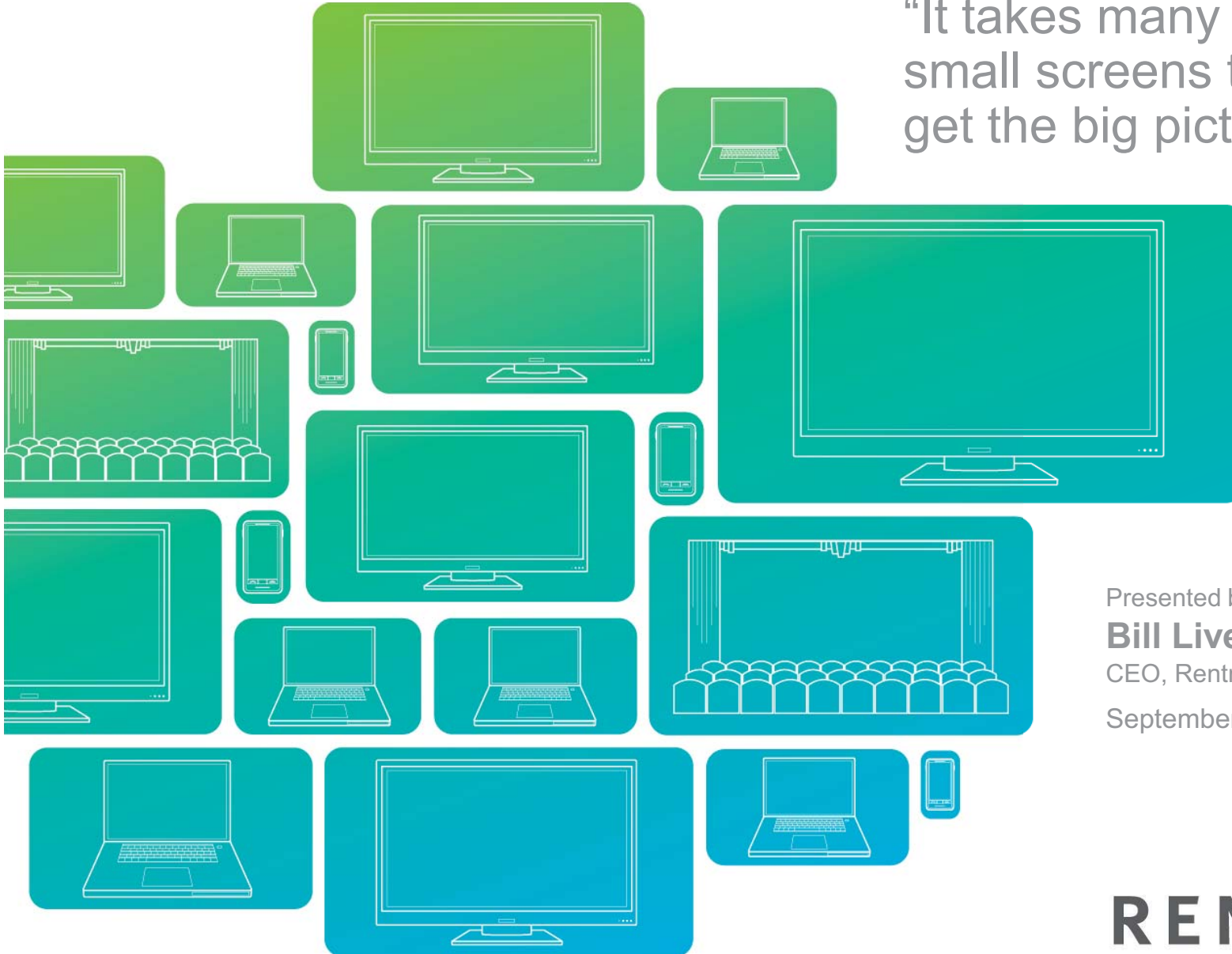


“It takes many
small screens to
get the big picture.”



Presented by
Bill Livek
CEO, Rentrak Corporation
September 2009

RENTRAK

Safe harbor statement

When used in this discussion, the words “anticipates,” “expects,” “intends” and similar expressions are intended to identify forward-looking statements. Such statements relate to, among other things, the revenues and results of operations for the company’s PPT® and information services segments, the company’s development efforts pertaining to new media measurement services and the timing of the commercial launch of those services; and anticipated customer acceptance of the company’s new media measurement services; and are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected.

Factors that could affect Rentrak’s financial results include customer demand for movies in various media formats subject to company guarantees, the company’s ability to attract new revenue-sharing customers and retain existing customers, the company’s success in maintaining its relationships with studios and other product suppliers, the company’s ability to successfully develop and market new services to create new revenue streams, and Rentrak’s customers continuing to comply with the terms of their agreements. Additional factors that could affect Rentrak’s financial results are described in Rentrak’s March 31, 2009 annual report on Form 10-K and subsequent quarterly reports, filed with the Securities and Exchange Commission. Results of operations in any past period should not be considered indicative of the results to be expected for future periods.

