

Metadata & the Supply Chain

How metadata will drive new opportunities in digital content distribution

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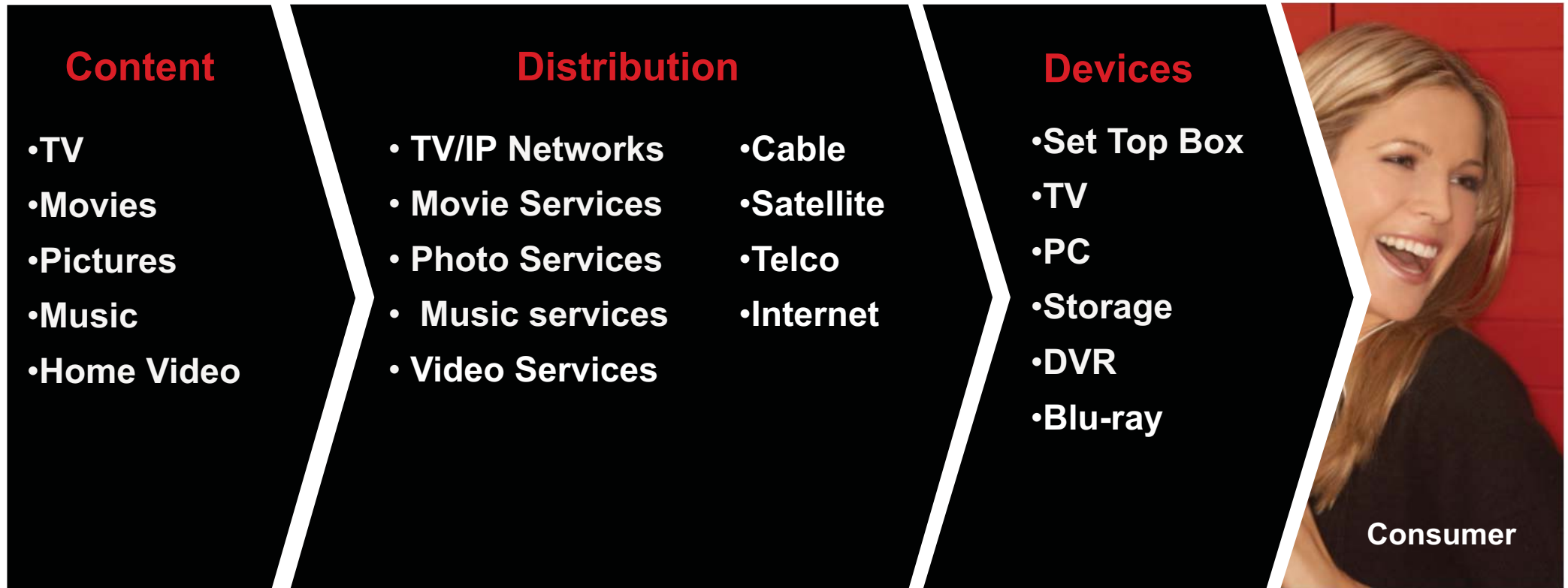
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Agenda

- Introduction
- Industry Trends
- Metadata & the Supply Chain
- Q&A

The digital entertainment ecosystem



Connecting the ecosystem

We provide: • Guides • Data • Infrastructure • Protection

Rovi offerings



For Consumer Electronic Manufacturers and Service Providers

We provide quick and easy discovery of movies, TV shows, games and digital photos, helping you deliver a seamless, interactive experience.



For Online Stores & Portals

We help you increase consumer engagement with our vast catalog of information.



For Content Providers

We help you secure your valuable assets, clearing the way for new potential distribution opportunities.

