PREFACE

Back in 2010, CIMM commissioned a Lexicon of terms and definitions for Return Path Data (RPD). The purpose was to help develop a common language that would facilitate the integration of RPD in media measurement. The “STB Lexicon” garnered support from a wide set of constituency companies and organizations. It was a true group effort.

Then in 2012, CIMM saw the need for an update and expansion of the Lexicon to include new terms and definitions not only for RPD measurement but also for the innovations of Cross-Platform, Connected TV, iTV, Content Recognition and Dynamic Content Applications.

Four years later in 2016, with the fast-moving digitization of content and advertising, the Internet of Things, the development of Programmatic Buying and Selling and Virtual Reality, the need for a Lexicon 3.0 became evident. The work became almost a Sisyphean task as the number and types of terms exponentially increased and new terms are coined and introduced daily.

By 2021 it became clear that the role of the Lexicon as an industry resource has been well established, but the expansion of the industry since 2016 required yet another update. Categories were refined and added to include all of the following:

- TV & Cross-Platform Video Measurement (Converged TV)
- CTV and OTT, Streaming Apps and Platforms
- Interactive TV (iTV)
- T-Commerce or Shoppable TV
- Advanced and Addressable TV
- Return Path Data and Set-Top Boxes, Cable & Satellite TV distribution (MVPDs) and vMPVDs
- Smart TVs and ACR
- Programmatic Buying & Selling
- Dynamic Ad Insertion
- Digital Ad Tech & E-Commerce
- Virtual Reality
- NeuroScience
- Internet of Things
- Artificial Intelligence and Machine Learning
- Social Media
- Walled Gardens
- Fraud and Brand Safety
- Privacy & Data Security

We realize that industry evolution and transformation make the need for an ongoing update of the CIMM Lexicon necessary. As before in previous versions, this updated CIMM Lexicon will remain true to its original purpose of creating a common language, even as that language expands. This is not a final document but a work in progress that will be continually updated.
Acknowledgements

I would like to thank all of the participating companies, committees, consortiums and organizations who generously donated their glossaries to CIMM for inclusion in this updated Lexicon. As with all pervious Lexicons, we have been careful to source these terms in the text body and provide a complete list of all of the sources used at the end in an excel format.

I would also like to thank CIMM CEO / Managing Director Jane Clarke and ARF Chief Research Officer Paul Donato, who are committed to establishing and tracking a unified framework for new media and technology terms and definitions. It is through their support and the support of the ARF and CIMM membership that we have been able to tap a deep well of industry experts and enjoy a widespread level of cooperation and sharing of information.

LEXICON FORMAT

Terms generally fall into the following categories: Actions, Behavioral Attributes, Business Units, Data Types, Ad & Program Formats, Hardware, Indicators, Measurements & Metrics, Organizations and Software.

All terms are formatted in the following structure:

Term
“See Also”
N : Secondary Definitions by Processor (Source)
N : Same term but different definitions used by processors (if any)
N : Different term but same definition used by processors (If any)
NOTE – Any points of interest or notes from various sources
**Aadhaar Number**
*See Also: Virtual ID, Secure Universal Media ID*
(In India) A national registration system in which individuals are assigned unique twelve-digit numbers for identification purposes. (Source: Oxford Dictionary)

**Abandonment**
*See Also: Cart Abandonment*
When a user leaves a shopping cart with something in it prior to completing the transaction. (Source: IAB)

2: In eCommerce, this term means a visitor has visited the website and have left the webpage without making a desired action. It is a situation wherein a buyer has placed items in his shopping cart but leaves without purchasing them due to any reason. It is also called cart abandonment. There are many other types of abandonment like booking abandonment, shipping abandonment etc. but in tech world, shopping cart abandonment is widely used. (Source: Tychesoftwares)

**Abandonment Rate**
*See Also: Funnel Drop Off*
Another term for Bounce Rate.

2: In advertising and marketing research, the percentage of participants who start but do not finish a survey or any research protocol. Also referred to as “Drop-off Rate" and "Incompletes."
(Source: ProjectOAR)

**ABC Analysis**
*See Also: Account Classification*
An approach for classifying accounts based on their attractiveness. “A” accounts are the most attractive, while “C” accounts are the least attractive. (Source: MASB)

**Abort**
When a Web server does not successfully transfer a unit of content or ad to a browser. This is usually caused by a user hitting the stop button or clicking on another link prior to the completion of a download. (Source: IAB)

**ATF abbr Above the Fold**
*See Also: Below the Fold*
Originally a newspaper term, "above the fold" now refers to the portions of a webpage that are visible to visitors without scrolling. The content and ads that are "above the fold" can vary from screen to screen. Typically, publishers refer to "above the fold" inventory or ad space as more premium and will charge a higher rate for it. (Source: Next.Srds.com)

2: Ads that are visible on the screen without needing to scroll. (Source: OpenX)
3: The upper half of the front page of a newspaper where an important story or photograph is often located. The term can be used to refer to anything that is prominently displayed or of highest priority. In web development this refers to portions of a page that are visible without scrolling. (Source: Mediamath)

**ATL abbr Above the Line**

*See Also: Below the Line*

Where mass media is used to promote brands and reach out to the target consumers. These include conventional media as we know it, television and radio advertising, print as well as internet. This is communication that is targeted to a wider spread of audience, and is not specific to individual consumers. ATL advertising tries to reach out to the mass as consumer audience. (Source: TheAdvertisingClub)

2: Ads that include any which focus on general media such as TV, cinema, radio, print and the Internet. (Source: OpenX)

**Above-the-Line Cost**

Any cost involved in the advertising production process that is specifically listed in the budget. (Source: MASB)

**Above-the-Line Marketing**

A term that has historically been used in reference to marketing activities with relatively broad reach that closely relate to brand positioning. An example is a national television campaign which broadcasts creative content to viewers across one or more networks. (Source: MASB)

NOTE – This type of marketing is broadly customer/consumer-facing to build brand awareness, trial, and adoption, and ultimately to re-enforce or grow the equity of the related brand. In practice, given the evolution of the media landscape and the emergence of technology-driven marketing activities, the historical distinction between above-the-line (ATL) and below-the-line (BTL) marketing has become blurred to a point that practitioners may avoid these terms entirely, largely to avoid confusion, in favor of other more relevant terminology. (Source: MASB)

**Absolute Advantage**

When a country has the capacity to produce goods at a lower cost than another country, it is said to have an absolute production advantage. Even if a country has an absolute advantage in the production of all goods, it can still gain from specialization and trade if it has a comparative advantage in the production of any good. (Source: MASB)

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**Absolute URL**

The full Internet address of a page or other World Wide Web resource. The absolute URL includes a protocol, such as “http,” network location, and optional path and file name. For example, http://example.microsoft.com/ is an absolute URL. (Source: TVB)
A/B Testing
See Also: Split testing, Experimental Design
A method of assigning fractional attribution to a media touchpoint. Consumer journeys are compared, with each touchpoint's impact being measured by how the actions vary between consumers whose only media journey variation was a single touchpoint. (Source: MAGNA Global)

2 : Also known as split testing, measures two social media posts against each other to see which performs best. (Source: Falcon.io)

3 : A type of experimental design that compares two different advertising executions in which a random half of all those exposed to an ad sees one version of the ad, while the other random half sees a different version. Responses to each version - measured by a post-exposure survey or by other passive measures of advertising performance (such as click-throughs, conversions, engagement, time spent for digital ads) are compared to determine which version is stronger. (Source: ProjectOAR)

NOTE – The most common way of using A/B tests is to only change one element of the post between the two versions (headline, image, CTA, etc.) so that you know any difference in performance is because of that change. You can A/B test with both organic and paid posts. (Source: Falcon.io)

Accelerated Ad Delivery
An ad delivery model where messages are delivered in greater frequency over a span of time.

Accelerated Development
The process of speeding up the new product development process. Development can be accelerated in a number of ways, such as speeding up the development process, eliminating unnecessary steps, undertaking two or more development tasks in parallel, and eliminating or minimizing decision-making delays. (Source: MASB)

AMP abbr Accelerated Mobile Pages
Websites created with their own programming language (AMP HTML), which is a variation on HTML that has been optimized so as to load faster on mobile devices. Open-source initiative by Google. (Source: Zorraquino)

Accelerated Purchase
A phenomenon in which consumers of channel members purchase the product before the time they would have normally bought. (Source: MASB)

Acceptable Price Range
Includes those prices that buyers are willing to pay for goods or services. A common method for estimating the acceptable price range is a Van Westendorp analysis. (Source: MASB)

Accepted Formats
The banner ad types the publisher accepts from a buyer. These may include image ads, flash ads, etc. This should help you determine whether or not to purchase available inventory from this publisher. (Source: Next.Srds.com)

Access-Based Consumption
A sharing economy (a.k.a. collaborative consumption or access-based consumption) involves taking under-utilized, existing assets and making them accessible to a community where multiple individuals
have access. This leads to reduced need for ownership, with users coordinating the acquisition and distribution of resources for a fee or other compensation. (Source: MASB)

**Access Network**
An electronic signal transmission segue point from the home to the access point in a signal.

2: A network that connects directly to an end user or customer. Made up of high-speed lines between major switching points. (Source: PC Mag.com)

**Access Point**
Generically, any computer or device in a network that users can gain access to can be called an access point. (Source: PCMagazine)

NOTE – In most cases, an access point is a base station in a wireless LAN. Although there are other wireless technologies that use access points, the term generally refers to a Wi-Fi network. Access points (APs) can be stand-alone devices that plug into a router or switch; however, access point functionality is also built into a wireless router, which is widely used in most homes and small offices (see wireless router). (Source: PCMagazine)

**Accidental Sample**
A convenience sample is a non-probability sample that is sometimes called an accidental sample because those included in the sample enter by accident in that they just happen to be where the study is being conducted when it is being conducted. (Source: MASB)

**Accidental Sampling**
*See Also: Convenient Sample, Grab Sampling, Opportunity Sampling*
Also known as grab or opportunity sampling, is a form of non-probability sampling that involves taking a population sample that is close at hand, rather than carefully determined and obtained. For instance, a person who is obtaining opinions for a political poll at a shopping mall by randomly selecting passers-by is using a form of accidental sampling. Accidental samples are not as experimentally sound as using random sampling and random assignment. (Source: www.alleydog.com)

**Accommodation Desk**
An accommodation desk or service desk is the area in a store that deals with customer accommodation on such things as store information, exchanges or refunds, gift certificates, or stamping parking permits. (Source: MASB)

**Account**
In media, a repository of inventory based on an agreement with a business such as an advertiser, agency, ad network, network, publisher or client.

**Accountability**
Refers to the use of metrics to link a firm’s marketing actions to financially relevant outcomes and growth over time. This accountability allows marketing to take responsibility for the profit or loss from investments in marketing activities, and to demonstrate the financial contributions of specific marketing programs to the overall financial objectives of the firm, including brand asset value. (Source: MASB)
**ABM abbr** Account-Based Marketing
A customer-centric strategic sales approach designed to manage the acquisition, growth, and retention of customer accounts through highly personalized, relevant and timely communication and content. ABM can be executed on a one-to-one basis, meaning highly personalized to individuals at a single account; on a one-to-few basis, meaning customized to a small group of very similar accounts; or at scale with a one-to-many approach, targeting a larger list of accounts that meet specific audience criteria. (Source: MASB)

**Account Classification**
The categorization of a salesperson’s customers into groups-based on criteria such as potential sales-for the purpose of developing a sales call plan. (Source: MASB)

**Account Executive**
In Advertising, the person in an advertising agency who serves as the principal contact with a specific agency client (or clients) and coordinates the work of agency staff members assigned to those client(s). (Source: MASB)

1. In Sales, a salesperson who has responsibility for the overall relationship between his or her firm and a few major accounts. An account executive coordinates financial, production, and technical capabilities of the firm to satisfy the needs of the account. (Source: MASB)

**Account Group**
Consists of the members of the various advertising agency functional departments (such as account management, creative, media planning, research, traffic, etc.) who are assigned to work on an ongoing basis on the projects related to a particular agency client. (Source: MASB)

**Account Management**
A collaborative practice contributing and adding value to a client’s business through deep expertise and specific technical knowledge of the client’s segment and category. Account management professionals (account executives) work closely with the client to nurture relationships across various aspects of the business. These professionals are also collectively referred to as “account management.” Colloquially, the client is often referred to as “the account.” (Source: MASB)

**Account Opener**
A premium or special promotion item offered to induce the opening of a new account, especially in financial institutions and stores operating on an installment-credit plan basis. (Source: MASB)

**Account Relationship**
See Also: Parent Account, Child Account
The way accounts relate to one another.

1. Parent accounts, such as an ad network account, have natural relationships with their Child accounts, such as publisher or advertiser accounts. (Source: OpenX)

**Account Type**
Indicates the intended purpose of an account, which determines what objects it can contain and influences what users logged in to the account can do. Accounts can contain orders, inventory, etc. (Source: OpenX)
Accumulated Reach  
*See Also: Reach*

The total number of homes, Set-Top Boxes or individuals, which can be expressed in thousands or as a percentage, who have viewed at least once within a specific program or period of time aggregated across time or across individual pieces of content. Accumulated Reach can sometimes be higher than the Cume audience because it is based on a long-term audience estimate, not with base minute minimums.

