



**PRESS RELEASE
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OPENTV AND COMCAST SPOTLIGHT ANNOUNCE INCREASED ADVERTISING CAMPAIGN MANAGEMENT EFFICIENCIES WITH NEW OPENTV ECLIPSE® WEB TOOL

*New OpenTV Web interface dramatically
cuts inventory clearing time, lets users focus on selling spots*

San Francisco, Calif., December 10, 2007 - OpenTV Corp. (NASDAQ GM: OPTV), a leading provider of solutions for the delivery of advanced television and cross-platform interactive services, announced today that its Eclipse® Web Services 1.6 product, launched earlier this year, is providing new and increased efficiencies to Comcast Spotlight Traffic departments, Advertising Sales teams and Inventory Specialists.

The Web Services 1.6 product is part of OpenTV's Eclipse® inventory management system which schedules more than one billion cable television advertisements per year. It is currently deployed in five Comcast Spotlight markets serving 14 of the top DMAs and supports the industry's eBusiness goal of developing a seamless interface between sales, traffic and invoicing, known as eRevisions.

"The Web Services 1.6 tool for Eclipse is delivering on its promise of helping traffic and sales personnel clear orders quickly, stay on top of schedules and measure campaign results in a seamless and time-efficient manner," said Ben Bennett, OpenTV's Chief Operating Officer. "We are very pleased with the initial results reported by users in the field and look forward to having additional markets benefit from the significant efficiencies it offers."

"Comcast Spotlight operations are currently experiencing great sales support success with OpenTV's Eclipse Web Services 1.6.," said Bob Rittler, Comcast Spotlight Vice President, IS/IT. "It allows our users to be more efficient and productive, and they are now able to focus their time on selling, and not spending so much on clearing inventory. An order that used to take three hours to clear is now booked in five minutes - that result alone is a tremendous benefit and we appreciate the leadership OpenTV has taken in bringing this extremely useful tool to market."

OpenTV's Eclipse Web Services 1.6 interface provides live and real-time feedback to Comcast Spotlight Account Executives and Sales Assistants in the field, allowing them to quickly and seamlessly check avails for their campaigns and test inventory directly against the Eclipse traffic system. Users can make desired adjustments immediately in the sales system and export orders directly into the traffic system, saving significant amounts of time. During the life of the order, sales personnel can send certain types of revisions to Eclipse, check for missed spots and monitor any changes made to the order in the system.

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About OpenTV

OpenTV is one of the world's leading providers of solutions for the delivery of digital and interactive television. The company's software has been integrated in more than 96 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, 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.

About Comcast Spotlight

Comcast Spotlight, the advertising sales division of Comcast Cable, helps put the power of cable to use for local, regional and national advertisers. It is focused on moving the industry forward in advanced technologies and innovative products to reach audiences most effectively and efficiently. Headquartered in New York with offices throughout the country, Comcast Spotlight has a presence in nearly 90 markets with approximately 30 million owned and represented subscribers. Comcast Spotlight is a trademark of Comcast Cable. For more information, visit www.comcastspotlight.com.

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