



NEWS RELEASE

# Vodafone to Strengthen Its TV Proposition in Spain by Enhancing ONO's Intelligent TV Powered by TiVo

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SAN JOSE, CA and MADRID, SPAIN -- (Marketwired) -- 03/02/15 -- **TiVo Inc.** (NASDAQ: TIVO), a leader in the advanced television entertainment market and Vodafone Spain, announced today that, after the acquisition of ONO by Vodafone Spain, ONO's Intelligent TV service will be expanded in Spain and TiVo's platform will be upgraded to take advantage of TiVo's latest generation of capabilities. A refreshed user experience will be offered to current TiVo customers, and ONO set-top boxes powered by TiVo will also be marketed in Vodafone Spain retail stores.

TiVo and ONO previously partnered in September last year to implement TiVo's cloud service APIs to enhance customers' TV viewing experience on multiple screens. ONO is the first of TiVo's partners with plans to leverage TiVo's robust set of APIs available in the TiVo Service to create a consistent, TiVo-powered experience for customers who want to consume content on any device, anywhere, including their own mobile applications. TiVo's APIs are available for partners to enable a range of client applications while delivering a consistent integrated search, browse and discovery capability across any screen.

David Sandford, Vice President, General Manager, International at TiVo said, "Throughout our working relationship with ONO, now part of Vodafone, their commitment to innovation has always been impressive. We are pleased to continue supporting these efforts by improving and extending the TiVo offering in Spain."

Patricia Ferruz, Director of ONO Residential Business Unit, Vodafone Spain, said, "TiVo's solutions have been instrumental in providing an unmatched TV experience to our customers no matter what device they are using."

ONO, the largest cable operator in Spain, now part of Vodafone, first partnered with TiVo in 2011 to develop its next-generation television offering. The service has been rapidly adopted by more than half of ONO's user base,

reaching over 500,000 active users. TiVo TV solution provides the most advanced TV offering on fiber (HFC) in Spain with the ability to watch and control all traditional television HD programs, on-demand and broadband-delivered content.

#### About Vodafone Spain

Vodafone Spain is part of the Vodafone Group, one of the world's largest telecommunications companies, with presence in 26 countries of the 5 continents, and agreements with another 54 worldwide. Vodafone provides a full range of mobile telecommunications services, including voice and data communications, for 444 million mobile and 11.8 million fixed broadband customers, as at 31st December 2014. Vodafone Spain's 14,811,000 mobile and 2,776,000 fixed broadband Customers benefit every day from the knowledge and experience of this world leader, which helps its customers -- whether private, corporate or public -- to be better connected to the mobile world. For further information, please go to: [www.vodafone.es](http://www.vodafone.es)

#### About ONO

ONO is the leading broadband communication and entertainment provider in Spain. It offers integrated telephone, television and Internet services to its residential customers. In this segment, it has close to 4.4 million services contracted (RGUs) and over 7 million users. ONO also offers value-added telecommunications services to SMEs, large companies and institutions.

#### 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 any device, 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, 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.