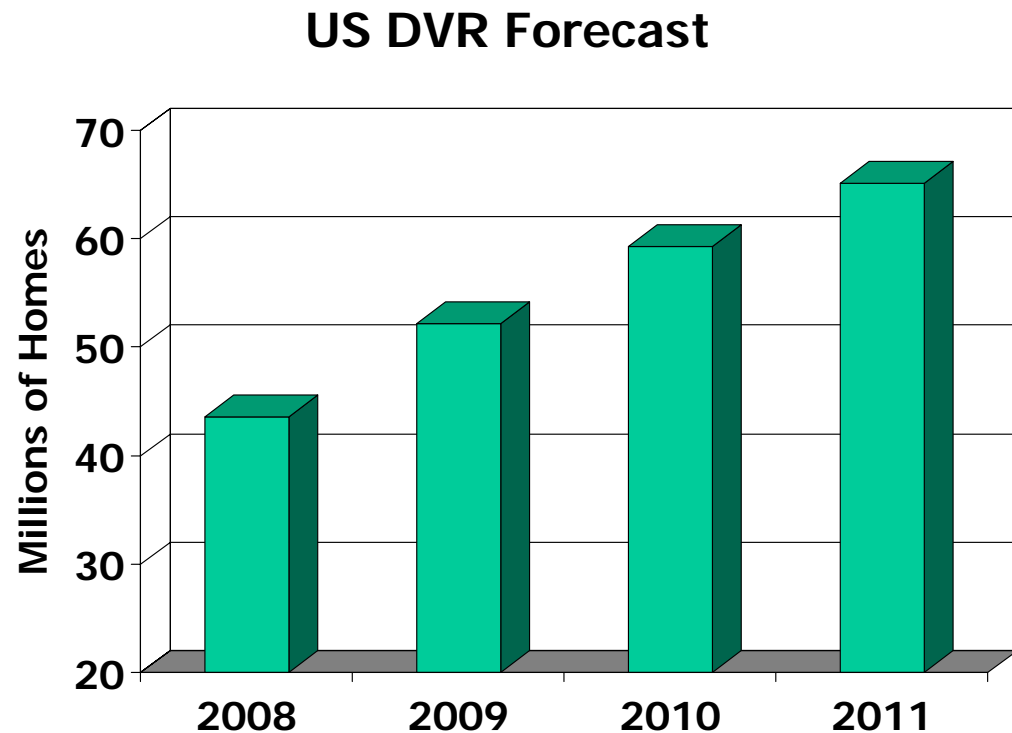




# TiVo Interactive Advertising

# DVRs are becoming Ubiquitous

- DVRs are installed in an estimated 17.2% of TV HH
- By year-end 2008, DVR penetration will increase to 38%
- By year-end 2011, DVR penetration numbers will increase to 55% (65mm homes)



Sources: *The Carmel Group 2006 Study, Nielsen, Forrester Research*



# TiVo Today

- TiVo: 4.4MM (9MM viewers) subscribers
- TiVo is for more generic cable DVRs in the marketplace
- TiVo is the only DVR brand and premium service
- TiVo is the “Google” of TV search and advertising
- TiVo has the only DVR advertising solution

# TiVo's Vision



**"The best way to watch TV."**

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- The consumer is in charge.  
They decide if they see an ad.
  - Not the networks
  - Not the advertisers
  - Not TiVo



## Problem #1

Consumers are fast forwarding through commercials.

## Problem #2

Consumers are spending less time watching commercial content.

## Problem #3

TV commercials are not actionable.

## Problem #4

TV advertising is not measurable.



# TiVo Solutions

Stop fast forwarding through commercials.

Spend more time with advertising content.

Make TV commercials actionable.

Measure all TV advertising.

# TiVo Advertising Product #1 Gold Star Sponsorship



## What is it:

- Two to twelve minutes of long form content.

## Benefits:

- Capture 23 million impressions from the home menu.
- Engage consumers for a longer period of time.

# TiVo Advertising Product #2 Interactive Tags



## What is it:

- Directs viewers from a TV spot to long form content and/or request for information.

## Benefits:

- Captures viewers in fast forward mode.
- Takes a viewer into a deeper brand experience.

# TiVo Advertising Product #3 Fast Forward Tag



## What is it:

- A billboard to attract viewers in fast forward mode.

## Benefits:

- Drive viewers to click on interactive tags.
- Insure a brand impression when user is highly focused on the screen.

# TiVo Advertising Product #4 Request For Information



## What is it:

- Call to action from an existing TV ad or a TiVo long ad.

## Benefits:

- Generate leads from advertising.
- Sweepstakes entry.

# TiVo Advertising Product #5 Custom Applications



## What is it

- Ability to engage beyond viewing video including commerce.

## Benefits

- Generate leads & sales.
- Ability to educate on detailed product information.
- Higher levels of interactivity.

# TiVo Advertising Product #6 Product Watch



## What is it:

- Advertising search service.

## Benefits:

- Reach an 'in market' consumer.
- Enables the viewer to download ads similar to recording programs.

# TiVo Advertising Products

## #7 Program Placement



### What is it:

- Targeted placement linked to a program

### Benefits:

- Present relevant, actionable advertising to your target audience
- Reinforce product placement or media buy
- Allows for advertising 'in program,' independent of commercial spot buy

# TiVo Value-Proposition

- DVRs will be in 55% of homes in the next four years.
- Fast forwarding through TV ads is the norm.
- TiVo is the only DVR advertising solution.
- TiVo advertising covers all ads on all TV channels.
- TiVo advertising is extremely effective.