NOTE – Common usage to date has had both Cume and Accumulated Reach as interchangeable. In both cases there can be a minimum tuning duration or not. (Source: TRA)

Accuracy

Using a standard of comparison, it is error-free records that can be used as a reliable source of information. In data management, data accuracy is the first and critical component/standard of the data quality framework. (Source: dataladder.com)

Acquisition

When a user signs up, makes a purchase, or performs some other desired action in response to an ad. (Source: Mediamath)

2 : Refers to the acquiring by one firm of another firm’s technology (process, facility, or material), product rights (trademarks), or entire businesses in order to increase its total sales. The acquisition may be related to the firm’s current business (e.g., the acquisition of a competitor, a supplier, or a buyer) or may be unrelated (e.g., the acquisition of an entirely different business). Acquisition is a method of expanding one’s product offering by means other than internal development. Any combination that forms one company from two or more previously existing companies is known as a merger. (Source: MASB)

Acquisition Strategy

The process of finding those potential customers who are in the market and ready to buy. In internet terms, it is the attempt to lead customers to a website and to welcome them, answer their questions, and close the sale. (Source: MASB)

Acquisition Value

The buyers’ perceptions of the relative worth of a product or service to them. It is formally defined as the subjectively weighted difference between the most a buyer would be willing to pay for the item less the actual price of the item. (Source: MASB)

Action Code

Something that happens in the narrative that tells the audience that some action will follow, for example in a scene from a soap opera, a couple are intimate in a bedroom and the camera cuts to the audience the husband's car pulling up at the front of the house. (Source: corbytechmedia.weebly.com)

Activation

The execution of the marketing mix as part of the marketing process. The activation phase typically comes after the planning phase during which managers plan their marketing activities and is followed by a feedback phase in which results are evaluated with marketing analytics. (Source: www.mediacrossing.com/)
Connecting customers’ digital profiles to ad platforms, media partners, analytics tools, or a combination of endpoints to suit business needs, synchronizing profiles to activation channels to continuously recognize customers. (Source: signal.co)

**Active Audience**
Audiences actively engage in selecting media products to consume and interpreting their meanings (Blumler & Katz theory). (Source: corbytechmedia.weebly.com)

**Active Digital Media Universe**
People who are 2+ and used an Internet-enabled computer within the time period. (Source: Nielsen)

**Active Listening**
A method of listening that attempts to draw out as much information as possible by actively processing information received and stimulating the communication of additional information. (Source: MASB)

**Active Origami**
See Also: 4D Bio Printing, Shape-Morphing Systems, 4D Printing, 4-Dimensional Printing

**Active Reach (%)**
The percentage of all active 2+ unique persons who visited the site or used the application. ‘Active’ is defined as anyone who used an Internet-enabled computer within the time period measured. (Source: Nielsen)

**Active User**
In mobile marketing, an active user is a person who accesses an app for a given period of time. During this period each user is counted uniquely to provide an app developer with an accurate figure of how many people use an app, whether it be daily, weekly, or monthly. (Source: Adjust.com)

**AIO** abbr Activities, Interests and Opinions
Refers to a measurable series of psychographic variables involving the interests and beliefs of consumers. (Source: MASB)

**Activity Audit**
See Also: Count Audit
An independent verification of measured activity for a specified time period. Some of the key metrics validated are ad impressions, page impressions, clicks, total visits and unique users. An activity audit results in a report verifying the metrics. Formerly known as a count audit. (Source: IAB)

**ABC** abbr Activity-Based Costing
Where a wide range of costs are weighted and allocated to specific products through cost drivers—the factors that cause the costs to be incurred. (Source: MASB)

**Activity Goal**
In sales, an activity goal is the behavioral objective for salespeople, such as the number of calls made or number of displays set up in a day. (Source: MASB)

**Activity Quota**
Focuses on the activities in which sales representatives are supposed to engage. Activity quotas focus on a salesperson’s efforts rather than the sales volume outcomes of these activities. Examples
of activity quotas include number of letters to potential accounts, number of product demonstrations, number of calls on new accounts, and number of submitted proposals. (Source: MASB)

**Actual Value**
The customer's current and future value if the current level of business is maintained over time. This dimension of value includes revenue, but also elements such as how engaged the customer is in the business, communications, and referrals. (Source: MASB)

**Ad / Advertisement**
A commercial message targeted to an advertiser's customer or prospect. Ad audience - the number of unique users exposed to an ad within a specified time period. (Source: IAB)

2 : A notice or announcement promoting a given brand, product, service or message in a public medium, typically with the objective to deliver information, enhance a brand's reputation and/or to persuade people to buy. These can exist in various formats depending on the platform in which they live. (Source: ProjectOAR)

**Ad Appearance Determination Formula**
The quality of the advertisement landing page. (Source: Brickmarketing)

**Adaptation Pricing Policy**
(or polycentric) Pricing policy is pricing for the rest of the world by adapting home country prices to local competitive and market circumstances. (Source: MASB)

**Adaptive Control Budgeting**
An advertising budget method whereby the advertiser uses test markets to examine the sales level and profitability of advertising spending levels that are higher and lower than the spending level currently being used by the advertiser. The advertiser may decide to adapt to either a higher or lower spending level depending on test market results. (Source: MASB)

**Adaptive Experimentation**
An approach (and philosophy) for management decisions, calling for continuous experimentation to establish empirically the market response functions. Most common in direct marketing, it can and has been applied to advertising and other marketing mix variables. The experiment should reflect the needed variation in stimuli, cost of measuring the results, lost opportunity cost in the non-optimal cells, and management confidence in the base strategy. (Source: MASB)

**Adaptive Planning**
An iterative process framework for organizing myriad information flows, analyses, issues and opinions that coalesce into strategic decisions. There are four stages to this process:
- Situation assessment-the analysis of internal and environmental factors that influence business performance, combined with a comparison of past performance relative to objectives and expectations
- Strategic thinking-identification of key issues that have a major impact on performance and the generation of creative strategic options for dealing with each issue.
- Decision making-selection of strategic thrust, choices of options, and allocation of resources in light of mutually acceptable objectives
- Implementation-ongoing activities that translate strategic decisions into specific programs, projects, and near-term functional action plans
The process is iterative because the implementation phase will eventually be followed by a revised situation assessment. (Source: MASB)

**Adaptive Selling**
An approach to personal selling in which selling behaviors are altered during the sales interaction or across customer interactions, based on information about the nature of the selling situation. (Source: MASB)

**Ad Avails**
Advertising spots available to an advertiser, national broadcaster, cable operator or other seller of advertising time to insert advertising on a television network, whether cable or broadcast.

**Ad Awareness**
The percentage of target customers or accounts who demonstrate awareness (aided or unaided) of a brand's advertising. This metric can be campaign- or media-specific, or it can cover all advertising. (Source: MASB)

**Ad Banner**
A graphic image or other media object used as an advertisement. See iab.net for voluntary guidelines for banner ads. (Source: IAB)

**Ad Blocking**
The removal of advertising from web pages using specialized software. Typically, these programs suppress pop-up and pop-under ads. (Source: MASB)

**Ad Blocker**
Software on a user's browser which prevents advertisements from being displayed. (Source: IAB)

**Ad Bot**
See Also: Spybot
A form of spyware that collects information about the computer user's online behavior in order to display targeted advertisements in the Web browser. (Source: dictionary.reference.com)

**Ad Campaign**
See Also: Family
A collection of a messages from and advertiser or client that is designed to run during a specific interval and/or within a set of media outlets.

**Ad Campaign Audit**
An activity audit for a specific ad campaign. (Source: IAB)

**Ad Centric Measurement**
An audience measurement derived from a third-party ad server's own server logs. (Source: IAB)

**Ad Clicks**
Refer to number of times users click on an online advertisement. (Source: MASB)

**Ad Click-Throughs**
See Also: Click Throughs, Clicks, In-Unit Clicks, Mouseovers
The act of clicking on an online ad which is linked to more information on the advertised product or advertiser.
**Ad Clutter**  
*See Also: Clutter*  
An environment in which multiple ads appear in the same space, either adjacent or close by, such as on websites, television networks, newspapers or other advertising channels and platforms. Clutter acts to dilute the visual impact of individual ads that appear in the same visual frame. In research, the use of non-competitive ads before and after a test ad is exposed, before evaluative or diagnostic measures are asked, for the purpose of replicating a real-world advertising exposure environment. (Source: ProjectOAR)

**Ad Code**  
*See Also: Ad-ID, Ad Tags, Data About Data, Metadata, Program Code, Watermark*  
Unique identifiers that are added to ads that make them easier to track and measure. Also known as an Ad-ID code.

2 : Twelve-digit identifiers that an advertising agency places on their advertising inventory (as watermarks and metadata). This will replace ISCI. The identifiers are available from www.ad-id-org. (Source: AAAA).

NOTE – This should be extended to include each unique ad version. Visible World’s system automatically assigns a unique ISCI or Ad-ID to each unique video version created and ordered for distribution. (Source: Visible World)

NOTE – Local ads can have ad codes. The practice is just further developed nationally. (Source: TRA)

**Ad Completion**  
An Ad Completion event occurs when a video ad plays through to the end. (Source: Tubemogul)

**Ad Compression**  
In advertising and marketing, the process of developing a shorter form ad through the "cut down" of a longer form ad. The goal is to maximize impact and effectiveness of the shorter form ad while taking advantage of media savings often seen from the purchase of shorter form ad slots. Additionally, companies are using this process to address the rise in popularity of digital and mobile advertising. (Source: ProjectOAR)

**Ad Concept aka Advertising Concept**  
*See Also: Ad Concept Testing*  
A preliminary version of a piece of advertising content that is often tested to measure its attributes and qualities for sales purposes.

2 : An overarching idea designed to capture audience interest, engage their emotions, and/or motivate behavior, used as the basis for an ad or ad campaign. For example, a bank may seek to communicate the idea of superior customer service by featuring a series of extreme or ridiculous situations in which a bank employee offers an unusual level of service. Similarly, a dog food company may seek to communicate the idea of great taste by featuring a series of scenes with dogs trying desperately to open cans of food with their paws. Ad concepts may be specific to individual executions and platforms or may extend across multiple executions and platforms. Typically outlined in a creative brief. (Source: ProjectOAR)
Ad Concept Testing
See also Advertising Concept, Ad Concept
A method of gauging consumers’ reactions to the underlying concept for an ad or advertising campaign. In ad concept testing, consumers are typically exposed to animatics storyboards, or short descriptions of ads, rather than fully produced ads. They are then typically asked a series of questions about the concept, such as whether it is attention-getting, relevant to them, likeable and so forth. (Source: ProjectOAR)

Ad Content
Content provided by advertisers.

Ad Copy
See Also: Ad Tag
The text of an advertisement whether in print, radio, television, digital or any other media aimed at a prospective buyer to encourage a call to action.

2: In digital, it is clickable text whether it is a contextual or a pay per click ad. The text of the ad copy is generally the second and third lines of an ad displayed on a search engine results page or any other web page, and is between the title and the display URL. (Source: Brickmarketing)

3: Words or text used in marketing communication. Typically used to describe the attributes or benefits of a brand, product or service, with the goal of building brand reputation and/or persuading consumers to purchase. Also referred to as "Copy." (Source: ProjectOAR)

Ad Creative
See Also: Advertising Creative
Short for Advertising Creative.

ADM abbr Ad Decision Manager
The Ad Management Service defines messages in support of ad insertion activities. The primary user of these messages is an Ad Decision Service (ADS). The message interfaces exposed by an ADM allow for both preconfigured ad decisions as well as real-time fulfillment models. An ADM implementation may incorporate some simple ad selection rules (ex. ad rotations) but more complex ad decisions are the responsibility of an ADS.

NOTE – There is another definition for ADM in SCTE130. We need to separate the two. Also, why does this have to be SaaS. Most of the operators that we work with require that the systems be in their domain and managed internally. ADS is inconsistent with SCTE130. (Source: Invidi)

ADS abbr Ad Decision Servers
See Also: Advanced Advertising
(Same acronym for Alternate Delivery System)
Part of the addressable advertising application framework that loads, feeds out, traffics and tracks delivered and aired addressable ads.

2: A third party Graphic User Interface (abbr GUI) and client-side app that advertisers and ad agencies use to manage their campaigns and place orders in real-time. (Source: BigBand Networks)
Determines how advertising content is combined with non-advertising (i.e., entertainment) content assets. The decisions made by ADS may be straightforward (i.e., specific ad content placed at a specific time in a specific asset) or arbitrarily complex (based on subscriber data, advertising zone, etc.)

**Added Value**
A concept with different meanings according to whether it derives from an economic, financial/accounting, or marketing point of view. In economic terms, added value means the usefulness acquired by a good or service as a result of undergoing a process of transformation. This one may speak of products or goods with low added value where the transformation process does not require technical knowledge or complex procedures. In accounting, it is equivalent to the difference between sales and the productive factors used by a company, which measures the wealth it generates. In marketing, added value means the additional or differential characteristics of a product or service that make consumers choose that product or service over the competition. Added value normally emanates from the service, the customer care, or the brand. (Source: Zorraquino)

**Ad Delivered**
*See Also: Ad Display*
As with an ad display, it is when the ad is offered for consumption on a delivery platform.

**Ad Delivery Mode**
A setting that specifies how and which ads are selected and delivered, in what frequency, in what ad load, over time throughout the agreed advertising interval whether in traditional media and platforms or digitally or programatically, for example.

NOTE – OpenX can evenly distribute impressions between ads in the line item (equal weighting), distribute impressions between ads in the line item based on each ads’ ad weight setting (manual weighting), or deliver ads together to a predefined ad unit group (companion), according to the selected fill method. (Source: OpenX)

**Ad Display**
*See Also: Ad Delivered*
When an ad is successfully displayed on the user's computer screen. (Source: IAB)

**Additional Markdown**
An increase of a previous markdown to further lower the selling price. (Source: MASB)

**Additional Markup**
The adding of another markup to the original markup. It is the amount of a price increase, especially in stores operating under the retail inventory method of accounting. (Source: MASB)

**Additional Markup Cancellation**
A downward adjustment in price that is offset against a previously recorded additional markup. (Source: MASB)

**AM abbr Additive Manufacturing**
*See Also: 3D Printer*
The official industry standard term (ASTM F2792) for all applications of the technology. It is defined as the process of joining materials to make objects from 3D model data (such as in 3D printing), usually layer upon layer, as opposed to subtractive manufacturing methodologies. (Source: WohlerAssociates)
Add-On
*See Also: Plug in*
Either a hardware device that can be added to a computer to increase its capabilities or a program utility that enhances a primary program. (Source: Whatis.TechTarget.com)

Add-On Board
*See Also: Expansion Board*
Hardware that can be plugged into a personal computer to give it additional capabilities.

Ad Download
When an ad is downloaded by a server to a user's browser. Ads can be requested, but aborted or abandoned before actually being downloaded to the browser, and hence there would be no opportunity to see the ad by the user. (Source: IAB)

Address
A unique identifier for a computer or site online, usually a URL for a Web site or marked with an @ for an e-mail address. Literally, it is how one computer finds the location of another computer using the Internet. (Source: IAB)

Addressability
*See Also: Advanced Advertising*
The ability of an operator or provider to direct specific content to specific geographies or audiences.

2: In Blockchain, the identifier where a transaction is sent. The address is derived from a user’s public key. (Source: ShellyPalmer.com Blockchain Glossary)

NOTE – The public key is derived from the private key by asymmetric key cryptography. In Ethereum, the public key is 512 bits or 128 hexadecimal characters. The public key is hashed (i.e., uniquely represented) with a Keccak-256 algorithm, which transforms it into 256 bits or 64 hexadecimal characters. The last 40 hexadecimal characters are the public key. The public key usually carries the pre-fix “0x.” Also known as public address. Note: Keccak-256 does not follow the FIPS-202 based standard (a.k.a SHA-3). (Source: ShellyPalmer.com Blockchain Glossary)

Addressable advertising can be done at various levels of segmentation, and in some cases can target down to an individual viewer using database matching capabilities. (Source: IAB)
Addressable
Based on predetermined “triggers” or definitions (geo, demo, behavioral, etc.), addressable is a method that delivers targeted TV ads to specific households or household segments. This type of content is delivered by MVPDs to pay TV, cable, satellite and on-demand subscribers. (Source: TVSquared)

Addressable Ad Insertions
Video commercial units targeted to an audience.

Addressable Ad Time Spent (%)
The percent of the total time spent tuned to the ad of the total duration of the ad. (Source: Kantar Media Services)

Addressable Advertising
See Also: Advanced Advertising, Versioning, Addressable TV, Household Addressable, Video-On-Demand Addressable
Advertising that is directed to specific geographies or audiences to increase its relevance.

