



NEWS RELEASE

# TiVo Brings Powerful Music Metadata to BuzzAngle Music

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## TiVo's Music Metadata Generates Stronger Data Analytics for BuzzAngle Music

SAN JOSE, Calif.--(BUSINESS WIRE)-- **TiVo Corporation** (NASDAQ: TIVO), a global leader in entertainment technology and audience insights, today announced that **BuzzAngle Music**, a leading innovator in music consumption analytics, has licensed Music Metadata from TiVo. The combination of data analytics from BuzzAngle Music embedded with Music Metadata from TiVo directly connects consumption to recommendations, providing some of the most accurate and unique research findings currently available in the industry.

"Thanks to its vast metadata capabilities, TiVo made it easy for us to incorporate their music metadata into our robust analytics platform," said Jim Lidestri, CEO of Border City Media, the makers of BuzzAngle Music. "The seamless integration added a deeper level of context to our database and strengthened the musical architecture as well as the filtering capabilities for our users."

BuzzAngle Music will license TiVo Music Metadata that includes music release dates, genres, album and song linking, artist and songwriter info, and unique song descriptive data. BuzzAngle Music will also standardize on TiVo's ID classifications for artist ID, song ID and album ID, enabling greater user consumption by simplifying discovery and strengthening recommendations.

"Six of the top eight music services in the U.S. and Europe already utilize both TiVo Music Metadata and BuzzAngle's music data analytics platform, making this integration a natural fit for the industry," said Roz Ho, senior vice president and general manager, Consumer and Metadata, TiVo. "Our collaboration greatly enhances data analytics reporting and eases the integration of BuzzAngle data feeds for all customers, enabling new ways to discover and

expand music experiences.”

TiVo’s Music Metadata offering enables music distributors and creators to differentiate their services, increase content usage and drive sales using industry-leading descriptive and dynamic metadata spanning millions of albums and tracks worldwide – from popular hits and cult favorites to minor works and classical masterpieces.

## About Border City Media/BuzzAngle Music

Border City Media is a New York-based music technology company that provides a unique service, BuzzAngle Music, that revolutionizes the way businesses analyze music consumption and related trends. BuzzAngle Music’s state-of-the-art platform analyzes the daily sales, streaming, airplay and Shazam activity of albums, songs and artists in North America and beyond. For more information, go to [www.buzzanglemusic.com](http://www.buzzanglemusic.com) and follow us on Twitter @buzzanglemusic.

## About TiVo

TiVo Corporation (NASDAQ: TIVO) is a global leader in entertainment technology and audience insights. From the interactive program guide to the DVR, TiVo delivers innovative products and licensable technologies that revolutionize how people find content across a changing media landscape. TiVo enables the world’s leading media and entertainment providers to deliver the ultimate entertainment experience. Explore the next generation of entertainment at [tivo.com](http://tivo.com), [forward.tivo.com](http://forward.tivo.com) or follow us on Twitter @tivo or @tivoforbusiness.

## Caution Concerning Forward-Looking Statements

This press release contains forward-looking statements. Readers are cautioned that such forward-looking statements involve risks and uncertainties that could cause actual events or our actual results to differ materially from those expressed in any such forward-looking statements. Readers are directed to TiVo’s periodic and other reports filed with the Securities and Exchange Commission (SEC) for a description of such risks and uncertainties. TiVo undertakes no obligation to update any forward-looking statements.

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Finn Partners for TiVo

Ricca Silverio, +1 415-348-2724

[email protected]

or

Scoop Marketing for Border City Media/BuzzAngle Music

Larry Solters, 818-761-6100

[email protected]

Source: TiVo Corporation