



PRESS RELEASE
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OPENTV SIGNS DEAL WITH NBC UNIVERSAL

Leading Media Group Selects OpenTV Participate™ to Power Interactivity for its TV Networks

New Orleans, LA (NCTA), May 20, 2008 - OpenTV Corp. (NASDAQ: OPTV), a leading provider of solutions for the delivery of advanced television and advanced advertising services, announced today that NBC Universal has selected the OpenTV Participate solution to power, centralize and manage cross-platform interactive television applications, including Web, mobile and set-top box, for NBC Universal's broadcast and cable networks. The programs that will feature the interactive services have not yet been announced.

This enterprise-wide deal comes one year after NBC.com used the OpenTV Participate solution to successfully power live, Web (PC) based interactive services for the hit primetime series "Heroes." The 'two-screen' interactive services were created, scheduled, managed and analyzed using OpenTV Participate's production tools, and then synchronized with the "Heroes" broadcast each Monday night across all continental US time zones. Audiences were invited to interact with the broadcasts by entering live polls and offering their own predictions on the outcome of the storylines, all in real time.

"We are very pleased to have been chosen by one of the biggest media and entertainment companies in the world to be the central component of its multi-platform interactivity," said Ben Bennett, OpenTV's Chief Executive Officer. "We look forward to a long term relationship with NBC Universal, a company that we consider to be at the forefront of innovation in viewer participation television."

"OpenTV Participate allows us to differentiate our programming and make it more engaging and fun for our viewers across all devices," said Jon Dakss, NBC Universal's Vice President of Interactive Media Product Development. "It's an intuitive, easy-to-deploy solution that offers our viewers unique ways of getting more involved with their favorite shows and enables new interactive marketing opportunities for advertisers as well."

OpenTV Participate is a server-based system which can process several thousand transactions per second in real time, delivering a personalized interactive experience to viewers on any platform, whether cable, satellite, terrestrial, mobile or Web. In addition to the synchronized interactive services, OpenTV Participate also allows for virtually unlimited value-added content, such as trivia, fun facts, sponsor messages and interactive advertising.

About OpenTV

OpenTV is one of the world's leading providers of advanced digital television solutions and is dedicated to creating and delivering compelling interactive experiences to consumers of digital content worldwide. The company's software has been integrated in more than 106 million digital set-top boxes and digital televisions around the world, and enables enhanced program guides, video-on-demand, personal video recording, enhanced television, interactive shopping, interactive and addressable advertising, and a variety of consumer care and communication applications. For more information, please visit www.opentv.com.

About NBC Universal

NBC Universal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80% owned by General Electric and 20% owned by Vivendi.

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