



**PRESS RELEASE
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MORE COMCAST SPOTLIGHT MARKETS MIGRATE TO OPENTV AD MANAGEMENT TECHNOLOGY

Additional Comcast Spotlight Markets Deploy OpenTV EclipsePlus™

San Francisco, CA, November 5, 2008 - OpenTV Corp. (NASDAQ: OPTV), a leading provider of advanced television and advanced advertising services, today announced that OpenTV EclipsePlus™, its next generation advertising campaign management solution, has launched in two additional Comcast Spotlight markets.

Comcast Spotlight, the advertising sales division of Comcast Cable, has now deployed EclipsePlus in its Philadelphia and Seattle markets which are among the top US Designated Market Areas (DMAs). Comcast Spotlight first launched the solution in the Baltimore market earlier this summer, soon after the general availability of the product.

"Managing increasingly complex ad buys requires robust solutions that streamline processes and make the job easier for our ad sales teams," said Steve Feingold, Senior Vice President, Operations and Strategic Planning, at Comcast Spotlight. "We've found those capabilities in EclipsePlus and we look forward to rolling out the platform in additional markets."

"We are very pleased to bring our technology to Comcast Spotlight's leading markets and provide them with what is a very strong product," said Paul Woidke, OpenTV's Senior Vice President of Advanced Advertising. "We are excited that Comcast Spotlight continues to see the value and time savings that EclipsePlus brings to their sales teams and workflow processes. As a company, we are committed to providing the cable industry with the very best in traffic and billing technology."

OpenTV EclipsePlus is designed to meet the ever-evolving needs and increasing complexity of cable spot buy operations through its ability to handle thousands of local and interconnect networks, schedule complicated channel environments and run multiple DMAs within a single database. Its unique features include an automated scheduling system that improves inventory yield and reduces labor-intensive activities in large systems, as well as support for electronic, real-time data exchange. As a result, sales teams spend less time clearing orders and more time selling spots.

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About OpenTV

OpenTV is one of the world's leading providers of advanced digital television solutions dedicated to creating and delivering compelling viewing experiences to consumers of digital content worldwide. The company's software has been integrated in more than 111 million devices around the world, and enables enhanced program guides, video-on-demand, personal video recording, enhanced television, interactive and addressable advertising and a variety of enhanced television applications. For more information, please visit www.opentv.com. OpenTV's campaign management solutions currently manage cable advertising spot buys in 15 of the top 25 television markets, reaching nearly 35 million households across the United States. For more information, please visit www.opentv.com.

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