



NEWS RELEASE

TiVo to Release 13th Annual Viewership Data Report for the Big Game on Monday

2015-01-28

NEXT-DAY AUDIENCE RESEARCH TO
SHOW QUANTITATIVE ANALYSIS ON
THE MOST-WATCHED
COMMERCIALS, HALF-TIME
HIGHLIGHTS, AND MOST
ENGAGING ON-FIELD MOMENTS

Company Release - 1/28/2015 7:30 AM ET

SAN JOSE, CA -- (Marketwired) -- 01/28/15 -- TiVo Inc. (NASDAQ: TIVO)

WHAT:

TiVo® Inc. (NASDAQ: TIVO), the source of second-by-second data insight into the Big Game viewers' most-watched commercials and moments,* will disclose their 13th annual audience measurement report for all game day action at 7:00 a.m. EST on Monday, February 2, 2015.

TiVo's report will:

- Rank the top 10 most engaging commercials of the Big Game XLIX
- Recap the most watched and re-watched moments on the field
- Analyze viewership of the long-awaited halftime show, headlined by Katy Perry and guest guitarist Lenny Kravitz

Last year, major brands previewed their game day spots on the Web more aggressively than ever before, previewing nine of the top ten commercials before the game.

The following are the top ten commercials and promotions from the Big Game XLVIII according to TiVo, with the majority of the spots airing in the first quarter or the fourth quarter of the game:

1. **Comedians in Cars Getting Coffee** (Halftime)
2. **Budweiser's "Puppy Love"** (4th Quarter)
3. **GoDaddy's "Bodybuilder"** (4th Quarter)
4. **Doritos' "Cowboy Kid"** (4th Quarter)
5. **Toyota Highlander's "Terry Crews & the Muppets"** (2nd Quarter)
6. **Doritos' "Time Machine"** (1st Quarter)
7. **RadioShack's "The Phone Call"** (1st Quarter)
8. **Oikos Greek Yogurt's "The Spill"** (4th Quarter)
9. **Bud Light's "Up for Whatever #2"** (1st Quarter)
10. **Squarespace's "A Better Web Awaits"** (1st Quarter)

WHO:

Tara Maitra

TiVo Inc.

Senior Vice President, General Manager, Content and Media Sales TiVo Inc.

WHEN:

Maitra is available for comment and analysis on Monday, February 2, 2015, beginning at 7:00 a.m. EST. To arrange an interview or to receive TiVo's audience measurement report for game day 2015, please email Angel Badagliacco at .

*TiVo Research's audience measurement analysis is based on aggregated data from a sample of approximately 30,000 anonymous U.S. households with the Emmy® Award-winning TiVo service. TiVo Research viewership information gauges the interest in programming content by measuring the percentage of the TiVo audience watching in "play" speed. The most engaging ads are determined by looking for spots with the biggest bump in viewership relative to the surrounding 15 minutes of programming, thereby offering a true reflection of change in viewership.

TiVo is neither an affiliate nor a sponsor of the National Football League.

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 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 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 any device, 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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Source: TiVo Inc.