



Gold Star Sponsorship



THE DA VINCI CODE

Buy theater tickets to DaVinci Code now
Tom Hanks, Audrey Tautou, and Sir Ian McKellen
star in Ron Howard's adaptation of The DaVinci Code,
one of the most popular and controversial novels of
our time. Starts May 19th.

Buy theater tickets to The DaVinci Code
Watch the behind the scenes footage
Don't do anything

TiVo Central

Now Playing List
Watch Live TV
Pick Programs to Record
Music, Photos, Products & More
Showcases & TV Guide®
Messages & Settings
★ Take a look at...The DaVinci Code

Leverage TiVo Central, the hub of the TiVo® service, viewed an average 5.5 times per day, per TiVo® box, to drive a highly desirable demographic to a TiVo Showcase—a branded, interactive area of the TiVo service where you can customize video content, messages, or special offers in an entertaining and powerful way. A Gold Star Sponsorship is the most cost-effective opportunity to promote your product or service.

- Educate and attract viewers with long-form content to promote your product or service
- Generate leads with a special offer or a request for information (RFI)
- Measure return on investment (ROI) with TiVo's unique ability to capture data on viewer interactivity

★ Gold Star Sponsorship

How it works

From TiVo Central, TiVo viewers access the Gold Star Sponsorship which drives them to an interactive Showcase.

Three advertisers share the Gold Star Sponsorship on a weekly basis.

Each time a viewer accesses TiVo Central, the Gold Star rotates, giving equal exposure to each advertiser.

What's included

- Prime placement on TiVo Central
- Placement within "Showcases & TV Guide" grid
- Up to four minutes of video content
- Customized branding

Receive measured results

Determine ROI with a weekly report* delivered five business days after the campaign has aired.

Measured results include:

- Benchmark data
- Percentage of viewers
- Percentage of viewers for each video
- Percentage of viewers by entry point
- Average length of visit
- Custom data available upon request.

TiVo adheres to a strict privacy policy; data is aggregated and anonymous.

Gold Star Sponsorship Add-Ons

Increase viewership and strengthen your campaign by taking advantage of additional features offered by TiVo, including:

1. Request for Information

Build a valuable customer base by capturing customer information from interested viewers. Track sales to determine ROI. See RFI sheet for more information.

2. Record Option

Maximize exposure with a built-in record option. Easily tie your brand to a broadcast program that supports your campaign.

3. Interactive Tags

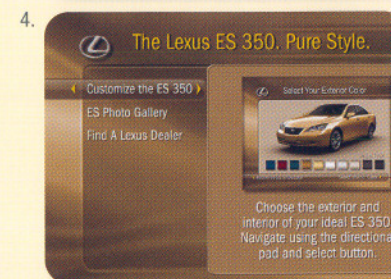
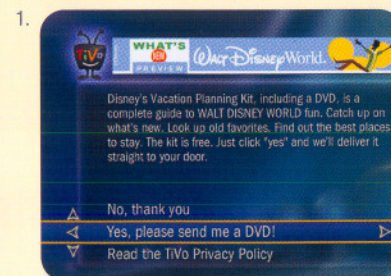
Increase brand exposure and leverage your existing media weight. When a TiVo subscriber is in fast-forward or rewind mode, you can add a branded graphic and/or copy overlay on your commercial spot. The Interactive Tag is revealed for the duration of the commercial. The Interactive Tag can be embedded in up to ten TV spots. See Interactive Tag sheet for more details.

4. Custom Applications

Leverage or interact with your website by creating and designing a unique, branded application. Examples include a car configurator, a DVD store, movie ticket commerce, and games. See Custom Applications sheet for more information.

5. Fast-Forward Tag

A branded graphic and/or copy appears as an overlay on your commercial spot when a TiVo subscriber is in fast-forward or rewind mode. Tag is revealed for the duration of the commercial. Not available on Direct TV DVRs.



To learn more, email advertisewithtivo@tivo.com



Request For Information

WHAT'S NEW PREVIEW Walt Disney World.

 **Order Free Vacation Planning Kit**
Disney's Vacation Planning Kit, including a DVD, is a complete guide to WALT DISNEY WORLD fun. It's packed with helpful information.

