

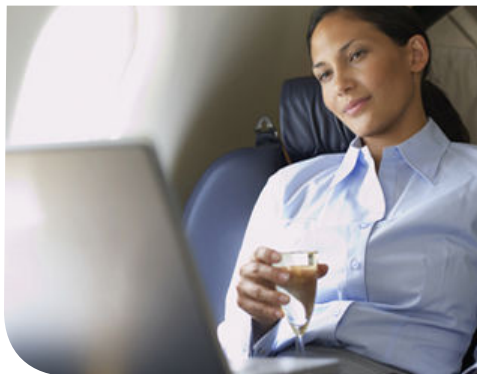
# Rentrak's Media Measurement Services provide consumer entertainment, behavioral and segmentation databases across digital media distribution platforms.

Whether it's the theatrical, home video, television, mobile or broadband screen, we are leading the way in providing robust measurement capabilities for television networks and stations, film studios, cable and telco operators, and advertisers. Getting the right message at the right time to the right consumer group is the ultimate goal of all advertisers. We are confident that with our many years of experience and advanced software development technology that we are the only company that can deliver this type of granular, anonymous, second-by-second information to make this value proposition work for our customers and shareholders.

## Television

Rentrak's **TV Essentials™** and **StationView Essentials™** offer a new currency in linear television audience measurement. With partners including DISH Network, Charter Communications and AT&T, Rentrak is now the only company that is integrating detailed satellite TV, telco TV and cable television viewing across 15 million televisions nationwide. This will allow us to provide advertisers and their agencies with a holistic view of detailed viewing behaviors. TV Essentials and StationView Essentials address the specific needs of television networks and stations by providing access to viewing data for all networks, all series and all telecasts. Our service is also unique in its ability to overlay advertisers' segmentation systems and their databases to help local TV stations improve the conversation that they have with advertisers.

Providing actionable insights from 70 million set-top boxes, **OnDemand Essentials®** has quickly become the industry standard for video on demand reporting and research in the US and Canada. Similar in functionality to OnDemand Essentials, **OnDemand Ad Essentials™** incorporates an array of transactional measurement tools and analytical capabilities for advanced advertising. Delivering impressions from a growing list of MSOs including the top 25 offering VOD, the service tracks both embedded and dynamically inserted ads and includes such valuable features as ad campaign performance measurement.



## Broadband

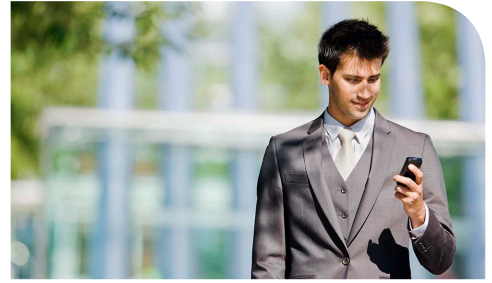
**Internet TV Essentials™** processes online usage data to help clients manage their ad-supported online content. The service takes raw data from various disparate sources such as online video players, programmers' servers, ad servers and content delivery networks and aggregates it in a format more consistent with television industry standard metrics and reporting.

**Digital Download Essentials™** is the industry's only reporting and auditing service providing content performance intelligence on purchased and rented movie and television content downloaded or streamed via the Internet. The system provides a single integrated solution to report all Internet-based sale (EST) and rental (iVOD) transactions, including royalty calculations, on a global basis.

More products on other side ▶

## Mobile

**Rentrak's Mobile Essentials™** system is a comprehensive suite of tools that analyzes trends and tracks massive amounts of data from hard-to-aggregate formats such as video clips, SMS messaging, ring tones, video games, wall paper, linear video programming, linear video advertising and other content watched on mobile phones. The service provides immediate answers to questions that have traditionally required extensive market research and consumer panel studies.

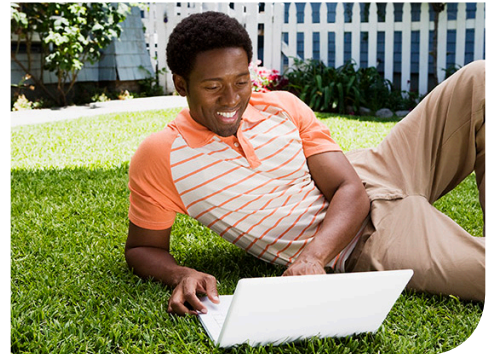


## Theatrical

Servicing the film industry's most prominent and recognizable names, **Box Office Essentials®** reports domestic and international theatrical gross receipt ticket sales to motion picture studios and movie theatre owners from across the globe. With 90% of global box office receipts earned in 17 countries being measured by Rentrak, we are the best-equipped company to provide our customers with a universal view of the global motion picture consumer. In 2009 Rentrak also launched the FilmScope™ and FilmScope Worldwide™ consumer applications for use on Apple's iPhone™ and iPod® touch. Both apps offer film enthusiasts with top line domestic and international box office results and expanded film information.

## Multiple Platform

The MultiScreen Essentials system is a comprehensive suite of tools that provides business insight across multiple media platforms including TV, DVR, Internet TV, mobile (including iPhone™), digital purchases (including iTunes®), on demand, home video, theatrical and retail. The system compiles usage data, using a common metric, to showcase each platform's individual contribution and compare it against other media platforms. With the ability to track records across various mediums, MultiScreen Essentials allows users to comprehend how content is being consumed, interpret the effect such consumption has on other platforms, understand consumer adoption of new platforms and visualize cross-platform consumption.



## 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