



Music Metadata Experience: Music Video IDs

Today's music videos are essential to promoting new and established artists, generating new levels of income and showing off their full range of talents to audiences. With the new VEVO music video ID offering available in our music metadata *Experience* package, TiVo customers with current VEVO syndication agreements can now more easily incorporate videos into their music services. By providing more music content options, you can enrich and further differentiate your music service.

FEATURES

Easier Integration

Streamline the process of adding VEVO music videos into your service. TiVo identifies and maps VEVO IDs to our standardized IDs and provides these link tables to you.

Enriched Music Offering

Enhance the overall user experience by pairing VEVO's extensive catalog of videos for thousands of popular artists with compelling information from TiVo.

VEVO Name Link Table

Gain access to the link table that maps VEVO artist IDs to TiVo's name IDs. More than 90 percent of all VEVO main artists are mapped to TiVo's IDs. And all VEVO artists with three or more videos are also mapped to our IDs.



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Music videos have grown sharply in popularity over the last few years, with services like VEVO attracting huge, global audiences.

FEATURES

VEVO Track Link Table

Get the link table mapping VEVO video IDs (i.e., video ISRC numbers) to TiVo's track IDs.

Frequent Video ID Updates

Entice fans with the latest and most relevant VEVO music videos of their favorite artists. Licensed music metadata customers receive weekly updates of VEVO music video IDs, so they can stay current.

Greater Immersion

Inspire fans to linger on your service for longer periods of time and visit more frequently with expanded music content, including music videos.



With our music metadata *Experience* package, you can enhance apps, websites and other products and services with easier integration of VEVO music videos.

BENEFITS BY AUDIENCE

Online Retailers and Portals, Service Providers, Device Manufacturers and Application Developers:

- Enhance the overall user experience by pairing VEVO content with compelling information from TiVo.
- Save time and effort associated with mapping VEVO IDs to TiVo's IDs.
- Help ensure users receive up-to-date video content with weekly ID updates from TiVo.
- Differentiate your service with expanded music content that encourages longer session times and repeat visits.

Consumers:

- Watch premium music videos for free alongside your favorite artist profiles and their music.
- Gain a convenient, central source of information on your favorite artists.
- Enjoy high-quality content and find new artists that might have gone undiscovered.