

Rentrak Selects Vobile To Support Branded Entertainment Services

SANTA CLARA, Calif., May 19, 2015 /PRNewswire/ -- Vobile, the worldwide leader in video and audio content protection, measurement and monetization services, and Rentrak **RENT**, **+1.66%** the leader in precisely measuring movies and TV everywhere, announced today Rentrak has selected Vobile to provide the video capture, recording and storage capabilities it requires to support its growing Branded Entertainment measurement products and services. Rentrak will utilize Vobile's software and services powered by its VDNA technology to automatically detect, track and report on instances where brand integrations have occurred in programming airing on television channels.

"We are very pleased to further our existing partnership with Rentrak through this new product deployment," said Yangbin Wang, Chief Executive Officer of Vobile. "Our advanced VDNA technology is a perfect fit to enhance Rentrak's Branded Entertainment measurement products and services. Together with our existing SaaS product portfolio, we are now ready to better serve content creators, technology solutions providers, and other stakeholders in the media entertainment and advertising industries."

"With time-shifted and multiscreen TV viewing on the rise, advertisers are increasingly focused on integrating their products directly into content in order to capture the attention of their target audience," said Bill Livek, Vice Chairman and Chief Executive Officer of Rentrak. "With Rentrak's precise measurement of TV merged with Vobile's video capture and media element detection solution, Rentrak can now scale our branded entertainment measurement services to meet the needs of not only advertisers, but also networks, agencies and sports properties who have a growing need to understand the value of these brand integrations and sponsorship executions."

Vobile will showcase its latest product offerings at ad:tech San Francisco May 20th to 21st. Schedule a demo or check out the technology by visiting booth #NX7 . The conference is the longest running modern marketing event in the industry. Visit <http://www.ad-tech.com/sf/> for more information.

About Vobile

Vobile is the worldwide leader in video and audio content protection, measurement and monetization services. Its patented core VDNA technologies enable fully automated identification, tracking and management of any video and audio content with high accuracy and scalability. Vobile operates the VDNA Database (VDDB), which is the most comprehensive database of authorized video fingerprints, metadata and business rules from major movie studios, television networks and record labels. Founded in 2005, the company is headquartered in Santa Clara, Ca., with additional offices in the United States, China, Japan and Singapore. For more information, please visit www.vobileinc.com.

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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.renrak.com.