

September 2009



**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 XL Digital Video Recorder**

➤ TiVo HD XL offers more recording capacity than any other DVR available, with up to 150 hours of HD recording. The TiVo HD XL is also THX® Certified to ensure it delivers accurate and exceptional sound and video playback.

The suggested retail price is:

TiVo® HD XL Digital Media Recorder .....\$599.99

**TiVo® HD Digital Video 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® Series2™ DT DVR**

➤ TiVo Series2 DT DVRs automatically finds and digitally records up to 80 hours of standard-definition.

The suggested retail price is:

80-hour TiVo Series2 DT DVR .....\$149.99

**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-, three-year commitments or product lifetime service. Customers can choose to pay a monthly fee or prepay and save even more.
- Service pricing varies. Check [www.tivo.com](http://www.tivo.com) for details or call 1-877-BUY-TiVo.

**Unique 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 Video on Demand on TiVo.
- **Netflix Watch Instantly:** Netflix and TiVo subscribers can now stream more than 12,000 movies and TV shows directly to the TV through their broadband connected TiVo DVR.
- **YouTube on TiVo:** Search, browse and watch your favorite YouTube videos on your TV through TiVo's easy-to-use interface with the TiVo remote.
- **Rhapsody:** Enjoy over 4 million songs right from your TiVo box

- **Music Choice:** Download thousands of music videos & original programming
- **Universal 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 you 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 Web-enabled Wireless phone by visiting [m.tivo.com](http://m.tivo.com).

\* 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 such as Best Buy as well as online at Amazon.com and [www.tivo.com](http://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, TiVo® DVRs and the TiVo® service are available for the first time to CABLEVISION's digital cable subscribers. And, The Seven Media Group distributes TiVo Products and Services in Australia and later this year also in New Zealand.

#### **Company Facts**

- **Founded:** 1997
- **Publicly traded:** NASDAQ: TIVO
- **Headquarters:** Alviso, CA
- **Subscribers:** 3.1 million

#### **Key Members of the Executive Team:**

- **Tom Rogers,** President and CEO
- **Jim Barton,** TiVo Co-Founder, Senior Vice President and CTO
- **Anna Brunelle,** Chief Financial Officer
- **Jeff Klugman,** Senior Vice President and General Manager, Service Provider Division
- **Mark Roberts,** Senior Vice President, Consumer Products and Operations

#### **Board Members:**

- **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
- **William Cella,** CEO of The Cella Group LLC
- **Heidi Roizen,** CEO of Skinny Little Things LLC