

RENTRAK

# STATE OF VOD:

## TREND REPORT 2010



### METHODOLOGY

This report, published in May of 2011, encompasses United States MSO Video On Demand data from January, 2007 to December, 2010. For the first time since this report has been published, adult content is included in all analyses. In addition, HD content is included in all analyses and is reviewed in its own section.

This report is based on a roll up of data from 35 operators that account for nearly 100% of all VOD transactions. The numbers do not reflect the trends of any individual operator, but an average for the industry based on Rentrak's fully reporting operators over the entire time of the analysis.

With the exception of any four-year historical analysis, all of the sections of this report contain information from all Rentrak operator partners.

In order to provide growth trends that are unaffected by operator partners or cable systems added in the last two years, four-year historical trend analyses are based on only those systems that have been available for the full time frame of the analysis (2007-2010). This "same-system" approach represents 60% of all industry transactions in 2010.

The RTE (Real Time Encoded) content category is used only in the overall VOD numbers; no analysis at a content type or category level incorporates RTE. Rentrak data is reported and analyzed "as is". Major events are researched and sourced as part of this analysis and every effort is made to ensure the data is accurate; however, changes in reporting can impact certain categories.

### TABLE OF CONTENTS

Section 1:	<b>Introduction</b>
Section 2:	<b>VOD Performance Overview</b>
Section 3:	<b>FOD Performance Overview</b>
Section 4:	<b>TOD Performance Overview</b>
Section 5:	<b>Adult VOD Analysis</b>
Section 6:	<b>Cross Duplication Analysis</b>
Section 7:	<b>VOD Distribution by US Census Region</b>
Section 8:	<b>HD VOD Analysis</b>
Section 9:	<b>FOD Reach Curves</b>
Section 10:	<b>Title Benchmarks</b>
Section 11:	<b>Linear to VOD Analysis</b>
Section 12:	<b>Definitions</b>
Appendix A:	<b>List of Figures</b>
Appendix B:	<b>List of MSO Partners</b>

For more information: **866.333.6212** or **vod\_clientservices@renttrak.com**