 **Win a WALT DISNEY WORLD Vacation Contest Details**

 **Order Free Vacation Planning Kit** 

Generate leads from your advertising and drive viewers to accept a special offer, request more product information, or enter a sweepstakes. By integrating TiVo's Request for Information (RFI) feature into your advertising, you're one remote click away from making a direct, long-term relationship with your consumer.

- Generate leads from your traditional media buy
- Determine ROI and track conversion rates
- Move the consumer quickly through the sales cycle

Request For Information

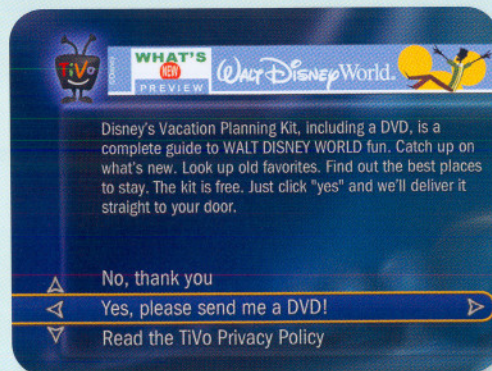
How it works

Add the RFI option into your Showcase via the Gold Star Sponsorship.

Or, without long-form video, you can enhance your TV spots with TiVo's Interactive Tags that point directly to the RFI option.

TiVo generates a daily lead file to send to you or your designated third party fulfillment house.

You can use the leads to fulfill a brochure, promote a sweepstakes, or track sale conversions.



What's included

- One (1) RFI option
- One set of tag graphics
- Summary Results Report
- Daily file of leads for the duration of the campaign

Receive measured results

Determine ROI with a weekly report* delivered five business days after the campaign has aired. Measured results vary by implementation. Please see the Gold Star Sponsorship or Interactive Tag descriptions for more information.

*TiVo adheres to a strict privacy policy; data is aggregated and anonymous.

To learn more, email advertisewithtivo@tivo.com



Interactive Advertising Services

Transform traditional TV advertising into unique, interactive, branded content for an immediate return on investment. With 70% of television commercials being fast-forwarded in DVR households, Interactive Advertising Services from TiVo offer a compelling, new way to reach consumers, delivering relevant, engaging, branded content and special offers straight to the living rooms of TiVo subscribers. Enhance traditional television and product placement campaigns—or completely replace them. Viewer interaction is measured to determine ROI for each campaign.

Currently, 10% of U.S. households have a digital video recorder (DVR), with numbers estimated to reach 49% by 2010. With approximately 4.4 million subscribers, TiVo is the first, best, and easiest-to-use DVR and service, and the creator and leader in advertising solutions and television services for DVRs.

Interactive Advertising Services

Demographics: Overall TiVo subscribers

49% male 51% female

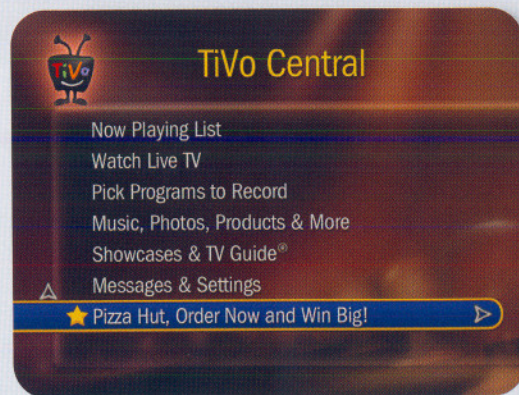
25-34 yrs old	27%
35-44 yrs old	31%
45-54 yrs old	18%
55 yrs old and over	13%

Household Income:

More than \$150,000	21.54%
\$100,000 to \$149,999	22.54%

Median Household Size: 3

50% have kids in their household



Demographics: TiVo subscribers with broadband

67% male 33% female

24 yrs old and under	8%
25-34 yrs old	32%
35-44 yrs old	30%
45-54 yrs old	16%
55 yrs old and over	13%

Household Income:

More than \$150,000	19%
\$100,000 to \$149,999	19%

Median household size: 2

26% have kids under 18 in their household



Learn how you can create a unique, interactive experience for your customers today!

