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**TIVO IDENTIFIES INCREASED TIMESHIFTING DURING EARLIER
PRIMETIME HOURS IN FEBRUARY USING STOP||WATCH™ RATINGS
SERVICE**

*Nearly 60% of Programming in 8pm and 9pm Timeslots is Timeshifted, Eroding Live Viewing
During 10pm Hour*

Employment, Finance and Automobile Commercials Rank Among Least Fast-Forwarded Brands

ALVISO, Calif., April 9, 2009 — TiVo Inc. (NASDAQ: TIVO), the creator of and a leader in television services and advertising solutions for digital video recorders (DVRs), today announced that primetime programming which aired during the 8pm and 9pm timeslots in February experienced a marked increase in Timeshifted viewing over programs in the 10pm hour, as viewed by TiVo® service subscribers.

According to its Stop||Watch™ ratings service, an analysis of broadcast networks ABC, CBS, FOX and NBC depicted high levels of Timeshifting between the primetime hours of 8pm and 10pm, with a significant decrease thereafter, as viewers transitioned to live viewing. In fact, the ratings demonstrate that the 9pm timeslot was the most heavily Timeshifted hour with 59% of viewers opting to record programming during this hour and watch it later. The 8pm timeslot was a close second with 58% Timeshifted viewing, followed by the 10pm hour with only 53% of viewers watching in Timeshifted mode and 47% tuning in live.

February 2009 - Primetime Viewing Analysis by Timeslot*

* Analysis of ABC, CBS, FOX, and NBC Live and Timeshifted Viewing

	8pm	9pm	10pm
Avg Total HH Rating	6.9	7.1	6.7
Avg Live HH Rating	2.9	2.9	3.2
<i>% of Total Viewing</i>	42%	41%	47%
Avg Timeshift HH Rating	4.0	4.1	3.5
<i>% of Total Viewing</i>	58%	59%	53%
Avg 0-1 Hour Timeshift HH Rating	1.2	1.2	0.9
<i>% of Total Timeshift Viewing</i>	30%	29%	27%

Todd Juenger, Vice President & General Manager, TiVo Audience Research & Measurement, said, "These findings underscore the fact that all broadcast primetime timeslots are not created equal.

According to our research, when a television is attached to a DVR, not only is a majority of broadcast network programming between 8pm and 10pm viewed in Timeshifted mode, but, perhaps more importantly, 30% of this Timeshifted viewing takes place within an hour of airing. So, it comes as no surprise that the 10pm timeslot is getting squeezed from both sides. Much of the Timeshifted viewing from the 8pm and 9pm airings stomps out the audience that would historically watch 10pm programming in Live mode. For example, in February according to the Stop||Watch ratings service, the average Live household rating for a 10pm program was 3.2, while Timeshifted viewing within one hour from 9pm programs was 1.2 – 38% of the Live 10pm audience. But the 10pm programming also has a backstop from the 11pm news (or bedtime). While some viewers will record programs aired at 10pm for viewing later in the week, many are abandoning that hour of television altogether.”

During the month of February TiVo’s Stop||Watch™ ratings service also reported that commercials geared toward employment opportunities and investing from Monster.com and E*Trade Financial, respectively, caught the attention of many viewers and were among the least fast-forwarded brands.

Juenger said, “In this economic environment, it is not surprising that consumers would be interested in job opportunities and financial advice. What is surprising is that despite the historically low number of new car purchases in the U.S., a number of car commercials including Mercedes Benz, Hyundai, Lexus and Nissan were among the brands least skipped by viewers. Perhaps consumers are keeping a careful eye out for special deals, or maybe the dearth of advertising from the Big 3 auto manufacturers is making these other car ads stand-out? Equally surprising, and for the first time in recent memory, not a single theatrical film made the least fast-forwarded list (although theatricals still dominated the most viewed Timeshifted commercials, which measures highest Timeshifted audience for specific commercial airings) – perhaps a sign that consumers are either not all that interested in what was playing in theaters in February, or, more likely, that despite what’s in theaters consumers are opting for in-home entertainment and choosing what’s on the TV (or their TiVo DVR) instead.”

February 2009 – Least Fast-Forwarded Brand Rankings

Least Fast-Forwarded Brand Ranking*

Broadcast Networks - Primetime**

	Brand
1.	Monster.Com Emp Svc Online
2.	GE General Electric Co Cp
3.	Dennys Restaurant
4.	Hyundai Auto&Trk Var
5.	E Trade Financial Online
6.	Hulu Online
7.	Mercedes Benz Trucks Glk 350
8.	Blackberry Hand Held Computer
9.	Alli Reducing Capsule
10.	Chilis Grill&Bar Rest

*Minimum 20 spots

** ABC, CBS, NBC, FOX

*** Selected Networks – Broadcast: ABC, CBS, CW, Fox, NBC, MyNTV. Cable: A&E, AMC, Animal, BET, Bravo, CNBC, CNN, Comedy, Court (TruTV), Discovery, E!, ESPN, ESPN2, ABC Family, FNC, Food, FX, HGTV, Lifetime, MSNBC, MTV, NIK, Oxygen, SciFi, Spike, TBS, TNT, Toon, Toon Disney, USA, VH1