Agenda

- Mission
- Evolving media landscape
- Market opportunity
- Market presence
- Product overview
- Management announcements
- Financial profile
- Summary

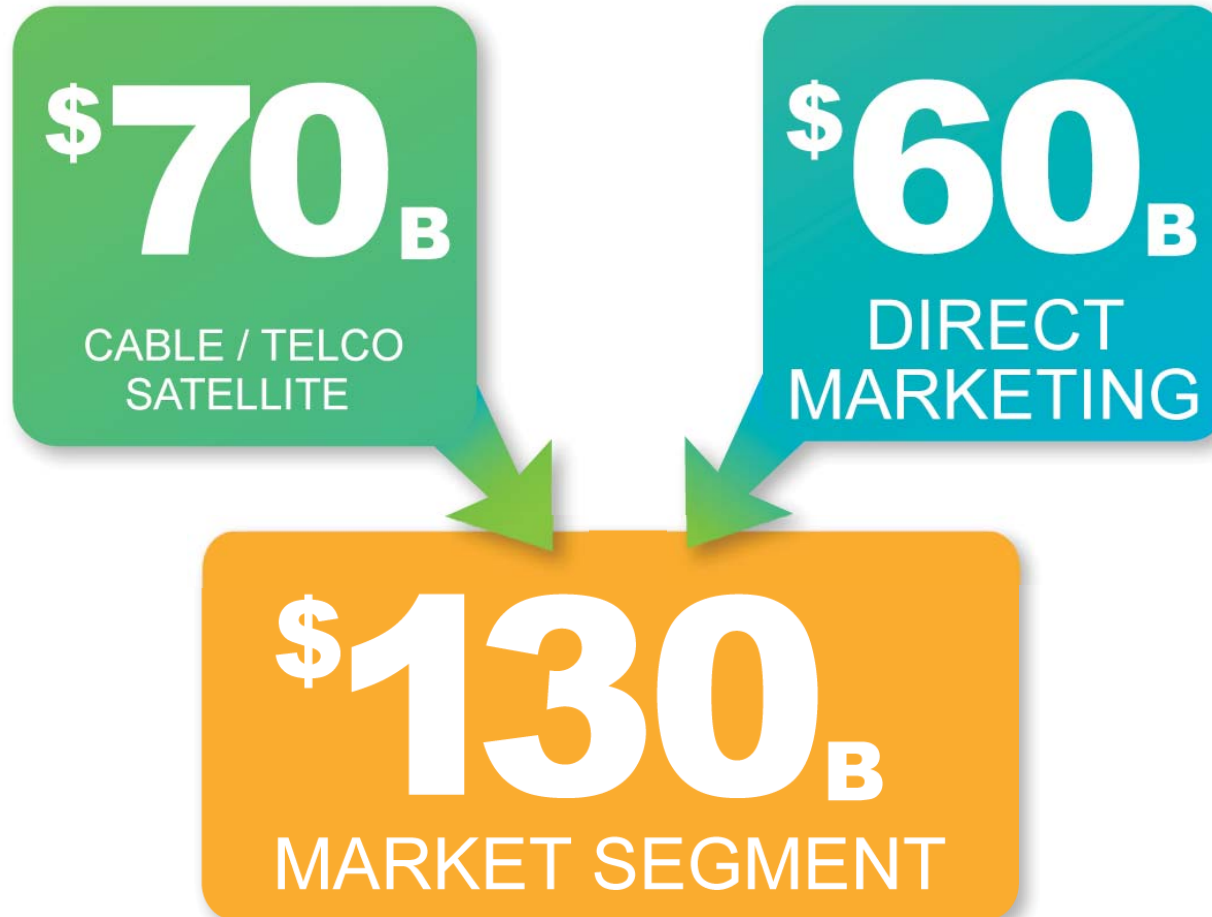
Our mission

To become the leading provider of consumer entertainment behavior and segmentation **databases** across all digital media distribution platforms including theatrical, home video, television, mobile and broadband using Rentrak's proprietary intelligence and technology.

