



Broadband Features on TV

July 2008

TiVo Inc. Proprietary Information



The Evolving "Center of the Digital Home"

- TV – The entertainment center before there was a digital home
- Set Top – Everyone needed one from their cable or Satellite operator
- PC – Working "toward the center" for the last 6 years

There is no "Center of the Digital Home"

Putting Together the Digital Home



- Leverage different platform strengths
 - Set Tops
 - Provide the best target for living room consumption but must also be flexible
 - PC
 - Organize and Manage
 - Great for certain consumption as well
 - Phones
 - Consumption for certain content
 - Type of remote control?
 - TVs
 - Can combine *some* of these functions

TiVo Inc. Proprietary Information

CE TV / Living Room Landscape



- Panasonic
- Samsung
- Sony
- Microsoft XBox
- AppleTV
- Vudo
- Roku
- A Sea of other devices

TiVo Inc. Proprietary Information

PANASONIC

Web Entertainment HDTV



- Key areas of Focus
 - Tru2way
 - Content directly to the TV
 - Bypassing PCs
 - Broadband partners



TiVo Inc. Propri



SAMSUNG

RSS News Weather Stock



Infolink™ RSS Access
News, weather, stock quotes and more delivered straight to your HDTV

Samsung's InfoLink™ RSS Access makes it easy for you to stay on top of the news, even while watching your favorite programs. Get personalized, real-time weather, news, stock price quotations and more delivered to your HDTV screen from USA TODAY®.

YOUR LIFE ON DEMAND
USA TODAY® will push content to your TV via an RSS (Really Simple Syndication) feed. No PC needed, just an Ethernet cable and an Internet connection. A wireless connection is even possible on Samsung's 7 Series and above flat panel TVs.

Stocks
DOW JONES 13264.82
-101.05 0.76%
Quotes delayed at least 15 minutes.
Data provided by Interactive Data.

Options
Favorite Stocks
Market Summary
Stocks & News
Select Return

play stop

SONY

Web on-demand Content Brands



BRAVIA
Internet Video Link

On-demand Entertainment from the Web to Your Compatible BRAVIA® HDTV

Sony's DMX-NV1 BRAVIA® Internet Video Link brings entertainment and information from the Web directly to your compatible BRAVIA® HDTV.

APPLE TV

movie rentals much more



Apple TV

Overview Movie Rentals Features Tech Specs Buy Now

Movie rentals and much more.

Rent movies direct from your TV. And enjoy YouTube videos, TV shows, podcasts, music, and photos. Starting at \$229.

[Watch guided tour](#)

Top Rentals

1	2	3	4	5	6	7
---	---	---	---	---	---	---


Just Added

1	2	3	4	5	6	7
---	---	---	---	---	---	---

More movie rentals

VUDU

movies #titles instant video quality



The Ultimate Movie Service

6,000+ Movies, instantly.

- No waiting, no monthly fee
- Full HD 1080p
- New releases weekly

[▶ WATCH VIDEO](#)

XBOX 360

movies TV popular titles
also available

Trailers and Music Videos



XBOX LIVE MARKETPLACE

Movies, TV, and Videos on your Xbox
Xbox 360™ is the first and only gaming console to provide HD and standard-definition TV shows and movies straight to your console's hard drive. We also have videos from the gaming community and short features from independent filmmakers.



BE KIND REWIND



Other Marketplace Channels

- Arcade
- Game Downloads
- Top Demos
- Trailers
- Movies TV
- Music Videos
- Original Videos
- Themes
- Gamer Pics

movies Lead with TV instant



Netflix Now Gives You More: Movies and TV Episodes In Your Living Room

INSTANTLY.

instant streaming ready

NETFLIX

One-time purchase \$99.99

Order Now

Small as a paperback book. Fills any room with instant entertainment. 30-day money back guarantee.

- Over 10,000 movies and TV episodes instantly
- No change in monthly Netflix costs and you continue to get your DVDs by mail
- Easily connects directly to your TV
- Pause, rewind or play anytime - just like a DVD
- Guaranteed to work with your TV

What's Being Said...

"It's a no-brainer for the 8 million-plus Netflix customers out there. If you're not one, this is an added reason to become one."

Peter Sorenson
Associated Press

The Netflix Player

The Netflix Player makes it easy to instantly watch movies and TV episodes over the Internet on your living room TV, or anywhere you have a TV and an Internet connection. Compact and lightweight, inexpensive but powerful, simple to set up and use (it's the perfect answer for people who just can't get enough Netflix).

TiVo



- One Box, One Remote, One UI, Simple
- Integration of multiple content sources into one easy to use experience



TiVo Inc. Proprietary Information

TiVo Broadband Features



- YouTube
- Amazon Unbox – 25,000 titles
- Rhapsody Music Service
- Picassa & Photobucket Photos
- One True Media – Personal Video
- Swivel Search
- WishList® searches
- TiVo Mobile
- Online Scheduling
- TiVo Guru Guide™ recommendations
- TiVo-To-Go™ transfers – iPod & Laptops



TiVo Inc. Proprietary Information