



NEWS RELEASE

TiVo Research Announces a New Partnership to Provide Comprehensive Measurement of NBCUniversal's Cross Platform Coverage of the 2016 Rio Olympic Games

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TIVO RESEARCH AND REALITYMINE TO PROVIDE A DEEPER UNDERSTANDING OF HOW VIEWERS IN THE UNITED STATES CONSUME AND INTERACT WITH NBCUNIVERSAL'S CONTENT ON MULTIPLE DEVICES DURING THE GAMES OF THE XXXI OLYMPIAD

EXTENSIVE SINGLE-SOURCE, MULTI-SCREEN MEASUREMENT STUDY WITH DATA COLLECTED FROM OPT-IN PARTICIPANTS

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NEW YORK, NY -- (Marketwired) -- 12/14/15 -- TiVo Research and RealityMine, today announced a partnership with NBCUniversal to provide comprehensive single-sourced cross-platform measurement of the 2016 Rio Olympic Games. The groundbreaking project will be conducted during the entire span of the Games of the XXXI Olympiad

from Rio de Janeiro, August 5 through August 21, producing an in-depth analysis of how viewers who explicitly opted in to participate in the study consume NBCUniversal's Olympic content across multiple devices including TV, mobile and digital. The initiative will enable NBCUniversal to improve cross-platform measurement and better understand consumer consumption.

The combination of TiVo Research's set top box data with RealityMine's expertise in digital and consumer behavior research offers a unique opportunity to measure cross-platform consumption as it actually exists in today's complex and rapidly evolving media environment. The research will enable NBCUniversal to measure key performance indicators including:

- The relationship between TV viewing and tablet/smartphone usage around NBC Olympic content
- How viewers engage with content outside their home -- including workplace and social settings
- The impact of social media on the consumption of NBC Olympic content
- The effectiveness of advertising on all NBC Olympic platforms

"The Olympics offer us a unique opportunity to test innovative research methods and technologies," said Alan Wurtzel, President of NBCUniversal Research. "What makes the Olympics such a notable research environment is the enormous amount of consumer activity on multiple platforms for a nearly three-week span, enhancing our ability to measure behavior and detect trends across time."

"This is a significant research advancement, which we believe will become a new multi-screen measurement standard," Tom Rogers, CEO, TiVo said. "Measuring and analyzing real-time Olympic viewership data on TV, tablets, smartphones, computers and social media platforms will reveal exactly how consumers view and engage with this major global event."

"The Olympics have emerged as truly the premiere event in terms of cross-platform viewing," said Rolfe Swinton, RealityMine CRO. "The insights we gain here into the application of methodologies for measurement will in many ways set the course for consumer media behavior analysis moving forward."

Interested consumers are required to opt-in to participate in the study. All data is anonymized and aggregated into reports; no personal identifiable information is revealed during the study.

About NBCUniversal

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of

leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation. To learn more visit:
www.nbcuniversal.com

About TiVo Research and Analytics, Inc.

TiVo Research and Analytics, Inc., a wholly-owned subsidiary of TiVo Inc. (NASDAQ: TIVO), is a leading cross media research, measurement and analytics company that provides nationally representative single-source data linked to purchases made at the household level. Advertisers, agencies and television networks utilize the company's solutions to improve advertising targeting, accountability, and return on media investment. Partnerships with multi-service operators, and proprietary TiVo set-top-box data enables TiVo Research to provide research based on a representative panel of more than 2.3MM households. The web-based Media TRAnalytics® and TV Health Ratings platforms match the TV and online advertising that households actually receive with the products that the same households actually buy, enabling clients to find "The Right Audience®" while providing an unmatched level of transparency, measurement, media planning/selling, and improved ROI. More information at:
www.tivoresearch.com.

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, Durham, NC, and Warsaw, Poland. TiVo's innovative cloud-based Software-as-a-Service solutions enable viewers to consume content across multiple 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 a variety 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.

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This release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements relate to, among other things, cross-measurement platform study between NBCUniversal, TiVo Research and RealityMine focused on the 2016 Olympics. Forward-looking statements generally can be identified by the use of forward-looking terminology such as, "believe," "expect," "may," "will," "intend," "estimate," "continue," or similar expressions or the negative of those terms or expressions. Such statements involve risks and uncertainties, which could cause actual results to vary materially from those expressed in or

indicated by the forward-looking statements. Factors that may cause actual results to differ materially include delays in development, competitive service offerings and lack of market acceptance, as well as the other potential factors described under "Risk Factors" in TiVo's public reports filed with the Securities and Exchange, including TiVo's Annual Report on Form 10-K for the fiscal year ended January 31, 2015, Quarterly Reports on Form 10-Q for the quarters ended April 30, 2015, July 31, 2015, and October 31, 2015 and Current Reports on Form 8-K. TiVo cautions you not to place undue reliance on forward-looking statements, which reflect an analysis only and speak only as of the date hereof. TiVo disclaims any obligation to update these forward-looking statements.

About RealityMine

With headquarters in Manchester, UK, and offices in New York, Los Angeles, Chicago, Silicon Valley and Sydney, Australia, RealityMine provides innovative technology tools, and a market-leading SaaS (Software as a Service) platform, that capture digital and real life consumer behavioral data and insights. These tools enable brands, agencies and market researchers to actively engage with opt-in panelists regarding their daily behavior, in real time, while passively collecting and analyzing their digital behaviors across devices including mobile phones, tablets, PCs and smart TVs.

RealityMine's Syndicated TouchPoints study that covers consumers' daily lives is currently available in the U.S. and Canada, as well as in Britain through the IPA; with many of the world's major media markets coming available in 2016. RealityMine operates in more than 20 countries around the world and on every continent except Antarctica. For more information, visit www.RealityMine.com.

Source: TiVo Inc.