



NEWS RELEASE

TiVo One Ad Platform Surpassed 6.3 Million Monthly Active Users, Delivered Record Q2 Revenue Growth and Expanded Global Advertising Footprint

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TiVo Ads Q2 2026 advertising and related revenue grew 54% year over year as advertisers increased engagement, app launches and audience reach across premium CTV experiences

SAN JOSE, Calif.--(BUSINESS WIRE)-- TiVo Ads today announced significant growth and momentum, with the TiVo One advertising platform surpassing 6.3 million monthly active users globally as of June 2026, a 70% year-over-year increase, while delivering record advertising and related revenue growth of 54% year over year in Q2 2026. The company also continued to expand its advertising inventory, audience data capabilities and distribution footprint as brands increasingly seek more effective ways to reach engaged television audiences.

In one notable highlight, a leading global streaming platform's TiVo Ads campaign increased monthly app launches by 70% as compared to the prior month, highlighting the effectiveness of reaching consumers directly during content discovery. This momentum reflects growing adoption of TiVo Ads' home page advertising solutions, which are designed to enable advertisers to engage viewers from the first moment of content discovery to throughout the television viewing journey including content consumption.

"Advertisers are looking for measurable outcomes, premium experiences, trusted audience intelligence and incremental unduplicated reach," said Matt Milne, chief revenue officer at Xperi and president of TiVo Ads. "We're performing on all fronts. Over the last year, we've significantly expanded our footprint, grown advertising inventory, added powerful new audience data capabilities and helped advertisers achieve meaningful business results. As connected TV continues to evolve, TiVo Ads is proving that advertising can be both highly engaging for viewers and highly effective for brands."

TiVo Ads has continued to accelerate growth across key performance metrics year-over-year, including:

- 310% increase in annual ad impressions
- 90% growth in home screen advertising engagement
- 320% increase in monthly viewership of FAST content on TiVo Channels
- Significant expansion of advertising distribution through multiple reseller partnerships across North America and Europe

To further strengthen advertiser outcomes, TiVo Ads recently expanded its audience intelligence capabilities through the introduction of enhanced automatic content recognition (ACR) data across the United States and United Kingdom, combined with clickstream insights to provide a more comprehensive view of viewer behavior.

The expanded intelligence capabilities support campaign planning, audience segmentation, attribution and measurement, helping marketers make more informed media investment decisions.

Beyond the TiVo Ads platform, Xperi continues to expand advertising opportunities across its broader entertainment ecosystem. Through the company's AutoStage Broadcaster Portal, broadcasters can access enhanced audience analytics, content insights and emerging advertising opportunities designed to help radio operators better understand listeners, increase engagement and unlock new revenue streams in connected vehicles. With over 17 million vehicles on the road, AutoStage is one of the largest audio and video platforms for connected cars worldwide.

Together, TiVo Ads and AutoStage create additional opportunities for advertisers and media partners to reach audiences across both home and automotive environments. For more information, visit advertising.tivo.com.

About TiVo

TiVo Ads is presented by TiVo Platform Technologies LLC ("TiVo"), a wholly owned subsidiary of Xperi Inc. (NYSE: XPER), which is transforming the way people find, watch, and enjoy entertainment. Through its award-winning entertainment products and TV operating systems, TiVo delivers industry-leading content discovery, personalization, and viewer engagement experiences across connected TVs, pay TV platforms, streaming services, and consumer devices worldwide.

About Xperi Inc.

Xperi invents, develops, and delivers technologies that enable extraordinary experiences. Xperi technologies, delivered via its brands (DTS®, HD Radio™, TiVo®) are integrated into consumer devices and media platforms worldwide, powering smart devices, connected cars and entertainment experiences, including IMAX® Enhanced, a certification and licensing program operated by IMAX Corporation and DTS, Inc. Xperi has created a unified

ecosystem that reaches highly engaged consumers, driving increased value for partners, customers and consumers.

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