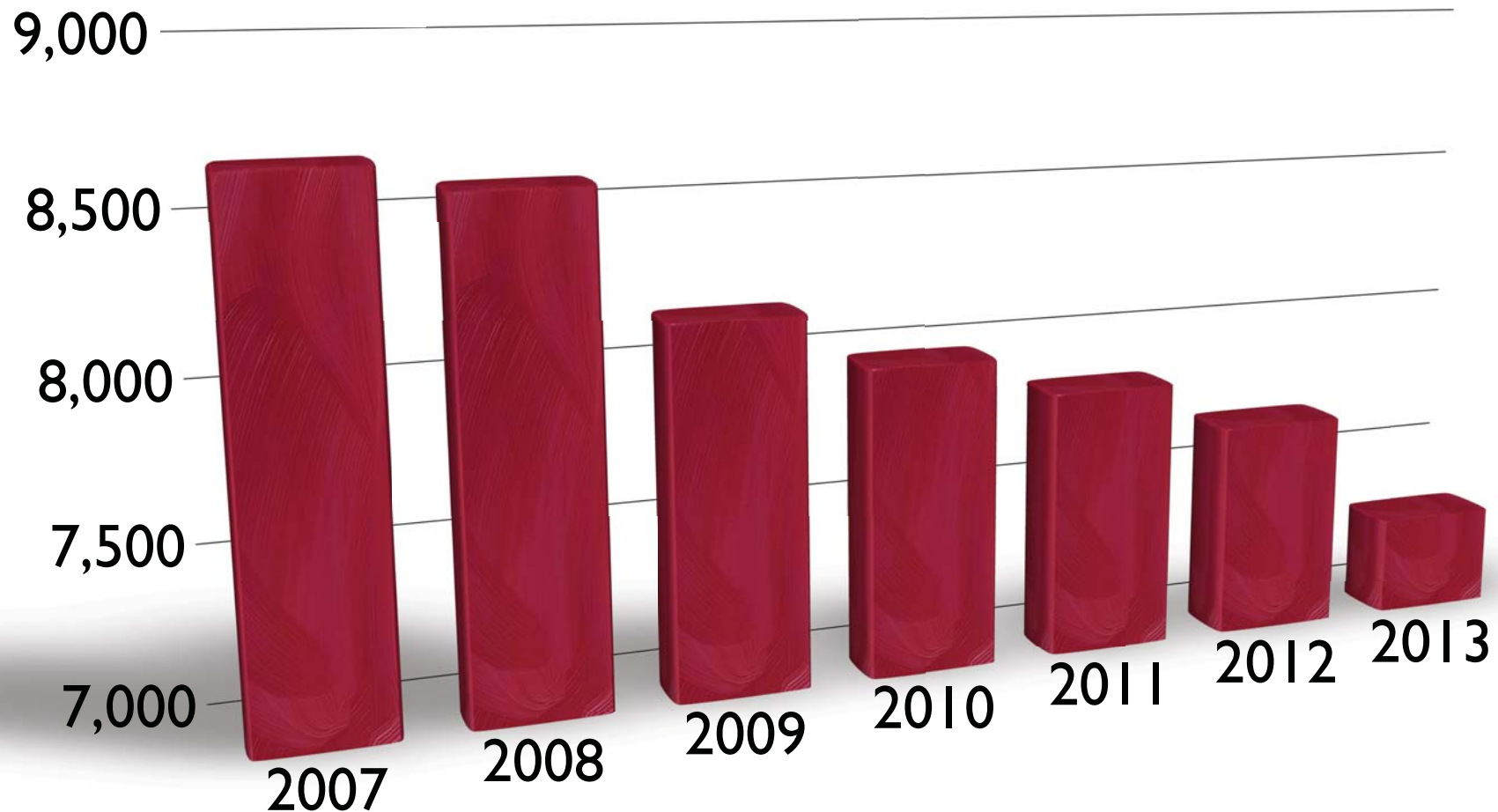


Advertising with Rovi

Rovi IPG advertising technology is active in over 55 million homes worldwide, including 25 million homes in North America.*

*Source: Rovi Proprietary Data, July 2009

Physical Media Volume Projections



Source: DVD Industry Outlook Report (August 2009, Futuresource)

