



NEWS RELEASE

# TiVo Delivers the Ultimate Music Experience with SongConnect

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Uncovering New Ways to Discover and Experience Music with Powerful Search, Recommendations and Catalog Optimization

LAS VEGAS--(BUSINESS WIRE)-- TiVo Corporation (**NASDAQ: TIVO**), a global leader in entertainment technology and audience insights, today announced the availability of SongConnect, a unique music metadata package that relates versions of a song to a single master work. With SongConnect, previously hidden connections are surfaced and music service providers can enable new discovery experiences for the music lover.

## Access Untapped Content

SongConnect is powered by TiVo's unique song ID. This new level of identifier allows providers to collect together alternate variations of a song including live, studio, acoustic and remix versions, enabling music fans to find a song even when there are multiple versions or if the song is described in different ways. Voice-led discovery is fast becoming the default way to find and enjoy music, and SongConnect provides an additional level of detail that helps advanced search and recommendation systems deliver the right track the first time.

"Music service providers need new and innovative ways for users to discover related music," said Kathy Weidman, senior vice president and general manager, metadata, TiVo. "SongConnect enables the discovery of alternate versions of a song across multiple languages, in all different genres, by delivering a new level of connectivity and accuracy to search."

Record labels and music distributors can use SongConnect to more effectively merchandise new music and back



catalogs. For example, if a song is re-recorded by an emerging artist, music retailers can leverage the success of the new release to market the original release as well as other popular covers.

SongConnect provides the missing link that will fuel a new level of catalog optimization tools, which helps music services clean, synchronize and de-duplicate metadata from multiple sources. These optimization tools distinguish between duplicated and other related content allowing music providers to map songs titled in various languages to a single Song ID such as, "Let it Go," which Disney recorded in more than 45 languages for the film Frozen.

## Unlimited and Expansive Selections

The comprehensive SongConnect package provides music service customers with three new metadata identifiers – Song ID, Composition ID and Main Track ID.

- **Song ID** associates the recordings of a song by the same artist so listeners can connect to live, studio, acoustic, remix or other versions of a song by the original artist.
- **Composition ID** matches songs together so listeners can find multiple versions of the same song. For example, users can now find alternate versions of a song like, "My Funny Valentine," to build a play-list with duplicate versions of the same song.
- **Main Track ID** links the original album to alternate versions of subsequent songs ever released allowing a user to stream the entire original release of the album or find additional songs from the original album. Main track ID also allows sorting of all songs by release date and genre.

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. With SongConnect, TiVo brings Music Metadata to a whole new level, significantly enhancing the overall music discovery experience.

TiVo will showcase its entertainment technology and audience insights solutions at its private suite during CES in Las Vegas.

## 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](https://twitter.com/tivo) or [@tivoforbusiness](https://twitter.com/tivoforbusiness).

## Forward-looking Statement

All statements contained herein that are not statements of historical fact, including statements that use the words “will” or “is expected to,” or similar words that describe TiVo Corporation’s or its management’s future plans, objectives or goals, are “forward-looking statements” and are made pursuant to the Safe-Harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the actual results of TiVo Corporation to be materially different from the historical results and/or from any future results or outcomes expressed or implied by such forward-looking statements. Such factors are further addressed in TiVo’s most recent report on Form 10-Q and other documents of TiVo Corporation, Rovi Corporation and TiVo Solutions Inc. (formerly known as TiVo Inc.) on file with the Securities and Exchange Commission (available at <http://www.sec.gov>). TiVo Corporation assumes no obligation to update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release, except as required by law.

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