



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

OPENTV ANNOUNCES GENERAL AVAILABILITY OF ECLIPSEPLUS

Next Generation Campaign Management Solution Provides Advanced Traffic & Billing Features to Cable Networks Nationwide in Time for Busy Summer Ad Season

New Orleans, LA, (NCTA) May 19, 2008 - OpenTV Corp. (NASDAQ: OPTV), a leading provider of solutions for the delivery of advanced television and advanced advertising services, today announced the general availability of OpenTV Eclipse*Plus*[™], its next generation campaign management solution, which is expected to be the most stable and feature-rich traffic & billing solution currently available.

OpenTV Eclipse*Plus*, which can be deployed on cable, satellite or telco platforms, is a complete end-to-end advertising campaign management solution that fully supports the increasing demands of local television advertising sales organizations, allowing them to maximize inventory, reduce manual tasks and significantly increase their operational efficiencies.

"We are very pleased to announce the general availability of OpenTV Eclipse*Plus* as planned and on schedule, bringing the benefits of improved scale and performance to the market in time to support Olympic and political advertising seasons," said Paul Woidke, SVP and General Manager, Advanced Advertising. "We are confident Eclipse*Plus* will provide the added-value features our customers look for to maximize their revenues and grow their business."

OpenTV Eclipse*Plus* is designed to accommodate the increasing complexity and traffic volume of ad sales operations with its ability to handle thousands of local and interconnect networks, schedule complicated channel environments and run multiple DMAs within a single database. OpenTV Eclipse*Plus* features include a *dynamic scheduler*, an automated scheduling system that improves inventory yield and reduces labor intensive activities in large systems, and an *advanced Web services interface*, which provides support for electronic, real-time data exchange between the sales proposal system and OpenTV Eclipse*Plus*. This advanced Web interface virtually eliminates the need for paper-based revisions and significantly reduces time spent clearing orders, allowing sales staff to focus on selling ads.

OpenTV will present the many features of OpenTV Eclipse*Plus* at the Cable Show '08 in New Orleans, LA, May 18-20, 2008, Booth #629.

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About OpenTV

OpenTV is one of the world's leading providers of solutions for the delivery of digital interactive television and advanced advertising services. The company's middleware has been integrated in more than 106 million digital devices around the world, and enables enhanced program guides, video-on-demand, personal video recording, enhanced television, interactive shopping, interactive and addressable advertising, games and a variety of consumer care and communication applications. OpenTV's advertising inventory 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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Cautionary Language Regarding Forward-Looking Information

The foregoing information contains certain "forward-looking statements" within the meaning of the United States Private Securities Litigation Reform Act of 1995. These statements are based on management's current expectations and are subject to uncertainty and changes in circumstances. Actual results may differ materially from these expectations due to changes in political, economic, business, competitive, market and regulatory factors. In particular, factors that could cause our actual results to differ include risks related to: market acceptance of interactive television services and applications such as ours; delays in the development or introduction of new applications and versions of our service; technical difficulties with networks or operating systems; our ability to manage our resources effectively; changes in technologies that affect the television industry; and the protection of our proprietary information. These and other risks are more fully described in our periodic reports and registration statements filed with the Securities and Exchange Commission and can be obtained online at the Commission's web site at <http://www.sec.gov>. Readers should consider the information contained in this release together with other publicly available information about our company for a more informed overview of our company. We disclaim any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.