



NEWS RELEASE

Rovi Entertainment Solutions Take the Stage at CES 2016

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LAS VEGAS--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) is showcasing a range of entertainment solutions designed to power unparalleled entertainment discovery capabilities during CES®. Rovi is creating personalized and data-driven ways for viewers to discover the right entertainment, and for providers to discover the right audiences. Rovi will be demonstrating its suite of products and solutions at its invitation-only exhibit during CES. Highlights include:

Rovi Guidance Technology

- Rovi will demonstrate the newest versions of its guidance technology, in addition to Fan TV, an innovative software platform that drives powerful and simple multi-platform entertainment discovery across live TV, video-on-demand (VOD) and streaming services. Rovi will showcase Fan TV fully integrated with Rovi's Personalized Discovery Solution, which enables service providers to deliver knowledgeable and personalized entertainment user experiences across multiple screens.

Rovi Metadata, Powered by the Rovi Knowledge Graph Engine

- Rovi will exhibit the comprehensive and dynamic capabilities of Rovi Metadata. Rovi Metadata is created and maintained by a team of Rovi's editors, and powers the entire entertainment ecosystem with rich, cross-referenced information on TV, movies, music, games and books. Rovi will also showcase a new metadata product that leverages the Rovi Knowledge Graph, which is the industry's most robust source of dynamic metadata, containing information on more than 100 million entities, such as program titles, celebrity names, corporate brands, locations, concepts and other elements.

Rovi Conversation Services

- Rovi will demonstrate its natural language voice search solution, Rovi Conversation Services. Rovi Conversation Services exceed ordinary command-driven voice systems by providing a fluent, contextually relevant dialogue to quickly deliver more targeted and satisfying search results directly to the user. Once integrated with Nuance's leading **Dragon TV** voice recognition, text-to-speech and voice biometrics, Rovi Conversation Services can deliver an end-to-end solution for natural language entertainment discovery.

Rovi Analytics

- Rovi will also exhibit new features of its analytics solution, including the latest version of Rovi Ad Optimizer. Rovi's industry leading analytics solution incorporates large data sets to enhance targeting and dramatically improve usability.

Rovi's Vice President of Strategy and Execution Paul Stathacopoulos will take the stage at the collocated Digital Hollywood event, along with fellow industry executives, to participate on the "Hybrid TV: Delivering the Ultimate TV Experience" panel. The session takes place on Thursday, January 7, 2016 at 2:15 PM at the Las Vegas Convention Center, North Hall, Room N262.

Learn more about Rovi and the company's announcements at [CES](#).

About Rovi Corporation

Rovi Corporation (NASDAQ: ROVI) is creating personalized and data-driven ways for viewers to discover the right entertainment and for providers to discover the right audiences. Chosen by top brands in entertainment content, services and devices, Rovi touches the lives of hundreds of millions of consumers by providing comprehensive solutions, customizable products and technology licensing to make discovery simple, seamless and personal. Learn how Rovi is advancing entertainment and audience discovery at rovicorp.com, or follow us on Twitter [@rovicorp.com](https://twitter.com/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). 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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