



NEWS RELEASE

Rovi's Predictive Analytics Platform Powers Audience Targeting for A+E Networks

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Rovi Ad Optimizer Uses Big Data Analytics to Create Highly Targeted Audiences for TV Advertising Customers

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today announced that A+E Networks® has selected Rovi Ad Optimizer to enable data-driven audience selling to help improve advertiser performance by more efficiently reaching their target audiences. Ad Optimizer will help A+E Networks more effectively use inventory and create more value across its linear television channels while offering its advertisers more precise data-driven audience targeting.

Rovi's Ad Optimizer offers advanced campaign management and media planning functionality to help programmers build and execute audience-based data-driven media plans utilizing available datasets and the Rovi analytics engine. Ad Optimizer can process viewing data from set-top boxes, panel sources such as Nielsen and Rentrak, as well as from multiple third-party consumer data sources. The anonymized insights are used to more accurately forecast and provide deeper insights into audience profiles that can help identify target audiences across inventory more efficiently.

"Rovi's analytics platform will allow us to offer our advertising customers similar levels of data-driven audience targeting that they've become accustomed to with digital media," said Mel Berning, president, chief revenue officer, A+E Networks. "We are excited to leverage the power of the Rovi Ad Optimizer because it allows us to manage our inventory more effectively, which will further differentiate A+E Networks in our ability to deliver even more value to our advertisers."

Additionally, Horizon Media, the largest and fastest growing privately held media services agency in the world, plans

to purchase data-driven inventory from A+E Networks. The agency will offer its clients a new way to utilize data based on audience behavior for television media investments. With Rovi's Ad Optimizer, Horizon Media will be able to use the same audience-based media planning capabilities from a buyer's perspective.

"Rovi's Ad Optimizer is a natural fit for Horizon Media because the platform speaks directly to a television buyer," said David Campanelli, senior vice president, director of national television, Horizon Media. "Being able to easily and intelligently transact A+E Networks inventory takes the guesswork out of TV ad buying. Rovi Ad Optimizer significantly broadens our capabilities to help advertisers find the right audiences for their campaigns."

"Television programming continues to attract extremely engaged and valuable audiences," said John Hocter, general manager, analytics, Rovi. "Working with A+E Networks and Horizon Media reflects our commitment to addressing the challenges faced by multi-platform media companies and media services agencies in identifying specialized audience segments, and forecasting and targeting viewership. Rovi remains committed to driving leadership in delivering actionable analytics insights across the entire media landscape."

Ad Optimizer provides an optional API for programmatic exchange. It delivers full control of the available inventory, yield management, dynamic pricing configuration based on audience demand, as well as the review, acceptance and execution of programmatic orders.

About A+E Networks

A+E Networks®, LLC. is an award-winning, global media content company offering consumers a diverse communications environment ranging from television networks to websites, DVDs, gaming, watch apps and educational software. A+E Networks is comprised of A&E®, Lifetime®, History®, LMN®, FYI™, H2™, A+E Studios™, History en Español™, Crime & Investigation Network™, Military History™, Lifetime Real Women®, A+E IndieFilms®, A+E Networks International®, A+E Networks Digital® and A+E Networks Consumer Products™. A+E Networks channels and branded programming reach more than 350 million households in over 180 territories. The A+E Networks® Digital Media group is the only ad-supported non-sports network with TV Everywhere mobile apps on iOS, Android, Kindle Fire and Windows Phone and over-the-top-apps on Apple TV, Roku, Xbox 360 and Amazon Fire TV. As a leader in this realm, the A+E Networks has hit over 28 million Watch Apps downloads to-date across these platforms. A+E Networks, LLC. is a joint venture of Disney-ABC Television Group and Hearst Corporation.

About Horizon Media

Horizon Media, Inc. is the largest and fastest growing privately held media services agency in the world. The company was founded in 1989, is headquartered in New York and has offices in Los Angeles, San Diego, and Chicago. Horizon Media was chosen as 2011 Independent Media Agency of the Year by Mediapost, 2010 U.S. Media

Agency of the Year by Adweek, Brandweek, and Mediaweek as well as by Ad Age and as one of the world's ten most innovative marketing and advertising companies by Fast Company in 2011. In 2012, Bill Koenigsberg, President, CEO and Founder, was honored by Advertising Age as Industry Executive of the Year. Most recently, in 2014, Bill Koenigsberg was named 4As Chair of the Board and is the first person from a media agency to hold this prestigious position in the 100 year history of the 4As, the marketing industry's leading trade association.

The company's mission is "To create the most meaningful brand connections within the lives of people everywhere." By delivering on this mission through a holistic approach to brand marketing, Horizon Media has become one of the largest and fastest-growing media agencies in the industry, with estimated billings of over \$4.7 billion and over 1,000 employees.

The company is also a founding member of Columbus Media International, a multi-national partnership of independent media agencies. For more information, please visit horizonmedia.com.

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-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). 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