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## **Rentrak Ratings During Superstorm Sandy Show Overall New York City TV Viewing Spike**

**—Even in Extreme Weather, Rentrak's TV Ratings Information Continues to Deliver—**

PORTLAND, Ore., Nov. 19, 2012 /PRNewswire/ -- **RENTRAK CORPORATION** (NASDAQ: RENT), the leader in multi-screen media measurement serving the advertising, television and entertainment industries, today released ratings information on viewing trends in New York City during Superstorm Sandy on Monday, October 29<sup>th</sup>. Rentrak also announced that it has and will continue to report on the NY market for the full month of November. Using the company's TV Essentials service, Rentrak gathered TV viewership data from approximately 90,000 homes that the company has in the New York Market, and the second-by-second results show a market that turned to TV in higher numbers than usual during the day, but as the storm hit, TV viewing fell, along with the power.

According to Rentrak information, as Sandy came ashore residents turned TVs on. The chart below compares Homes Using TV (HUTs) on October 29<sup>th</sup>, the day of the storm, with October 22<sup>nd</sup>, the Monday a week before. Viewing levels were quite high during the day, but dropped as the storm hit parts of the DMA in late afternoon.

(Photo: <http://photos.prnewswire.com/prnh/20121119/LA15706-INFO>)

"Rentrak's 'big data' approach means that we can continue to report and avoid going black, even in areas hit by extreme weather — and our dependability is a huge differentiator for our clients," said Bruce Goerlich, Chief Research Officer, Rentrak. "Rentrak is able to report all markets before, after and during the storm, allowing TV Essentials clients to stay informed in November."

Rentrak's television ratings information service provides daily measurement of TV stations in all 210 media markets nationally and at a granular level. 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 database 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).

(Logo: <http://photos.prnewswire.com/prnh/20111007/MM82941LOGO>)

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