

OPEN MOBILE VIDEO COALITION JOINS FORCES WITH HARRIS INTERACTIVE AND RENTRAK TO MEASURE AND ANALYZE CONSUMER MOBILE DIGITAL TELEVISION VIEWERSHIP PATTERNS

--Washington, D.C. Mobile DTV Consumer Showcase Ideal Opportunity to Study Consumer Behavior with Rich Menu of Local Programming--

Washington, D.C. – February 2, 2010 -- The Open Mobile Video Coalition (OMVC), a broadcast industry organization dedicated to accelerating over-the-air Mobile Digital Television, announced today that it is teaming with Harris Interactive (NASDAQ: HPOL), a leading global market research firm, and Rentrak Corporation (NASDAQ: RENT), a leader in multi-screen media measurement serving the entertainment and advertising industries, to work in tandem to study consumer usage habits during OMVC's Mobile DTV Consumer Showcase in Washington, D.C.

With more than 30 television stations now transmitting Mobile DTV signals throughout the country, the number of local broadcasters upgrading to enable the newly-minted Mobile DTV standard is expected to mushroom throughout 2010.

Eight local area television stations will be transmitting up to 20 channels of free and premium broadcast TV programming to hundreds of mobile devices that will be used by actual viewers and local residents.

Washington-area viewers will try Mobile DTV with a range of devices, including netbook computers, cell phones, accessory Wi-Fi receivers, and portable DVD players that have been specially equipped with the new Mobile DTV receiving circuitry.

Mobile DTV applications to be tested, under a recently approved technical standard, include favorite live, local television programs just as they are transmitted to D.C.-area homes, interactive broadcasts made possible by the new Mobile DTV standard, and lifesaving emergency alerts for weather incidents and other unforeseen events.

During the Washington, D.C. Consumer Showcase, OMVC is planning an evaluation of quantitative and qualitative usage for each of the selected device platforms. The purpose of the Showcase is to understand factors that may motivate greater usage of Mobile DTV, early adoption, propensity to tolerate pay services, interactive services and usage patterns, as well as to learn more about the core qualitative aspects of the user experience from pre-adoption to post-usage insights.

Jointly, OMVC, Harris Interactive and Rentrak will utilize Harris's Early Adopter Community (EAC) and Rentrak's Mobile Essentials™ service during the spring and summer to measure and perform a detailed analysis of consumer viewing trend patterns. Harris's EAC is an innovative and powerful web-based research tool that will survey testers regarding their attitudes and opinions about Mobile DTV viewing. Key metrics that will be studied by team during the project include determining the most active day parts, how long viewers remain engaged, and what genres of content are most compelling and frequently viewed.

“One of the key advantages of Mobile DTV is the built-in ability to measure viewer activity, giving broadcasters a much better picture of what consumers are actually watching, when they watch, and where. We've selected Harris Interactive and Rentrak to perform this important service with devices that have a return channel, and we anticipate that this window into consumer behavior will help us deliver more relevant information and entertainment to viewers who are on-the-go,” said Brandon Burgess, OMVC President and ION Media Networks Chairman and CEO.

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“The Early Adopter Community provides an excellent opportunity to observe and analyze viewing trend patterns,” stated Harris Interactive President and CEO, Kimberly Till. “Bringing hundreds of people together to experience Mobile DTV content in a private, online setting allows for true feedback about consumer attitudes, opinions and behavior in this emerging broadcast television market. We are thrilled to be a part of this research with the OMVC and Rentrak.”

“Rentrak is bullish about the future of delivering broadcast television content across all screens, including mobile devices. We are very pleased to be working with the OMVC and Harris Interactive to further study and share field trial knowledge with key industry stakeholders who are evaluating how to best to engage consumers who view television and video content on mobile devices,” said Ken Papagan, president and chief strategy officer at Rentrak Corporation.

Washington area stations participating in the OMVC Consumer Showcase include **WDCA-DT** (Fox Television Stations); **WUSA-DT** (Gannett Broadcasting); **WPXW-DT** (ION Media Networks); **WRC-DT** (NBC Universal); **WHUT-DT** (Howard University/PBS); **WNVC-DT** (MHz Networks); **WNUV-DT** (Sinclair Broadcast Group); and **WFDC-DT** (Univision Communications);

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About The Open Mobile Video Coalition

The Open Mobile Video Coalition is a voluntary association of television broadcasters whose mission is to accelerate the development of mobile digital television in the United States. The OMVC is composed of 29 members that own and operate over 450 commercial television stations, as well as the Association of Public Television Stations, Corporation for Public Broadcasting and the Public Broadcasting Service, which represent an additional 360 public television stations. Membership in the OMVC is open to all U.S. - based television broadcasters: www.OMVC.org.

About Harris Interactive (NASDAQ: HPOL)

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American, European, and Asian offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us – and our clients – stay ahead of what's next. For more information, please visit www.harrisinteractive.com.

About Rentrak Corporation

Rentrak Corporation (NASDAQ: RENT) is a global digital media measurement and research company, serving the most recognizable companies in the entertainment industry. With a reach across numerous platforms including box office, home entertainment, on-demand and linear television, broadband and mobile, Rentrak is headquartered in Portland, Oregon, with additional offices worldwide in Los Angeles, New York City, Miami/Ft. Lauderdale, Argentina, Australia, China, France, Germany, Mexico, Russia, Spain and the United Kingdom. For more information on any of Rentrak's services, please visit www.renrak.com.

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