



# Sponsored Discovery

Reach a targeted audience and drive viewers to your content with this first-of-its-kind inventory.

Sponsored Discovery was created by TiVo **exclusively** for entertainment advertisers to **engage loyal viewers and attract new fans.**

It's a targeted solution that dynamically places ads in our recommendations carousel for streamlining viewing choices and driving more consumers to your content.

Powered by TiVo's Personalized Content Discovery platform, Sponsored Discovery's impression-based ad placements appear to viewers as a result of their recent content engagements, as well as active searches for similar content.

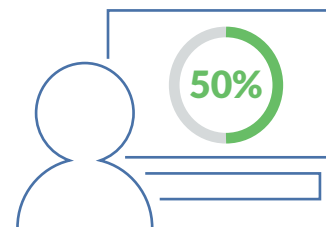
### TV/Web/Mobile



Sponsored Discovery Ad Placement

### About Sponsored Discovery:

- National scale in over 4M households on TV, mobile and web.
- Native ads dynamically appear in the first placement on TiVo's "More Like This" recommendations carousel.
- Recommendations are proven to drive additional viewership and engagement.



Over **50%** of consumers interact with recommendations from their pay-TV provider\*

\*Source: 2017 Q4 TiVo Video Trends Report

## Targets include:



Sponsored Discovery drives significant viewership increases for our advertisers' content.



Average increase in viewership within the target audience delivered via Sponsored Discovery

\*\*Source: TiVo Sponsored Discovery, test flight with MVPD partner, Jan 10-24, 2018

To learn more, contact your TiVo representative or email us at [getconnected@tivo.com](mailto:getconnected@tivo.com).