

## SALES

Rentrak's home entertainment sales tracking service measures weekly consumer activity and grosses on standard (DVD & VHS) and high definition (Blu-ray Disc & HD DVD) formats.

- Point-of-sale data aggregated from over 15,000 brick-and-mortar locations across North America
- Weekly consumer sales estimates by title, format, date-range, studio, genre, price, TV market, rating and total industry
- Weekly Advertising Circular / Merchandising impact analysis (including sales by title, ad-images, price, promotion, studio and country)
- Custom research services
- Industry's fastest turnaround (72-hours)

### CONTACT

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## RENTALS

Rentrak's home entertainment rental tracking service is the entertainment industry's gold standard for measuring weekly consumer activity and grosses on over 40,000 film and video game properties.

- Point-of-sale data aggregated from over 2,500 locations across North America – including data from the online channel
- Weekly consumer rental estimates by title, format, date-range, studio, genre, rating and total industry
- Previously-viewed sales estimates
- World's largest title database
- Custom research services
- Industry's fastest turnaround (72-hours)

### CONTACT

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Rentrak Corporation is an information management company with 20 years of experience in the home entertainment industry. Our advanced technology allows industry decision-makers to gather, interpret and use their performance and consumption data to create results.