



NEWS RELEASE

Rovi Showcases New Entertainment Discovery and Monetization Solutions at 2015 INTX

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SANTA CLARA, Calif. & CHICAGO--(BUSINESS WIRE)-- INTX: The Internet & Television Expo — Rovi Corporation (NASDAQ: ROVI) is showcasing a variety of solutions that are designed to deliver next-generation content guidance and contextual discovery for service providers, content providers, developers and consumer electronics companies at The Internet & Television Expo (INTX). Rovi will be demonstrating its suite of solutions at booth 627. Among the highlights, Rovi demos at INTX this year include:

New Dynamic Metadata, Powered by the Rovi Knowledge Graph Engine

- Rovi will introduce new dynamic metadata based on the robust Rovi Knowledge Graph Engine, which contains rich information on more than 100 million entertainment entities. This new dynamic metadata set is mapped to Rovi IDs and provides customers with a deep understanding of entertainment content and an awareness of what is popular or trending in the world at any moment. The Rovi Knowledge Graph Engine provides machine-generated metadata from 100,000 online sources, delivering 20 million additional keyword assignments and metadata on an additional four million people. It will also enable Rovi customers to deliver highly relevant search results and recommendations to accurately understand user intent and anticipate user interests.

Build Internet Protocol Based Entertainment Experiences with Rovi Cloud Services

- Rovi will release Rovi Cloud Services 2.0, which provides developers with easy access to an extensive range of media APIs. This will help service providers quickly build IP-based entertainment experiences on a range of platforms and devices, including next-generation set-top boxes, DTAs, IPTV, cloud, and second screen, or

websites, applications and portals.

- Additionally, Rovi will launch the new Rovi Developer Portal, which provides a one-stop shop for Rovi's entertainment discovery portfolio, including metadata, search, recommendations, remote access and conversation services. Developers can obtain complimentary trial keys at <https://developers.rovicorp.com>.

Enhanced User Interface for Rovi Passport Guide

- Rovi will unveil its revamped user interface (UI) for Passport Guide Interactive Program Guide (IPG). The enhanced UI features a wide-screen, high-resolution format, modern HD design and streamlined color palette, which better complements the service provider's branding. In addition to a refreshed UI, Passport Guide along with Rovi i-Guide will also support the collection of return-path data, which service providers can access through Rovi's Operator Insights, a business intelligence portal to gain insights into customer viewing patterns.

In addition to showcasing the latest innovations in entertainment discovery and monetization, Rovi will participate at INTX's Imagine Park. Chris Thun, vice president product management, Fan TV, will speak to "The Changing Face of the Interface" and demonstrate Fan TV. The panel takes place on Tuesday, May 5, at 11:45 a.m. CT in the INTX Marketplace, booth 150.

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). 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