2 : An advertisement sent to a specific home, Set-Top Box or geography. (Source: Nielsen Media Research)

3 : Specific video advertisements that target a set of audiences, homes, or Set-Top Boxes. Such targeting can be based on viewer information including thematic, geography, demographic, and /or behavioral data. Such targeting techniques can be applied to various video services including broadcast, SDV, DVR, and /or VOD program channels. (Source: BigBand Networks)

4 : An advertisement or interactive enhancement that is presented to a specific subset of STBs in the universe/footprint. Alternatively, a collection of advertisements or enhancements that are broadcast to the universe/footprint, from which a single advertisement and/or enhancement is individually selected and presented to each STB. (Source: FourthWall Media)

5 : A form of audience-based buying that gives marketers the ability to target specific households and serve different relevant ads to different viewers within the same program. (Source: VAB)

NOTE – There is a broad spectrum of addressability mechanisms. On one end is the Canoe CAAS architecture that selects a specific advertisement for every STB at each placement opportunity and inserts the chosen ad or enhancement into a custom stream for each STB. At the other end is the AdWidgets system from FourthWall Media, which embeds (binds) EBIF enhancements into spot ads, which are then broadcast to an entire footprint or zone, and once executing on the STB the EBIF enhancement makes a decision about whether or not to present itself on the current STB. (Source: FourthWall Media)

NOTE – We define addressable advertising as the use of data sets to enable more targeted matches between messages and audiences than takes place in the current environment. Addressable advertising can therefore occur at the national, regional, market, neighborhood, household, or individual level.” (Source: Visible World)

NOTE – Addressable Advertising allows for multi-advertiser spots and is the foundation for interactivity. (Source: Invidi)
Addressable Frequency
The average number of exposures per reached household. (Source: Kantar Media Services)

Addressable Impressions
The projected number of valid ad deliveries for the specified criteria, expressed in thousands (000). (Source: Kantar Media Services)

Addressable Media
Media inventory that can be directed to specific individuals, households or devices on the basis of known information. Examples include lists of specific phone numbers, household set-top boxes and postal or email addresses, such as those of customers or subscribers. In digital media, addressable refers to ads served selectively to individual devices, identified on the basis of cookies, tags or device IDs associated with a relevant target group (e.g., visitors to specific web content). (Source: ProjectOAR)

Addressable Rating Points
Also known as the Target Rating Points, it is the impressions per 100 target universe households. (Source: Kantar Media Services)

Addressable Reach
The projected cumulative number of unique target households receiving an ad. (Source: Kantar Media Services)

Addressable Target Universe
The total base of the defined campaign target defined by various criteria. (Source: Kantar Media Services)

Addressable TV
The ability to show different ads to different households while they are watching the same program. With the help of addressable advertising, advertisers can move beyond large-scale traditional TV ad buys, to focus on relevance and impact. (Source: www.gartner.com)

Address Bus
See Also: Bus, Internal Bus, Data Bus, Expansion Bus
One part of a bus, which is a collection of wires, that transfers information about where the data should go but does not transfer the actual data, which is the responsibility of the data bus.

AVS abbr Address Verification Service
A process that every credit card company implements in their system which allows them to verify whether the billing address of the credit card provided by the user matches the address provided on the credit card statement. It can be matched to the address which the credit card company has in their record or on the credit card statement. (Source: TycheSoftwares)

Ad Effectiveness
Pertains to how well a company’s advertising accomplishes the intended. (Source: MediaCrossing)

NOTE – Small companies use many different statistics or metrics to measure their advertising effectiveness. A company’s advertising effectiveness usually increases over time with many messages or exposures. But certain advertising objectives can be realized almost immediately using measuring techniques such as reach, sales and profits, brand awareness, and testing advertising effectiveness. (Source: MediaCrossing)
Ad Exchange

See Also: Real Time Bidding
A marketplace creation technology platform designed to facilitate the buying, selling and tracking of advertising inventory from multiple network sources.

2 : Technology platforms that facilitate the bidded buying and selling of online media inventory from multiple ad networks. (Source: Mediamath)

3 : An intermediary in the process of digital media trading that connects buyers and sellers of ad inventory in an auction-based setting. It provides a technology platform that functions in real-time as the user loads the webpage, the publishers’ unsold inventory becomes available for purchase to advertisers on a single impression basis. The highest bidder wins the impression, at which point the advertiser’s creative is displayed on the webpage to the user. (Source: MediaCrossing)

Ad Fraud
When a company knowingly serves ads that no one will actually see as a way to drive “views” and revenue. For example, a website can use bots to automatically refresh its pages in order to register a high number of page views and appear more attractive as an inventory source on ad exchanges. (Source: Tubemogul)

Ad Group
A set of ads and related keywords within an online marketing campaign. The ads can be displayed to prospective customers searching for or viewing content related to your keywords and/or ads. A default ad group bid can be applied to all keywords in an ad group or set custom bids for individual keywords. (Source: MASB)

Ad Hoc Marketing Research
See Also: Custom Marketing Research

Ad Hoc Market Research
A project undertaken to answer questions about a specific marketing problem at a specific point in time, as opposed to a tracking study or a syndicated study. (Source: ProjectOAR)

Ad Hoc Network
A group of stations that collaborates for a special purpose, such as the showing of a onetime TV program or series. Ad hoc is Latin for “for this.” (Source: TVB)

Ad-ID
See Also: Ad Code, Ad Tags
Ad-ID upgrades the previous ISCI commercial coding system and replaces other methods used to identify advertising assets. Ad-ID is the industry standard identifier for all forms of media. Developed by the American Association of Advertising Agencies (4A’s) and the Association of National Advertisers, Inc. (ANA). (Source: IAB)

Ad Impression
An ad which is served to a user’s browser. Ads can be requested by the user’s browser (referred to as pulled ads) or they can be pushed, such as e-mailed ads. (Source: IAB)

2 : A measurement of responses from an ad delivery system to an ad request from the user’s browser, which is filtered from robotic activity and is recorded at a point as late as possible in the
process of delivery of the creative material to the user’s browser -- therefore closest to the actual opportunity to see by the user. Two methods are used to deliver ad content to the user - a) server-initiated and b) client-initiated. Server-initiated ad counting uses the publisher’s Web content server for making requests, formatting and re-directing content. Client-initiated ad counting relies on the user’s browser to perform these activities. For organizations that use a server-initiated ad counting method, counting should occur subsequent to the ad response at either the publisher’s ad server or the Web content server. For organizations using a client-initiated ad counting method, counting should occur at the publisher’s ad server or third-party ad server, subsequent to the ad request, or later, in the process. See iab.net for ad campaign measurement guidelines.  (Source: IAB)

Ad Impression Ratio
*See Also: Click Rate*
Calculated by click-throughs divided by ad impressions.  (Source: IAB)

Ad Injection
Ads are inserted on a page by software on the user’s computer, such as a toolbar ad-on. The ad units were not placed by the publisher, and the publisher is not compensated for them. Ad injection software either replaces the authorized units on the page with unauthorized ones, or adds new placements to the page, possibly in poor positions (i.e., below the fold).  (Source: Centro)

Ad Insertion
When an ad is inserted in a document and recorded by the ad server.  (Source: IAB)

Ad Inventory
The amount of ad space a publisher has available.  (Source: Hubspot)

Adjacencies Plan
A store layout plan that determines which categories of merchandise will be placed adjacent to each other.  (Source: MASB)

Adjacency
A commercial or program that immediately follows or precedes another on the same TV station.  (Source: TVB)

2 : An advertising pod positioned next to a particular TV or radio program. Also called commercial break positions.  (Source: AAI.ie)

ADM *abbr Ad Manager*
*See Also: Ad Decision Manager*
A system that allows the user to manage commercial inventory - loading, scheduling, selling, processing, delivering, measuring - via a SaaS application. Originally coined by Google, the term now extends to Set-Top Box data measurement in the addressable advertising realm.

2 : A server-based application owned by the operator; interacts with the Media Services Platform (*abbr MSP*) to determine information about the real-time opportunity; interacts with the ADS to choose ads.  (Source: BigBand Networks)

3 : A software or hardware component within the cable’s CAAS system with SCTE-130 conformed interfaces. Its primary function is to be broker between ad decision system, ad inventory system, and ad delivery system. Typically, the ADMs are provided by linear ad insertion or VOD system vendors.  (Source: FourthWall Media)
4 : Facebook’s tool for creating, running and analyzing social ads. It can manage ad campaigns on Facebook, Instagram, or Audience Network and offers a variety of features for ad targeting, budgeting, and optimization. (Source: Falcon.io)

**Ad Materials**
The creative artwork, copy, active URLs and active target sites which are due to the seller prior to the initiation of the ad campaign. (Source: IAB)

**Ad Mediation**
An ad tracking platform technology for publishers that allows for the automatic or manual allocation of inventory by sending ad requests across multiple ad networks to ensure publishers find the best available network to fill their ad slots and maximize inventory.

2 : A technology that sends advertising requests to multiple ad networks in order to help publishers find the best available network to fill their ad slots. Publishers first rank ad networks in order of preference; the mediation platform then tries the top-ranked network. (Source: Cynopsis)

3 : An app monetization solution which lets app developers manage and optimize multiple ad networks in one place, with just one SDK integration. (Source: is.com)

**Ad Mediation Platform**
Give multiple ad networks access to an app’s inventory, creating an arena in which ad networks must compete for their ad to be served. Higher competition among ad networks means competitive eCPMs and more ad revenue for app developers. (Source: is.com)

**Administered Vertical Marketing System**
A form of vertical marketing system designed to control a line or classification of merchandise as opposed to an entire store’s operation. Such systems involve the development of comprehensive programs for specified lines of merchandise. The vertically aligned companies, even though in a non-ownership position, may work together to reduce the total systems cost of such activities as advertising, transportation, and data processing. (Source: MASB)

**Ad Network**
An aggregator or broker of advertising inventory for many sites. Ad networks are the sales representatives for the Web sites within the network. (Source: IAB)

2 : Account type which represents a business that manages other businesses and typically contains and manages both publisher accounts and advertiser accounts. (Source: OpenX)

3 : A broker between publishers and advertisers that facilitates the purchasing of online advertising inventory and management of online advertising campaigns. (Source: Mediamath)

4 : A company that connects websites with advertising to sell, then aggregates that inventory for advertisers to buy, usually via programmatic exchanges. (Source: Tubemogul)

5 : An intermediary in the process of digital media trading that sells publisher inventory to advertisers on a pre-sale basis. On behalf of multiple independent websites, the Ad Network relies on 3rd party data to package the websites’ inventory based on certain characteristics. The packaged inventory, which is typically remnant rather than premium, is then sold to advertisers at a price determined by the network and/or negotiated between the buyer and seller. (Source: MediaCrossing)
6: An aggregation of ad supply from publishers that is matched with advertiser demand. They pool inventory of unsold ads from publishers and sell them to advertisers. Their ad servers then power ad targeting, tracking and reporting. (Source: TVSquared)

7: Ad networks aggregate ad inventories from supply sources and match them with demand sources looking for ad slots. The supply sources in a mobile ad network typically constitute apps from publishers and app developers. Demand sources are made up of advertisers looking to place their ad in another app. (Source: Adjust.com)

NOTE – Many mobile ad networks support a wide spectrum of different formats, from banners to native ads, while others are focused on specific formats, such as video. On the demand-side, some ad networks offer a platform for advertisers to sign-in and manage their campaigns. Others offer a managed service in which account managers provide a consultative approach and use their expertise to ensure that campaign runs at optimal levels. (Source: Adjust.com)

Ad Occurrence Data
Data points that indicate when an ad has aired as-run as opposed to when a program or other content has aired.

2: Includes metadata. (Source: TIVO)

NOTE – What is the finest level of granularity desirable to report ad occurrence - one second, 5 seconds or more. (Source: TRA)

Ad Ops aka Ad Operations
The foot soldiers of online advertising. They either work at agencies or publishers where they make sure the online ads get where they are supposed to through tagging (dropping 1x1 pixels onto ads so that they report back in response and placement). (Source: Mediamath)

2: Short for ad operations and usually refers to the many technical tasks needed for running online advertising campaigns. It ensures smooth delivery for insertion orders and good inventory management. (Source: MediaCrossing)

Adopter Categories
Refers to the five identifiable subgroups within a population that begins use of an innovation, according to the sequence of their adoption of the product or service: The numbers are percents of the total number of actual adopters, not of the total adopter categories (the number of persons or firms in the marketplace). There is wide disagreement on the exact portion in each category.

- Innovators (the first 2-5 percent) are the first to adopt a new product that has been introduced into the marketplace. Innovators are venturesome and are often thought to be opinion leaders. They are interested in anything new, and are quick to adopt new and innovative products. Note: An innovator in a given category or a related set of categories may not be an innovator in all categories.
- Early adopters (the next 10-15 percent) follow innovators and precede the early majority. Their role is to be opinion leaders and have influence over the early majority. They pay attention to what the innovators have discovered and find a practical use for the innovation. They then communicate to their followers the usefulness of the new product.
- Early majority (the next 35 percent) is preceded by early adopters and innovators. The early majority like to await the outcome of product trial by the two earlier groups, yet are not as slow to adopt as the next two groups, late majority and laggards. The early majority carefully
observe the early adopters, but wait to adopt innovative products until they are sure they will get value from them.

- Late majority (the next 35 percent) is the fourth group of users to adopt an innovation. Skeptics, the late majority wait until an innovation has been accepted by a majority of consumers and the price has dropped to adopt the new product.
- Laggards (the final 5-10 percent) are the fifth, and last, group of users to adopt an innovation. Traditionalists, laggards are content with what they have, and they adopt new products unenthusiastically and only because they feel as if they have to. (Source: MASB)

Adoption Process
A term sometimes used to refer to a model of stages in the purchase process ranging from awareness to knowledge, evaluation, trial, and adoption. In other cases, it is used as a synonym for the diffusion process. (Source: MASB)

Adoxography
Elegant or refined writing that addresses a trivial or base subject. The term was coined in the late 19th century. (Source: Wikipedia)

Ad Performance
See Also: Purchase Intent
A measure of the effectiveness of an ad or advertising campaign in the marketplace. Examples include sales lift, increased impressions, click-through-rate, actions taken, conversions, or increased brand penetration or awareness attributed to the ad. Other types of advertising performance metrics include shifts in desired brand imagery and positive predisposition toward the brand. In media and market research, ad performance is often evaluated using metrics such as “intent to purchase” and brand consideration. (Source: ProjectOAR)

Ad Platforms
Online advertising delivery companies including demand side platforms (DSPs), advertising exchanges and agency trading desks. (Source: Mediamath)

Ad Position
The placement of an ad in a pod, whether in the first (A) or Second (B) position, for example.

2 : The order in which an ad shows up on a page. For example, an ad position of "1" means that the ad is the first ad on a page. In general, it's good to have the ad appear higher on a page because it's likely that more customers will see the ad. (Source: Google)

Ad Position Formula
See Also: Minimum Bid, Keyword-Targeted Ad Eligibility
The past documentation of the advertisement’s click through rates, as well as the matched keywords on Google.com. The relevance of the keywords and the advertisement to the keyword query currently being submitted by a user. The account history the advertisement has with Google.com, which includes past click through rates, and keywords used. Other relevant factors which Google.com determines differently for each advertisement. (Source: Brickmarketing)

Ad Prototype
An early stage of an ad. This could refer to multiple ad formats, including an animatic for video, pre-press proof for print or an early-stage design of a digital ad. (Source: ProjectOAR)
Ad Quality
Ad that, because of advantageous positioning, creative or placement into better content, achieve a greater benefit for the advertiser.

