

TIVO ANNOUNCES LATEST RESULTS OF ITS STOP||WATCH™ COMMERCIAL, PROGRAM RANKINGS

- Alltel Wireless Animated Advertising Vignettes Deliver 280% Increase in Timeshifted Audience -

ALVISO, Calif. — September 17, 2008 — TiVo Inc. (NASDAQ: TIVO), the creator of and a leader in advertising solutions and television services for digital video recorders (DVRs), today unveiled the Top Commercial and Program Rankings for July 2008, as viewed by TiVo® service subscribers.

In what has become a recurring summer trend, a number of cable networks including TNT, USA Network and Lifetime were able to crack the Top 10 Commercial and Program lists for both Total and Timeshifted viewing due, in large part, to airing new episodes when the major broadcast networks were on hiatus. The broadcast networks were, however, able to hang on to the top spots thanks to FOX's *So You Think You Can Dance* - the July 16 episode was the most watched program among both Total and Timeshifted viewers.

“The cable networks have found and continue to exploit a chink in the broadcast networks’ armor – a summer hiatus which results in repeats,” said Todd Juenger, Vice President & General Manager, TiVo Audience Research & Measurement. “Not only does viewership rise for Top cable programs, but the viewing behavior also changes, with many more people choosing to watch on a Timeshifted basis – just like Top broadcast programs during the September through May season. Among the Top cable programs in July, more than 50% of viewership was Timeshifted.”

Juenger continued, “What is perhaps more interesting is that once again we see a single program’s ads dominating the Top Commercial spots but the program itself failing to make the Top 10. For example, a total of six of the Top 10 Commercials ran during The Major League Baseball All Star Game, yet the game itself did not even place among the Top 10 Programs. The reason is because most viewers chose to watch the All Star Game live, as with many sporting events, so fast-forwarding is not an option.”

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

Top Commercials - Total Viewing

	<u>Brand</u>	<u>Program</u>	<u>Date</u>	<u>Rating</u>
1.	TGI Fridays Restaurant	The Bachelorette – ABC	7 – July	6.8
2.	AT&T Wireless Service	MLB All-Star Game – FOX	15 – July	6.8
3.	Sony Pineapple Express Movie	MLB All-Star Game – FOX	15 – July	6.8
4.	Gatorade Beverage	MLB All-Star Game – FOX	15 – July	6.7
5.	Walt Disney Swing Vote	The Bachelorette – ABC	7 – July	6.7
6.	Dell Computers	So You Think You Can Dance – FOX	16 – July	6.6
7.	Dish Network Satellite System	MLB All-Star Game – FOX	15 – July	6.6
8.	Cars.Com Online	MLB All-Star Game – FOX	15 – July	6.6
9.	Sprint PCS Wireless Service	The Bachelorette – ABC	7 – July	6.6
10.	Burger King Restaurant	MLB All-Star Game – FOX	15 – July	6.4

Top Programs - Total Viewing

	<u>Program</u>	<u>Date</u>	<u>Rating</u>
1.	So You Think You Can Dance – FOX	16 – July	10.0
2.	So You Think You Can Dance – FOX	23 – July	9.7
3.	So You Think You Can Dance – FOX	2 – July	9.6
4.	So You Think You Can Dance – FOX	9 – July	9.6
5.	The Bachelorette – ABC	7 – July	8.4
6.	The Closer – TNT	14 – July	8.3
7.	So You Think You Can Dance – FOX	17 – July	8.1
8.	So You Think You Can Dance – FOX	10 – July	8.0
9.	Hell's Kitchen – FOX	8 – July	7.9
10.	The Closer – TNT	21 – July	7.9

- Though it placed only one spot in the Top 10 Commercials, FOX's *So You Think You Can Dance* continued its summertime dominance of Top Programs, with six episodes making the Top 10.
- Repeating a summertime theme, cable networks make the Top 10 Commercial and Program lists during the summer, with TNT's *The Closer* winning two of the Top 10 spots.

