



NEWS RELEASE

# Rovi Introduces Industry's Most Robust Dynamic Entertainment Metadata Solution

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Rovi's Industry Leading Metadata Delivers Solid Foundation for Smarter, Contextual Discovery; Rovi Knowledge Graph Available as a Stand-Alone Offering for the First Time

SANTA CLARA, Calif. & CHICAGO--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today introduced the industry's most robust dynamic metadata product, Rovi Knowledge Graph. Rovi's metadata is now richer, smarter and more searchable, as a result of the new data elements powered by the Rovi Knowledge Graph Engine. For the first time, the company is offering Rovi Knowledge Graph as a stand-alone product to customers. With Rovi's vast collection of deep, dynamic metadata, content distributors and service providers can more effectively merchandise their entertainment offerings.

Rovi Knowledge Graph is unparalleled in breadth and depth, containing dynamic information on more than 100 million entities, such as program titles, celebrity names, corporate brands, locations and other elements. Rovi Knowledge Graph provides machine-generated metadata from 100,000 online sources, giving Rovi customers access to 20 million additional keyword assignments, 545,000 additional sub-genre assignments, 920,000 additional assigned roles and metadata on four million additional people. When combined with the entertainment metadata that has been handcrafted by a team of Rovi editors, the constantly updated Rovi Knowledge Graph provides the most relevant discovery experiences and answers more interesting questions than ever before.

"As broadband markets and Pay-TV services become more competitive, many providers are enhancing video services as a path to new revenues," said Kathy Weidman, senior vice president and general manager for metadata, Rovi. "However, as digital content continues to grow, it's becoming increasingly difficult to deliver an engaging user

experience while also presenting content based on their interests. Rovi's dynamic metadata, powered by the Rovi Knowledge Graph Engine, helps differentiate service offerings in today's crowded marketplace by creating a unique and engaging entertainment discovery experience personalized to the individual."

Today, when consumers look for entertainment content to enjoy on program guides and e-commerce sites, too many searches fail and many return irrelevant recommendations. Rovi's new dynamic metadata provides customers with a deep understanding of entertainment content and how it relates to each other, a robust vocabulary to organize and identify content, and an awareness of what is popular or trending in the world at any moment. Contextual signals, such as current world news and trends, time, location and the consumers' device, along with their social media activity, deliver cues to accurately anticipate a user's interests relative to a specific time and place. With this deep understanding, Rovi helps customers convey semantic, highly relevant search results and recommendations that accurately anticipate user intent and interests.

Features of Rovi's new dynamic metadata include:

- Popularity, based on algorithmic parameters, can be used to prioritize search results
- Buzz anticipates user interests based on what is trending in the world at any given moment
- Deep, machine-generated metadata provides discovery systems with a larger vocabulary to identify content and to gain a deeper understanding of user interests
- Relational links indicate the relationship between two items as well as the strength of their connection
- Regionalization identifies content most relevant to specific countries and geographic areas
- Unique identifiers bring useful order to unstructured content, enable searchable experiences and disambiguate similar content across verticals and sources

Rovi will be showcasing its entertainment discovery and monetization solutions in booth 627 at The Internet & Television Expo (INTX), taking place this week in Chicago.

## 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 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](http://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.

Rovi Corporation  
Stacey Hurwitz, 617-710-9171  
**[email protected]**

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