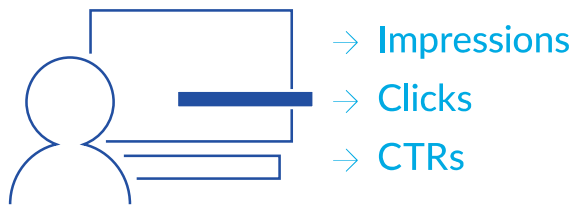


Lift Analysis From Your TiVo Guide Campaigns



TiVo's advertising insights offer a succinct custom analysis of your campaign metrics against your advertising goals. Measured against set-top box data, our insights provide valuable lift reporting that exceeds traditional analytics for Guide Advertising.

MEASURING ENGAGEMENT

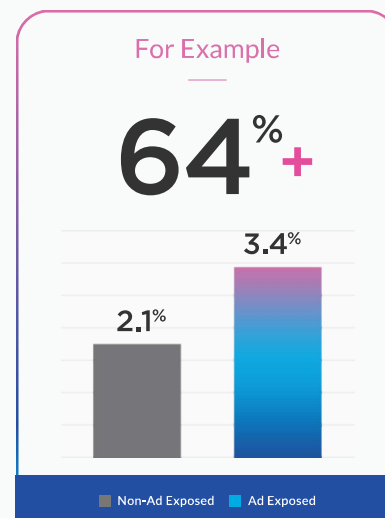


What You Can Expect:

- Campaign summary and performance
- Lift generated from your Guide campaign
- Guide ad-exposed viewership
- Lift for tune-in and DVR playback for L3/L7

For past campaigns, we were able to provide clients with insights that included:

- Average premiere day lift: **20%**
- Lift for premieres with Advance ads: **45%**
- Average lift for program day tune-in for premieres and following episodes: **29%**
- Program day tune-in lift was as high as: **64%**
- Average cumulative lift for all following episodes after a premiere: **45%**



For more information: business.tivo.com | getconnected.tivo@xperi.com

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