

TiVo's CTV Solutions

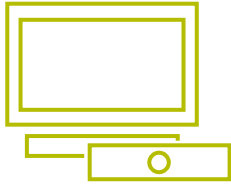
Reach receptive viewers on every screen.

At TiVo, we bring entertainment together in a way that's simple to access, joyful to watch and easy to monetize. Our connected TV (CTV) advertising opportunities – including the growing TiVo+ streaming service – can help you reach your perfect audience when and where they're most engaged, whether they're watching live, recorded, on-demand or streaming TV.

Access inventory through both open and private marketplaces via supply-side platform partners like SpotX and Verizon Media, including programmatic guaranteed. Our partners programmatically manage, sell and optimize placements, and help you connect to other CTV inventory for maximum returns.



Drive viewership and engagement while enabling new revenue streams across a coveted footprint of passionate watchers.



TIVO VIEWERS LOVE TV

6.5B+ monthly DVR viewing hours

2.5B+ monthly VOD viewing hours

Source: TiVo U.S. subscribers



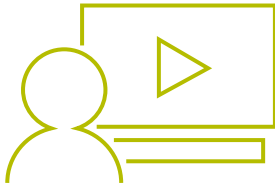
SOUGHT-AFTER DEMOGRAPHICS

90% are married

42% hold a college degree (the national average is 33.4%)

37% achieve \$100K+ in household income

Spanning every age group (19-34, 27%; 35-54, 31%; 55+ 42%)



ENGAGING AD UNITS ACROSS PLATFORMS

TiVo+

One destination, countless opportunities.

TiVo+ is a one-stop service providing content from popular free, ad-supported streaming channels. Spanning every video form and genre, TiVo+ provides 24-hour ad-supported entertainment, uncovering new opportunities for advertisers to reach audiences in specialized categories with targeted messages when they're most receptive.

Reach audiences on these niche content channels, with more coming every month through partnerships with Xumo, Tastemade and other best-in-class providers.

[FilmRise Free Movies, FilmRise Classic TV, FilmRise Family, The Preview Channel, Unsolved Mysteries, The Asylum, Adventure Sports Network, Football Daily, Outside TV, Hell's Kitchen: Kitchen Nightmares, Food52, Journy, AllTime, TMZ, Puddle Jumper, Ameba, Kid Genius, America's Funniest Home Videos, FailArmy, Baebie Music, NatureVision, Complex, PowerNation, The Pet Collective, People are Awesome, batteryPOP, USA Today News, SportsWire, MMA Junkie, OMG! Network, Reel Truth, Mr. Bean and Friends, Funny or Die, PGA Tour, Bon Appetit, Conde Nast Traveler, GQ, Glamour, American Classic, Atmosphere TV, Kabillion, Law & Crime, Latido Music, Cheddar, Mobcrush, Newsy, Wired, Tastemade and Revry.]

Additional CTV Inventory

Extend the reach of linear TV campaigns.

Engage viewers when they're ready to watch the shows, movies and shorts they love most. Attract loyal fans and wrap your brand message around primetime programming. Ad units include:

- Pre-roll ads in DVR recordings
- Dynamic insertion
- Multiple ad durations (:06, :15, :30)
- and more

TiVo CTV advertising opportunities are currently available in the U.S. only.

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

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