



NEWS RELEASE

Rovi's Fan TV Becomes a Platform

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Fan TV Evolves into a Modular Platform that Service Providers, Developers and Channel Partners can Deploy as an End-To-End Solution or Integrate as Stand-Alone Features for Entertainment Discovery

LAS VEGAS--(BUSINESS WIRE)-- CES — Rovi Corporation (NASDAQ: ROVI) today introduced its advanced **Fan TV** platform ushering in the next-generation of entertainment discovery. The platform integrates the award-winning Fan TV with Rovi's renowned **Personalized Discovery Solution**, consisting of entertainment metadata, contextual search and recommendations and natural language conversation services. With the fully integrated platform, Rovi's Fan TV is one of the industry's most advanced offerings that powers entertainment discovery and content consumption across any screen via set-top box, connected TV, mobile, tablet and web.

Rovi's Fan TV platform is one of the most flexible platforms on the market today. Available as an end-to-end software solution or as modular API components, the platform delivers a simple and powerful navigation and personalized entertainment experience across multiple screens and services—all designed to strengthen and differentiate existing providers' offerings.

"The power of Rovi's Fan TV platform is that it enables global service providers, developers and our channel partners to tap into our market-leading technologies either as a full-service solution or for a specific feature to improve their own products," said Gilles BianRosa, vice president and general manager Fan TV, Rovi. "The need for powerful and simple discovery has grown dramatically as entertainment options have multiplied to include hundreds of channels along with a sea of apps and On Demand catalogs. The strength of the Fan TV platform lies not only in each component being best-of-breed, but also in the flexibility that enables customers to customize and implement the platform in a variety of different ways."

Service providers, content owners, developers and channel partners are able to select key features and functionality for integration into their product offerings via Fan TV's turnkey APIs and SDKs. Global operators can deploy Fan TV solutions through a variety of go-to-market models:

- **APIs:** The Fan TV platform is fully modular for service providers looking to complement and enhance existing software solutions, as well as hardware and middleware channel partners wanting to enrich and differentiate their offerings. It includes advanced discovery services like contextually aware and semantically intelligent personalized search and recommendations, content and device management features, and rich entertainment metadata. It also offers deep subscriber analytics, a natural language conversational interface, as well as 360 discovery across linear TV, video-on-demand, DVR and over-the-top services.
- **Apps (TV & Mobile):** Fan TV has a cross-screen suite of apps that work together as one cohesive entertainment system. Fully customizable iOS and Android mobile apps will keep subscribers connected to the entertainment they love on-the-go. In addition, providers can deploy Fan TV as a TV app on various streaming devices, including a recently launched Android TV app, with others coming soon. The Fan TV apps are ideal for providers looking to quickly execute a "skinny bundle" offering.
- **OS:** Fan TV powers hybrid or Internet Protocol (IP) set-top-boxes with live TV as the centerpiece and a cutting-edge interface, providing 360 discovery across live, video-on-demand, DVR and over-the-top services. Fan TV utilizes Rovi's rich, dynamic entertainment metadata and market-leading personalized search, recommendations, and conversation services fueled by Rovi's Knowledge Graph.

Key components of the Fan TV platform – such as search, recommendation and conversation services – are already being utilized by market leading service providers, including Dish and Cablevision. In addition, Rovi is working with several channel partners to develop and sell next-generation guides powered by the Fan TV platform.

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. Learn how Rovi is advancing entertainment and audience discovery at rovicorp.com, or follow us on Twitter @rovicorp.com.

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