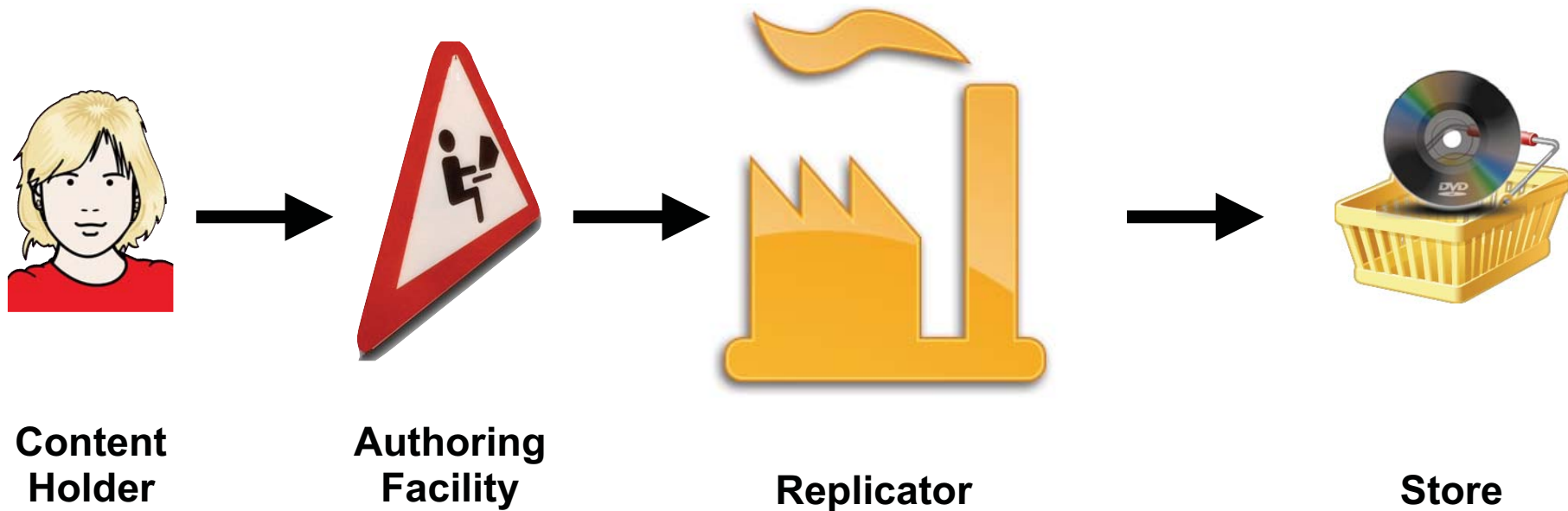
DVD + BluRay

Industry Trends

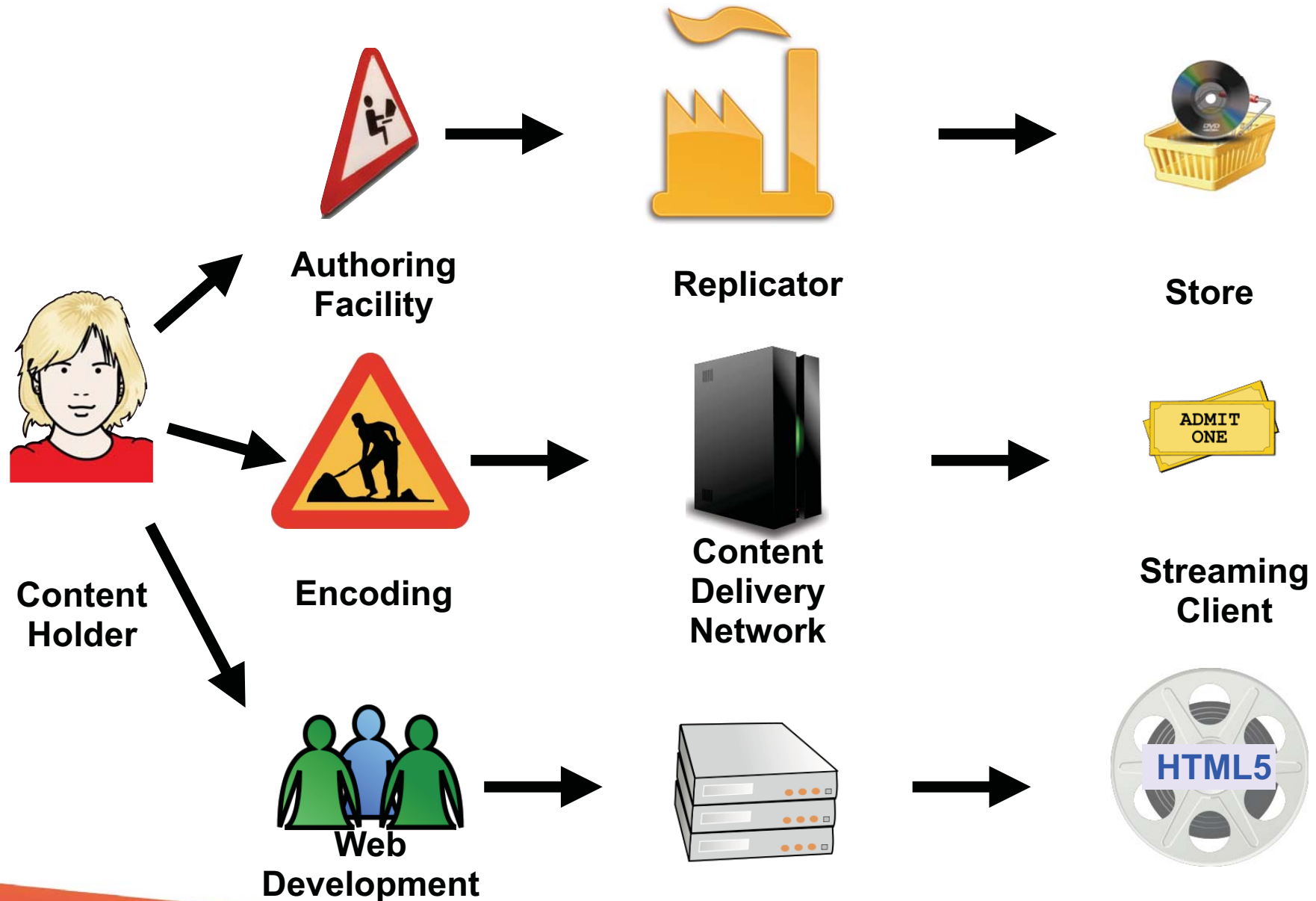
- Physical media shipments trending lower
 - This does not mean consumers are consuming less content
- New methods of content distribution
 - Driven by new devices
 - New devices usually means new formats
- The “DVD Experience”
 - A benchmark for customer exception when they ‘own’ content
 - Microsoft & Apple are experimenting with virtual DVDs
 - Digital Entertainment Content Ecosystem (DECE) may provide standards for next generation EST content ownership.

