



NEWS RELEASE

# Rovi and Intellectual Ventures Collaborate on Exclusive OTT Partnership

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Collaboration Brings Together Two World-Class Media and Entertainment Intellectual Property Portfolios

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Rovi (NASDAQ: ROVI) and Intellectual Ventures (IV) today announced that the companies are collaborating to bring together two of the world's leading media and entertainment patent portfolios under a unified, comprehensive licensing program to focus on over-the-top (OTT) offerings. Under the new agreement, Rovi will serve as the exclusive partner for IV, licensing the companies' combined patent portfolio exclusively to OTT customers. This alliance builds a combined and global intellectual property (IP) offering that leads the way in the discovery and personalization of digital entertainment.

The combined portfolio addresses all aspects of the OTT value chain, including content management and delivery, streaming technologies and consumer-facing features and functionality. Building on Rovi's well-established patent licensing program, the addition of IV's patents significantly expands the breadth and depth of assets licensable to OTT customers.

"We chose Rovi as a partner because of its world-class licensing program and valuable patent portfolio, which is well established within the media and entertainment market," added Cory Van Arsdale, senior vice president, global licensing at Intellectual Ventures. "By bringing our patent portfolios together, we've created one of the most robust entertainment and media patent portfolios available anywhere in the world. This gives us an unparalleled opportunity to help drive further innovation for our joint customers in the rapidly growing OTT industry."

"We are extremely pleased to join forces with Intellectual Ventures. Our alliance underscores Rovi's commitment to foster innovation across the media and entertainment landscape," said Samir Armaly, executive vice president,

intellectual property and licensing at Rovi. “In addition to our advanced discovery product offerings, our collaboration with Intellectual Ventures will provide OTT licensees access to an even more extensive patent portfolio, all from a single provider.”

Rovi has one of the world’s largest media and entertainment patent portfolios, and its collaboration with IV more than doubles Rovi’s over 5,000 issued patents and pending applications worldwide directed to entertainment and media-related technologies. Rovi’s platform-independent, technology agnostic IP portfolio is licensed to leading companies around the world, including the biggest names in media and entertainment. The combined Rovi and IV license offering will enable OTT providers to develop and deploy innovative solutions that lead the way in the discovery and personalization of digital entertainment.

## About Intellectual Ventures

Intellectual Ventures is a global invention company that helps create a world in which invention can thrive through the shared commitment to research, collaboration, investment and defense of inventors’ rights. For press inquiries, please contact [email protected]. For all other inquiries, please contact [email protected] or follow IV on Twitter at @IVinvents.

## About Rovi Corporation

Rovi Corporation (NASDAQ: ROVI) is creating personalized and data-driven ways for viewers to discover the right entertainment and for providers to discover the right audiences. Chosen by top brands in entertainment content, services and devices, Rovi touches the lives of hundreds of millions of consumers by providing comprehensive solutions, customizable products and technology licensing to make discovery simple, seamless and personal. With more than 5,000 issued or pending patents worldwide, Rovi is advancing entertainment and audience discovery. Learn more at [rovicorp.com](http://rovicorp.com) or follow us on Twitter @[rovicorp.com](https://twitter.com/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 September 30, 2015, 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)). 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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