



**FOR IMMEDIATE RELEASE**

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**TIVO ANNOUNCES RESULTS OF ITS STOP||WATCH™  
COMMERCIAL, PROGRAM RANKINGS FOR APRIL 2008**

*- Highest viewed commercial spot airs in program that didn't make Top 10 -*

*- Film trailers dominate Live and Timeshifted commercial viewing -*

**ALVISO, Calif. — June 16, 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 Rankings for April 2008, as viewed by TiVo subscribers.

Top programs in total viewership were dominated by American Idol (five of Top 10) and Desperate Housewives (three of Top 10). Five of the Top 10 commercials ran during American Idol, and one during Desperate Housewives. The highest rated spot, both in Total and Timeshifted viewing, was for the film “Forgetting Sarah Marshall”, which aired during an episode of NBC’s The Office, a show which didn’t even make the Top 10 Program list (this ad campaign was the least fast-forwarded campaign on broadcast primetime). Interestingly, ads for new movies comprised five of the Top 10 Commercials that aired during the month for total viewing, and seven of the Top 10 spots based on timeshifted viewing, where viewers have the ability to fast-forward and thus complete control over which ads they choose to watch, and two of the top ten least fast-forwarded campaigns (including the number one position).

“Once again, the lack of correlation between ads viewers choose to watch, compared to the top rated programs, is astonishing,” said Todd Juenger, Vice President & General Manager, TiVo Audience Research & Measurement. “The commercial with the highest viewership appeared in a program that didn’t even crack the Top 10. The highest rated program, Grey’s Anatomy airing on April 24, had 33 paid commercial spots in it, but only two of them (both for motion pictures) made the Top 10 commercials. Where are the other 31? Viewers are exercising control over which ads they choose to watch. As DVRs continue to proliferate, understanding which advertisements hold audiences in which programming environments – especially during timeshifted viewing - is crucial.”

**April -- Top Commercials v. Top Programs (Total Viewing)**

**Top Commercials - Total Viewing**

**Top Programs - Total Viewing**

	<u>Brand</u>	<u>Program</u>	<u>Date</u>	<u>Rating</u>		<u>Program</u>	<u>Date</u>	<u>Rating</u>
1.	Universal: Forgetting Sarah Marshall Trailer	The Office – NBC	10- Apr	15.2	1.	Grey's Anatomy - ABC	24-Apr	20.8
2.	Sony Pictures: Hancock Trailer	Grey's Anatomy – ABC	24-Apr	14.1	2.	American Idol - FOX	1-Apr	20.4
3.	Ford Auto & Truck	American Idol – FOX	9-Apr	13.0	3.	American Idol - FOX	8-Apr	20.0
4.	Sony Pictures: Made of Honor Trailer	Desperate Housewives - ABC	13-Apr	12.9	4.	American Idol - FOX	22-Apr	19.8
5.	Glaceau Flavored Vitamin Water	American Idol - FOX	9-Apr	12.7	5.	Lost - ABC	24-Apr	19.7

6.	Apple Macintosh Computer	American Idol - FOX	1-Apr	12.6	6.	American Idol - FOX	15-Apr	19.6
7.	Universal: Baby Mamma Trailer	American Idol - FOX	1-Apr	12.5	7.	Desperate Housewives - ABC	27-Apr	18.1
8.	Apple Macintosh Computer	American Idol - FOX	8-Apr	12.4	8.	Desperate Housewives-ABC	13-Apr	18.0
9.	Crest Whitestrips/DL PRT Whitening	Lost – ABC	24-Apr	12.4	9.	Desperate Housewives-ABC	20-Apr	17.6
10.	Paramount: Iron Main Trailer	Grey's Anatomy – ABC	24-Apr	12.4	10.	American Idol - FOX	2-Apr	17.5

- While *The Office* garnered the top commercial ranking, it did not score in the Top 10 based on program ratings.
- No program had more than two commercials in the Top 10.