Select Cable & Broadcast Networks* – Primetime**

	Brand
1.	Budweiser Beer
2.	E Trade Financial Online
3.	Tv.Com Online
4.	Tyson Anytizers Frozen Pprpd Chckn
5.	National Assn/Realtors
6.	Lexus Trucks Rx
7.	Brawny Paper Towels
8.	Target Stores Inc Cp
9.	Nissan Autos&Trk Var
10.	Royal Caribbean Cruises

TiVo also unveiled the Top Commercial and Program Rankings for February among both Total and Timeshifted viewers. ABC’s *Grey’s Anatomy* dominated the rankings with commercials airing during three different episodes appearing seven times on the Top Ten rankings (commercials that ran in the Super Bowl and Academy Awards were excluded from the list).

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

Top Commercials - Total Viewing*

	<u>Brand</u>	<u>Program</u>	<u>Date</u>	<u>Rating</u>
1.	Chilis Grill&Bar Rest	Grey's Anatomy – ABC	19 – Feb	13.3
2.	Walt Disney Confessions/Shphlc Mv	Grey's Anatomy – ABC	19 – Feb	12.4
3.	Hersheys Kisses Candy	American Idol - FOX	17 – Feb	12.1
4.	Yaz Contraceptive Rx	Grey's Anatomy – ABC	5 – Feb	11.8
5.	Chevrolet Autos Malibu	Grey's Anatomy – ABC	12 – Feb	11.7
6.	Tyson Anytizers Frozen Prprd Chckn	Grey's Anatomy – ABC	5 – Feb	11.7
7.	At&T Wireless Service	Grey's Anatomy – ABC	12 – Feb	11.6
8.	20th Century Fox Taken Movie	House - FOX	26– Jan	11.6
9.	At&T Wireless Service	American Idol - FOX	17 – Feb	11.6
10.	Lowes Bldg Supp Str	Grey's Anatomy – ABC	19 – Feb	11.6

Top Programs - Total Viewing

	<u>Program</u>	<u>Date</u>	<u>Rating</u>
1.	NFL Football – NBC	1 – Feb	29.8
2.	The 81st Annual Academy Awards - ABC	22 – Feb	21.6
3.	Grey's Anatomy – ABC	19 – Feb	19.3
4.	Grey's Anatomy – ABC	12 – Feb	19.2
5.	American Idol – FOX	4 – Feb	19.2
6.	Grey's Anatomy – ABC	5 – Feb	19.1
7.	American Idol – FOX	3– Feb	18.4
8.	American Idol – FOX	17 – Feb	17.6
9.	American Idol – FOX	10 – Feb	17.5
10.	Desperate Housewives - ABC	8 – Feb	17.4

* Rankings do not include commercials that ran during Super Bowl XLIII or Academy Awards

- Grey's Anatomy and American Idol dominated Total Viewing splitting seven of the Top Ten Programs in February.
- Two of the biggest specials on television ran in February, *The Super Bowl* and the *81st Annual Academy Awards* and ranked first and second, respectively in Total Viewing.

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

Top Commercials – Timeshifted Viewing*

	<u>Brand</u>	<u>Program</u>	<u>Date</u>	<u>Rating</u>
1.	20th Century Fox Taken Movie	House - FOX	26 – Jan	7.7
2.	Chilis Grill&Bar Rest	Grey's Anatomy – ABC	19 – Feb	6.9
3.	20th Century Fox X-Mn Orgns Wlvrn Mv	House - FOX	16 – Feb	6.6
4.	Boost Pre-Paid Wireless Svc	House - FOX	16 – Feb	6.6
5.	Walt Disney Confessions/Shphlc Mv	Grey's Anatomy – ABC	19 – Feb	6.1
6.	At&T Wireless Service	Grey's Anatomy – ABC	12 – Feb	5.9
7.	Walt Disney Confessions/Shphlc Mv	Lost - ABC	4 – Feb	5.8
8.	Chevrolet Autos Malibu	Grey's Anatomy – ABC	12 – Feb	5.8
9.	Tyson Anytizers Frozen Prprd Ch	Grey's Anatomy – ABC	5 – Feb	5.8
10.	Lowes Bldg Supp Str	Grey's Anatomy – ABC	19 – Feb	5.8

Top Programs - Timeshifted Viewing

	<u>Program</u>	<u>Date</u>	<u>Rating</u>
1.	Grey's Anatomy – ABC	19 – Feb	13.4
2.	Grey's Anatomy – ABC	12 – Feb	13.4
3.	Grey's Anatomy – ABC	5 – Feb	13.1
4.	American Idol - FOX	4 – Feb	12.6
5.	American Idol - FOX	3 – Feb	11.9
6.	Desperate Housewives – ABC	8 – Feb	11.7
7.	Desperate Housewives – ABC	15 – Feb	11.7
8.	American Idol - FOX	10 – Feb	11.0
9.	American Idol - FOX	27 – Jan	10.8
10.	American Idol - FOX	29 – Jan	10.7

* Rankings do not include commercials that ran during Super Bowl XLIII or Academy Awards

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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