To learn more, email advertisewithtivo@tivo.com



Record Tag



Now, increasing your audience is as easy as using a TiVo remote. Drive viewership to new and existing programs by encoding your promotional spots with a "Record Tag"—a branded "Call-to-Action" graphic—that reminds TiVo subscribers to schedule a Season Pass™ recording simply by pressing the Thumbs Up button on the TiVo remote control.

- Increase viewership of new and existing TV programs
- Increase program ratings



Record Tag

How it Works

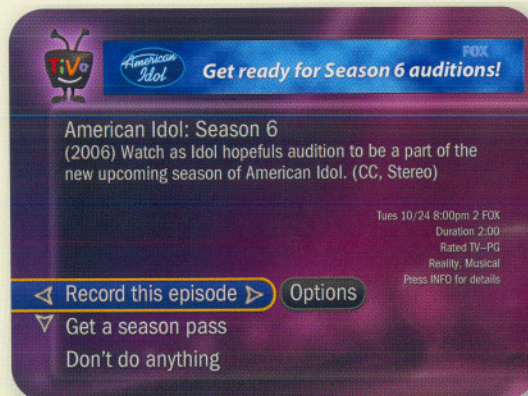
Programmers purchase the Record Tag License software.

TiVo provides consultation on the installation and training at the programmers' operations center.

The software enables programmers to encode promotional spots to include a TiVo Record Tag every time it airs.

What's included

- Record Tag software
- Training and installation
- 1 TiVo Series2™ DVR with TiVo® service



Receive measured results

Determine ROI with a monthly report (for five programs)

Measured results include:

- Benchmark data
- Percentage of episode recordings
- Percentage of Season Pass™ recordings
- Percentage of tags selected
- TiVo adheres to a strict privacy policy; data is aggregated and anonymous.

To learn more, email advertisewithtivo@tivo.com



Branded Entertainment Services



Relevant and compelling content is essential to a successful campaign with TiVo. TiVo now offers a service to assist advertisers in creating high-quality content economically. The service includes a dedicated Branded Entertainment expert to help you develop creative concepts designed to entice viewers and achieve brand objectives.

- Drive more viewers to DVR advertising
- Communicate the benefits of your product in an entertaining or informative format
- Leverage industry expertise in brand integration
- Alleviate production resources
- Create compelling long-form content economically

Branded Entertainment Services

How it works

The Branded Entertainment Service can support all stages of content development. As the client, you can choose to use the service for concept creation, production, and management through to the final deliverable. Or, if you already have production resources and just require consultation on concepts or brand integration, we can customize services based on your needs.

To kick off the process, our Branded Entertainment consultant hosts a meeting to discuss your marketing and brand objectives. Based on this consultation, we provide concepts custom-designed to meet your business needs. Alternately, we have created a menu of concepts that may already meet your brand objectives with no customization required. Once the concept is approved, we develop and submit a script to you. With a final script we move forward with the production process and manage through to a final deliverable.

What's included

- Consultation sessions
- Concept development
- Script development
- Production management
- Editing and post production
- Rights negotiations

To learn more, email advertisewithtivo@tivo.com



Custom Applications



Open a new distribution channel without asking your customers to leave their couch... Or tie your brand to an interactive game. Designed by you, or an approved third-party developer, custom applications can leverage your existing web assets to drive sales, like purchasing movie tickets after viewing a trailer, or engaging in a deeper brand experience. Once developed, a custom application is a powerful enhancement to a Showcase, driving interactivity from a GoldStar Sponsorship on TiVo Central or your tagged interactive TV spots.

- Create another sales channel
- Generate more revenue
- Create a deeper brand experience

Custom Applications

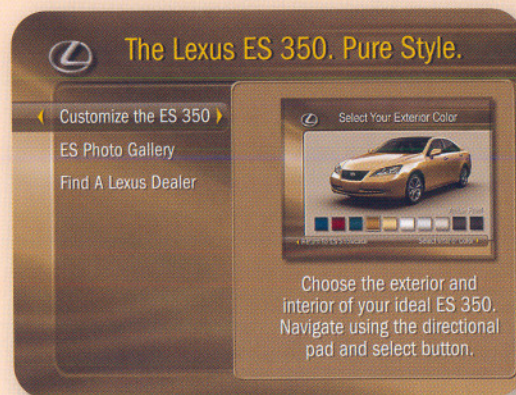
How it works

TiVo sets up a kick-off meeting to scope the concept and determine the timeline (three months is typical to develop an application).

