



NEWS RELEASE

# TiVo Announces Trump's Closing Statement as the Most Watched Moment of Last Night's Debate

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TIVO RESEARCH RELEASES TOP  
MOMENTS OF PRIME-TIME  
REPUBLICAN PRESIDENTIAL  
DEBATE

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SAN JOSE, CA -- (Marketwired) -- 08/07/15 -- TiVo Research and Analytics, a subsidiary of TiVo Inc. (NASDAQ: TIVO), today announced the top moments from last night's prime-time Republican Presidential candidate debate. While it was highly anticipated that Donald Trump would have a lot to say, it was his closing statement after more than two hours of debate that caught America's attention the most.

The analysis of over 30,000 anonymous households across the United States allowed TiVo to capture what resonated most with Americans during the at-times heated banter among the Republican Presidential hopefuls, including Donald Trump, Jeb Bush, Scott Walker, Mike Huckabee, Ben Carson, Ted Cruz, Marco Rubio, Rand Paul, Chris Christie and John Kasich.

Here are the top moments from the event.

TiVo Top Moments of 2015 Prime-Time Republican Presidential Candidate Debate

#1 - Trump's closing statement

11:04 p.m.: "Our country is in serious trouble. We don't win anymore. We don't beat China in trade. We don't beat

Japan with their millions and millions of cars coming into this country in trade. We can't beat Mexico at the border or in trade. We can't do anything right. Our military has to be strengthened; our Vets have to be taken care of. We have to end Obamacare and we have to make our country great again, and I will do that. Thank you."

#2 - "When did you actually become a Republican?"

10:26 p.m.: Megyn Kelly points out that Trump has changed his position on key issues, such as abortion and assault weapon bans, in recent years. The crowd erupts into applause when she follows up by asking, "When did you actually become a Republican?"

#3 - Governor Huckabee's closing statement

11:01 p.m.: Governor Huckabee's closing statement asserts: "It seems like this election has been a whole lot about a person who is very high in the polls, who doesn't have a clue how to govern, a person who has been filled with scandals and who could not lead. And of course I'm talking about Hillary Clinton."

#4 - "You're having a hard time tonight."

9:26 p.m.: Paul accuses Trump of advocating a single-payer health care system. Trump retorts with an insult: "I don't think you heard me. You're having a hard time tonight."

#5 - Walker responds on Russia

10:41 p.m.: Answering Bret Baier's question about how he would respond if Russia started a campaign to destabilize NATO allies, Scott Walker responds: "Well first off, for the cyber-attack with Russia the other day, it's sad to think right now, but probably the Russian and Chinese government know more about Hillary Clinton's e-mail server than do the members of the United States Congress."

#6 - Governor Huckabee responds on the US deal with Iran

10:17 p.m.: Governor Huckabee, in response to a question on the U.S. deal with Iran: "Ronald Reagan said 'trust, but verify.' President Obama is 'trust, but vilify.' He trusts our enemies and vilifies everyone who disagrees with him. And the reason we disagree with him has nothing to do with party. It has to do with the incredibly dangerous place that this world is gonna be as a result of a deal in which we got nothing. We didn't even get four hostages out. We got nothing, and Iran gets everything they want."

#7 - "God has blessed us."

10:53 p.m.: Senator Rubio, in response to a question on hearing the "word of God" and what he'll do to help veterans. "Well, first, let me say I think God has blessed us. He has blessed the Republican Party with some very good candidates. The Democrats can't even find one."

#8 - Bush comments on education

9:52 p.m.: Bret Baier gives Bush the chance to defend his position in support of Common Core education, and Bush takes the bait, passionately defending his belief that education choices should still be made at the state level: "I don't believe the federal government should be involved in the creation of standards, directly or indirectly, the creation of curriculum or content. It is clearly a state responsibility."

#9 - Christie disagrees with Paul on cutting foreign aid

10:46 p.m.: Christie describes his approach to expanding the military and why Paul's proposals to cut foreign aid are wrongheaded: "I don't disagree with Senator Paul's position that we shouldn't be funding our enemies, but I absolutely believe that Israel is a priority to be able to fund and keep them strong and safe after eight years of this administration."

#10 - An impassioned speech from Kasich

10:01 p.m.: Responding to Chris Wallace's question about how he will face off with Hillary Clinton, Kasich wraps up an impassioned speech about how the winning nominee must balance economic growth with helping people "living in the shadows": "America is a miracle country, and we have to restore the sense that the miracle will apply to you. Each and every one of the people in this country who is watching tonight -- lift everybody, unite everybody, and build a stronger United States of America again. It will be and can be done."

"With a record number of people running for our nation's top office, this debate is just the beginning of what promises to be an exciting election," said Frank Foster, Senior Vice President and General Manager of TiVo Research. "Our ability to measure the top moments of such television events demonstrates just one aspect of TiVo Research's capabilities. This analysis, aggregated from thousands of anonymous households, reveals the moments that caught viewers' attention -- down to the second -- allowing us to gain insight into what America found interesting about these candidates."

\*Methodology: This TiVo Research analysis was prepared using aggregated, anonymous, second-by-second audience measurement data from approximately 30,000 anonymous households out of a daily sample of 350,000 subscribers to 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. TiVo Research determined the Top Moments from the Republican Debate that resonated most with TiVo subscribers.

About TiVo Research and Analytics, Inc.

TiVo Research and Analytics, Inc., a 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 advertising targeting, accountability, 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, 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](http://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, 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, providing 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. TiVo subscribers enjoy a 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. The company's multiple subsidiaries 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](http://www.TiVo.com).

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Source: TiVo Inc.