



NEWS RELEASE

# Viacom and TiVo Research Announce Strategic Partnership

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FIRST PARTNERSHIP OF ITS KIND BETWEEN TIVO RESEARCH AND A MEDIA COMPANY PROVIDES SECOND-BY-SECOND, SINGLE-SOURCE PLATFORM TO ADVANCE VIACOM'S PROPRIETARY PREDICTIVE TARGETING AND MEASUREMENT CAPABILITIES EVEN FURTHER IN THE INDUSTRY

Company Release - 11/2/2015 8:02 AM ET

NEW YORK, NY -- (Marketwired) -- 11/02/15 -- TiVo Research and Analytics, a subsidiary of TiVo Inc. (NASDAQ: TIVO), and Viacom (NASDAQ: VIAB) (NASDAQ: VIA) today announced a new strategic alliance focused on advancing Viacom's proprietary data and advertising solutions. Viacom's innovative data and ad products have led the industry in recent years with predictive tools such as Vantage and Echo Social Graph that hyper-target consumers. The first such alliance for TiVo with a media company, TiVo Research's one-of-a-kind suite of single-source measurement tools will integrate with Viacom Vantage's advanced predictive engine to augment its precision and consumer targeting capabilities. The new collaboration also provides Viacom Velocity and Velocity Products Group - the company's creative content/integrated media group and the newly formed group that brings multi-platform social partnerships, products, and services to clients -- with more data that can help increase the impact of custom campaigns and further expands the unique analytics delivered to ad partners.

Frank Foster, Senior Vice President and General Manager of TiVo Research, said, "This integration will make Viacom the first network to offer advertisers true single-source solutions for audience targeting and measurement. The combination of Viacom's advanced predictive engine and TiVo's anonymized, granular set-top box data, matched directly to purchase and consumer engagement data in a privacy protected manner, allows advertisers to see much more than if their campaign was viewed. This partnership will not only enable advertisers to see how effectively a campaign reached the target audience, but it will shed light on whether the campaign enticed consumers to take action such as going to a store or buying a product."

"Viacom Vantage is on a mission to transform TV advertising through advanced targeting and prediction," said Bryson Gordon, Senior Vice President of Data Strategy. "The integration of TiVo's single-source database significantly enhances our data capabilities across our advanced advertising products, Vantage, Velocity and Echo, delivering truly unique value to our customers."

Advertisers have been calling for new approaches to measurement and targeting to address the many ways audiences consume content across devices and platforms both in and out of the home. To determine how media spend drives consumer behavior and product sales, TiVo Research has built the industry's largest cross-media single-source panel, including second-by-second tune-in data anonymously matched to online exposure and purchase data for more than two million US homes. Viacom, which reaches a cumulative 3.4 billion television subscribers worldwide and 650 million social media followers, will unlock new capabilities for its marketing and advertising partners through an advanced application of its predictive engine to this sophisticated data set.

#### About Viacom

Viacom is home to premier global media brands that create compelling television programs, motion pictures, short-form video, apps, games, consumer products, social media and other entertainment content for audiences in 180 countries. Viacom's media networks, including Nickelodeon, Comedy Central, MTV, VH1, Spike, BET, CMT, TV Land, Nick at Nite, Nick Jr., Channel 5 (UK), Logo, Nicktoons, TeenNick and Paramount Channel, reach a cumulative 3.4 billion television subscribers worldwide. Paramount Pictures is a major global producer and distributor of filmed entertainment. For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com). Keep up with Viacom news by following Viacom's blog at [blog.viacom.com](http://blog.viacom.com) and Twitter feed at [www.twitter.com/Viacom](http://www.twitter.com/Viacom).

#### 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 advertising targeting, accountability, and return on media investment. Partnerships with multi-service operators, and proprietary TiVo set-top-box data enables 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, 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, 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. The TiVo experience provides TV viewers 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 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).

TiVo and the TiVo logo are trademarks or registered trademarks of TiVo Inc. or its subsidiaries worldwide.

This release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements relate to, among other things, the integration of TiVo Research data and products with Viacom's advanced advertising products to provide enhanced measurement and targeting tools for advertisers. Forward-looking statements generally can be identified by the use of forward-looking terminology such as, "believe," "expect," "may," "will," "intend," "estimate," "continue," or similar expressions or the negative of those terms or expressions. Such statements involve risks and uncertainties, which could cause actual results to vary materially from those expressed in or indicated by the forward-looking statements. Factors that may cause actual results to differ materially include delays in development, competitive service offerings and lack of market acceptance, as well as the other potential factors described under "Risk Factors" in TiVo's public reports filed with the Securities and Exchange, including TiVo's Annual Report on Form 10-K for the fiscal year ended January 31, 2015, Quarterly Reports on Form 10-Q for the quarters ended April 30, 2015 and July 31, 2015, and Current Reports on Form 8-K. TiVo cautions you not to place undue reliance on forward-looking statements, which reflect an analysis only and speak only as of the date hereof. TiVo disclaims any obligation to update these forward-looking statements.

Source: TiVo Inc.