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TIVO'S STOP||WATCH™ RATINGS SERVICE IDENTIFIES SIGNIFICANT TIMESHIFTING AMONG NETWORK PREMIERES IN JANUARY

- *At Least 20% of the Highest Rated Season Premieres were Viewed Three Days or More After Original Airing, Beyond Industry's "C3" Ratings Window* -
- *Commercials Aired During NFL Football Games were the Most Watched, Though None Cracked the Top 10 in Timeshifted Viewing* -

ALVISO, Calif., March 12, 2009 — TiVo Inc. (NASDAQ: TIVO), the creator of and a leader in television services and advertising solutions for digital video recorders (DVRs), today reported that half of the viewing for nearly all of January 2009 season premieres was on a Timeshifted basis, while only one series premiere experienced similar Timeshifting levels, as viewed by TiVo® service subscribers.

While certainly not uncommon for programs to debut in January, last year's writers' strike presented programming challenges for some of the networks. For example, ABC eschewed the fall premiere timetable and debuted its hit show *Lost* in January.

According to TiVo's Stop||Watch™ ratings service six of the 7 network season premieres in January drew at least 50% of their audiences on a Timeshifted basis, with *Lost* and *24* leading the pack with 67% and 64% of viewers, respectively, recording the programs and tuning in later. *American Idol* was a close 3rd with 60% of its viewers watching on a Timeshifted basis, however the show also scored the highest Timeshifted rating at 11.5. *Lost* and *24* came in at 10.7 and 8.9, respectively.

January 2009 Season Premieres*

Rank	Program Episode	Network	Broadcast Time	Program Ratings Total Viewing	Program Ratings Timeshifted Viewing	% Timeshifted
1.	Lost	ABC	Wed JAN 21 at 9:00 PM	16.0	10.7	67%
2.	24	FOX	Sun JAN 11 at 8:00 PM	13.9	8.9	64%
3.	American Idol	FOX	Tue JAN 13 at 8:00 PM	19.2	11.5	60%
4.	Scrubs	ABC	Tues JAN 6 at 9:00 PM	5.2	2.8	54%
5.	Friday Night Lights	NBC	Fri JAN 16 at 9:00 PM	5.0	2.6	52%
6.	The Bachelor	ABC	Mon JAN 5 at 8:00 PM	8.3	4.2	51%
7.	The Biggest Loser	NBC	Tue JAN 6 at 8:00 PM	7.7	3.7	48%

*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

Interestingly, 27% of viewers that watched *Lost* on a Timeshifted basis did so between three days and two weeks after it originally aired. *Friday Night Lights* and *24* both saw 20% of their viewers wait at least three days before watching the programs as well.

January 2009 Season Premieres – Occurrence of Timeshifted Viewing

Program Episode	Network	Broadcast Time	Timeshifted 0-1 Hour Rating	% of Timeshifted Viewing	Timeshifted 0-24 Hours Rating	% of Timeshifted Viewing	Timeshifted 3-14 Days Rating	% of Timeshifted Viewing
Lost	ABC	Wed JAN 21 at 9:00 PM	2.7	25%	5.6	52%	2.9	27%
24	FOX	Sun JAN 11 at 8:00 PM	2.7	30%	5.5	61%	1.8	20%
American Idol	FOX	Tue JAN 13 at 8:00 PM	4.3	37%	8.4	73%	1.3	11%
Scrubs	ABC	Tues JAN 6 at 9:00 PM	1.0	35%	1.8	66%	0.5	17%
Friday Night Lights	NBC	Fri JAN 16 at 9:00 PM	0.8	29%	1.5	57%	0.5	20%
The Bachelor	ABC	Mon JAN 5 at 8:00 PM	1.7	40%	3.2	75%	0.4	11%
The Biggest Loser	NBC	Tue JAN 6 at 8:00 PM	1.7	45%	2.8	77%	0.4	11%