2: Automated systems for scanning and capturing sample creatives and enforcing configurable policies. (Source: OpenX)

Ad Quality Score
See Also: Quality Index
A variable used by Google, Yahoo! (called Quality Index), and Bing that can influence both the rank and cost per click (CPC) of ads. (Source: Wikipedia)

2: Often called a quality score, is a number assigned by Google.com to paid advertisements in a hybrid auction that determines each advertisement’s rank on a search engine results page. While it is called a quality index by Yahoo!, the idea is the same. A quality score for a particular advertisement reflects a number of things including the advertisement’s past click through rate, the ad’s landing page relevance, keyword relevance, and many other factors that have to do with Google’s ranking algorithms. (Source: Brickmarketing)

NOTE – This variable is important because it not only influences the page rank of a paid inclusion ad on search engine results pages, but also influences, partially, the bid price of the keywords used by the advertisement. The higher an advertisement’s quality score, the lower the keyword bid prices will be and the higher the advertisement’s page rank will be. (Source: Brickmarketing)

Ad Rank
A formula that gives an ad a score based on the bid, the quality of the ads and landing page, and the expected impact of extensions and other ad formats. (Source: Google)

Ad Recall
A measure of advertising effectiveness in which a sample of respondents is exposed to an ad and then at a later point in time is asked if they remember the ad. Ad recall can be on an aided or unaided basis. Aided ad recall is when the respondent is told the name of the brand or category being advertised. (Source: IAB)

2: The ability of consumers to remember or correctly describe an ad, often expressed as a percentage. Used as an indicator of reach, attention, retention or cognitive engagement. Used after controlled exposure for pretesting, or after exposure occurring in market. Ad recall is typically one of several key measures in advertising testing, including persuasion and diagnostic measures of engagement. (Source: ProjectOAR)

Ad Recognition
See Also: Aided, Ad Recall, Brand Recall, Awareness
The percent of people who claim to remember an ad to which they have previously been exposed, when presented with the ad or elements of it. Recognition is an aided measure of memory or awareness. (Source: ProjectOAR)

Ad Reporter
A browser plugin that enables you to report problem ads directly from a site. (Source: OpenX)
Ad Request
The request for an advertisement as a direct result of a user's action as recorded by the ad server. Ad requests can come directly from the user's browser or from an intermediate Internet resource, such as a Web content server. (Source: IAB)

2 : Communication between a web browser or application and an ad server to display an ad. (Source: OpenX)

Ad Retargeting
Ad retargeting is simply increasing the frequency of ads being sent to someone who has been selected as part of your audience. It could be an increased delivery of the same ad, a similar message or a sequential message. It's not exactly the same as retargeting because the consumer isn't being qualified in the same way. (Source: Centro)

Ad Retention Index
See Also: Commercial Viewership Index
The ratio of commercial viewing average audience to total program viewing average audience. (Source: Rentrak)

NOTE – This is not recommended as a general industry term because this ratio is reflective of not just pure ad retention but also the program audience trend from beginning to end may be increasing or decreasing as at the beginning or end of prime time. TRA for that reason calls this the Commercial Rating index (CRI)-the index to the average program rating-which is what is clearly is. Ad retention should be measured against the base of homes that start the commercial. (Source: TRA)

Ad Revenue
The revenue generated by advertising.

2 : Within apps, ad revenue is the money apps generate from in-app advertising. App ad revenue is calculated by multiplying ad impressions by eCPM. Ad revenue = impressions * eCPM. (Source: is.com)

NOTE – App developers rely on several app metrics to measure their ad revenue, including ARPDAU, ARPU, and ARPPU. In addition to these indicators, app developers use reporting tools to distinguish between mobile video ad revenue and rewarded video ad revenue app monetization decisions. (Source: is.com)

Ad Revenue Measurement
The value of the revenue generated by users from ads viewed in-app. (Source: is.com)

NOTE – It gives developers a granular, user-level look at how much revenue their ad monetization strategy is generating. In addition, user ad revenue gives developers a more complete picture of the efficacy of their marketing spend. Developers can evaluate the quality of users acquired through marketing campaigns and organic traffic in terms of ad revenue generated post-install, not just in-app purchases. Additionally, developers can use the data to improve their monetization strategy by applying different user segmentations based on the ad revenue data. (Source: is.com)

Ad Scheduling
A component of media buying that specifically deals with the timing of advertising exposure, including reach, frequency, daypart and demographics. In other words, media buying strategies applied to the timing of advertising. Media can be purchased so that advertising is shown to consumers at certain
times of day, in certain positions during programming, at certain placements within a commercial break and so forth. Scheduling often considers several factors, including the advertising objective, the budget and competitor scheduling. (Source: ProjectOAR)

Ad Server
In digital and programmatic, a platform that delivers advertising to a person’s browser or app and reports on performance. (Source: Hubspot)

Ad Serving
See Also: Redirect, Latency
The delivery of ads by a server to an end user’s computer on which the ads are then displayed by a browser and/or cached. Ad serving is normally performed either by a Web publisher or by a third-party ad server. Ads can be embedded in the page or served separately. (Source: IAB)

Ad Size
The width and height of a display ad unit. There are almost 100 ad sizes running on the Web currently, some of which are IAB-Standard. Other ad sizes are IAB Rising Stars, IAB Delisted or Non-IAB. We’ve found that the most popular ad sizes are the Leaderboard (728x90), the Medium Rectangle (300x250) and the Wide Skyscraper (160x600). (Source: Next.Srds.com)

Ad Skin
See Also: Skin, Page Skin, Background Skin, Wallpaper
In computing, a graphical overlay ad format which frames the page content.
Ad Skipping
*See Also: Commercial Avoidance, Trick Play, Measured Ad Skipping*

The act of fast forwarding (or skipping ahead as on TIVO) and therefore not completely viewing an ad. It is one possible result of a viewer using the trick play mode of DVRs and other recording devices.

NOTE – There are other forms of commercial avoidance such mental tune-out, conversation, other activities (e.g., reading, using a phone or a computer device). (Source: TRA)

Ad Slot
The area on a web page set aside for the display of ads. (Source: OpenX)

Ad Space
The location on a page of a site in which an advertisement can be placed. Each space on a site is uniquely identified. Multiple ad spaces can exist on a single page. Ad stream- the series of ads displayed by the user during a single visit to a site (also impression stream). (Source: IAB)

Ad Stitching
*See Also: Dynamic Ad Insertion, Server-Side Ad Insertion*

Adstock
The measure of the prolonged or lagged effect of advertising on consumer purchase behavior is adstock. Ad Occurrence Data: Sometimes called “as-run logs,” ad occurrence data is an audit of what spot ran, where it ran and at what time. The file typically consists of asset ID, market, channel and time stamp information. (Source: TVSquared)

Ad-Supported
A media entity whose revenue is generated via advertising messages.

2 : A designation for a Brand or Channel. Based on whether the site and/or application have advertising on most of its sections. If ‘Ad-Supported’ only is checked within the Report Controls, the results will exclude any non-ad-supported Brand and Channel. (Source: Nielsen)

Ad Suppression
When you exclude a list of people from receiving a certain ad or campaign. (Source: LiveRamp)

NOTE – For instance, if your online and offline data was connected, you could make sure your current customers don’t get exposed to your first-time buyer promotions. So if you’re offering a three-month free trial to prospects, you can ensure current customers aren’t exposed to the ad. (Source: LiveRamp)

Ad Tag
*See Also: Ad Codes, Ad-ID, Ad Copy*

Unique identifier for an online ad that indicates to the advertiser that their ad has run.

2 : Software code that a buyer provides to a publisher or ad network, which will call the advertiser’s ad server and then display an ad when called. (Source: Next.Srds.com)

3 : Also called an Ad Code. A small piece of code that defines the ad space where ads display on a website. It includes parameters that describe the inventory advertising campaigns can target, which may in turn display ads in the ad space. (Source: OpenX)
4: An HTML area located on a webpage that communicates with an ad server and requests an ad. Tags trigger the browser to open a window in which to place content in. (Source: Mediamath)

**Ad Tech**
Short for advertising technology, refers commonly to all technologies, software and services used for delivering, controlling and targeting online ads. (Source: Tubemogul)

**Ad Testing**
See Also: Copy Testing

**Ad Title**
The first line of text displayed in a clickable search or context-served ad. Ad titles serve as ad headlines. (Source: MASB)

**Ad Tracking**
Research performed in-market that monitors a brand’s performance based on a particular ad or ad campaign. Ad Tracking is generally designed to determine the effectiveness of the ad's ability to deliver brand recall (see "Recall, Brand") or message playback as an indicator of the quality of the ad's performance. (Source: ProjectOAR)

**Ad Transfers**
The successful display of an advertiser's Web site after the user clicked on an ad. When a user clicks on an advertisement, a click-through is recorded and re-directs or "transfers" the user's browser to an advertiser's Web site. If the user successfully displays the advertiser's Web site, an ad transfer is recorded. (Source: IAB)

**Ad Unit**
The smallest inventory component that represents the space on a site where ads display. (Source: OpenX)

**Ad Unit Duration**
The run length of time-based inventory, such as linear video. (Source: OpenX)

**Ad Unit Group:**
A collection of ad units where related ads display together at the same time. (Source: OpenX)

**Ad Valorem Duty**
A duty or tax that is levied as a percentage of the value of the imported goods. (Source: MASB)

**Advanced Advertising**
See Also: Addressable Advertising, Interactive Advertising, Customized Advertising, Dynamic Advertising, In-Navigation Video Ads
A range of advertising solutions designed to leverage the interactive nature of digital Set-Top Boxes and enhance the value of TV by offering, for example, request for information, polling and trivia, Telescoping, Ad-Versioning Dynamic Advertising and T-commerce applications via the television through the use of the Remote Control.

NOTE – “Advanced TV Advertising capabilities should include Addressable Advertising, Interactive Advertising, Customized Advertising, Dynamic Advertising, and Measurement. Addressable Advertising would include TV ad targeting based on geographic, viewer or household segment attributes. Interactive Advertising would include things like the use of polls and voting mechanisms.
but these do not have to be addressable. Customized Advertising entails the ability to efficiently and automatically customize video in real or near-real-time so that the ads can be made more relevant to each of the targeted segment(s) of viewers Dynamic Advertising would entail the ability to update the content of an ad in real-time or near-real-time basis based on automated data feeds (e.g., changes in local TV ads based on local weather conditions or inventory data). Measurement would include the ability to obtain census level campaign metrics based on STB data.” (Source: Visible World)

AAMP abbr Advanced Advertising Media Project
A research initiative formed by the 4A’s and BlackArrow, launched in March 2011 and created to measure the impact of advanced advertising within free video on demand (VOD) television programming. (Source: www.blackarrow.tv)

Advanced Audience Data
See also Audience Data, Advanced Data
A data set used for the purposes of making ad decisions beyond what can be leveraged from age and gender. It may include the use of 1st, 2nd and 3rd party audience data for buying and targeting. (Source: GABBCON, Global Audience Based Business Conference)

AAC abbr Advanced Audio Coding
See Also: Audio Coding 3
An audio coding standard for lossy digital audio compression. Designed to be the successor of the MP3 format, AAC generally achieves better sound quality than MP3 at similar bit rates. (Source: Wikipedia)

Advanced Bidding
See Also: Tagless Bidding, Pre-Bidding, Header Bidding, Holistic Yield Management, Tagless Integration
Bidding that happens prior to the clearing process run in the ad server that provides publishers a means of ensuring each impression is seen by multiple buyers, and ultimately sold to the highest bidder. In essence, it blows up the daisy chain, allowing publishers to see how different programmatic partners perform when given equal and concurrent access to their inventory. So how exactly does advance bidding—also sometimes confusingly described as a "tagless" solution or header-tag integration—work? It’s accomplished by placing a demand partner’s tag into a Web page’s code, therefore enabling that partner to place a bid before the traditional ad-server unit is called. That bid is carried into the ad server’s auction, creating more competition in determining the winner. Since the bids are all evaluated concurrently, versus sequentially, the real highest bidder wins.

Advanced Data Analytics
See also Audience Data, Advanced Audience Data
A grouping of analytic techniques using data to predict future outcomes and more precise models of the world. Techniques can include predictive analytics, simulation and optimization. (Source: IBM)

Advanced Digital Set-Top Boxes
See Also: Set-Top Box
Same as Advanced Set-Top Boxes

Advanced Encoding
See Also: Encoding, Decoding
A form of encoding that delivers files that are of higher quality and resolution and are smaller in size.
**Advanced Graphics**
Visual content that uses advanced technology capabilities that provide a higher quality graphic. Examples include dynamic functions, high definition and 3D.

**AMWA abbr Advanced Media Workflow Association**
A media business organization that works as an open, community-driven forum. It focuses on the creation of timely, innovative, business-driven specifications and technologies for networked media workflows for both general business purposes as well as for technical committees. (Source:AMWA.tv)

**Advanced Set-Top Boxes**
*See Also: All-In-One Set-Top Box, Digital Set-Top Box, Enhanced Set-Top Box, Integrated Set-Top Box, Set-Top Box*
Set-Top Boxes that are considered "fully integrated" with good processors, ample memory and optional large hard drives. These boxes have more advanced features and are more likely to be integrated with such services as DVRs, high-speed internet access, interactive TV, digital video recording and gaming. (Source: itvdictionary.com)

NOTE – Other terms for Advanced Set-Top Boxes are Advanced Digital Set-Top Boxes, Smart TV Set-Top Box, Thick Boxes, All-In-One Set-Top Box, Media Center.

NOTE – These boxes may or may not have connected back paths. This should be noted; only satellite has digital STBs that are often not connected to upstream paths. (Source: TRA)

**ATVEF abbr Advanced Television Enhancement Forum**
A commercial technology organization or "cross-industry alliance" formed by many different companies from the broadcast and cable networks, television transports, consumer electronics, and PC industries. The goal was to develop HTML-based protocols to promote the standardization of enhanced TV. Tools and other supportive technologies that were "ATVEF-compliant" enabled the creation and distribution of enhancements through the analog and digital signal. Representatives developed a technology specification that enabled broadcasters to send data (based on Internet standards) through the "Vertical Blanking Interval." If the viewer's Set-Top Box had the proper software to receive and interpret ATVEF data, whatever was designed and sent would show up on the TV screen. That data might appear as raw data or complex interactive interfaces. This technology has been made somewhat obsolete by the deployment of digital Set-Top Boxes. (Source: itvt.com/glossary)

**ATSC abbr Advanced Television Systems Committee**
An organization founded in 1983 to research and develop a television standard in the United States; an international organization of 200 members that is establishing voluntary technical standards for advanced television systems. (Source: CableLabs)

2 : Developed a new set of standards for digital television to replace analog offering, among other things, much higher resolution.

3 : Also used to refer to a platform’s inclusion of an ATSC tuner which allows reception of over-the-air (OTA) digital and HD channels. (Source: TIVO)

NOTE – ATSC is working on new standards AS03 and AS12 for binding metadata to assets using MXF wrapper technology.
ATV abbr Advanced TV
See Also: Programmatic TV
TV inventory planned, bought and sold, based on consumer segmentations and delivered on impressions, using specific market-based system automation. Facilitates highly targeted local market operational efficiency for both the buy and sell side.

2 : The FCC’s name for Digital Television (DTV). (Source: TVB)

3 : Any television content or advertising that has evolved beyond traditional, linear television delivery models. (Source: IAB)

4 : Any TV advertising that goes beyond traditional buying practices to deliver more efficiency and measurability. ‘Advanced TV’ is often used as an umbrella term when talking about the data-driven TV landscape, encompassing Connected TV, OTT / Streaming, Addressable TV, and Programmatic TV. Associated Terms are the following - Addressable TV, Over-the-Top (OTT), Connected TV (CTV), Programmatic TV. (Source: VAB)

5 : A catch-all term for the improvements TV advertising has made across data, technology and targeting. It encompasses all non-traditional TV, including OTT, CTV, addressable and data-driven linear. It’s the term to use when you don’t have the time or energy to say or type OTT, CTV, addressable and data-driven linear. (Source: TVSquared)

Advergaming
See Also: Branded Content, Spotlights, Sponsorship, Sweepstakes, Content & Section Sponsorships
A type of sponsorship that can range from an advertiser buying all the ad units around a game or a “sponsored by” link to creating a custom branded game experience. (Source: IAB)

Ad Verification
The process by which an advertising campaign is monitored for efficacy, according to the advertiser’s or agency’s choices and exclusions. That an ad has run, that it has had the ability to be viewed by the visitor and that any action that has been taken regarding that ad originates from a human interaction and not a bot or machine.

