



## TiVo Live Streaming Schedule Metadata: Extending TV Schedule Reporting and Planning into the Future

Scheduled TV programming is not limited to traditional linear anymore. From live sports broadcasts to special events and award shows, appointment-based viewing is gaining momentum across streaming platforms. TiVo has extended its trusted linear schedule metadata to support these evolving live TV formats.

### KEY BENEFITS

- **Discoverability for Live Streamed Shows:** Make live programming easier to surface across search, guides, and recommendation engines.
- **Standardization Across Streaming Platforms:** Consistent formatting and taxonomy for all live streaming titles — aligning with TiVo's broader metadata standards.
- **Enhanced Viewer Experience:** Guide users directly to scheduled live content using deep links, increasing engagement and satisfaction.
- **Seamless Integration:** Delivers the same program specific metadata taxonomy as traditional linear TV making it efficient to adopt and expand.
- **Built for the Advertising Ecosystem:** Supports a wide range of use cases including planning, targeting, and measurement across platforms.

### WHAT'S INCLUDED

- **14-Day Forward Schedules:** Structured listings for upcoming live events on major streaming platforms.
- **Detailed Metadata:** Start time, end time, duration, title, genre, and program description — all formatted for streaming workflows.
- **Deep Links:** Up-to-date links for live events on streaming services. A seamless "TV-anywhere" experience with device-specific links for web, iOS, and Android.
- **Coverage of the Leading Streaming Platforms:** Provides schedules for upcoming, Live programs on Amazon Prime Video, Apple TV+, DAZN, Discovery+, Disney+, ESPN / ESPN+, Fox Sports, Fubo, Hulu, HBO Max, MLB, Netflix, Paramount+, Peacock, Tubi, YouTube TV.

### SAMPLE DATA AVAILABLE

Get first-hand experience with access to sample data for evaluation.

### GET STARTED TODAY

Contact us to learn more about TiVo's full suite of TV Schedule and Video Metadata products.

### CONTACT INFORMATION:

#### TIVO DATA SALES TEAM

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### ABOUT TIVO

TiVo, a part of Xperi, is a leading entertainment technology company, powering innovation across Linear TV, Pay TV, and Connected TV ecosystems. We are dedicated to maximizing engagement and bringing content closer to viewers, whether at home on TV, or in the car.