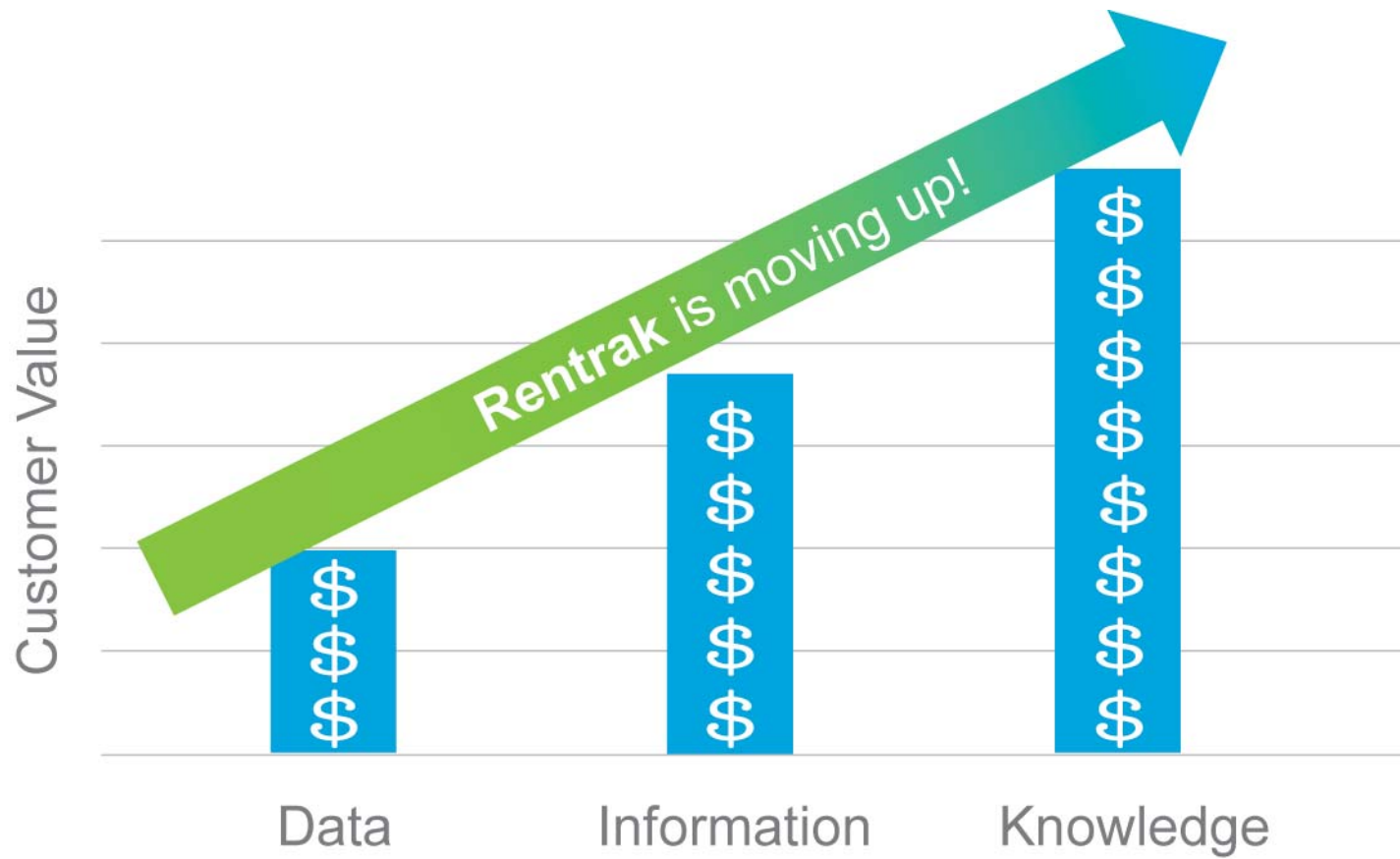
Our vision of the evolving media landscape

- Media fragmentation accelerates as on demand viewership grows
- Device proliferation expands (digital devices on all TVs, smart phones, etc.)
- Fragmentation requires advertising to become more targeted
- Advertisers and agencies need better measurement as traditional samples become less relevant—**databases are the solution**
- Convergence of mass marketing and direct marketing disciplines
- Merging customer segmentation databases allows for improved ROI calculations to drive decision making
- **Data, information and knowledge** becomes the new creative
- Rentrak further establishes itself as a leading digital currency

