

Glossary of Terms

A companion to Lovelace Consulting's presentation:

The Digital End-game: The Impact Of Convergence On Traditional Broadcasters

2G – Second generation mobile phones that used **digital** technologies to make voice calls as well as transmit data (allowing low-speed mobile **internet** access) and short message services (**SMS**). GSM (Global System for Mobile Communications) was adopted as the pan-European 2G standard.

3G – Third generation of mobile phone technologies enabling much higher data transmission rates than the earlier **2G** systems. Increased **bandwidth** has been used for mobile video services (TV as well as video-conferencing) and mobile web browsing. 3G networks are increasingly competing with short range, high bandwidth **networks** developed for **data**, such as **Wi-Fi** and **WiMax**.

4G – Fourth generation of mobile phone systems. There is currently no agreed technical definition for 4G, however it is likely to be an **IP**-based solution seamlessly incorporating voice, **data** and **multimedia** services at high transmission speeds of between 100 Mbps and 1 Gbps. See **Bandwidth**.

A

Algorithm – Computational procedure that usually involves a number of steps. For example, the “Algorithm for calculating ratings” is simply the set of sequential steps of computation for calculating ratings from the “raw” viewing data..

Analogue – In broadcasting, analogue television and radio signals transmit information as continuously varying waveforms. Analogue signals suffer from ‘noise’ – random variations, which become more apparent as the signals are copied or transmitted over long distances. **Digital** signals use discrete or discontinuous values to represent information, and are made up of pulses. Digital signals are less prone to ‘noise’.

B

BARB – Broadcasters Audience measurement Board. Joint industry committee responsible for TAM data supply in the United Kingdom

Bouquet – Selection of general and thematic TV channels that are offered as a package to subscribing households

Broadband – Internet access services offering much higher **bandwidth** than **narrowband** or **dial-up** services. The term is relative: there is no agreed defined speed that constitutes a broadband internet service, though it is generally accepted that 256 Kbps is the starting point.

Broadband subscribers - subscribers to our broadband service

C

Catch-up TV – Service that makes television programmes available for **on-demand** consumption within a specified period (seven days in the case of the BBC iPlayer) following their real-time **broadcast**. See **Timeshifting**.

Channel Mapping – A feature of some TV sets, VCR's and set-top boxes which allows them to receive the transmissions of a TV channel in the same tuning position even if it has moved to a different frequency.

Compression – In computing, **data** compression is the process in which files are 'squeezed', or compressed, by removing unnecessary or repeated information. Compressed (otherwise known as encoded) **files** need to be decompressed (or decoded) in order to use them. See **MPEG**, **STB**.

Convergence – The combination of previously disparate technologies or distribution systems to form a single device or medium that offers consumers distinct new benefits.

CPP – (Cost per rating Point) The average cost of achieving one commercial rating point (i.e. advertising GRP) with a 30 second advertising spot (or other standard unit of airtime) for a given target audience. CPP's are widely used as a measure of the cost efficiency of advertising campaigns or for comparing price differences across different TV stations. The alternative widely used measure of cost efficiency is advertising Cost per thousand (CPT or CPM).

CPT/CPM - The average cost of achieving 1,000 advertising impacts against a specified target audience. The alternative widely used measure of cost efficiency is advertising Cost per TARP (CPT). CPTs/CPMs are widely used as a measure of the cost efficiency of advertising campaigns or for comparing price differences across different TV stations. The alternative widely used measure of cost efficiency is advertising Cost per rating point (CPR or CPRP).

D

Digital – Information stored as a series of noughts and ones (**bits**). In the broadcasting sense, radiofrequency signals that have been converted into **bits** for transmission. Digital media refers to audio, video and text **files** that are either the result of **digitisation** or which were created from scratch as digital files. See **Analogue, Spectrum**.

Digitisation – The process of converting **analogue** media (such as books, photographs, vinyl sound recordings, etc.) and analogue signals into **digital** media and digital signals.

DMB – Digital Multimedia Broadcasting. An offshoot of **DAB** developed in South Korea for **broadcast mobile television** services. Two versions exist: S-DMB for satellite transmission, and T-DMB for terrestrial transmission. Competing standards for broadcast mobile television include **DVB-H** and **MediaFLO**.

DSL – Digital Subscriber Line. Family of technologies enabling the transmission of **data** services (such as **broadband internet**) over a telephone network. See **ADSL, SDSL, VDSL**.

DSO – Digital switchover. See **ASO**.

DST – Digital Satellite Television. See **DTH**.

DTH – Direct-to-Home. Satellite television system that **broadcasts** directly to the home.

