



PACKAGE DETAILS

Video Metadata Experience: Social Media

TiVo's video metadata *Experience Social Media* package allows you to more easily integrate live social media content from the Facebook and Twitter accounts of celebrities, TV shows and movies into your products. Become the central source where consumers can follow new Twitter accounts, reply to and retweet Tweets and like, comment and share Facebook posts within your service. Features like these give consumers new opportunities to engage with your service and enjoy deeper relationships with their favorite celebrities, entertainment and fellow fans. With extended international coverage, including links to Facebook pages in dozens of languages, you can also deepen customer engagement in global markets.

1.1B



Since its launch in 2004, Facebook has accumulated 1.1 billion monthly active users.

200M+



In seven years, Twitter has grown to 200 million+ regular users.

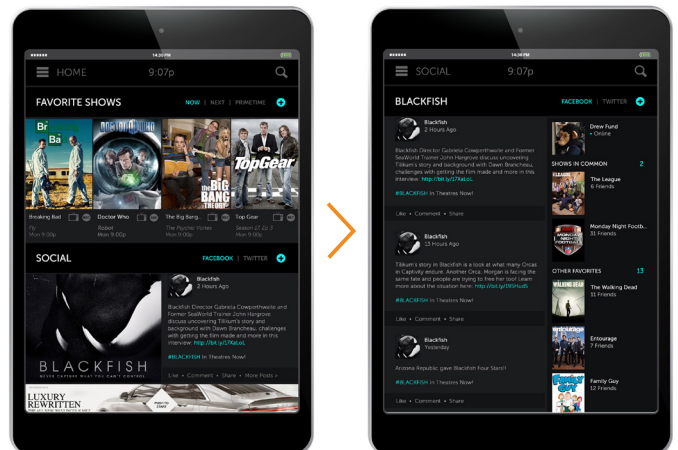
32M

In 2012, 32 million people in the U.S. tweeted about TV programming.

FEATURES

Facebook ID Links

More easily integrate live content from the Facebook accounts of celebrities, TV shows and movies into your service. Because Facebook utilizes our video metadata and its standardized ID system to provide structure for organizing and populating its growing collection of international Facebook account pages for TV series and movies, our video metadata customers can use TiVo's standardized IDs to retrieve live information from the Facebook API.



TiVo's video metadata *Experience* package can enhance apps, websites and other products and services with social media content, including links to relevant Twitter handles and Facebook pages.

FEATURES

Twitter Handles

Encourage repeat visits from consumers and build loyalty by integrating live Twitter content using Twitter-verified account handles for celebrities, TV shows and movies (e.g., @meganfox or @TheEllenShow).

Comprehensive Content

Gain extensive coverage of Twitter handles and links to Facebook content for thousands of celebrities, movies and TV series.

Standard IDs

With social media links and content powered by our standardized video metadata and IDs, you can more easily map celebrities and the TV shows and movies they are acting in to Facebook and Twitter activity.

International Coverage

TiVo's video metadata social media content includes links to international Facebook pages with variants for 50 languages, including Spanish, French, Dutch and German.

Product Differentiators

Gain an edge in a highly competitive market by easily integrating new entertainment discovery tools related to social media.



TV Show
Details



TV Show
Cast List



Celebrity
Details



Celebrity
Tweets

With wIDs, you can more easily map celebrities and the TV shows and movies they're featured in to Facebook pages and Twitter activity.

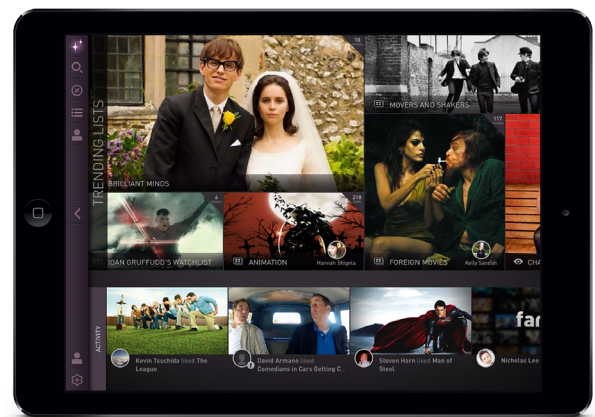
BENEFITS BY AUDIENCE

Online Retailers and Portals, Service Providers, Device Manufacturers and Application Developers:

- Offer a more complete TV show, movie, sports team or celebrity profile and provide a central location where your customers can “like” and share favorites, chat and comment on entertainment across social media channels.
- Help consumers discover new content by seeing friends’ favorites and shows in common.
- Expand entertainment information and social media features like check-ins, points and challenges that can encourage fans to linger on your service for longer periods of time and visit more frequently.
- More easily present Tweets from official Twitter accounts of celebrities alongside their TV shows and movies.

Consumers:

- Discover new content through social media features showcasing talked-about celebrities, TV shows and movies.
- Follow, reply and retweet Twitter content via second-screen apps.
- Enjoy the convenience of a central source of information on your favorite celebrities and entertainment.



Social media content can help increase engagement with consumers.