\$130 billion market opportunity



Value chain

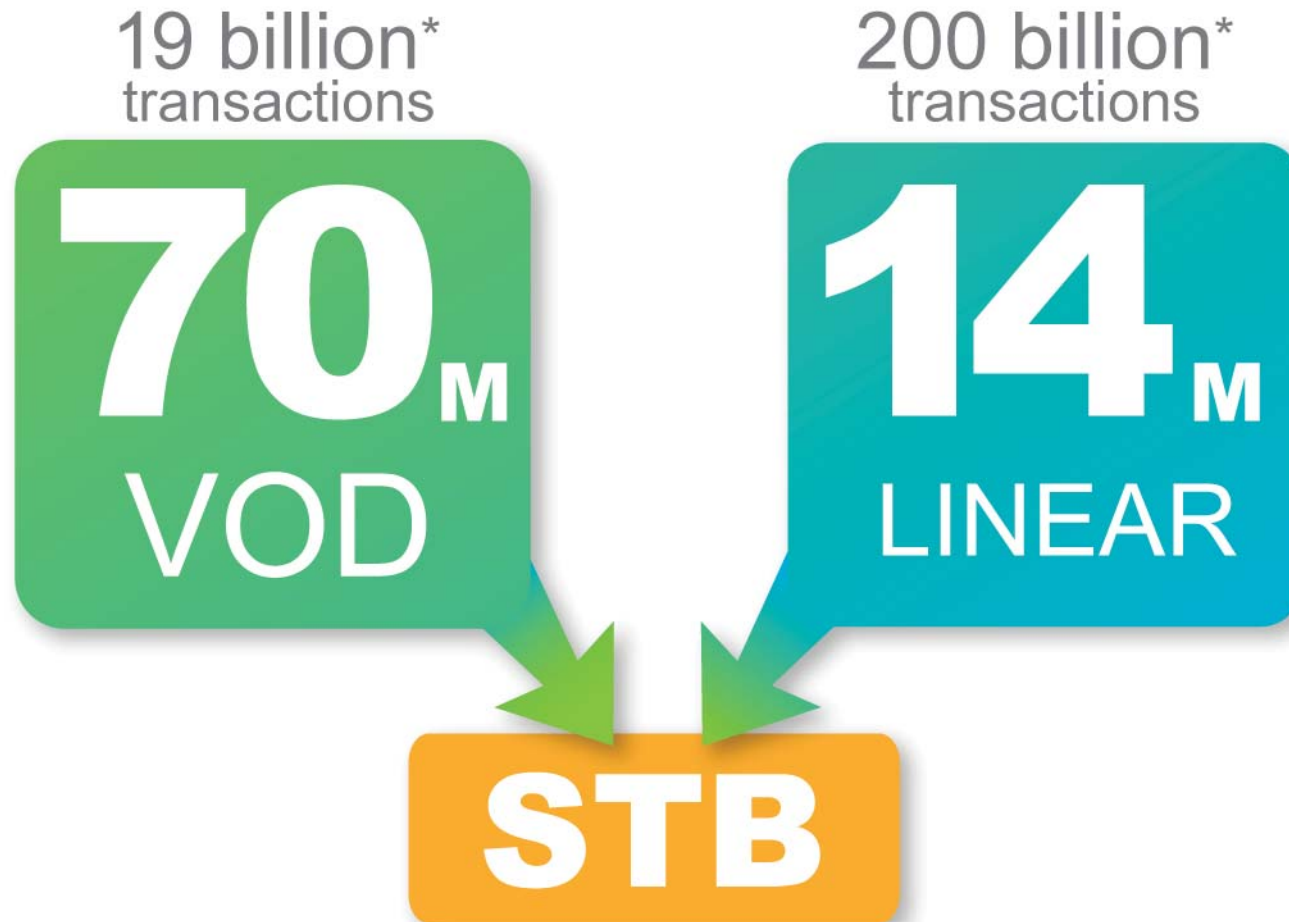


Rentrak: Part of the DNA of the entertainment industry

Data	Years	Data Collection Points	Transactions/Year
Box office grosses	25+	39,000 screens	181 million/year
DVD and video game rental consumer data	20+	13,700 stores	900 million/year
DVD retail sales data	5+	15,000 stores	818 million/year
On demand data	4+	70 million STBs across 33 operators	5+ billion/year
Linking consumer segmentation systems	3+	5 of the industry's most prominent systems	—
Linear data	2+	14 million STBs across 3 operators	100 billion/year
Mobile data	1+	50 data sources	To be announced (all under NDA)
Internet TV data	1+	Undisclosed partners	1+ billion/year

Only Rentrak has the decades of experience to realize the opportunity

One device, two platforms, billions of transactions, for example



*Transactions to date

One device, two platforms, billions of transactions, for example

OnDemand Essentials

19b* transactions from 70m STBs

- Leading VOD measurement service
- Delivering impressions from top 25 MSOs offering VOD
- 100% census tracking of all VOD activity
- Measurement of target impressions v. delivery
- Content detail by market & operator, including reach & frequency

TV Essentials

200b* transactions from 14m STBs

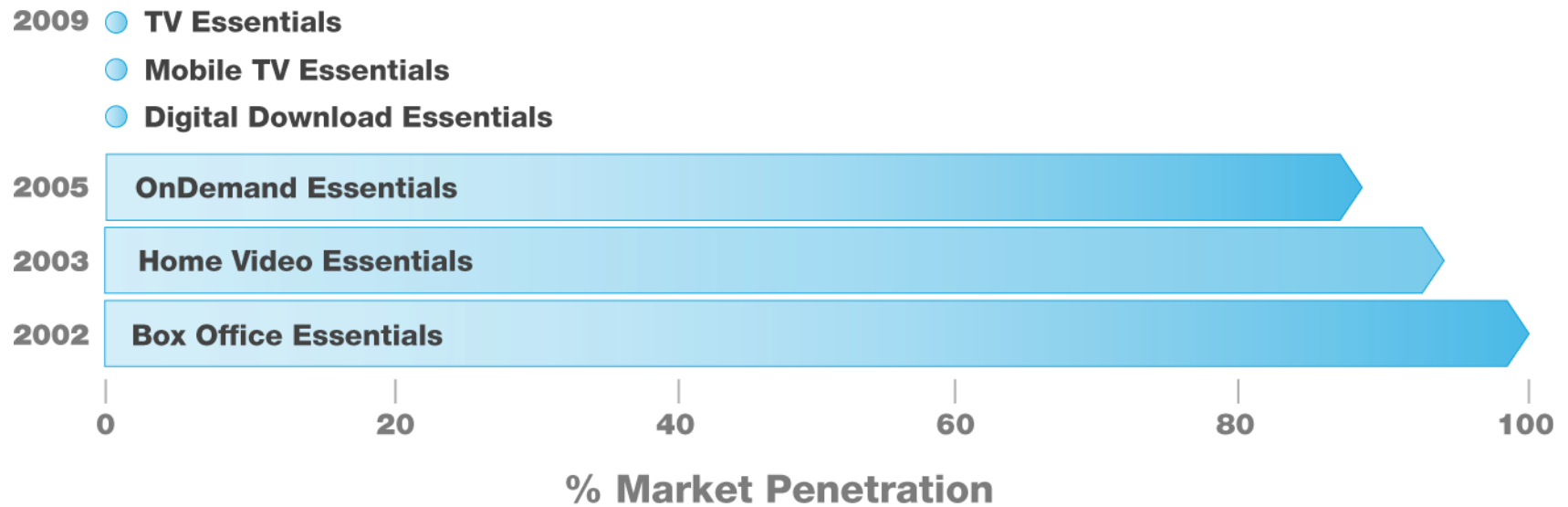
- The most in-depth analysis of national & local television consumption
- Second-by-second program analysis
- The most TV tune-in data in the industry
- Audience flow to/from competing local stations
- Audience duplication across competing stations
- Lead-in, lead-out analysis
- True reach/frequency for ads

