



NEWS RELEASE

Rovi Signs Patent Licensing Agreement with Bell Mobility

2015-03-10

Company Release - 3/10/2015 8:30 AM ET

New Deal Builds on Rovi's Success in Licensing its Patent Portfolio

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today announced an agreement with Bell Mobility to use Rovi's intellectual property for its mobile TV service in Canada.

"Home entertainment is inevitably moving from the TV set in the living room to multiple screens and mobile devices," said Samir Armaly, executive vice president, intellectual property and licensing, Rovi. "Through its license agreement with Rovi, Bell Mobility is giving customers access to an integrated guide that enables them to see what's on now and later."

The agreement with Bell Mobility builds on Rovi's ongoing success in licensing its patent portfolio for second screen products and services to leading pay-TV providers in North America and across the globe.

About Rovi Corporation

Rovi is leading the way to a more personalized entertainment experience. The company's pioneering guides, data 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-K for the period ended December 31, 2014, 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
Stacey Hurwitz, 617-710-9171

Source: Rovi Corporation