

RENTRAK CORP  
Form 8-K  
October 09, 2014

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 OR 15(d) of the**  
**Securities Exchange Act of 1934**

**October 8, 2014**

**Date of Report (Date of earliest event reported)**

**Rentrak Corporation**

**(Exact name of Registrant as specified in its charter)**

**Oregon**  
**(State or other jurisdiction**  
  
**of incorporation)**

**000-15159**  
**(Commission**  
  
**File Number)**

**93-0780536**  
**(I.R.S. Employer**  
  
**Identification No.)**

Edgar Filing: RENTRAK CORP - Form 8-K

**7700 NE Ambassador Place**

**Portland, Oregon 97220**

**(Address of Principal Executive Offices and Zip Code)**

**503-284-7581**

**(Registrant's telephone number, including area code)**

**N/A**

**(Former Name or Former Address, if changed since Last Report)**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 7.01 Regulation FD Disclosure.**

On October 9, 2014, Rentrak issued a press release announcing the signing of an Asset Purchase Agreement to acquire the U.S. television measurement business of WPP's Kantar business unit. A copy of the press release is furnished as Exhibit 99.1 to this Form 8-K and is incorporated herein by reference.

Also on October 9, 2014, Rentrak issued a press release announcing that it had entered into an agreement with GroupM, pursuant to which GroupM will begin to utilize Rentrak's national and local TV measurement services. A copy of the press release is furnished as Exhibit 99.2 to this Form 8-K and is incorporated herein by reference.

The information in this Form 8-K and the Exhibits attached hereto is furnished and shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

99.1 Press Release dated October 9, 2014

99.2 Press Release dated October 9, 2014

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 9, 2014

RENTRAK CORPORATION

By: /s/ David I. Chemerow

Name: David I. Chemerow

Title: Chief Operating Officer,

Chief Financial Officer and

Secretary