



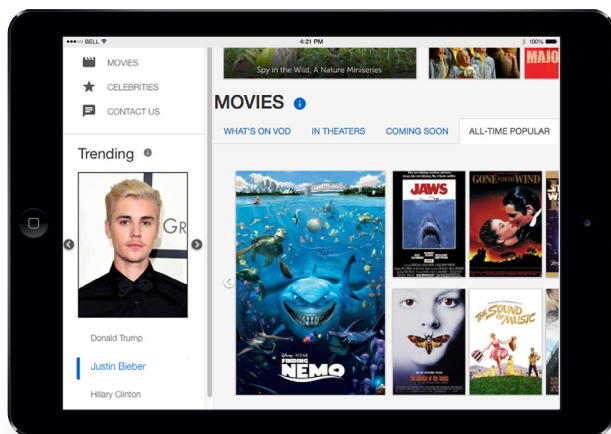
PACKAGE DETAILS

Video Metadata Experience: Popularity

With an overwhelming abundance of content options now available across digital platforms, up-to-the-minute insights into critical acclaim and reach are powerful tools for connecting viewers with relevant entertainment. Popularity, a Video Metadata *Experience* package option – ideal for on-demand guides, entertainment apps and websites with deep catalogs – can help create contextual experiences for users and anticipate their content needs. Powered by our leading video metadata and designed to encourage continuous discovery, Popularity elements include: Trending Hot List, All-Time Popularity Index, Box Office Sales and Metacritic Critic and Audience Ratings.

PACKAGE ELEMENTS

- Trending Hot List
- All-Time Popularity Index
- Box Office Sales
- Metacritic Critic & Audience Ratings



The Popularity option within TiVo's Video Metadata *Experience* package can anticipate consumers' interests and more effectively merchandise your catalog by promoting critical darlings, fan favorites, trending content and box office winners.

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Trending Hot List

Offer an up-to-the-minute list of the top 100 trending people, TV shows and movies – delivered via API and FTP – linked to relevant news articles. The featured subjects, whether celebrating a recent life event, award show win or movie/TV show premiere, captivate consumers and generate viewer interest.

All-Time Popularity Index

Satisfy consumers by enabling more powerful search and conversation systems for sorting large content catalogs by popularity for tailored results and conducting efficient, relevant predictive searches. Popularity scores for people, TV shows, movies and music range from 0-1. (e.g., *Seinfeld* is 0.9.)

Metacritic Content

Guide customers with ratings for movies and TV seasons from Metacritic. Metacritic's proprietary Metascores ratings give your users opinions on movies and TV seasons based

FEATURES

on a weighted average from the most respected print and online critics, distilled into a single number, ranging from 0 to 100. Metascores are always highlighted in three colors, enabling customers to instantly compare green scores (favorable reviews), yellow scores (mixed reviews) and red scores (unfavorable reviews).

Localized Box Office Data

Provide geographically relevant results and promote box office winners. The Popularity option features box office sales data for many countries throughout North America, Europe and Latin America.

Spotlight Success

Help inform internal decisions regarding which releases to acquire or which featured titles have the potential to boost the bottom line. Access to Metacritic Metascores and box office sales, plus Trending Hot List and All-Time Popularity List data, powered by TiVo's knowledge graph, illuminates key consumer content preferences.

Standardization and Catalog Matching

Save time and effort by allowing us to map our video metadata IDs to corresponding Metacritic score counts for you. With TiVo managing the catalog matching, developers can more easily provide the right title, description and release date, as well as Metascores and audience ratings for films. TiVo delivers new Metacritic content (not just links) on a daily basis.

Inform Merchandising Decisions

Offer smart browsing with categories you can create using popularity and box office data. *Top Sellers*, *Critical Darlings*, *Indie Hits* and *Fan Favorites* are just a few examples.

Rich Video Metadata

Enable the "six degrees" experience for consumers. Popularity features are complemented by TiVo's comprehensive metadata, which includes information, imagery and robust, interactive features for more than 17 million TV shows, movies and sporting events.

METACRITIC RATINGS DETAILS

Metacritic Metascores Critic Ratings

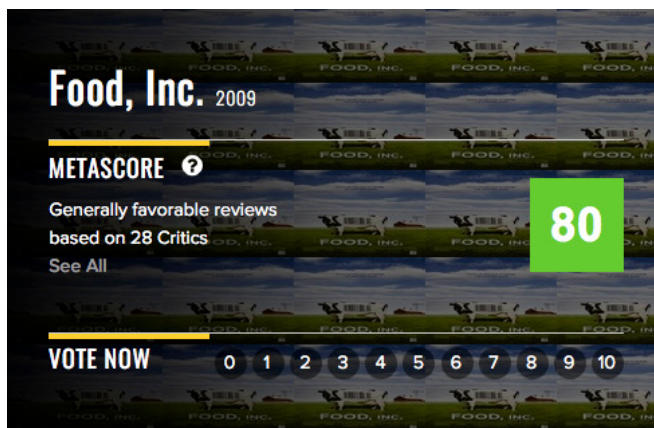
- Metacritic calculates Metascores by carefully curating a large group of the world's most respected critics, assigning scores to their reviews and applying a weighted average to summarize their range of opinions. At least four critic reviews must be collected before a Metascore can be calculated. The result is a single number that captures the essence of critical opinion in one Metascore.
- Metascores range from 0-100, with higher scores indicating better overall reviews. These are highlighted in three colors for ease of comparison; favorable scores in green, mixed reviews in yellow and unfavorable reviews in red.
- Metascore assigns more importance (weight) to some critics and publications than others, based on quality and stature. Scores for movies are also normalized (i.e., "graded on a curve") to prevent scores from clumping together.
- The Metacritic movie database contains virtually all films released since the beginning of 1999, when the company was founded. The database is often supplemented with historical releases from the 1980s and 1990s, however, the ability to create Metascores for those releases can be limited by the availability of online reviews.

METAScore CALCULATIONS

Metascores are weighted averages of published critic reviews for particular movies, and do not include any user votes or comments.

The critics and publications included in Metascores calculations are re-evaluated several times each year, and the weights assigned to particular critics and publications are proprietary information. Learn more about how Metascores are calculated at: <http://www.metacritic.com/about-metascores>.

General Meaning of Score	Movies, TV & Music	Games
Universal Acclaim	81 - 100	90 - 100
Generally Favorable Reviews	61 - 80	75 - 89
Mixed or Average Reviews	40 - 60	50 - 74
Generally Unfavorable Reviews	20 - 39	20 - 49
Overwhelming Dislike	0 - 19	0 - 19



With Metacritic Metascores, your customers can make informed content decisions quickly.

PACKAGE OVERVIEW

About our Video Metadata Experience package

Experience, an option within our video metadata, brings entertainment enjoyment to the next level with rich graphics, integration with social networks and links to movie trailers. Available unbound to schedule, our video metadata *Experience* package can help you connect with the most avid entertainment fans.



For more information: tivo.com

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