Streaming Glossary

Introduction

The purpose of this glossary is to inform and educate people about commonly used and accepted streaming terms across the TV ecosystem. It has been created for Effectv clients, internal teams, and for anyone interested in understanding the language used in conversations about streaming TV and digital video today.

The definitions have been sourced from the IAB Glossary of Terminology and from the FreeWheel – U.S. Video Marketplace Report H1 2021. It is not an exhaustive list; it focuses on the most common terms used by Effectv clients and teams. It is not intended to be used to provide specific details about Effectv Streaming or any other Effectv product.

Current or potential clients who are interested in learning more about Effectv's products and capabilities should reach out to their Account Executive or request an introductory call by visiting Effectv.com.

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Streaming Glossary

Addressable TV
The ability to target a message to an audience segment at a household level across linear and streaming devices. Those segments could be matched or modeled by behavioral, demographic, and geographic factors from 1st, 2nd, or 3rd party data sets.

Advanced TV
An umbrella term that refers to television content that evolves beyond traditional linear TV models. It includes Addressable TV, Over-the-Top (OTT) and Connected TV (CTV).

Audience Targeting
Delivering an ad to the appropriate audience. This may be done through behavioral, psychographic or geographic targeting.

Ad-Supported Video on Demand (AVOD)
A streaming video service that offers consumers access to a free catalogue of on-demand content and contains advertisements. Examples include YouTube, Tubi, Crackle. Some services are both AVOD and FAST. See FAST definition for more information.

Attribution
The process of identifying a set of user actions across screens and touchpoints that contribute in some manner to a desired outcome, and then assigning value to each of these events. Attribution offers advertisers the opportunity to understand how media can drive sales, awareness, purchase intent and other measurable KPIs.

Carriage Agreement
An agreement between a programmer and MVPD that grants the distribution of specific network content. These agreements may also include the right of the MVPD to sell r's bo linear and streaming inventory. From a linear standpoint, Comcast can sell 2 minutes per hour of TV programming.

Clip
Video content under 8 minutes long. Also called short-form clip.

Connected TV (CTV)
Television sets that are connected to the Internet via OTT devices, Blu-ray players, streaming boxes or sticks, and gaming consoles, or has built-in internet capabilities (Smart TVs) and can access a variety of long-form and short-form web-based content. Connected TV devices include:

Smart TVs
e.g. Xumo TV, Vizio, Samsung, LG, Hisense, TCL, etc.

OTT/CTV Devices
e.g. Xfinity Flex, Roku, Chromecast, Amazon Fire Stick, Apple TV, and the major gaming consoles.

Tablets, Phones, Desktops, Laptops via sites and apps
e.g. Apple (iPhone, iPad, Mac), Samsung Galaxy Phones and Tablets, Amazon Fire HD Tablets, Microsoft Surface Pro, etc.

Content Vertical
Content genre, for example: news, entertainment, sports.

Cookie
These text files contain small pieces of data that are used to identify a user's computer and are used to identify specific users to improve your web browsing experience. Cookies will be eliminated in the next couple years.

Cost Per Thousand (CPM)
Term describing the cost of 1,000 impressions, as an industry standard. For example, if the ad campaign costs $1,000 for 100,000 impressions, the CPM is $10.

Data-Driven Linear
The ability to use different data sets including demographics, interests and viewing behavior to optimize a linear TV schedule that uses specific networks and dayparts to better reach an advertiser's audience.

Deal ID
Unique deal identifier of a programmatic transaction that can be used to match advertisers and publishers directly

Demand Side Platform (DSP)
A technology platform that provides centralized and aggregated media buying from multiple sources including ad exchanges and ad networks, often using real time bidding. DSPs allow advertisers to buy impressions across a range of publisher sites and could be targeted to specific audience segments.

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Streaming Glossary

Deterministic Data
Data that is obtained directly from an individual through an online registration form or offline from subscription, registration, purchase, or mailing lists; it is not modeled data. Examples include: name, address, email, phone number, etc.

Distributor
An entity other than the content rights owner that manages the platform upon which content and advertisements are delivered. Examples include YouTube and Vimeo.

Dynamic Ad Insertion (DAI)
Technology that allows advertisers to seamlessly insert or swap out ads in content. Dynamic ad placement allows for multiple ads to be rotated through one or more spaces. The ad placement may be affected by audience data.

Endpoints
Source of content and device where the ad impressions is delivered.

First-Party Data
Information that is owned and directly collected from the customer database. Examples include viewership data, ad exposure data, website visits, product registrations and transactions.

Free Ad-Supported Streaming TV Services (FASTs)
Services where users watch ads rather than requiring a paid subscription. Some examples include Xumo, Tubi, and Pluto TV. Some services are both AVOD and FAST. See AVOD definition for more information.