“The industry acquiescence to C3 ratings for the majority of business that gets transacted has often been described as a great compromise,” said Todd Juenger, Vice President & General Manager, TiVo Audience Research & Measurement. “‘Compromise’ is an appropriate descriptor – the measurement of commercial audiences is compromised (every spot in a program is assigned the same rating), and the measurement of programs is compromised – in this example, one of the leading program franchises (ABC’s *Lost*) has more than a quarter of its audience totally disregarded from the advertising equation (in fact, 8% of audience for *Lost* and *24* falls between 7-14 days Timeshifted, as measured by the Stop||Watch™ ratings service, which is beyond the window the currency even bothers to measure. As DVRs proliferate, and other forms of on-demand program access also grow, the industry will need to embrace new measurement paradigms for the billions of dollars at stake. In the meantime, agencies and networks who take advantage of services such as the Stop||Watch™ ratings service have an incredible information advantage.”

Several programs made their series debuts in January as well. And, while Timeshifting on the whole was lower than those experienced by season premieres during the month, these new programs struggled to garner any meaningful viewership numbers.

January 2009 Series Premieres*

Rank	Program Episode	Network	Broadcast Time	Program Ratings Total Viewing	Program Ratings Timeshifted Viewing	% Timeshifted
1.	Lie To Me	FOX	Wed JAN 21 at 9:03 PM	8.3	4.3	52%
2.	True Beauty	ABC	Mon JAN 5 at 10:00 PM	6.0	2.7	45%
3.	Superstars of Dance	NBC	Sun JAN 4 at 9:00 PM	6.4	2.6	41%
4.	13: FEAR IS REAL	CW	Wed JAN 7 at 8:00 PM	1.0	0.4	40%
5.	Homeland Security USA	ABC	Tue JAN 6 at 8:00 PM	4.3	1.7	40%

6.	Howie Do It Primetime: What Would You Do?	NBC	Fri JAN 9 at 8:00 PM	4.6	1.8	39%
7.		ABC	Tue JAN 6 at 10:00 PM	4.2	1.4	33%
8.	Gameshow in My Head	CBS	Sat JAN 3 at 8:00PM	1.3	0.4	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						

Juenger said, “Similar to what we see with the season premieres - the highest rated programming with the most expensive advertising minutes experiencing the highest levels of Timeshifted viewing - here, again, we see the highest Timeshifted rated program, albeit on a smaller scale, in FOX’s *Lie to Me*, with more than half of its viewers opting to record the show and watch it later. Contrast that with programs like *Homeland Security USA* and *Primetime: What Would You Do?* both of which have smaller audiences but also much less Timeshifting. Certainly the correlation between highest audience and highest profitability has been altered forever. While networks will still look to hit shows for CPM premiums and promotional platforms, the mix of programming genres can be expected to rebalance toward a new equilibrium with a continuing increase of reality and news-oriented type formats.”

TiVo also unveiled the Top Ten commercials for January 2009, as viewed by TiVo® service subscribers. Commercials that ran during NFL playoff games in January fared very well among Total viewers, as they swept the Top Ten Commercial list in that category. Yet these same commercials (and programs) failed to crack the Top 10 in Timeshifted Viewing, underscoring the advertising potential found within popular programs and events that are most often viewed live. Meanwhile, *Grey’s Anatomy*, *Desperate Housewives*, and *American Idol* dominated the Top Program list among both Total and Timeshifted viewers, with the January 8 episode of *Grey’s Anatomy* taking the Top spot as the highest rated program for the month on both lists (but placing no ads in the Top 10 Total Viewing and only one spot in the Top 10 Timeshifted).

In the category of least fast-forwarded brands, it was a big month for Bud Light Beer, coming out on top on both the broadcast and cable lists. A rare occurrence, as there is seldom overlap between the lists.

