



PRESS RELEASE
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OPENTV MOVIE PORTAL LAUNCHES ON CANADA'S BELL TV

*Innovative Application Makes Searching for Movies
Faster and Easier on Canada's Largest Satellite and HD TV Network*

San Francisco, Calif., November 6, 2008 – OpenTV Corp. (NASDAQ: OPTV), a leading provider of advanced television and advanced advertising services, announced today that it has launched a unique and dynamic movie portal application in partnership with Bell TV, Canada's leading satellite and High Definition TV provider. The application is now available with content from the Super Channel, one of Bell TV's broadcast partners.

The Bell TV movie portal developed by OpenTV enables movie content providers to promote specific channels, as well as the movies they feature, through a fully customizable application that runs on OpenTV's Core middleware platform. In addition to a themed search option, the application features a unique scheduling option that allows viewers to schedule movie recordings and set reminders weeks in advance. The portal also aims to drive viewership from non-subscribers by giving them the option to subscribe to the featured channel directly through the portal.

"This launch is another demonstration of the advanced capabilities OpenTV middleware can offer its customers relative to other technology providers," said Mike Ivanchenko, OpenTV's Senior Vice President of Worldwide Sales. "This portal gives network operators and content providers new options in promoting their channels and content, and we are very excited to partner with Bell TV on this first launch."

"The movie portal developed by OpenTV is a key platform differentiator for us and one that brings value-added services to our offering," said Shawn Omstead, General Manager of Product Management at Bell TV. "It is another way we are making it easier for our viewers to find the content that's right for them and helping our movie partners promote their content and drive viewership to their channel, all at the touch of a button."



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.

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Note: A high-resolution screenshot of the application is available upon request:

