

As time spent in front of advertising supported streaming platforms grows, brands will be sure to make CTV part of their media mix. And as with any new digital platform, there is a learning curve on how to best navigate the landscape. To get started, it helps to understand all the essential terminology. Below you'll find a quick resource guide to the latest terms and definitions that are currently used in the CTV space.

- *Please keep in mind that as the CTV marketplace matures, new technologies and advertising opportunities will come into our dialogue. Check back for future updates.*

## GENERAL

### Ad-based Video On-Demand (AVOD)

A streaming video service that offers consumers access to a catalogue of on-demand content and contains advertisements.

### Addressability

The ability to target a message to a device, browser, segment, and/or individual. Those segments could be matched or modeled by behavioral, demographic, and geographic factors from 1st, 2nd, or 3rd party data sets.

### Addressable TV

Technology that lets you show different ads to different audience segments watching the same TV program on IPTV and set top boxes. Those segments could be defined by behavioral, demographic, and geographic factors from 1st, 2nd, or 3rd party data sets.

### Multi-Channel Network (MCN)

A standalone entity 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, usually for a subscription fee (pay television). Usually includes cable, satellite, and telecommunications service providers.

### Video On Demand (VOD)

Video content that is controlled, enabled, and consumed whenever a viewer wants after its official release date or original air date and time. VOD content can be found on set top boxes, OTT devices, mobile web, mobile apps, and video streaming services.

### Advanced TV

Any television content that has evolved beyond traditional, linear television delivery models. This umbrella term is inclusive of the following:

- **Interactive TV (iTV):** The catch-all term for adding a viewer engagement piece to television. This can include both interactive content and advertising, and can be delivered in a variety of ways, including through the first- and second-screen.
- **Connected TV (CTV):** A television set that is connected to the Internet via OTT devices, Blu-ray players, streaming box or stick, and gaming consoles, or has built-in internet capabilities (i.e., a Smart TV) and is able to access a variety of long-form and short-form web-based content.
- **Smart TV:** A subset of Connected TV.
- **Linear Addressable:** The addressable ad inserted into live programming. For example, DirecTV, Dish, and Cablevision's inventory is all linear addressable.
- **VOD Addressable:** The addressable ad is inserted into cable programs within the VOD content accessible through a cable provider set top box. For example, Comcast's addressable inventory is VOD addressable.

### Subscription Video On-Demand (SVOD)

A streaming service that consumers subscribe to for a fee and can access a catalogue of on-demand content.

### Virtual MVPD (vMVPD)

New form of digital-only cable alternative which provides access to on-demand and live content delivered over the internet without the traditional network infrastructure (i.e. DirecTV Now, Hulu with Live TV, PlayStation, Sling TV)

## METRICS

### Cost Per Completed View (CPCV)

The price an advertiser pays every time a video ad runs through to completion. Rather than paying for all impressions, some of which may have been stopped before completion, an advertiser only pays for ads that finished (CPCV = Cost ÷ Completed Views).

### Cost Per View (CPV)

A pricing model where the advertiser only pays for a video start. Typically sold at 1000 impressions.

### Cost Per Point (CPP)

A pricing model based on the cost of a campaign divided by each full percentage rating point of a targeted demographic that the campaign successfully reaches.

### Gross Rating Point (GRP)

A term used to measure the size of an audience reached by a specific media vehicle or schedule. It is used to measure the exposure to one or more programs or commercials, without regard to multiple exposures of the same advertising to individuals. For example, an advertisement that is aired/served 5 times reaching 50% of the target audience each time it is aired would have a GRP of 250 (5 × 50%). GRP values are typically used by media buyers to compare the advertising strength of various media vehicle.

### Target Rating Point (TRP)

The percentage of an advertiser's target audience that sees its commercials, advertisements, or campaign. Typically advertising is bought against a guaranteed demographic or audience segment. The TRP expresses that guaranteed audience.

### Video Ad Completion

When a video ad starts and plays through its entire duration to completion.

### Video Ad Completion Rate (VCR)

The percentage of all video ads that play through their entire duration to completion. Also known as Video Completion Rate (VCR). Not to be confused with the videocassette recorder.

### Viewability Rate

The percentage of video ad impressions that were deemed viewable as per the video viewability definition of the measurement vendor.

## TECHNOLOGY

### Automated Content Recognition (ACR)

ACR is an opt-in identification technology embedded in a device that allows content to be recognized by video, audio or watermark cues and matched back to a database for verification. This technology can recognize content regardless of its distribution source (i.e. OTT, linear, etc.). Marketers use this information to understand when a consumer has seen their ads.

### Connected TV (CTV)

A television set that is connected to the Internet via OTT devices, Blu-ray players and gaming consoles or has built-in Internet capabilities (i.e., a Smart Television) and is able to access a variety of long-form and short-form web-based content.

### Over-the-Top Device (OTT)

A device that can connect to a TV (or functionality within the TV itself) to facilitate the delivery of Internet-based video content (i.e., streaming boxes, media streaming devices, Smart TV's and gaming consoles).

### Video Ad Serving Template (VAST)

A framework for serving ads to a video player. The specification also describes expected player behavior for executing ads that are supplied using VAST. The interaction between the ad and the player is unidirectional, meaning that once the player receives the VAST tag no other interactions are possible except for the activation of select tracking beacons at appropriate times during ad playback.

## TECHNOLOGY (Continued)

### Server Side Ad Insertion (SSAI)

Server-side ad insertion (often referred to as “ad stitching”) is the process of stitching video content and ads together on the server side level rather than on the browser level (Client Side Ad Insertion). Videos and video ads are coming from different places—videos typically come from a content delivery network (CDN) and ads from an ad server (video ads can also be served from CDNs, although content CDNs and ad CDNs often differ). These are then combined on the fly when people start watching videos. With server-side ad stitching, that combination of video and advertising happens on the backend.

Server-side ad insertion allows for smoother ad user experiences as users do not have to wait for players to fetch ads and render them in real time. The stitching is all done prior to the user getting the ad break/pod. In the ad stitching process, ad specs are matched with content specs resulting in more consistent viewer experience as the ad quality will match the content quality.