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OPENTV DEMONSTRATES ADVANCED DIGITAL TV AND ADVANCED ADVERTISING PRODUCTS AT THE NATIONAL SHOW (NCTA)

*Company's Solutions Offer Operators New Revenue Streams, Cost-Saving
Strategies, and Faster Services Rollout*

Atlanta, GA (NCTA, The National Show), April 9, 2006 – OpenTV Corp. (NASDAQ NMS: OPTV), a leading provider of enabling technologies for advanced digital television services, will showcase its advanced digital television and advanced advertising products at the National Cable & Telecommunications Association National show (NCTA), at Booth #3951 at the Georgia World Congress Center, Atlanta from April 9 to 11.

"In the competitive battle between cable, satellite, and telcos, advanced digital television and advanced advertising solutions will be a differentiator for cable operators and programmers seeking to more deeply engage viewers and drive revenues," said OpenTV's Chairman and CEO James A. (Jim) Chiddix. "We look forward to previewing and showcasing our most advanced and comprehensive suite of digital television and advanced advertising offerings at NCTA to show operators and programmers how to gain competitive advantage by rolling out new services that address the changing industry landscape."

Featured products will include solutions for advanced digital television; enhanced and addressable advertising; advertising sales and inventory management; and participation television. OpenTV middleware running on U.S. digital cable set-top boxes will be showcased, demonstrating a number of advanced interactive applications.

- OpenTV will debut its popular Core middleware ported to Motorola legacy set-top boxes, enabling multiple applications, including an EPG, video mosaics, and games to run on set-tops that have previously been able to run only a single application at a time.
- Advanced Advertising: Demonstrations will feature an end-to-end enhanced advertising system that engages audiences by enabling compelling, interactive advertising applications to be created, validated, scheduled, and launched more quickly and less expensively. OpenTV's advertising sales and inventory management solutions showcase maximum flexibility for allocation, scheduling, traffic, verification, and billing. OpenTV's enhanced advertising solution will also be showcased at the Cable Labs CableNET pavilion on the show floor.
- OpenTV Participate: Demonstration of a fully integrated system that enables programming of live competitions, quizzes, games, auctions, voting, shopping, loyalty programs, and

more. The offering represents just one way OpenTV is creating new revenue streams and creative approaches to increasing consumer satisfaction.

- OpenTV has integrated technologies with ICTV™ and will be demonstrating a personalized mosaic that delivers greater navigation and Internet-type programming and advertising capabilities to OpenTV-enabled set-top boxes.
- OpenTV has also teamed with C-Cor to enable switched digital video for Motorola DCT-2000/2500 set-top boxes.
- OpenTV will be running a demonstration of Scientific Atlanta's Explorer 8450 DVB set-top box running OpenTV Core 2.0 and OpenTV PVR 2.0 middleware, demonstrating high definition DVR services.

About OpenTV

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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