

RENTRAK CORP
Form 425
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For info about the proprietary technology used in comScore products, refer to http://comscore.com/About_comScore/Patents Third Quarter 2015 Financial Results Supplemental Conference Call Presentation November 5, 2015 Filed by comScore, Inc. pursuant to Rule 425 Under the Securities Act of 1933 And Deemed Filed Pursuant to Rule 14a-12 Under the Securities Exchange Act of 1934 Subject Company: Rentrak Corporation Commission File No.: 333-207714

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© comScore, Inc. Proprietary. 4 Use of Non-GAAP Measures comScore reports all financial information required in accordance with generally accepted accounting principles (GAAP). comScore believes, however, that evaluating its ongoing operating results will be enhanced if it also discloses certain non-GAAP information because it is useful to understand comScore's performance, as it excludes non-cash and other charges that many investors believe may obscure comScore's on-going operating results. For example, comScore uses non-GAAP net income, which excludes stock-based compensation, amortization of acquired intangible assets, impairment of intangible assets, impairment of marketable securities, costs from acquisitions, restructurings and other infrequently occurring items, non-cash deferred tax provision and litigation and related settlement costs. comScore reports non-GAAP EPS (diluted), which uses non-GAAP net income in lieu of GAAP net income in calculating earnings per share. Year to date 2015 and 2014 Non-GAAP pro forma revenue excludes the estimated effects of revenue generated from the mobile operator analytics division. Year to date 2015 and 2014 adjusted pro forma EBITDA also excludes the estimated effects of

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operations related to the mobile operator analytics division products. The company believes that excluding certain costs from non-GAAP net income, non-GAAP EPS, and adjusted EBITDA provides a meaningful indication to investors of the expected on-going operating performance of the company. Specifically as it relates to acquisitions and restructurings, the exclusion of these costs reflects the expected benefits realized or to be realized upon the integration of acquired entities into comScore, and the realized benefits of the restructurings. Whenever comScore uses such historical non-GAAP financial measures, it provides a reconciliation of historical non-GAAP financial measures to the most closely applicable GAAP financial measure. Investors are encouraged to review the related GAAP financial measures and the reconciliation of these historical non-GAAP financial measures to their most directly comparable GAAP financial measure included in the financial tables accompanying this release. Although the company provides a reconciliation of historical non-GAAP financial measures, due to the high variability and difficulty in predicting certain items that affect net income, such as tax rates and stock price, comScore is unable to provide a complete reconciliation of adjusted EBITDA to net income on a forward-looking basis without unreasonable efforts. However, a reconciliation of forward-looking adjusted EBITDA to GAAP income (loss) before income taxes is set forth in the attachment to comScore's August 4, 2015 earnings press release, which is available under the "Investor Relations" section of the comScore's website at www.comscore.com. These non-GAAP financial measures do not reflect a comprehensive system of accounting, differ from GAAP measures with the same captions and may differ from non-GAAP financial measures with the same or similar captions that are used by other companies. The use of certain non-GAAP financial measures requires management to make estimates and assumptions regarding amounts of assets and liabilities and the amounts of revenue and expense during the reporting periods. comScore bases its estimates on historical experience and assumptions that it believes are reasonable. Actual results could differ from those estimates.

© comScore, Inc. Proprietary. 5 3Q15 Overview Pro forma revenue \$92.4M; up 14% from 3Q14 \$96.4M constant currency basis; up 19% from 3Q14 Adjusted EBITDA: \$23.4M; up 16% from 3Q14 Adjusted EBITDA margin: 25%; unchanged from 3Q14 Pretax income: \$900K Includes \$3.3M of Rentrak-related transaction fees Excluding fees pretax income is \$4.2M Key Metrics 45 Net customer adds 53% of MMX clients purchasing MMX Multi-platform (46% remain to upsell) Consistent renewal rate > 90% \$45.9M stock repurchased under May 2015 program in Q3, total just shy of \$100M. - Repurchase program suspended pending Rentrak merger Record Revenue and Adjusted EBITDA

© comScore, Inc. Proprietary. 8 • Oracle • Using vCE as part of Oracle Data Cloud for ad buy guarantees • Google • Video Viewability for YouTube announced 11/3/2015 • On track for mobile and international expansion 1H2016 • Strategic relationship with Spotify • comScore is global ad measurement partner for Spotify • 75 Million active users in 58 countries • Collaborating to enhance our global desktop and mobile advertising products vCE Momentum Expanded global footprint / 53% YoY revenue growth On track for \$100M in 2017

© comScore, Inc. Proprietary. 14 Strong Industry Support for comScore + Rentrak This effort to join forces between comScore and Rentrak can help break down these walls and create a more seamless system for planning and evaluation across TV and digital.” Keith Camoosa, EVP and MD of Research IPG “The market needs combined TV and digital measurement and the merger will benefit the entire media ecosystem. The Oracle Data Cloud has partnerships with both Rentrak and comScore and we look forward to seeing what enhanced solutions they will bring to market.” Omar Tawakol, SVP and GM Oracle Data Cloud “The Rentrak and comScore merger offers greatly needed competition and is a significant step forward for the measurement capabilities of our industry.” Howard Shimmel, Chief Research Officer Turner Broadcasting “This merger is welcome news, as the industry needs speedier progress and increased innovation in cross platform measurement. Consumers are watching TV on every screen and platform, and we all need measurement to catch up.” Colleen Fahey Rush, EVP and Chief Research Officer Viacom “The combination of these two solid, complementary companies with experienced research leadership is a positive development as the advertising

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industry confronts the formidable task of building the analytical infrastructure required in the increasingly complex media environment.” David Poltrack, Chief Research Officer CBS Corporation

© comScore, Inc. Proprietary. 17 Non-Monetary Transaction Trends Key Non-Monetary Revenue Trends • Sequential decline of \$2M • Expected Q4 2015 YOY decline of \$2M • No New Non-Monetary Transactions expected in Q4 2015 guidance All amounts in millions Q215 Q315 Seq Q314 YoY Q414 Q415 Proj YoY Actual Actual Change Actual Change Actual Projected Change Non-monetary Revenue \$ 10.77 \$ 9.09 \$ (1.67) \$ 4.66 \$ 4.43 \$ 7.62 \$ 5.52 \$ (2.10) Non-monetary Expense \$ 4.99 \$ 5.13 \$ 0.14 \$ 2.93 \$ 2.20 \$ 9.24 \$ 6.06 \$ (3.18) Net Revenue (Expense) \$ 5.77 \$ 3.96 \$ (1.81) \$ 1.73 \$ 2.23 \$ (1.62) \$ (0.54) \$ 1.08

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