



Ad Samples

**CABLE BOX.
MOVIE BOX.
WEB BOX.
MUSIC BOX.
ONE BOX.**

Introducing TiVo® Premiere.
Millions of possibilities.
One box.

\$XXXXX



 **Premiere**

3" W x 6-3/4" H

**INVENTING THE DVR
WAS JUST A WARMUP.**

Introducing TiVo® Premiere.
Millions of possibilities. One box.

\$XXXXX



Premiere



3" W x 3" H

**REIMAGINED.
REINVENTED.
REALLY COOL.**

\$XXXXX



Premiere



3" W x 3" H



PremiereXL

**MORE BRAINS. MORE BRAWN.
AND NOW MORE BEAUTY.**

Introducing TiVo® Premiere.
Millions of possibilities.
One box.

\$XXXXX



5" W x 3" H

**WE'RE ABOUT TO CHANGE
THE WAY YOU WATCH
TELEVISION. AGAIN.**

\$XXXXX



PremiereXL



5" W x 3" H

Helvetica Neue Black Condensed is the primary typeface used in headlines. Helvetica Neue Light is used in body copy. Sample dealer ads shown at 65% of actual size. See required legal in the Retail Messaging Overview document.

These ads are illustrative and can be used as-is, or adapted according to brand guidelines. For more information, contact your TiVo retail marketing manager.