

# 30 TV & Streaming Terms to Know

A comprehensive glossary for your business



# Start here

## 1. LINEAR TELEVISION

A traditional television system in which a viewer watches a scheduled TV program when it is broadcasted and on its original channel.

## 2. STREAMING VIDEO

The process of watching video via an internet-enabled platform. Examples of streaming video include watching Netflix video on your connected television and watching a YouTube video on your internet-connected laptop.

## 3. TV EVERYWHERE (TVE)

"TV Everywhere" is the ability to stream TV programming on multiple internet-connected devices, such as a laptop, tablet, phone, etc.; in order to extend the viewing of TV programming beyond the linear platform. An example of this is using the Cox Contour app on a smartphone to watch TV programming.

## 4. OVER-THE-TOP (OTT)

"Over the Top" refers to video content delivered over the internet at the request of users. Watching Netflix on your connected TV or your smartphone is an example of OTT.

# Key TV/streaming devices & capabilities

## Part 1

### 6. CTV:

A "connected television" is a TV with an internet connection that enables OTT.



### 5. ADVANCED TV:

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



### 7. SMART TV:

A television equipped with Wi-Fi connectivity, allowing users to access OTT apps and video content without additional equipment.

### 8. ADDRESSABLE TV:

This is the ability to show different ads to different audience segments while they are watching the same TV program across on-demand, live streamed and linear viewing environments, based on specific audience targeting.

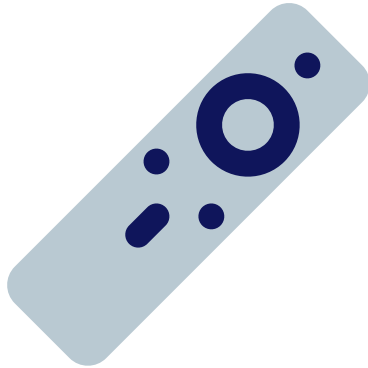
### 9. IPTV:

IPTV stands for Internet Protocol Television. It is an umbrella term that refers to the sharing of TV programs online. Can be used for live TV, catch-up TV or VOD. Netflix, Hulu, HBO Go and other streaming services are examples of IPTV.

# Key TV/streaming devices & capabilities

## Part 2

**10. OTT DEVICE:** Any device through which you can watch video content over the internet is an OTT device. This includes laptop, smartphone, tablet.



## 11. STREAMING BOX/STICK:

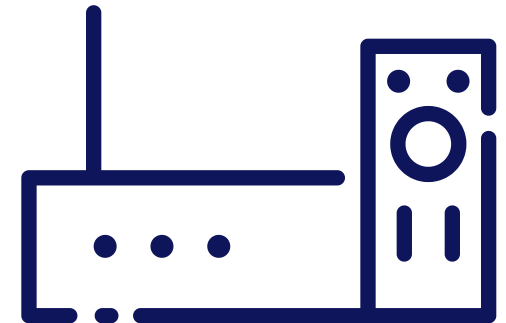
Refers to devices that connect to a TV for the purpose of streaming video (e.g., Roku, Amazon Fire TV, Apple TV, and Chromecast).

## 12. STREAMING SERVICES/APPS:

Any app or service that provides content via streaming and bypasses traditional distribution (e.g., Netflix, Hulu, etc.).

## 13. SET-TOP BOX:

A physical device that connects to a TV screen and allows users to watch video content on their TV.



# Breaking down "Video on Demand"

## 14. VOD:

"Video on Demand" is a way of accessing video content from online libraries. Examples of VOD include watching a program on Netflix or an on-demand movie via Cox Contour set top box.

## 15. SVOD:

"Subscription Video on Demand" refers to video streaming services where the consumer must pay a fee to subscribe. As a result, advertising is typically non-existent or significantly reduced. Some SVOD services like HULU have various subscription tiers, with higher-priced tiers typically showing fewer ads.

## 16. TVOD:

"Transaction Video on Demand" refers to streaming services where customers pay for each video on demand program either to access for permanent use or on a rental basis for a limited time period (also referred to as Pay-Per-View).

## 17. AVOD:

"Ad-supported Video on Demand" refers to video streaming services where viewers will be served advertisements. AVOD services are generally free, due to the advertising. Examples of AVOD services include Crackle and Tubi.

