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TIVO SELLS ANOTHER STOP||WATCH™ RATINGS SERVICE SUBSCRIPTION

Media Performance Monitor America to use Subscription to Maximize Client's ROI

ALVISO, Calif. and NEW YORK, NY — June XX, 2007 — TiVo Inc. (NASDAQ: TIVO), the creator and a leader in advertising solutions and television services for digital video recorders (DVRs), today announced that it has sold another subscription to its highly demanded Stop||Watch™ ratings service. Media Performance Monitor America (MPMA), a leading media performance monitoring firm, will use the Stop||Watch ratings service to further enhance its monitoring capacities with the aim of maximizing advertising investment returns for its clients.

The Stop||Watch ratings service, a comprehensive second-by-second program and commercial ratings research product, will serve MPMA by providing the company with a comprehensive collection of TV audience data, granting MPMA greater insight into the viewing behavior of today's TV audiences. Through detailed analysis of viewers' commercial-watching patterns, MPMA, as a firm working exclusively with advertisers, will have a unique perspective into delivering ideal return-on-investment (ROI) solutions to clients.

“By purchasing a subscription to the Stop||Watch ratings service, we are committing even further to the success of our advertising clients by augmenting our media performance management analytics with TiVo's respected research,” said P.J. Leary, CEO, MPMA. “With the Stop||Watch ratings service, we will have a wealth of invaluable audience data at our disposal for more detailed parsing of advertising effectiveness.”

“MPMA's subscription to the Stop||Watch ratings service is yet another example of TiVo's dedication to the advancement and evolution of the advertising industry,” said Todd Juenger, Vice President & General Manager, TiVo Audience Research & Measurement. “We are thrilled that MPMA has chosen to leverage the Stop||Watch ratings service in their consultative service providing even deeper insights into the media value delivered to their clients. It is telling that leading firms such as MPMA, who make their living helping clients improve media ROI, are incorporating Stop||Watch into their analysis.”

TiVo Audience Research & Measurement 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 ratings service is offered via an easily sortable database of ratings for nationally run programs and advertisements in primetime and daytime, dating back to September 2006. The Stop||Watch ratings service was introduced in February 2007. Stop||Watch includes data for: Total Viewing, Live Viewing, Timeshifted Viewing (less than 1 hour, 1-6 hours, 6-24 hours, 24-48 hours, 2-7 day, and 7-14 day delay), Program Ratings, Commercial Ratings and a Commercial Viewership Index.

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, 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™ recordings, WishList® 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™ transfers and online scheduling, TiVo is expanding the notion of consumers experiencing "TiVo, TV your way.®" The TiVo® service is also at the forefront of providing innovative marketing solutions for the television industry, including a unique platform for advertisers and audience measurement research. The company is based in Alviso, Calif.

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About MPMA

Started in 2003, Media Performance Monitor America (MPMA) is a leading media performance auditor. MPMA works for advertisers and deliver a higher return for their clients' media investment, Currently auditing National TV, Spot TV, Spot Radio, National Print and Internet advertising, MPMA has 26 clients and is based in New York City. MPMA is owned by Thomson-Intermedia PLC, a publicly traded company on the London Stock Exchange (Ticker Symbol: THN)

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