

Rentrak and Kantar Partner to Integrate Retail Purchase Data and TV Viewing Information for TV Planning, Targeting and Measurement

--Rentrak Will Leverage Kantar Shopcom's Purchase Transaction Information from Loyalty Cards, Credit Cards and Debit Cards--

PORTLAND, Ore., Jan. 20, 2015 /PRNewswire/ -- Rentrak (NASDAQ: RENT), the leader in precisely measuring movies and TV everywhere, today announced that it will partner with Kantar's data integration, analytics and insights division Kantar Shopcom to integrate retail purchase data and information into its portfolio of solutions. The deal includes comprehensive, multi-sector purchase transaction data and information for over 300 million U.S. consumers into its television viewing measurement. Similarly, Kantar Shopcom will integrate Rentrak's TV viewing information from millions of U.S. households with its purchase transaction information to expand its multi-channel, cross-media planning, targeting and measurement solutions.

The integration of Rentrak's highly granular television-viewing information with Kantar Shopcom's equally granular purchase transaction information will provide advertisers, agencies and TV networks with the ability to not only target, but also monitor effectiveness of their marketing to retailers and brands. It will also allow customers to translate TV impressions and actual merchant sales dollars to better understand the effect TV and digital companies have on results on retail sales. Likewise, Kantar Shopcom will integrate Rentrak TV viewing information into its planning, targeting and measurement solutions, most notably its multi-channel and cross-media solutions.

This new partnership follows the merging of Kantar Media's US TV measurement business into Rentrak in October last year.

"Kantar Shopcom is delighted to partner with Rentrak in the creation and delivery of solutions that combine purchase data and TV viewing behavior, at scale, for the broadest array of retail verticals in the marketplace," stated Katie Casavant, CEO of Kantar Shopcom.

Chris Wilson, president of national television at Rentrak commented; "Rentrak is excited to evolve the use of this integration as it will help move the marketplace to targeting with consumer data that can be used to measure the results of an advertiser's media buy."

Rentrak's television ratings service is the only fully-integrated system of detailed satellite, telco and nationwide cable TV viewing information from more than 31 million TVs, and Video on Demand from more than 117 million TVs in the U.S. and Canada, including granular information for TV stations in all 210 local markets projected to the U.S. population.

About Kantar Shopcom.

Kantar Shopcom, a Kantar Retail Company, is a data integration, analytics and insights firm connecting what consumers see, feel and do to help retailers and marketers grow their brands through more impactful media investment and execution. Kantar Shopcom leverages purchase behavior data for 300 million U.S. consumers to create syndicated and custom audiences for targeted advertising, to enable development of more effective communications plans and to directly measure the impact on purchase behavior of brand communication, media and advertising investment across all media platforms. Our proprietary single-source network enables Kantar Shopcom to help activate more connected, more effective and more profitable brand advertising, media and communications. For more information on Kantar Shopcom, please visit www.kantarshopcom.com.

Kantar Shopcom is part of [Kantar](#), the data investment management arm of WPP and one of the world's largest insight, information and consultancy groups.

About Rentrak

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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