

LINEAR DEFINITIONS

• ADU	Audience Deficiency Units	Units of inventory available to advertisers for inventory purchased that under-delivered
• ATV	Addressable TV	Targeted advertising within broadcaster content.
• CPP	Cost Per Point	A way to measure how well, for the price, your ads reach your desired audience.
• GRP	Gross Rating Point	GRPs measure the total of all rating points during an advertising campaign without regard for multiple exposures. GRPs equal Reach x Frequency.
• MSO	Multiple-System Operator	An operator of multiple cable or direct broadcast satellite television A pay TV provider delivering broadcast and cable programs via a set top box
• MVPDs	Multiple Video Program Distributors	A service provider delivering TV programming services to the consumer, often charging a subscription fee. Examples: <i>Charter, Comcast, Verizon Fios</i>
• RON	Run of Network	Ads booked w/ advertising network that can run anywhere within that network
• ROS	Run of Schedule	TV Network can run ad at any time
• STB	Set-Top Box	A hardware device that allows a digital signal from a broadcaster to be received, decoded, and displayed on a television (your cable box)
• Linear TV		A traditional system in which a viewer watches a scheduled TV program at the time it's broadcast on its original channel.