



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

OPENTV HIRES PAUL WOIDKE TO LEAD ADVERTISING BUSINESS

*Cable and Advertising Veteran Joins Company
as Senior Vice President and General Manager, Advanced Advertising*

San Francisco, Calif., April 28, 2008 - OpenTV Corp. (NASDAQ: OPTV), a leading provider of solutions for the delivery of advanced television and advanced advertising services, today announced that it has hired Paul Woidke in the capacity of Senior Vice President and General Manager, Advanced Advertising. Woidke is tasked with evolving OpenTV's advanced advertising business both in the US and internationally where OpenTV has a strong footprint of blue chip Pay-TV operator customers. He is expected to join OpenTV mid-May 2008 from Comcast Spotlight, where he is currently Senior Vice President, Technology.

"Paul's vast knowledge of the cable and advertising industry will be instrumental in developing our advanced advertising business not only here in the US, but also around the world," said Ben Bennett, Chief Executive Officer of OpenTV. "Paul will be a wonderful addition to OpenTV's executive management team and we look forward to having him on board."

"While I have had a tremendous time during my tenure at Comcast Spotlight, OpenTV offers a whole new scale of opportunity," said Paul Woidke. "Its worldwide reach, broadly deployed products, and advanced technology create tremendous synergy for taking advanced advertising to another level, and I am delighted to be a part of those initiatives."

Woidke brings with him more than 30 years of cable and broadcast experience. During his six-year tenure at Comcast Spotlight, Woidke was charged with creating technology standards and best practices across the company's footprint of more than 90 markets, efforts which included commercial ad insertion and distribution; traffic systems; and roll out of segmentation products, such as Adtag(tm) and Adcopy(tm). Prior to Comcast Spotlight, Paul was Senior Vice President and Chief Technology Officer for Adlink, the nation's leading digital cable interconnect.

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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 100 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, including Eclipse®, currently manage cable advertising spot buys in 19 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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