



A Note From Our CEO

A Message from Tom Rogers, President & CEO

TiVo provides the only comprehensive on television solution that seamlessly combines broadcast and cable television with broadband content delivery and a user-friendly interface creating the complete home entertainment experience. TiVo gives viewers more control and choice over what they watch – when and where they want to watch it.

We continue to work closely with all sides of the media industry to solve the significant strategic challenges it is now facing in the age of the DVR. We have developed a compelling platform to reach TiVo's upscale consumers. We also have the ability to analyze consumer viewing behavior and have developed audience research measurement tools which provide advertisers second-by-second data on commercial viewing patterns. Our solutions have been extremely well received and subscribers include NBC Universal, CBS Broadcast Network, Euro RSCG, Starcom USA, the Interpublic Group of Companies, Media IQ, and MPMA, Carat, and Crispin Porter & Bogusky.

As you can see, there's a lot to be excited about.