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iTVX & Rentrak Issue Comprehensive 2012 Olympic Report

—For the First Time, the Exact Audience Viewership of Commercials to Exact Branded Entertainment Viewership Measured During the Entire 2012 Olympic Telecast on NBC and Telemundo—

NEW ROCHELLE, N.Y., Jan. 17, 2013 /PRNewswire/ -- iTVX, fueled by Rentrak's second-by-second TV audience data, has issued a new joint report that, for the first time, compares the exact audience viewership of commercials to exact branded entertainment viewership during the entire 2012 Olympic Telecast on NBC and Telemundo.

The joint report, produced by the iTVX/Rentrak partnership, adds yet another piece to the 'success story' by looking at the performance of the major Olympic sponsors, including AT&T, BP, Citi, Coca-Cola, GM, McDonalds, P&G, and Visa, on both their commercial and branded entertainment executions.

The complete information set combines Rentrak's second-by-second exact commercial audience from over 20 million televisions and iTVX's second-by-second branded entertainment metrics. The results provide new insights, learnings, and metrics that can help broadcasters and advertisers analyze exactly how branded content delivered in terms of the total program perspective.

According to Dr. Raymond Pettit, Chief Research Officer of iTVX, "We were able to see clearly how the strength of the branded executions interacted with the flow of the audience during content segments and compare it to the exact average audience during commercials. A number of sponsors excelled in their use of branded entertainment, and we were pleased to quantify and report that."

Ken Wilbur, Professor at Duke University's Fuqua School of Business, called the report "...one of the best industry reports I have ever read. It is remarkably clear, concise and impactful."

iTVX and Rentrak began work in early 2012 to test the integration of second-by-second data to produce comparable audience metrics for branded entertainment (BE) and TV ads. This new source of data provides agencies, media planners, and advertisers the information and flexibility to determine the utility and value of their entire program effort, for both commercials and branded entertainment executions.

"The Rentrak/iTVX Olympic Report provides advertisers, agencies and networks with in-depth insights into how Branded Entertainment and Commercials can work together more effectively." said Chris Wilson, President National Linear Television, Rentrak.

For more information, or to order a copy of the report, please visit <http://www.rentrak.com/olympics2012/>

About iTVX

iTVX is the leading technology and research company providing global brands with Branded Engagement™ Analytics, Insight and Research. If you would like more information about this report or to schedule an interview with Dr. Raymond Pettit, Chief Research Officer, please contact Gina Stallone at 914-633-9111 or via e-mail: Gina@iTVX.com.

About Rentrak Corporation

Rentrak (NASDAQ: RENT) is the entertainment and marketing industries' premier provider of worldwide consumer viewership information, precisely measuring actual viewing behavior of movies and TV everywhere. Using our proprietary intelligence and technology, combined with advanced demographics, only Rentrak is the census currency for VOD and Movies. Rentrak provides the stable and robust audience measurement services that movie, television and advertising professionals across the globe have come to rely on to better deliver their business goals and more precisely target advertising across numerous platforms including box office, multiscreen television and home video. For more information on Rentrak, please visit www.rentrak.com

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