DTT – Digital Terrestrial Television. **Digital broadcasting** system used to transmit television from terrestrial transmission towers to a conventional rooftop aerial. The DTT standard used in the UK and many other countries is known as **DVB-T**. The system used in the US is known as **ATSC**.

DTV – General term for TV services that are transmitted into the home digitally, where they are received either by a set-top box decoder, which converts them into analogue form for display on a conventional analogue TV set, or by an integrated digital TV receiver

DVR – Digital Video Recorder. Consumer electronics device allowing television programmes and other audio and video material to be stored on a hard disk in **digital** format. Also known as a personal video recorder or PVR. See **Network DVR**.

E

EPG – Electronic Programme Guide. User interface providing on-screen access to channel listings, programming information or **PPV** events. Otherwise known as an IPG (Interactive Programme Guide) or ESG (Electronic Service Guide).

F

FTV – Free-To-View. In the UK the term describes television channels that do not require a pay-TV subscription to watch them, but do require a valid and working smart card to decrypt signals. See **FTA**.

G

Green Button - ” a mechanism to book either a reminder or a recording from a promotion of a programme due to be aired at a later date

H

HDTV – High-Definition TV. HDTV services have a much higher resolution than standard-definition TV (SDTV). They are made possible by digital broadcasting systems using **video compression** techniques, and are defined by: the number of lines in the vertical display; the scanning system (progressive or interlaced); and the number of frames or fields per second.

HD/DTV - Digital High Definition TV.

HUT (Homes using TV) – The percentage of homes using (tuned into) TV at a particular time

I

Interactivity– A catch-all word used to describe digital TV – viewers ability to interact with the TV, for services including advertiser information.

IPTV – Internet Protocol Television. Delivery of **digital** television and other audio and video services over **broadband data networks** using the same basic protocols that support the **internet**. See **IP**.

L

Live Viewing – Viewing of live broadcasts at the actual time of transmission, therefore not including any playback or time shifted viewing.

M

Mobile television – Many mobile operators marketed early **3G** video **download** services as television, merely because the videos were television programmes made available on a **unicast**, one-to-one **download** basis. True mobile television services transmit programmes over broadcast or telecommunication **networks** on a one-to-many basis. Several technologies exist for broadcast mobile television, such as **DVB-H**, **DMB**, and **MediaFLO**. See **Unicast**.

Mobisode – A shortened version of a television programme made available for viewing on a mobile telephone (from **mobile episode**).

MPEG4 - A recent compression standard for audio and video signals adopted in 2000 and developed by the Moving Pictures Expert Group (MPEG). MPEG-4 subsumes and surpasses MPEG-1 and MPEG-2 by adding advance features, including 3 D video images, HD and various forms of interactivity and externally-specified DRM support. Of special importance for IPTV, MPEG-4 promises to create full interoperability over the Internet, dispensing with the need for content providers to encode in multiple formats. Its greatly superior bandwidth efficiency has seen it adopted already by the satellite broadcasters such as DirecTV and the DVB, as well as by licensed digital terrestrial broadcast pay-TV services in France

MySpace - Well-known interactive, social networking web site purchased by News Corporation that allows users to build up a network of friends with whom they can exchange all kinds of materials and create their own personalised profiles of favourite film makers, musicians and assorted media celebrities who contribute to MySpace

N

Narrowband – Internet access services generally provided on a **dial-up** basis are said to be narrowband, and are restricted to maximum speeds of 56 Kbps. See **Broadband, Modem**.

Narrowcasting – Distribution of television and radio programmes to a narrowly defined and targeted audience. See **Broadcast**.

Network DVR – A television storage and delivery system in which programming is stored on a **server** and made available **on-demand** rather than stored locally on a **DVR**.

NVOD – Near Video On-demand. A form of video on-demand (**VOD**) offering multiple copies of the same programme at staggered intervals (often 15 minutes). Viewers can thereby watch the programme at a time of their choosing without having to wait more than 15 minutes for the programme to begin. Effective NVOD systems require large numbers of channels, and are therefore said to be bandwidth hungry. See **VOD, Push VOD**.

O

On-demand – The term refers to the instant access to programming without the need to wait for a television or radio programme to begin within a traditional linear schedule. See **VOD, Scheduled viewing, Streaming media**.

Out of Home Viewing – Viewing by panel members outside their permanent residence. This viewing is not captured in the ratings system

P

P2P – Peer-to-peer. Computer **networks** generally operate on a client-**server** basis: a PC (client) requests information from a centralised computer (server). In a P2P network every device connected to it can act as both client and server, contributing **bandwidth**, storage space and computer power, increasing the

capacity of the network for **file-sharing** on both a **streamed** and **download** basis.

