

RENTRAK'S AD RETENTION INDEX (ARI) GRAPH FOR SUPER BOWL XLVII

PRESS RELEASE

Rentrak's Ratings Show Blackout Did Not Affect Super Bowl Viewership

—Ad Retention Index and Social Media Report Reflect Ratings were Unaffected by Disruption—

PORTLAND, Ore., Feb. 4, 2013 /PRNewswire/ -- Rentrak (NASDAQ: RENT), who precisely measures movies and TV everywhere, did an analysis of Super Bowl XLVII which includes box office information, advertising exposure levels and social media commentary, with a highlight of the affect of the third quarter blackout.

(Photo: <http://photos.prnewswire.com/prnh/20130204/SF53952-INFO>)

Audience levels remained stable and even grew through the 34-minute blackout, as the graph below shows, with the blackout indexing at 100 compared to the total game.

Ad exposure was nearly equal to viewership of the entire game despite the fact that many spots from major sponsors like Taco Bell premiered online prior to Sunday's big game. According to Rentrak's database of over 20 million televisions, the average ad delivered 94% of the audience when compared to viewership of the whole game.

The most-watched ad of the game was Samsung's Galaxy commercial in the exciting fourth quarter with a 117 index according to Rentrak's Ad Retention Index (ARI) which looks at the second-by-second viewing average for commercials and compared them to the entire program. The details for the ads can be found at: <http://www.rentrak.com/Superbowl2013.html>

Rentrak's cross-platform results, coupled with information generated by social-TV analytic company, Bluefin Labs, reports the ad that received the highest social media response was the Dodge Ram Trucks "Farmer" commercial with over 400,000 social media comments. The Dodge ad scored a 110 ARI.

The Super Bowl drew many people from movie theaters back to their homes as box office ticket sales fell by 66% from Saturday to Sunday. On a typical Sunday, the decline is only around 40%.

Bluefin provides its entire social media report at: <http://bluefinlabs.com/superbowl/>

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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(Logo: <http://photos.prnewswire.com/prnh/20130114/LA42144LOGO>)

SOURCE Rentrak Corporation

News Provided by Acquire Media

EST	INDEX TO GAME RATING	AD THEME	NOTES & SOCIAL MEDIA TOP 10
6:00:00 PM	47%	START OF PREGAME SHOW	
6:06:30 PM	54%	Hyundai	
6:07:00 PM	54%	Pizza Hut	
6:07:30 PM	54%	Identity Thief (movie)	
6:08:00 PM	54%	Play60	
6:08:30 PM	55%	Grammy Award	
6:14:30 PM	59%	Pizza Hut	
6:15:00 PM	60%	Roket:mascara	
6:15:30 PM	60%	AT&T	
6:16:00 PM	60%	true match foundation	
6:16:30 PM	61%	Hyundai	
6:25:00 PM	70%	World War Z (movie)	
6:25:30 PM	71%	Century 21	
6:26:00 PM	72%	McDonald	
6:26:30 PM	73%	CBS Sports.com	
6:29:30 PM	77%	Hyundai	
6:30:00 PM	77%	Kick off	
6:41:30 PM	84%	Black Crown	
6:42:00 PM	84%	M&M	
6:42:30 PM	84%	Audi	
6:43:00 PM	84%	Audi	
6:44:30 PM	85%	Hundai	
6:45:00 PM	85%	Go Daddy	206,533
6:45:30 PM	85%	Doritos	119,220
6:54:30 PM	88%	Pepsi:Next	
6:55:00 PM	87%	Best buy	
6:55:30 PM	87%	Budweiser	
6:56:00 PM	87%	Big bang theory	
6:57:30 PM	87%	Oz:The great and Powerful	
6:58:00 PM	87%	Coke	
6:58:30 PM	88%	Oreo	
6:59:00 PM	88%	Grammy Award	
7:00:00 PM	89%	END OF 1ST QUARTER	

EST	INDEX TO GAME RATING	AD THEME	NOTES & SOCIAL MEDIA TOP 10
7:06:00 PM	91%	Fast and Furious 6(big game spot)	319,424
7:06:30 PM	90%	Fast and Furious 6(big game spot)	
7:07:00 PM	90%	Toyota	
7:07:30 PM	90%	Toyota	
7:08:00 PM	90%	How I met your mother	
7:10:00 PM	91%	BEGINNING OF 2ND QUARTER	
7:13:30 PM	92%	Doritos	
7:14:00 PM	92%	CK	257,654
7:14:30 PM	91%	CARs.com	
7:15:00 PM	91%	NCIS	
7:15:30 PM	91%	Bud light	
7:16:00 PM	92%	Bud light	
7:23:30 PM	92%	Go daddy	
7:24:00 PM	93%	Go daddy	
7:24:30 PM	93%	Appreciation :Thank you	
7:25:30 PM	93%	Star Trek Intro Darkness	
7:26:00 PM	93%	Got Milk?	
7:26:30 PM	93%	Hyundai	
7:27:00 PM	93%	Survivor	
7:36:00 PM	94%	Volkswagen	
7:36:30 PM	94%	Volkswagen	
7:37:00 PM	94%	Coke	
7:37:30 PM	94%	Beyonce: Halftimeshow promo	
7:38:00 PM	94%	NFL promo	
7:40:30 PM	95%	Show girl	
7:41:00 PM	94%	Show girl	
7:41:30 PM	94%	Subway	
7:42:00 PM	94%	Budweiser	
7:45:00 PM	95%	TacoBell (Viva Young)	
7:45:30 PM	95%	TacoBell (Viva Young)	320,573
7:46:00 PM	95%	Sketchers	
7:46:30 PM	95%	Bridgetone/NFL	
7:47:00 PM	95%	Elementary	

