



## **Rovi Introduces HTML 5 Cloud Powered Electronic Programming Guide**

*Next Generation G-Guide based on Rovi's Connected Guide Platform Enables Search and Discovery of TV Programs and Entertainment Content on Web-based Services*

**SANTA CLARA, Calif., October 2, 2013** — Rovi Corporation (NASDAQ: ROVI), driving digital entertainment innovation, today announced the introduction of its next-generation G-Guide in Japan. With this announcement Rovi is launching the industry's first HTML5-based G-Guide, electronic programming guide (EPG). G-Guide HTML is designed to make it easier for service providers and consumer electronics manufacturers to bring innovative features to market, and further bolster the consumers' entertainment experience with advanced capabilities, such as intelligent search and recommendations.

"Japan's broadcasting system is migrating to a new service called "Hybridcast" that is closely tied to browser technology and enables the integration of Internet-based content with traditional broadcast TV," said Michael Buchheim, SVP of Product Management at Rovi. "We believe Rovi's G-Guide HTML provides a cost-effective solution to address this market convergence by making it easier to update and customize programming guides; and deploy new services and features over the Web to applications and devices. We are pleased to deliver a solution that can help our customers take their offerings to the next stage of the digital entertainment experience."

Rovi G-Guide HTML harnesses Rovi's rich metadata and works with the Rovi Cloud, a web-based platform that makes it easier to quickly deliver recommendations to consumers and personalize the service they receive through their guide. G-Guide HTML features a sleek TV listing grid designed to showcase detailed local listings and view listings in single, one-month or day jump formats. In addition, the guide includes extensive search capabilities that allow the viewer to discover programs by searching by free word, title, category, genre, or cast and crew.

In addition, the guide's Chumoku and Tokushu functions that provide a deeper level of detailed programming information, recommendations, and features Rovi's "six degrees" discovery experience, which makes it easier for viewers to seamlessly discover new content from across services without scrolling through thousands of programs. Viewers also have the ability to engage in interactive advertising by engaging with in-guide ads powered by Rovi's Advertising Service.

Rovi is showcasing HTML G-Guide and its suite of digital entertainment solutions this week at CEATEC at the Rovi private exhibition at the Hotel New Otani Makuhari.

### **About Rovi Corporation**

Rovi powers the discovery, delivery, display and monetization of digital entertainment. With innovative technology solutions for consumer electronics manufacturers, service providers, content producers, advertisers, retailers and websites, Rovi connects people and the entertainment they love. The company holds over 5,000 issued or pending patents worldwide and is headquartered in Santa Clara, California. More information about Rovi can be found at [rovi.com](http://rovi.com).

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All statements contained herein that are not statements of historical fact, including statements that use the words "will" or "is expected to," or similar words that describe the Company's or its management's future plans, objectives, or goals, are "forward-looking statements" and are made pursuant to the Safe-Harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the actual results of the Company to be materially different from the historical results and/or from any future results or outcomes expressed or implied by such forward-looking statements. Such factors are further addressed in the Company's most recent report on Form 10-Q for the period ended September 30, 2013 and such other documents as are filed with the Securities and Exchange Commission from time to time (available at <http://www.sec.gov/>). The Company assumes no obligation to update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release, except as required by law.