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Rentrak Signs Multi-Platform Contract With PBS Distribution

--PBS Distribution Chooses Two of Rentrak's Services to Monitor Activity in its Wholesale and Digital Businesses--

PORTLAND, Ore., Jan. 22, 2013 /PRNewswire/ -- Rentrak Corporation (NASDAQ: RENT), the leader in multi-screen media measurement serving the advertising, television and entertainment industries, today announced a Retail Essentials and Digital Download Essentials contract with PBS Distribution, the leading distributor for the public television community. Rentrak's Retail Essentials measures weekly consumer sales activity on standard DVD and Blu-ray Disc titles in the U.S. brick-and-mortar channel and the company's Digital Download Essentials is the leading performance reporting and auditing service for Internet Video-on-Demand (iVOD) and Electronic Sell-Through (EST) content.

"As a market leader, Rentrak is proud to be working with PBS Distribution to help them effectively monitor retail and digital sales activity using our measurement solution," said Cathy Hetzel, Rentrak's Corporate President and President of Advanced Media & Information.

Rentrak's Retail Essentials provides faster access to in-depth market data and weekly estimations of gross consumer spending delivering sell-through information by title, format, category, genre, MPAA rating, TV market and more. Clients can access current, weekly, and historical title-level sales data to competitively benchmark industry performance. Clients of Retail Essentials also get access to Rentrak's Promotional Monitor service, which tracks weekly advertising circulars from major retailers, including full-color images, pricing, promotion, and more.

Rentrak's Digital Download Essentials processes daily, census-level Internet Video-On-Demand (iVOD) and Electronic Sell-Through (EST) content in more than 80 countries on behalf of many major studios and television networks and is the industry's only reporting and auditing service providing content performance intelligence on purchased and rented movie and television content downloaded via the Internet.

About PBS Distribution

PBS Distribution is the leading media distributor for the public television community, both domestically and internationally. Jointly owned by PBS (Arlington, VA) and WGBH (Boston, MA), PBS Distribution extends the reach of public television programs beyond broadcast while generating revenue for the public television system and our production partners.

PBS Distribution offers a diverse range of programming to our customers, including Ken Burns's films (Prohibition, The National Parks, The War, Baseball, Jazz), documentaries from award-winning series NOVA (The Elegant Universe, Origins), FRONTLINE (God in America, Bush's War, Growing Up Online), and American Experience (Freedom Riders, We Shall Remain), dramas from Masterpiece (Downton Abbey, Jane Eyre, Inspector Lewis), films from independent producers (The Buddha, The Story of India, Carrier, Journey into Buddhism, I.O.U.S.A.), and popular children's programming from Dinosaur Train, Super Why!, WordGirl, Cyberchase, Martha Speaks, and Arthur. As a multi-channel distributor, PBS Distribution pursues wholesale/retail sales, consumer and educational sales through PBS-branded catalogs and online shops, and international broadcast and video sales. PBS Distribution is also a leader in offering programming through digital platforms including the internet, mobile, and web-connected television.

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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