



NEWS RELEASE

# TiVo's Post-Show Report From Hollywood's Shocking Night at the 89th Annual Academy Awards®

2017-02-27

Company Release - 2/27/2017 12:00 PM ET

The Evening's Snafu Sparks Unprecedented Engagement Spike at the End of the Night

SAN CARLOS, Calif.--(BUSINESS WIRE)-- As the after parties wind down, TiVo Corporation (NASDAQ: TIVO), a global leader in entertainment technology and audience insights, today unveiled its post-show report from Sunday's star-studded night at the 89th annual Academy Awards® hosted by Jimmy Kimmel.

Many viewers came rushing back for the confusing announcement of Best Picture, resulting in unprecedented engagement at the end of the broadcast. Presenter Warren Beatty was given the wrong card offstage, and "La La Land" was mistakenly announced as Best Picture before organizers interrupted to confirm that "Moonlight" was indeed the Oscar® winner. Emma Stone still took home her first Oscar for Best Actress for her leading role in "La La Land," and Casey Affleck garnered his first Oscar for Best Actor for his lead role in "Manchester by the Sea."

"Each year, all eyes flock to the red carpet in anticipation of the Academy Awards. As the world's biggest movie stars walk away with glittering trophies, broadcast advertisers and networks look to engage with viewers in this massive audience," said Paul Stathacopoulos, vice president of strategy, TiVo. "Understanding audience dynamics and using data-driven targeting can be critical for today's marketers to garner the most efficient use of their advertising spend."

Using TiVo's audience analytics, the company has compiled the top five moments from last night's show in which engagement spiked relative to the surrounding viewership trends. Host Jimmy Kimmel helped to facilitate a number of the evening's top moments but he was outdone by a genuine snafu on the live TV stage.

## Top Five Moments from 2017's Annual Academy Awards:

12:08 a.m. ET – A confused Warren Beatty hands the envelope to Faye Dunaway who announces “La La Land” as Best Picture. Moments later, “Moonlight” is announced as the Best Picture by “La La Land” producer Jordan Horowitz, who thought he had just won the award.

9:26 p.m. ET – Red Vines and Junior Mints rain down on the audience in mini parachutes.

9:36 p.m. ET – Jimmy Kimmel says “Hacksaw Ridge” is “the story of a conscientious objector who decides to work with Mel Gibson anyway,” during his introduction of Vince Vaughn, one of the stars of the film.

11:12 p.m. ET – Matt Damon trips Jimmy Kimmel as he is walking down the aisle after talking to Best Original Song nominee and EGOT-chaser Lin-Manuel Miranda.

9:44 p.m. ET – Viola Davis wins the Academy Award for Best Supporting Actress for the film “Fences” and delivers a moving speech.

Download TiVo's “Top Moments of the Academy Awards” infographic [here](#).

TiVo subscribers can easily view the “Academy Award Nominations 2017” collection on 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.”

Academy Awards® and Oscar® are registered trademarks and service marks of the Academy of Motion Picture Arts and Sciences and are not sponsored by or affiliated with TiVo.

## 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 moments 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](http://tivo.com), [forward.tivo.com](http://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](http://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.

View source version on [businesswire.com](http://businesswire.com): <http://www.businesswire.com/news/home/20170227006129/en/>

Finn Partners

Ricca Silverio

+1-949-439-7869

[email protected]

Source: TiVo Corporation