

## Rentrak's Home Entertainment Services incorporate a set of unique applications designed to help clients maintain and direct their business practices related to the performance of home video products.

Catering to both retailers and content providers, these services measure, aggregate and report consumer rental and retail activity on film (DVD, UMD, HD-DVD, Blu-ray Disc, and VHS) and video game properties from traditional retailers as well as the burgeoning online market. From the introduction of our Pay-Per-Transaction® (PPT) revenue sharing system in 1988 to our expanding presence in the market today, Rentrak remains on the leading edge of home entertainment measurement across all segments of the industry.

### Video Retailer Revenue Sharing

Originally developed from our National Video franchise, **Rentrak's Pay-Per-Transaction®** (PPT) revenue sharing model supplies both content providers and retailers with the intelligence and infrastructure necessary to make revenue sharing viable and productive for everyone involved. Through PPT, video retailers are given monthly access to a wide selection of box office hits, independent releases and foreign films from the industry's leading suppliers. By providing second- and third-tier retailers the opportunity to acquire new inventory in the same manner as major national chains, PPT enables retailers everywhere, regardless of size, to increase both the depth and breadth of their inventory, better satisfy customer demand and more effectively compete in the marketplace.



### Studio Direct Revenue Sharing

**Studio Revenue Share Essentials™** grants content providers constant, clear feedback and data, plus valuable checks and balances on how both their video products and retailers are performing. Studio Revenue Share Essentials simplifies the information retrieval process for content providers by giving them access to an independent, third-party source of inventory tracking while also delivering comprehensive views of daily, weekly and historical data directly to each client's desktop. Furthermore, Rentrak distills complex distribution channels and marketplaces into easy-to-understand and timely detail, all of which can be applied to inform and enhance profitable action.

More products on other side ▶

## Retail Sales Intelligence

**Retail Essentials**<sup>®</sup> is the retail and entertainment industry's most in-depth and reliable source of retail movie sales data on DVD, Blu-ray Disc, UMD, console, PC and portable video games from US and Canadian retailers. With access to weekly and historical market-level sales data as well as detailed data on individual titles, users have an unparalleled perspective into the home entertainment retail environment.

**Video Game Ad Monitor** is an interactive database of advertising circulars from major US and Canadian retailers, featuring new release and catalog video games with pricing and full-color advertising circular images. Built directly from the feedback of video game publishers, Video Game Ad Monitor is the only service of its kind providing users with analytics along with the most granular automated brand space tracking available.



## Industry Rental Data

Tracking more than 900 million transactions each year, **Home Video Essentials**<sup>®</sup> is the world's largest processor of DVD and video game rental transactions for more than 13,700 home video locations across the US and Canada. The service allows users to monitor, track and analyze their own and their competitors' film and/or video game properties, allowing them to identify consumer trends, quantify performance and benchmark these findings against the broader business sector.

## The Rentrak Advantage

- Industry authority for home video, VOD and box office measurement data and intelligence
- Foremost innovator of set-top box television measurement
- Trusted third-party provider of audience measurement technology and research
- Leading provider of consumer entertainment behavior across all digital media distribution platforms
- Offering the most accurate and granular view of entertainment audience measurement