



NEWS RELEASE

# Rovi Personalized Discovery Solution Wins Content Innovation Awards

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Rovi Earns Judges' Top Nod for TV Technology Innovation in Content Discovery

SANTA CLARA, Calif. & NEW ORLEANS--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today announced that Rovi's Personalized Discovery Solution earned the Content Innovation Award for TV Technology in the category of Content Discovery. Hosted by Digital TV Europe and Television Business International, the inaugural Content Innovation Awards celebrate innovations in content, distribution and delivery, and the wide-ranging achievements of the companies who bring video content to the world.

"We are honored to receive this accolade from Digital TV Europe, Television Business International, and the judges of this year's Content Innovation Awards," said Michael Hawkey, senior vice president and general manager, discovery, Rovi. "Our experience in delivering world-class discovery solutions help differentiate our customers' product offerings and increase consumer satisfaction. This award acknowledges the company's continued innovations in connecting people to their favorite entertainment."

Rovi's Personalized Discovery Solution consists of a predictive search and recommendations engine and natural-language conversational interface. The solution is built on a foundation of handcrafted metadata and the Rovi Knowledge Graph, which maintains real-time updated semantic information on more than 100 million entertainment-related entities including program titles, celebrity names, brands and locations, all of which is influenced by trending social media topics.

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](http://Rovicorp.com).

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