

Rentrak is a global digital media measurement and research company.

For more than two decades, entertainment industry insiders have relied on Rentrak’s innovative software and progressive technology to interpret their complex audience data and drive their businesses and the industry forward. Whether an established Hollywood film studio, a local video store, an unrated cable network or an emerging provider of live mobile TV, entertainment providers from across the industry utilize Rentrak’s revolutionary products and services to gain the insights needed to better understand their audiences and effectively compete in an increasingly complex media environment. Rentrak is headquartered in Portland, Oregon, with additional offices worldwide in Los Angeles, New York City, Miami/Ft. Lauderdale, Argentina, Australia, Brazil, Canada, France, Germany, Hong Kong, Mexico, Russia, Spain and The United Kingdom.

NASDAQ

RENT

Founded

National Video in 1977;
Renamed to Rentrak in 1989;
Publicly traded since 1988.

Employees

450 worldwide

Services Of Rentrak

Box Office Essentials

Digital Download Essentials

Home Video Essentials

Internet TV Essentials

Mobile TV Essentials

OnDemand Ad Essentials

OnDemand Essentials

Pay-Per-Transaction (PPT)

Retail Essentials

StationView Essentials

Studio Revenue Share Essentials

TV Essentials

Video Game AdMonitor

VOD Monitor

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Chief Executive Officer

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*Chief Operating Officer
and Chief Financial Officer*

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Chief Research Officer

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Information Technology
and Chief Information Officer*

Advanced Media & Information Division

Cathy Hetzel

*Corporate President
and President, Advanced Media
& Information Division*

Ron Giambra

*President,
Theatrical Worldwide*

Chris Wilson

President, National Linear Television

Home Entertainment Division

Marty Graham

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