

# RENTRAK

# STATE OF VOD

## TREND REPORT 2009



## TABLE OF CONTENTS

Section 1: Introduction	1
Section 2: VOD Performance Overview for 2009	2
Section 3: Overall VOD Growth	3
Section 4: Growth by Content Type	4
Section 5: 2009 Snapshot by Content Type	6
Section 6: Trend Changes by Month	7
Section 7: Seasonality Trend by Content Type	9
Section 8: FOD Category Share of Orders and Time Spent	11
Section 9: 2007 to 2009 Snapshot by FOD Category	13
Section 10: Top Five FOD Category Trends	15
Section 11: Top Five FOD Category Orders by Hour	16
Section 12: HD VOD Analysis	17
Section 13: Adult TOD Analysis	19
Section 14: Top TOD Genres	20
Section 15: Cume Reach Curves Overview	21
Section 16: Title Benchmarks	27
Section 17: Important Definitions	30

## METHODOLOGY

This report, published in April of 2010, encompasses United States MSO Video On Demand data from January, 2007 to December, 2009. All analysis for year-to-year and across content-type excludes adult content as identified by the industry, unless otherwise noted. HD content is included in all analysis and is reviewed in its own section.

This report is based on a roll up of data from numerous operators and content providers. The numbers do not reflect the trends of any individual operator, but an average for the industry based on Rentrak's fully reporting operators over the entire time of the analysis (refer to Section 17 for a full list of operators).

The 2009 VOD Performance Overview and the Benchmarks sections contain information from all Rentrak operator partners. However, in order to provide growth trends that are unaffected

by operator partners or cable systems added in the last year, sections 3 through 17 of the report features analysis that is based on only those systems that have been available for the full time frame of the analysis (2007-2009). This "same-system" approach represents 63% of all industry transactions in 2009.

The RTE (Real Time Encoded) content category is used only in the overall VOD numbers; no analysis at a content type or category level incorporates RTE. Rentrak data is reported and analyzed "as is." Major events are researched and sourced as part of this analysis and every effort is made to ensure the data is accurate; however, changes in reporting can impact certain categories.