

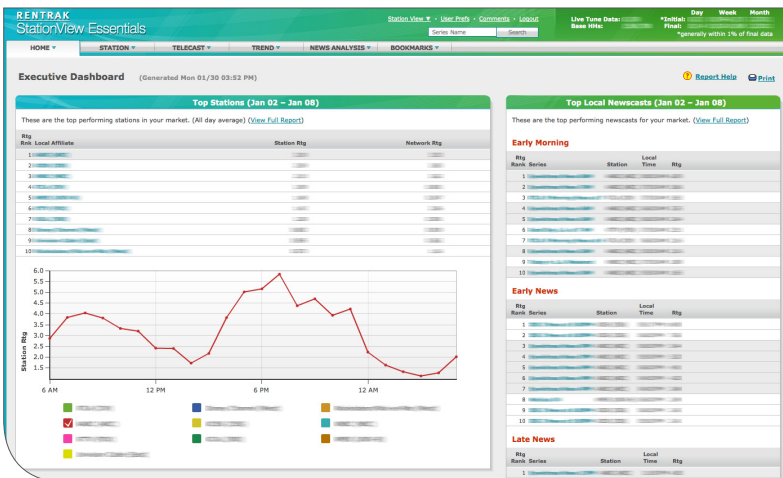
While television viewing has changed dramatically, traditional methods of tracking viewership have not.

Rentrak recognized a need for a new system of measurement. That's why we created StationView Essentials™, a television measurement and analytical service specifically designed to meet the unique needs of local television station sales, news and management teams.



► The StationView Essentials Advantage

- Measuring audience data 24 hours a day, 365 days a year for continuous access to a steady stream of viewing information traditional sweeps can't provide
- Massive database of census-based local viewer information provides the most accurate analysis available and more informed decision-making
- Stable, predictive broadcast and cable audience measurement, including demographics, across all 210 markets
- Household and ZIP code-level integrations of Rentrak's huge viewing database with actual purchase and other behavioral insights, including Polk automotive, political proclivity, box office results and (coming soon) CPG, financial services and retail sales information, allowing stations to better position themselves as vehicles for achieving ROI, rather than just GRPs
- Granular data to compete more effectively with cable network ad sales



The Executive Dashboard shows the difference between primetime locally and network delivery nationally.

The census-based currency for local station audience measurement

StationView Essentials enhances clients' ability to understand viewer involvement and habits among diverse communities within local markets. From Seattle to Syracuse, Boston to Bakersfield, Rentrak's reach is growing among station groups and ad agencies. Today, numerous stations and station groups in markets nationwide, as well as many of the country's top advertising agencies, trust Rentrak's measurement services to deliver results for their clients.

► Key Features

- Fully integrated satellite, cable, OTA and telco TV audience measurement
- Millions of HHs measured nationwide; thousands measured in every local market
- Demography based on HH-level detail including gender, age, ethnicity and income
- Qualitative HH information including occupation, lifestyle activities and more
- Full DVR reporting including data streams not available elsewhere (Live+2 and Live+15 days)
- Compatible with industry-leading 3rd party avail/proposal/planning software systems
- Demo and ZIP code weighting/projecting to full market

Custom Research & Insights for Local Broadcast Stations and Cable Channels

- Custom Trade Area
- Viewer Segments
- News Promo Effectiveness
- Custom Duplication Studies
- News Audience Finder