2 : A solution that allows media buyers to confirm whether their ads were served on a particular site and to whom, at what time, in what way and for how long. Some ad verification tools also offer an ad blocking service, which allows media buyers to block the display of its ads on sites that could contain inappropriate content or are otherwise not fit for the media buyer. (Source: Mediamath)

3 : Another term for Audience Verification. A service that confirms if an ad ran only where it was intended to by the advertiser. It is often used to ensure brand safety, so that an ad does not appear on an inappropriate page or site. (Source: Centro)

Advertainment
Entertainment that blurs the line between advertising and content.

2 : Refers to a video ad that uses storytelling to communicate a brand message. More specifically, it typically refers to video creative that prioritizes entertainment over advertising, and that clocks in at over sixty seconds in length. (Source: Cynopsis)
Advertised Brand
A brand that is owned by an organization (usually a manufacturer) that uses a marketing strategy usually involving substantial advertising. An advertised brand is usually a consumer product, though it need not be, and is contrasted with a private brand, which is not normally advertised heavily. (Source: MASB)

Advertisement
A piece of promotional content of any length but usually between five and 120 seconds that promotes a product or a service.

2: In mobile advertising, an advertisement (often shortened to advert or ad) is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales. Advertisements come in many forms, from copy to interactive video, and have evolved to become a crucial feature of the app marketplace. An advertisement is different from other types of marketing because it is paid for, and because the creator of an advert has total control over the content and message. (Source: Adjust.com)

Advertiser
The company paying for the advertisement. (Source: IAB)

2: A product or service business entity, sometimes represented by an advertising agency or marketing firm, that purchases advertising time on a media platform whether print, TV, digital or programmatic.

3: An account type that represents a business that runs advertising campaigns to display ads on websites. (Source: OpenX)

4: A product or business that presents its brand messages on publisher websites in an effort to promote audience engagement and purchasing activity. (Source: Mediamath)

5: The company, organization, individual or other legal entity who pays for communicating an ad to the public. (Source: ProjectOAR)

6: The entity on the buying side of the mobile marketing ecosystem. In the context of mobile advertising, the advertiser is often an app or brand looking to spread a specific message about their product (for example, new user acquisition and retargeting campaigns). (Source: Adjust.com)

NOTE – Advertisers buy ad space from mobile publishers and ad networks, who help them communicate their message to users who would be interested in hearing that message. For example, a gaming app (the advertiser) will purchase space from an ad network, who then shares advertisements for a promotional offer for that game. The success of that campaign can then be measured by metrics such as Cost per Install (CPI) and Return on Advertising Spend (ROAS). On mobile, it’s typical to promote your message by advertising within other apps. In most cases, this is typically the responsibility of that company’s marketing team. Advertisers crunch numbers to determine whether or not the money they spend on advertising campaigns provides a Return on Investment (ROI), in terms of users and/or revenue. The most successful advertisers are those who are able to accurately measure the value of their audience and can target their marketing spend based on ROI. (Source: Adjust.com)
Advertiser’s Copy
(also called advertiser’s copy or checking copy) The entire page on which an advertisement appears, which is torn from a newspaper or magazine and sent to an agency or advertiser as evidence of insertion. (Source: MASB)

NOTE – The television/radio version is called an affidavit of performance. (Source: MASB)

Advertising
A form of persuasive communication designed to encourage an audience to take some kind of action—most commonly associated with consumerism. (Source: OpenTextBC.ca)

2 : Bringing a product (or service) to the attention of potential and current customers. (Source: BusinessManagementIdeas.com)

NOTE – Advertising is focused on one particular product or service. Thus, an advertising plan for one product might be very different than that for another product. Advertising is typically done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc. (Source: BusinessManagementIdeas.com)

Advertising Agency aka Ad Agency
A professional services firm, generally independent from the client (it may be an internal department or even an internal agency) that is hired to provide an outside point of view to the effort of conceiving, producing and managing and facilitating the sales of the client’s products or services. Done through the creation, planning, researching, negotiating, marketing, branding, strategizing, tracking and buying of the client’s approved commercial messaging on media platforms such as radio, TV, outdoor, print, Internet, etc. as well as other marketing or advertising related efforts. Agencies also provide marketing and merchandising advice and general business and promotional counsel regarding the goods or services of the client and their competition.

2 : An account type that represents a business that provides services to advertisers. (Source: OpenX)

Advertising Allowance
An advertising allowance is a payment made to a reseller or channel partner in payment for advertising purchased or undertaken by the affiliate. (Source: MASB)

Advertising Arbitrage
See also Arbitrage, Transparency, Black Box
The process of trading - buying and selling-advertising inventory through the use of ad networks, trading desks, and technical "traders" in the ad ecosystem. It occurs when an intermediary sells ad inventory to a media buyer after purchasing it somewhere else for a lower price.

Advertising Awareness
The percent of people who claim to be familiar with or aware of an ad or campaign, typically based on recall and/or recognition measures. (Source: ProjectOAR)

Advertising Budget
The money set aside by the advertiser to pay for advertising. There are a variety of methods for determining the most desirable size of an advertising budget. (Source: MASB)
Advertising Campaign
See Also: Campaign
A coordinated marketing communications plan that combines multiple ads (see "Ad") and related promotional materials, delivering one overall message to meet the specified objectives of an advertiser (see "Advertiser") such as driving the sales of a given brand, product or service. (Source: ProjectOAR)

ACB abbr Advertising Checking Bureau
A company which provides advertisers and agencies with newspaper tear sheets of ads which have run. (Source: AAI.ie)

Advertising Claim
See Also: Claim Substantiation
In advertising and marketing, a statement made about the characteristics or performance of a brand, product or service, typically communicating a benefit, unique feature or point of differentiation from a competitor. The Federal Trade Commission (FTC) requires that an advertiser provide adequate evidence and support for all claims made in their advertising. Also referred to as a "Claim." (Source: ProjectOAR)

Advertising Clutter
Refers to the extent to which multiple advertising messages compete for the consumers' (limited) attention. It often is used to indicate multiple competing messages in a given time frame and medium (such as television). (Source: MASB)

Advertising Concept
An advertising idea, concept, or theme serves as the organizing thought for an advertisement. Ideas are used to dramatize the product-related information conveyed in advertising. (Source: MASB)

Advertising Contract
A contractual agreement between an advertiser and the operator of any form of advertising media for the purchase of specified types of advertising time or space. (Source: MASB)

Advertising Creative
In advertising, the sum total of the ad content including elements such as background and foreground images, colors, layout, characters, dialogue, branding and storyline. Advertising creative may also refer to the ad as a whole, regardless of its placement in the media landscape. (Source: ProjectOAR)

Advertising Effectiveness
An evaluation of the extent to which a specific ad or advertising campaign meets the objectives (see "Advertising Objective") specified by the advertiser. There is a wide variety of approaches to evaluation, including inquiry tests, recall tests, neuro tests and market tests. Measurement approaches include recall of ads and advertising themes, attitudes toward the advertising, persuasiveness or impact on sales. (Source: ProjectOAR)

2 : Refers to an evaluation of the extent to which a specific advertisement or advertising campaign meets the objectives specified by the client. There is a wide variety of approaches to evaluation, including brand preference measures, inquiry tests, recall tests, and market tests. The measurement approaches include recall of ads and advertising themes, attitudes toward the advertising, and impact on actual sales levels. (Source: MASB)
Advertising Exposure
An opportunity to experience an ad, usually suggesting that senses can respond to the sight and sound of the ad (if included) and that the brain can process the message either consciously and/or non-consciously. For testing purposes, ads are often presented intentionally. This is referred to as “forced exposure.” (see "Forced Exposure") (Source: ProjectOAR)

Advertising Genre
Within advertising, a category of creative composition, characterized by similarities in style or form. (Source: ProjectOAR)

Advertising ID
A user resettable ID assigned by the device or operating environment for use as an advertising marker. The key difference between a Device ID and an Advertising ID is that advertising IDs can be reset by the user at any time. Examples include Apple’s IDFA and Android’s AAID. (Source: IAB Mobile App Marketing Glossary Working Group)

Advertising Idea
An advertising idea, concept, or theme serves as the organizing thought for an advertisement. Ideas are used to dramatize the product-related information conveyed in advertising. (Source: MASB)

Advertising Impressions
The audience delivery of media vehicles, programs or schedules. Usually expressed as thousands (000). (Source: AAI.ie)

Advertising Manager
One who participates in the development of marketing plans, acts as the principal contact with the advertising agency, provides the agency with market and product data and budget guidelines, and critiques the agency’s creative and media recommendations at the time of (or prior to) their submission to marketing management. The advertising manager normally reports to the corporate or division marketing manager. (Source: MASB)

Advertising Media
Channels of communication used to deliver ads to consumers, including TV, digital platforms and apps, print, out-of-home, direct mail, etc. (Source: ProjectOAR)

AME abbr Advertising Media Exposure Report
The TRA report most similar to traditional ratings reports.

NOTE – This should be defined as the report that shows which ad variant has been shown to which target audience segment. This report can and should be generated by any provider/enabler of advanced advertising. (Source: Visible World)

Advertising Message
The visual and/or auditory information prepared by an advertiser to inform and/or persuade an audience regarding a product, organization, or idea. It is sometimes called the creative work by advertising professionals in recognition of the talent and skill required to prepare the more effective pieces of advertising. (Source: MASB)
Advertising Objective
Specific goal(s) to be accomplished by an ad or campaign within a given time period, such as brand awareness, lift, image change, sales impact, audience members reached and so forth. (Source: ProjectOAR)

Advertising Penetration
See Also: Advertising Reach

Advertising Plan
A marketing and communication strategy to convey a brand or product message to achieve one or multiple business objectives. Typically, it includes a marketing calendar, a research plan, a media plan and a creative brief. (Source: ProjectOAR)

Advertising Reach
See Also: Reach
The estimated number of people or households exposed to an ad or advertising campaign at least once, often expressed as a percentage of the total number of people in a target audience or in a specific geography. (Source: ProjectOAR)

ARF abbr Advertising Research Foundation
A major advertising research industry association with a principal mission to improve the practice of advertising, marketing and media research in pursuit of more effective marketing and advertising communications. (Source: IAB)

2 : A non-profit organization of advertisers, agencies and the media for promoting advertising effectiveness through objective research. (Source: AAI.ie)

Advertising Response Model
A mathematical or conceptual framework for predicting the relationship between advertising spending and/or changes in media mix on an outcome of interest to a brand, such as sales. Such models are typically developed over time, based on media measurement tracking, sales tracking, copy testing results and other inputs. (Source: ProjectOAR)

Advertising ROI
See Also: ROI, Return on Investment
The return on investment (ROI) for an individual ad or ad campaign, usually expressed as incremental sales per advertising spend (ratio of sales uplift volume to spend). It can also sometimes refer to the return per spend for other outcome measures like email sign-ups, downloads or registrations. (Source: ProjectOAR)

Advertising Strategy
A detailed plan for developing advertising (usually in collaboration with or led by an advertising agency). This plan usually includes information on the target consumer profile, key brand messages, brand personality and overall advertising objectives. (Source: ProjectOAR)

Advertising Substantiation
Refers to the documentation by means of tests or other evidence of product performance claims made in advertising. (Source: MASB)
NOTE – Federal Trade Commission decisions indicate that it is a deceptive and/or unfair practice for advertisers to fail to possess reasonable documentation for product performance claims made in advertising messages before the claims are disseminated to the public. (Source: MASB)

**Advertising-Supported Software**
Similar term to Adware.

**Advertising Testing**
A detailed plan for developing advertising (usually in collaboration with or led by an advertising agency). This plan usually includes information on the target consumer profile, key brand messages, brand personality and overall advertising objectives. (Source: ProjectOAR)

**Advertising Theme**
A central, repetitive trope that is used throughout multiple executions of an advertising campaign (see "Advertising Campaign"). For example, a campaign may have a theme of unexpected sharing (a series of spots where strangers extend unexpected generosity), a theme of magic (a series of spots featuring an element of magic), a theme of global unity (a series of spots showcasing how similar people are around the world) or any other kind of theme. (Source: ProjectOAR)

**Advertising Tracking Research**
Survey research, social listening or other measures, repeated over time and reported on a trended basis, in order to monitor (track) measures of advertising or campaign effectiveness. Measures include ad awareness or recall, purchase intent, purchase behavior, and awareness of and attitudes toward the brand. The surveys may be conducted at scheduled intervals or "waves" (e.g., annually or quarterly), or on a continuous basis, with reporting at scheduled intervals or in real time. (Source: ProjectOAR)

**Advertising Wear-Out**
The condition in which an advertisement no longer has any incremental effect on consumer attitudes or behavior due to prolonged or repeated exposure; also refers to the time point (for example, X number of times of repetition or duration) at which an advertisement is no longer effective due to prolonged or repeated exposure. (Source: ProjectOAR)

**Advertising Weight**
A measure of advertising delivery, normally stated in terms of number of commercials, homes reached, target audience impressions, and gross rating points. (Source: TVB)

**Advertorial**
An ad in a print or electronic communication that resembles an article or editorial, while providing information about a brand, product or service. (Source: ProjectOAR)

**Ad View**
*See Also: Impression*
When the ad is actually seen by the user. Note this is not measurable today. The best approximation today is provided by ad displays. (Source: IAB)

2 : A term that refers to the number of times an ad (such as a banner or television ad) is shown across all the people to whom it is shown and all the times it is shown. If an ad is shown three times—whether three times to the same person or one time to three separate people—it would be considered as three impressions. Impressions are used to estimate the reach and frequency of advertising across a variety of different media channels. (Source: ProjectOAR)
3: An impression (or view) is “a single display of online content to a user’s web-enabled device.” It’s the number of times the ad is displayed, whether it is clicked on or not. Each display counts as a single impression. (Source: MASB)

**Ad-Visor**
The research in charge of measuring through different variables the effects of advertising. Among these variables are: brand awareness, the degree of involvement of an ad, persuasion, originality and clarity, among others. (Source: Zorraquino)

**Advocacy Advertising**
Advertising that attempts to influence public opinion on specific social, political or economic (and sometimes controversial) topics. It may also include attempts by the brand to create consumer advocates to promote sales. (Source: ProjectOAR)

**Adware**
Any software package that automatically renders advertisements in order to generate revenue for its author. The advertisements may be in the user interface of the software or on a screen presented to the user during the installation process. (Source: Wikipedia)

**Ad Weight**
The percentage of time that an ad should be selected when its line item wins an impression (for line items set to manual weighting). (Source: OpenX)

**Ad Widgets**
*See Also: Widgets*
The same definition as Widgets.

2: A suite of EBIF enhancement products designed specifically to be used with spot ads. These enhancements may include RFI, Polling, VOD Telescoping, Click-to-call. (Source: FourthWall Media)

3: A product from FourthWall Media that provides an end-to-end system to create, deliver and measure the interactive enhancements with linear spot advertising. (Source: FourthWall Media)

**AdX**
*See Also: DoubleForClick For Publishers*
Google’s ad exchange in their ad server DoubleClick For Publishers abbreviated as DFP.

**Ad Zone**
A coverage area of television homes that can be served targeted advertising via a server by a multi-channel operator.

