



NEWS RELEASE

TiVo: Majority of OTA Cord Cutters Come From Satellite

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CALLS ON THE CABLE INDUSTRY TO EMBRACE THE OTA/OTT COMBINATION TO PICK UP SATELLITE SUBSCRIBERS CUTTING THE CORD; STUDY FINDS SATELLITE TV SUBSCRIBERS MUCH MORE LIKELY THAN CABLE SUBSCRIBERS TO CUT THE CORD AND UTILIZE OTA AND STREAMING SERVICES FOR TV EXPERIENCE

Company Release - 5/6/2015 9:00 AM ET

CHICAGO, IL -- (Marketwired) -- 05/06/15 -- **TiVo Inc.** (NASDAQ: TIVO), a leader in monetizing over the air signals for operators, today released the findings of an in-depth survey of Over The Air (OTA) TV consumers revealing that a materially higher percentage of cord cutters are coming from former satellite TV service subscribers.

"The data we've collected shows a clear trend -- satellite TV subscribers are more likely than cable subscribers to cut the cord in favor of an OTA DVR," said Tom Rogers, TiVo's President and CEO. "TiVo has an OTA solution for operators that helps them capitalize on these potential new customers by packaging broadband with a unique OTA service that seamlessly combines OTA signals alongside popular streaming services like Netflix and Amazon Prime Video."

The survey, fielded in late 2014, polled more than 500 recent TiVo Roamio OTA DVR purchasers and showed that the majority of PayTV cord cutters (32%) were formerly satellite DVR users. Additionally, these cord cutters cited the cost of their monthly bill and dissatisfaction with overall features as their primary motivations for making the switch to OTA.

"As the cable operator's ideal partner in this effort, TiVo remains at the nexus of serving the industry with innovative approaches to meet consumer demands. TiVo's OTA products can be a very savvy way for cable operators to bundle highly profitable broadband service with a hybrid OTT/OTA video experience for those customers who are looking to reduce monthly costs," added Rogers.

Located in booth #1249 at INTX 2015 in Chicago this week, TiVo will be engaging in discussions with cable operators regarding this opportunity.

About TiVo

TiVo Inc. (NASDAQ: TIVO) is a global leader in next-generation television services. With global headquarters in San Jose, CA and offices in New York, NY, Boston, MA and Durham, NC, TiVo's innovative cloud-based Software-as-a-Service solutions enable viewers to consume content across all screens in and out-of-the home. The TiVo solution provides an all-in-one approach for navigating the 'content chaos' by seamlessly combining live, recorded, on-demand, and over-the-top television into one intuitive user interface. The TiVo experience provides TV viewers with simple universal search, discovery, viewing and recording from an array of devices, creating the ultimate viewing experience. TiVo products and services are available at retail or through a growing number of pay-TV operators world-wide. TiVo's multiple subsidiary companies provide the broader television industry and consumer electronics manufacturers with cloud-based video discovery and recommendation options, interactive advertising solutions, and audience research and measurement services. More information at: www.TiVo.com.

Source: TiVo Inc.