



NEWS RELEASE

# TiVo Launches Audience Management Platform for Audience Targeting and Data-Driven TV

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State-of-the-Art Optimization Tools for Audience-Targeted Sales Measure and Improve Audience GRP, Reach and CPM

LAS VEGAS--(BUSINESS WIRE)-- TiVo Corporation (NASDAQ: TIVO), a global leader in entertainment technology and audience insights, today announced the availability of the Audience Management Platform (AMP) that delivers on the promise of optimized audience targeting and data-driven TV. The platform is a data-agnostic system that enables revenue management executives, media planners and service providers to increase profitability through more precise, data-driven audience targeting and more effective ad inventory allocation.

"Advertising is being asked to do more today, and inventory management executives, media planners and service providers are challenged to deliver more value to their advertiser clients, executing on the promise of data-driven TV," said Joan FitzGerald, vice president of product management and business development, TiVo. "With the Audience Management Platform, media executives are equipped with the tools to help them manage advertising in a more complex and rapidly changing media environment."

Audience Management Platform provides an advanced end-to-end inventory management and media planning system with advanced predictions to find audiences in future campaigns, helping clients to seamlessly achieve data-driven audience guarantees. It uses state-of-the-art optimization to ensure optimal inventory allocation that maximizes revenue and maximizes impact for the advertiser. It activates inventory using multiple data sources, including first, second and third-party data, giving clients control and flexibility as advertisers require more precision and accountability.



Audience Management Platform is designed for an interactive user experience that allows users to hit the ground running. It improves delivery of audience-based gross rating points (GRPs), reach and cost per thousand impressions (CPMs) by enabling planners to execute and effectively track audience delivery at the inventory level. Additionally, AMP is designed to enable new revenue management tools that allow users to gauge the impact of pricing and sell-out, as well as unified integration with traffic and billing systems to effectively automate workflows, and share programmatic reporting of audience delivery and demographic delivery throughout each campaign.

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 [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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