



NEWS RELEASE

## TiVo Expands Intellectual Property Licensing Deal With TCL Into North America

2017-07-27

Company Release - 7/27/2017 8:00 AM ET

SAN JOSE, Calif.--(BUSINESS WIRE)-- **TiVo Corporation** (NASDAQ: TIVO), a global leader in entertainment technology and audience insights, today announced it has expanded its existing intellectual property (IP) license agreement with **TCL®**, the fastest-growing TV brand in the U.S. and the third largest TV manufacturer in the world, into North America.

The latest IP licensing deal, which extends into the next decade, provides coverage for TCL North America's innovative television offerings including its award-winning line of TCL Roku TVs. TCL North America also obtained the capability to incorporate TiVo's advanced entertainment discovery innovations into its televisions for the United States, Canada and Mexico markets. Since September 2016, TCL has been an IP licensee of Rovi Corporation, a TiVo company, for similar offerings across Europe.

"Today's consumer has an appetite for an immersive and engaging viewing experience, one that combines the latest technologies, intuitive interfaces and exceptional picture quality," said Chris Larson, senior vice president, TCL. "Our partnership with TiVo offers broad IP coverage and allows us to continue to push the envelope when it comes to driving innovation within the smart television space."

"This announcement marks a major milestone as TCL, a leading consumer electronics company headquartered in China, continues to strengthen its presence here in North America," said Samir Armaly, executive vice president, Intellectual Property and Licensing, Rovi Corporation, a TiVo company. "This expansion further demonstrates the applicability of TiVo's pioneering IP portfolios to the consumer electronics market."

TiVo has spent decades investing in research and development to create market-leading technologies for the media

and entertainment industry. TiVo's innovative solutions touch practically every aspect of consumers' day-to-day interaction with their entertainment, enabling customers to build customized, next-generation digital entertainment solutions for users around the globe.

## 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).

## 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.

TiVo and the TiVo logo are registered trademarks of TiVo Corporation and its subsidiaries worldwide.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20170727005223/en/>

TiVo

Jennifer Miu, +1-408-764-5411

[email protected]

Source: TiVo Corporation