



NEWS RELEASE

Rovi Video Continues to Be a Metadata Market Leader across the Globe

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Rovi Augments Industry Leading Offering to Meet Increased Demand for New Metadata Elements

SANTA CLARA, Calif. & AMSTERDAM--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today announced that Rovi Video continues to be a global metadata industry leader with its continued market expansion and the introduction of new innovative features designed to enhance the entertainment discovery experience. Rovi powers consistently high-quality user experiences in North America, Europe, Latin America, and Asia with Rovi Video, covering millions of movies and TV shows spanning over 70 countries, more than any other provider.

Rovi continues to expand its metadata prominence across the globe. Rovi Video now includes local TV, movie, and celebrity metadata in the Philippines. Australia and India regional packages have been enhanced to include new local TV listings. Market leaders worldwide choose Rovi Video over other options because of its depth and breadth, as well as its singular database based on a common ID structure. By offering a single database with local information for multiple countries, Rovi makes it easier for its customers to deliver consistent and high-quality experiences, especially in the world's most rapidly growing markets. Rovi is the only multi-national metadata provider to cover emerging markets like China, Russia, and Singapore.

Additionally, Rovi invests resources to develop metadata features, further augmenting its worldwide coverage to include new offerings and critical elements, such as sports, cross-category entertainment information, over-the-top (OTT) video links, and rich imagery:

- Rovi brings sports fans even closer to their favorite teams and athletes. Rovi is enhancing its sports metadata with new descriptive information about sports, leagues, teams, and players to drive new, personalized

discovery experiences before, during, and after the game. Rovi is rapidly developing enhancements to its traditional sports metadata, including team standings, rosters, player profiles, and support of full games, to include dynamic data services, such as OTT support of full games and highlights all tied together by the unique Rovi ID. This will serve as the foundation for seamless navigation to many of the most memorable sports moments for 320,000 events across 40 sports and 800 leagues in 50 countries.

- Rovi is the only metadata provider offering support for multiple media categories. With cross-referenced entertainment metadata for video, music, games, and books, customers are readily able to merchandise value-added services based on related content. Providers are able to drive additional consumption and engage fans by clearly connecting related content from multiple media types.
- Rovi Video connects users to popular online TV shows and movies with the most current OTT links. The availability of OTT links is more important today as online video consumption reaches an all-time high with the proliferation of connected devices and growing digital content catalogs. Rovi continues to incorporate links from leading retailers and streaming video on demand services in the U.S., and now includes sources from France, Germany, the Netherlands, and the UK.
- Rovi continues to deepen its descriptive metadata and extensive collection of images. Images help customers create modern, eye-catching user experiences. Since the beginning of the year, Rovi has added one million images to Rovi Video.

“Metadata is the crucial foundation to creating an engaging discovery offering,” said Kathy Weidman, senior vice president and general manager, metadata, Rovi. “Rovi Video is designed to offer granular entertainment metadata to brands across the globe. Rovi is the only provider to offer a unified solution of metadata, personalized search, recommendations, and natural-language conversation services for powerful entertainment discovery. With Rovi’s next-generation Personalized Discovery Services, our customers are uniquely positioned to deliver a truly engaging user experience.”

Globally, Rovi Video encompasses multimedia data on more than seven million TV programs, more than half a million movies, and a million celebrities, along with cast and crew bios, photos, and content-related imagery. Native speakers with domain-area expertise create local, searchable metadata on movies, TV series and episodes, and celebrity profiles and descriptors such as moods and themes, making it easier for customers to integrate localized metadata in their products.

Rovi will showcase its comprehensive suite of discovery and monetization solutions during IBC 2015 in Stand G01, Hall 14. Learn more about Rovi and the company’s IBC show announcements at

<http://www.rovicorp.com/ibc2015>.

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 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 June 30, 2015, and such other documents as are filed with the Securities and Exchange Commission from time to time (available at 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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