*Transactions to date

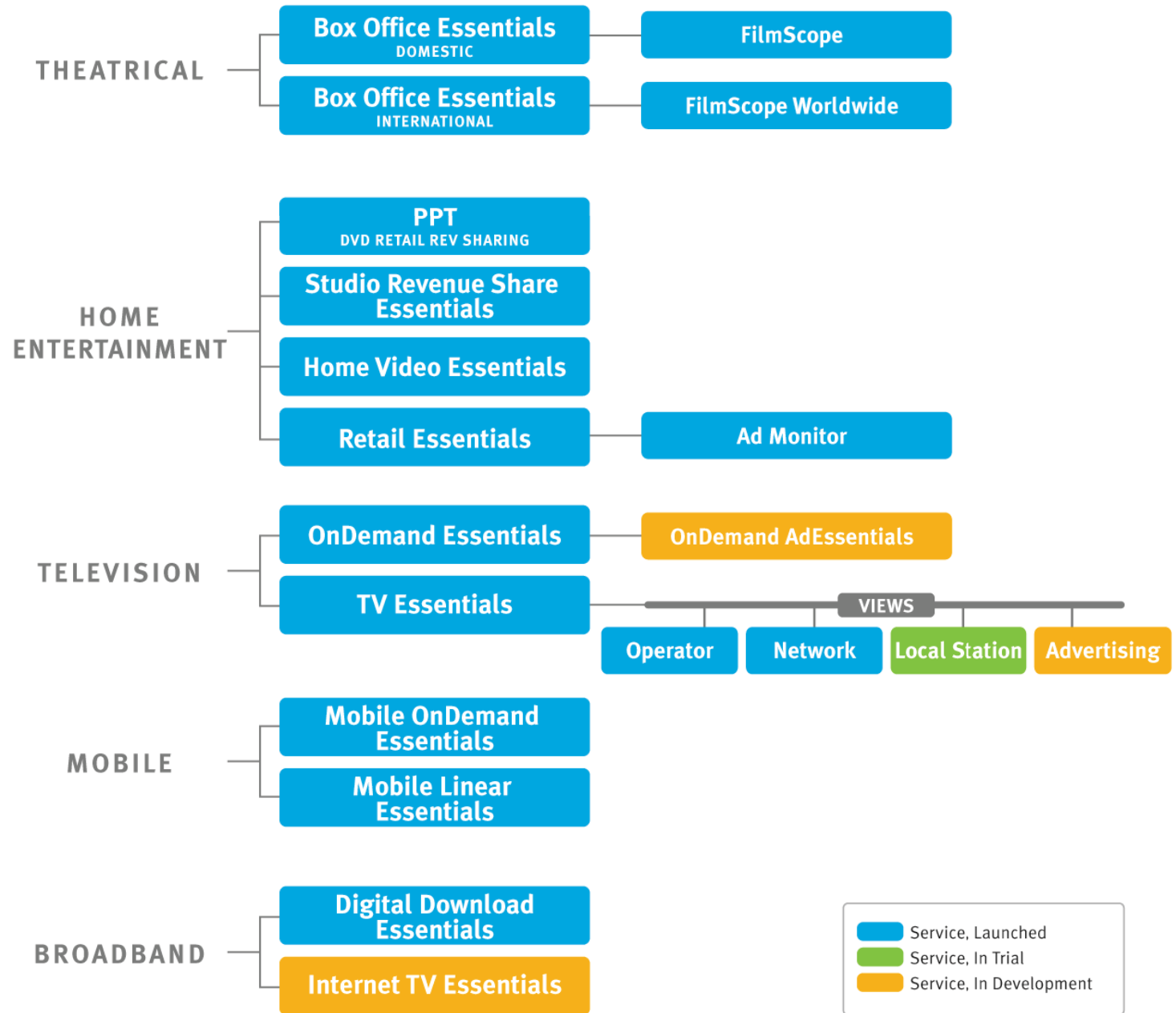
STB data: the complexities

- **Quantity of Data:** Requires the ability to process and aggregate an enormous amount of data with sound business rules.
- **Technological Ability:** Requires the ability to capture, clean, process and deliver data, and analyze multiple analytics.
- **Privacy:** Operators and research firms require that subscriber's data is protected.
- **Data Standardization:** Data from operators is complex and is not standardized today.

