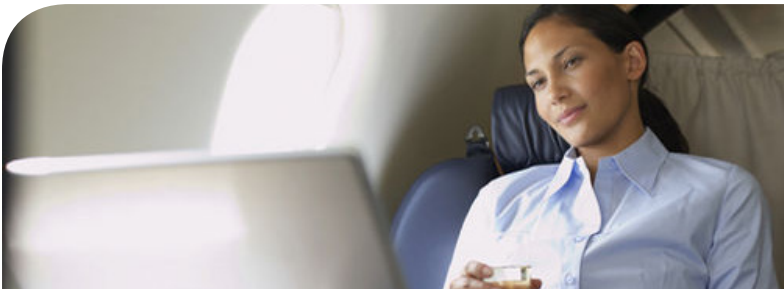


Rentrak's Digital Download Essentials is the industry's only reporting and auditing service tailored for clients who offer the majority of their online video on a pay-per-transaction basis.



► Why Digital Download Essentials?

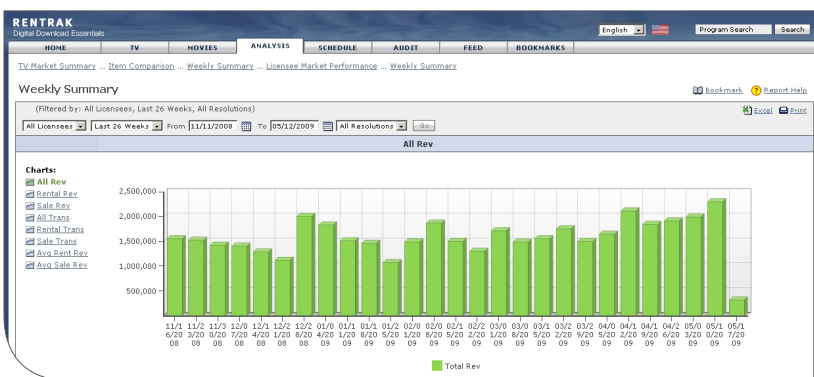
- Compare specific digital content performance against multiple channels of distribution including rental, retail, VOD and EST
- Save time with consolidated data feeds from multiple licensees in one standardized output
- Verify royalty income through comparisons to daily transactional data
- Industry-standard data feed specifications ensure accurate and timely reporting across all licensees (domestic and international)

One single integrated solution

Always accessible and easy to navigate, this secure Web-based system provides studios and television networks with a single integrated solution capable of collecting, verifying, consolidating and reporting a variety of electronic sell-through (EST) and Internet-based video on demand transactions including royalty calculations. With Digital Download Essentials, content providers receive independent third-party verification and reporting of their Internet rental and sales activity from around the globe, all of which is delivered in a manner consistent with their own internal sales, marketing and billing system requirements.

Features

- Third-party auditing, mystery shopping, price tracking, black-out period compliance and brand-space verification services
- Web-interface language translator allows global employees to navigate the site in their native language
- Compares worldwide content performance in local markets' currency or converts international transactions to U.S. dollars



Week-over-week performance of transactions or revenue