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

Top Commercials – Timeshifted Viewing

	Brand	Program	Date	Rating
1.	Alltel Vignette	Psych – USA	18 – July	3.7
2.	Alltel Vignette	Psych – USA	25 – July	3.7
3.	SAAB Autos Vignette	Burn Notice – USA	24 – July	3.6
4.	Ford Motor Company	Army Wives – Lifetime	13 – July	3.2
5.	Dannon Activa Yogurt	Swingtown – CBS	3 – July	2.8
6.	Sony Pictures Hancock	So You Think You Can Dance – FOX	2 – July	2.7
7.	Dell Computers	So You Think You Can Dance – FOX	16 – July	2.7
8.	MasterCard Debit Card	So You Think You Can Dance – FOX	16 – July	2.7
9.	Verizon Wireless Service	Burn Notice – USA	24 – July	2.6
10.	20 th Century Fox Meet Dave	So You Think You Can Dance – FOX	2 – July	2.5

Top Programs - Timeshifted Viewing

	Program	Date	Rating
1.	So You Think You Can Dance-FOX	16 – July	6.5
2.	So You Think You Can Dance-FOX	2 – July	6.4
3.	So You Think You Can Dance-FOX	23 – July	6.3
4.	The Closer – TNT	14 – July	6.3
5.	So You Think You Can Dance-FOX	9 – July	6.2
6.	The Closer – TNT	21 – July	6.0
7.	Burn Notice – USA	10 – July	5.5
8.	Burn Notice – USA	17 – July	5.2
9.	Burn Notice – USA	24 – July	5.2
10.	Hell's Kitchen – FOX	8 – July	5.2

- Two of Alltel's animated vignettes, which ran during the Season 3 Premier of USA Network's *Psych*, topped the Top 10 Commercials in Timeshifted viewing.
- Once again, movie trailers place among the Top 10, with spots for *Meet Dave* and *Hancock* making the list.
- As for Total Viewing, cable networks drew high ratings for Timeshifted Viewing, with five of the Top 10 Commercial spots airing during a cable broadcast. Cable networks also aired five of the Top 10 Programs for the month.

July – Least Fast-Forwarded Brand Rankings

Least Fast-Forwarded Brand Ranking*

Broadcast Networks - Primetime**

	Brand
1.	DirectTV Satellite System
2.	Lincoln Auto
3.	Plavix Blood Thinner
4.	Apple iPhone Wireless Phones
5.	L'Oreal Skin Genesis Facial
6.	Aflac Medical Insurance
7.	Hyundai Trucks
8.	Citibank MasterCard & Visa
9.	Hertz.com Rent-a-Car

Select Cable & Broadcast Networks* – Primetime**

	Brand
1.	CITGO Petroleum Corp
2.	Mantis Lawn & Garden
3.	Finallyfast.com Online
4.	One-A-Day Men's 50 Plus Vitamins
5.	Air Heads Extreme Candy
6.	Dannon "Danimals" Kids Drinkable Yogurt
7.	Betty Crocker Fruit Stickers
8.	Wagner Paint Crew
9.	Dr. Miracles Hair

10. Coca-Cola Classic Soft Drink

*Minimum 20 spots

** ABC, CBS, NBC, FOX

*** 31 networks considered: A&E, AMC, Animal, BET, Bravo, CNBC, CNN, Comedy, Court (TruTV), Discovery, E!, ESPN, ESPN2, ABC Family, FNC, Food, FX, HGTV, Lifetime, MSNBC, MTV, Nickelodeon, Oxygen, SciFi, Spike, TBS, TNT, Toon, Toon Disney, USA, VH1