TV, Mobile and Digital Download - same growth trajectory - as Box Office, Home Video and OnDemand



Rentrak product overview




Product overview

Type	Examples
Data Products	<ul style="list-style-type: none">▪ Cable network linear ratings▪ Local station ratings/share▪ Commercial ratings▪ DVR ratings▪ Mobile ratings▪ Digital download tracking
Information Products	<ul style="list-style-type: none">▪ Multi-platform ratings▪ Local share by category▪ Audience flow▪ Agency optimization
Knowledge Products	<ul style="list-style-type: none">▪ Merging brand owners segmentation systems▪ Merging of client-owned research▪ Merging of our own Box Office, OnDemand and TV Essentials databases with client-/task-specific segmentations

TV Essentials


Geo-demographics & segmentation of audience at telecast and network levels


Actuals | 08/28/2009 | [AME](#) | [User Prefs](#) | [Comments](#) | [Logout](#)

[HOME](#) | [NATIONAL](#) | [MARKET](#) | [NETWORK](#) | **TELECAST** | [ADS](#) | [BOOKMARKS](#)

[Executive Dashboard](#) ... [Network Detail](#) ... [Network Detail](#) ... [Performance by Telecast](#) ... [National Telecast Detail](#)

National Telecast Detail | Filtered by: Rentrak Corp., Actuals, 07/2009 | [Program Search](#) | [Search](#) | [Bookmark](#) | [Report Help](#)



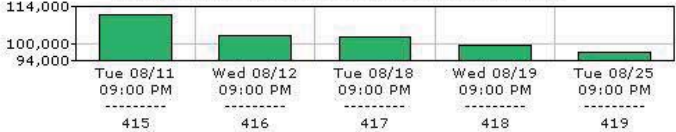
America's Got Talent: Episode #419

Aired: Tue 08/25/2009 09:00 PM
Network: NBC
Run Time: 120 Minutes

[Take me to Series Detail](#)
[Show More Details](#)

Avg Aud: 97,225
Avg Min: 41
Share: 8.75
Rating: 5.27
#STBs: 282,953
#HHS: 248,368

Program Average Audience by Previous 5 Airings



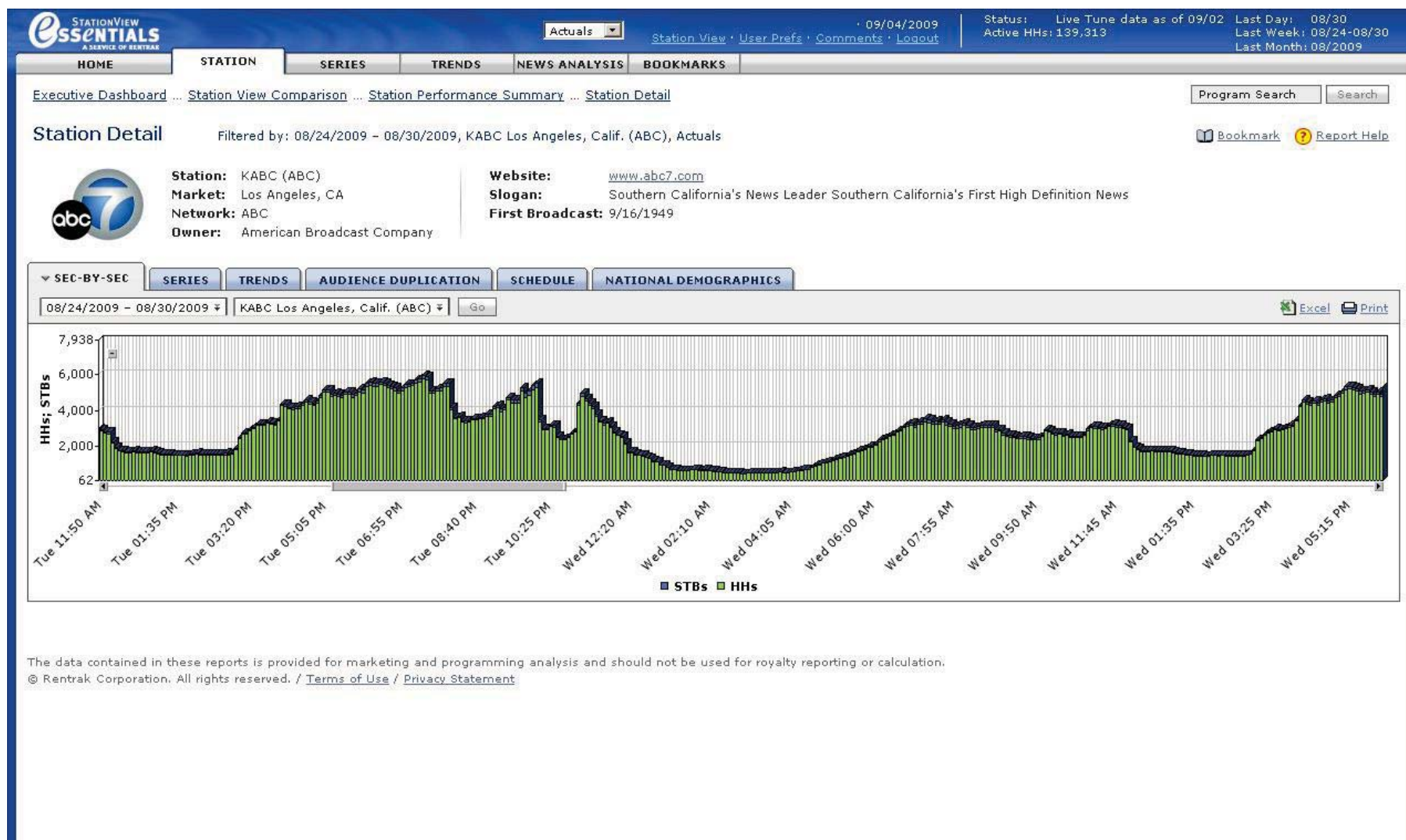
[SEC BY SEC](#) | [EPISODES](#) | [TV MARKET](#) | [AUDIENCE FLOW](#) | [LEAD IN/OUT](#) | [AUDIENCE RETENTION](#) | [SEGMENTS](#) | **GEODEMOGRAPHICS**

