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TIVO EXAMINES ‘PURE PROGRAM’ RATINGS USING ITS STOP||WATCH™ RATINGS SERVICE IN MAY

New Ratings Data Reveals Commercials Airing During Popular Programs Lost Up to 84% of Potential Audiences in May

TiVo Unveils New Stop||Watch™ Ratings Service Features, Increases Sample Size to 250,000 Subscribers from 100,000

ALVISO, Calif., July 30, 2009 — TiVo Inc. (NASDAQ: TIVO), the creator of and a leader in television services and advertising solutions for digital video recorders (DVRs), today announced a first look at its Pure Program Ratings, which were derived using the number of TiVo® subscribers viewing a program, live or Timeshifted, excluding the commercials, to arrive at the total potential audience for the commercials during a given program. This new metric, one of many on-going regular enhancements to TiVo’s Stop||Watch™ ratings service, was compiled for the month of May.

Current industry services measure a program’s viewership rating without separating the program content from the commercials that air during it. TiVo’s Pure Program Ratings separates the ratings and makes it possible to determine the percentage of potential viewers lost during a program’s commercial breaks.

"For example, in the table below, the May 7 episode of *Grey's Anatomy* had a Pure Program Timeshifted audience of 17.0," said Todd Juenger, Vice President & General Manager, TiVo Audience Research & Measurement. "That means there was potential to deliver a commercial audience of 17.0 ratings points, if every viewer watching stuck around during the commercial breaks. However, looking at the Commercial Timeshifted Rating, we see most viewers didn't and commercials running during the program only received a 2.7 rating. Simply put, 14.3 ratings points worth of audience or 84% of available viewers during timeshifted viewing were lost to fast-forwarding during commercials."

Juenger continued, "Among the most fundamental insights our clients look for from the Stop||Watch ratings service is the relationship between program audiences and commercial audiences. Audiences for television programs have always been defined by the entire program block, including all the content, commercials and promotion elements. While we continue to offer that, in the world of DVR viewing, it's no longer sufficient. We have always offered our clients audience ratings for specific commercials, one by one or aggregated. Now we are also providing the converse, audience ratings for purely program content. Doing so puts in even starker terms the challenge of delivering traditional commercial messages to a Timeshifted viewing audience."

May – Top Pure Program Ratings (Timeshifted and Live Viewing)

* Analysis of ABC, CBS, NBC, FOX

Top Pure Program Ratings* - Timeshifted Viewing		Top Pure Program Ratings* - Live Viewing	
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	Program	Date	Pure Program Rating	Program Rating	Commercial Rating		Program	Date	Pure Program Rating	Program Rating	Commercial Rating
1.	Grey's Anatomy – ABC	7 – May	17.0	12.5	2.7	1.	American Idol – FOX	20 – May	5.0	5.0	5.0
2.	Grey's Anatomy – ABC	14 – May	16.8	13.1	3.3	2.	American Idol – FOX	13 – May	4.6	4.6	4.6
3.	Grey's Anatomy – ABC	30 – Apr	16.7	12.4	2.9	3.	American Idol – FOX	6 – May	4.6	4.5	4.4
4.	American Idol – FOX	5 – May	13.4	10.8	2.5	4.	American Idol – FOX	29 – Apr	4.6	4.5	4.5
5.	Desperate Housewives – ABC	10 – May	13.3	10.2	2.7	5.	American Idol – FOX	19 – May	4.5	4.4	4.3
6.	Desperate Housewives – ABC	3 – May	13.2	10.1	2.7	6.	American Idol – FOX	28 – Apr	4.2	4.2	4.0
7.	American Idol – FOX	28 – Apr	13.1	10.5	2.4	7.	American Idol – FOX	12 – May	4.1	4.0	3.9
8.	American Idol – FOX	12 – May	13.1	10.7	2.6	8.	American Idol – FOX	5 – May	4.1	4.0	3.9
9.	American Idol – FOX	20 – May	13.1	10.8	2.7	9.	Dancing with the Stars – ABC	19 – May	3.7	3.6	3.5
10.	American Idol – FOX	19 – May	12.7	10.2	2.5	10.	Dancing with the Stars – ABC	18 – May	3.6	3.6	3.5