EST	INDEX TO GAME RATING	AD THEME	NOTES & SOCIAL MEDIA TOP 10
7:49:30 PM	96%	Lincoln	
7:54:00 PM	97%	NFL promo	
7:59:00 PM	96%	Tuesday shows :NCIS, Vegas	
7:59:30 PM	96%	Grammy Award	
8:00:00 PM	96%	Golden Boy	
8:00:30 PM	96%	Under the Dome	
8:01:00 PM	96%	GoPro (camera)	
8:02:00 PM	96%	Honda: President day Sale	
8:07:30 PM	97%	CBS News shows	
8:08:00 PM	97%	The Job	
8:08:30 PM	97%	PEPSI	
8:09:00 PM	97%	HALFTIME SHOW	
8:22:30 PM	98%	Jeep:USO	
8:23:00 PM	97%	Jeep:USO	
8:23:30 PM	97%	Jeep:USO	
8:24:00 PM	98%	Jeep:USO	
8:24:30 PM	98%	BEGINNING OF 3RD QUARTER	
8:25:30 PM	98%	NFL promo	
8:26:00 PM	97%	2 broke girls	
8:26:30 PM	97%	CSI	
8:27:00 PM	97%	CBS Sports Network	
8:27:30 PM	97%	Escape SE	
8:28:00 PM	97%	xfinity	
8:28:30 PM	97%	American Family Insurance	
8:29:30 PM	98%	NFL promo	
8:38:00 PM	100%	IronMan3	Black Out
8:38:30 PM	99%	centry 21	Black Out
8:39:00 PM	99%	BlackBerry10	Black Out
8:39:30 PM	99%	Etrade	Black Out
8:40:00 PM	99%	Blue Blood	Black Out
8:42:00 PM	99%	Subway	Black Out
8:42:30 PM	98%	Bud Light	Black Out
8:43:00 PM	98%	Bud Light	Black Out

EST	INDEX TO GAME RATING	AD THEME	NOTES & SOCIAL MEDIA TOP 10
8:49:00 PM	99%	Monday:comedy shows	Black Out
9:15:00 PM	105%	Subway	
9:15:30 PM	104%	Bud light	
9:16:00 PM	103%	Bud light	
9:16:30 PM	103%	NFL promo	
9:17:00 PM	104%	BEGINNING OF 4TH QUARTER	
9:21:30 PM	105%	Apollo	
9:22:00 PM	104%	Mio Fit	
9:22:30 PM	104%	NFL promo	
9:23:00 PM	105%	LateShow with David Letterman	
9:25:30 PM	106%	Kia	
9:26:00 PM	105%	Gildan Sprotsweat	
9:26:30 PM	105%	Wonderful Pistachio	206,688
9:27:00 PM	105%	#1 shows	
9:33:30 PM	108%	Steer The Script	
9:34:00 PM	106%	Speed Stick	
9:34:30 PM	106%	Beck's Sapphire	
9:35:00 PM	106%	Master's Golf tournament	
9:36:00 PM	107%	Budweiser (Brotherhood)	301,630
9:36:30 PM	107%	Budweiser (Brotherhood)	
9:37:00 PM	107%	Monday comedy shows	
9:51:00 PM	110%	NFL promo - Leon Sandcastle	178,704
9:51:30 PM	109%	NFL promo - Leon Sandcastle	
9:52:00 PM	109%	CBS	
9:52:30 PM	109%	Tundra	
9:53:30 PM	109%	Jack in the Box	
9:57:30 PM	111%	Ram truck (Farmer)	402,299
9:58:00 PM	110%	Ram truck (Farmer)	
9:58:30 PM	110%	Ram truck (Farmer)	
9:59:00 PM	110%	Ram truck (Farmer)	
9:59:30 PM	110%	Elementary	
10:06:00 PM	113%	Kia	
10:06:30 PM	112%	Kia	

EST	INDEX TO GAME RATING	AD THEME	NOTES & SOCIAL MEDIA TOP 10
10:07:00 PM	112%	CBS: support the military	
10:14:00 PM	114%	Tide	109,217
10:14:30 PM	113%	Tide	
10:15:00 PM	113%	Soda Stream	
10:15:30 PM	114%	CBS comedy shows	
10:22:00 PM	115%	Mercedes benz	
10:22:30 PM	114%	Mercedes benz	
10:23:00 PM	114%	The Job	
10:29:00 PM	117%	Samsung	
10:29:30 PM	116%	Samsung	
10:31:00 PM	117%	Person of Interest	
10:48:00 PM	114%	All state	
10:48:30 PM	112%	NAPA	
10:49:00 PM	111%	Coke	
10:50:00 PM	110%	Jack in the Box	
10:50:30 PM	110%	F-150 Truck	
10:53:30 PM	108%	LETS GO PLACES	
10:54:00 PM	107%	LETS GO PLACES	
10:54:30 PM	106%	Sonic	
10:55:00 PM	106%	Go daddy.com	
10:55:30 PM	106%	NFL SHOP	
11:02:30 PM	88%	LETS GO PLACES	
11:03:00 PM	83%	21 and over	
11:03:30 PM	82%	TRIDENT	
11:04:00 PM	80%	CK	
11:04:30 PM	79%	SHOW	
11:05:00 PM	77%	NFL shop	
11:05:30 PM	76%	faster	
11:06:00 PM	75%	SNITCH	
11:09:00 PM	67%	XIFINTY	
11:09:30 PM	66%	5 hour energy	
11:10:00 PM	65%	pudding drop	
11:11:00 PM	64%	END OF SHOW	