Rentrak Corp. | America's Got Talent: Episode #419 | [Go](#) | [Excel](#) | [Print](#)

Demographic Variable	Num Postal Codes	Min / Max	Popularity Index
College Students: Enrolled in College/Grad School			
Enrolled College/Grad Student (%)	1000	0.15 / 0.79	1.13
Education			
High Education (>= College Degree)	1000	0.52 / 0.83	1.38
Low Education (<= HS Degree)	1000	0.63 / 0.89	0.64
Med Education (Some college/Associate Degree)	1000	0.37 / 0.78	0.90
Family Size			
Large Family	1000	3.80 / 7.02	0.49
Small Family	1000	2.09 / 3.00	1.27
Household Income			
High Household Income	1000	\$100,020.00 / \$200,000.00	1.34
Low Household Income	1000	\$8,292.00 / \$29,986.00	0.77
Household Value			
High Household Value	1000	\$250,700.00 / \$1,000,001.00	1.02
Low Household Value	1000	\$31,900.00 / \$100,000.00	0.89
Household with One or more People Over 60			
Household with One or more People Over 60 (%)	1000	0.37 / 0.73	1.17

StationView Essentials

Specifically designed for local
television station management



Rentrak already serves 125+ of the most recognizable media companies

levision • Focus/Universal Studios • After Dark Films • Gigapix Studios • Anchor Bay Entertainment • Capitol Films • IDP • Playboy Entertainment
Films • **Cox Communications** • Cinema Vault • Excel Entertainment • **Viacom** • Everest Movies • CBS Digital Media • Eros Entertainment
Verizon • Fidelity Investments • **Magnolia Pictures** • Gigantic Releasing • **Screen Media Films** • Filmoption International, In
ital Media • **Comcast** • Hustler TV • Farallon Capital • **Summet Entertainment** • Charter Communications • **Safeway Inc** • In
alliance Films Inc • **A&E Television Networks** • Imax • Starz • Mongrel Media Inc • International Film Circuit • **Microsoft** • Big Bea
ertainment • Sharkwater Productions • Les Films Equinoxe • Technicolor Digital Cinema • **NBC Universal** • Imagi US • Les Films Equino:
es • E1 Films • Telefilm • IAG • **DISH Network** • Box Office Media • **ABC/Disney** • Pandemic Marketing • Overture Films • Mitropoulo
Midco • Sargoy, Stein, Rosen & Shapiro • **Paramount Pictures** • Slowhand Releasing • **AT&T** • Roadside Attractions • Sky Island Film
Regent Releasing • **Blockbuster Video** • Anheuser-Busch • Incendo Media • Lantern Lane • National Geographic • Shadow Distributor
First Look Pictures • NeoClassic Films • Rainbow Releasing • **Creative Artists Agency** • Marketcast • Intention Media • Strand Releasir
Production • The Weinstein Company • **HBO** • Media Derivatives • OTX • Senator Distribution • **Warner Brothers Studios** • Creativ
roductions • Allied Advertising • Monterey Media Inc • The Bigger Picture • **Time Warner Cable** • Wildcat Releasing • Vitagraph Films
ash Raj • UTV Communications • NFL • **Twentieth Century Fox** • The Endeavor Agency • Variety Magazine • TVA Films • Genius Prod
arance Films • **Universal Studios** • Anime Networks • TV Guide • Aquaris Broadcasting • **William Morris Agency** • Fuse netwo
Corporation • Lifetime Entertainment • **Hastings Entertainment** • Martha Stewart • HealthiNation • Grace Creek Media • FearNet • IF
dvertising • Peace Arch • **Showtime** • Kino International Group • Havoc Television • **Discovery Communications** • Weather Chz
MGM Domestic Television • New Frontier Media Inc • **PBS Kids Sprout** • Lions Gate Films • RHI Entertainment • Sundance Channel • Sha
udio • Imagi Global Distribution • **Sony Pictures Entertainment** • Media Rights Capital • **MGM** • Wealth TV • Inspirational Netwc
Pictures • Echo Bridge • Ripe TV • Cinema Libre • CBS Films • Oscilloscope Pictures • **Buena Vista Home Entertainment** • Frederi
men's Entertainment • Atlantic Broadband • Cablevision Systems Corp • Blue Ridge Cable • Insight Communications • Midcontinent Commu

WealthTV case study

After subscribing to Rentrak's TV Essentials product in June 2009, WealthTV used TVE intelligence about their audience to launch a new marketing effort and adjust their programming tactics.

The results were significant:

- *total hours viewed* increased 78.8%
- *average rating delivery* increased by 21%
- *reach* increased by 43,500 unique HH's
- *rank* among all networks increased 5 spots in July 2009

This knowledge is now key to WealthTV's strategic planning.

