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## **Rentrak Signs TV Measurement Contract With Univision Communications For Its Growing Roster Of Networks**

PORTLAND, Ore., Sept. 13, 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 signed a TV Essentials contract with Univision Communications Inc., the leading media company serving Hispanic America, for its suite of broadcast and cable networks, as well as Hispanic insights. The deal includes Univision, TeleFutura, Galavisión, Univision Deportes, Univision tlnovelas, ForoTV, Bandamax, De Película, Película Clásico, Clásico TV, Ritmoson and Telehit.

Univision is the leading media company connecting the more than 50 million Hispanic Americans in the United States through engaging content across television, radio, digital and mobile platforms.

"We look forward to working with Rentrak to gather greater insights into the rapidly growing and diversifying Hispanic broadcast and cable network space," said Ceril Shagrin, Executive Vice President Audience Measurement Innovation and Analytics Univision Communications Inc.

"We are very pleased to have the Hispanic category leader turn to Rentrak to better understand their viewership trends for its growing list of Hispanic broadcast and cable networks," said Chris Wilson, President National Television.

TV Essentials is Rentrak's census-based television ratings measurement service that 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 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).

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