



NEWS RELEASE

Work, Sleep, Stream: Rovi Survey Uncovers Viewer Behaviors in Entertainment Consumption

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Stronger Entertainment Search and Recommendations Enable Service Providers to Better Bond with Customers

SANTA CLARA, Calif--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today released phase-two findings from a sponsored survey of pay-TV and over-the-top (OTT) content subscribers in the U.S., Europe, and Asia. The study uncovered trends in viewer behaviors related to discovery, search, and recommendations for entertainment content and programming. While phase one of the survey revealed just how unlikely consumers are to cut the cord to traditional modes of programming, phase two explored some of the reasons why.

Most notably, the survey data implies that watching TV and streaming entertainment accounts for – or overlaps with – respondents’ third biggest time commitment after work and sleep. Globally, respondents report watching four hours of entertainment per day. In the U.S., a quarter of respondents report watching seven or more hours per day. If jobs take eight hours and sleep takes eight more, the data implies that entertainment consumption via TV or mobile devices fills a substantial amount of people’s free time.

Centrality of the entertainment experience becomes even more apparent in the following statistics:

- Half (52 percent) of respondents say they frequently plan their day around their favorite TV programs or other entertainment content, including 19 percent who say they do this “every day”
 - Respondents from India (82 percent) and China (75 percent) were most likely to say they frequently plan their day around their favorite TV programs and other entertainment content

- On average, participants from the U.S. and U.K. say they spend about five hours every day watching TV or streaming entertainment content
- Close to half (45 percent) of respondents say watching something they have enjoyed on TV or another device has a “major impact” on their overall mood and demeanor
 - Respondents from India (63 percent) and France (52 percent) were most likely to say watching something they have enjoyed on TV or another device has a “major impact” on their overall mood and demeanor
- More than two out of five (44 percent) respondents say they frequently stay up “too late” to continue watching a TV program or movie

“What we’re seeing is that consumers’ relationships with their entertainment have become just as important as the other top priorities in their everyday lives,” said Michael Hawkey, senior vice president and general manager of discovery at Rovi. “Viewers are heavily invested in consuming entertainment, whether they are watching TV or streaming content. Our findings underscore the importance consumers are placing on entertainment experiences. By integrating innovative discovery features, like advanced search and recommendations, service and content providers have an opportunity to connect and engage with their customers like never before.”

The research findings were the result of an online survey of 4,000 pay-TV and OTT subscribers across seven countries worldwide with 1,000 interviews completed in the U.S., and 500 interviews completed each in the U.K., France, Germany, China, Japan, and India¹.

About Rovi Corporation

Rovi is leading the way to a more personalized entertainment experience. The company’s pioneering guides, metadata and recommendations continue to drive program search and navigation on millions of devices across the globe. With a new generation of cloud-based discovery capabilities and emerging solutions for interactive advertising and audience analytics, Rovi is enabling premier brands worldwide to increase their reach, drive consumer satisfaction and create a better entertainment experience across multiple screens. Rovi holds over 5,000 issued or pending patents worldwide and is headquartered in Santa Clara, California. Discover more about Rovi at Rovicorp.com.

Forward-Looking Statements

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 Rovi 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 Rovi 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 Rovi Corporation's most recent report on Form 10-Q for the period ended September 30, 2015, and such other documents as are filed with the Securities and Exchange Commission from time to time (available at www.sec.gov). Rovi 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.

¹ About the Survey Methodology

- A total of 4,000 online surveys were completed spread across seven countries worldwide – 1,000 interviews were completed in the U.S. while 500 interviews were completed within each of the following countries – U.K., Germany, France, China, Japan and India.
- Participants had to be a pay-TV subscriber, subscribe to other TV or video content providers, or use online streaming devices.
- The total sample was weighted so each country represented the same number of interviews. Additionally, the country samples were stratified and the data was weighted slightly by regions, age, gender, education, and income in order to reflect a proportional, representative sample.
- The U.S. survey has a margin of error of +/-3 percentage points for the full sample. The other countries have a margin of error of +/-4.4 percentage points for their full samples. The margin of error is higher for subgroups within each sample.

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