



NEWS RELEASE

Rovi Signs Multi-Solution Deal with Mediacom Communications

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U.S. Cable Provider Selects Rovi Analytics to Gain Key Business Performance Insights

SANTA CLARA, Calif. & CHICAGO--(BUSINESS WIRE)-- INTX: The Internet & Television Expo — Rovi Corporation (NASDAQ: ROVI) today announced a multi-solution deal with Mediacom Communications Corporation, the eighth largest cable television provider in the United States. Under the agreement, Mediacom is able to take advantage of the benefits of Rovi Operator Insights, Rovi Ad Optimizer and Rovi Subscriber Analytics. These Rovi products will provide Mediacom with new insights into network performance and viewership trends and help the company more efficiently utilize their available ad inventory. The deal also includes an i-Guide renewal and enables Mediacom to launch new Rovi discovery products on iPads, smartphones, and digital terminal adapters (DTA) respectively with Rovi Guide xD and Rovi DTA Guide. It also extends their intellectual property (IP) license so that it now covers set-top boxes, as well as online and mobile devices.

“This agreement with Mediacom, a major U.S. cable provider, underscores Rovi’s commitment to building high-quality technology offerings for service providers,” said John Burke, executive vice president and chief operating officer, Rovi. “As we continue to broaden our product portfolio, we look forward to enhancing our customers’ offerings by delivering advanced technologies that improve the viewing experience and bring entertainment discovery to life.”

“The data and analytics insights, enabled under this agreement, provide essential intelligence that will fundamentally enhance our business going forward,” said John Pascarelli, executive vice president, operations, Mediacom. “By aligning with Rovi, we’re able to gain relevant operational and subscriber use cases to ensure we



drive more value to our customers.”

About Mediacom Communications

Mediacom Communications Corporation is the nation’s eighth largest cable television company and one of the leading cable operators focused on serving the smaller cities in the United States, with a significant customer concentration in the Midwestern and Southeastern regions. Mediacom Communications offers a wide array of information, communications and entertainment services, including video, high-speed data and phone, and provides innovative broadband communications solutions through its Mediacom Business division. Mediacom Communications’ advertising sales and productions services are sold under its OnMedia division. More information about Mediacom Communications is available at <https://mediacomcable.com>.

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.

Rovi Corporation

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Source: Rovi Corporation