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## **Rentrak Enters Into Media Rating Council Accreditation Audit**

### **—Audit Represents Rentrak's Significant Commitment to Both Transparency and Quality—**

PORTLAND, Ore., Dec. 3, 2012 /PRNewswire/ -- **RENTRAK CORPORATION** (NASDAQ: RENT), the leader in multi-screen media measurement serving the advertising, television and entertainment industries, today announced the company has agreed to enter into an audit of its TV Essentials and StationView Essentials services with the Media Rating Council (MRC), the independent industry association that administers an audit and accreditation process for media research services.

MRC's mission is to secure for the media industry and related users audience measurement services that are valid, reliable, and effective. MRC does this, in part, by administering audits performed by an independent CPA firm to verify compliance with MRC Standards. MRC audit activity spans all media types, including Internet, Out-of-Home, Print, Radio, and Television, as well as cross-platform measurement.

After having undergone a pre-audit, Rentrak will now enter the next stage of the MRC's accreditation process by beginning a comprehensive audit of its TV Essentials and StationView Essentials services by an independent CPA firm engaged by the MRC. The completed audit will be reviewed by an MRC audit committee, which ultimately will make a recommendation on the accreditation status of the Rentrak services.

"The MRC is excited to be working with Rentrak in this audit," said George W. Ivie, Executive Director and CEO, MRC. "This important step forward demonstrates Rentrak's commitment to transparency, and we look forward to completing the audit on a timely basis and, in so doing, help the industry better understand how new forms of data collection and projection are being used in television measurement."

"Rentrak is pleased to be working with the MRC to have our national and local TV services audited. This represents Rentrak's significant commitment to both transparency and product quality," said Bill Livek, Vice- Chairman & CEO of Rentrak.

Rentrak's television ratings measurement service provides daily measurement of all TV networks nationally and at a granular level for TV stations in all 210 media markets nationwide. The service incorporates information from over 20 million televisions and is the only fully integrated system of detailed satellite, telco and cable TV viewing data commercially available.

### **About Rentrak Corporation**

Rentrak (NASDAQ: RENT) is a global digital media measurement and research company, serving the most recognizable companies in the entertainment industry. With a reach across numerous platforms including box office, multi-screen television and home video, Rentrak has developed more efficient metrics to be used as currencies for the evaluation and selling of media. Rentrak is headquartered in Portland, Oregon, with additional U.S. and international offices. For more information on Rentrak, please visit [www.rentrak.com](http://www.rentrak.com).

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