10. LG Wireless Phones

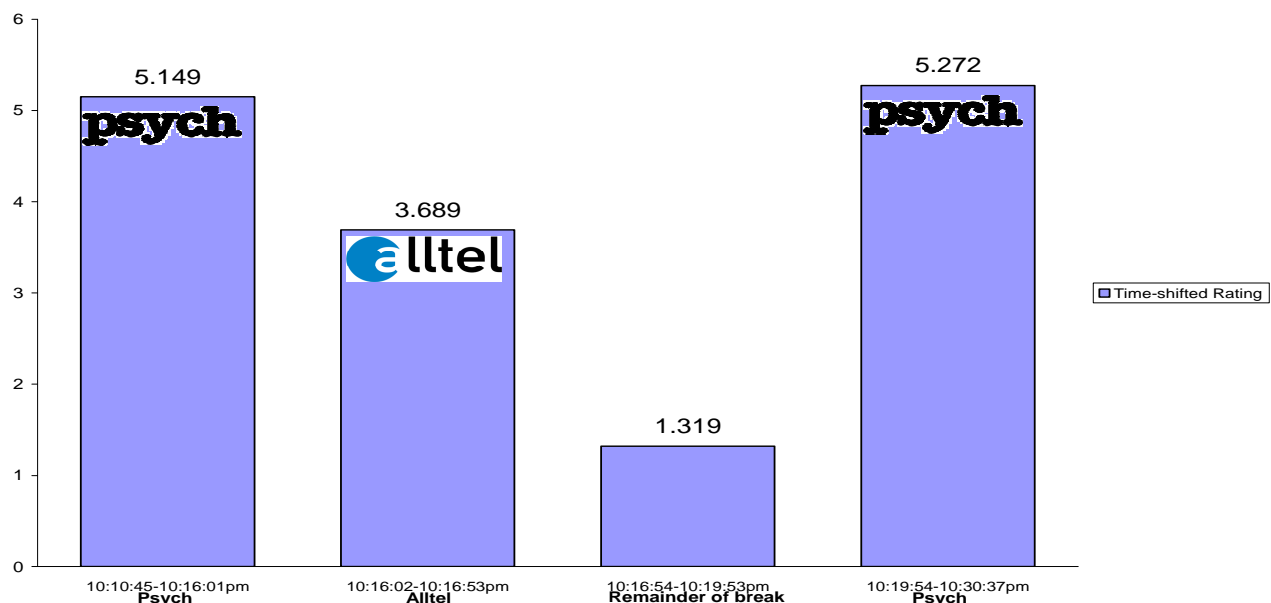
As DVRs, Timeshifting, and commercial avoidance continue to proliferate, most networks and many advertisers are experimenting with different pod configurations and advertising formats, trying to reduce fast-forwarding as much as possible. USA Network and Alltel Wireless had a relatively successful case study in July. Alltel sponsored a series of animated vignettes that ran during the Season 3 premier of USA Network's *Psych*. The vignette series, *Big Adventures of Little Shawn & Gus* featured caricature versions of the two main characters as children.

"Most people watching in Timeshifted mode are going to fast-forward through commercials, it's just a fact," said Juenger. "However, we also know some commercials get fast-forwarded less than others – that's the power of the TiVo Stop||Watch™ ratings service data. In the Alltel experiment, only about 28% of viewers fast-forwarded through the Alltel vignettes, compared to 74% of viewers who fast-forwarded through the other spots in the same pod. The Alltel animated vignettes generated almost three times the Timeshifted ratings as the remainder of the commercial pod. Whether the spots had the desired impact for the Alltel brand is a different question, but they certainly succeeded in significantly increasing Timeshifted viewership of their ad message. There are hundreds of similar experiments underway, and the TiVo Stop||Watch™ ratings service is the best available source to measure their effectiveness with Timeshifted viewers."

Mr. Juenger also noted that the increased viewership garnered by Alltel essentially comes at a discount to Alltel – or is subsidized by the other advertisers in the program – because of the industry's currency metric, which averages commercial minutes to arrive at a blended rate. This means every advertiser is credited with the same audience, and presumably pays the same rate, regardless of how many people are watching each advertiser's specific ad.

July – USA Psych's "Big Adventures of Little Shawn & Gus" from Alltel

Psych Season 3 Premiere - July 18, 2008



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 51 nationally distributed, ad supported networks (up from 15), and covers all programming and commercials aired from 5:00am – 11:30pm (up from Daytime and Primetime only), providing subscribers with an even greater sample of audience behavioral data.

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.

Subscribers to TiVo's Stop||Watch™ ratings service and Power||Watch™ ratings service include: Omnicom Media Group, NBC Universal, CBS Corporation, The Interpublic Group, Starcom, Zenith Optimedia, Carat USA, MPMA, Crispin Porter + Bogusky, Media IQ and Euro RSCG New York.

TiVo Stop||Watch™ ratings service data is derived from a daily, aggregate, anonymous, stratified random sample of 20,000 TiVo units – 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, 2-7 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 (Nasdaq: [TIVO - News](#)) 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® 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. ®" The TiVo® 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. The company is based in Alviso, Calif.

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