New Formats, New Problems

- New content delivery platforms mean more work for content holders.

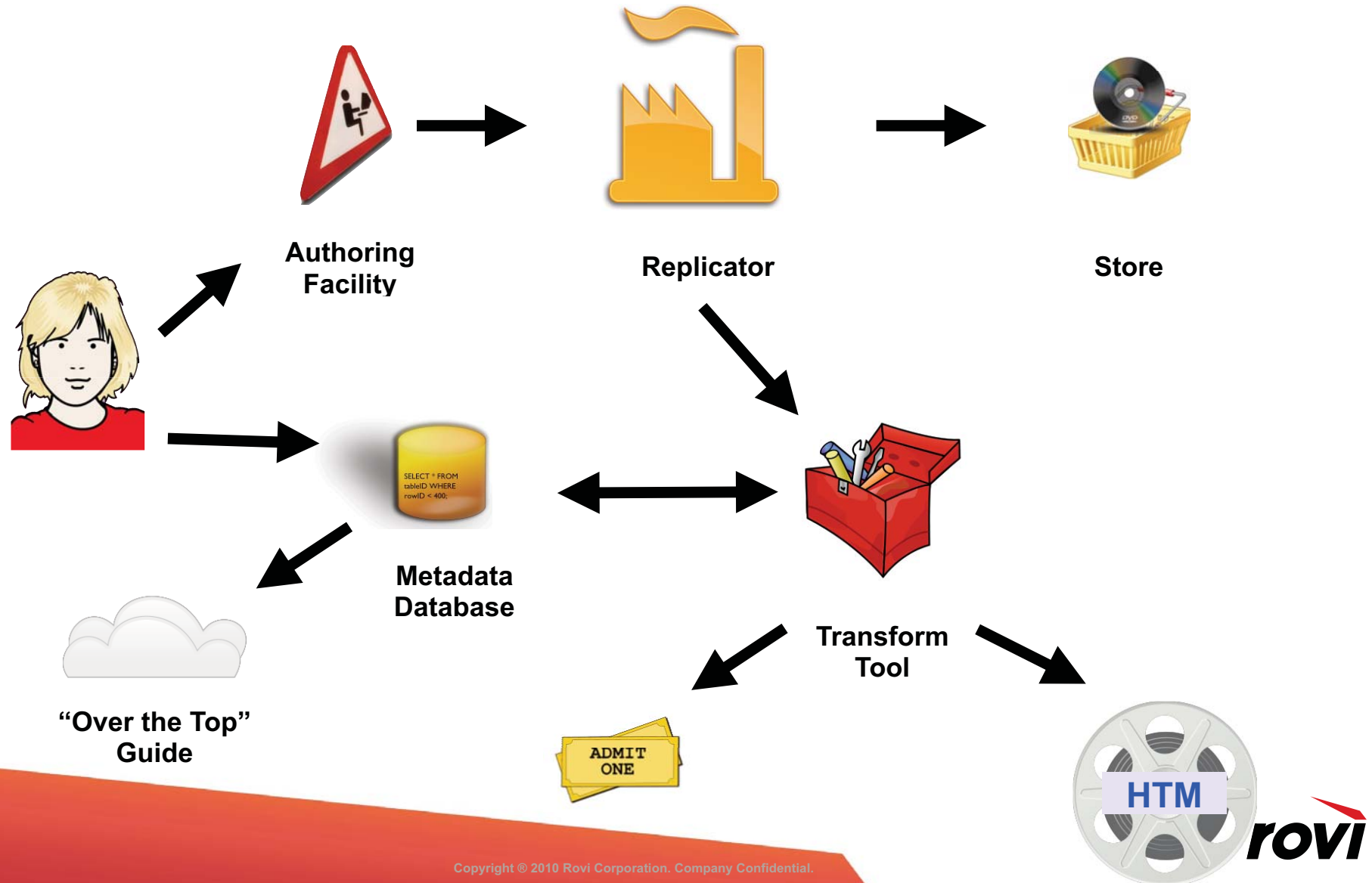


New Formats, New Problems (cont)



Metadata & the Supply Chain

- Metadata, in addition to some custom tools, can help content holders use existing supply chains to deliver to a variety of new channels





Q&A

