



## **TiVo Launches Audience Research and Measurement (ARM) Division**

### **TiVo to Offer Advertisers Exclusive Second-by-Second Customized Data and Analysis of Advertising Content and Viewer Behavior through Commercial Viewership Reports OMD and Nissan Among TiVo's First Clients**

ALVISO, Calif., July 26, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- TiVo Inc. (Nasdaq: TIVO), the creator and a leader in advertising solutions and television services for digital video recorders (DVRs), today announced the creation of TiVo Audience Research and Measurement (ARM), a division of the Company which will offer advertisers and advertising agencies, for the first time, second-by-second data and analysis on DVR viewing of advertising content.

"TiVo's Commercial Viewership Reports provide advertisers an unrivaled, comprehensive and detailed look at how commercial content is viewed and consumed on a second-by-second basis," said Tom Rogers, President and CEO, TiVo. "Through our unique technology, in households serving 4.4 million subscribers, and our close cooperation with advertisers and advertising agencies, we have developed a research solution that can dramatically transform the way advertising is created, bought and delivered to consumers."

For the advertising community, the Commercial Viewership Reports will provide a deeper and more comprehensive understanding of the types of advertisements that are most successful with consumers in TiVo households. The data will be presented in such a way that advertisers and advertising agencies can compare and contrast it with broader audience measurements from other sources. Advertisers will also know the viewership and effectiveness of their advertisements by network, genre, day-part, time slot, day of week and commercial pod position.

This initial research product offering is a vastly improved and enhanced version of TiVo's Commercial Viewership Reports, which provide clients with exclusive information and analysis on the exact viewing behavior for commercials every day. TiVo's research will include assessment and analysis of the impact of fast-forwarding, rewinding, replaying, pausing and other behaviors. Using this information, advertisers and advertising agencies will be able to create more compelling and effective commercials, generating better brand recognition and retention rates from consumers.

TiVo's Commercial Viewership Reports are based on anonymous, aggregate data collected from all of TiVo's subscribers across the country, in near real-time, through random analysis of 20,000 of TiVo subscribers per given day, which is more than two times the size provided by most industry panels. TiVo's Commercial Viewership Reports deliver data on commercials in any day-part, showing specific viewing patterns and pinpointing specific incidents where viewers showed interaction.

The data in TiVo's Commercial Viewership Reports can be completely customized at the buyer's request. The reports will be divided into specific sections and analyzed based on the viewing time of the commercials being researched. The various specific sections include watched live, 0 - 1 hour time shift, 1 - 6 hour time shift, 6 - 24 hour time shift, 24 - 48 hour time shift, 2 - 7 day time shift and 7 - 14 day time shift. The reports are available for almost every nationally-aired commercial.

TiVo is currently working with Nissan, as well as OMD NEXT, a consortium of 14 of Omnicom Media Group's clients who have dedicated resources this year to test and learn about the relative impact that new and emerging media platforms are having on traditional media/advertising models, and the relative brand value that each medium brings to the overall media mix. NEXT clients include Bank of America, GE, Visa, Discovery Channel, McDonalds, and Anheuser-Busch, among others.

"TiVo is the only source in the market today for complete, real and relevant second-by-second data and analysis of advertising," said Todd Juenger, Vice President & General Manager, TiVo Audience Research & Measurement. "Helping advertisers better understand the television viewing audience will bring about more effective advertising content."

About TiVo Inc.

Founded in 1997, TiVo pioneered a brand new category of products with the development of the first commercially available digital video recorder (DVR). Sold through leading consumer electronic retailers, TiVo has developed a brand which resonates boldly with consumers as providing a superior television experience. Through agreements with leading satellite and cable

providers, TiVo also integrates its full set of DVR service features into the set-top boxes of mass distributors. TiVo's DVR functionality and ease of use, with such features as Season Pass(TM) recordings and WishList(R) searches, has elevated its popularity among consumers and has created a whole new way for viewers to watch television. With a continued investment in its patented technologies, TiVo is revolutionizing the way consumers watch and access home entertainment. Rapidly becoming the focal point of the digital living room, TiVo's DVR is at the center of experiencing new forms of content on the TV, such as broadband delivered video, music and photos. With innovative features, such as TiVoToGo(TM) transfers and online scheduling, TiVo is expanding the notion of consumers experiencing "TiVo, TV your way.(R)" The TiVo(R) service is also at the forefront of providing innovative marketing solutions for the television industry, including a unique platform for advertisers and audience measurement research. The company is based in Alviso, Calif.

NOTE: TiVo, "TiVo, TV your way." Season Pass, WishList, TiVoToGo and the TiVo Logo are trademarks or registered trademarks of TiVo Inc. and its subsidiaries worldwide.

SOURCE TiVo Inc.

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