



NEWS RELEASE

TiVo's Most Engaging Commercials and Top Game Moments from Sunday's Star-Studded "Tech" Bowl

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SAN CARLOS, Calif.--(BUSINESS WIRE)-- TiVo Corporation (NASDAQ: TIVO), a global leader in entertainment technology and audience insights, today unveiled its post-game report highlighting this year's most engaging commercials, promotions and in-game moments from yesterday's overtime comeback by the New England Patriots over the Atlanta Falcons.

As Tom Brady and Matt Ryan faced off, so did the advertisers. This year's "tech" bowl brought out the best in technology advertisers, including Amazon, Google, Hulu, Intel, Mobile Strike, Netflix, Nintendo, T-Mobile, Sprint, Squarespace, Wix and World of Tanks. Accompanying the tech-themed advertisements, Intel brought the latest in GPS-controlled drone technology to join Lady Gaga during the halftime show.

Commercial content spun the gamut, from cute and comedic to sweet and sentimental, often including celebrity faces and sports star cameos. Bai Brands ranked the highest overall in engagement with an appearance by Christopher Walken, who dramatically delivered the lyrics to "Bye Bye Bye" alongside Justin Timberlake.

Top 10 Commercials and Promotions

The following are the top 10 commercials and promotions from the big game, according to TiVo:

1. **Bai Brands – BaiBaiBai**
2. **Kia – Hero's Journey**
3. **It's a 10 Haircare – It's a 10 Haircare**
4. **T-Mobile – Its All That and More**

5. Honda – Yearbooks
6. Anheuser-Busch – Born the Hard Way
7. Paramount – Transformers: The Last Knight
8. General Motors -- If That's a Buick
9. Disney – Pirates of the Caribbean: Dead Men Tell No Tales
10. Wonderful Company – Ernie Gets Physical

TiVo uses second-by-second data and measurement tools to rank the top commercials from this year's championship game, based on commercial retention compared to overall program viewership.

"As one of the biggest broadcasting events of the year, this epic showdown represents the perfect opportunity for brands and advertisers to attract and engage with fans on the grandest sports stage in the world," said Paul Stathacopoulos, vice president of strategy, TiVo. "Marketers are often searching for the most efficient and effective platforms to reach their customers but even as commercial content continues to get flashier, strategic placement is key. Using advertising analytics and data-driven audience insights can further nurture viewer engagement, leading to better entertainment experiences."

Top Moment of the Broadcast

For the seventh consecutive year, TiVo found viewership for the halftime show exceeding that of the overall game. Known for her over-the-top ensembles and electronic dance moves, Lady Gaga's high-tech halftime performance was exceedingly well-received, generating 41 thousand tweets per minute. The pyrotechnic showcase ended with this year's top moment of the broadcast including a theatric mic drop and jump off the stage. Based on data from the last nine years, this year's halftime show ranked third right behind 2012's performance by Madonna and 2015's halftime show featuring Katy Perry and Lenny Kravitz.

Top Three In-Game Moments

The most engaging in-game moments all took place within the last 30 minutes of the game: (1) At second and goal from the 2-yard line in overtime, Brady tosses the ball to James White, who scores a touchdown for the Patriots' victory. (2) With three seconds left in regulation time, Brady hands off to Dion Lewis, who goes out of bounds at the New England 48-yard line, leading to the first overtime in NFL championship history. (3) At the 1-yard line, Brady hands off to James White, who crosses the goal line for a touchdown. After the 2-point conversion, the game is tied at 28-28 with less than a minute remaining in the game.

TiVo subscribers can view all of this year's top commercials from their TiVo devices. Go to TiVo Central and either hit 5 on the TiVo remote or go to "Find TV Movies and Videos" > "Browse TV & Movies" > "New & Notable."

Download TiVo's post-game infographic [here](#).

Methodology

TiVo's analysis was prepared using aggregated, anonymous, live + same-day second-by-second audience measurement data from households with the Emmy-award winning TiVo® service. TiVo gauges the interest in programming content by measuring the percentage of the TiVo audience watching or re-watching any given moment in the programming. The most engaging ads and promotions are determined by looking for spots with the biggest bump in viewership relative to the surrounding 15 minutes of programming, offering a true reflection of change in viewership.

About TiVo

TiVo Corporation (NASDAQ: TIVO) is a global leader in entertainment technology and audience insights. From the interactive program guide to the DVR, TiVo delivers innovative products and licensable technologies that revolutionize how people find content across a changing media landscape. TiVo enables the world's leading media and entertainment providers to deliver the ultimate entertainment experience. Explore the next generation of entertainment at tivo.com, forward.tivo.com or follow us on Twitter [@tivo](https://twitter.com/tivo) or [@tivoforbusiness](https://twitter.com/tivoforbusiness).

Forward-looking Statement

All statements contained herein that are not statements of historical fact, including statements that use the words "will" or "is expected to," or similar words that describe TiVo Corporation's or its management's future plans, objectives or goals, are "forward-looking statements" and are made pursuant to the Safe-Harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the actual results of TiVo Corporation to be materially different from the historical results and/or from any future results or outcomes expressed or implied by such forward-looking statements. Such factors are further addressed in TiVo's most recent report on Form 10-Q and other documents of TiVo Corporation, Rovi Corporation and TiVo Solutions Inc. (formerly known as TiVo Inc.) on file with the Securities and Exchange Commission (available at www.sec.gov). TiVo Corporation assumes no obligation to update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release, except as required by law.

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