	UNITED STATES	
SECUR	ITIES AND EXCHANGE COMMIS	SSION
	Washington, D.C. 20549	
	FORM 8-K	
	CURRENT REPORT	
	Pursuant to Section 13 OR 15(d) of	
	The Securities Exchange Act of 1934	
	Date of Report (Date of earliest event reported) August 26, 2004	
	TIVO INC. (Exact name of registrant as specified in its charter)	
Delaware other jurisdiction corporation)	000-27141 (Commission File Number)	77-0463167 (IRS Employer

D (State or o

of inc

2160 Gold Street,

Alviso, California (Address of principal executive offices)

95002 (Zip Code)

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Registrant s telephone number, including area code (408)519-9100

$(Former\ name\ or\ former\ address, if\ changed\ since\ last\ report.)$

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- " Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- " Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- " Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- " Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 8.01 OTHER EVENTS

On August 26, 2004 we announced financial results for our second quarter ended July 31, 2004.

We added approximately 288,000 total subscriptions in the second quarter, more than triple the number we added in same quarter of last year. In the past twelve months, our total installed base has more than doubled to approximately 1.9 million. Of the 288,000 net new subscriptions added in the quarter, approximately 225,000 are DIRECTV with TiVo subscriptions, or about four times the number of DIRECTV with TiVo subscriptions added in the same quarter of last year. New TiVo-Owned subscription additions in the quarter were approximately 63,000, an 85% increase compared to the same quarter of last year.

Net revenues for the second quarter were \$39.8 million. Of this amount, service revenues increased 77% to \$24.3 million, compared with \$13.8 million for the same quarter last year. Net loss for the quarter was \$(10.8) million, or \$(0.13) per share, compared to a net loss of \$(4.4) million, or \$(0.07) per share, for the three months ended July 31, 2003. The increase in net loss and net loss per share for the quarter reflects our previously announced investment in subscription acquisition activities to accelerate sub growth during fiscal year 2005.

CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS

(In thousands, except per share data)

	Three Months Ended		Six Months Ended		
	July 31, 2004	July 31, 2003	July 31, 2004	July 31, 2003	
Service revenues	\$ 24,333	\$ 13,757	\$ 46,492	\$ 26,459	
Technology revenues	3,427	3,649	6,442	7,015	
Service and Technology revenues	27,760	17,406	52,934	33,474	
Hardware sales	18,592	8,057	32,929	22,866	
Rebates, rev share & other pmts to channel	(6,576)	1,209	(11,564)	(1,148)	
Net revenues	39,776	26,672	74,299	55,192	
Cost of service revenues	6,836	3,909	12,429	8,083	
Cost of technology revenues	2,708	3,020	4,670	6,649	
Cost of hardware sales	22,720	8,558	39,570	22,736	
					
Gross margin	7,512	11,185	17,630	17,724	
Research and development	8,138	5,789	17,137	11,261	
Sales and marketing	6,026	4,502	11,626	8,501	
General and administrative	3,794	4,061	8,033	7,839	
Loss from operations	(10,446)	(3,167)	(19,166)	(9,877)	
Interest and other income (expense), net	(302)	(1,195)	(631)	(2,355)	
Provision for taxes	(12)	(25)	(30)	(37)	
Net loss attributable to common stockholders	\$ (10,760)	\$ (4,387)	\$ (19,827)	\$ (12,269)	
Net loss per common share - basic and diluted	\$ (0.13)	\$ (0.07)	\$ (0.25)	\$ (0.19)	
Weighted average common shares used to calculate basic &					
diluted	80,197	65,834	79,998	64,927	

CONDENSED CONSOLIDATED BALANCE SHEETS

(In thousands)

	Jul	July 31, 2004		January 31, 2004	
ASSETS					
Cash, cash equivalents and short-term investments	\$	129,993	\$	143,235	
Accounts receivable, net		14,660		12,131	
Inventories		23,088		8,566	
Prepaid expenses and other		6,599		9,063	
Intangible, property and equipment, net		10,358		10,896	
Total assets	\$	184,698	\$	183,891	
LIABILITIES & STOCKHOLDERS EQUITY					
Accounts payable and other liabilities	\$	47,962	\$	31,967	
Deferred revenue		80,888		80,287	
Convertible notes payable, long term (Face Value \$10,450)		6,866		6,005	
Total stockholders equity		48,982		65,632	
Liabilities & stockholders equity	\$	184,698	\$	183,891	

CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS

(In thousands)

	Six Months Ended		
	July 31, 2004	July 31, 2003	
CASH FLOWS FROM OPERATING ACTIVITIES:			
Net loss attributable to common stockholders	\$ (19,827)	\$ (12,269)	
Non-cash adjustments to reconcile net loss to net cash provided by operating activities:	3,780	5,960	
Working capital	38	(6,306)	
Long-term prepaid assets and liabilities	1,637	70	
Deferred revenue	601	(476)	
Net cash provided by (used in) operating activities	(13,771)	(13,021)	
Net cash used in investing activities	(1,792)	(785)	
Net cash provided by financing activities	2,321	32,420	
NET CHANGE IN CASH AND CASH EQUIVALENTS			
Balance at beginning of period	143,235	44,201	
Balance at end of period	129,993	62,815	
Net increase (decrease) in cash	\$ (13,242)	\$ 18,614	

OTHER DATA

Subscriptions

	Three Months Ended		Six Months Ended		
(Subscriptions in thousands)	July 31, 2004	July 31, 2003	July 31, 2004	July 31, 2003	
Subscription Net Additions					
TiVo-Owned	63	34	131	71	
DIRECTV	225	56	421	98	
Total Subscription Net Additions	288	90	552	169	
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Cumulative Subscriptions					
TiVo-Owned	787	467	787	467	
DIRECTV	1,097	326	1,097	326	
Total Cumulative Subscriptions	1,884	793	1,884	793	
<u>.</u>					
% of TiVo-Owned Cumulative Subscriptions paying recurring fees	43%	34%	43%	34%	

Included in the 1,884,000 subscriptions are approximately 26,000 product lifetime subscriptions that have reached the end of the 48-month period TiVo uses to recognize lifetime subscription revenue. These lifetime subscriptions no longer generate subscription revenue.

Forward-Looking Statements

This release contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements relate to, among other things, TiVo s business, services, business development, strategy, subscriptions, and future earnings and financial results. Forward-looking statements generally can be identified by the use of forward-looking terminology such as, believe, expect, may, will, intend, estimate, continue, or similar expressions or the negative of those terms or expressions. Such statements involve risks and uncertainties, which could cause actual results to vary materially from those expressed in or indicated by the forward-looking statements. Factors that may cause actual results to differ materially include delays in development, competitive service offerings and lack of market acceptance, as well as the other potential factors described under Factors That May Affect Future Operating Results in the Company's public reports filed with the Securities and Exchange Commission, including the Company's Annual Report on Form 10-K for the fiscal year ended January 31, 2004, and the Quarterly Report on Form 10-Q for the quarter ended April 30, 2004. We caution you not to place undue reliance on forward-looking statements, which reflect an analysis only and speak only as of the date hereof. TiVo disclaims any obligation to update these forward-looking statements.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

TIVO INC.

Date: August 25, 2004 By: /s/ Michael Ramsay

Michael Ramsay Chief Executive Officer