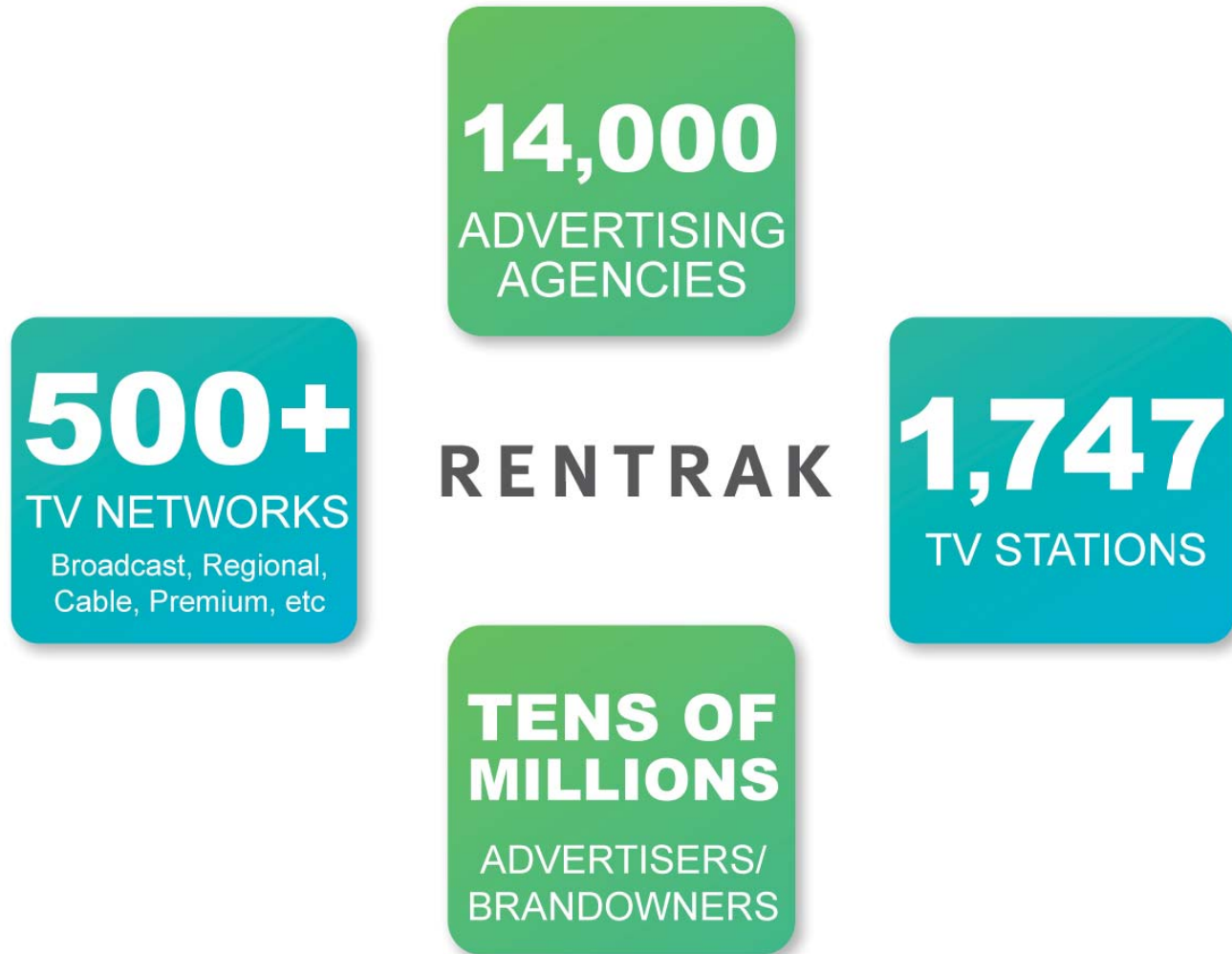
Rentrak's financial profile

- \$37 million in cash & short term investments
- \$12 million in annual free cash flow from PPT division
- Minimal debt balance
- Rentrak has a fully funded business plan with only maintenance capital expenditures required
- Rentrak was added to the Russell 2000[®] Index on June 29, 2009

Assumptions

- Upfront investment period coming to an end
- Experienced research sales team being assembled and trained
- 6 to 9 month sales cycle
- Focus on syndicated, recurring research

Rentrak is in the industry's DNA, connecting advertisers with the media



Augmenting Rentrak management

Bill Livek	Chief Executive Officer New position separating Chairman and CEO	June 2009
Bruce Goerlich	Chief Research Officer New position	May 2009
Dr. Michael J. Vinson	VP Statistical Science & Analytics New position	April 2009
Jeremy Gabor	Director of Sales New position	Sept. 2009

Augmenting Rentrak board of directors

Bill Livek	Chief Executive Officer , Rentrak	June 2009
Richard Hochhauser	Former Chairman/CEO of Harte Hanks	Aug. 2009
Anne MacDonald	Chief Marketing Officer, Travelers Formerly CMO at Citibank and Macy's	Aug. 2009

In summary

- Advertisers want to plan and buy TV more effectively, using the marketing systems they already have in place: **their Customer Segmentation Systems.**
- Using these systems across TV and digital databases will create powerful planning, buying and selling systems for the advertiser, agency and TV marketplaces.
- **ONLY** Rentrak has the years of experience and systems to capitalize on this natural evolution.

Thank you for your time

Bill Livek,

Chief Executive Officer,
Rentrak Corporation

bill.livek@rentrak.com

To request an
investor package,
please visit our Web site:

Rentrak.com

