

# RENTRAK SUPPLIER TERMS



## SONY

### One-Year Buying Agreement

- \$1.50 up-front fee on titles with box office more than \$1 million
- \$0.50 up-front fee on titles with box office less than \$1 million
- 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

## 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

## 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

## SUMMIT ENTERTAINMENT BLU-RAY

- \$1.50 up-front fee
- 40/60% split (you keep 60%)
- Minimum transaction fee: \$1.30
- 90 day sell-through – cost: \$4.50 vs. 40% of sales revenue
- 6 month lease term – cost: \$1.50 if you want to purchase at end of term
- \$10.00 transaction fee guarantee

## 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

## 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

## WARNER/NEW LINE HOME VIDEO

### One-Year Buying Agreement

- \$1.50 up-front fee
- 38/62% split (you keep 62%)
- Minimum transaction fee: \$1.35
- 29 day sell-through (see output addendum for details)
- 6 month rental lease term - cost: \$0.00 at end of term
- Transaction fee guarantee: (see output addendum for details)
  - \$0.00 on each unit with box office less than \$20 million
  - \$5.50 on each unit with box office between \$20-\$80 million
  - \$7.50 on each unit with box office greater than \$80 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