



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.**

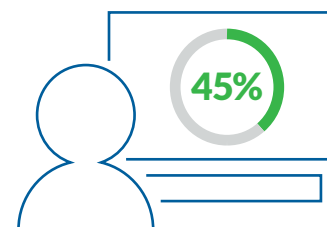
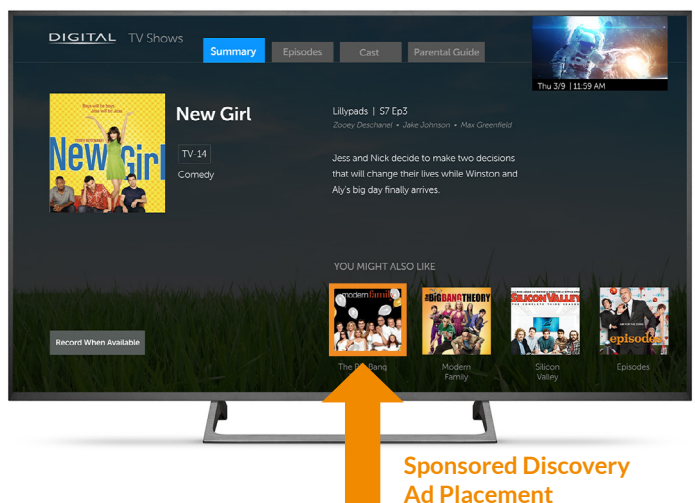
It's a targeted solution that dynamically places ads in our recommendations carousel for streamlining viewing choices and driving more consumers to your content.

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.

About Sponsored Discovery:

- Global scale in over 6M 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.

TV/Web/Mobile



When provided a recommendation by their **pay-TV service**, customers report watching the recommended show or movie **45%** of the time.

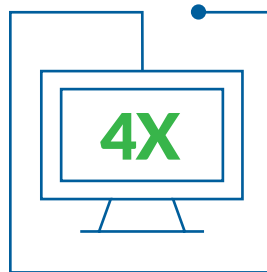
Respondents who use pay-TV service

Source: Q4 2020 TiVo Video Trends Report

Targets include:



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



Average increase on views of movie premieres within the target audience delivered via Sponsored Discovery

Source: TiVo Sponsored Discovery campaigns, January 2019-December 2020

Learn more: getconnected@tivo.com