



PRODUCT DETAILS

DTA Guide

TiVo's DTA Guide allows cable operators to provide the millions of analog TV subscribers on their networks with the benefits of an interactive program guide (IPG) — “a necessity” for many TV viewers, according to usability research. Designed for homes with digital terminal adapters (DTAs), our DTA Guide can help ease the transition to all-digital for both operators and subscribers by providing TV listings, detailed program information, parental controls and more without adding complexity.

DTAs are playing an increasingly important role in cable operator deployments, as they reclaim bandwidth that can be used for other services. They are small, simple devices that subscribers can install themselves. However, without new functionality, subscribers are asked to adopt this change without clear benefits to them. With our DTA Guide, subscribers can enjoy a convenient IPG that enables parental controls on their analog TVs.

FEATURES

Convenient IPG Experience

Provide subscribers with an interactive program guide that adds convenience and encourages discovery.

TV Listings by Time

Enable subscribers to browse a full-screen grid featuring a 90-minute view, instant program information and color coding by program type.

On Now, On Next Banners

Allow subscribers to find out “what's on now” and “what's on next” through prominent On Now and On Next channel banners.

Program Information

Provide easy access to program details, such as channel number, call letters, title, cast, synopsis, start and end times, and ratings.



TiVo's DTA Guide brings an interactive program guide with digital-like features, such as parental controls and enhanced TV listings, into homes with analog TVs.

FEATURES

On-Screen Guidance

To ease the transition for subscribers, offer readily available on-screen guidance on using the DTA remote control and navigating the interactive program guide.

Parental Controls

Enable program blocking by movie/TV ratings or channel, and hide adult titles.

Settings

Empower subscribers to handle general system setup, view diagnostics and customize the experience.

TV Listings Data

Offer basic or expanded channel line-ups for subscribers to browse, as well as the ability to view listings up to 24 hours.

Multiple Languages

Support multiple languages, including English, Spanish and Portuguese, for DTAs in North and Latin America.

Trial and Deployment Support

Allow TiVo's experienced team to support your needs, from readiness planning to commercial deployment.

BENEFITS BY AUDIENCE

Cable Operators:

- Increase subscriber satisfaction and drive retention by providing analog TV users with an IPG, which many viewers consider "a necessity" according to usability research.
- Deploy DTA Guide quickly and easily.
- Support multiple languages, including English, Spanish and Portuguese, for DTAs in North and Latin America.
- Maximize your investment in digital services and devices.

Subscribers:

- Enjoy the IPG experience with a user-friendly TV listings grid, descriptive program information, easy browsing and more.
- Access parental controls using embedded options throughout the guide.
- Continue watching your current channel while navigating the IPG.
- Transition to all-digital services more easily.

