



NEWS RELEASE

# TiVo Renews Long-term Product and Intellectual Property License Deal with Frontier Communications

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Agreement Names TiVo as Exclusive Provider of Advertising on Frontier's In-guide Program Listings Grid

SAN CARLOS, Calif.--(BUSINESS WIRE)-- TiVo Corporation (NASDAQ:TIVO), a global leader in entertainment technology and audience insights, today announced that Frontier Communications Corporation, a top U.S. service provider, signed a multi-year product license agreement and renewal of its entertainment discovery intellectual property license agreement.

This deal names TiVo as the exclusive provider of advertising for national advertising campaigns in Frontier Communications' interactive programming guides' program listings grid and provides Frontier with a license to the TiVo intellectual property portfolios. With TiVo Advertising, campaigns will be targeted based on viewership demographics and delivered to Frontier subscribers in several top markets, including those in California, Florida and Texas.

As one of the largest pay-TV providers in the U.S., Frontier Communications offers a variety of services to customers over its networks, including video, voice, satellite video, wireless Internet data access, data security solutions and home and business communications.

"Our relationship with Frontier is further testimony to how pay-TV providers use TiVo's intellectual property and solutions to reach consumers in more innovative ways," said Samir Armaly, executive vice president, intellectual property and licensing, Rovi Corporation, a TiVo company.

TiVo Advertising provides in-program guide ads to deliver an enriched experience to its subscribers. Featuring a

variety of ad options, including tune-in promotions, recording reminders and watch now for video on demand (VOD), TiVo Advertising gives service providers an additional revenue stream and its customers fast and easy access to content that interests them.

The TiVo companies have spent decades investing in research and development to generate some of the most valuable intellectual property in the media and entertainment industry. TiVo's commitment to innovation empowers it to deliver products that touch practically every aspect of consumers' day-to-day interaction with their entertainment, and helps IP portfolio licensees build customized, next-generation digital entertainment solutions for users around the globe.

## 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 Statements

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-K and Form 10-Q and other documents of TiVo Corporation 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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