaining momentum and becoming the preferred choice in Korea's mobile TV industry," said Samir Armaly, executive vice president, intellectual property and licensing, Rovi. "We are confident that our innovative entertainment intellectual property will also be a great asset for SK Broadband to improve Korea's consumer entertainment experiences."

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 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 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 March 31, 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.

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Source: Rovi Corporation