



NEWS RELEASE

## TiVo Subscription Growth Accelerates Abroad; TiVo Now Has Over 4 Million International Subs

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SAN JOSE, CA -- (Marketwired) -- 11/09/15 -- TiVo Inc. (NASDAQ: TIVO), a leader in the advanced television market, today announced that the company has surpassed 4 million international subscriptions through its traditional TiVo offering. This announcement represents an important milestone in TiVo's international growth and comes as the result of accelerated subscription growth in Europe through customers such as Virgin Media/Liberty Global in the United Kingdom, ONO/Vodafone in Spain, and Com Hem in Sweden -- each respectively the largest cable company in their country.

"TiVo continues to offer one of the most compelling experiences for international television operators through the ability to integrate traditional linear content, video on demand and internet streaming services, such as Netflix, all in one interface on the television or on mobile devices such as the tablet or smartphone," said David Sandford, Vice President, General Manager, International at TiVo. "Our recent acquisition of Cubiware has expanded our ability to service international markets allowing us to offer products to almost every television operator regardless of size or ARPU in a given market. We now offer a portfolio of products to large, medium and small sized operators seeking a diverse array of products and features to serve a wide spectrum of subscribers."

Today, TiVo has become a leading global provider of advanced television solutions through its relationships with over 70 operators in 25 plus countries through its traditional TiVo offering as well as its Cubiware and DigitalSmiths products. Over half of these deployments are outside North America, where, according to ABI research, international subscriber growth is expected to increase the worldwide Pay-TV market to more than 1 billion subscribers by 2020. With the addition of the 24 million households represented by the operators Cubiware and DigitalSmiths work with today, TiVo has relationships with operators that have a combined global footprint

representing close to 90 million households.

#### About Cubiware

Cubiware, a wholly owned subsidiary of TiVo Inc. (NASDAQ: TIVO), is an innovative provider of software for Digital TV devices and systems. Cubiware's CubiTV solution is flexible middleware that enables cable, satellite, terrestrial TV operators, and telcos to introduce advanced TV services to network services. Support for a variety of Internet standards and high customizability enables rapid and cost-effective deployment. Cubiware's CubiSDK software development kit (SDK) enables the building of customized software for video-enabled devices such as IPTV set-top boxes (STBs), DVB Zappers, and DVRs. CubiSDK includes multiple pre-built plug-ins and libraries, which may be used to add value to existing Cubiware IPTV or DVB/IP deployments as well as to accelerate development of new DTV products. For additional information please visit [www.cubiware.com](http://www.cubiware.com) or email [email protected].

#### 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 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 STB, cloud-based video discovery and recommendation options, interactive advertising solutions and audience research and measurement services. More information at: [www.tivo.com](http://www.tivo.com).

Source: TiVo Inc.