# Let's talk about advertising

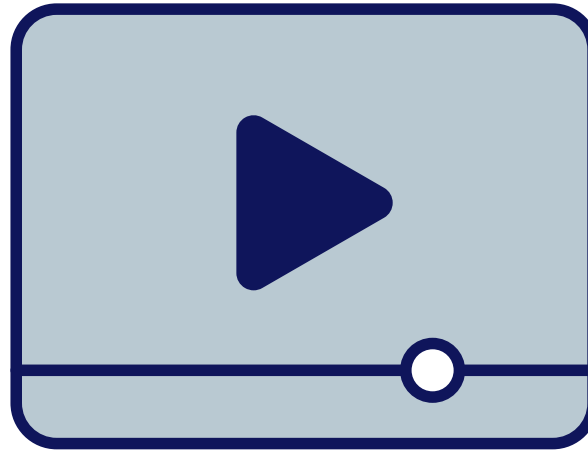
**18. DAI:** Also known as dynamic ad insertion, this is a server-side technology that allows for the seamless insertion of ads into VOD content and linear programming.

## 19. FREQUENCY CAPPING

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

## 20. PRE-ROLL

Ads play automatically before online videos and are usually 15 or 30 seconds long.



## 22. POST-ROLL

Ads play automatically after videos and are typically 10 to 15 seconds long.

## 21. MID-ROLL

Ads play automatically in the middle of video content and are a minimum of 12 seconds long.

## 23. NON-SKIPPABLE:

Non-skippable ads are short in-stream video ads that play before, during, or after another video. Viewers don't have the option to skip the ad shown.

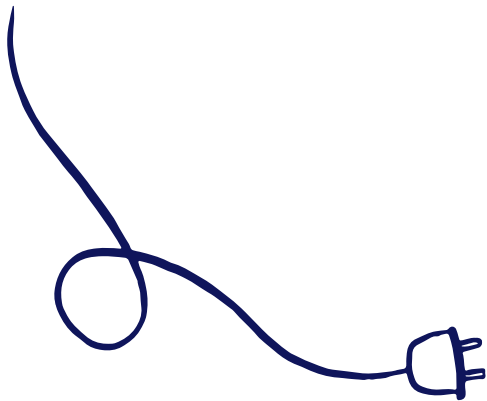
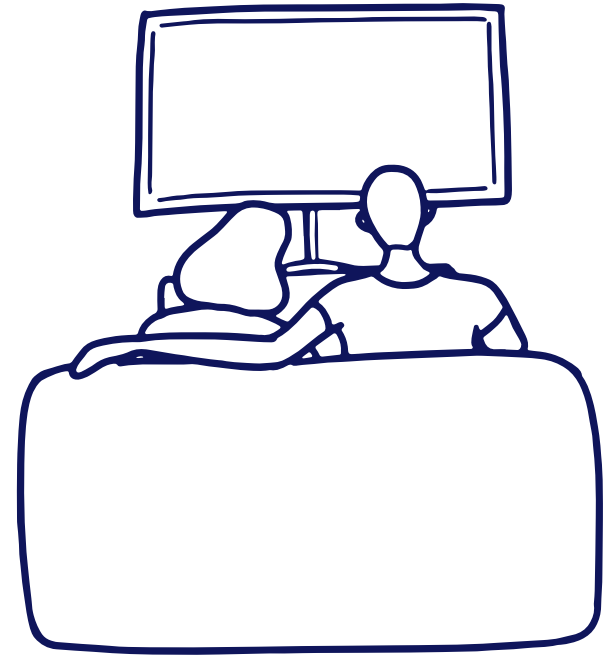
# Who is watching?

## 24. CORD CUTTERS:

Cord cutting refers to the process of cutting or unsubscribing traditional cable TV services to avail for online streaming services. If you are using an OTT platform to stream online video, you are a cord cutter.

## 25. CORD STACKERS:

Cord stacking refers to the process of paying for (and watching content on) one or more streaming services and subscribing to traditional cable TV services.



## 26. CORD NEVERS:

Cord nevers refer to a group of people who have never used a satellite or cable subscription for watching content. They use OTT platforms for watching online streaming content instead.

# Other terms to know

**27. "FAST":** Free Ad-supported Streaming TV, essentially, this is streaming live TV without the subscription. FAST channels extends the service of traditional linear TV channels (like cable satellite) to internet-connected devices, like CTV.

**28. MVPD:** MVPD stands for Multichannel Video Programming Distributor. Meaning a paid service that gives users a variety of TV channels, such as Cable or Satellite TV.

**29. vMVPD:** vMVPD stands for Virtual Multichannel Video Programming Distributor. Meaning a service that gives users a variety of TV channels over the internet. Examples of this include YouTube TV and Hulu Live.

**30. PURE-PLAY MVPD:** Streaming services that are exclusively vMVPDs, excluding services like YouTube and Hulu that have substantial non-linear content.

Want to learn more about how advertising on TV and streaming services can help grow your business?  
Contact your Cox Media rep or call us at 1-855-755-2691.