



NEWS RELEASE

TiVo Announces Most Engaging Commercials and Moments From the Golden Year of the Big Game

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SAN JOSE, CA -- (Marketwired) -- 02/08/16 -- TiVo® Inc. (NASDAQ: TIVO), the premiere source of second-by-second data insight into Super Bowl® viewers' most-watched commercials and moments, today released this year's most engaging Super Bowl commercials, promotions and game moments. From a variety of takes on patriotic messages, quirky humor, and a bit of the odd, commercials tended to lack the usual sizzle of the biggest TV event of the year.

Unlike in recent years, TiVo's analysis did not find that a specific genre or theme dominated the big game, as the highly anticipated matchup on the field and halftime show surpassed any standout ad spots in terms of viewer engagement. The National Football League tapped into the always-popular "baby-appeal" by airing a highly engaging promotion highlighting babies born nine months following last year's game. CBS, the airing network, increased the number of promotions of its own content to 31, versus last year when host network NBC aired 26.

The following are the top ten commercials and promotions from Super Bowl 50, according to TiVo:

1. Doritos - Ultrasound
2. Mountain Dew - PuppyMonkeyBaby
3. Taco Bell Quesalupa - Bigger Than Everything
4. Buick Cascada - That Convertible's a Buick
5. Pepsi - The Joy of Dance
6. Marmot - Fall in Love with the Outside
7. Apartments.com - MovingOnUp
8. Bud Light - Raise One to Right Now

9. Skittles - The Portrait

10. Toyota Prius - Prius 4

TiVo Research is the most reliable audience research service using second-by-second data measurement tools to rank top Super Bowl spots based on actual commercial retention relative to overall program viewership.

This year's big game versus last year's by the numbers:

- While brands such as Doritos and Budweiser clung to spots on the top 10 list, there was a notable omission from this tier of insurance companies, among other big-name brand categories which have run commercials in past years.
- Six of the top ten spots contained celebrities, from Steven Tyler to George Takei.
- 14 spots were related to tech products or companies.

"Super Bowl 50 may not have been a nail-biter on the field, but the entire event is a bigger spectacle every year and fans around the world can't seem to get enough," said Tara Maitra, Senior Vice President, General Manager Content & Media Sales at TiVo. "Ratings for the game and the price tag for 30-second ad spots may have risen as usual, but ads this year felt 'safer' and less edgy. Additionally, spots are created for splintered audiences on various social media platforms and for online promotion -- diverting from the genres and traditions of past years."

For the sixth consecutive year, TiVo found viewership for the halftime show exceeding that of the overall game. The top moment from this year's Coldplay-helmed halftime performance was exactly what many fans were eagerly anticipating -- Beyoncé's appearance. Based on data from the last eight years, Super Bowl 50's halftime show ranked third behind 2012's featuring Madonna with LMFAO, MIA, Nicki Minaj, and CeeLo, and last year's performance by Katy Perry with Lenny Kravitz.

The moments with which viewers engaged the most from the game itself were: (1) C.J. Anderson scrambles into the end zone to give the Broncos a 22-10 lead with 3 minutes remaining; (2) Super Bowl MVP Von Miller strips the ball from Cam Newton's hand with 4 minutes remaining in the 4th quarter and the Panthers down by 6; and (3) The replay shows Cam Newton backed away from the scramble for the lost football.

TiVo subscribers can also view all Super Bowl 50 commercials from their TiVo DVR. Go to TiVo Central and either hit 5 on the TiVo remote or go to "Find TV Movies and Videos" > "Browse TV & Movies" > "New & Notable."

Methodology

TiVo Research's Super Bowl 50 analysis was prepared using aggregated, anonymous, second-by-second audience measurement data from a sample of approximately 30,000 anonymous households with the Emmy®-award winning TiVo® service. TiVo Research gauges the interest in programming content by measuring the percentage of

the TiVo audience watching in "play" speed. The most engaging ads are determined by looking for spots with the biggest increase in viewership relative to the viewership in the surrounding 15 minutes of programming, offering a true reflection of audience engagement.

About TiVo Research and Analytics, Inc.

TiVo Research and Analytics, Inc., a wholly-owned subsidiary of TiVo Inc. (NASDAQ: TIVO), is a leading cross-media research, measurement and analytics company whose solutions help advertisers, agencies and television networks improve the demographic fit of advertising, accountability in advertising, and return on media investment. TiVo Research's web-based Media TRAnalytics® and TV Health Ratings platforms match the TV and online advertising that households actually receive with the products that the same households actually buy, thereby enabling clients to find "The Right Audience" while providing an unmatched level of transparency, measurement, media planning/selling, and improved ROI. More information at: www.tivoresearch.com.

About TiVo

TiVo Inc. (NASDAQ: TIVO) is a global leader in next-generation television services. With global headquarters in San Jose, CA and offices in New York, NY, and Durham, NC, TiVo's innovative cloud-based Software-as-a-Service solutions enable viewers to consume content across multiple screens in and out-of-the home. The TiVo solution provides an all-in-one approach for navigating the 'content chaos' by seamlessly combining live, recorded, on-demand, and over-the-top television into one intuitive user interface. The TiVo experience provides TV viewers with simple universal search, discovery, viewing and recording from an array of devices, creating the ultimate viewing experience. TiVo products and services are available at retail or through a growing number of pay-TV operators worldwide. TiVo's numerous subsidiary companies provide the broader television industry and consumer electronics manufacturers with cloud-based video discovery and recommendation options, interactive advertising solutions, and audience research and measurement services. More information at: www.TiVo.com.

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Source: TiVo Inc.