

Consumers spend almost **8 hours per month** with VOD content.

Since 2005, Rentrak has been fulfilling the industry's need for accurate and reliable video on demand measurement with OnDemand Essentials[®], a revolutionary Web-based reporting service that provides clients with instant access to the information needed to manage their VOD business. Today, OnDemand Essentials has steadily evolved into the industry's first and only product measuring the consumption of VOD content across the pay TV, Internet, over the top, and mobile platforms.



► Why OnDemand Essentials?

- **Improve VOD performance** with access to immediate and comprehensive analysis
- **Increase content distribution** by evaluating performance on similar multichannel video programming distributors
- Analyze and adjust content to **maximize revenue** (ad and transactional)
- More easily **obtain key information** for networks and titles in a single report
- Provide advertisers with **VOD usage metrics based on actual usage**
- **Meet reporting obligations** without manual report creation
- **Understand audience makeup** through geographic usage data and demographic segment association

OnDemand Essentials Serving the Advertising Community

OnDemand platform represents a unique opportunity for advertisers to associate their messaging with premium video content specifically sought by consumers and Rentrak provides the information necessary to capitalize on this highly engaged audience. Ad Essentials is the only system that measures on demand advertising across a national footprint of operators in order to deliver a centralized source of third-party reporting and verification. The system bridges the gap between agencies and networks, enabling agencies to easily evaluate and purchase network on demand ad inventory. This exchange drives the value of on demand advertising resulting in greater volumes of network inventory sales at increased rates.

KEY METRICS: Total Ad Impressions, Reach and Frequency, Average View Time and Unduplicated Unique Views for Every Advertisement

The Industry Standard for Video On Demand Television Reporting and Research

OnDemand Essentials is a streamlined and flexible multiscreen measurement system built to capture the rapid growth of VOD content distribution across multiple delivery channels. The system supplies clients with access to current and historical market and title level content performance from every major VOD operator, representing a universe of more than 102 million set-top boxes. This comprehensive information enables content providers and multichannel video programming distributors to generate greater revenue through the support of ad sales, programming, and marketing.

► Key Features

- 24/7 access to daily, census-level usage data from every major operator with VOD service
- Dashboard provides centralized multiscreen reporting
- Geo-demographic usage data by segments such as ethnicity, household income and education level
- Audience duplication reporting across competitive networks
- Enhanced user interface with streamlined reports and greater flexibility
- Traditional TV measurements applied to VOD content (ratings, average audience, reach, and household metrics)

Custom Research & Insights for Video-On-Demand Networks & Operators

- Viewer Segments
- Industry Performance Comparisons
- Scheduled to VOD Single Source Studies
- State of the Industry Report