### **April -- Top Commercials v. Top Programs (Timeshifted Viewing)**

#### Top Commercials – Timeshifted Viewing

#### Top Programs - Timeshifted Viewing

	Brand	Program	Date	Rating		Program	Date	Rating
1.	Universal: Forgetting Sarah Marshall	The Office - NBC	10-Apr	12.0	1.	Grey's Anatomy - ABC	24-Apr	15.0
2.	Sony: Hancock	Grey's Anatomy - ABC	24-Apr	7.7	2.	American Idol - FOX	8-Apr	13.4
3.	Sony: Made of Honor	Desperate HSW - ABC	13-Apr	7.6	3.	American Idol - FOX	1-Apr	13.4
4.	Ford Autos & Truck	American Idol - FOX	9-Apr	7.3	4.	American Idol - FOX	22-Apr	13.2
5.	Warner Bros: Sex & The City	Desperate HSW - ABC	20-Apr	6.6	5.	American Idol - FOX	15-Apr	13.1
6.	Paramount: Iron Man Trailer	Grey's Anatomy - ABC	24-Apr	6.4	6.	Lost - ABC	24-Apr	13.1
7.	Universal: Forgetting Sarah Marshall	CSI – CBS	10-Apr	6.4	7.	Desperate Housewives - ABC	13-Apr	12.3
8.	University of Phoenix	The Office - NBC	10-Apr	6.4	8.	Desperate Housewives - ABC	27-Apr	12.0
9.	Universal: Baby Momma Trailer	American Idol - FOX	1-Apr	6.2	9.	Desperate Housewives - ABC	20-Apr	11.9
10.	Glaceau Flavored Vitamin Water	American Idol - FOX	9-Apr	6.1	10.	CSI: Crime Scene - CBS	3-Apr	11.2

- Seven of the Top 10 Timeshifted spots were also included in the Total Viewing Top 10, demonstrating the key to delivering the highest total audience for a commercial in DVR homes is to maintain that audience during Timeshifted viewing.
- Eight of the Top 10 spots ran in the first pod position.
- The April 24 episode of *Grey's Anatomy* was this month's top rated Total and Time-Shifted program, with 72% of viewers watching on a delayed basis.
- Seven of the Top 10 Time-shifted Commercials were movie trailers.
- Two of the Top 10 Time-shifted Commercials were broadcast during *The Office*, even though the series failed to crack the Top 10 Programs.
- Four *American Idol* episodes made the Top 10 list, but none of them are the April 9 broadcast that delivered two of the top ten Time-shifted commercials.

### **April – Least Fast-Forwarded Brand Rankings**

#### Least Fast-Forwarded Brand Ranking\*

##### Broadcast Networks\*\* - Primetime

	Brand
1.	Universal: Forgetting Sarah Marshall
2.	GE General Electric CO CP
3.	Veramyst Allergy RX
4.	Taco Bell Restaurant

##### Select Cable & Broadcast Networks\*\*\* – Primetime

	Brand
1.	Love & Other Four Letter Words
2.	Southwest Airlines
3.	Kawasaki Motorcycle
4.	Dassault 3D Software

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| 5. Carnival Cruise Lines Cruises           | 5. Pancake Puff Household DR           |
| 6. Macys Dept Multi-Pdts                   | 6. IBM Corp                            |
| 7. Chevrolet Autos Malibu                  | 7. Gerber Life Grow-Up Plan INS DR     |
| 8. Universal: Leatherheads                 | 8. Accenture CP                        |
| 9. Royal Caribbean Cruises                 | 9. NBA National Basketball Association |
| 10. Colgate Total Adv Whitening toothpaste | 10. Meineke Car Care Center            |

*\*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*

- Two of the Top Ten least fast-forwarded campaigns on broadcast networks were for films.
- Two ads for cruise lines also made the Top Ten on broadcast networks – apparently many people plan their cruise vacations during April.
- Certain DR spots continue to do well on cable networks.

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.

Subscribers to TiVo's Stop||Watch™ service include: Omnicom Media Group, NBC Universal, CBS Corporation, The Interpublic Group, Starcom, 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 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) 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(R) 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. (R)" The TiVo(R) 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.

TiVo, 'TiVo, TV your way.', Season Pass, WishList, TiVoToGo, Stop||Watch, and the TiVo Logo are trademarks or registered trademarks of TiVo Inc. or its subsidiaries worldwide. (C) 2008 TiVo Inc. All rights reserved. All other trademarks are the property of their respective owners.

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