2: The area reserved by a site owner for third party advertisements placed by an ad serving company. (Source: Nielsen)

3: A representation of a location on a website where creatives should be displayed. (Source: OpenX)

**Affect**
*See Also: Affective Response*
Affect Heuristic
See Also: Cognitive Heuristic
A type of cognitive strategy in which consumers rely upon their current emotional state to judge the risks and benefits to simplify a decision. Sometimes referred to as "going with your gut." (Source: ProjectOAR)

Affective AI
An area of study, within cognitive computing and artificial intelligence, that is concerned with using computer technology to infer human emotion ("affect") through observed gestures, facial expressions, body language and/or voice. It is a way of reading the signals that a whole person emits to reveal emotional response nonverbally. (Source: ProjectOAR)

Affective Response
In media and market research, a feeling or emotion experienced in response to a brand, product, advertisement or other marketing stimuli. According to modern psychology, affective responses are composed of three dimensions: Valence, arousal and motivational intensity. The term affective response should not be confused with the term mood. (Source: ProjectOAR)

Affidavit
See Also: Affidavit of Performance
A notarized statement from a television station that confirms the commercial actually ran at the time shown on the station's invoice. (Source: TVB)

Affidavit of Performance
A signed and notarized statement from a television or radio station to the agency or advertiser that confirms the advertising ran as scheduled. The print equivalent is called a tearsheet. (Source: MASB)

Affiliate
A TV station, not owned by a network, that grants a network use of specific time periods for network programs and advertising, for compensation. Remainder of broadcast day is programmed locally. (Source: TVB)

2: A station associated with a network by contract to broadcast the network's programs. (Source: AAI.ie)

3: In eCommerce, a type of inter-company relationship where one firm sells other merchants’ products on his own website. An affiliate can be termed as a commercial partner of the merchant who promotes the merchant’s products and services on his website by means of different visual tools. (Source: TycheSoftwares)

NOTE – In return an affiliate is paid commission by the merchant if the customer comes to his website and makes a purchase of the merchant’s goods. An affiliate is determined by the degree of ownership a parent company holds in another company. (Source: TycheSoftwares)

Affiliate Marketing
An agreement between two sites in which one site (the affiliate) agrees to feature content or an ad designed to drive traffic to another site. In return, the affiliate receives a percentage of sales or some other form of compensation generated by that traffic. (Source: IAB)

2: A marketing arrangement in which a business pays commission to one or more affiliates for each conversion achieved due to affiliate’s marketing efforts. In simple words, when an external website
refers a customer to your online site and makes a purchase, the external website receives a commission for directing traffic to your site for sales. Affiliate marketing is a type of performance-based marketing. (Source: TycheSoftwares)

**Affinities**
Another term for Location Affinities. (Source: MASB)

**Affinity Marketing**
The selling of products or services to customers on the basis of their established buying patterns. The offer can be communicated by e-mail promotions, online or offline advertising. (Source: IAB)

**After-Market**
Involves potential future sales generated by owners of equipment for repair and replacement parts. (Source: MASB)

**Agate Line**
A unit of measurement for newspaper advertising which measures one column wide with 14 agate lines per inch. (Source: AAI.ie)

**Agency**
*See also Ad Agency, Media Agency*
An advertising agency works with a client to produce advertising for their brand/products. Once they have produced a campaign and the associated creatives, they purchase media upon which they can publish their ads. Within the many divisions of an agency are media buyers, who are the people who actually purchase space for the client's ads. Media buyers are MM's clients. (Source: Mediamath)

2 : A media agency is a company or entity that applies its expertise and technology to help marketers buy advertising spots media sellers and marketplaces such as publishers, ad exchanges, ad networks, sales house etc. (Source: Mediacrossing)

3 : Refers to the active participant in media and that can be human, technological, software or something else. (Source: OpenTextBC.ca)

**AOR abbr Agency of Record**
An advertising agency assigned specific media buying responsibilities by a client. It is also sometimes used to refer to the agency responsible for creative development. (Source: MASB)

**Agency Theory**
Seeks to explain corporate activities as arising out of the natural conflicts between the principals (stockholders) and agents (managers) of a firm. (Source: MASB)

**ATD abbr Agency Trading Desk**
*See Also: Trading Desk*
A massive media buyer and re-seller which functions as an independent working unit within a large media buying concern. A Demand-Side Platform (DSP) is technology used to manage and optimize ad campaigns. ATDs work in combination with DSPs. (Source: Programmaticadvertising.org)

2 : Centralized management platforms used by ad agencies that specialize in programmatic media and audience buying. They are typically layered on top of a DSP or other audience buying technologies. Trading desks attempt to help clients improve their advertising performance and receive increased value from their display advertising. Trading desk staff don't just plan and buy media. They
also measure results and report audience insights to their clients. All the major holding companies have agency trading desks, including Havas, IPG, WPP and Omnicom. Trading desks were created in order to give the client and the agency more control over ad placement. When working with an ad network, the client often has limited say over where the ad is placed. Working with a trading desk allows the client to direct where ad dollars and spent and more closely examine the results to optimize if necessary. (Source: Kantar)

3 : An agency or holding company owned trading desk that handles programmatic buying for a media agency. (Source: Hubspot)

4 : A private, agency-owned demand-side platform (DSP) created or white labeled by agencies and used to buy real-time bid inventory from one platform instead of having to go through multiple DSPs, exchanges and ad networks. Examples of agency trading desks include Publicis' Vivaki Nerve center, Omnicom Trading Desk, AdNetic from Havas and Razorfish's ATOM. (Source: Mediamath)

5 : In digital advertising, a centralized management platform used by ad agencies that specialize in programmatic media and audience buying. Trading desks are generally layered on top of demand-side platforms (DSPs), or other audience-buying technology. In addition to planning and buying media, trading desks usually measure results and report audience insights to clients. (Source: Cynopsis)

NOTE – Trading desk staff plan and buy media, measure results and report audience insights to their clients. All the major holding companies have agency trading desks, including Havas, IPG, WPP and Omnicom. Trading desks were created in order to give the client and the agency more control over ad placement. When working with an ad network, the client often has limited say over where the ad is placed. Working with a trading desk allows the client to direct where ad dollars and spent and more closely examine the results to optimize if necessary. (Source: Next.Srds.com)

Agenda Setting
The theoretical arguments that consider that media can and does have a strong effect on what people think about. By highlighting and listing certain events repeatedly, they create a sense of urgency about those issues even though this is not always an accurate reflection of reality. (Source: OpenTextBC.ca)

Agent
(Sales) A person acts as a representative of a firm or individual. (Retailing) A business unit that negotiates purchases, sales, or both but does not take title to the goods in which it deals. (Retailing) A person agent; one who represents the principal (who, in the case of retailing, is the store or merchant) and who acts under authority, whether in buying or in bringing the principal into business relations with third parties. (Global Marketing) A company or individual that represents a company in a particular market. Normally an agent does not take title to goods. (Source: MASB)

Aggregate Data
Data that is rolled up from a smaller unit to show summary data. (Source: MASB)

Aggregated Information
Data combined from many individual users that does not identify any single user. (Source: Centro)

Aggregation
A concept of market segmentation that assumes that most consumers are alike. Retailers adhering to the concept focus on common dimensions of the market rather than uniqueness, and the strategy is
to focus on the broadest possible number of buyers by an appeal to universal product themes. Reliance is on mass distribution, mass advertising, and a universal theme of low price. (Source: MASB)

**Aggregation Server**
A system that enables the joining / combining of various large datasets on an aggregate and de-identified basis.

**Aging**
In retailing, aging is the length of time merchandise has been in stock. (Source: MASB)

2 : The aging of certain products is part of the curing (e.g., tobacco, liquor, cheese). (Source: MASB)

3 : The classification of accounts receivable according to the number of days outstanding. (Source: MASB)

**AI As A Service**
Artificial Intelligence that is cloud-based as-a-service solution that mainstreams it’s accessibility and affordability. The infrastructure is located in a data center where clients can pay for however much of it they want to use. This can be in the form of plug-and-play applications that enable deployment of data-driven solutions such as automated marketing, recommendation engines or predictive maintenance, even if the organization is small with a limited budget for AI research and development. The evolution of AI as-a-service means it is no longer simply helping to automate repetitive workloads such as data entry or language translation. Increasingly it will help make data-driven decisions such as setting strategic targets and creating smarter products and services. (Source: Bernard Marr via LinkedIn)

**AIDA (Attention, Interest, Desire and Action)**
Acronym used to describes a common list of events that may occur when a consumer engages with an advertisement: attention, interest, desire and action. The consumer must pass through these four stages in an orderly fashion to make a purchasing decision. (Source: Zorraquino)

**Aided**
*See Also: Ad Recall, Brand Recall, Awareness*
Forms of recall whether for ads, brands or awareness, for example. Measures of consumers’ memory or awareness of ads, campaigns or brands after they have heard or seen mentions of the ad, campaign, or brand of interest, or after they have been asked to select items from a list of possible ads or brands. Aided measures of recognition are generally considered the most inclusive measures of memory, because the reminders or prompts may elicit memories that would not otherwise arise. (Source: ProjectOAR)

**Aided Recall**
A research technique where the respondent is given aid to help remember all or parts of advertising. (Source: AAI.ie)

**Air Date**
The first broadcast of a commercial; also refers to the exact date of a particular TV or radio program. (Source: AAI.ie)
Airdrop
A proprietary ad hoc service in Apple Inc.'s iOS and macOS operating systems, which can transfer files among supported Macintosh computers and iOS devices by means of close-range wireless communication. (Source: Wikipedia)

2 : In blockchain, a free distribution of tokens into wallets. (Source: ShellyPalmer.com Blockchain Glossary)

Airwave
The medium of radio waves, especially as used by broadcast radio and television. Electromagnetic frequencies allocated for wireless broadcasting or communication. (Source: thefreedictionary)

Aisle Table
A table in a major store aisle, between departments, used to feature special promotional values. (Source: MASB)

A La Carte
See Also: Tier, Tiering
Refers to a model for cable companies to allow subscribers to select to which television channels, pay tv, specialty channels they would like to have access. This is in opposition to the large package deals currently prevalent in American cable deals, which often result in consumers paying for additional channels irrelevant to their interests. (Source: Wikipedia)

Al Desko
Eating at one's desk at work.

Alertness
In advertising assessment, a state of heightened vigilance or attentiveness. The term is often used in contrast to a state of distraction or sleepiness. It is commonly measured with self-report or EEG Electroencephalography. (Source: ProjectOAR)

Algorithm
A procedure or set of rules to be followed in mathematical calculations or other problem-solving operations, especially by a computer.

2 : Systematic trading strategy that can be expressed by a set of rules or a computation procedure to derive results from data. (Source: MediaCrossing)

NOTE – For example, search engines use algorithms to determine the order of search results. Advertising technology vendors use them to calculate and optimize campaign performance. (Source: Centro)

NOTE – An algorithm is a defined set of rules used to solve a problem. In social media terminology, however, people often use ‘algorithm’ as a shorthand for ‘feed algorithm’, which is the set of rules a social network uses to automatically decide which posts come first in your feed. For example, if Facebook decides that it wants to prioritize posts with lots of comments (as it did with recent algorithm changes), it adjusts the rules of its feed algorithm to push those posts up. (Source: Falcon.io)
Alignment with Goals
A KPI that helps determine if projects are right for the organization. (Source: Bajwa, R. (2021). 6 KPIs to Monitor the Success of Your Business, Advertising Week 360. AW360.)

All Cap
See Also: Cap, No Cap
In social media, it is considered all lying.

2 : When all capital letters in messaging or social media, implies shouting.

ACV abbr All Commodity Volume
represents the total annual sales volume of retailers that can be aggregated from individual store-level up to larger geographical sets. This measure is a ratio, and so is typically measured as a percentage (or on a scale from 0 to 100). The total dollar sales that go into ACV include the entire store inventory sales, rather than sales for a specific category of products—hence the term “all commodity volume.” ACV is best related to the key marketing concept of “placement” (distribution). (Source: MASB)

Alliance
A long-term relationship maintained by a commitment among two or more firms to voluntarily give up some of their operational autonomy in an effort to jointly pursue specific goals. The alliance’s goal is to cooperatively build upon the combined resources of participating firms to improve the performance quality and competitiveness of the channel. (Source: MASB)

All-In-One Set-Top Box
See Also: Advanced Set-Top Box, Digital Set-Top Box, Enhanced Set-Top Box, Integrated Set-Top Box, Set-Top Box
Set-Top Boxes that have more advanced features and are more likely to be integrated with such services as DVRs, high-speed internet access, interactive TV, digital video recording and gaming.

Allo
See Also: Duo
An instant messaging app developed by Google and launched in May 2016 that uses machine learning technology that adds functionality to replies.

NOTE – Functions include 1. Smart reply which can suggest a reply to the last message, selected from a few options. 2. The analysis of images sent to the user in order to suggest responses. 3. The ability to learn from the user’s behavior to adapt its suggestions over time. 4. Incognito, an optional mode, that includes expiring chats, private notifications, and end-to-end encryption. The encryption will use Open Whisper Systems’ Signal Protocol, already used in the Signal app. 5. Whisper Shout which will allow the user to increase or decrease the size of a message to represent volume. 6. The Google Assistant which will allow users to make Google search queries in a conversational format. (Source: Wikipedia)

All-You-Can-Afford Budgeting
An approach to the advertising budget that establishes the amount to be spent on advertising as the funds remaining after all other necessary expenditures and investments have been covered in the comprehensive budget for the business or organization. (Source: MASB)
Altcoins
Cryptocurrencies other than Bitcoin. They share characteristics with Bitcoin but are also different from them in other ways. For example, some altcoins use a different consensus mechanism to produce blocks or validate transactions. Or, they distinguish themselves from Bitcoin by providing new or additional capabilities, such as smart contracts or low-price volatility. (Source: Investopedia)

Alteration Cost
The net cost of altering goods for customers for repair of items in stock. The cost includes labor, supplies, and all expenses, including costs for this service when purchased outside the store. (Source: MASB)

Alteration Room
A section, run in conjunction with one or more selling departments, that alters merchandise to customers' wishes, especially for men's and women's apparel. (Source: MASB)

ADS abbr Alternate Delivery System
(Same acronym for Ad Decision Servers)
Used in both local and national arenas, it refers to signals delivered by means other than via cable and over-the-air, such as satellite and Telco.

