



TIVO®

PACKAGE DETAILS

Video Metadata Consume

As interest in online video increases thanks to an explosion of connected devices and growing over-the-top content catalogs, we have expanded our TV and movie metadata coverage to help consumers more easily find and enjoy online content. With TiVo's *Consume*, a new video metadata package of OTT links mapped to our standardized IDs, consumers can quickly find, buy and watch popular TV shows and movies online from leading retailers and streaming video on demand (SVOD) providers. Ideal for device manufacturers, websites and service providers, *Consume* is informed by TiVo's unparalleled knowledge graph engine, which tracks and identifies popular or trending content to accurately match the most desired online videos with TiVo IDs.



83 percent of viewers 16-54 watched at least one online TV source in 2014, up from 77 percent in 2013.*



60 percent say they need a universal listing to find shows across all TV sources, vs. 9 percent who don't.*

FEATURES

Links to Leading OTT Content Sources

TiVo aggregates deep links to popular TV shows and movies available online from leading U.S. retailers and SVOD providers.

Reliable Updating

With broken links a persistent obstacle for finding Internet content, TiVo's *Consume* package minimizes this challenge in multiple ways. We tap our knowledge graph, which scours the web for trending content to inform more frequent deep-link updates. TiVo also sets aggressive expiry thresholds while utilizing multiple data collection methods, including direct feeds from content providers. These exacting

processes combined with live URL validation and manual verification are used to maintain the accuracy of *Consume's* links.

The Knowledge Graph

Across all competitors, only we have access to our knowledge graph, utilizing dynamic, indexed data on 100 million semantic entities from over 100,000 sources. Because TiVo's knowledge graph is updated continuously via data ingestion and news crawlers, we know when specific movies, TV shows and celebrities are trending and can identify related, current information.

*Source: Hub Entertainment Research, November 2014

FEATURES

Efficient and Accessible

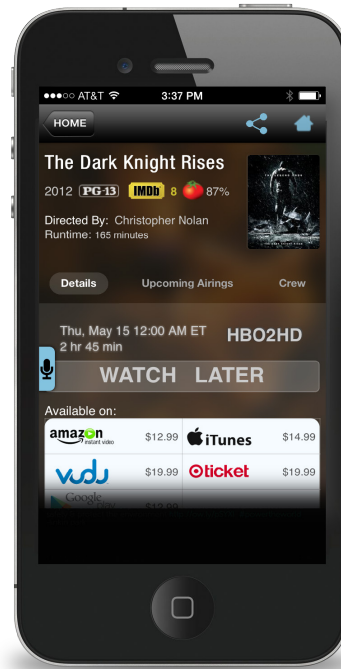
Consume delivers consistent descriptive information and links in a standardized format so they can be more easily mapped to your catalog, injected into your products and more efficiently maintained.

Multi-Platform Adaptability

TiVo offers device-specific links for web, iOS and Android, enabling a “TV-anywhere” experience where consumers can discover and watch online videos on multiple devices.

Pricing

Consume delivers the cost, price-type and currency of available content, whether it's available to buy vs. rent or free vs. free with a subscription. This information makes implementation easier and provides insight into content pricing.



Sourced across several leading online retailers and VOD services, TiVo's video metadata *Consume* package connects consumers to the entertainment they want.

BENEFITS BY AUDIENCE

Consumers:

- Discover consistent, reliable and specific information for locating desired content on the web through updated and verified deep links, even spanning a TV series' seasons across multiple SVODs.
- Compare costs to buy/rent a title from different SVOD providers.

Entertainment Websites and Search Engines:

- Enhance search results and content profile pages with links to online content to differentiate your service, while providing opportunities to increase consumption and ad sales.

Device Manufacturers:

- Help drive unit sales by delivering smart devices embedded with premium, high-value discovery applications that display available online content across multiple providers.

Service Providers:

- Gain insight into OTT content pricing.
- Increase your subscribers' viewing options by linking them to authenticated OTT content on cable and premium channels.