

RENTRAK CORP  
Form 8-K  
December 23, 2010

**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**

**December 22, 2010**

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

**Rentrak Corporation**

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

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

**000-15159**  
(Commission

**93-0780536**  
(I.R.S. Employer

File Number)  
**7700 NE Ambassador Place**

Identification No.)

**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.**

Mr. Paul Rosenbaum, non-executive chairman of Rentrak Corporation ( Rentrak ), sold 40,000 shares of Rentrak common stock on December 22, 2010 for tax planning purposes. Earlier this year, Mr. Rosenbaum purchased approximately 149,000 shares of Rentrak common stock through the exercise of a portion of his stock options.

The sale represents a small portion of Mr. Rosenbaum s holdings. He now owns approximately 259,000 shares of Rentrak common stock and 240,000 vested stock options.

**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: December 23, 2010

RENTRAK CORPORATION

By: /s/ David I. Chmerow

Name: David I. Chmerow

Title: Chief Operating Officer,

Chief Financial Officer and Secretary