



NEWS RELEASE

# Rovi Video Leads Metadata Market Across the Globe; Now Covers 70 Countries

2015-01-06

Company Release - 1/6/2015 8:30 AM ET

Leading entertainment metadata available in more countries than any other major provider

SANTA CLARA, Calif. & LAS VEGAS--(BUSINESS WIRE)-- International CES — Rovi Corporation (NASDAQ: ROVI) today announced that Rovi Video is now available in more countries than any other major provider. Recently reaching a milestone of covering 70 countries, Rovi Video is a leading resource for international metadata on TV programs, movies, celebrities and sporting events. Powering applications and devices for discovery of media and entertainment content, Rovi offers rich, editorial metadata created by hundreds of trained Rovi editors for video, music, books and games, including plot descriptions, celebrity profiles, descriptive attributes and an archive of rich images—localized for multiple markets.

Rovi's expansive metadata is available in North America, Latin America, Europe, and more recently in key Asian markets such as China, Japan and India. The Rovi Video global database encompasses multimedia data on more than six 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 experience 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 Video allows our customers to create unique entertainment discovery experiences by incorporating accurate, rich, and searchable metadata across the top linear, OTT and web sources," said Kathy Weidman, senior vice president and general manager for metadata at Rovi. "Rovi entertainment metadata is designed to serve as the foundation for compelling and intuitive program discovery for consumers on the devices of their choice. When

combined with Rovi's best-in-class search, recommendations and conversation services, viewers' experiences are greatly enhanced and personalized. Rovi's solutions connect them to the content they crave."

Rovi Video has been widely adopted in the industry across the globe. Market leaders have chosen Rovi over other options because of its singular database with consistent, rich and high-quality metadata that shares a common ID structure. By integrating Rovi Video, customers can enable consumers to easily discover, connect to and consume entertainment across multiple platforms and devices.

## 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 on a global basis. 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).

## 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 September 30, 2014 and such other documents as are filed with the Securities and Exchange Commission from time to time (available at [www.sec.gov](http://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