CTV / OTT GLOSSARY

- **ACR** — Automatic Content Recognition — Technology that gathers data from a user of an internet-enabled TV, or Smart TV, to identify and gather TV viewership data.

- **AVOD** — Ad-Supported Video on Demand — A streaming video service that offers consumers access to a free catalogue of on-demand content and contains advertisements.
Examples: Tubi, Crackle

- **CAC** — Cost of Acquisition — Measures the cost of acquiring an actually paying customer. It is calculated by dividing all sales and marketing
costs by the number of New Customers gained within a specific period.

- **CPA** — Cost Per Acquisition — Cost of acquiring a non-paying user (not a customer).

- **CPC** — Cost Per Click — How much an advertiser pays for each click

- **CPCV** — Cost Per Completed View — Price paid by an advertiser to the publisher once a video is viewed all the way through.

- **CPV** — Cost per view — Bidding method where you pay each time a video is played

- **CTR** — Click Through Rate — People who click on an add

- **CTV** — Connected TV — Refers to the physical device that delivers the video content. Connected devices and OTT devices are synonymous
Examples include: smart television sets with built-in internet connectivity, televisions hooked up to gaming consoles, and OTT-enabled devices plugged into a TV

- **DIA** — Dynamic Ad Insertion — 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.

- **DSP** — Demand Side Platform — 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.

- **eCPM** — Effective Cost Per Thousand — Measuring advertising revenue generated across various marketing channels

- **FAST** — Free Ad-Supported Streaming TV — Services where users watch ads rather than requiring a paid subscription. Some services are both AVOD and FAST.
Examples: *Xumo, Tubi, PlutoTV*

- **FEP** — Full-Episode Player — High-quality produced TV content delivered through a streaming device. It is typically 30-60 minutes with commercial breaks.

- **OEMs** — Original Equipment Manufacturer — The rebranding of equipment and selling it. The term initially referred to the company that made the products (the "original" manufacturer), but eventually became widely used to refer to the organization that buys the products and resells them.

- **OLV** — Online Video — These are the video ads that you see when you visit your favorite news or entertainment site.

- **OTT** — Over-The-Top — The umbrella term that covers the delivery of video content via the internet with any device.
Examples: *Amazon Fire TV, Apple TV, Roku, and Google Chromecast*

- **PG** — Programmatic Guaranteed — The buyer agrees to buy a fixed number of impressions, and the publisher agrees to deliver the exact amount of impressions for a guaranteed price. Both the buyer and the seller (publisher) bring a guarantee to the table.
Examples: *Amazon Prime, Peacock, Disney+, Paramount+, among others*

- **PMP**   Private Marketplace   An exclusive, invitation-only exchange where premium publishers make their inventory and audiences available to
a select group of buyers, programmatically

- **RTB**   Real Time Bidding   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.

- **SSPs**   Supply-Side Platforms   A software service that publishers can partner with to make their inventory available for programmatic advertising. SSPs play a critical role in the programmatic infrastructure by communicating with DSPs and Ad Exchanges and providing data back to publishers.

- **SVOD**   Subscription Video On Demand   A streaming service that consumers subscribe to for a fee, to access a catalogue of on-demand content.
Examples: *Netflix, Peacock, Paramount+, Amazon Prime, Hulu (Premier subscription)*

- **UGC**   User Generated Content   A form of content that's created by real people to promote your brand. This includes written ratings and reviews, photos, videos, and even audio that your brand's customers, followers, ambassadors, or even employees create and share across social and other digital platforms.
Examples: *YouTube*

- **VCPM**   Viewable Cost per Mille   An advertising metric that measures how frequently an ad is seen by users, as opposed to the number of times it's
placed by the seller.

- **VCR**   Viewer Completion Rate   An engagement metric that lets advertisers know if they're reaching their audience

- **VOD**   Video on Demand   Distributors make network programming available that can be accessed by viewers on their own schedules and
watched on a TV via their pay-TV provider's set-top box.

- **VTR**   View Through Rate   Percent of people who saw an ad to completion
- **Programmatic TV**   There are many definitions for programmatic TV in the industry; however, the most common is the automation
of purchasing audience-based TV advertising through a software platform.

- **Publisher**   Streaming providers who offer an on-demand online entertainment source for TV shows, movies, and other streaming media (ie. streaming audio ads), and create their own original content.
Examples: *Hulu, Peacock, Disney+, Netflix, Paramount+, Tubi*

- **Reach**   Reach is the number of unique individuals or households that are exposed to your advertisement

- **Frequency**   Frequency is calculated by dividing the total number of impressions by the number of unique persons or
households who saw your ad.

- **Direct**   Publishers keep control of inventory and present what they want to sell

CTV.