TiVo also highlighted the Top Commercial and Program Rankings for May among both Total and Timeshifted viewers, using the Stop||Watch ratings service. Not surprisingly, the season finales of ABC's *Grey's Anatomy* and FOX's *American Idol* dominated the Top 10 program rankings and the Top 10 commercials. "As we see every month, there is little correlation between the top rated programs and top viewed commercials," said Juenger. "This month's highest rated program for total viewing, the episode of *Grey's Anatomy* which aired on May 14, only placed one commercial in the Top 10 Viewed Commercials (Total Viewing) and three in the Top 10 Viewed Commercials (Timeshifted)."

May -- Top Commercials v. Top Programs (Total Viewing)

Top Commercials - Total Viewing

	Brand	Program	Date	Rating
1.	Diet Coke	American Idol – FOX	20 – May	11.1
2.	Funny People - Movie	American Idol – FOX	20 – May	9.5
3.	Nikon D	American Idol – FOX	20 – May	9.4
4.	Ford Fusion Hybrid	American Idol – FOX	20 – May	9.4
5.	Subway	Desperate Housewives – ABC	3 – May	9.2
6.	Taking of Pelham 123 - Movie	Grey's Anatomy – ABC	14 – May	9.1
7.	AT & T	American Idol – FOX	20 – May	9.0
8.	Kohl's	Grey's Anatomy – ABC	14 – May	8.9
9.	G-Force - Movie	American Idol – FOX	20 – May	8.9
10.	Coca-Cola Classic	American Idol – FOX	20 – May	8.8

Top Programs - Total Viewing

	Program	Date	Rating
1.	Grey's Anatomy – ABC	14 – May	16.1
2.	American Idol – FOX	20 – May	15.8
3.	Grey's Anatomy – ABC	7 – May	15.5
4.	Grey's Anatomy – ABC	30 – Apr	15.3
5.	American Idol – FOX	5 – May	14.8
6.	American Idol – FOX	12 – May	14.7
7.	American Idol – FOX	19 – May	14.7
8.	American Idol – FOX	28 – Apr	14.6
9.	Desperate Housewives – ABC	3 – May	13.1
10.	Desperate Housewives – ABC	10 – May	12.9

- Five of the top ten commercials ran during the break preceding the *American Idol* finale winner's selection on May 20.
- Three movies made it onto the list and two Coke ads bookend it.
- Grey's Anatomy* finale edges out the *American Idol* finale as the number one program of the month.

May -- Top Commercials v. Top Programs (Timeshifted Viewing)

Top Commercials – Timeshifted Viewing

Brand	Program	Date	Rating
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Top Programs - Timeshifted Viewing

Program	Date	Rating
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1.	Night at Museum : Smithsonian	House – FOX	27 – Apr	6.3	1.	Grey’s Anatomy – ABC	14 – May	13.2
2.	Subway	Desperate Housewives – ABC	3 – May	6.3	2.	Grey’s Anatomy – ABC	7 – May	12.5
3.	Taking of Pelham 123 - Movie	Grey’s Anatomy – ABC	14 – May	6.3	3.	Grey’s Anatomy – ABC	30 – Apr	12.4
4.	Kohl’s	Grey’s Anatomy – ABC	14 – May	6.1	4.	American Idol – FOX	20 – May	10.8
5.	Schick Quattro	House – FOX	27 – Apr	6.0	5.	American Idol – FOX	5 – May	10.8
6.	Land of the Lost	House – FOX	11 – May	5.8	6.	American Idol – FOX	12 – May	10.7
7.	Taken - Series	House – FOX	11 – May	5.8	7.	American Idol – FOX	28 – Apr	10.5
8.	The Hangover - Movie	House – FOX	11 – May	5.8	8.	American Idol – FOX	19 – May	10.3
9.	The Proposal - Movie	Desperate Housewives – ABC	17 – May	5.8	9.	Desperate Housewives – ABC	10 – May	10.2
10.	Sprint PCS	30 Rock – NBC	14 – May	5.7	10.	Desperate Housewives – ABC	3 – May	10.1

- None of the top ten spots based on total commercial rating ran during *House*, but five of the top Time-shifted spots did.
- The top three Time-shifted episodes for May were the three *Grey’s Anatomy* episodes that ran during the month.

