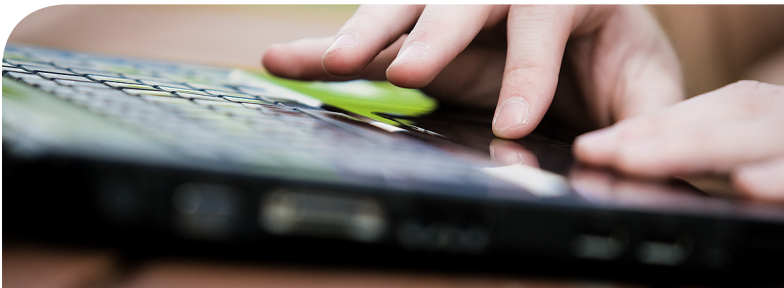


# RENTRAK

Internet TV Essentials

As more and more television programming becomes available for viewing over the Internet, online content providers are finding themselves faced with a clear dilemma:

they have access to an ever-growing amount of data from a wide variety of sources, but are challenged, as the data is not uniform or compiled in a manner that is easily understood or readily available.



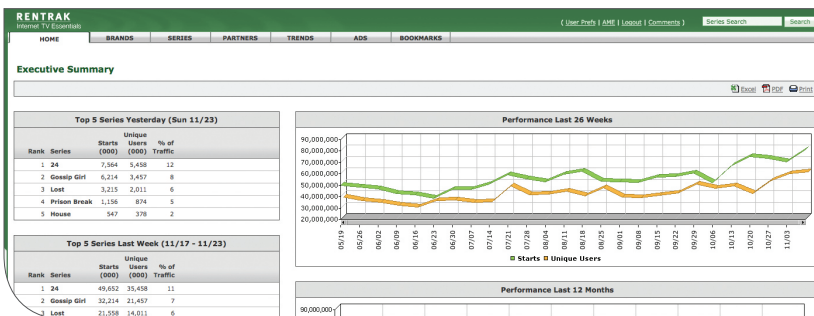
**Rentrak created Internet TV Essentials™** as a way to help content providers and advertisers navigate the largely unexplored terrain of ad-supported online television programming. Developed in collaboration with entertainment and online industry experts and applying Rentrak's decades of experience providing data analytics and audience measurement for customers throughout the industry, Internet TV Essentials filters massive amounts of disparate usage data and presents it back to the client in a uniform, easy-to-use format. As versatile as the industry itself, our systems are continuously being enhanced to keep pace with the evolving needs of the clients who trust us to help maximize the opportunities available to them. By helping clients understand the intelligence at their fingertips, Internet TV Essentials grants multi-platform content providers, online video aggregators and Web-only portals the tools necessary to analyze trends and track online video usage data for the most informed, advantageous decision-making possible.

## ► The Internet TV Essentials Advantage

- In-depth research available through the exclusive toolset allows clients to make informed decisions regarding content
- Provides clients with an understanding of content "shelf-life," enabling them to optimize their content library according to user demand
- Provides important usage data to support ad sales efforts and maximize the value proposition to advertisers and agencies before the sale
- Unbiased, third-party view of how, what, where and why online television content is consumed

## Features

- Tracks video usage from video player logs and/or other third party sources
- Compiles usage data, length and frequency of usage, trends, overlap and migration of usage and new users/repeat usage
- Customized database and query technology to filter and report on data across any dimension, all within an intuitive user interface
- Reports downloadable to Excel or as a PDF



Internet TV usage at a glance

For more information about Internet TV Essentials, contact [InternetTV@rentrak.com](mailto:InternetTV@rentrak.com)