



NEWS RELEASE

# Rovi Launches One-of-a-Kind Sports Metadata to Connect Fans to Favorite Teams and Athletes

2016-01-06

Company Release - 1/6/2016 8:05 AM ET

Comprehensive Metadata Offering, Rovi Sports, Drives New User Experiences and Dynamic Discovery of Sports Programming Across the Globe

LAS VEGAS--(BUSINESS WIRE)-- CES — Rovi Corporation (NASDAQ: ROVI) today introduced **Rovi Sports**, a one-of-a-kind metadata product that drives new, personalized discovery experiences before, during and after the game. Powered by the Rovi Knowledge Graph Engine, Rovi Sports provides extensive descriptive information about sports, leagues, teams and players and will enable consumers to identify the most interesting plays of the game in real-time.

Unlike any other metadata provider today, Rovi powers the entire entertainment ecosystem by connecting related content from multiple media types including TV, movies, sports, music, games and books. By linking the world of sports with other media categories, Rovi Sports enables service providers, device manufacturers, portals, application developers, and other sports rights holders to drive consumption and engage sports fans by connecting them to other types of media beyond the game itself. With insight gathered from the Rovi Knowledge Graph Engine, Rovi will power seamless navigation to the most memorable sports moments with new applications including over-the-top (OTT) linking to live content, notable plays and athlete career highlights. Rovi also provides live statistics such as real-time scores and roster changes, as well as real-time schedule updates that can be used to adjust DVR settings to accommodate shifting game start and end times.

“For centuries, sports have defined cultures and societies around the world, representing an enormous percentage of entertainment consumption. This is especially true in the age of digital viewing, with 75 percent of all sports

content being consumed on smartphones, smart TVs and tablets,” said Kathy Weidman, senior vice president and general manager for metadata, Rovi. “As the leader in entertainment metadata, Rovi is committed to applying our dynamic metadata capabilities to categories that are the most meaningful to viewers. Sports fans are fiercely passionate and loyal to their favorite athletes and teams, and we are excited to be part of the ecosystem that will enrich the viewing experience for fans as they enjoy their favorite sporting events.”

Rovi Sports provides comprehensive global sports metadata for 60,000 of the world’s most popular sporting events, including the Olympics. Rovi delivers traditional metadata such as team standings, rosters, player profiles and live action shots, and enhances it with dynamic data services providing in-game context and OTT support of full games and highlights all tied together by the unique Rovi ID. Offering in-depth Olympics metadata, Rovi Sports will power country-specific stories about champions and OTT links to highlights by event, country and athlete to engage with fans on a deeper level. Additionally, it delivers real-time schedule updates, so DVR settings can be adjusted and viewers never miss the end of the game during the crucial moments in overtime. Rovi Sports enables service providers, multi-system operators, consumer electronics manufacturers and content providers to create and deliver immersive and interactive experiences that bring sports fans even closer to their favorite teams and athletes.

## 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](http://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](http://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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Source: Rovi Corporation