As of today, the Stop||Watch ratings service sample size consists of 250,000 TiVo subscribers, up from 100,000, and on its way to an expected sample size of 300,000 TiVo subscribers by September 2009. The increase to 300,000 will make the Stop||Watch ratings service 75 times larger than the DVR sample of the existing currency. TiVo calculates the number of subscribers in its sample size based on five-minute increments. “This is extremely important to the accuracy of set-top-box ratings, because it’s just as important to know the denominator (how many subscribers are in the active data set for that specific time slice) as it is to know the numerator (how many subscribers are tuned to a given program or commercial),” said Juenger.

In addition to Pure Program Ratings and increased sample size, TiVo has recently added a host of other features to the Stop||Watch ratings service, including:

- Commercial Viewership Index (CVI) which measures the size of the commercial audience relative to the surrounding program based on 15-minute intervals rather than total program block. Traditional CVI’s, which are also available in the Stop||Watch ratings service, compare the commercial to the entire program.
- Households Using Television (HUT) charts which show how many subscribers, in total, are watching television at any given point in time, in both Live and Timeshifted context.
- New second-by-second graphing and analysis tools which allow for graphing multiple programs on same chart and graphing all airings of a specific commercial into one picture to understand fast-forwarding and tune-out trends within the commercial itself.

The Stop||Watch™ ratings service, introduced in February 2007, is offered via an easily sortable database of ratings for nationally run programs and advertisements from cable and broadcast networks, with data going back to September 2006. The service now tracks ratings for 112 networks from 5:00am – 11:30pm.

TiVo’s Power||Watch™ ratings service provides advertisers access to second-by-second program and commercial ratings data, with demographic segmentations, for 20,000 households who have volunteered to take part in a “passive” consumer panel. The Power||Watch™ ratings service provides subscribers the ability to look at TV viewing broken down by standard household demographics including income, geography, ethnicity, number of children and tenure of TiVo subscriber, among others. TiVo can associate household data with the viewership data then produce program and commercial viewership reports by aggregate demographic and behavioral audience groups. All reports prepared by TiVo using this data are anonymous.

TiVo Stop||Watch™ ratings service data is derived from a daily, aggregate, anonymous, stratified random sample of 250,000 TiVo subscribers – from which the second-by-second “clickstream” of behavior and viewership is collected and assessed. The Stop||Watch™ ratings service includes data for: Total Viewing, Live Viewing, Timeshifted Viewing (less than 1 hour, 1-6 hours, 6-24 hours, 24-48 hours, 48-72 hours, 3-7 day, and 7-14 day delay and C3), Program Ratings, Commercial Ratings and a Commercial Viewership Index. The Stop||Watch™ service uses ad occurrence data from TNS Media Intelligence to identify commercial spots. For more information on the TiVo Stop||Watch™ ratings service, visit <https://stopwatch.tivo.com>.

About TiVo Inc.

Founded in 1997, TiVo Inc. (Nasdaq: [TIVO - News](#)) developed the first commercially available digital video recorder (DVR). TiVo offers the TiVo service and TiVo DVRs directly to consumers online at www.tivo.com and through third-party retailers. TiVo also distributes its technology and services through solutions tailored for cable, satellite, and broadcasting companies. Since its founding, TiVo has evolved into the ultimate single solution media center by combining its patented DVR technologies and universal cable box capabilities with the ability to aggregate, search, and deliver millions of pieces of broadband, cable, and broadcast content directly to the television. An economical, one-stop-shop for in-home entertainment, TiVo’s intuitive functionality and ease of use puts viewers in control by enabling them to effortlessly navigate the best digital entertainment content available through one box, with one remote, and one user interface, delivering the most dynamic user experience on the market today. TiVo also continues to weave itself into the fabric of the media industry by providing interactive advertising solutions and audience research and measurement ratings services to the television industry. www.tivo.com

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