



NEWS RELEASE

TiVo Announces New "TiVo Lite" Solution at IBC 2015

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ENABLES A COST-EFFECTIVE
APPROACH FOR DEPLOYMENT OF
RENOWNED TIVO EXPERIENCE

TIVO LITE, ALONG WITH
TECHNOLOGIES FROM
SUBSIDIARIES CUBIWARE AND
DIGITALSMITHS, TO BE
DEMONSTRATED AT IBC 2015

Company Release - 9/11/2015 1:55 AM ET

AMSTERDAM, THE NETHERLANDS -- (Marketwired) -- 09/11/15 -- TiVo Inc. (NASDAQ: TIVO), a leading innovator in the advanced television space, will be demonstrating their most recent innovations that are defining the future of the TV during the 2015 International Broadcasting Conference. TiVo® will unveil its latest advanced TV offerings for cable operators. In addition to demonstrating enhancements to TiVo's acclaimed Gateway PVR, multi-room and multi-screen solutions, TiVo will be showcasing comprehensive offerings combining technologies from portfolio companies DigitalSmiths and Cubiware.

"IBC is a spectacular venue for us to demonstrate our leadership in the global TV industry," said David Sandford, TiVo's Vice President and GM, International. "We're looking forward to showcasing our latest solutions that integrate live and recorded TV, video-on-demand, TV Everywhere, catch-up TV, streaming services and web video across a broad range of devices. The TiVo service has more than 6 million subscriptions world-wide and TiVo and its

portfolio companies have relationships with more than 70 cable operators across the globe. With the recent integration of Digitalsmiths and Cubiware offerings, TiVo is able to address a wide range of operator needs with a versatile solution."

Introducing TiVo Lite

Incorporating technologies from Cubiware, Digitalsmiths and TiVo, TiVo Lite answers operators' call for distinctive, next generation multi-screen experiences which can be used to improve their competitive position while also being very cost effective to deploy. Built on Cubiware's CubiTV middleware, TiVo Lite enables TiVo's award-winning experience on a range of low-cost STBs.

The TiVo user experience uniquely presents the operator's entire content offering with an intuitive and easy-to-navigate interface consolidating all available linear, on-demand and streaming options into one experience. In addition, operators can choose to combine TiVo Lite STB clients with TiVo's mobile applications for iOS and Android, delivering both command and control companion functionality as well as linear, VOD and OTT consumption in and out of the home.

"TiVo Lite provides many of the core elements of TiVo's award winning search and navigation experience," said Jakub Gorski, Cubiware co-founder. "Now, by combining our solutions with a significantly lower cost of implementation and localization we are able to deliver a fast time-to-market for new deployments and even upgrades of previously deployed operator set-top-boxes."

Digitalsmiths: Discovery and Analytics that Increase Engagement and ARPU

Digitalsmiths Seamless Discovery® is one of the industry's most comprehensive cloud-based video discovery platform, powering personalized search, recommendations and browsing, social trending, mood-based discovery, and a business rules engine. Operators can pair Seamless Discovery with Digitalsmiths Seamless Insights, to access the reporting and analytics necessary to optimize content discovery, deliver targeted content promotions, monitor and improve customer engagement and increase ARPU.

Digitalsmiths Seamless Insights is a reporting and analytics platform for video service providers that organizes data and presents it in a visible way, making it actionable for the operator.

- Discovery Dashboards provide a snapshot of the usage and engagement across multiple platforms to identify which products, devices and content is driving the greatest ROI.
- Average Revenue Per User (ARPU) module helps build and deliver subsets of viewers for a clear picture on campaign performance to optimize future promotions. Video service providers can create and test various promotions for channels, packages, premium content and even Pay-Per-View across all applications and devices.

TiVo Product Features

TiVo will showcase a range of innovations that continue to distinguish the TiVo consumer experience. IBC attendees will have a chance to get hands-on with the latest advancements that real TiVo subscribers are now using to find and enjoy content across multiple screens in and out of home, including:

- **TiVo Search:** Presenting results ranked by relevance and from any source, TiVo Search enables users to find what they want amid endless entertainment options. TiVo's search technology starts with the push of a single button for instant discovery of content located across all available sources including recorded or live shows from linear television, an operator's video-on-demand library and streaming services.
- **TiVo OnePass:** OnePass automatically organizes every available episode of your favorite programs into a single playlist, regardless of content source. It is the best example of universal search, as viewers do not have to learn what channel or time a show airs. TiVo OnePass allows viewers to browse episode lists, easily serving up each individual episode regardless if it is streaming for free from an operator's on demand catalogue or paying a per-episode fee to an OTT service, it all starts from the same show-centric view in TiVo's simple interface.
- **AirPlay:** TiVo now allows users to stream recorded shows to Apple TV through AirPlay. With TiVo's new, updated iOS app, users can send recorded content from TiVo Roamio or Premiere PVRs to play on an Apple TV through an iOS device connected on the same network. The latest version of TiVo's iOS app is now available in the App Store for free.

Visit TiVo at IBC 2015 in Hall 5, booth B48.

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, Boston, MA, Durham, NC, and Warsaw, Poland, 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 a variety of devices, creating the ultimate viewing experience. TiVo products and services are available at retail or through a growing number of pay-TV operators world-wide. TiVo's multiple 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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This release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act

of 1995. These statements relate to, among other things, the future availability and expected benefits for operators of the TiVo Lite product. Forward-looking statements generally can be identified by the use of forward-looking terminology such as, "believe," "expect," "may," "will," "intend," "estimate," "continue," or similar expressions or the negative of those terms or expressions. Such statements involve risks and uncertainties, which could cause actual results to vary materially from those expressed in or indicated by the forward-looking statements. Factors that may cause actual results to differ materially include delays in development, competitive service offerings and lack of market acceptance, as well as the other potential factors described under "Risk Factors" in the Company's public reports filed with the Securities and Exchange, including the Company's Annual Report on Form 10-K for the fiscal year ended January 31, 2015, Quarterly Reports on Form 10-Q for the quarters ended April 30, 2015 and July 31, 2015, and Current Reports on Form 8-K. The Company cautions you not to place undue reliance on forward-looking statements, which reflect an analysis only and speak only as of the date hereof. TiVo disclaims any obligation to update these forward-looking statements.

Source: TiVo Inc.