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TIVO LAUNCHES POWER||WATCH™ RATINGS SERVICE, TEAMS WITH STARCOM TO RELEASE INITIAL FINDINGS

- No meaningful difference in Timeshifting or ad fast-forwarding between DVR “early adopters” and more recent TiVo subscribers -

- First look at demographic segmentation proves all viewers are fast-forwarding ads at high rates, though specific commercials skipped vary by segment

ALVISO, Calif. and CHICAGO — July 30, 2008 — TiVo Inc. (NASDAQ: TIVO), the creator of and a leader in advertising solutions and television services for DVRs, and media planning and buying company Starcom USA, today unveiled the first data from TiVo’s Power||Watch™ ratings service for the broadcast month of May 2008. 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 – all subscribers have to do is watch TV, and there are no special logins or separate devices needed to participate.

The Power||Watch™ ratings service provides TiVo’s Stop||Watch™ ratings service 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. Given that these 20,000 TiVo subscribers have expressly consented to TiVo’s collection of their personally identifiable viewing information, 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’s Power||Watch™ ratings service is a companion tool to the Stop||Watch™ ratings service, which compiles second-by-second behavioral and viewership data from a separate anonymous sample of 20,000 TiVo units. The information is offered via an easily sortable database of ratings for nationally run programs and advertisements from cable and broadcast networks dating back to September 2006.

May 2008 Power||Watch™ Ratings Service Highlights

- The Power||Watch™ ratings service research indicated that, contrary to popular perception, subscribers who have used the TiVo® service for more than three years, the “early adopters,” are no more likely to avoid commercials than those who have only been TiVo subscribers for one to three years. Essentially, there is no meaningful difference in the amount of Timeshifted viewing or fast-forwarding between these subscriber groups.
- All demographic segments Timeshift and fast-forward commercials at a high rate, although the specific commercials viewers choose to skip varies. For example, there are significant variances in the amount of time households with children under 12 spent watching commercials for certain product categories during Timeshifted viewing compared to households with adults over 50.

Todd Juenger, Vice President & General Manager, TiVo Audience Research & Measurement said, “DVRs have changed every aspect of television viewing. For the past year and a half, the Stop||Watch™ ratings service has helped the industry better understand how DVRs are impacting viewing behavior, especially Timeshifting and commercial fast-forwarding. Nonetheless, questions remained about who is watching or fast-forwarding what commercials and how it relates to household demographics. The Power||Watch™ ratings service provides answers to these questions.”

Product Category Comparison:
Households with Children Under 12 vs. Households with Adults Over 50

More Watched Product Categories: Households with Children Under 12

Product Category	Average Seconds Viewed in Timeshifted Mode		Variance
	HH with Children < 12	HH with Adults 50+	
Children's Skincare Products	18.55	11.64	-37%
Toys & Games	19.82	15.49	-22%
Cakes, Pies, Pastries, Donuts	19.33	15.22	-21%
Computer Games & Educational Software	28.29	22.60	-20%
Schools & Camps	28.35	22.81	-20%

**Source: Power||Watch Data, May 2008 - All dayparts*

More Watched Product Categories: Households with Adults Over 50

Product Category	Average Seconds Viewed in Timeshifted Mode		Variance
	HH with Children < 12	HH with Adults 50+	
Political Parties	25.99	29.86	15%
Collectibles, Art & Galleries	30.11	33.40	11%
Hair Restoration Products & Wigs	12.04	13.30	10%
Floor Furniture Polish	22.50	23.92	6%
Foreign Tourism	22.09	23.29	5%

**Source: Power||Watch Data, May 2008 - All dayparts*

“This preliminary look at TiVo’s second-by-second viewing data points toward the growing availability of new insights that were unimaginable only a few years ago,” said Tracey Scheppach, Starcom USA SVP/Video Innovation Director. “New viewing behaviors revealed by correlations between household demographic, product category and ad fast-forwarding shows that while everyone is fast-forwarding through ads, effective message delivery can help make an ad resonate more. The Power||Watch™ ratings service will continually enable us to more accurately measure viewer behavior by specific demographic segments, which in turn can help us adjust our strategy and maximize return for our clients. The future looks promising.”

Starcom was the first media agency to purchase the Stop||Watch™ ratings service, TiVo’s flagship research product, and assisted TiVo in its development of the Power||Watch™ ratings service - currently available to all Stop||Watch™ ratings service clients. Starcom also purchased the inaugural custom survey of the Power||Watch™ ratings service panelists, which will provide viewership segmentations based on responses to client-driven questions. The survey is expected to be fielded later this year.

About TiVo Inc.

Founded in 1997, TiVo (NASDAQ: 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 and our website, 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 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 and TiVo KidZone, have elevated its popularity among consumers and have 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 research measurement.

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About Starcom USA

Starcom (www.starcomworldwide.com) is a full-service media division of Starcom MediaVest Group, which is ranked one of the largest media communications agencies in the world and encompasses an integrated network of highly specialized consumer contact companies. Consistently recognized by third-party sources as an industry powerhouse, Starcom was named Media Agency of the Year by *Advertising Age* two years in a row and *Media* magazine the last five years. Starcom's organization includes strategic marketing communication architects who are highly specialized in media management, response media, internet and digital communications, as well as multicultural, entertainment, sports sponsorship and event marketing and media. With over 900 employees and over \$8 billion in billings in the U.S. alone, Starcom delivers brand-building results for many of the world's leading companies.

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