



OPENTV DEMONSTRATES ADVANCED ADVERTISING SOLUTIONS AT CAB 2006

Comprehensive Product Suite Enables Targeting, Interactivity, and Accountability

Atlanta, GA (CAB, Cable Advertising Bureau conference), May 1, 2006 – OpenTV Corp. (NASDAQ NMS: OPTV), a leading provider of enabling technologies for advanced digital television services, will show a comprehensive suite of advanced advertising solutions that aids both advertisers and cable operators. Demonstrations will be held at OpenTV's booth 137 at the CAB conference in Atlanta.

"Today's television viewers decide how and when advertisers will reach them," said Tim Evard, Senior VP and GM Products and Marketing at OpenTV. "Investing in anything less than highly targeted and engaging ads within a structure that maximizes inventory will not succeed any longer. OpenTV understands and supports this environment."

Included in the exhibit will be:

- **Enhanced Advertising:** An end-to-end enhanced advertising system that engages audiences and increases stay time by enabling compelling, interactive advertising applications to be created, validated, scheduled, and launched more quickly and less expensively.
- **Addressable Advertising:** OpenTV's addressable advertising provides a video stream switching technology that enables operators to deliver targeted, more relevant advertising to specific market segments that match household-specific profiles. It can be integrated at the set-top to enable linear addressability or elsewhere on the plant to enable session-based addressability such as VOD, Network PVR, or switched digital video.
- **Sales and Inventory Management Systems:** OpenTV's Sales and Inventory Management Systems enable cable ad sales operators to boost their ad revenues by increasing impressions, maximizing inventory value and ad dollar retention, and providing accountability. The solution offers real-time web-based reporting—as well as an end-to-end sales and inventory management from proposal through posting—and supports both traditional linear video inventory and new advanced inventory, including addressable, interactive, and VOD.

About Open TV

OpenTV is one of the world's leading providers of technologies and services enabling the delivery of digital and interactive television. The company's software has been integrated in over 63 million digital set-top-boxes in 96 countries. The software enables enhanced television, interactive shopping, interactive and addressable advertising, games and gaming, personal video recording, and a variety of consumer care and communication applications. For more information, please visit www.opentv.com.

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