

A

Ad ID: Ad ID is a naming system for advertising assets. It attaches a universal identifier to each piece of ad creative, whether it be a TV commercial, a print advertisement, or a banner ad. Advertisers, media companies, and distribution platforms would all use the same ID to refer to a specific creative, making it easier for the advertiser to control how an ad runs.

Ad Server. A platform that enables the management, display, and tracking of ads on digital properties and collects and reports campaign data so advertisers can monitor performance.

Ad-Supported Video On Demand (AVOD). A streaming video service that offers consumers access to a catalog of content that can be viewed at any time and contains advertisements.

Addressability. The ability to target an ad directly to a device, browser, segment, household, and/or individual.

Addressable TV. Technology that allows an advertiser to deliver different ads to different audience segments that are watching the same TV program on IPTV and set-top boxes.

Advanced TV. Any streaming television content that goes beyond traditional, linear television delivery models, including interactive TV, connected TV, smart TV, and addressable TV.

Attribution Modeling. A practice of data-driven marketers to estimate how much credit should be assigned to media touchpoints for business outcomes such as sales and conversions.

Audience-based Buying. With advances in technology and measurement, marketers can target and buy multiscreen TV ad campaigns based on specific audiences, such as lifestyle characteristics and purchase behavior, instead of on a demographic like Adults 25-54. It allows advertisers to speak directly to the people they want to reach.

Automated Content Recognition (ACR). Technology inside a TV device that allows content (pixels) to be matched back to a database to identify what programs and ads people are watching.

C

Connected TV (CTV). A TV device that receives video content using the Internet, either via applications on smart TVs or via external OTT devices or gaming consoles.

Content Provider. A company—such as a programmer, network, or publisher—that produces or acquires TV programs to be distributed to viewers.

Cord-Cutter Households. Households that no longer subscribe to linear TV.

Cord-Never Households. Households that never subscribed to linear TV.

CPM (Cost-per-Thousand). The cost to reach one thousand households or individuals with a specific advertising message.

Cross-Platform Measurement. The ability to obtain metrics for reach, frequency, impressions, and other data points across different devices, including televisions, computers, smartphones, tablets, and OTT devices.

Cross-Screen Measurement. The tracking and tabulating of video metrics across all of an individual's screens, including mobile, tablet, out-of-home, television, advanced TV, desktop, and more.

D

Data-Driven Linear TV. The use of various sets of metrics, including demographics, interests, and viewing behavior, to optimize a traditional TV schedule so it will better reach an advertiser's audience.

Data Lake. A centralized location that holds a very large amount of data in its raw form to later be used by various visualization and analytics tools.

Data Marketplace. A data marketplace is an online transactional location or store that facilitates the buying and selling of data. Cloud-based data marketplaces are appearing at a growing rate to match data consumers with the right data sellers.

Data Management Platform (DMP). An ad technology used by marketers and agencies to manage various types of metrics—such as cookie IDs, campaign data, audience data, purchase data, etc.—so audiences can be activated for use in ad campaigns.

Demand-Side Platform (DSP). An ad technology that allows media buyers to automate the planning and buying (real-time bidding) of ads across channels and inventory sources.

Demo Impression Guarantee. An assurance from the seller that an ad campaign must hit a certain number of views of the ad within the target demographic for the price paid.

Deterministic Modeling. A methodology that blind-matches first- and third-party behavioral data with personally identifiable information (PII) to predict viewer behavior and deliver targeted advertising.

Device Graph. A means of mapping an individual across all their screens (phones, tablets, desktop computers, smart TVs, etc.), enabling advertisers to see viewer behavior holistically for targeting and attribution purposes.

Dynamic Ad Insertion (DAI). Technology that allows advertisers to swap out ad creatives in video content and control for messaging and delivery across device platforms.

Dynamic Creative Optimization (DCO). Video ad creative customized in advance and/or able to control messaging depending on its delivery to specific and varied audience segments on CTV.

F

First-Party Data (First-Party). Information collected directly from audiences or customers, including data from behaviors, actions, or interests demonstrated across websites or apps, as well as data in CRM, subscription data, surveys, or customer feedback.

Fluidity. The ability to deliver audiences on like for like OTT networks to fulfill a linear TV campaign's goals.

Free Ad-Supported Streaming TV (FAST). Ad supported, digitally delivered free streaming platforms like Pluto, Tubi, XUMO, and Roku that feature on-demand TV series and movies, and often linear channels as well.

Frequency Capping. The maximum number of times to display an ad to the same viewer or household over a given timespan.

G

Geo Targeting. The serving of ads to a particular geographical area or population segment. Can be broken out by custom zones, state, and zip code, as well as by linear schedules made up by ad zone.

