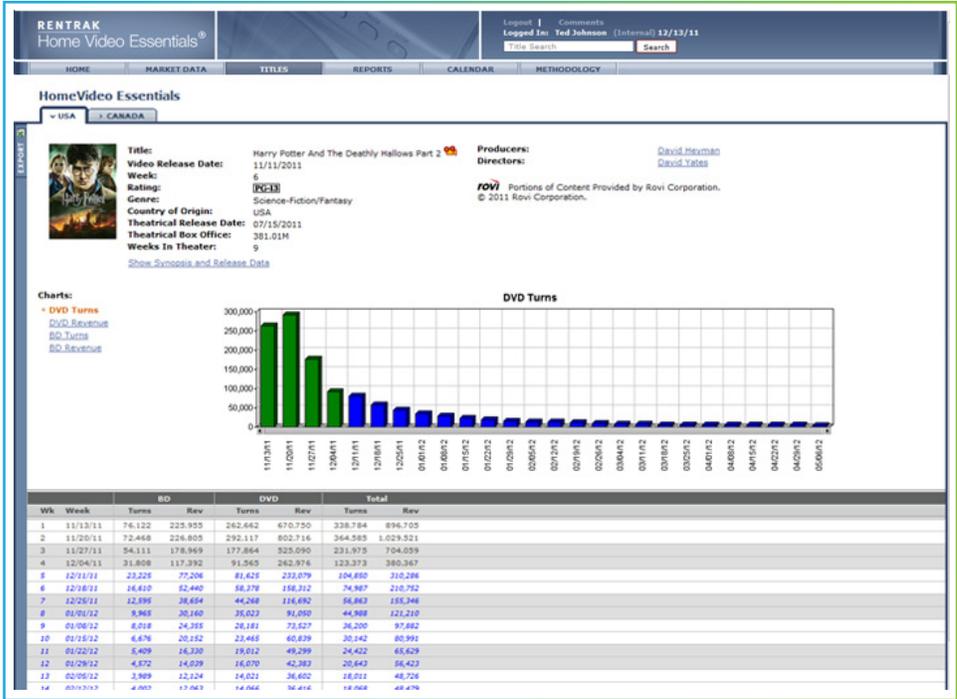


As the world's largest processor of DVD, Blu-ray Disc and video game rental activity, Rentrak's **Home Video Essentials**<sup>®</sup> is the only source for title-level, weekly home entertainment rental transactions throughout the U.S. and Canadian markets. Applying Rentrak's decades of experience tracking, analyzing and reporting transaction-level data for clients across the entertainment industry, the Home Video Essentials system utilizes the world's largest title database to bring clients the industry's most uniform and easy-to-understand consumer rental activity and grosses from the brick-and-mortar, online and kiosk channels of distribution.

Home Video Essentials employs the fastest processing engine of any third-party information vendor, granting users access to electronic rental data from more than 13,700 locations across the U.S. and Canada within 72 hours of the close of each business week. Using Home Video Essentials, clients are able to identify consumer trends, quantify performance and benchmark findings against the broader business sector, enabling them to make timely, informed business decisions to compete more effectively in a fluid market.



Title-Level Detail - Review revenue and turns by Format (DVD/BD), by Country, and by Week, including a 26-week projection of estimated industry performance.

## FEATURES

- Tracks weekly DVD, Blu-ray Disc and video game rental transactions on all titles in the marketplace throughout the U.S. and Canada
- Reporting consumer rental activity and grosses from the brick-and-mortar, online and kiosk channels
- Weekly performance estimates by title and releasing studio/distributor

## THE HVE ADVANTAGE

- The industry's only source for tracking title-level DVD, Blu-ray Disc and video game rentals in the U.S. and Canada
- Delivers critical insights into the evolving rental market, enabling users to optimally allocate inventory across the most appropriate channels
- Utilizing the world's fastest processing engine of any third-party vendor, allowing users to act quickly in a changing market

Each of Rentrak's products offer a sophisticated, easy-to-use toolset and provide a quick return on detailed industry-wide and title-specific data, allowing users to make fast decisions that enhance the bottom line and provide a competitive advantage.