

The 21 Must-Know TV Terms

Don't let an unfamiliar term keep your team from advancing your TV game.



Addressable TV

Addressable TV advertising is the ability to target individually selected households with specific advertisements while viewers are watching standard content. This is delivered via set-top boxes from select cable and satellite companies.

EXAMPLE:
MVPDs like DISH, Comcast, Verizon and more



Advanced TV

Advanced TV is any TV advertising (defined as sight, sound, and motion combined), that goes beyond traditional buying. This could be made possible by inserting data or automation into the process. Essentially, Advanced TV is TV made more efficient, addressable, and measurable.



Automatic Content Recognition (ACR)

Automatic content recognition (ACR) is an identification technology that recognizes content that is played on a media device or is present on a media file by audio, video, or a watermark. This can be used to identify both the programming and ad inventory that a viewer consumes.

EXAMPLE:
Inscape



Broadcast TV

Broadcast TV refers to programming that is transmitted one-to-many over airwaves for public reception. The broadcast is accessible by anyone with a receiver tuned to the right channel.

EXAMPLE:
ABC, NBC, CBS, FOX



Connected TV

A connected TV is a standard TV set connected to the internet, enabling the user to view OTT content. TVs can become "connected devices" by installed hardware (smart TVs) or by an external device like a streaming stick. It is one of many device types that can be used to view over-the-top (OTT) content.



Data-Driven Linear

Data-driven linear is TV advertising that is purchased at the program or network level, but is informed by data beyond age and gender. This is made possible by bringing together viewership data with outside datasets like niche third-party data, or even an advertiser's first-party data, to understand which programs over-index for a brand's specific target audience, leading to more efficient media buys.



Gross Ratings Point (GRP)

Gross rating point (GRP) is a standard, traditional TV metric that evaluates advertising impact. It is calculated as a percentage of the total market reached, multiplied by the exposure frequency. It can be summarized as the sum of all the target rating points across a media schedule. These ratings, when completed by Nielsen Media Research, are the traditional audience measurement system for linear TV. Nielsen ratings are based on ~1% of the population using people meters attached to TVs in monitored homes.



Household Data

Household data is data collected from non-personal devices shared within households, such as a television set. Household data has broad scale but less precision at an individual consumer level, given the shared nature of the targeted devices in question. Traditionally, this is a common way television advertising has been bought in the past—with an entire household in mind.



Linear TV

Essentially this is 'TV by appointment' and refers to traditional television viewing. To watch a show, the viewer must tune in to a specific channel at an appointed time. Viewers access linear TV via subscription to cable or satellite services, or through over-the-air broadcasts.



Media Ranker

Media ranker reports are the analysis output after bringing together TV viewership data and a brand's unique target audience. That target audience could include first-, second-, or third-party data, or a combination of multiple data sets. The report ranks the best matching media, networks, and programs based on which media opportunities over-index for that campaign's specific target audience. This analysis helps buyers select media more intelligently, which is the data-driven linear process.



Multichannel Video Programming Distributor (MVPD)

Multichannel video programming distributors (MVPDs) are service providers who deliver video content to consumers on their television, either through satellite, cable, or linear broadcast.

EXAMPLE:
DISH, Comcast, AT&T, and more



Network

A network is an organization that supplies TV programming to a group or chain of TV stations or providers.



Outcome-Based Guarantees

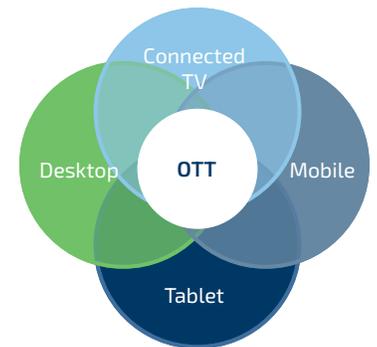
When buyers contract for media, a "guarantee" is made that a certain threshold of media viewership will occur. If the programming does not meet that threshold, the media seller provides a make-good in the form of additional media at no cost. Instead of a media viewership threshold, outcome-based guarantees are based on outside factors that show buyer impact like sales, tune-in, website visitation, and more.



Over-the-Top (OTT)

Over-the-top (OTT) refers to film or video content delivered to an internet-enabled device over the internet, outside of the closed networks of telecom and cable providers. Multiple device types are used to view OTT content, including PCs, mobile devices, connected TVs, and more.

EXAMPLE:
Netflix, Hulu, Amazon Prime Video



Premium Video

Premium video was previously thought of as long-form professionally created content and aired by traditional TV networks. The definition has expanded with the market, now including high-quality content that is being distributed by Netflix, Hulu, Amazon, and more. It isn't easy to draw a firm line between premium and non-premium video. Still, the industry is in agreement that to be premium, it must be professionally produced (not UGC), and may be viewed on several devices and platforms. The term is now defining the marketing investment based on the expansion of consumption, so it's no longer just TV buying and investment, but premium video.



Skinny Bundle

TV packages that are generally less expensive than most, but with a limited set of channels, usually packed by theme (i.e., lifestyle, sports, etc.) are called skinny bundles. It can be sourced from an OTT service, cable company, or satellite TV company.

EXAMPLE:
Sling TV, YouTube TV, PlayStation Vue



Set-Top Box (STB)

A set-top box is a hardware device that allows a digital signal to be received, decoded and displayed on a television. The signal can be a television signal or Internet data and is received via cable or telephone connection.



Streaming

Streaming is a method of receiving TV or video content over the internet in real-time. Streaming requires a connection to the internet for the entirety of the program, as opposed to downloading the content all at once to be played at the viewer's leisure.



TV Attribution

Similar to other forms of media, TV can be tied to consumer actions after being exposed. Attribution connects the video media event back to conversions, which may include online or offline purchases, website visitation, store visits, tune-in, and more. By using test/control groups, a marketer can understand the impact that the video media, no matter how it was purchased or viewed, had on the brand's bottom line. Many marketers use this type of analysis to drive smarter buys or more impactful creative executions in the future.



Upfronts

The Upfronts are a period of the year during which the vast majority of TV inventory is purchased. It kicks off with the Upfront week, a series of events to showcase TV content available to buy in the coming broadcast year. These events are attended by TV networks, advertisers, and agencies. After Upfront week, the Upfront marketplace begins, lasting approximately two months. Upfront deals are negotiated, securing the content and prices at which TV media buyers will purchase TV media.

A common misconception is that Upfronts are all for show, however, there is an element of inventory scarcity that makes them a true do-not-miss for TV buyers. If a buyer were to opt out of the Upfronts, the inventory that matches their target audience may sell out, leaving them at the mercy of the rest of the industry, with only higher-priced, scattered inventory available during that broadcast year.



Video on Demand (VOD)

Video on demand (VOD) is a feature that enables users to browse, select, and view broadcast video content whenever they want, regardless of the original air date.