



PRESS RELEASE
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OPENTV HIRES GENERAL MANAGER TO LEAD COMPANY'S EXPANSION IN INDIA

San Francisco, Calif., August 12, 2008 – OpenTV Corp. (NASDAQ: OPTV), a leading provider of advanced television and advanced advertising services, announced today that it has hired a new General Manager for its Indian operations. Kishore Shirekar, formerly with NDS, recently joined OpenTV as its General Manager, India and Sales Director, Subcontinent and will lead OpenTV's growing presence in India.

"As the leading provider of advanced television services in India, we are committed to this market and to our existing and future customers in this market," said Ben Bennett, OpenTV's Chief Executive Officer. "Establishing local representation will enable us to provide increased support to our customers, grow our customer base, and ensure successful digital television launches across India."

Shirekar is based in Mumbai. In addition to managing the relationship with OpenTV's existing customers and growing its customer base in India, he is tasked with opening a local office that will include a support team aimed at providing local and regional support to OpenTV customers, which include Dish TV and WWIL of Essel Group, Big TV of Reliance-Anil Dhirubhai Ambani Group and Sun Direct TV platforms.

About OpenTV

OpenTV is one of the world's leading providers of advanced digital television solutions and is 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.

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