



Canada Guide Advertising

TiVo has a long track record of driving linear and delayed program tune-in ad ratings for your entertainment campaigns. With millions of viewers and billions of ad impressions in the interactive program guide, we can help you reach a growing audience of receptive viewers.

A RECEPTIVE AUDIENCE

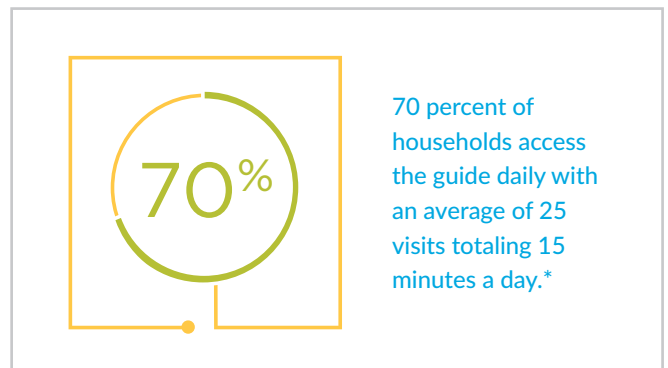
Consumers now spend more time looking for something to watch, and our advertising is uniquely positioned to reach viewers as they make their entertainment choices. Our research demonstrates that TiVo ads drive linear program tune-in and delayed viewing through DVR playback and video on demand.

Engaging Ad Units

We target viewers who are accessible and ready to act. Our interactive banner ads in set-top-box guides and smart TV user interfaces drive viewers to programs, helping to improve ratings and promote audience loyalty. For entertainment brands, it's native advertising at its best.

End-to-End Campaign Management

TiVo simplifies campaign management. Our solutions and capabilities unify planning, buying and scheduling. Additionally, we handle your campaigns directly or through authorized resellers across platforms, helping you maintain continuity while minimizing the impact to your resources.



Ideal Placement

Interactive display ads can appear as content choices in the program guides and on smart TV interfaces.

Advanced Capabilities

TiVo provides multiple opportunities to reach audiences when they are in "search and discover mode" – browsing entertainment listings in the interactive guides or navigating menus and apps in smart TV interfaces where they notice and act on brand messages.

* Television set-top-box return-path data from TiVo U.S. MSO partners, 4Q 2017

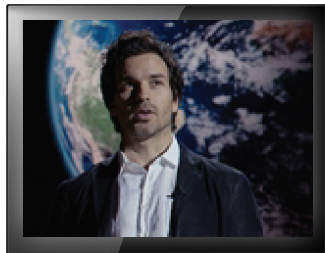
BENEFITS

- Optimal placement in the interactive program guide and smart TV interfaces
- The ability to reach receptive consumers when they are making entertainment choices
- Reach more than 10 million U.S. households and 2 million Canadian households with our guide and smart TV devices
- Creative continuity and consistent ad messaging across platforms

CAPABILITIES

Watch Now

Tune Direct-to-Network Programming



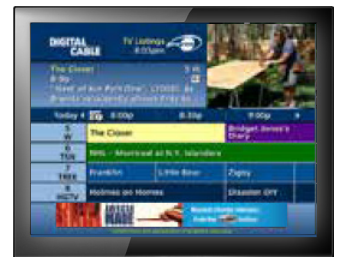
Watch/Remind/Record

Program Info Screen with Watch/Remind/Record Buttons



Direct-to-Video

Banner Direct-to-Video Content



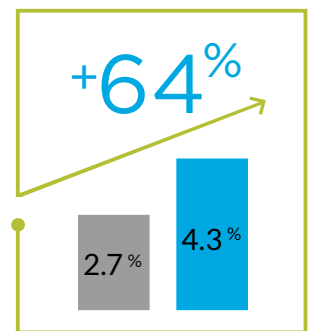
Note: Capabilities vary by platform.

INSIGHTS

For past campaigns, we've provided clients with insights that included:

- Average premiere day lift: **47%**
- Lift for premieres with advance ads: **53%**
- Average lift for program day tune-in for premieres and following episodes: **42%**
- Program day tune-in lift was as high as **151%**
- Average cumulative lift for all following episodes after a premiere: **57%**
- Average cumulative lift: **63%** for all subsequent episodes with VOD ads airing between episodes
- Average cumulative lift: **61%** for the last advertised episode
- L3 and L7 DVR playback is on average **10x** higher among ad-exposed viewers than among non ad-exposed viewers

FOR EXAMPLE:



■ Non-Ad Exposed (U.S.)
■ Ad Exposed (U.S.)

SOURCE: Television set-top-box return-path data from TiVo U.S. MSO partners, 2016 ad campaigns



For more information: tivo.com

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