



NEWS RELEASE

## TiVo's Cubiware Continues to Advance Asian Market Expansion With Jadoo Digital

2016-02-17

BANGLADESH PAY TV OPERATOR  
CHOOSES CUBIWARE FOR  
ADVANCED TV SERVICE DELIVERY

Company Release - 2/17/2016 8:01 AM ET

SAN JOSE, CA -- (Marketwired) -- 02/17/16 -- Cubiware, a Warsaw, Poland based subsidiary of TiVo Inc. (NASDAQ: TIVO), today announced its expansion in South Asian markets is flourishing with leading regional cable provider Jadoo Digital joining the roster of operators choosing Cubiware for advanced linear TV set-top boxes that support over the top and video on demand.

Jadoo Digital, one of the most advanced pay TV distributors in Bangladesh, has chosen Cubiware's CubiTV to power their latest efforts to bring high-definition, premium TV services to more customers across the region's largest cities. The company is the latest South Asian pay-TV operator to partner with Cubiware to seize an advantage in a thriving market.

CubiTV features a highly intuitive interface that makes it easy for subscribers to navigate advanced TV functionality. It also includes a revolutionary graphics-rendering engine that delivers fast, sleek menus and program guides with high-quality animation, transitions, and effects. Designed to run on low-power, small footprint DTV and IPTV processors from all major silicon vendors, the STB versions of CubiTV may be deployed on both modern and legacy devices, thereby minimizing the need for hardware replacement.

"Cubiware has helped us introduce interactive cable TV and OTT services to one of the largest cable TV markets in

the world. We are the first operator in Bangladesh to offer multiscreen services to cable TV subscribers," said Navidul Huq, Director Jadoo Digital. "Further, Cubiware continues to impress us with their technology that enables us to remain competitive in a highly price sensitive market and lead the TV pay market in Bangladesh."

"Cubiware has become the leading choice for rapid delivery of advanced set-top box solutions across South Asia which is one of the fastest growing markets in the pay-TV industry. Cubiware is thrilled to support Jadoo Digital's roll out of pay-TV services for the linear and OTT services they need to stay competitive," said Jakub Gorski, Cubiware co-founder.

#### About Jadoo Digital

Jadoo Digital is the consumer facing brand of Digi Jadoo Broadband Limited that started operation back in 2007. Our services range from content distribution, content processing to content delivery. Providing linear and on demand services to customers Jadoo Digital is currently operating in Dhaka Bangladesh as an interactive cable TV service provider and for OTT a partnership is in process with the largest Mobile phone operator in Bangladesh. For more information please visit [www.digijadoo.com](http://www.digijadoo.com) or [www.jadoodigital.com](http://www.jadoodigital.com)

#### 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 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, 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 worldwide. TiVo's multiple subsidiary companies provide the broader television industry and consumer electronics manufacturers with set-top box, 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.