



NEWS RELEASE

# TiVo's Top 10 Commercials From 50 Years of the Biggest Game of the Year

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BUDWEISER NO. 1 WITH 2014'S  
"PUPPY LOVE" SPOT -- DORITOS,  
BUDWEISER, AND COMMERCIALS  
WITH ANIMALS AND KIDS  
DOMINATE LIST

TIVO TO RELEASE ANNUAL  
COMMERCIAL RANKINGS DATA  
FOLLOWING 50TH BIG GAME FEB. 8

Company Release - 1/11/2016 6:00 AM ET

SAN JOSE, CA -- (Marketwired) -- 01/11/16 -- TiVo® Inc. (NASDAQ: TIVO), the source of second-by-second data insight into the most-watched commercials and moments during the Super Bowl®, today released the top Super Bowl commercials of all time, incorporating insights from the Research & Consulting division of Vision Critical, provider of the leading cloud-based customer intelligence platform. Budweiser's "Puppy Love" commercial from 2014 ranked the highest across both men and women, as well as across age groups spanning from 18 to 64, indicating that more emotional commercials that involve animals and children are the most popular across demographics. In addition to these findings, TiVo Research will pull the top moments and commercials from this year's Super Bowl and will release this data on Feb. 8, 2016.

Analyzing the top 10 advertisements, TiVo found the presence of animals or children to be a common theme

contributing to the success of these spots. These commercials delivered the strongest likeability across all age demographics and genders. The top ten commercial spots over the last 50 years include:

1. **Budweiser: Puppy Love**
2. **Budweiser: Lost Dog**
3. **Volkswagen Passat: The Force**
4. **Coca-Cola: Mean Joe Greene**
5. **Doritos Nacho Cheese: Sling Baby**
6. **Budweiser: 9-11**
7. **Snickers: You're Not You...**
8. **Doritos: Pug Attack**
9. **Doritos: Cowboy Kid**
10. **Budweiser: Designated Driver**

"Every year, Super Bowl advertisements are a compelling piece of the game for fans. As the price of these commercials has continued to explode over the past 50 years, so has their popularity," said Tara Maitra, TiVo's Senior Vice President, General Manager Content & Media Sales. "Now, more than ever, brands are laser-focused on cutting through the noise and making a lasting impression -- TiVo provides insights on exactly what best resonates with viewers."

#### Additional Key Findings

1. Arguably one of the most famous ads of all time, Apple's 1984 ad, did not make it to the top ten with those polled.
2. The third most popular ad with females was Volkswagen's "The Force," and the third most popular ad with males was Coca-Cola's "Mean Joe Greene."
3. Overall, beer and snack advertisers had the most likeable of the top 100 ads, including Budweiser, Snickers, Doritos and M&Ms.

TiVo Research is the only audience research service using second-by-second viewership data to rank top Super Bowl spots based on actual commercial retention relative to overall program viewership. TiVo will be releasing its 14th annual audience measurement report for all game-day action of Super Bowl 50, including the game's top moments and most popular commercials, at 7 a.m. EST on Monday, February 8, 2016.

#### Methodology

To better understand which of the most recent top 100 Super Bowl Ads appear to be the most liked, TiVo partnered with the Research and Consulting Division of Vision Critical to determine the top ten Super Bowl commercials throughout the last 50 years. TiVo compiled a list of the top 100 commercials from the company's "Top Ten Super

Bowl" reports issued over the last 13 years, as well as classic older spots since the first televised Super Bowl. Vision Critical then asked members of its "Voice of Market" Springboard America community to view and evaluate the commercials in a ten-wave study conducted over four weeks, from October 19, 2015 to November 16, 2015. In each wave, a representative U.S. sample of people ages 18 to 64 was exposed to ten ads. Following each ad, members were asked about recall of the ad and ad likeability. The top ads are defined as those with the highest mean likeability. The average sample size for each wave was 944 people, representative of the U.S. population by age, gender, ethnicity and income. Additional details about this study and other TiVo research activities are available from TiVo Research at [email protected].

#### 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 whose solutions help advertisers, agencies and television networks improve the demographic fit of advertising, accountability in advertising, 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, 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](http://www.tivoresearch.com).

#### About TiVo

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 and Durham, NC, TiVo's innovative cloud-based Software-as-a-Service solutions enable viewers to consume content across all 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. The TiVo experience provides TV viewers with simple universal search, discovery, viewing and recording from an array 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 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).

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Source: TiVo Inc.