Once the application is scoped, the advertiser selects a third-party developer, or works with TiVo to develop the application.

TiVo provides specification requirements and consults with the developer throughout the process.

When completed, TiVo manages the test phase to help ensure a seamless performance before launching. Please see your sales representative for recommendations on how to promote the application on TiVo. Application can be accessed by TiVo's broadband-enabled subscribers.



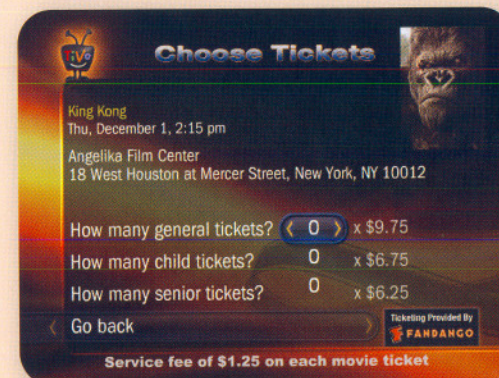
What's included

- TiVo consultation
- Software Development Kit
- Placement in Music, Photos, Products, & More

Receive measured results

Determine ROI with a monthly report* All reporting is customized per application.

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To learn more, email advertisewithtivo@tivo.com



Product Watch



Product Watch

- What's New
- Automotive**
- Entertainment
- Financial
- Lifestyle
- Travel & Leisure
- View by Brand
- Options



The New Escalade
Cadillac's Full Size
Luxury SUV



The Nissan 350Z
Behind the Scenes

Hybrid
Go green with the best in high
efficiency vehicles.

Luxury
Indulge in the elegance and style
of luxury,

Leverage TiVo's unique search expertise to target and connect directly with "in market" consumers. Found under "Music, Photos, Products, and More," Product Watch lets TiVo subscribers designate interest in categories, or even specific brands, in order to receive targeted, relevant content they can watch at their convenience. Video automatically appears on the subscriber's "Now Playing List" through a broadband connection.

- Reach "in market" consumers
- Position your advertising message as content
- Build an ongoing dialogue with loyal brand consumers

Product Watch

How it works

TiVo's broadband-enabled subscribers browse five main categories, opting-in to receive content by selecting subcategories of interest or featured items.

Subscribers can also choose to subscribe to a brand directly.

Once opted in, content is automatically delivered to the subscriber's Now Playing list via a broadband connection.

What's included

- Category search representation
- Brand search representation
- Delivery of one to sixty minutes of video content

Receive measured results

Determine ROI with a monthly report detailing:

- Number of downloads for each video asset
- Percentage of subscribers that viewed the first frame
- Percentage of subscribers opted-in to placed subcategory and brand
- Benchmark data

* TiVo adheres to a strict privacy policy; data is aggregated and anonymous.

Available Categories

Category	Subcategories
Automotive	Hybrid, Luxury, Motorcycle, Sedan, Sport, SUV, Utility
Entertainment	DVD, Electronics, Music, New Film Releases, TV, Video Gaming
Financial	Banking, Insurance, Investing, Mortgage, Small Business
Lifestyle	Appliances, Beauty & Health, Career, Cooking, Food & Beverage, Home Design, Home Safety
Travel & Leisure	Cruises, Family, International, Theme Parks, US Travel