2 : TV homes with unwired cable access are referred to as having Alternate Delivery Systems. The four components of ADS are 1. Direct Broadcast Satellite (DBS): Satellite service delivered directly via household's own small (usually 18") dish; the largest component of ADS. 2. Satellite Master Antenna (SMATV): Serves housing complexes and hotels; signals received via satellite and distributed by coaxial cable. 3. Microwave Multi Distribution System (MMDS), "WIRELESS CABLE": Distributes signals by microwave. Home receiver picks up signal, then distributes via internal wiring. 4. Satellite Dish (CBand/KU Band), "Big Dish": Household receives transmissions from a satellite(s), via a 1-to-3-meter dish. (Source: TVB)

Alternate Text
A word or phrase that is displayed when a user has image loading disabled in their browser or when a user abandons a page by hitting "stop" in their browser prior to the transfer of all images. Also appears as — balloon text when a user lets their mouse rest over an image. (Source: IAB)

Always-on
A system that is online and ready to go 24 hours a day. Nothing has to be turned on or dialed up in order to use it. DSL and cable modems are examples of always-on technologies. ISDN is a dial-up technology, but the process is extremely fast and gives the appearance of an always-on connection. (Source: PC Magazine)

Always-on App
See also Super App
An app that is always working behind the scenes while it activates other functions whether listening and reacting to events, generating notifications, or sharing data with other applications, for example. (Source: Blackberry)

Amazon
An American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is one of the Big Five companies in the U.S. information technology industry, along with Google, Apple, Microsoft, and Facebook. The company has been
referred to as "one of the most influential economic and cultural forces in the world", as well as the world's most valuable brand. (Source: Wikipedia)

**AWS abbr Amazon Web Services**
A comprehensive, evolving cloud computing platform provided by Amazon.com. Web services are sometimes called cloud services or remote computing services. The first AWS offerings were launched in 2006 to provide online services for websites and client-side applications. (Source: whatis.techtarget.com)

**Ambush Marketing**
A promotional strategy whereby a non-sponsor attempts to capitalize on the popularity/prestige of a property by giving the false impression that it is a sponsor. Often employed by the competitors of a property’s official sponsors. (Source: MASB)

**AAAA abbr American Association of Advertising Agencies**
Founded in 1917, it is the national trade association representing the advertising agency business in the United States. (Source: IAB)

**AFTRA abbr American Federation of Television and Radio Artists**
An AFL/CIO union of broadcasting workers. Headquartered in New York, near the offices of the major networks, it is the primary organization of broadcast talent, with 30 local chapters. Performers who appear in TV and radio commercials are required to be members of this union and/or other unions. However, spokespersons and others who are retained by public relations professionals for talk shows and other radio and TV programs are not required to be union members, since they are generally not paid for their services. (Source: TVB)

**AWRT abbr American Women in Radio and Television**
An association in Washington D.C. of women who work in all areas of broadcasting. (Source: TVB)

**Amplification**
*See Also: Content Amplification*
The effort, by using multichannel marketing, to increase the messaging by leveraging the synergies between the various platforms.

**Analog Set-Top Box**
*See Also: Set-Top Box, Digital Set-Top Box, Cable Converter, TV Converter Box*
Similar to a cable converter box, it is an older form of Set-Top Box that converts over-the-air digital TV broadcasts to analog for TV sets that accept only analog input. The box transforms digital broadcasts in standard definition (SD) and high definition (HD) to analog. (Source: encyclopedia2.thefreedictionary.com)

**Analog Signal**
*See Also: Digital Cable, Digital*
In telecommunications, analog refers to a transmission standard that uses variable frequencies and amplitudes of electrical impulses to emulate the audio waveform of sound. A traditional form of telecommunications transmission in a constant variable wave, rather than in packet-based (or digital) form. (Source: Definition currently under review by CableLabs)

2 : An older version of a TV signal or the Set-Top Box that transmits programs in the lowest television definition in use today - 480i format. Data is transmitted only in one direction - to the household or
viewers. There is usually no "back channel" or "return path" transmission where data or usage is transmitted back to the headend or operator.

3 : A continuous electronic signal that carries information in the form of a continuously variable waves unlike digital signals which are made up of discrete pulses. (Source: Nielsen)

4 : Refers to the way cable broadcasts are transmitted directly from the television wall cable to the television. It is one method by which television signals are transmitted since Low Power TV stations still transmit analog signals.

5 : Type of cable signal that normally does not allow back channel. With a STB or DVR, return path data collection may become possible. (Source: TIVO)

NOTE – In addition to the lack of a return path, analog STBs provide no consistent mechanism for the download or execution of software, and thus cannot provide any interactivity, including IPGs and EBIF. (Source: FourthWall Media)

NOTE – You can't serve a household targeted ad via an analog signal. (Visible World)

NOTE – This definition is the definition of an analog STB not an analog signal, and it excludes the key relevant characteristic of an analog STB, namely it has fewer channels than a digital STB. (Source: TRA)

ANOVA abbr Analysis of Variance
A collection of statistical models used in order to analyze the differences among group means and their associated procedures (such as “variation” among and between groups). (Source: MASB)

AHP abbr Analytic Hierarchy Process
A three-step process for making resource allocation decisions.
- First, the organization's objectives, sub-objectives, and strategies are organized hierarchically.
- Next, the decision maker evaluates, in a pair-wise fashion, each of the elements in a particular stratum of the hierarchy with respect to its importance in accomplishing each of the elements of the next-higher stratum.
- Finally, a model is applied to these pairwise judgments that produces a set of importance (or priority) weights for each element of each stratum in the hierarchy.
Areas of application in marketing include the product portfolio decision, selection of new products to develop, and generation and evaluation of various marketing mix strategies. (Source: MASB)

Analytics
In the field of data analysis, it is the discovery, interpretation, computational analysis and communication of meaningful patterns in data. Relies on the application of statistics, computer programming and operations research to quantify performance and help to predict trends based on the data and past performance.

2 : The term that collates all functions of analysis, collection and presentation of data that is automatically compiled by data trackers. This data can then be easily interpreted and applied to a multitude of uses in order to improve performance. (Source: Adjust.com)

NOTE – The way you interpret and find patterns in data. In a social media context, analytics is the process of following metrics on your social media performance and using that data to improve your
strategy. For instance, watching your engagement rate over time to see if your posts are becoming more or less compelling to your followers is one way of using social analytics. (Source: Falcon.io)

**Analytics [CIR]**
Another term for Research-On-Research Analytics. (Source: MASB)

**Anamorphic**
Describes the way 16:9 films are compressed to be shown on a 4:3 television screen with black bars on the top and bottom of the picture.

**Anchor**
The reference price or reference product in consumers’ comparisons. (Source: MASB)

**Anchorage**
The words that accompany an image (still or moving) contribute to the meaning associated with that image. (Source: corbytechmedia.weebly.com)

NOTE – An image with an anchor is a closed text; the audience are given a preferred reading. A text without an anchor is an open text as the audience can interpret it as they wish. The same image of a school in a local newspaper could include a negative or a positive headline, which may change the way in which the same image is viewed by the reader. (Source: corbytechmedia.weebly.com)

**Anchor Bias**
Anchoring effect or anchor bias occurs when the comparison of prices or products against a reference price or reference product are weighted toward the anchor. (Source: MASB)

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Anchoring effect or anchor bias occurs when the comparison of prices or products against a reference price or reference product are weighted toward the anchor. (Source: MASB)

**Anchor Store**
A large and well-known retail operation located in a shopping center, serving as an attracting force to draw consumers to the center. (Source: MASB)

**Ancillary Service**
(Physical Distribution) A service offering provided by modal operators in addition to basic transportation services. The provision of such services typically includes sorting, storing product prior to delivery, marking or tagging the product, and collecting rate shipment. (Retailing) The service such as layaway, gift wrap, credit, and others not directly related to the actual sale of a specific product within the store. Some of these services are charged for and some are not. (Source: MASB)

**Android**
In device technology, it is an open-source operating system used for smartphones and tablet computers.

2 : An operating system for mobile devices based on the Linux kernel. Currently, this operating system can be found in smartphones, televisions, smart watches and tablets, among other devices. The most notable difference between the Android and iOS operating systems is that while Android is free, free and multiplatform, iOS is closed and exclusive to Cupertino devices. (Source: Zorraquino)
Android App Advertising
Advertising available through the Android device to achieve scale within the Android ecosystem.

Android App Links
Are http URLs that send users to a specific in-app location or relevant webpage. App Links improve the user experience by eliminating the time users otherwise waste on navigating to specific content. They also make it easier for users to share content. (Source: Adjust.com)

NOTE – Developers can use Android App Links to ensure the user is taken directly to their desired in-app location. In cases where the app is not installed, users can go directly to content on your website by leveraging HTTP URLs and an associated domain. (Source: Adjust.com)

Animated GIF
An animation created by combining multiple GIF images in one file. The result is multiple images, displayed sequentially, giving the appearance of movement. (Source: IAB)

Animatic
A preliminary or early representation of a video ad, comprised of a sequence of images, drawings or shots, often arranged with a soundtrack or animation. Animatics are created before ads have been fully produced, and are used as an alternative to storyboards, to communicate the general look, feel and/or flow of video executions. Animatics are often used to communicate ideas to clients and obtain client sign-off, before full production. They are also frequently used in advertising testing research to understand the effectiveness of the creative ideas, before full production. Also referred to as "Steal-o-matic" or "Rough-o-matic." (Source: ProjectOAR)

2 : A film or of a series of drawing with audio used to represent a proposed commercial. It is one of the stages of unfinished commercials used in tests. (Source: BusinessManagementIdeas.com)

Annual Growth
There are two common measures of growth. Year-on-year percentage growth (annual growth %) uses the prior year as a base for expressing percentage change from one year to the next. Over longer periods of time, compound annual growth rate (CAGR) is a generally accepted metric for average growth rates. In a survey of nearly 200 senior marketing managers, 69% of people responded that they found the “annual growth %” metric very useful. (Source: MASB)
Anonymization  
*See Also: Hashed ID, De-Identify*
A series of systems, processes and controls that remove personally identifiable data components from a data set thereby eliminating or reducing the likelihood that certain characteristics or attributes, whether by themselves or in combination with other information, can be mapped to specific identifiable individuals.

NOTE – Hashing and anonymization are not synonyms. Hashing is a form of anonymization which sometimes prevents tracking the same household from one day to the next, hence not providing reach/frequency metrics. Anonymization can be achieved with persistent anonymous ID codes where reach/frequency metrics are still available. (Source: TRA)

Anonymization Tier  
*See Also: Anonymization*
In the process of collecting, decoding, aggregating, processing and reporting STB measurements, data may pass through multiple processing points, each of which may enforce a different level of anonymity and network access. For example, within a cable back-end a mapping between STB MAC address and subscriber information must be available for billing purposes, but network access at this level is severely restricted. This represents a low-level tier of anonymization. A processing point in a higher anonymization tier may have wider network access, but MAC address may be replaced by a unique but anonymous identifier, while billing information may be replaced by ZIP+4 or the like, providing greater anonymity. (Source: FourthWall Media)

Anonymizer  
An intermediary which prevents Web sites from seeing a user's Internet Protocol (IP) address. (Source: IAB)

AUHIDS  
*abbr Anonymous Universal Household IDs*  
A household based universal ID.

AUID  
*abbr Anonymous Universal ID*  
*See Also: Universal ID, User ID, SUMID*  
A form of consumer, viewer or other user identifier that offers a cross media platform shared identity and connective capability to identify and link users across the supply chain without syncing cookies. As it is not necessarily restricted to third-party cookies, a range of data types including but not limited to first-party and offline data can be used to create universal IDs.

Ansoff Matrix  
The Product-Market Growth Matrix or Ansoff Matrix is a strategic planning tool developed in 1957 by Igor Ansoff to help firms recognize if there was any advantage to entering a market. The four growth strategies in the Product-Market Growth Matrix are:
- Market penetration (existing markets, existing products)
- Product development (existing markets, new products)
- Market development (new markets, existing products)
- Diversification (new markets, new products)
(Source: MASB)

Anthropomorphic  
A creative genre. A type of executional component used in advertising that ascribes human attributes or form to any material object (for example, an animal, plant, or brand-related asset) to draw attention to a brand, product or service. (Source: ProjectOAR)
Anthropomorphization/Anthropomorphize
The attribution of human traits, behaviors, emotions or intentions to non-human entities (for example: pets, countries, seasons or weather). People often attribute (personify) human emotions or traits to other things. It is considered to be an innate tendency in human psychology. (Source: ProjectOAR)

Anticipation
A discount in addition to the cash discount if a bill is paid prior to the expiration of the cash discount period, usually at the rate of 6 percent per annum. At this rate, for 60 days prepayment (1/6 of an interest year), the anticipation ratio would be 1% of the face amount. (Source: MASB)

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A discount in addition to the cash discount if a bill is paid prior to the expiration of the cash discount period, usually at the rate of 6 percent per annum. At this rate, for 60 days prepayment (1/6 of an interest year), the anticipation ratio would be 1% of the face amount. (Source: MASB)

Anti-Competitive Leasing Arrangement
A lease that limits the type and amount of competition a particular retailer faces within a trading area or shopping center. (Source: MASB)

AML abbr Anti-Money Laundering
A regulation designed to detect and report suspicious activity related to illegally concealing the origins of money. (Source: ShellyPalmer.com Blockchain Glossary)

Antitrust Laws
Federal antitrust policy (or antitrust laws) is set forth in four laws: the Sherman Antitrust Act, the Clayton Act, the Federal Trade Commission Act, and the Robinson-Patman Act. These laws are negative in character and outlaw restraints of trade, monopolizing, attempting to monopolize, unfair methods of competition, and, where they may substantially lessen competition or tend to create a monopoly, price discrimination, exclusive dealing, and mergers. (Source: MASB)

A/P Meter
A meter that monitors a television set by examining the content of what is watched, independent of the delivery path or tuning mechanism. The meter reads an active code embedded in a television audio or video signal that uniquely identifies the program content. In the absence of an active code, it develops an event signature through video pattern definition and recognition that is then matched to a database of signatures taken during the same time period at reference sites for each and every channel for which Nielsen generates ratings. (Source: Nielsen)

NOTE – Stands for Active / Passive meter.

App Active Users
An active user accesses an app within a given period of time, whether it be on a daily, weekly, or monthly basis. During that period, each user is counted to determine how many individuals use the app. Measuring active users helps app developers understand their app’s popularity. (Source: is.com)

App Advertiser
Any person or company that promotes an app through advertising. (Source: IAB Mobile App Marketing Glossary Working Group)
App Analytics
Monitors the performance of mobile, desktop, and other device applications. App analytics software is used to quickly make better-informed and more data-driven decisions. (Source: Kochava)

App Based Shopping
*See Also: In-App Purchase*
A form of online shopping conducted through an app.

App Bundle ID
A string used to identify one or more apps from a single development team. The string consists of the Team ID and the Bundle ID separated by a period (.). The Team ID is supplied by Apple, while the Bundle ID is supplied by the developer. (Source: Kochava)

App Churn Rate
The percentage of users who uninstall or stop engaging with an app over time. App churn can also be used interchangeably with abandonment rate.

App Clicks
Apple’s App Clips are a smaller, temporary version of an app that can be downloaded and launched seamlessly from an external link without any user interaction or prompt. They function as a lightweight version of an app to perform a specific task and allow the user to eventually download the full app. (Source: Kochava)

App Deeplinking
A method by which a URL links to and opens a specified page or location within a mobile app rather than simply launching the app. (Source: IAB Mobile App Marketing Glossary Working Group)

App Deferred Deeplinking
Related to the process of app deeplinking. It occurs when the user does not have the app downloaded in advance, and must install the app prior to consuming content. Deferred deeplinking first directs the user to the appropriate app store page for app installation and then upon opening the app, the user is automatically redirected to the specified page or location in the app as intended in the initial engagement. (Source: IAB Mobile App Marketing Glossary Working Group)

App Developer
The person (or business entity) that creates an application. (Source: IAB Mobile App Marketing Glossary Working Group)

App Discovery
The process by which mobile app developers get their app noticed by users. (Source: is.com)

NOTE – With over 1.5 million apps in the App Store and more than 2 billion smartphones in circulation globally, the gap between search and find is getting bigger. Apps are competing for users, and many are even competing for the same user - app discovery has become a difficult thing for app marketers to crack. (Source: is.com)

Appeal
The way in which products attract and interest an audience (e.g., through the use of stars, familiar genre conventions, etc.). (Source: corbytechmedia.weebly.com)
App Engagement
A set of metrics that measure user interaction with an app. Common engagement metrics can include how many times a user opens the app, the duration of a usage session, and what actions a user takes within an app. (Source: LeanPlum.com)

App GUID abbr App Global Unique Identifier
A unique number that is produced to identify a particular component, applications, file, database entry, and/or user. (Source: Kochava)

App Install Tracker
Tracks when campaigns produce results and improves payment management for both publishers and advertisers. Installs can be used to identify the overall health of an application. (Source: Kochava)

Applet
A small, self-contained software application that is most often used by browsers to automatically display animation and/or to perform database queries requested by the user. Applicable browser - any browser an ad will impact, regardless of whether it will play the ad. (Source: IAB)

Application
Any program, or group of programs, that is designed for the end user. Application software can be divided into two general classes: systems software and applications software. Applications software (also called end-user programs) include such things as database programs, word processors, Web browsers and spreadsheets. (Source: Webopedia)

2 : More commonly known as an app, is software that bundles together certain features in a way that is accessible to a user. There are millions of apps on both the App Store and Android app stores, offering services (or verticals). (Source: Adjust.com)

App-Centric aka Application Centric
See Also: Component Software.
A system that focuses on the application as the foundation or starting point. The program is loaded first, which in turn is used to create or edit a particular type of data structure such as text, spreadsheet, image, etc. (Source: PCMag)

ACI abbr Application Centric Infrastructure
Integrates data center management and cloud computing that is often owned and managed by companies like Amazon and Google.

