CTV & STREAMING GLOSSARY

Ad Sequencing

Ad serving method where a set of ads are shown in a predefined order i.e. creative B is shown after a user has been exposed to creative A.

Advanced TV

All non-traditional TV. It's the umbrella term encompassing over the top, connected TV and addressable TV.

AVOD

Ad-supported video-on-demand.

Behavioral Data

Data that represents buying and media consumption actions and habits.

Connected TV

TVs that have access to an internet connection and can stream video content. This can include smart TVs or standard TVs with a connected device (Apple TV, Roku, Chromecast, Amazon Fire TV, etc.)

Global Frequency Capping

Ad serving feature that ensures a user is only exposed to a certain number of ads within an allotted time period.

Home Screen Ads

Static ads that sit on the home screen. They're typically a short video or image and can feature a call to action like 'learn more'.

In-stream Video Ads

15- to 30-second long ads that play before or during the program. They are a clever and cost- effective way to reuse your existing television ads for connected TV.

Incremental Reach

Unique audiences exposed to your ads, beyond those you are reaching via other screens or mediums.

Interactive Pre-Roll Ads

The same as in-stream video ads, except they allow the viewer to click through to a landing page. For example, if you're advertising a movie, this type of ad could bring the viewer to a page where they could book a ticket.

MVPD

An acronym for Multiple Video Programming Distributor. These companies are content providers that deliver broadcast and cable programming to audiences through traditional means, such as cable boxes and satellite subscriptions. Examples include Comcast, Dish and Cox.

Over-the-Top (OTT)

Streaming services like Hulu, Netflix, Amazon Prime, YouTube TV and Disney+ that can be streamed on any internet-connected device without a cable or satellite subscription.

Private Marketplaces (PMPs)

Customizable, invitation-only marketplaces where premium publishers make their inventory available to buyers.

Programmatic TV

Technology-automated and data-driven method of buying and delivering ads on linear TV.

Streaming

Streaming refers to the delivery of audio and video content to a device (phone, tablet, computer, TV) through an internet connection. Streaming content can be delivered wirelessly as well as through a wired connection.

Suppression

Utilize advanced techniques to prevent targeting someone who already bought a product or service.

SVOD

Subscription video-on-demand.

vMVPD

An acronym for Virtual Multiple Video Programming Distributor. These companies are content providers that deliver aggregated live and on-demand video content through an internet connection. Examples include Sling TV, Hulu Live TV, YouTube TV, DirecTV Now and fuboTV.