**Additional categories may be added upon request

Enhance your offering with add-on services

Premium Placement

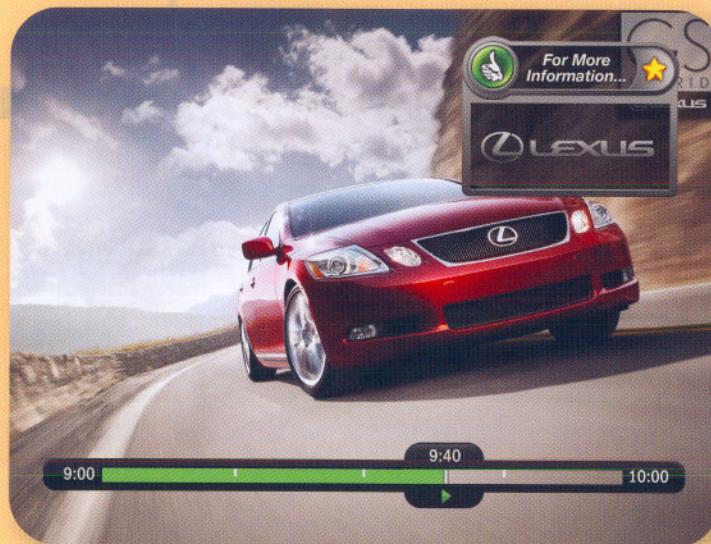
Opportunities exist to drive downloads of the video asset and create more visibility for the brand. A Premium Placement includes a prominent position with a thumb nail graphic in the upper right corner of the search page. Featured videos are prioritized in the download queue. Premium Placement is currently limited to three Featured Videos per category.



To learn more, email advertisewithtivo@tivo.com



Interactive Tags



Entice viewers into a deeper brand experience and leverage your traditional media weight by embedding Interactive Tags into your TV spots, revealed each time your commercial airs—even in rewind, fast-forward, slow-mo, and pause modes.

Tagging your spots gives viewers an easy entry point into a branded experience where they can view long-form content or request more information. During the interactive experience, the TiVo service pauses TV (live or recorded) so they can pick up right where they left off once they're done.

- Enhance 30/60 second television commercials
- Increase viewership to a Showcase
- Generate leads from your traditional TV buy
- Determine ROI and media plan effectiveness
- Grab the viewer's attention during fast-forward mode

Interactive Tags

How it works

TiVo encodes your commercial spots with a branded graphic overlay.

The graphic displays a call-to-action, directing viewers to your branded experience while pausing TV.

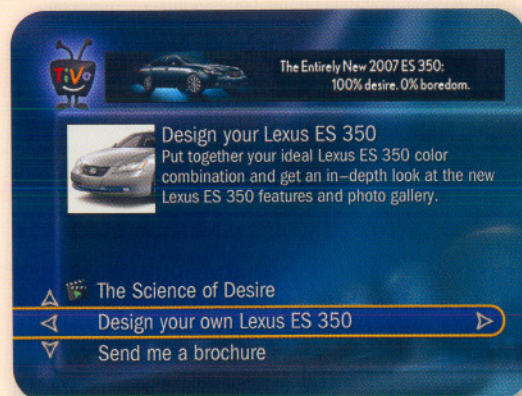
Within the branded experience, viewers can watch up to four minutes of video, request more information or schedule a program recording.

The call-to-action stays visible during live and recorded television viewing—even in rewind, fast-forward, and pause modes.

Advertisers can customize the graphic overlay to include their logo, custom call to action, or image. For Direct TV DVRs, a standard graphic is available.

What's included

- Up to 10 TV spots embedded with Interactive Tags
- Summary Results Report
- One set of Interactive Tag graphics



Receive measured results

Determine ROI with a weekly report* delivered five business days after the campaign has aired.

Measured results include:

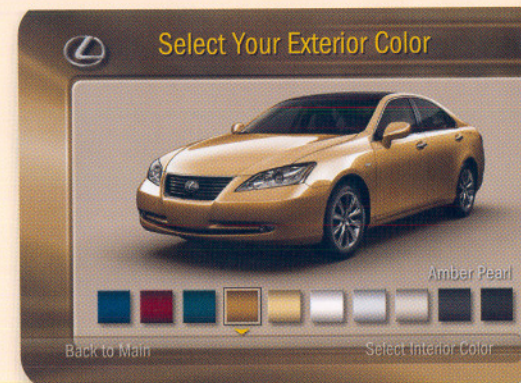
- Benchmark data
- Tag impression index by network
- Summary Results Report

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Enhance your offering with add-on services

Fast Forward Tag

A branded graphic and/or copy appears as an overlay on your commercial spot when a TiVo subscriber is in fast-forward or rewind mode. Tag is revealed for the duration of the commercial. Not available on Direct TV DVRs.



