



NEWS RELEASE

TiVo and clypd Partner to Enhance Programmatic TV Advertising Sales

2015-03-30

TIVO RESEARCH'S AUDIENCE DATA
ON CLYPD PLATFORM MAKES
TARGETED MEDIA TRANSACTIONS
SMARTER

Company Release - 3/30/2015 8:07 AM ET

SAN JOSE, CA -- (Marketwired) -- 03/30/15 -- TiVo Research and Analytics, Inc. (TiVo Research), a subsidiary of TiVo Inc. (NASDAQ: TIVO), and clypd, a sales platform for media owners that enables programmatic TV advertising, today announced the incorporation of TiVo Research's data products, including the True Target Index, into clypd's product offerings to help media owners understand their audiences' media consumption patterns well beyond the industry standard demographics. Users of TiVo Research data now have a mechanism to go directly from analytics to targeted investment in television against their optimal desired audience.

clypd will provide buyers and sellers of TV inventory with targeting data and performance metrics powered by TiVo Research's data products, including the True Target Indices. This information will enhance the data-driven capabilities of the clypd platform for the benefit of those partners transacting programmatic television with clypd.

"TiVo Research's relationship with clypd is an industry-leading example of how MVPDs, broadcasters and cable networks can maximize the value of their ad inventory by making it available for purchase in an environment optimized for transparent audience-based ad targeting," said TiVo Research Chief Research Officer Jonathan Steuer. "Using privacy-compliant, aggregated, single-source data to define audiences is critical for optimizing campaigns against reach, frequency and cost targets. Using the clypd platform, media owners can enable buyers to execute

transactions directly against these audiences and then use the metrics offered by TiVo Research to measure campaign impact and maximize efficiency."

"The clypd and TiVo Research solution is enabling data-driven TV ad sales and delivering actionable insights," said clypd's VP of Product Jason Burke. "TiVo Research adds another dimension to clypd's audience and data models with advanced audience measurement to deliver maximum advertising and media sales ROI."

With the introduction of TiVo Research data on the clypd platform, buyers can now better identify and activate their audience using planning and performance KPIs. clypd will bolster and enhance its use of current demographic and other television data sources with TiVo Research data, allowing for a better understanding of specific attributes, such as TV viewing behaviors, product purchase behaviors, automobile ownership or custom direct-match behavioral data, and further enabling efficient and advanced programmatic selling by TV advertising media owners.

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 whose solutions help advertisers, agencies and television networks improve advertising targeting, accountability and return on media investment. TiVo Research's web-based Media TRAnalytics® and TV Health Ratings platforms match the TV and online advertising households actually receive with the products 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 and Durham, NC, TiVo's innovative cloud-based Software-as-a-Service solutions enable viewers to consume content across all 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 an array 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.

About clypd

clypd is the advertising technology platform built exclusively for the television industry, empowering media owners

with programmatic ad solutions. Founded in 2012, the company's TV sales platform delivers workflow automation, data-enhanced decisioning and provides media partners with tools to manage their sales efforts. clypd's innovations around programmatic television is opening doors for incremental digital budgets currently not available to the TV media owners. The clypd team is comprised of both TV and digital advertising experts, which uniquely positions the company to understand and meet the needs of the television industry while leveraging the best programmatic strategies from the digital world.

Source: TiVo Inc.