



NEWS RELEASE

TiVo Introduces Metadata Packages Optimized for Studios, Broadcasters and Networks

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Enhanced Metadata Packages Improve the Discovery of Content Catalogs

SAN CARLOS, Calif.--(BUSINESS WIRE)-- TiVo Corporation (NASDAQ: TIVO), a global leader in entertainment technology and audience insights, today introduced **Studio, Broadcast and Network Metadata Packages**. TiVo's enhanced metadata, incorporating themes, keywords, images and related programs, will allow studios, broadcasters and networks to increase the visibility of their catalogs.

"Studios, broadcasters and networks make large investments to bring the most compelling content to their viewers, but they frequently have large untapped back catalogs that are not being maximized against an increasing number of fragmented distribution opportunities," said Roz Ho, senior vice president and general manager of metadata, TiVo. "By analyzing these catalogs, TiVo can build stronger connections and deliver enhanced metadata that will better optimize the content for greater discoverability."

Across the industry, search and discovery systems are evolving from one-size-fits-all to intuitive, recommendation-based offerings. Viewers are starting to expect highly personalized, voice-enabled conversational interfaces with sophisticated learning engines and robust user profiles that can anticipate intent and connect audiences with the right content using natural language. These intuitive search and discovery experiences require deeper, real-time and regionalized metadata.

TiVo's Studio, Broadcast and Network Metadata Packages are the perfect solutions for studios, broadcasters and networks, creating smarter, stronger connections between entertainment, prioritizing content by popularity and optimizing keyword relevancy.



- **Knowledge Graph Engine:** TiVo is the only metadata provider that can generate dynamic, regionalized metadata using TiVo's Knowledge Graph Engine. It provides discovery systems with a deeper understanding of entertainment content, how it relates to each other and most importantly, the strength of those connections. It enables more contextually-relevant discovery experiences by assessing what is happening in a specific part of the world at any moment and relating that to entertainment content to anticipate what viewers will want next.
- **Enhanced Connections:** TiVo's unique machine learning technology also identifies relevant connections between content along with the strength of the relationship, enabling search and recommendation systems to present related content when appropriate. For example, articles on a content producer's web properties can now be mapped to informative profile pages, creating more opportunities to consume media.
- **Trending Content:** TiVo continuously assesses the popularity and relevance of content, enabling discovery systems to anticipate consumers' interests and more effectively merchandise catalogs by prioritizing and promoting popular content. For example, recommendations need to be aware of popularity in order to find the right balance between giving a certain amount of familiar recommendations to gain trust, while also giving a certain number of novel recommendations that enable discovery. Popularity can also be used to prioritize predictive search results, connecting users with the content they're looking for as quickly as possible.
- **Keyword Relevancy:** An expanded set of descriptive metadata creates new ways to discover content, increasing the visibility of a content producer's catalogs. For example, keywords that provide a deeper understanding of content enable more relevant recommendations and make content more searchable.

TiVo's deep, real-time, regionalized metadata can be seamlessly distributed to various platforms, enabling new ways to discover content. The company's scalable, multi-format delivery support also ensures seamless availability to various distribution platforms and internal standards.

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, 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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