



NEWS RELEASE

# TiVo Hires Walt Horstman to Lead Analytics and Advertising

2017-03-13

Company Release - 3/13/2017 8:00 AM ET

SAN CARLOS, Calif.--(BUSINESS WIRE)-- TiVo Corporation (NASDAQ: TIVO), a global leader in entertainment technology and audience insights, announced today that Walt Horstman has joined the company as senior vice president and general manager, analytics and advertising.

In this role, Mr. Horstman will lead TiVo's analytics and advertising team, driving improved targeting and effectiveness of advertising across all devices and platforms. He will oversee deliverables across the company's strategic product roadmap and manage overall business group operations. Mr. Horstman will be based out of the company's New York office and will report directly to Pete Thompson, executive vice president and chief operating officer, TiVo.

"As an accomplished executive with a proven track record of leading cross-functional teams, Walt brings renewed perspective and deeply relevant experience to TiVo's analytics and advertising offerings," said Mr. Thompson. "His diverse background and industry knowledge surrounding data-driven insights and advanced TV advertising make him especially well-suited for this role and we're thrilled to have him on-board to further our analytics strategy."

Previously, Mr. Horstman was president of AudienceXpress, which he built as an entirely new business for Visible World. AudienceXpress is a leading programmatic TV platform, which automates planning, buying, optimization and daily reporting of data-driven TV campaigns across a national footprint. Prior to that, he was senior vice president of media solutions at Visible World, a TV technology company that provides advertisers with targeting and customization solutions for their TV messages. Visible World and AudienceXpress were ultimately acquired by Comcast. Additionally, Mr. Horstman held senior positions at both Cablevision and Accenture.

"It's a privilege to join the TiVo team and become a part of the company's ongoing commitment to entertainment innovation," said Mr. Horstman. "From the creation of the interactive program guide to the delivery of more predictive data-driven and actionable insights, TiVo continues to introduce some of the most exciting technological advancements in the space. I'm excited to further the development of TiVo's pioneering analytics team and look forward to the solutions we'll be able to bring to market."

Mr. Horstman holds a bachelor's degree in economics and German literature from Amherst College and a masters of business administration, marketing and technology management from the Stanford Graduate School of Business. He also spent time studying German language and literature at Freie Universitat in Berlin.

## 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 [www.sec.gov](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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Source: TiVo Corporation