



NEWS RELEASE

TiVo Research to Make TV Ratings Data Free for All

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"FREE RATINGS" PLATFORM
UNCHAINS TV VIEWING NUMBERS
AND OPENS A CONVERSATION ON
METRICS THAT MATTER MUCH
MORE

Company Release - 10/26/2015 8:03 AM ET

NEW YORK, NY -- (Marketwired) -- 10/26/15 -- TiVo Research, a subsidiary of TiVo Inc., (NASDAQ: TIVO) today in a spread in Ad Age Magazine, the leading advertising trade publication, congratulates Rentrak and comScore on their new merger, wishing the new company lots of luck in taking on Nielsen when it comes to ratings. It was also announced that to celebrate that merger, TiVo Research will be giving away basic TV ratings data for free for anyone starting in the first quarter of 2016. The forthcoming platform for open TV ratings will provide aggregated, national, program-level ratings with basic demos from TiVo Research's more than 2.3 million households, with the intention of re-focusing industry energy on a more relevant measurement standard.

"We will be giving this basic data away because we don't believe anyone should have to pay for this level of insight," said Frank Foster, Senior Vice President and General Manager of TiVo Research. "Ratings are not where the focus needs to be. The focus needs to be on how you connect advertisers with audiences they really want to reach, with data that can ensure that, and metrics that can verify it. Those that are selling ratings data don't want the focus to be where the industry needs to be. Ratings are not the issue of the day. We want to focus on what matters much more and that's answering the real questions of how you target viewers more efficiently, at a time when all networks are facing ratings declines."

The TV industry has been in a state of flux as viewers are increasingly consuming TV content on multiple platforms that are all measured differently. Advertisers are increasingly called on to justify their TV campaign spend in relation to advertising on new digital platforms. The industry standard age/sex demo ratings no longer provide that justification. TiVo Research has long advocated the need for detailed data that shows the real value of TV inventory, such as matching TV viewing habits to viewer purchases and online exposure at the household level, for a better understanding of performance and audience engagement. TiVo Research helps advertisers get accurate answers to the hard questions like "Did my cross media advertising campaign result in higher sales?" and "What combination of online and TV advertising drove the most viewers to my new TV program?" TiVo Research does this with its key differentiated proposition: enormous scale of individual household-level viewing data that is directly matched down to that same individual household to the online exposures and product purchase of that household -- clean, unmodeled, anonymized data to overcome the real challenges advertisers face in a way that one more source of ratings data cannot do.

"Stock prices and revenue are down across our industry, but not because TV is less valuable than it once was. In fact, with giant HD TVs, 4K, 3D, phenomenal programming and innovative advertising, TV could prosper more than ever," said Foster. "Digital has better metrics. Money is moving to digital in part because it's a more accountable medium, but there's no reason TV can't be just as accountable. The agency, advertiser and network use of data needs to evolve in a way that allows for TV advertising to evolve with the rest of the TV consumer experience. That's our mission at TiVo Research."

The upcoming TiVo ratings dashboard available for free will show program-level aggregated ratings coupled with basic age and sex demographics. TiVo Research plans to provide same day and live + 7 ratings on a weekly basis.

The data will be available in Q1 2016. Visit freeratings.tv for more information.

About TiVo Research

TiVo Research and Analytics, Inc., a 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, the future availability of certain TV ratings data at no cost from TiVo Research in the first quarter of 2016. 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 Inc.'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 and July 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.

Source: TiVo Inc.