

Rovi and Media Markt Introduce Digital Entertainment Services on a Range of New Connected Devices

Announce Support for DivX Plus Streaming to Enhance Playback Experience

Berlin, Germany, IFA, August 30, 2012 – Driving digital entertainment innovation, Rovi Corporation (NASDAQ: ROVI) and Media Markt Germany, Europe's largest consumer electronics retailer, today announced that they continue to expand the reach of Media Markt's Video-On-Demand services with new launches of the Media Markt Videodownloadshop on connected set-top boxes. The companies are also collaborating to integrate support for DivX Plus Streaming™, Rovi's secure adaptive streaming solution that enables the digital delivery of a Blu-ray Disc-like entertainment experience. Rovi will be demonstrating Media Markt's Video-On-Demand service with DivX Plus Streaming at IFA 2012, August 31 to September 5 (Hall 25, Stand 146) in Berlin.

In addition to retailer adoption, DivX Plus Streaming is quickly gaining the support of major studios and IC manufacturers serving the CE industry such as Broadcom and MediaTek. The advanced adaptive streaming format brings features historically associated with Blu-ray Discs to the over-the-top entertainment experience. The solution not only dynamically adjusts streams to help deliver maximum visual quality based on available bandwidth, but also offers an advanced feature set with support for 1080p, subtitles, multiple language tracks, and trick-play functions such as smooth fast forward and rewind.

“Rovi is committed to helping content owners, service providers, and leading retailers like Media Markt, deliver easy to use and broadly accessible digital entertainment services that resonate with consumers and drive new revenue streams,” said **Leander Carell, Senior Manager, Technology, Rovi**. “Promoting entertainment experiences that are flexible, convenient, and feature rich, DivX technologies including DivX Plus HD and DivX Plus Streaming are helping make over-the-top entertainment a mainstream activity.”

As well as supporting DivX Plus Streaming for the delivery of high-quality content to connected devices, Media Markt also offers premium titles in the DivX format for offline playback. The ‘download to own’ storefront was launched two years ago and enables consumers to enjoy

purchased entertainment on any DivX Plus[®] HD Certified device. Over 750 million DivX-certified devices have shipped into the market worldwide from leading consumer electronics manufacturers.

Media Markt's Videodownloadshop recently launched on a range of connected set-top boxes including the latest devices from VideoWeb, developed by the German manufacturer Abox42 GmbH. Abox42 will be demonstrating DivX Plus Streaming on its latest product generation "M12" at IFA. In addition, the service is now available on a selection of new and in-market solutions from TechniSat as well as Inverto's Volksbox[™]. After setting up an account on these devices, Media Markt customers may choose from thousands of movies and TV series that are available for rent or purchase. Once purchased, movies can be viewed at any time on up to five devices using the Media Markt app. Media Markt and Rovi are actively working with a number of leading CE manufacturers to launch the service on additional home and mobile devices including a range of DTVs, smartphones, and tablets.

About Media Markt

Media Markt is Europe's Number One electrical goods retailer. The success enjoyed by the company, which was founded in 1979 and is housed under the roof of Media-Saturn-Holding GmbH, is based on a unique selection of low-priced brand-name products, competent staff, excellent service, a distinctive advertising presence and a decentralized organizational structure. Each general manager is a shareholder in his own store and is thus responsible for the products offered, as well as for pricing, personnel and marketing. At present, Media Markt has 246 stores in Germany and 663 stores in 15 European and Asian countries.

About Rovi Corporation

Rovi powers the discovery, delivery, display and monetization of digital entertainment. With innovative technology solutions for consumer electronics manufacturers, service providers, content producers, advertisers, retailers and websites, Rovi connects people and the entertainment they love. The company holds approximately 5,200 issued or pending patents worldwide and is headquartered in Santa Clara, California. More information about Rovi can be found at rovicorp.com.

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Rovi Expands Reach of Dixons Retail's KNOWHOW Movies

Companies Launch High Quality Digital Entertainment Services on Tablets, Smartphones, and Connected TVs

Berlin, Germany, IFA, August 30, 2012 – Rovi Corporation (NASDAQ: ROVI), driving digital entertainment innovation, today announced it is powering the availability of KNOWHOW™ Movies on a range of new platforms and devices. The digital entertainment service from Dixons Retail, owner of UK and Ireland retailers Currys and PC World, is offering customers more ways to purchase, rent, and enjoy film and TV entertainment from major Hollywood and leading TV studios. Providing convenient access at home, KNOWHOW Movies is now available on all 2012 LG Smart TVs. In addition, there is an iOS App for iPhone® and iPad® users available through the Apple App Store in the UK and, for Android™-based device users, an App that provides high-quality video delivery in Rovi's advanced adaptive streaming format, DivX Plus Streaming™.

“We are pleased with our progress to deliver instant access to premium entertainment on our customers' favorite home and mobile devices,” said Niall O’Keeffe, KNOWHOW Development Director at Dixons Retail. “Collaborating with Rovi and our partners in the consumer electronics industry, we will continue to expand the reach of our service to deliver the highest quality entertainment experience possible on the broadest array of devices.”

KNOWHOW Movies allows consumers to access an extensive library of film and TV entertainment when they want, where they want, including newly-released movies, which can be rented or purchased on an individual basis without subscription fees. Customers can access KNOWHOW Movies on up to five devices, switching their viewing between them. A customer can, for example, begin watching a film by tablet during the evening commute, then pause and resume watching it on their living room TV once home.

“Using its position as the UK’s leading electronics retailer, with its Currys and PC World storefronts, Dixons Retail is helping introduce digital entertainment to a massive, mainstream audience,” said David Cook, General Manager of Rovi Entertainment Store. “We look forward to

continuing our support for KNOWHOW Movies and helping introduce more consumers to easy-to-use, advanced entertainment services.”

Rovi Entertainment Store™ is enabling retailers, service providers, CE manufacturers, and content owners, to launch over-the-top storefronts that allow consumers to discover, purchase, manage, and enjoy a broad range of new movies and TV shows on multiple platforms and devices. Rovi Entertainment Store includes white-label storefronts and playback client SDKs, cloud services, as well as content licensing, management, and marketing services. The solution also includes DivX Plus Streaming, Rovi’s adaptive streaming solution, which has quickly gained the support of major studios, retailers, and IC manufacturers serving the CE industry, and offers an advanced feature set with support for 1080p, subtitles, multiple language tracks, and trick-play functions such as smooth fast forward and rewind.

Customers may deploy Rovi Entertainment Store as a complete end-to-end solution to support multiple aspects of storefront deployment and management, or license individual components to enhance aspects of an existing service.

About Dixons Retail plc:

- Dixons Retail plc is one of Europe's leading specialist electrical retailing groups. It operates a multi-channel approach to electrical retailing and trades through more than 1,300 retail and online stores, spanning 28 countries and employing nearly 40,000 people. More than 100 million customers shop in-store and online with Dixons Retail plc every year.
- Dixons Retail plc’s retail and e-tail brands include PC World and Currys in the UK and Ireland, Elkjøp in the Nordic countries, UniEuro in Italy, Kotsovolos in Greece and Cyprus, Electro World in central Europe, Greece and Turkey, PC City in Italy, and Pixmania.com across Europe.
- Dixons Retail plc offers customers a comprehensive range of after-sales services, including extensive national customer support operation for IT and digital technology, KNOWHOW. Dixons Retail’s KNOWHOW operation offers telephone and home-based support services throughout the UK. It also runs a multi-brand business-to-business operation in the UK.

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