Request for Information

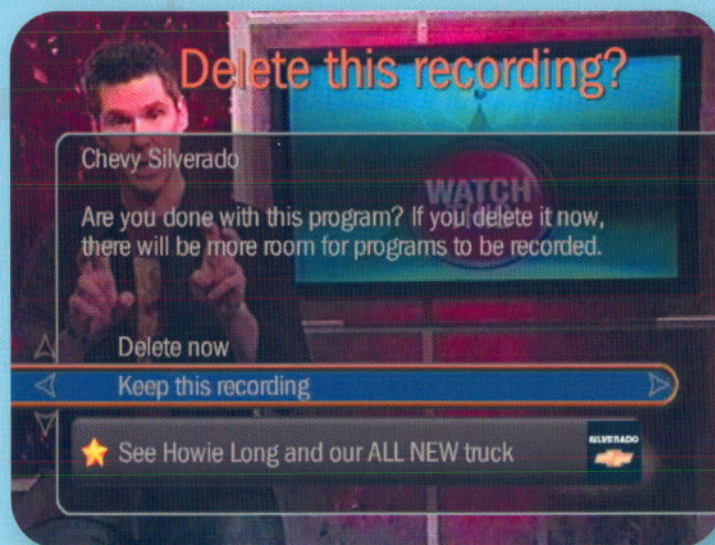
Build a valuable customer base by capturing customer information from interested viewers. Track sales to determine ROI.

To learn more, email advertisewithtivo@tivo.com

Attract



Program Placement



With Program Placement™, only TiVo enables advertisers the ability to present relevant, actionable advertising to their target audience after they view time-shifted programming. Program Placement can be used to reinforce product integration or a media buy within the show, or simply to present your offering directly to your target audience. Advertising can be targeted by multiple programs, series, or genres.

- Target DVR viewers through programming
- Enhance your product integration investment
- Generate leads or drive television commerce from your advertising

Reach

Program Placement

How it works

At the end of any recording on a TiVo Series2™ box, TiVo

viewers are presented with an offer via a screen overlay. Selecting the promotional message drives them directly to a branded advertiser Showcase, long-form video, RFI, or broadband application.

A promotional message can be matched to one program, multiple programs, a series or genre of programming.

What's included

- Up to two minutes of video content
- Placement in specific program episodes of your choice

Receive measured results

Determine ROI with a report delivered five business days after the campaign has aired.

Measured results include:

- Recorded playback audience for each program
- Response rate (available with RFI option)
- Recording activity (available with Record option)
- Percentage of viewers entering promotion from each program placement
- Video viewership

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Program Placement Add-Ons

Increase viewership and strengthen your campaign by taking advantage of additional features offered by TiVo:

1. Request for Information

Build a valuable customer base by capturing customer information from interested viewers. Track sales to determine ROI.

2. Record Option

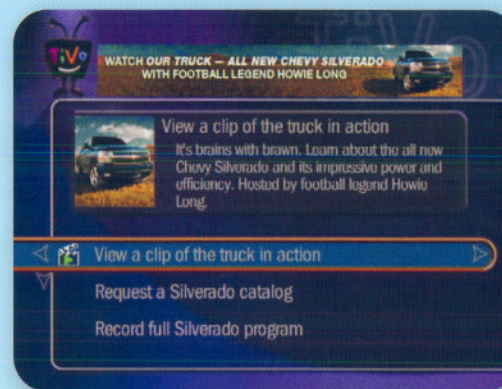
Maximize brand exposure with a built-in record option. Drive sampling of new programs or easily tie your brand to a broadcast program that features your products.

3. Custom Applications

Provide increased interactivity leveraging your website by creating and designing a unique, branded application.

4. Interactive Tags

Entice more viewers into a deeper brand experience and leverage your traditional media weight by embedding Interactive Tags in your TV spots, revealed each time your commercial airs, and even in rewind, slow-motion, pause and fast-forward modes.



