

JANUARY 2008



TiVo Backgrounder

TiVo Inc. (NASDAQ: TIVO)

Overview

Founded in 1997, TiVo, a pioneer in home entertainment, created a brand-new product and service category with the development of the world's first digital video recorder (DVR). Today, the company continues to revolutionize the way consumers watch and access home entertainment by making the TiVo box the focal point of the digital living room, a center for sharing and experiencing television, music, photos and other content. The TiVo service seamlessly connects consumers to the digital entertainment they want, where and when they want it.

TiVo® HD Digital Media Recorder

➤ TiVo HD Digital Media Recorder automatically finds and digitally records up to 180 hours of standard definition or up to 20 hours of HD content.

The suggested retail price is:

TiVo® HD Digital Media Recorder\$299.99

TiVo® Series3™ HD Digital Media Recorder

➤ TiVo Series3 HD Digital Media Recorder automatically finds and digitally records up to 300 hours of standard definition or up to 32 hours of HD content.

The suggested retail price is:

TiVo® Series3 HD Digital Media Recorder\$799.99

TiVo® Series2™ DT DVR

➤ TiVo Series2 DT DVRs automatically finds and digitally records up to 80 hours or 180 hours of your favorite shows, even if they're on at the same time.

The suggested retail price is:

80-hour TiVo Series2 DT DVR\$99.99 after mail-in rebate and service activation

TiVo® service

- By buying direct from TiVo, customers are able to bundle a TiVo box with TiVo service at an all-in-one price, based on one-, two-, or three-year commitments. Customers can choose to pay a monthly fee or prepay and save even more.
- Service pricing varies. Check www.tivo.com for details or call 1-877-BUY-TiVo.

TiVo® service Features

With the one-and-only TiVo service, subscribers can enjoy all of the following easy-to-use TiVo service features:

- **Season Pass™ recordings:** Never miss an episode again with automatic recordings of your favorite shows, every time they're on. Skip repeats, if you choose.
- **Control live TV:** Pause, rewind, slow-mo, and instant replay live television.
- **WishList® searches:** Find and record shows that match your interests (by title, actor, director, category or even keyword)
- **Movie and TV Downloads:** Download the latest movies and TV shows straight to your TiVo box with "Amazon Unbox on TiVo".
- **Rhapsody:** Enjoy over 4 million songs right from your TiVo® box
- **Music Choice:** Download music videos & original programming
- **Swivel Search:** The first truly TV-centric on-screen search tool that allows subscribers to explore and discover broadcast, cable and broadband-available content in one easy-to-use experience
- **Home Movie Sharing:** Provide friends and families scattered across the country with an easy way to share their home videos, by sending them directly to the television.

- **TiVo® KidZone:** Personalize TiVo settings to find, record, and display only the shows you pre-approve for your kids, every time the TV is on, so you're never surprised by what your kids are watching.
- **TiVo Online Scheduling:** Away from home? Schedule recordings anywhere from the Web.
- **TiVoToGo™ transfers:** Take your favorite shows anywhere. Easily transfer TiVo recordings from your TiVo box to your laptop or portable media players.. Compatible with Windows Mobile™-based Portable Media Centers powered by Intel® Mobile Media Technology as well as newer Windows Mobile-based Smartphones and Pocket PCs. TiVo subscribers can now transfer shows they've recorded on their TiVo DVRs to the Apple Video iPod™ and Sony PlayStation Portable™.
- **TiVo Mobile:** See what's on TV and schedule TiVo recordings from your Verizon Wireless phone.
- **Online Services:** Enjoy more than TV with your broadband connection, including:
 - Share photos using online photo services – two of the Web's most popular hubs for managing media
 - Get local Yahoo!® weather & traffic
 - Get movie tickets and times powered by Fandango®
 - Access to thousands of Internet radio stations from Live365 and podcasts

* Pricing, terms and conditions of TiVo service are subject to change without notice. TiVo service is accessed through a standard telephone line or through a wired or wireless Internet connection. With the standard telephone line, in some areas, local and long-distance toll charges may apply.

US Distribution:

TiVo distributes its products in the United States through major national retailers including Best Buy and Circuit City, as well as online at Amazon.com and www.tivo.com. TiVo products can also be purchased direct from TiVo by calling 1-877-BUY-TIVO (1-877-289-8486). To find a list of TiVo retailers, please visit <http://www.tivo.com/2.4.asp>

International Distribution:

TiVo distributes its products in Canada through major Canadian retailers including Best Buy, The Brick, London Drug and Future Shop. Throughout Mexico City and surrounding areas, the TiVo® DVRs and the TiVo® Service are available for the first time to CABLEVISION's digital cable subscribers. And starting mid 2008, TiVo® and The Seven Media Group will distribute TiVo Products and Services in Australia and New Zealand.

Company Facts

- **Founded:** 1997
- **Publicly traded:** NASDAQ: TIVO
- **Headquarters:** Alviso, CA
- **Subscribers:** 4.2 million

Key Members of the Executive Team:

- **Tom Rogers**, President and CEO
- **Jim Barton**, TiVo Co-Founder, Senior Vice President and CTO
- **Cal Hoagland**, Interim Chief Financial Officer
- **Jeff Klugman**, Senior Vice President and General Manager, Service Provider Division
- **Mark Roberts**, Senior Vice President, Consumer Products and Operations
- **Clent Richardson**, Chief Marketing Officer

Board Members:

- **Chuck Fruit**, Senior Vice President, Chief Marketing Officer Worldwide Media and Alliances, The Coca-Cola Company
- **Randy Komisar**, Partner, Kleiner Perkins
- **Mark W. Perry**, General Partner, New Enterprise Associates
- **Joe Uva**, President and CEO, OMD Worldwide
- **Geoffrey Y. Yang**, General Partner, Redpoint Ventures
- **David Zaslav**, President, NBC Cable
- **Jeffrey T. Hinson**, Independent Consultant
- **Tom Wolzien**, Chairman, Wolzien LLC