

RENTRAK CORP  
Form 8-K  
April 18, 2011

**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

April 7, 2011

Date of Report (Date of earliest event reported)

**Rentrak Corporation**

(Exact name of Registrant as specified in its charter)

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(State or other jurisdiction  
of incorporation)

(Commission  
File Number)  
7700 NE Ambassador Place

(I.R.S. Employer  
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 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

(c) On April 18, 2011, Rentrak Corporation ( Rentrak ) announced the appointment of Cathy Hetzel, 59, as its Corporate President, effective as of April 7, 2011. In addition to her position as Rentrak s Corporate President, Hetzel will also continue as President of Rentrak s Advanced Media and Information (AMI) division. Hetzel, who joined Rentrak in 2004, is a 29-year cable and media industry veteran. As President of Rentrak s AMI division, she has led efforts to manage and grow media measurement and analytic services across film, television, cable, Internet, mobile and advertising industries. Hetzel has been instrumental in launching Rentrak s video-on-demand (VOD) business to its current industry leadership role and expansion to track cross platform on-demand content. Additionally, she has been extremely successful in building the company s set-top box-based television measurement business and developing over-the-top network solutions.

**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: April 18, 2011

RENTRAK CORPORATION

By: /s/ David I. Chemerow

Name: David I. Chemerow

Title: Chief Operating Officer, Chief Financial Officer and Secretary

-3-