



For Immediate Release

OPENTV ADDS SIGNIFICANT FUNCTIONALITY TO OPENTV PARTICIPATE SOLUTION WITH AUCTION AND SALES MODULES

San Francisco, Calif., April 3, 2006 - OpenTV Corp. (NASDAQ: OPTV), a leading provider of enabling technologies for advanced digital television services, today announced the release of new modules that will add support for television auctions and sales to its multi-platform OpenTV Participate product. OpenTV Participate enables viewers to participate in real-time or time-shifted competitions, votes, polls, quizzes and games, via mobile phones, web, IVR, and TV remote controls.

The Auction and Sales modules are fully integrated with existing OpenTV Participate modules, including third party billing, fulfillment, accounts, customer care, bonus, loyalty, and marketing. Operators can now run a dedicated shopping or auction channel or individual shopping or auction events. As with all OpenTV Participate modules, the new Sales and Auction modules utilize wizard-based logic, enabling almost any type of sales or auction event—including the popular 'bid up' and 'bid down' auction models—to be created by non technical personnel. Support for selling content is also included, enabling broadcasters to offer pay-per-use and on-demand services such as mobile TV clips, downloads, or video streaming on any platform.

With these new modules, OpenTV continues to enhance OpenTV Participate's unprecedented combination of functionality in a single, scalable system, enabling broadcasters and programmers to offer their viewers an even richer choice of interactive products and services.

"Our vision for OpenTV Participate is to enable broadcasters to convert passive viewers into active customers by offering compelling interactive services and building a profile of their viewers' TV habits," said Amos Manasseh, OpenTV's VP of Global Sales and Marketing for Participation Television. "These new modules further advance this vision as well as OpenTV Participate's unique position in the market place, benefiting both broadcasters and advertisers alike."

OpenTV will be demonstrating OpenTV Participate at the upcoming MIPTV/MILIA, NAB, and NCTA conferences.

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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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