



## PRODUCT DETAILS

# Video Metadata

TiVo's video metadata catalog provides information on more than 7.5 million TV shows, movies and sporting events, as well as descriptive information on theatrical, DVD and Blu-ray releases.

In addition to basic facts, TiVo offers rich media and unique enhancements designed to satisfy the most avid fans – from biographies and reviews to movie trailers and Twitter handles. And, it's available in a way that can easily be added to your product or delivered across multiple platforms. Whether you require TV listings on local schedules or detailed information for on-demand guides or entertainment websites, our video metadata resources can help you differentiate your products and encourage continuous discovery to drive consumption and sales.

## FEATURES

### International Coverage

Access localized data, images and trailers from North America, Europe and Latin America in a single database to support global needs.

### Original Editorial

Incorporate original plot descriptions, reviews and biographies written by TiVo's in-house TV and movie aficionados.

### High-Quality Information

Gain peace of mind, thanks to TiVo's rigorous copy standards and data integrity best practices.

### Standardization

Leverage a widely used ID structure for easier integration.

### Social Media

Incorporate links and content from social networks, including Twitter and Facebook.

### Multi-Platform Support

Enjoy compatibility with multiple platforms and devices.

## DELIVERY OPTIONS

### Web Service

Enjoy near real-time connectivity to our video metadata and related products like Search & Recommendations via cloud delivery.

### FTP Feed

Gain a high degree of control and access to periodic updates by managing your data through FTP delivery.



The use of TiVo's video metadata can encourage discovery through extensive entertainment data, stunning graphics, rich media and other unique enhancements.

# PACKAGES

We offer two basic video metadata options: Bound to Schedule and Unbound to Schedule, available in modular packages: *Inform*, *Discover*, *Discover Plus* and *Experience*.

## Bound to Schedule

Metadata on TV shows, movies and sporting events airing within the next 14 days with related channel line-ups; ideal for businesses offering TV listing guides

### Inform

*Inform*\* provides factual descriptions to help consumers find and decide what to watch.

	Bound to Schedule	Unbound to Schedule
Program descriptions	X	X
Program credits	X	X
Program genres	X	X
Rating	X	X
Run times	X	X
Channel line-ups	X	
Source details	X	
Station logos	X	

\* The *Inform* package includes many more data fields not listed here. Contact TiVo Sales for a detailed list of data elements.

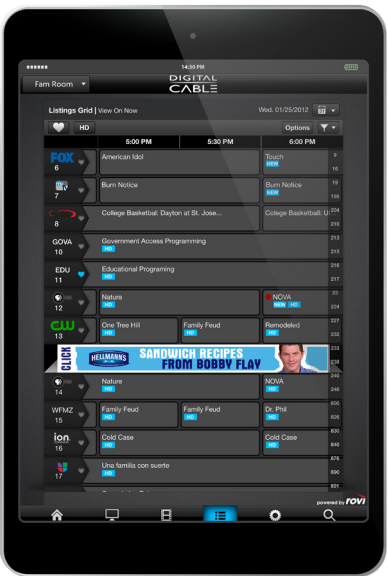
## Discover

With *Discover*, consumers gain extensive entertainment data, unique program descriptors and imagery, and links to other media for a true “six degrees” experience.

	Bound to Schedule	Unbound to Schedule
Cast shots and stills	X	X
Show logos and poster art	X	X
Biographies	X	X
Reviews	X	X
Celebrity profiles	X	X
Awards	X	X
Sports data/logos	X	X
Basic program descriptors	X	X
Unique program descriptors (e.g., audience type, time period, tone)	X	X
Keywords in 13 languages	X	X
Relational links	X	X
Rovi “Hot List” picks	X	

## Unbound to Schedule

Metadata on TV shows, movies and sporting events as well as theatrical, DVD and Blu-ray releases; ideal for on-demand guides, entertainment apps and websites with deep catalogs



TiVo’s video metadata catalog offers detailed information and images to support an engaging connected entertainment experience.

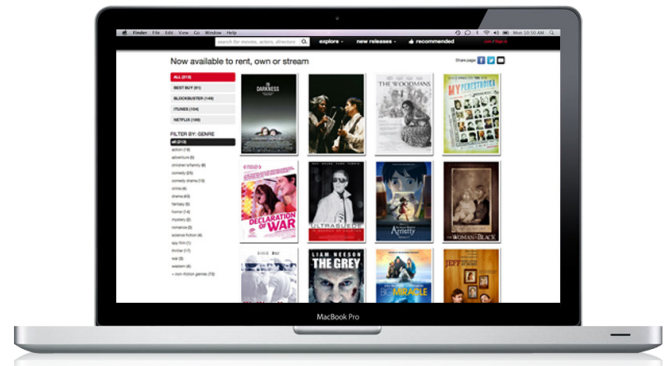


TiVo’s video metadata *Discover* package enables the “six degrees of entertainment discovery” experience.

## Discover Plus

*Discover Plus* is part of our Unbound to Schedule option and provides metadata and rich media for all of the TV shows, movies and celebrities covered by TiVo as well as Blu-ray and DVD releases, helping consumers find more titles and enjoy DVD-style navigation in on-demand environments.

	Unbound to Schedule
Inform content	X
Discover content	X
300,000 more titles, like special interest, anime and concerts	X
Physical disc descriptors for 400,000 DVD and Blu-ray releases	X
Biographies for 14,000 more people	X



With *Discover Plus*, add Blu-ray and DVD metadata and rich media to TiVo's TV, movie and celebrity coverage.

## Experience

*Experience* engages the consumer and brings entertainment enjoyment to the next level with rich graphics, movie trailers, TV previews and integration with social networks.

	Bound to Schedule	Unbound to Schedule
Twitter-verified account handles for celebrities, TV shows and movies	X	X
Official and fan-based Facebook pages for TV shows, movies, sports teams and celebrities	X	X
Box office sales		X
Rotten Tomatoes critic ratings (Tomatometer)		X
Rotten Tomatoes audience ratings (Popcorn Bucket)		X
Movie trailers in multiple languages and TV previews	X	X
DVB SI-Triplet (specific to European tuning)	X	
ISDB SI-Triplet (specific to Brazilian tuning)	X	



The *Experience* package includes social network information to easily integrate Twitter and Facebook content that encourages interactivity.

## GLOBAL COVERAGE

The leading database for international TV, movie and celebrity metadata, TiVo's video metadata catalog spans over 70 countries and territories, offering localized metadata and a vast library of images that can help consumers around the world discover, manage and enjoy digital video across multiple platforms and devices.

By offering a single database with local information spanning multiple countries, TiVo makes it easier for you to get the metadata you need to grow in global markets.



For more information: [tivo.com](http://tivo.com)

© 2016 TiVo Inc. and Rovi Corporation. All rights reserved. TiVo and the TiVo logo are registered trademarks of TiVo Inc.