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ARM

AUDIENCE RESEARCH & MEASUREMENT

Commercial Viewership Report											
Media Type	Network	Program	Genre	Source data file	Submitting TGI (000)	Network	Day	Time	Length	Source data file	Submitting TGI (000)
TV	ABC	60 Minutes	News	Commercials and News/Info/Entertainment	4-40	ABC	Mon	7-8 PM	30	Source data file	22,000
Day	Mon	7-8 PM	News	Commercials and News/Info/Entertainment	4-40	ABC	Mon	7-8 PM	30	Source data file	22,000
Week	Mon	7-8 PM	News	Commercials and News/Info/Entertainment	4-40	ABC	Mon	7-8 PM	30	Source data file	22,000
Gross and average audience											
Line	Viewers (000)	Estimate	Source	Estimate	Source	Estimate	Source	Estimate	Source	Estimate	Source
1	11,137	9,140	218,114	72	1,401	174	65	1,361	0.91	0.91	0.91
2	15,441	7,441	118,114	104	2,241	117	31	1,118	0.91	0.91	0.91
3	7,109	1,401	77,114	11	1,401	208	7	1,311	0.91	0.91	0.91
4	4,361	968	11,114	37	8,108	350	8	0,111	0.67	0.67	0.67
5	428	31	1,114	1	1,401	1	1	0,111	0.31	0.31	0.31
6	181	181	4,114	12	3,108	4	1	0,111	0.38	0.38	0.38
7	117	118	1,091	1	3,108	3	1	0,111	0.40	0.40	0.40
8	107	111	4,114	13	1,401	1	1	0,111	0.33	0.33	0.33
9	101	87	4,114	1	1,401	2	1	0,111	0.37	0.37	0.37
10	11,109	1,077	10,114	12	1,401	11	1	0,111	0.11	0.11	0.11
11	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
12	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
13	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
14	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
15	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
16	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
17	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
18	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
19	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
20	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
21	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
22	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
23	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
24	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
25	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
26	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
27	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
28	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
29	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
30	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
31	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
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35	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
36	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
37	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
38	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
39	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
40	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
41	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
42	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
43	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
44	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
45	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
46	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
47	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
48	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
49	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
50	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
51	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
52	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
53	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
54	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
55	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
56	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
57	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
58	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
59	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
60	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
61	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
62	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
63	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
64	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
65	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
66	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
67	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
68	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
69	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
70	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
71	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
72	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
73	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
74	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
75	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
76	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
77	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
78	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
79	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
80	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
81	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
82	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
83	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
84	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
85	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
86	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
87	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
88	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
89	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
90	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
91	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
92	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
93	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
94	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
95	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
96	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
97	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
98	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
99	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11
100	11,109	1,077	10,114	11	1,401	11	1	0,111	0.11	0.11	0.11

Once you better understand the viewing patterns of your target, you can make better creative and media decisions for your brand. Only TiVo has the ability to deliver detailed insight into viewership of any national ad campaign with the TiVo Commercial Viewership Report, including:

- Second-by-second data on specific commercial viewership
- Highly granular time-shifting break-outs
- Insight into the distribution pattern of ad fast-forwarding
- Data on each individual spot in a campaign
- Break-outs by network, daypart, day of week, program genre, and pod position

Audience Research & Measurement

Benefits

- Second-by-second data is the only way to get meaningful data on commercial viewership
- Understand the non-linear (TrickPlay® and time-shifting) behavior of TiVo subscribers to prepare for a world of 50mm DVRs
- Identify which combinations of media schedules and creative treatments are the most efficient and effective audience delivery
- Experiment with strategies to defeat ad fast-forwarding

How it works

You provide TiVo with a schedule of up to 300 nationally aired commercials on any broadcast or cable network over a four-week period.

TiVo collects daily, anonymous, second-by-second clickstream datasets from 20,000 random subscribers (subject to certain quotas to make the sample representative). TiVo is able to collect this data from virtually all 4.5mm subscribers, including both standalone TiVo® boxes and DIRECTV® DVRs with TiVo® service.

By combining the subscriber datasets with the commercial schedule, a report is produced and delivered (electronic or print) with an executive summary and analysis.

What's included

- Detailed viewing metrics, as described above, for up to 300 advertising spots
- Executive summary and analysis
- Consultation with TiVo Research experts

To learn more, email advertisewithtivo@tivo.com