



Advertising

TiVo has a long track record of successfully executing ad campaigns – aligning brand messaging to drive product/program awareness and revenue. With millions of viewers and billions of ad impressions in the interactive program guide (IPG), we can help you reach a growing audience of receptive viewers. Visits to the IPG main grid, where ads are placed, have increased 50+ percent* since 2011.

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 TiVo ads drive TV tune-in and C3 playback.

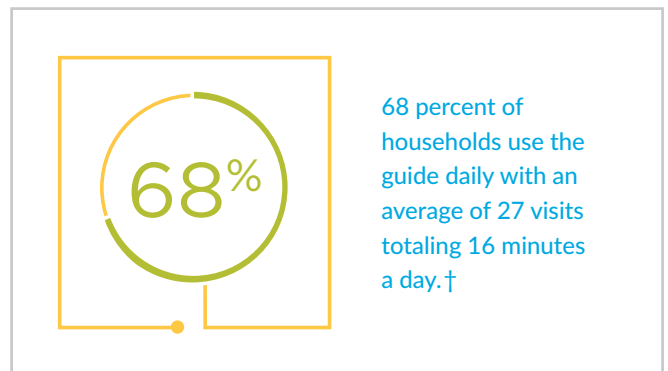
For traditional products, we can help reshape established brand perceptions and drive purchase intent.

Engaging Ad Units

We target viewers who are receptive and ready to act. Our interactive banners ads in IPGs, smart TV user interfaces and online guides can lead to longer-form branded content or rich media branded destinations. For entertainment brands, it's native advertising at its best.

End-to-End Campaign Management

TiVo simplifies campaign management. Our signature 360° Service unifies planning, buying, scheduling, reporting and analysis. Additionally, we handle your campaigns directly or through authorized resellers across platforms, helping you maintain continuity while minimizing the impact to your resources.



Reporting and Analysis

With our robust analytics capabilities, we deliver detailed campaign performance reports to help you measure and achieve success. TiVo taps one of the largest samples of return-path data from set-top boxes and census-level information from digital devices to provide performance and campaign diagnostics that drive results.

Consumers are turning to the interactive program guide more frequently and in greater numbers.

* Based on viewership samples, Rovi Ad Insights, June 2011 & June 2013
† Rovi Ad Insights, Q12016

Advanced Capabilities

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

Ideal Placement

Interactive display ads can appear as content choices in the IPG and on smart TV interfaces. The IPG captures up to 13 percent of viewers tuning away from ads during program commercial breaks.**

** Based on a viewership sample, Rovi Ad Insights, June 2013

BENEFITS

- Optimal placement in the IPG and smart TV interfaces
- The ability to reach receptive consumers when they are making entertainment choices
- 23.4 million U.S. homes and nearly 4 million Canadian homes and smart TV devices
- End-to-end campaign management and analytics – our signature 360° Service
- Creative continuity and consistent ad messaging across platforms
- Proof of performance, campaign diagnostics and insights through return-path data

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

Branded Destinations

Include Branding, Information, Rich Media, Video and Calls-to-Action



Note: Capabilities vary by platform.



For more information: tivo.com

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