

# Guide Advertising

TiVo® has a **25+ year** track record of driving linear viewership for your entertainment campaigns. With millions of viewers and billions of ad impressions in the interactive program guide, we can help you reach an audience of receptive viewers.



## TIVO GUIDE ADVERTISING (IPG) DELIVERS A RECEPTIVE AUDIENCE

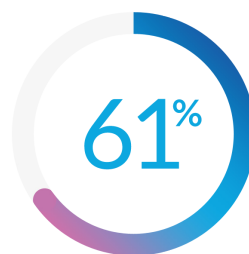
Driving linear tune-in to TV content remains the top KPI for most entertainment providers in the TV space. TiVo is the platform that drives viewers to tune in. Consumers searching for entertainment and ready to watch content are brought directly to programs they see on the guide banners, bypassing the competition. Reaching over 18 million viewers, TiVo connects your audience with your content in one click.

### Automated Lift Analysis & Reporting

Every IPG campaign receives free tune-in reporting in addition to the campaign delivery to help you measure and achieve success. With our robust analytics capabilities, TiVo has one of the largest samples of return-path data from set-top boxes to provide performance and campaign diagnostics that drive results.

### Advanced Capabilities

TiVo provides multiple opportunities to reach audiences when they are in “search and discover mode” – browsing entertainment listings in the interactive guides where they make viewership decisions.



\*61% of households access the guide daily, with an average of 30 visits, totaling 18 minutes a day.

\*Source: STB RPD from TiVo MSO partners Q1 2024.

## HOW WE CAN SUPPORT YOUR GOALS

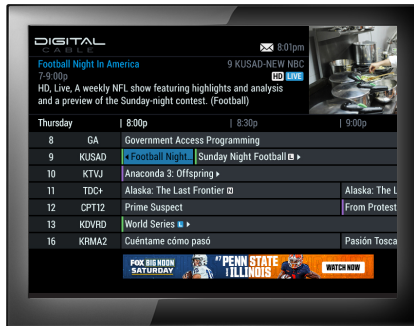
- Optimal placement in the interactive program guide for maximum visibility
- The ability to reach receptive consumers when they are making entertainment choices
- Reach 18+ million U.S. households through 200+ service providers and the TiVo platform
- End-to-end campaign management and analytics
- Proof of performance, campaign diagnostics and insights through return-path data



# ACTIONABLE PLACEMENTS DRIVING DIRECTLY TO YOUR CONTENT

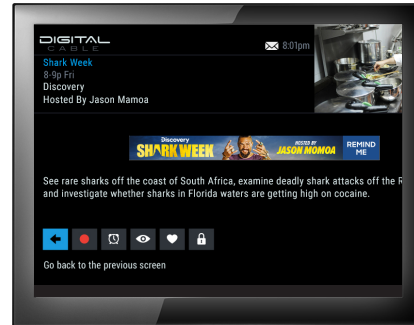
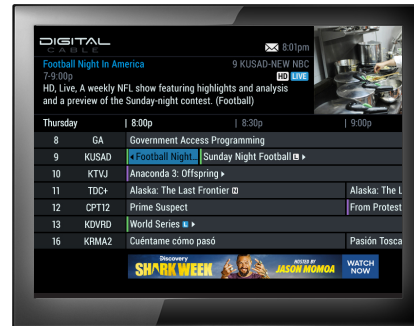
## Watch Now

Tune Direct to Advertising Programming



## Remind/Record

Leads to Ad Info Screen with DVR Functionality



Note: Capabilities vary by platform.



For more information: [business.tivo.com](https://business.tivo.com) | [getconnected.tivo@xperi.com](mailto:getconnected.tivo@xperi.com)

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