



NEWS RELEASE

TiVo Appoints Frank Foster to Run TiVo Research and Analytics

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SAN JOSE, CA -- (Marketwired) -- 07/13/15 -- TiVo Inc. (NASDAQ: TIVO), a leading innovator in the advanced television space, and its subsidiary TiVo Research and Analytics, Inc. (TiVo Research) today announced it has appointed Frank Foster as Senior Vice President and General Manager to run TiVo Research and Analytics. Foster will be based in the company's New York offices and will drive TiVo Research's strategic development in research and analytic solutions, audience measurement, data provisioning and programmatic advertising efforts.

Foster brings to TiVo Research more than two decades of experience in business development and media research, most recently as President and General Manager of Crossbeam Media, a Comcast Company where he was responsible for the creation of a data-informed unwired network that delivered advertising across television, online and mobile platforms with Comcast NBCU and third party inventory. During his tenure, Foster oversaw relationships with advertising agency holding companies, television station groups, networks, MVPDs as well as online and mobile networks that leveraged Crossbeam's insights to produce more effective advertising campaigns across multiple screens. Previously Foster was Vice President, Advanced Media Sales and Planning at Comcast Spotlight, as well as Head of Television Advertising Sales and television product development for AT&T AdWorks.

"The work TiVo Research is doing to provide advanced audience research and targeted data services and solutions is of utmost importance to TiVo's future and is of increasing critical importance to the advertising industry," said Rogers. "Frank brings with him tremendous experience in advanced advertising and deep insight into multi-platform entertainment that will be put to immediate use at TiVo Research. We are extremely pleased to have Frank leading this team."

Foster said, "TiVo Research is in a unique position to couple the industry's largest single source, cross-platform data set with unrivaled experience in set top box data analytics. When combined with TiVo's significant investment in state of the art big data technology, TiVo Research is in a unique position to shed light on how advertisers' media spend drives consumer behavior and more importantly product sales. I'm excited to be joining TiVo Research in this arena as we partner with our clients to develop better insight into media performance across television, online and mobile advertising."

Prior to AT&T, Foster was the CEO at EVAD Consulting and co-founder and president of television audience research pioneer, erinMedia. Foster assisted in the sale of Cheetah Technologies to Acterna and before that held sales and marketing positions at USRobotics.

Foster attended the U.S. Naval Academy and holds a BS from Iowa State University in Mathematics, Physics, and English. He is a named co-inventor of eight U.S. patents related to privacy compliant set top box technology and data management.

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 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.

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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Source: TiVo Inc.