



NEWS RELEASE

# TiVo(R) Announces Bush and Trump Secret Service Code Names Is the Top Watched Moment of Last Night's Debate

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TIVO RESEARCH RELEASES TOP  
MOMENTS OF THE CNN  
REPUBLICAN PRIMARY DEBATE

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SAN JOSE, CA -- (Marketwired) -- 09/17/15 -- TiVo Research and Analytics, a subsidiary of TiVo Inc., today announced the top moments from last night's CNN Republican Primary Presidential candidate debate. While a majority of questions were centered around foreign and national policy, the moment for which most people tuned in was what Secret Service code names Trump and Bush preferred.

The analysis of more than 30,000 anonymous households across the United States allowed TiVo to capture what truly resonated most with Americans during the debate among the Republican Presidential candidates, including Donald Trump, Jeb Bush, Ben Carson, Carly Fiorina, Rand Paul, Marco Rubio, John Kasich, Scott Walker, Mike Huckabee, Ted Cruz and Chris Christie.

Here are the top moments from the event:

TiVo Top Moments of the 2015 CNN Republican Primary Debate

#1 - What would you want your Secret Service code name to be as President?

10:57 p.m.: Jeb Bush replies, "Ever Ready," and then turns to Mr. Trump to say, "It's very high energy, Donald." This

gets a big laugh from the audience, and a low five (as opposed to a high five) between Bush and Trump. Trump then gives his code name, which also gets a big reaction: "Humble."

#### #2 - Fiorina responds to Trump's assessment of her "persona" in Rolling Stone

9:06 p.m.: Trump recently commented about Carly Fiorina's appearance in Rolling Stone saying, "Look at that face. Would anyone vote for that? Can you imagine that, the face of our next President?" To which Fiorina replied (to huge applause from the crowd): "You know, it's interesting to me. Mr. Trump said that he heard Mr. Bush very clearly, and what Mr. Bush said. I think women all over this country heard very clearly what Mr. Trump said."

#### #3 - Christie vows to prosecute Hillary Clinton

9:47 p.m.: Following Kasich's and Fiorina's responses to Hugh Hewitt, Christie says, "The question is, 'Who's going to prosecute Hillary Clinton?' The Obama White House seems to have no interest, the Justice Department seems to have no interest ... The fact she had a private email server in her basement, using national security secrets running through it, could have been hacked by the Russians, the Chinese, or two 18-year-olds wanting to have some fun ... she knows she's wrong and she cannot look in the mirror at herself and she cannot tell the American people the truth."

#### #4 - Christie on shaking hands with Iran

11:12 p.m.: Answering the final question "How would the world look different if you were elected?", Governor Christie concludes by saying, "Around the world, I will not shake hands with, I will not meet with, and I will not agree to anything with a country that says death to us and death to Israel and holds our hostages while we sign agreements with them. It will be an America that is strong and resolute, and will once again be able to stick out its chest and say, 'We truly are the greatest nation in the world, because we live our lives that way, each and every day.'"

#### #5 - Huckabee on the GOP "A Team"

8:12 p.m.: Mike Huckabee's opening remarks: "None of us are [sic] a self-professed socialist. None of us on this stage are [sic] under investigation by the FBI because we destroyed government records, or because we leaked secrets ... I'm here to say that I think we are, in fact, the A team. We have some remarkable people, and, in fact, not only are we the A team; we even have our own Mr. T (Donald Trump), who doesn't mind saying about others, 'You're a fool.' And I'm delighted to be here with all of these guys, and would put any of them in an administration that I led. Thank you very much."

#### #6 - Cruz on Roberts regrets

10:19 p.m.: Bush points out that Cruz publicly supported Justice Roberts who voted to uphold ObamaCare twice. To which Cruz says, "It is true that after George W. Bush nominated John Roberts, I supported his confirmation. That

was a mistake, and I regret that. I wouldn't have nominated John Roberts, and indeed, Governor Bush pointed out why."

#### #7 - Carson on Trump's vaccination claims

10:48 p.m.: Jake Tapper poses a question to Dr. Carson regarding any possible link between childhood vaccines and autism, a link that Donald Trump has claimed publicly in the past. Carson says, "The fact of the matter is, we have extremely well-documented proof that there's no autism associated with vaccinations. But it is true that we are probably giving way too many in too short a period of time. And a lot of pediatricians now recognize that, and, I think, are cutting down on the number and the proximity in which those are done, and I think that's appropriate."

#### #8 - Trump vs. Rubio on foreign policy and voting record

9:55 p.m.: Rubio restates the importance of asking Trump detailed questions about foreign policy, and states that "a President better be up-to-date on those issues on his first day in office, on her first day in office." Trump responds by saying, "I am not sitting in the United States Senate. I'm a businessman doing business transactions... I will know more about the problems of this world by the time I sit, and you look at what's going in this world right now by people that supposedly know, this world is a mess."

#### #9 - Carson on border control and Trump's deportation plan

9:13 p.m.: Tapper asks Dr. Carson to comment on Trump's plan to immediately deport 11-12 million illegal immigrants. Carson says, "I recognize that we have an incredible illegal immigration problem ... what we need to do is look at something that actually works. Yuma County, Arizona -- they stop 97 percent of the illegal immigrants through there. They put in a double fence with a road so that there was quick access by the enforcement people. If we don't seal the border, the rest of this stuff clearly doesn't matter. It's kind of ridiculous all the other things we talk about. We have the ability to do it; we don't have the will to do it."

#### #10 - Christie on Trump's and Fiorina's resume volleys

9:34 p.m.: Following a Trump/Fiorina faceoff defending their records as CEOs, Christie says, "While I'm as entertained as anyone by this personal back and forth about the history of Donald's and Carly's career, for the 55-year-old construction worker out there tonight who doesn't have a job, who can't fund his child's education, I gotta tell you the truth: They could care less about your careers. They care about theirs ... You're both successful people, congratulations. You know who's not successful? The middle class in this country, who are getting plowed over by Barack Obama and Hillary Clinton. Let's start talking about those issues tonight and stop this childish back and forth between the two of you."

"As the debates proceed, we'll continue measuring which moments from each back-and-forth stood out to viewers, showing what topics are most important," said TiVo Chief Research Officer Jonathan Steuer. "This kind of analysis is a key capability of TiVo Research. Being able to calculate down to the second what catches the most viewer

attention gives us insight that few other companies have."

### Methodology

This TiVo Research analysis was prepared using aggregated, anonymous, second-by-second audience measurement data from approximately 30,000 anonymous households out of a daily sample of 350,000 subscribers to the Emmy® Award-winning TiVo service. TiVo Research gauges the interest in programming content by measuring the percentage of the TiVo audience watching in "play" speed. TiVo Research determined the Top Moments from the Republican Debate that resonated most with TiVo subscribers.

### About TiVo Research and Analytics, Inc.

TiVo Research and Analytics, Inc., a 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 can be found at [www.tivoresearch.com](http://www.tivoresearch.com).

### About TiVo Inc.

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 can be found at [www.TiVo.com](http://www.TiVo.com).

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Source: TiVo Inc.