Panel - Representative survey sample from which data is collected over time. Panels may be short term and employ discrete one-off samples (e.g. some diary surveys) or long term with samples that change over time according to the number of homes that leave the panel and are replaced by new homes.

Pay Per View – Programming (usually special live events or newly released films), which viewers must request and pay for in order to view. PPV film services are usually offered in staggered rotation on a group of channels as a form of NVOD (near video on demand).

Pay-TV – General term for pay television services, both scheduled and **on-demand**. Pay-TV services can be subscription-based, or viewers pay for each programme on a one-off, pay-per-view (PPV) basis. Many pay-TV operators provide bundles of channels priced at different tiers, with channels carrying advertising appearing in the basic tier and non-interrupted movies appearing in the premium tier. Sometimes channels are also sold on an ‘à la carte’ basis which allows viewers to select which additional channels they wish to add to their bundle. See **FTV**, **Triple-play**.

Peoplemeter Measurement - General methodology for collecting TAM data by means of a household panel sample equipped with a dual metering system that register (a) TV set status (i.e. which channel is being tuned to) and (b) viewer presence. Peoplemeter TAM research is currently restricted to measuring in-home audiences with meters attached to each TV set. Introduced commercially during the mid eighties, peoplemeter measurement now predominates over all other TAM methodologies throughout the world. Its key advantages for the advertising community are that it offers highly detailed (minute by minute or even second by second) continuous audience measurement for 24 hours a day and 365 days a year, and is impartial, being free from the recall interview methodologies.

Placeshifting – Watching live or recorded programming on a remote device via the **internet** or **data network**. Sling Media’s Slingbox device allows access to a user’s home TV and DVR from anywhere in the world, via a **broadband** connection. See **Timeshifting**.

PPM (Portable Peoplemeter)- Peoplemeter carried by the survey participant. The PPM was originally developed to measure radio listenership,

There is currently ongoing debate as to whether, and if so how, it may also be used for purposes of measuring television viewing

Pull - The delivery method in which a subscriber demands and receives data from the provider

Push - A delivery method where the service provider transmits on a fixed, predictable schedule, or in response to an event such as the updating of data in the subscriber's database.

PVR – See **DVR**.

R

Reporting Homes - The number of panel homes that contribute to the daily ratings. Where failure to meet quality control standards or communications related problems occur, such installed homes are eliminated from the reporting panel. Also known as Intab homes

Return path, Reverse path – Term referring to the communications channel between the viewer and a cable operator's control centre (often called the 'headend') used by viewers to send back information and order **VOD** services. The term has since been extended to **IPTV STBs**, as well as the use of telephone calls and **SMS** messages to interact with programmes. See **iTV**.

S

Sky+- Sky's Digital video recorder

Sky Anytime TV - The push video on demand service operated by Sky whereby VOD content is broadcast and stored locally on a partitioned DVR hard drive

STB – Set-Top Box. Device that receives, decodes and decompresses **digital data** and provides audio and video signals for connection to a screen, generally operated by an infra-red remote control. **IPTV STBs** are in essence computers that decode **streaming media**. May include a **DVR**. See **Compression, IDTV**.

SVOD - Any VOD service paid for on a subscription basis

T

Timeshifting – Recording programmes on a **VCR** or **DVR** and watching them after the scheduled broadcast start time. **Podcasting** is also a form of timeshifting, as well as **placeshifting**.

V

VOD – Video On-Demand. VOD systems allow viewers to select television programmes from an on-screen menu and start watching them there and then. Programmes are either **streamed** to the viewer via a cable or telecommunications network, or are stored on the hard drive of a set-top box (**STB**), **DVR**, or computer. VOD services typically offer **pay-per-view** (PPV) services. The BBC iPlayer is an example of an internet-based VOD system. See **NVOD**, **On-demand**, **Push-VOD**.

VOSDAL – Viewing on same day as live

W

Web TV - Internet services, including e-mail and online chats, that are displayed on the TV screen via a special Web TV set-top box.

Widescreen - General term for screen displays with a wider aspect ratio than the 4:3 aspect ratio employed by conventional TV broadcast channels. HDTV employs a 16:9 aspect ratio. Most feature films also employ widescreen aspect ratios, some times greater than 16:9.

WLAN (Wireless LAN) - Wireless Local Area Network is any network linking two or more computers by means of radiocommunications technology and without the use of wire. The associated technologies and supporting standards enable communications within a specified area, offering significant advantages in terms of mobility, ease, flexibility and scalability of deployment.