



NEWS RELEASE

# Xperi Appoints Matt Milne as President of TiVo Ads

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Newly Created Role Will Focus on Growing the Company's Unrivaled Cross-Platform Advertising Opportunities

SAN JOSE, Calif.--(BUSINESS WIRE)-- Xperi Inc., an entertainment technology company that invents, develops and delivers technologies that enable extraordinary experiences, today announced that Matt Milne has been appointed to the position of President of TiVo Ads, in addition to his duties as the company's Chief Revenue Officer.

TiVo Ads is made up of a mix of Xperi executives and new talent from leading companies (including Samsung Ads, Paramount, Sky, CBS, and more) working together to grow the company's expansive and global digital entertainment monetization platform. The appointment of Milne reflects the company's increased focus on driving cross-platform monetization opportunities as the TiVo One advertising platform continues to gain momentum, with over 4.8 million monthly active users and a series of recent high-profile partnerships with industry leaders including Comscore and Titan Ads.

"The rapidly growing global footprint of our TiVo One cross-screen advertising platform has created strong interest from advertisers and industry partners, and Matt is the perfect leader to align and accelerate our advertising sales efforts, which represent a significant growth opportunity for our company," said Jon Kirchner, Chief Executive Officer of Xperi. "Matt's sales leadership, execution and vision have been instrumental in setting the stage for the TiVo Ads ecosystem that we now have an opportunity to monetize, and I am confident that he and the TiVo Ads team will succeed in expanding our global advertising platform, driving exciting revenue growth opportunities."

"With our unique unduplicated reach, cross-platform value proposition, deep and rich data capabilities and rapidly expanding worldwide user base, TiVo Ads is well positioned to capitalize on the growth of digital entertainment advertising," said Matt Milne, Xperi CRO and President of TiVo Ads. "I'm excited to work directly with our growing and talented team of advertising experts and technologists to offer advertisers the ability to reach their target customers wherever they consume their favorite entertainment content."

TiVo Ads encompasses a range of advertising opportunities with unduplicated reach across Pay TV and Connected Television environments, as well as a robust metadata offering that provides enriched program identification with enhanced coverage and high accuracy. Additionally, the company recently initiated collaboration with leading audio media companies in the U.S. and U.K. to launch targeted advertising trials on the DTS AutoStage platform, which powers over 13 million cars worldwide from major manufacturers.

## About TiVo

TiVo brings entertainment together, making it easy to find, watch and enjoy. We serve up the best movies, shows and videos from across live TV, on-demand, streaming services and countless apps, helping people to watch on their terms. For studios, networks and advertisers, TiVo targets a passionate group of watchers to increase viewership and engagement across all screens. TiVo is a wholly-owned subsidiary of Xperi Inc. Go to **tivo.com** and enjoy watching.

## About Xperi Inc.

Xperi invents, develops, and delivers technologies that enable extraordinary experiences. Xperi technologies, delivered via its brands (DTS®, HD Radio™, TiVo®), are integrated into consumer devices and media platforms worldwide, powering smart devices, connected cars and entertainment experiences, including IMAX® Enhanced, a certification and licensing program operated by IMAX Corporation and DTS, Inc. Xperi has created a unified ecosystem that reaches highly engaged consumers, driving increased value for partners, customers and consumers.

## Definition for TiVo One Monthly Active User

Xperi defines a “TiVo One Monthly Active User” as a unique device that has connected to the TiVo video service, which includes the TiVo One advertising platform, at least once within the last 30 days. The TiVo One advertising platform integrates with the device’s operating system on certain “Powered by TiVo” devices, including smart TVs and video-over-broadband products. TiVo One has 4.8 million users as of September 30, 2025.

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For Xperi:

Tom Huntington  
**thomas.huntington@xperi.com**  
619-743-9057

Source: Xperi Inc