

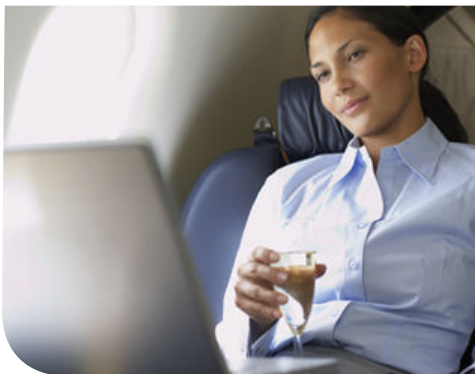
Rentrak's Media Measurement Services provide consumer entertainment, behavioral and segmentation databases across digital media distribution platforms.

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, MidContinent Communications and AT&T, Rentrak is now the only company that is integrating detailed satellite TV, telco TV and cable television viewing across more than 19 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.

OnDemand Essentials® is the industry standard for video on demand reporting and research in the U.S. and Canada, providing content providers and multichannel video programming distributors with actionable insights from a universe of more than 102 million digital set-top boxes for effective programming and marketing decisions. The companion service, **OnDemand Ad Essentials™** measures census level advertising within on demand content across a national footprint of operators in order to supply a centralized source of third-party reporting and verification.



Broadband

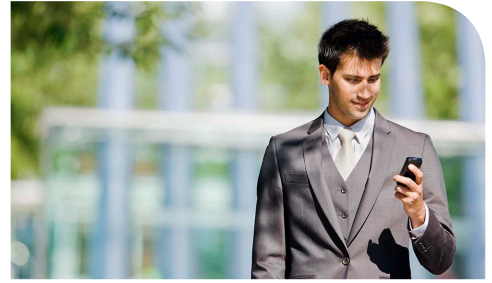
Internet TV Essentials™ processes online usage data to help clients manage their ad-supported online content. The service takes raw data from various disparate sources such as online video players, programmers' servers, ad servers and content delivery networks and aggregates it in a format more consistent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

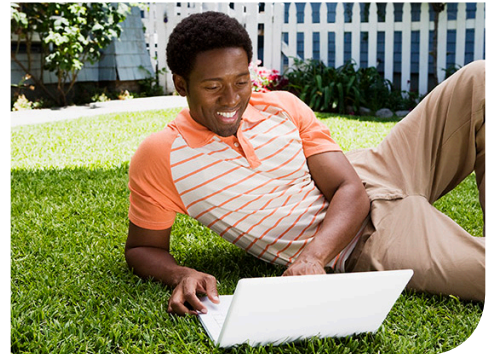


Theatrical

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 virtually all global box office receipts earned in more than 25 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

Multiscreen Essentials is a comprehensive service that will provide business insights across media platforms such as linear TV and DVR, video on demand (including cable, telco, satellite, Internet, and mobile), home video rental and retail, and theatrical box office. This new cross platform service will compile usage data with common metrics to allow content providers to comprehend total consumption, showcase each platform's individual contribution, gauge the impact of delivery windows across platforms, and understand consumer adoption of new distribution models.



Why Rentrak?

- Industry authority for home video, video on demand 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