



NEWS RELEASE

TiVo Ads Launches Enhanced U.S. TV Viewership Data Offering, Unifying STB and ACR Data in a Single Feed

2026-09-22

Independent, session-level dataset provides a more comprehensive view of linear and streaming TV consumption for measurement and analytics

SAN JOSE, Calif--(BUSINESS WIRE)-- TiVo Ads, a leader in advanced TV data and advertising solutions, today launched an enhanced U.S. TV Viewership Data offering, combining its deterministic set-top box (STB) data with automatic content recognition (ACR) data in a single, session-level data feed.

Building on more than 15 years of experience in TV data licensing, TiVo Ads provides data, measurement and analytics partners with a scaled and diversified footprint spanning millions of combined STB and ACR devices. Covering linear TV, AVOD and SVOD environments, the offering is designed to complement existing datasets, address coverage gaps and give partners the flexibility to build their own measurement, audience and analytics solutions. Independent by design and decoupled from media spend, TiVo Ads' U.S. Viewership Data offering gives licensees control over how the data is modeled, segmented and applied within their own products and workflows.

"TV viewing has fragmented, and the data used to understand viewer behavior often remains siloed," said Fariba Zamaniyan, senior vice president of global data monetization at TiVo Ads. "STB and ACR data each provide a valuable lens into viewing behavior, but neither tells the whole story on its own. Bringing these complementary signals together can help close those gaps and give the industry a broader view of audiences across markets and platforms as television continues to evolve."

With a single viewership data input, partners can power a range of audience, measurement and planning applications, from building household- and device-level audience segments based on deterministic viewing behaviors to enabling closed-loop attribution and measuring reach and frequency across linear and streaming TV.

This new offering builds on TiVo Ads' broader global data capabilities, including TV viewership data in the U.S. and

U.K. and rich entertainment metadata spanning linear and streaming environments. For more information on TiVo Ads, visit advertising.tivo.com.

About TiVo

TiVo Ads is presented by TiVo Platform Technologies LLC ("TiVo"), a wholly owned subsidiary of Xperi Inc. (NYSE: XPER), which is transforming the way people find, watch, and enjoy entertainment. Through its award-winning entertainment products and TV operating systems, TiVo delivers industry-leading content discovery, personalization, and viewer engagement experiences across connected TVs, pay TV platforms, streaming services, and consumer devices worldwide.

About Xperi Inc.

Xperi invents, develops, and delivers technologies that enable extraordinary experiences. Xperi technologies, delivered via its brands (DTS®, HD Radio™, TiVo®) are integrated into consumer devices and media platforms worldwide, powering smart devices, connected cars and entertainment experiences, including IMAX® Enhanced, a certification and licensing program operated by IMAX Corporation and DTS, Inc. Xperi has created a unified ecosystem that reaches highly engaged consumers, driving increased value for partners, customers and consumers.

©2026 Xperi Inc. All Rights Reserved. Xperi, TiVo, DTS, HD Radio and their respective logos are trademark(s) or registered trademark(s) of Xperi Inc. or its subsidiaries in the United States and other countries. IMAX is a registered trademark of IMAX Corporation. All other trademarks and content are the property of their respective owners.

XPER - P

Media Contact:

Tom Huntington

+1 619-743-9057

thomas.huntington@xperi.com

Source: Xperi Inc