Full-Episode Player (FEP)
A placement on a web page that can play videos that are typically 30-60 minutes in length and often includes multiple ad breaks throughout the streaming content.

Impressions (Digital Video)
Metric used to quantify the number of times the digital video ad was viewed. The impression count is measured based on the response from a video ad delivery system to an ad request from the digital video content host (typically facilitated through the user's browser).

Linear TV
Live, ad supported TV that has scheduled programming and ad breaks.

Long form
Video content 8 minutes or longer, but not FEP (Full Episode Player).

Mid-roll
An ad break that occurs in the middle of content.

Multiple system operator (MSO)
A company that owns and operates within two or more communities. This includes Comcast/Xfinity, Verizon/Fios, Charter/Spectrum, ATT, and Cox.

Multichannel Video Programming Distributor (MVPD)
A service provider that delivers video programming services, usually for a subscription fee (pay television). Oftentimes includes cable, satellite and telecommunications service providers. Examples include Comcast/Xfinity, Verizon/Fios, Charter/Spectrum, ATT, and Cox.

Over-The-Top (OTT)
The delivery of TV-like video content via the internet or "over the top" of infrastructure providers (that is, without the use of traditional cable or satellite TV service). OTT video refers to the content or service, such as Netflix, Hulu, Amazon Prime, Peacock, Disney+, Paramount+ and others. Also referred to as streaming services.

OTT aggregators
Video streaming sales services that offer content from many different OTT providers.

OTT standalone services
These content providers do not require an MSO and are delivered directly to a consumer over the internet.

Pre-roll
An ad break that occurs before content starts.

Premium Video
Video content that is professionally produced, rights managed, and limited in supply.

Probabilistic Data
Data that is created from a subset of deterministic data from which a model is built to identify a larger targeted audience. Examples include: lookalike audiences, personas, etc.

Private Marketplace (PMP)
A programmatic marketplace where real time bidding occurs, yet only select advertisers are allowed to bid on a vendor's inventory.

Programmatic Direct
A direct programmatic deal between seller (publisher) and buyer, eliminating the need for ad exchange parties.

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Streaming Glossary

Programmatic Guaranteed
The buyer agrees to buy a fixed number of impressions programmatically, and the publisher agrees to the deliver the exact amount of impressions for a guaranteed price. Both the buyer and seller brings a guarantee to the table

Programmatic TV
Automated transactions on streaming (OTT, CTV) and other digital inventory, as well as linear TV.

Publisher
Owner or licensor of content (content rights owner). Examples include Viacom, Scripps Networks, NBCU Networks, Tubi, and Pluto.

Real Time Bidding (RTB)
Way of transacting media that allows an individual ad impression to be put for bid in real time. This is done through a programmatic auction. RTB allows for the ability to serve ads to consumers based on their demographic, psychographic, or behavioral attributes.

Sell Side Platform (SSP)
Also called an inventory aggregator, is a technology platform that provides outsourced media selling and ad network management services for publishers.

The SSP business model aggregates ad impression inventory and serves the publisher exclusively and does not provide services for advertisers.

The inventory that is managed by these SSPs are usually purchase by demand side platforms (DSPs) or ad networks.

Set-top box Video On Demand (STB VOD)
Video content that is controlled, enabled and consumed whenever a viewer wants after its official release date or original air date and time (if originating as live programming). This type of content is found on an MVPD subscriber's set-top box.

Streaming Services
Ad supported, streaming video service that has live feeds and/or video on demand. Examples include Pluto, Xumo, Hulu (not Hulu Live).

Subscription Video on Demand (SVOD)
A streaming service that consumers subscribe to for a fee, to access a catalogue of on-demand content.

Most SVOD business models are ad-free; the user pays a subscription fee for access to uninterrupted content. Examples of pure SVOD include Netflix, Amazon Prime, and AppleTV+. Some SVOD providers offer a hybrid model which feature ad-supported content at a lower-priced subscription tier.

Users are still required to login and pay a monthly subscription fee, which is why we categorize hybrids under SVOD.

Third-Party Data
Datasets that have been sourced and aggregated by a company who is not the original collector of the data. Information can include demographic, psychographic, interests and purchase intent. Examples of third-party data aggregators include Polk and Experian.

TV Everywhere
Services that accompany a cable/satellite subscription, allowing the customer to watch the channels in their package anywhere, both inside and outside the home, without a set-top box, by signing in with their subscription login info.

Video Completion
When a video ad runs all the way through to the end.

Video Completion Rate
The percentage of all video ads that play through their entire duration to completion.

Video View
Accrued after the video advertisement plays for at least two consecutive seconds.

Virtual MVPD (vMVPD)
A digital-only cable alternative which provides access to on-demand and live content delivered over the internet without traditional network infrastructure for a subscription fee. Examples include DirecTV Stream, Sling TV, Hulu Live, YouTube Live.

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