

TiVo has landed: out of this world entertainment now available in Canada, only from Cogeco Cable Canada

– *The innovator in whole-home entertainment makes its Canadian debut in Ontario, with new Cogeco TiVo Service* –

Burlington, Ontario (October 30, 2014) – The next evolution in TV entertainment has landed. TiVo, the leader in advanced television services, is now available in Canada from Cogeco Cable Canada. In Ontario markets where it operates, Cogeco Cable Canada will now offer Cogeco TiVo Service, the ultimate personalized home entertainment experience.

“Cogeco TiVo Service will be a game-changer in the cable market in Canada” says Louise St-Pierre, President and Chief Executive Officer, Cogeco Cable Canada. “We have worked closely with TiVo to develop a platform that is customized for Canadian viewers, and we are proud to bring it to market today. We developed Cogeco TiVo Service in direct response to what our customers told us is important to them – great content, convenience, availability and ease of use. Cogeco TiVo Service delivers that, and more.”

TiVo’s advanced, fully integrated search function mines through live TV, recorded, on-demand and Over-the-top (OTT) content, including Netflix, to show users what programs are available to watch. It is the only operator platform to offer full Netflix integration. Users with a Netflix subscription access Netflix content through the TiVo platform with one simple unified search, without requiring any additional external devices. TiVo also helps users discover new content by providing personalized recommendations. The platform automatically records content that it predicts might be of interest to the user.

“I believe that TiVo is the most dynamic TV experience available in Canada, putting viewers closer to the content they want,” says Louise St-Pierre. “For Cogeco TiVo Service customers, there will always be something of interest to watch, whether it’s a show they love or a newly discovered recommendation – and, the beauty is they will be able to find it quickly and easily.”

Cogeco TiVo Service also extends out of home, with a Cogeco TV app, available on supported iOS devices, customers can search, browse and schedule recordings from anywhere. Additionally, users can download DVR recordings to their iOS mobile devices running the Cogeco TV app to watch from anywhere, without the need for a WiFi access. An app for Android is expected to follow in April 2015.

“TiVo has been at the forefront of shaping the next generation television experience since the company was founded,” says Tom Elam, Vice President & General Manager, Service Provider Business at TiVo. “We are excited to partner with Cogeco to bring our innovative TiVo service to Canadians’ living rooms, allowing a new audience to experience the best in home entertainment.”

The Cogeco TiVo Service will be available starting November 3, 2014 for Ontario residents in Cogeco Cable Canada markets. The service will be available in Quebec Cogeco Cable Canada markets in spring 2015 after the platform interface, language and recommendations algorithm is customized for a Quebec audience.

More information on Cogeco TiVo service is available at www.cogeco.ca. A video demo of Cogeco TiVo Service can be viewed live at 11 a.m. at <http://event.on24.com/r.htm?e=872095&s=1&k=180FD5F27C91C292D7BCD6AFD2084916>. A playback of the demo will be available on November 3, 2014.

ABOUT COGECO CABLE CANADA

Cogeco Cable Canada (www.cogeco.ca) regroups the Canadian cable operations of Cogeco Cable Inc. Cogeco Cable Canada is the second largest cable operator in Ontario and Québec in terms of the number of Basic Cable service customers served. Its two-way broadband cable networks provide to its residential and small business customers Analogue and Digital Television, High Speed Internet («HSI») and Telephony services. Cogeco Cable Inc. is a telecommunications corporation and is the 11th largest hybrid fibre coaxial cable operator in North America operating in Canada under the Cogeco Cable Canada brand name in Québec and Ontario, and in the United States through its subsidiary Atlantic Broadband in Western Pennsylvania, South Florida, Maryland/Delaware and South Carolina. Through its subsidiaries Cogeco Data Services and Peer 1 Hosting, Cogeco Cable Inc. provides its commercial customers a suite of IT hosting, information and communications technology services (Data Centre, Co-location, Managed Hosting, Cloud Infrastructure and Connectivity), with 20 data centres, extensive fibre networks in Montréal and Toronto as well as points-of-presence in North America and Europe. Cogeco Cable Inc.'s subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

ABOUT TiVo

TiVo Inc. (NASDAQ: TIVO) is a global leader in next-generation television services. TiVo's innovative cloud-based Software-as-a-Service solutions enable viewers to consume content across all screens in and out-of-the home, providing an all-in-one approach for navigating the 'content chaos' by seamlessly combining live, recorded, on-demand and over-the-top television into one intuitive user interface. The TiVo experience provides TV viewers with simple universal search, discovery, viewing and recording from any device, creating the ultimate viewing experience. TiVo products and services are available at retail or through a growing number of pay-TV operators world-wide. TiVo's multiple subsidiary companies provide the broader television industry and consumer electronics manufacturers, cloud-based video discovery and recommendation options, interactive advertising solutions and audience research and measurement services. More information at: www.TiVo.com.

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