

CUBAN MARK
Form SC 13G
December 29, 2004

SCHEDULE 13G

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3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

5 SOLE VOTING POWER

NUMBER OF

605,300

SHARES

BENEFICIALLY

6 SHARED VOTING POWER

OWNED BY

0

EACH

REPORTING

7 SOLE DISPOSITIVE POWER

605,300

PERSON

WITH

8 SHARED DISPOSITIVE POWER

0

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

605,300

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES* []

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

6.1% (1)

12 TYPE OF REPORTING PERSON*

IN

(1) Based on 9,882,132 shares of Common Stock of the Issuer outstanding on December 16, 2004.

CUSIP No. 760174 10 2

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Item 1.

(a) Name of Issuer:

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Rentrak Corporation

(b) Address of Issuer's Principal Executive Offices:

7700 NE Ambassador Place
Portland, Oregon 97220

Item 2.

(a) Name of Person Filing:

Mark Cuban

(b) Address of Principal Business Office or, if none, Residence:

5424 Deloache Avenue
Dallas, Texas 75220

(c) Citizenship:

United States

(d) Title of Class of Securities:

Common Stock, \$0.001 par value per share

(e) CUSIP Number:

760174 10 2

Item 3. If this statement is filed pursuant to Section 240.13d-1(b) or Section 240.13d-2(b) or (c), check whether the person filing is a:

Not Applicable.

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Item 4. Ownership.

The following information relates to the reporting person's ownership of Common Stock of the Issuer as of December 27, 2004.

(a) Amount Beneficially Owned:

605,300

(b) Percent of Class:

6.1% (1)

(c) Number of shares as to which the person has:

(i) sole power to vote or to direct the vote:

605,300

(ii) shared power to vote or to direct the vote:

0

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(iii) sole power to dispose or to direct the disposition of:

605,300

(iv) shared power to dispose or to direct the disposition of:

0

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following [].

- (1) Based on 9,882,132 shares of Common Stock of the Issuer outstanding on December 16, 2004.

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Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Not Applicable.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.

Not Applicable.

Item 8. Identification and Classification of Members of the Group.

Not Applicable.

Item 9. Notice of Dissolution of Group.

Not Applicable.

Item 10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

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SIGNATURE

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After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: December 27, 2004

/s/ Mark Cuban
Mark Cuban