

## Rentrak Reports Year-End 2012 Figures For Domestic & International Box Office

PORTLAND, Ore., Jan. 12, 2013 /PRNewswire/ -- **RENTRAK CORPORATION** (NASDAQ: RENT), the leader in multi-screen media measurement serving the advertising, television and entertainment industries, today announced year-end box office figures from the movie industry's box office measurement service, Box Office Essentials and International Box Office Essentials.

"America's favorite pastime is still heading to the movies to watch the thrilling content that was available throughout 2012," said Ron Giambra, President of Theatrical Worldwide at Rentrak. "Not only was box office revenue up, but theater attendance also increased this year."

Domestic receipts were up 5.88% from \$10.2 billion in 2011 to \$10.8 billion in 2012. International sales grew by 3% to \$23.1 billion compared to \$22.4 billion the previous year. Strong movie titles brought in theater-goers increasing attendance by 2.5% compared to last year.

The top-12 titles for 2012 based on consumer spending were:

RANK	TITLE	INTERNATIONAL	DOMESTIC	WORLDWIDE
1	Marvel's The Avengers (Disney NYSE: DIS)	\$892,341,976	\$623,357,910	\$1,515,699,886
2	The Dark Knight Rises (Warner Bros. NYSE: TWX)	\$631,000,000	\$448,139,099	\$1,079,139,099
3	Skyfall (Sony NYSE:SNE)	\$726,541,877	\$291,529,570	\$1,018,071,447
4	Ice Age: Continental Drift (Fox NASDAQ: NWS)	\$717,772,707	\$161,168,962	\$878,941,669
5	Twilight Saga: Breaking Dawn, Part 2 (Summit Entertainment)	\$532,500,000	\$287,756,286	\$820,256,286
6	The Amazing Spider-Man (Sony NYSE: SNE)	\$492,788,331	\$262,030,663	\$754,818,994
7	The Hobbit: An Unexpected Journey (Warner Bros. NYSE: TWX)	\$504,200,000	\$246,289,507	\$750,489,507
8	Madagascar 3: Europe's Most Wanted (Paramount NYSE: VIA and VIA.B)	\$526,957,000	\$216,391,482	\$743,348,482
9	The Hunger Games (Lionsgate NYSE: LGF)	\$278,500,000	\$408,010,692	\$686,510,692
10	Men In Black 3 (Sony NYSE: SNE)	\$445,800,981	\$179,020,854	\$624,821,835
11	Brave (Disney NYSE: DIS)	\$301,019,128	\$237,269,198	\$538,288,326
12	Ted (Universal NYSE: GE)	\$285,044,221	\$218,815,487	\$503,859,708

The top studios of 2012 were:

RANK	DOMESTIC	MARKET SHARE
1	Sony (NYSE: SNE)	16.50%
2	Warner Bros. (NYSE: TWX)	15.39%
3	Disney (NYSE: DIS)	14.36%
4	Universal (NYSE: GE)	12.48%
5	Lionsgate (NYSE: LGF)	11.52%
6	20th Century Fox (NASDAQ: NWS)	10.44%

Rentrak's Box Office Essentials and International Box Office Essentials are the theatrical industry's source for comprehensive global box office intelligence and are used by every studio in the United States as well as many distribution entities around the world. Boasting a global footprint of the worldwide theatrical market, Rentrak is able to provide its clients with real-time box office intelligence, streamlined through one unique system, which allows users to view real time online reports from anywhere around the world.

### **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](http://www.rentrak.com)

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