



OPENTV PREVIEWS VISION FOR FUTURE OF TELEVISION AT IBC 2006

Company to "Open it Up" with Vision for TV Viewer Experience. OpenTV to Showcase Advanced Digital Television, Advanced Advertising, and Participation Television Solutions

San Francisco, August 31, 2006 – OpenTV Corp. (NASDAQ GM: OPTV), a leading provider of enabling technologies for advanced digital television services, will showcase its latest technologies under the banner of "television is changing ... open it up!" at the IBC show on stand 1.381 at the RAI Centre in Amsterdam, September 8 – 12, 2006.

The theme, grounded by the premise that today's television viewers are demanding greater choice, flexibility, and access, encompasses the entire range of OpenTV's products on display. By "opening up" the technologies that serve as a foundation for set-top boxes and digital television, OpenTV is taking a leadership position by enabling the adoption of flexible business models and compelling viewer experiences in the television industry.

"Today, the central technologies for building and maintaining social networks around the world are the phone and the internet, said James A. (Jim) Chiddix, Chairman and CEO of OpenTV. "OpenTV believes that TV is next, and that the way to survive in this changing world is to embrace, explore, and enable that change. When we say we are 'opening up' television, we are extending our tradition of pioneering middleware and related solutions to new content sources, new navigation models, new forms of television advertising, and new experiences in participation with television."

Featured products at IBC will include solutions for advanced digital television; advanced advertising; and participation television.

- OpenTV Vision: Supporting its theme for IBC, OpenTV will debut a supermodal, zoomable user interface (ZUI) that fundamentally changes the way viewers navigate and make viewing choices from the massive amounts of available content, by providing navigation tools that create relevance and match interests.
- Advanced Digital Television:
 - As a leader in high definition television (HDTV), OpenTV will showcase a number of live HDTV services from OpenTV customers as well as a wide array of HD set-top boxes from ADB, Pace, Philips, Scientific Atlanta, and Thomson.
 - OpenTV will demonstrate the power of its popular Core2/PVR2 set-top software through the demonstration of a HD guide developed by NagraVision. The guide features key elements such as time-shifting, scheduling, and series linking, as well as push VOD.
 - OpenTV will demonstrate IPTV, highlighting a solution for hybrid IPTV deployments by cable and satellite operators.
 - OpenTV Core2/PVR2 supports multiple application execution environments including HTML and Flash®. OpenTV will showcase its Flash solution, based on the award-winning

- MachBlue™ from Bluestreak Network, supporting rapid authoring of enhanced programming using standard Adobe® Flash authoring tools. OpenTV will also demonstrate its industry-leading HTML solution with home networking applications.
- OpenTV will showcase its U.S. cable solution running OpenTV Core2 on Motorola pre-OCAP set-top boxes, enabling multiple applications, including Time Warner's Mystro Digital Navigator (MDN).
 - Also shown will be OpenTV's solution for Switched Digital Video which enables operators to deploy Switched Digital Video enabling instant bandwidth allocation for infrequently used channels, freeing up bandwidth for other competitive offerings such as high definition broadcasting and video-on-demand.
 - OpenTV has also integrated technologies with ICTV™ and will be demonstrating a personalized mosaic that delivers alternative navigation and Internet-type programming and advertising capabilities to OpenTV-enabled set-top boxes.
 - Advanced Advertising:
 - Demonstrations will feature an end-to-end production system for enhanced advertising that engages audiences by enabling compelling, interactive advertising applications to be created, validated, scheduled, and launched more quickly and less expensively.
 - Also shown will be OpenTV's advertising sales and inventory management solutions with a demonstration of OpenTV's ad decision engine for dynamic insertion of targeted ads.
 - Participation Television:
 - OpenTV Participate is a fully integrated, transactional solution for consumer participation television and supports multiple platform interaction through devices such as mobile telephones, web/PC, TV remotes, and telephone/IVR. Participation TV modules include: Quiz, Vote, Prize Management, iEvent, iShow, Charity, Auction, Betting, Gaming, and Sales.

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 70 million digital set-top-boxes in 96 countries. The software enables enhanced program guides, video-on-demand, personal video recording, enhanced television, interactive shopping, interactive and addressable advertising, games and gaming and a variety of consumer care and communication applications. For more information, please visit www.opentv.com.

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