Gross Rating Point (GRP). The traditional metric for TV advertising impact, measuring the size of an audience reached by a specific media vehicle or schedule in programs or commercials.

I

Internet Protocol TV (IPTV). Where TV services are delivered digitally using the Internet instead of being delivered through traditional terrestrial, satellite signal, and cable television formats.

K

Key Performance Indicator (KPI). A specific metric that acts as the critical factor showing progress toward an intended business result.

L

Linear Addressable. When an ad that can be targeted directly to a segment and/or individual is inserted into live, traditional TV programming and served through a set-top box.

Linear TV or Traditional TV. Programming broadcasted via over-the-air, satellite, or cable TV at a prescheduled time on a specific channel.

M

Multi-channel Network (MCN). A stand-alone company that leverages digital video platforms to enable content producers to program, promote, monetize, and distribute their content, as well as offer technical assistance in exchange for a percentage of the ad revenue earned.

Multi-channel Video Programming Distributor (MVPD). A service provider that delivers video programming services via cable, satellite, or linear broadcast to consumer TVs for a subscription fee.

O

Order Management System (OMS). A tool to help buyers and sellers track and manage linear TV and digital video contracts and insertion orders.

Over-the-Top (OTT) Device. A device—such as Apple TV, Chromecast, Amazon Fire TV Stick, and Roku—that connects to a TV to deliver OTT streaming video.

Over-the-Top (OTT) Streaming Video. Content that is continuously delivered via the Internet to a connected device without the need for set-top boxes or converters.

P

Probabilistic Modeling. A measurement methodology that leverages behavior-based consumer panels and extrapolates to create scale and predict similar behaviors in larger numbers of consumers.

Programmatic Inventory Metrics. The main measurements—including impressions, designated market area reached, and cost (CPM)—used for tracking ads delivered via digital platforms.

Programmatic TV. Automated ways of buying and selling television ads, leveraging DSP and SSP platforms.

Publisher. An organization that creates and/or prepares content for public distribution or sale via one or more media types.

R

Real-Time Bidding (RTB). An industry standard protocol which creates a marketplace for the real-time buying and selling of ad inventory.

Retail Media Network (RMN): A retail media network is an advertising business set up by a retailer that allows advertisers to buy advertising space across the retailer's online properties and throughout the open internet, using shopper data to connect with consumers across the entire buyer journey.

Return Path Data. TV viewing metrics that come from set-top boxes in cable and satellite subscribers' homes, enabling audience measurement and addressable advertising capabilities.

S

Second-Party Data (Second-Party). Similar to first-party data in terms of accuracy, but second-party data is information that comes from a trusted source that is not proprietary; instead, it is purchased directly from the company that owns the data.

Set-Top Box (STB). A device used in traditional cable and satellite television systems to deliver programming to a television screen.

Smart TV. A television set with integrated Internet and interactive features that allow users to stream video content, over-the-top (OTT) content, and other online interactive media.

Subscription Video On Demand (SVOD). An Internet-based service that consumers subscribe to in order to access a catalog of streamed video content they can view at any time. Can be either ad supported (AVOD) or not ad supported.

Supply-Side Platform (SSP). An ad technology that allows digital media owners and publishers to sell and manage ads in automated auctions.

T

Third-Party Data (Third-Party). Information that is aggregated or purchased from sources that are not the original collectors of that data.

TV Everywhere. The ability to access live and/or on-demand video content from cable companies (MVPDs) through Internet-based services.

U

Unduplicated Reach. The ability to send video content to an intended audience across various platforms and channels, with the intelligence to know that the same person does not receive content at greater-than-intended frequency.

Unique Identifier (UID). A numeric or alphanumeric data string assigned to a device that enables ad targeting.

Unique Impressions. The number of views of an ad by households or IP addresses, removing duplication of ad views by the same viewer(s).

V

Video On Demand (VOD). Video content that is enabled and consumed by the viewer at any time after its official release date or original air date and time.

Video On Demand (VOD) Addressable. When an ad that can be delivered to different audience segments (an addressable ad) is inserted into VOD content through a cable provider's set-top box. Note that not all VOD ads are addressable.

Virtual Multi-channel Video Programming Distributor (vMVPD). A content distributor that aggregates publishers, networks, and programmers and provides access to content—both live and on demand—delivered via the Internet without the traditional set-top box.

Y

Yield Optimization. Data analysis on behalf of media sellers to determine which inventory and products are performing well.

Z

Zero-Party Data. Zero-party data encompasses any data that a customer provides to a brand or company willingly and intentionally, including a customer's age or gender, purchase intent, and more. Most survey data, where a customer decides to tell a brand about their preferences, is a form of zero-party data.