

Package Details

Video Metadata Packages

Competitively-priced packages that are designed to add value to your business.

Technology-driven TiVo Video Metadata provides accurate, comprehensive information and imagery on millions of TV shows, movies, and sporting events across TV, VOD and OTT. Designed to enable the most choice for your customers and ensure reliable DVR/catch-up functionality, our library comprises millions of data points and connections, constantly and automatically updated, so you can offer the latest, most relevant video content available, when you need it.

Standardized and delivered via API or FTP download, TiVo Video Metadata is ready to power VOD menus, entertainment websites, smart car interfaces and voice assistants, as well as local TV listings and interactive program guides.





FOUR PACKAGES

All packages include core metadata elements, with information on millions of TV shows, movies, award shows, special interest titles and sporting events — plus granular metadata elements for programs, series, reviews, profiles on celebrities, base descriptors, program images and associated programs.

VIDEO

Attract new customers and provide the best experience with factual info and imagery to power faster discovery.
Enable faster discovery with key information for programs, series, award shows and celebrities

TV SCHEDULE

Give your customers up to a 21-day lead on their entertainment experience.
Power linear TV listings with program airtimes up to 21 days in advance, including sources, channel lineups, program schedules, TV source logos, sports listings.

VIDEO PLUS

Drive engagement and purchases with deeper coverage and celebrity images.
Bring the user experience to the next level. Video Plus carries forward the metadata elements in the Video package and provides celebrity images, deeper movie coverage with details to help influence purchase decisions, box office information, Metacritic reviews and DVD descriptors.

TV SCHEDULE HISTORICAL

Verify previous programming data and airdates.
Access core information on past programs, including sources, channel lineups, program schedules and station logos with archives dating back to 2009.



ADD-ON PACKAGES

DEEP DISCOVERY

TiVo offers Deep Descriptors, a unique set of metadata that describes the emotional, thematic, and aesthetic qualities of an individual program by providing mood, tone, and theme tags. These descriptors enable advertisers to better target their ads to audiences with not only the right demographics, but also to those with the right psychographic profile and viewers who are currently watching the desired content to receive the advertiser's carefully crafted messages. These descriptors also provide you with a unique opportunity to learn more about your viewers' deep preferences when it comes to content consumption.

CONSUME — OTT LINKS

Become the trusted source for content with a universal discovery experience for your customers. Adding OTT links enables more intuitive navigation for users — launching video in another service from within your environment — and facilitates modern experiences like app-agnostic search and recommendations.

Contact TiVo Sales to discuss how you can implement TiVo Video Metadata into your ecosystem.



For more information: business.tivo.com

2023 Xperi Inc. All Rights Reserved. TiVo, TiVo+, TiVo Stream 4K, and the TiVo logos are trademark(s) or registered trademark(s) of Xperi Inc. or its subsidiaries in the United States and other countries. All other trademarks and content are the property of their respective owners.