



AUDIENCE PROFILE

Film Fans

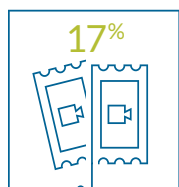
TiVo and its partners studied the effectiveness of multi-screen ads for movie releases in the electronic sell-through (EST) and video on demand (VOD) windows. We assessed our TV viewers' general appetite for films and found they were avid fans, content to watch movies in theaters, at home and on the go. They consider themselves aficionados when it comes to those new releases, whether available in theaters, on digital HD, DVD or VOD.

THE RIGHT PLACE TO PROMOTE MOVIE ENTERTAINMENT

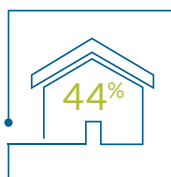
- TiVo has a large base of film fans who regularly view movies across multiple platforms in all release windows.
- TiVo customers are advanced in their adoption and usage of emerging media and technology for viewing movies via online, mobile and connected TV devices.
- TiVo customers stay on top of news about movie releases in various formats.
- The synergies of TiVo's TV and digital platforms drive research about what is currently available, and where to find and purchase movies.



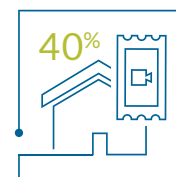
MOVIE CONSUMPTION PREFERENCES



17 percent in the theater



44 percent in the home

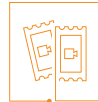


40 percent both equally

PROLIFIC VIEWERS OF MOVIES ON ALL PLATFORMS



See new releases in a movie theater opening weekend
76% more likely than control group



See new releases in a movie theater
54% more likely than control group



Rent movies on TV through a cable on-demand service (i.e., pay-per-view)
68% more likely than control group



Watch movies on a computer through an internet-connected app (e.g., iTunes, Netflix, Amazon)
29% more likely than control group



Watch movies on a tablet or smartphone through an internet-connected app (e.g., iTunes, Netflix, Amazon)
62% more likely than control group

CROSS-PLATFORM SYNERGIES

Cross-platform campaign synergy improves the likelihood of researching availability and where to rent/buy.

TiVo's TV + PC ads:

- Drive research and digital store visits
- Are most effective for learning more about movies currently available

TiVo's TV + mobile ads:

- Drive discovery of local, theatrical or in-store availability of movie/title releases

TiVo's TV advertising is most effective in driving:

- Plans to rent or buy movies
- Subsequent research (e.g., talking to friends and family)
- Looking up the availability of recent movies — especially when combined with digital platforms
- High engagement, due to consumer demand for movie trailers and interactive content



60 percent are more likely to agree with this statement than the control group:

“I’m a huge movie fanatic and love to keep track of new movies coming out each week.”

*Study conducted using 388 control viewers (who were either not in the TiVo footprint or were in the TiVo footprint but did not use their TV menu during the campaign) and 379 exposed viewers (who were exposed to TiVo TV ads only or TiVo TV plus PC or mobile ads). Both groups were weighted for equal demographic comparison.