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**TIVO'S STOP||WATCH™ RATINGS SERVICE EVALUATES PAST
SUCCESS OF THIS YEAR'S SUPER BOWL ADVERTISERS**

- *Audience Research Shows that Despite High Marks During the Super Bowl No Brand is Immune to Fast Forwarding –*
- *Movie Trailers, In-Home Entertainment Dominate the Top Commercial Spots in December –*

ALVISO, Calif., February 12, 2009 — TiVo Inc. (NASDAQ: TIVO), the creator of and a leader in television services and advertising solutions for digital video recorders (DVRs), today announced the results of an analysis to determine how the brands behind some of this year's most popular Super Bowl commercials fared in 2008.

Todd Juenger, Vice President & General Manager, TiVo Audience Research & Measurement, said, "Every year there is tremendous focus on the cost and success of the commercials that air during the Super Bowl. It is the most watched event on TV, and probably the only program where the commercials regularly get higher ratings than the game itself. But it is only an once annual event and, therefore, probably not the best barometer for gauging how a brand's message is resonating with viewers. The better question is: how does the brand do in the everyday television environment? The answer is, no brand, commercial or campaign is immune to ad skipping – but some get fast-forwarded much more than others."

As TiVo reported last week¹, GoDaddy.com earned top billing among all brands with spots airing during the Super Bowl, due primarily to its placement late in the fourth quarter when the overall audience was the highest. However, a look back at 2008 shows that 35% of the ads it aired on cable during primetime were skipped. Interestingly, among all Super Bowl advertisers that ran the majority of their ads on broadcast networks last year, Coca-Cola Classic and Career Builder Online spots were the most successful in avoiding commercial fast-forwarding, yet still 46% of their primetime ads on broadcast networks were skipped. Nonetheless, Coca-Cola Classic still proved to be the Super Bowl advertiser whose commercials were most consistently immune to ad skipping last year, as the brand topped both broadcast and cable commercial least fast-forwarded lists. Overall, Denny's Restaurant and Diet Pepsi Max ads were the worst primetime broadcast performers as 65% and 62% of their spots, respectively, were fast-forwarded by TiVo subscribers. Diet Pepsi Max spots also experienced the highest degree of ad skipping in primetime cable at 67% along with Anheuser-Bush, the only brand to place two spots in the

¹ To see the Top Ten highest rated Super Bowl commercials as viewed by TiVo® service subscribers, please visit: <http://www.tivo.com/abouttivo/pressroom/pressreleases/2009/pr2009-02-02.html>

Top Ten on Super Bowl Sunday, as 55% of its spots were fast forwarded last year.

Juenger added, “After the annual one night high of the Super Bowl wears off, we crash back to the harsh reality of commercial avoidance in the DVR era. Even the best performing commercials lose roughly 50% of their audience to fast-forwarding. In the near term, the data is at our fingertips to help agencies produce more successful commercials and place them in environments where they will be best received. Additionally, this data allows networks to construct programming and commercial breaks that retain the most viewers possible, and provides all parties with precise accountability. Longer term, new advertising and business models must be developed that underscore the notion that the consumer is in control and the commercial information and entertainment that is delivered must grab their attention and entice them to interact.”

Top Super Bowl 2009 Advertisers:
2008 Commercial Avoidance – Primetime Broadcast**

Brand	# Of Broadcast Primetime Spots	Timeshifted Commercial Avoidance
Coca-Cola Classic Soft Drink	123	46%
CareerBuilder Online	64	46%
Monster.com EMP Svc Online	39	58%
Diet Pepsi Max Soft Drink	432	62%
Denny's Restaurant	292	65%
GoDaddy.com Online	*	*
Doritos Tortilla Chips	*	*
Anheuser-Busch Cos Inc Cp	*	*

* Not Measureable: Too few spots

Top Super Bowl 2009 Advertisers:
2008 Commercial Avoidance – Primetime Cable**

Brand	# Of Cable Primetime Spots	Timeshifted Commercial Avoidance
Coca-Cola Classic Soft Drink	62	32%
Doritos Tortilla Chips	83	32%
GoDaddy.com Online	270	35%
Monster.com EMP Svc Online	251	48%
CareerBuilder Online	214	52%
Denny's Restaurant	1,758	54%
Anheuser-Busch Cos Inc Cp	133	55%
Diet Pepsi Max Soft Drink	157	67%

**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

TiVo also unveiled the Top Ten commercials for December 2008, as viewed by TiVo® service subscribers. As the holidays approached, viewers had their minds on entertainment and relaxation, evidenced by the fact that seven of the Top Ten most viewed commercials on a Timeshifted basis were either movie trailers or pertaining to in-home entertainment. The movie *Seven Pounds* took first and second among Timeshifted viewers for trailers that ran two days apart, on FOX’s *Fringe* on December 2, and ABC’s *Grey’s Anatomy* on December 4. The entertainment theme was common among Total

viewers as well, as movie trailers, video rentals, and computer software ads all found their way onto the Top Ten List.

Top Commercials December 2008 – Total v. Timeshifted Viewing

Top Commercials – Total				Top Commercials - Timeshifted					
	Brand	Program	Date	Rating		Brand	Program	Date	Rating
1.	Sony Seven Pounds Movie	Grey's Anatomy – ABC	4 – Dec	14.7	1.	Sony Seven Pounds Movie	Grey's Anatomy – ABC	4 – Dec	8.5
2.	Citibank Mastercard & Visa	Grey's Anatomy – ABC	4 – Dec	12.4	2.	Sony Seven Pounds Movie	Fringe – FOX	2– Dec	7.9
3.	Apple Macbook	Grey's Anatomy – ABC	4 – Dec	11.9	3.	AT&T Wireless	Fringe – FOX	2– Dec	7.9
4.	MGM Valkyrie Movie	Grey's Anatomy – ABC	4 – Dec	11.8	4.	Walt Disney Bedtime Stories Movie	Fringe – FOX	2– Dec	7.7
5.	X-Files Fight the Future Video	Fringe – FOX	2 – Dec	11.2	5.	HBO Cable TV	Fringe – FOX	2– Dec	7.7
6.	Sony Seven Pounds Movie	Fringe – FOX	2 – Dec	11.2	6.	X-Files Fight the Future Video	Fringe – FOX	2– Dec	7.6
7.	Apple Macbook	Desperate Housewives – ABC	7 – Dec	11.1	7.	Dark Knight Video	Fringe – FOX	2– Dec	7.5
8.	Payless Shoesource	Grey's Anatomy – ABC	4 – Dec	11.1	8.	HBO Cable TV	House – FOX	9– Dec	7.4
9.	Microsoft Windows Vista	Desperate Housewives – ABC	7 – Dec	11.1	9.	Mastercard World Card	HOUSE – FOX	2– Dec	7.0
10.	Walt Disney Bedtime Stories Movie	Fringe – FOX	2 – Dec	11.1	10.	Citibank Mastercard & Visa	Grey's Anatomy – ABC	4– Dec	6.7

***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

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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