Top Commercials January 2009 – Total v. Timeshifted Viewing*

Top Commercials – Total					Top Commercials – Timeshifted				
Brand		Program	Date	Rating	Brand		Program	Date	Rating
1.	Chevrolet Trucks Traverse	NFL Football	11 – Jan	15.8	1.	Paramount Vantage Revolutionary Road Nature Made	Grey's Anatomy – ABC	8 –JAN	8.8
2.	Activision Guitar Hero World Tour	NFL Football	18 – JAN	15.3	2.	Vitamins & Supplements	Criminal Minds – CBS	14 – JAN	8.6
3.	Honda Autos Civic	NFL Football	18 – JAN	15.3	3.	Sprint PCS Wireless Service	24 – FOX	11 – JAN	8.1
4.	Bud Light Beer	NFL Football	18 – JAN	15.2	4.	H&R Block Tax Service Consumer SVC	Desperate Housewives – ABC	4 – JAN	7.0
5.	Bud Light Beer	NFL Football	11 – JAN	15.1	5.	Mytimetoquit.Com Online	NUMB3RS – CBS	9 – JAN	6.9
6.	Subway Restaurant	NFL Football	11 – JAN	15.0	6.	Comcast ISP/PHONE/TV	Grey's Anatomy – ABC	15 – JAN	6.7
7.	McDonalds Restaurant	NFL Football	11 – JAN	15.0	7.	Chevrolet Trucks Traverse	Grey's Anatomy – ABC	22 – JAN	6.6
8.	Budweiser Beer	NFL Football	18 – JAN	15.0	8.	Glad Forceflex Trash Bags	Grey's Anatomy – ABC	8 – JAN	6.6
9.	Sprint PCS Wireless Service	NFL Football	11 – JAN	15.0	9.	Carnival Cruise Lines Cruises	Desperate Housewives – ABC	4 – JAN	6.5
10.	Sony Pink Panther 2	NFL Football	18 – JAN	14.9	10.	Mytimetoquit.com Online	NUMB3RS – CBS	9 – JAN	6.4

*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

Top Programs January 2009 – Total v. Timeshifted Viewing*

Top Programs – Total				Top Programs - Timeshifted			
Program	Network	Date	Rating	Program	Network	Date	Rating
1. Grey's Anatomy	ABC	8 – JAN	20.3	1. Grey's Anatomy	ABC	8 – JAN	14.4
2. Grey's Anatomy	ABC	15 – JAN	19.2	2. Grey's Anatomy	ABC	15– JAN	13.4
3. American Idol	FOX	13 – JAN	19.2	3. Grey's Anatomy	ABC	22 – JAN	12.8
4. American Idol	FOX	14 – JAN	18.7	4. Desperate Housewives	ABC	4– JAN	11.9
5. Grey's Anatomy	ABC	22 – JAN	18.5	5. Desperate Housewives	ABC	18 – JAN	11.8
6. Desperate Housewives	ABC	4 – JAN	17.9	6. Desperate Housewives	ABC	11 – JAN	11.6
7. American Idol	FOX	21 – JAN	17.0	7. American Idol	FOX	13 – JAN	11.5
8. Desperate Housewives	ABC	18 – JAN	16.9	8. American Idol	FOX	14– JAN	11.3
9. Desperate Housewives	ABC	11 – JAN	16.9	9. American Idol	FOX	21 – JAN	10.8
10. American Idol	FOX	20 – JAN	16.7	10. Lost	ABC	21 – JAN	10.7

*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

Least Fast-Forwarded Brand Rankings January 2009 - Timeshifted

Least Fast-Forwarded Brand Ranking*

Broadcast Networks** - Primetime

Brand	# of Spots	Brand	# of Spots
1. Bud Light Beer	23	1. Bud Light Beer	48
2. Mytimetoquit.com online	25	2. Cadillac Autos CTS	26
3. 20th Century Fox Taken Movie	20	3. NFL Natl Football League	25
4. Sony Pink Panther 2	25	4. Sony INTL Movie	30
5. Warner Bros He's Just Not That/You	46	5. Blackberry Hand Held Computer	50
6. Taco Bell Restaurant	33	6. Bertolli Oven Bake MLS FRZN Entrees	37
7. DirecTV Satellite System	31	7. Ford Autos Focus	21
8. Paramount Vantage Defiance Movie	24	8. Royal Caribbean Cruises	38
9. Weight Watchers Program	26	9. Ford Trucks Flex	38
10. Subway Restaurant	30	10. Loreal Advncd Rvltft Deep-SET/Repair	23

*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

- Four out of the Top 10 were movies.
- It was a big month for Bud Light Beer, coming out on top on both lists, a rare occurrence, as there is seldom overlap between the top brands for cable and broadcast.

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 93 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 100,000 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 (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.

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