



NEWS RELEASE

TiVo's Third Annual Millennial Survey Shows TV Content Still Dominates Across Generations

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MAJORITY OF MILLENNIALS NOT
TIED TO A PAID TV PROVIDER, BUT
STILL PREFER BROADCAST AND
CABLE TV SHOWS TO OTHER VIDEO
CONTENT

Company Release - 12/8/2015 9:00 AM ET

SAN JOSE, CA -- (Marketwired) -- 12/08/15 -- TiVo® Inc. (NASDAQ: TIVO), a global leader in the advanced television entertainment market, today announced results from its Third Annual Millennial Video Entertainment Survey, revealing that Millennials still consume TV shows more than any other type of video content, even if they're not watching the content from a traditional paid TV provider. Seventy-three percent of Millennials report they watch network and cable TV shows regularly. Older generations showed virtually the same numbers: 75 percent of GenX, Baby Boomers, and the Silent Generation respondents reported watching TV shows regularly. Of Millennials, 40 percent reported regularly using a paid TV provider (cable, satellite, telco) to watch TV. This is down only slightly (3 percent) from 2014.

Millennials, however, use streaming services (Hulu, Netflix, or Network apps) more frequently than other groups to watch their favorite TV shows. While 61 percent of Millennials regularly access streaming content, only 51 percent of GenX, 39 percent of Boomers, and 26 percent of the Silent Generation take advantage of streaming on a regular basis. Even with the proliferation of streaming services and various digital video offerings, 79 percent of Millennials are not giving serious consideration to cancelling their paid TV service. That number grows to more than 80 percent

for GenX, Boomers and Silent Generation.

"While every generation prefers TV programming, the places they access that programming vary significantly," said Frank Foster, SVP and GM at TiVo Research. "Contrary to claims that Millennial media behavior is driven by life stage or income, it appears that their media consumption preferences are simply different from those of previous generations."

TiVo's 2015 online survey compared Millennials' video-watching behavior with that of other age groups, covering a broad range of video activity, including what they watch, how they access video, what content they find offensive, and whether their total video intake has increased or decreased in the past year.

Additional Findings:

- **Offensive Content:**
 - Violence becomes more troublesome with age. Eleven percent of Millennials find violent video content objectionable, while 16 percent of GenX, 17 percent of Baby Boomers, and 25 percent of the Silent Generation were turned off by violence.
 - Swearing is more acceptable to younger cohorts. Strong language bothers four percent of Millennials, nine percent of GenX, and 18 percent of the Silent Generation.
 - Negative stereotypes on TV are far more offensive to the younger generations: 22 percent of Millennials and 20 percent of GenX find stereotypes offensive, while only 14 percent of Baby Boomers and seven percent of the Silent Generation were troubled by stereotypes.
- **Video Games**
 - Millennials top every other generation for playing videogames at 59 percent, more than double the amounts for both Baby Boomers and the Silent Generation.
 - Difference in content preferences between the generations surfaced most obviously in the frequency of watching other people playing video games on services such as Twitch. An average of 28 percent of Millennials reported using these services, while only eight percent of GenXers did. The other two generations showed negligible interest in watching others play video games.

Methodology

To collect data for the 2015 Millennial Video Entertainment survey, TiVo Research conducted an online survey of 3,001 people, ages 13 to 74, during the period of October 19-22, 2015. Participants were evenly balanced by age and gender. 1,345 survey participants were Millennials (ages 13-34); 565 were Gen X (ages 35-49); 995 were Baby Boomers (ages 50-68); and 95 were from the Silent Generation (ages 69-74). Additional details about this survey and other TiVo research activities are available from TiVo Research at .

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 that provides nationally representative single-source data linked to purchases made at the household level. Advertisers, agencies and television networks utilize the company's solutions to improve the demographic fit and accountability of advertising and the return on media investment. Partnerships with multi-service operators, together with proprietary TiVo set-top-box data, enable TiVo Research to provide research based on a representative panel of more than 2.3MM households. The 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, thereby 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 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 at: www.TiVo.com.

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Source: TiVo Inc.