



TIVO®

PACKAGE  
DETAILS

# Video Metadata Experience: Movie Trailers and TV Previews

**Movie trailers and TV previews create excitement and can drive box office sales and tune-in.** With our video metadata *Experience* package, TiVo offers TV previews for popular shows, past and present, as well as movie trailers promoting the latest blockbusters and timeless classics – with many in HD. By incorporating movie trailers and TV previews into the on-demand experience or using them to enhance ad-supported apps and websites, you more fully engage consumers, helping to drive ad revenue and influence purchasing decisions. When paired with compelling information and imagery provided by TiVo, movie trailers and TV previews can enrich the overall user experience.

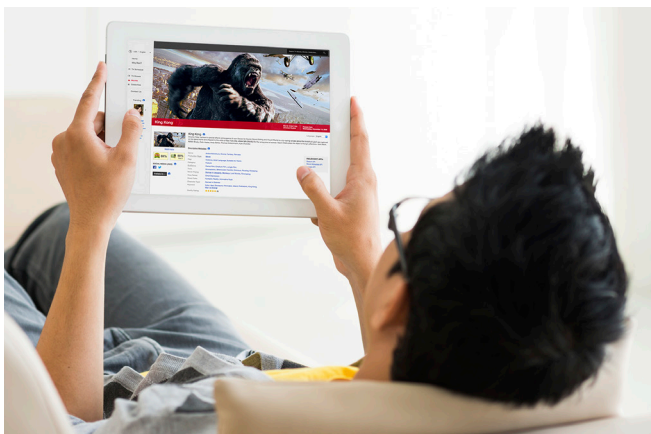
## COMPREHENSIVE COVERAGE

Gain access to one of the largest libraries of movie trailers and TV previews available. Growing by 25 percent each year, our video metadata *Experience* package can help you tap into tens of thousands of videos, including standard- and high-definition movie trailers and TV previews for series, seasons and episodes, as well as related features.



From February 2011 to February 2012, the number of videos watched online grew by 660 percent.\*

\* Source: Internet Video Archive



Movie trailers and TV previews are associated with our standardized IDs, making it easier to incorporate them into your platform.

# FEATURES

## Enhanced Engagement

Increase consumer dwell time by incorporating movie trailers and TV previews into your user experience.

## Global Audience

Engage consumers around the globe with thousands of movie trailers available in different languages, including Spanish, German, Italian, French and Portuguese.

## Multi-Screen Support

Extend movie trailers and TV previews to multiple screens, with support for MP4, HLS, HSS, HDS and Dash.

## Stability

Enjoy reliable service and increased stability with multiple redundant servers.

## Quality Video

Satisfy customer demand for high-quality video with movie trailers and TV previews sourced from original masters.

## Cross-Platform Capabilities

Fit your needs with a player that is feature rich and advertising ready, with HTML 5 available.

## Compatibility

Easily integrate with your current video player with support for Brightcove, Ooyala, The Platform and others.

## Comprehensive Analytics

Generate detailed reports on plays, user engagement and storage used with audience analysis capabilities.

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# BENEFITS

## For Service Providers:

- Accelerate TV Everywhere initiatives by extending experiences to multiple screens.
- Facilitate video-on-demand purchases.
- Create compelling interactive program guides and add value with bonus content.

## For Web and Mobile Developers:

- Enrich mobile and tablet applications with video.
- Drive search engine optimization (SEO) for video searches.
- Offset costs and drive revenue through pre-roll video ads and sponsorships.

## For Device Manufacturers:

- Tap into one of the largest catalogs of HD trailers available.
- Drive discovery by enabling universal search for over-the-top content.
- Monetize trailers and previews through pre-roll video ads and sponsorships.



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

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