

# Rovi Corporation - Strategy, SWOT and Corporate Finance Report

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## Abstracts

### SUMMARY

Rovi Corporation - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY FINDINGS

Detailed information on Rovi Corporation required for business and competitor intelligence needs

A study of the major internal and external factors affecting Rovi Corporation in the form of a SWOT analysis

An in-depth view of the business model of Rovi Corporation including a breakdown and examination of key business segments

Intelligence on Rovi Corporation's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Rovi Corporation, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data

and key trends

## **REASONS TO BUY**

Gain understanding of Rovi Corporation and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Rovi Corporation as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Rovi Corporation's business structure, strategy and prospects.

## **KEY HIGHLIGHTS**

Rovi Corporation (Rovi or 'the company') is a provider of integrated solutions for digital entertainment. The company offers interactive program guides (IPGs), search and recommendations, cloud data services and database of metadata. It also offers advertising and analytics services. The company operates in the Americas, Europe and Asia. Rovi is headquartered in Santa Clara, California and employed about 1,100 people as on December 31, 2015.

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### COMPANIES MENTIONED

Rovi Corporation

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