



## **Rovi's G-Guide HTML Enables Seamless VOD Discovery for J:COM**

*First Cable Operator in Japan to Adopt Rovi's Best-in-Class Program Guide for Entertainment Discovery Supporting Real-Time TV Programming and Video-On-Demand on the Set-top Box*

**SANTA CLARA, Calif., May 29, 2015** — Rovi Corporation (NASDAQ: ROVI) today announced that Japan's largest cable television operator, Jupiter Telecommunications Co., Ltd. (J:COM), selected Rovi's G-Guide HTML to power seamless entertainment discovery across live TV programming and video-on-demand (VOD) content. J:COM plans to launch its service for the Smart J:COM Box set-top box (STB) this month in select geographies. Rovi will extend its current support for real-time TV programs on J:COM's STBs to also enable search and recommendations on the provider's VOD catalogs. J:COM is the first cable operator in Japan to adopt G-Guide on an STB to enable discovery capabilities across live TV and VOD programs, including rich metadata information for catch-up TV.

VOD Link, a new feature on G-Guide HTML, enables users of the Smart J:COM Box to simultaneously find VOD and live TV programming, significantly improving the user's entertainment discovery experience. For example, when a viewer wants to find content starring their favorite celebrity, VOD and TV program titles will be conveniently listed without the need to leave the TV listing grid or switch to a separate VOD menu. The viewer can then play TV programming and select VOD content directly, as well as additional premium VOD content once it has been purchased, streamlining the entertainment discovery experience. Rich metadata including images and detailed program information is available for listed VOD contents. This enables the subscriber to use keywords to search scheduled TV programs, catch-up TV and VOD programs, as well as find content that fits their interests. VOD Link also includes a calendar and channel views, providing the viewer with an alternate way to easily find catch-up TV.

"As the number one cable operator in Japan, our expansion with J:COM reinforces the value service providers place on delivering the most favored content to their subscriber base," said Chong-ho Choi, senior vice president of sales for Asia Pacific, Rovi. "Entertainment discovery is shaping the new era of entertainment consumption. With our industry-leading interactive program guides, we are well-positioned to continue deploying solutions that create innovative and personalized content discovery experiences for users around the globe."

"We're excited to extend Rovi's G-Guide HTML on our Smart J:COM Box to enable customers to easily and seamlessly find live or on-demand content that is the most meaningful to them," said Masaaki Agaya, general manager, service planning division,

J:COM. "Our customers are pleased with the streamlined user interface, design and advanced discovery capabilities offered by the G-Guide and will enjoy utilizing these features for VOD contents."

Rovi's G-Guide HTML features advanced discovery capabilities such as rich metadata, search functionality, and a browser-based interface to help drive a robust consumer entertainment experience across J:COM's set-top boxes. The G-Guide HTML also boasts a sleek TV listing grid designed to showcase rich images including cast photos, as well as Rovi's "six-degrees" discovery capability, to help consumers quickly find relevant content that interests them.

### **About Jupiter Telecommunications Co., Ltd.**

Established in 1995, Jupiter Telecommunications Co., Ltd.(J:COM) is Japan's largest multiple system and multiple channel operator. In system operation, J:COM provides cable television, high speed Internet access and telephony services to customers through 30 consolidated subsidiaries at the local level serving 5 million subscribing households in Sapporo, Sendai, Kanto, Kansai, and Kyushu regions. The number of serviceable households or "homes passed" in J:COM franchise areas is 19 million. In channel operation, J:COM invests in and operates 17 thematic channels, which are provided to CATV, satellite and telecom operators.

\*The above household figures are as of March 31, 2015

### **About Rovi Corporation**

Rovi is leading the way to a more personalized entertainment experience. The company's pioneering guides, metadata and recommendations continue to drive program search and navigation on millions of devices across the globe. With a new generation of cloud-based discovery capabilities and emerging solutions for interactive advertising and audience analytics, Rovi is enabling premier brands worldwide to increase their reach, drive consumer satisfaction and create a better entertainment experience across multiple screens. Rovi holds over 5,000 issued or pending patents worldwide and is headquartered in Santa Clara, California. Discover more about Rovi at [Rovicorp.com](http://Rovicorp.com).

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### **Forward-Looking Statements**

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

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