

RENTRAK SUPPLIER TERMS



NEW LINE

- \$1.50 up-front fee
- 37/63% split (you keep 63%)
- Minimum transaction fee: \$1.25
- 29 day sell-through - cost: \$3.50 vs. 37% of sales revenue
- 6 month lease term - cost: \$0.50 at end of term
- Transaction fee guarantee:
 - \$7.00 on each unit with box office between \$5-\$79.9 Million
 - \$8.00 on each unit with box office between \$80-\$119.9 Million
 - \$10.00 on each unit with box office of \$120 Million and greater

NEW LINE BLU-RAY

- 1.50 up-front fee
- 37/63% split (you keep 63%)
- Minimum transaction fee: \$1.25
- 12 month lease term - cost: \$0.50 at end of term
- Transaction fee guarantee:
 - \$8.00 on each unit with box office between \$5-\$79.9 Million
 - \$9.00 on each unit with box office between \$80-\$119.9 Million
 - \$11.00 on each unit with box office of \$120 Million and greater

UNIVERSAL

- \$1.50 up-front fee
- 39/61% split (you keep 61%)
- Minimum transaction fee: \$1.25
- 29 day sell-through – cost: \$3.50 vs. 39% of sales revenue
- 6 month lease term – cost: \$1.00 at end of term
- Transaction fee guarantee:
 - \$6.00 on each unit with box office less than \$5 Million
 - \$8.00 on each unit with box office greater than \$5 Million

SONY

One-Year Buying Agreement

- \$1.50 up-front fee
- 39/61% split (you keep 61%)
- Minimum transaction fee: \$1.25
- 29 day sell-through – cost: \$3.50 vs. 39% of sales revenue
- 6 month lease term – cost: \$0.00 at end of term
- \$8.00 transaction fee guarantee on each unit per title with box office over \$1,000,000

SONY BLU-RAY

One-Year Buying Agreement

- \$1.75 up-front fee
- 50/50% split
- Minimum transaction fee: \$1.65
- 64 day sell-through - cost: \$5.00 vs 50% of sales revenue
- 6 month lease term - cost: \$0.00 at end of term
- Transaction fee guarantee:
 - \$4.00 on each unit with box office of less than \$1 Million
 - \$12.00 on each unit with box office greater than \$1 Million

LIONSGATE

One-Year Buying Agreement

- \$0.00 up-front fee
- 39/61% split (you keep 61%)
- Minimum transaction fee: \$1.10
- 29 day sell-through – cost: \$2.75 vs. 39% of sales revenue
- 6 month lease term – cost: \$0.75 at end of term

LIONSGATE BLU-RAY

- \$1.50 up-front fee
- 45/55% split (you keep 55%)
- Minimum transaction fee: \$1.30
- 90 day sell-through – cost: \$4.50 vs 45% of sales revenue
- 6 month lease term – cost: \$1.50 at end of term
- \$10.00 transaction fee guarantee

FIRST LOOK HOME ENTERTAINMENT

One-Year Buying Agreement

- \$0.00 up-front fee
- 35/65% split (you keep 65%)
- Minimum transaction fee: \$1.05
- 30 day sell-through – cost: \$2.00 vs. 35% of sales revenue
- 6 month lease term – cost: \$0.50 at end of term

SUMMIT ENTERTAINMENT

- \$1.50 up-front fee
- 38/62% split (you keep 62%)
- Minimum transaction fee: \$1.20
- 31 day sell-through – cost: \$3.50 vs. 38% of sales revenue
- 6 month lease term – cost: \$0.50 if you want to purchase at end of term

20TH CENTURY FOX HOME ENTERTAINMENT

One-Year Buying Agreement

- \$1.25 up-front fee
- 39/61% split (you keep 61%)
- Minimum transaction fee: \$1.25
- 30 day sell-through – cost: \$3.35 vs. 39% of sales revenue
- 6 month lease term – cost: \$1.50 at end of term

PARAMOUNT HOME VIDEO

- \$1.50 up-front fee
- 38/62% split (you keep 62%)
- Minimum transaction fee: \$1.20
- 31 day sell-through – cost: \$3.80 vs. 38% of sales revenue
- 6 month lease term – cost: \$0.75 at end of term
- \$9.00 transaction fee guarantee on each unit per title with box office over \$5,000,000

WARNER HOME VIDEO

One-Year Buying Agreement

- \$1.50 up-front fee
- Rental transaction fee: \$1.40
- 30 day sell-through – cost: \$4.50 vs. 50% of sales revenue
- 6 month lease term – cost: \$0.00 at end of term
- Transaction fee guarantee:
 - \$3.00 on each unit with box office less than 1 Million
 - \$4.00 on each unit with box office between \$1 Million-\$10 Million
 - \$6.00 on each unit with box office between \$10 Million and 50 Million
 - \$8.00 on each unit with box office greater than \$50 Million

INDEPENDENT SUPPLIERS

- \$1.00 - 2.00 up-front fee
- 40/60% split (you keep 60%)
- Minimum transaction fee: \$1.20-1.25
- Sell at 31st day – cost: \$3.00 vs. 40% of sales revenue
- 6 month lease term – cost: \$1.00 if you want to purchase at end of term