



Rovi Enters into Discovery Patent License Agreement with CJ HelloVision

Arrangement Marks the First License of Rovi's Patent Portfolio with a Premiere Video-on-Demand Provider in Korea

SANTA CLARA, Calif., March 27, 2015 — Rovi Corporation (NASDAQ: ROVI) today announced that Rovi has entered into a new interactive program guide (IPG) patent portfolio license agreement with CJ HelloVision, one of Korea's largest multi-system operators (MSO) and a leading TV everywhere and video-on-demand (VOD) service provider.

The license provides CJ HelloVision with access to a range of Rovi's market-leading entertainment discovery and guidance intellectual property to help consumers navigate content across multiple screens and devices.

"We are pleased to join forces with CJ HelloVision to help drive the next generation of entertainment services to 6.9 million subscribers in Korea," said Chong-ho, Choi, senior vice president at Rovi. "Our license agreement with CJ HelloVision reaffirms Rovi's leadership position in delivering innovative search and discovery experiences to consumers across the globe."

About CJ HelloVision

CJ HelloVision is a multi-system operator (MSO) that receives programs from program providers and delivers them to subscribers. In the near future, the company is expected to generate high profits through its continuous growth as a leader of digital broadcasting and system operations. CJ HelloVision has a vision of becoming the best home network and communication company by creating happy customers. Toward this end, it will offer a wide range of broadcast and communication services through a high-quality network. Its primary business strategies include attracting cable TV subscribers, airing PP channels, local channel operations, Internet Service Provider (ISP), and providing advertisements.

About Rovi Corporation

Rovi is leading the way to a more personalized entertainment experience. The company's pioneering guides, data 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.

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 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-K for the period ended December 31, 2014, and such other documents as are filed with the Securities and Exchange Commission from time to time (available at 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.

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