NOTE – A traditional network connects computing devices together so they can share data. That network can comprise gateways, routers, and switches—the hardware to manage the movement of data—and application software. With application-centric infrastructure, the focus is on the application and what’s needed for it to work optimally, or, more importantly, what’s needed to optimize the users’ experience of using the application. The sorts of metric used are uptime and response times. (Source: it.toolbox)

Application (or Asset) Content Owner
The company or organization that is responsible for the creation and distribution of the interactive programming which is delivered to the TV through the set-top. (Source: CTAM Advanced Cable Solutions Consortium, ivt Metrics)
Application Interactions
The interaction and collaboration of two or more application components sometimes spurred by a user's input or action like the input of a PIN number. In the context of Set-Top Boxes, application interactions enable simultaneous data gathering and delivery of content (or other signals).

Application Launches and Terminations
Applications are software that enables a user to interact with and utilize such things as content or datasets. It is different from an operating system software which is underlying and makes a system run. Set-Top Box applications include the Interactive Program Guide (**abbr** INTERACTIVE PROGRAM GUIDE) with which a viewer can interact and use.

2 : With the advent of EBIF two new classes of applications are available. Bound applications are embedded within a video signal and are launched (triggered) and terminated automatically. Unbound applications are those applications explicitly launched by a viewer via either a button on the Remote Control, a selection from an on-screen menu, a selection of an on-screen icon, or tuning to a virtual channel. Interactive advertising enhancements are implemented as bound EBIF applications (e.g., FourthWall’s AdWidgets). (Source: FourthWall Media)

Application Messaging
Enables the ability to send a data or voice message (often via instant messaging or IM) wirelessly to a range of devices whether wireless or not.

API **abbr** Application Programming Interface
Protocols, coding, tools and other applications placed on an interface that enables software programs to interact with each other. 2 : An application programming interface (API) is a set of declarations of the functions (or procedures) that an operating system, library or service provides to support requests made by computer programs.

API **abbr** Application Programming Interface
An interface implemented by a software program in order to enable interaction with other software. Set-Top Box data processors use API to receive, process and output the data. (Source: Wikipedia)

2 : Standard compliant web service interfaces. (Source: TRA)

3 : A way to interact with a piece of software. A method prescribed by an operating system (OS) or an application program used by programmers for making requests of the OS or other application. (Source: Mediamath)

4 : A set of protocols and tools for building software applications. They specify how software components should interact. For a third-party developer to incorporate another company’s software application into its own technology, the developer needs access to the original API. (Source: Cynopsis)

5 : The method to enhance the current currency by which media is measured, through the use of enhancing the GRP (gross rating points) with new data sources to improve planning, decision-making and optimization for buyers and sellers. (Source: GABBCON, Global Audience Based Business Conference)

6 : A set of building blocks that programmers can use to develop computer programs. As far as social media is concerned, all the major social networks have their own APIs that let programmers create
their own software that works with the networks. Third party social media tools rely on social media APIs to integrate with platforms like Facebook. (Source: Falcon.io)

7 : A set of protocols, specifications or instructions allowing two software applications to interact and exchange data. It is used for developing software applications where it acts as an interface between different software programs and allows interaction. It helps developers to use these standard commands to perform operations so that they do not have to write the code from scratch. Additionally, APIs are used when programming graphical user interface (GUI) components. (Source: TycheSoftwares)

8 : A set of routines, protocols, and tools for building software applications. The API specifies how software components should interact. Used when programming graphical user interface (GUI) components. (Source: Webopedia)

9 : Opens up access to a limited part of a software so developers can utilize it. By giving access to an API for a particular application, the API developer helps others extend the functionality of their app or provide previously inaccessible information. (Source: Adjust.com)

Application Virtualization
Software that wraps applications and encapsulates them from the underlying operating system so they become portable and compatible.

Applied AI abbr Applied Artificial Intelligence
Applied Artificial Intelligence is a peer-reviewed scientific journal covering applications of artificial intelligence in management, industry, engineering, administration, and education, as well as evaluations of existing AI systems and tools and their economic, social, and cultural impact. (Source: Wikipedia)

App Localization
The process of adapting an app’s functionality, interface, and marketing to suit foreign domains which helps broaden the reach and reduce friction across geos. (Source: is.com)

App LTV (Lifetime Value)
A key metric which estimates the revenue a single user generates throughout their lifetime using an app. Ultimately, LTV predicts a user’s monetary value over time. (Source: is.com)

App Metrics
Used to measure the success of mobile apps. There are many types of app metrics - including app usage metrics like DAU and MAU; business metrics like eCPM and LTV; app performance metrics like crash rate; app engagement metrics like retention rate; and growth metrics like k-factor. Each app metric provides app developers with valuable insight. For example, mobile app performance metrics inform app developers on the user experience, tracking technical errors and failures. (Source: is.com)

App Open
When a user launches an app. (Source: IAB Mobile App Marketing Glossary Working Group)

App Promotion
Another term for mobile marketing and refers to the process by which app developers advertise their app. (Source: is.com)
App Publisher (Content)
In the context of advertising or publishing, a person (or business entity) that provides content or utility and in some cases also provides the advertising opportunity within an app. (Source: IAB Mobile App Marketing Glossary Working Group)

App Publisher (Distribution)
Viewed through the eyes of the app development community, is a person or business entity that markets, distributes and acquires users on behalf of a specific app. The app publisher sometimes also monetizes the app on behalf of the app developer. (Source: IAB Mobile App Marketing Glossary Working Group)

App Rating
A way for users to give feedback on their experience with an app while simultaneously helping others decide which apps they should try out in the future. (Source: is.com)

App Re-Engagement
The process of serving ads to people who have already shown interest in your app and have expressed previous intent to engage. App re-engagement efforts are often focused on users who are most likely to convert, such as, a user who has downloaded the app and hasn't opened it yet or someone who used the app for a period of time and then stopped. (Source: is.com)

App Remarketing
Retargeting within app-only environments, after a user has downloaded an application. Typically, the message is to encourage users to revisit the app and have a new experience. (Source: Centro)

App Retention Rate
The percentage of users who continue engaging with an app over time. This app metric is typically measured at 30 days, 7 days, and 1 day after users first install the app. App retention rate is calculated by dividing an app’s monthly active users by its monthly installs. App retention = # of monthly active users / # of monthly installs. (Source: is.com)

Approval Sale
A sale subject to later approval or selection, the customer having unlimited return privileges. (Source: MASB)

Approved Vendor List
A list of suppliers with whom purchasing agents are allowed to close contracts. (Source: MASB)

Apps
See Also: Info Banner, Widgets
A software program that is typically interactive and typically links to an on-screen icon but can also run on the STB with no user interface.

2 : Software applications, typically implemented in EBIF, that execute on a STB. (Source: FourthWall Media)

3 : A self-contained program or piece of software that's designed for a specific purpose or specific function directly for the user or, in some cases, for another application program.
App Session
The number of app sessions measures how frequently users interact with an app. Higher frequencies mean users are more engaged. Tracking app sessions helps app developers better understand user engagement and app experience, as consumers are more likely to reuse apps they enjoy or need. (Source: is.com)

App Store
A service created by Apple that allows users of Apple devices to search for and download applications published by Apple and developed with the iOS SDK. In other words, it is the app shop or marketplace for Apple users. The main rival or competitor of this platform is Google Play, which, in contrast to the App Store, is used by users with the Android operating system. (Source: Zorraquino)

ASO abbr App Store Optimization
Refers to the process of modifying within the app storefront, the app description, icons and artwork, keywords etc. to lift the app's search rankings and increase visibility in unpaid search results. (Source: IAB Mobile App Marketing Glossary Working Group)

2 : A tactic that improves an app’s visibility in an app store. App stores rank each app based on a variety of factors. By successfully using optimal keywords, useful images and localized descriptions, you can rank higher and drive more downloads due to that visibility. (Source: Adjust.com)

NOTE – ASO is often compared to SEO, but the former only applies to an app store’s search function and ranking algorithms. That being said, there are several ways SEO and ASO overlap - which may help you when first looking into improving App store rankings. ASO is effectively a closed-site search engine. Just like SEO, it relies on the right indexation, discoverable content and manipulation of the App store’s ranking algorithms. If you can successfully communicate the uses of your app, both to the store and potential users, there’s huge potential to increase reach and drive installs. (Source: Adjust.com)

App Store Ranking
Also known as Chart Position. It is the ranked position of an app within the app store listings or 3rd party app catalog listing. App rankings may appear in the form of primary (main) category or sub-category listings (top paid app vs top free games Apps). App store and catalog rankings in both charts and searches are determined through a mix of proprietary app store algorithms and weighted factors. Higher rankings bring an app more visibility, traffic and downloads. (Source: IAB Mobile App Marketing Glossary Working Group)

ATT abbr APP Tracking Transparency
Starting with Apple’s iOS 14 update, user consent for ad tracking will be managed through the AppTrackingTransparency (ATT) system. (Source: Adjust.com)

NOTE – App developers will now be required to use the AppTrackingTransparency framework if their app collects data about users and shares it with third parties for purposes of tracking across apps and websites. After an update to Apple guidelines announced in early September 2020, through iOS 14 beta 7, there will be a transition period where the ATT framework will be included in iOS 14 but its behavior will be amended. Starting in 2021, ATT will not allow cross-website and cross-app tracking app tracking, including the IDFA being unavailable, unless the user actively opts in. (Source: Adjust.com)
Apron
An apron or rider is a form attached to an invoice or copy of purchase order in retail stores, containing details to check before payment. (Source: MASB)

AR Advertising
Also known as Augmented Reality Advertising, a mobile ad unit which uses the smartphone camera to superimpose 3D assets, such as game characters and scenarios from the advertised game, onto the user's real-world surroundings. AR ads can run on both iOS and Android in-app traffic, within rewarded video and display placements. (Source: is.com)

Arbitrage
See also Advertising Arbitrage, Transparency, Black Box, White Box, Glass Box
The buying and selling of assets, often with the use of a middleman who acts as an intermediary between buyer and seller often at a mark-up price.

APT abbr Arbitrage Pricing Theory
Designed as a replacement for the untestable capital asset pricing model. In essence, the APT says that asset returns are a linear function of various macro-economic factors (e.g., industrial production, the spread between long- and short-term interest rates, expected and unexpected inflation, the spread between high- and low-grade bonds). At the present time the model's empirical validity, testability, and the number and identity of its return-generating factors are controversial issues in financial economics. (Source: MASB)

Archiving
The transfer of various information formats including but not limited to data, articles, items, elements etc., to a less frequently used storage medium such as magnetic tape, disk, etc. that is typically external to the computer system, having a greater storage capacity and safeguards to avoid destruction or damage.

NOTE – In the context of social media, it is creating a collection of an organization’s social media posts, messages, and associated metadata. Basically, it means keeping a record of absolutely everything. This is often required for regulatory compliance in industries like health care and finance. An organization’s social media archive includes what was said, when, and in what context. It also shows how quickly customer messages are addressed. This data can be referenced during legal discovery, if necessary, or requested by regulatory bodies. (Source: Blog.Hootsuite.com)

AOA abbr Area of Analysis
See Also: AOI abbr Area of Interest

ADI abbr Area of Dominant Influence
See Also: Designated Market Area (DMA)
A geographic market area that serves as a measurable footprint for various media. Coined by Arbitron, similar in definition to Nielsen’s DMA. Although similarly located ADIs and DMAs may be different in size and/or footprint.

AOI abbr Area of Interest
A term related to eye tracking analysis. A defined area within a creative execution of particular importance to the advertisers. Commonly includes key messaging or branding. Also referred to as an "AOA / Area of Analysis." (Source: ProjectOAR)
Area Sampling
A form of a cluster sample in which areas (for example, census tracts, blocks) serve as the primary sampling units. The population is divided into mutually exclusive and exhaustive areas using maps, and a random sample of areas is selected. If all the households in the selected areas are used in the study, it is one-stage area sampling. If the areas themselves are sub-sampled with respect to households, the procedure is two-stage area sampling. (Source: MASB)

Arousal
The physiological and psychological state of wakefulness, or of sense organs stimulated to a point of perception. It involves activation of the ascending reticular activating system (ARAS) in the brain, which mediates wakefulness, the autonomic nervous system and the endocrine system, leading to increased heart rate and blood pressure and a condition of sensory alertness, mobility and readiness to respond. (Source: ProjectOAR)

AOG abbr Arrival of Goods
Applicable to the cash discount period, indicating that the discount will be granted if payment is made within the number of days specified, calculated from the time the goods arrive at the destination. The net payment period, however, is computed from the time of shipment. It is used for the purpose of accommodating distantly located customers. (Source: MASB)

Art
See Also: Artwork
Refers to any illustration (including design elements, drawing, painting, photography) used in the production of advertising. (Source: MASB)

Art Director
The person in an advertising agency who holds overall responsibility for the visualization of advertising ideas. (Source: MASB)

Artifacting
A compression technique that can be applied to any content whether an image, audio or video, that in the process, creates degradation because some of the data is discarded. Can sometimes lead to over compression.

2 : The distortion that is introduced into audio or video by the compression algorithm (codec). Compressed images may have stray pixels that were not present in the original image. See codec. Aspect ratio - the width-to-height ratio of a picture or video frame. TV broadcasts at a 4:3 (1.33:1) aspect ratio; digital TV will be broadcast with a 16:9 (1.78:1) ratio; and most feature films are shot in at least a 1.85:1 ratio. IMUs have an aspect ratio of 6:5 (330x 250; 336 x 280; and 180 x 150). (Source: IAB)

AI abbr Artificial Intelligence
Building, programming and / or engineering computers so they can better understand human intelligence, whether observable or computational.

2 : The scientific discipline of human-like intelligence displayed by software and/or machines (Source: SAS)

3 : As a common term, refers to intelligence as demonstrated by machines, versus natural intelligence displayed by humans or other biological entities. AI is still evolving as a discipline but is frequently referred to as any electronic or servo-mechanical device that perceives its environment
and takes actions to maximize its chance of successfully achieving its goals and survival. The term artificial intelligence is also used to describe machines or computers that mimic cognitive functions that humans associate with tasks, such as learning and problem solving. In short, AI is software that learns. (Source: ProjectOAR)

**ANN abbr Artificial Neural Networks**
In machine learning and cognitive science, artificial neural networks (ANNs) are a family of models inspired by biological neural networks (the central nervous systems of animals, in particular the brain) which are used to estimate or approximate functions that can depend on a large number of inputs and are generally unknown. Artificial neural networks are generally presented as systems of interconnected "neurons" which exchange messages between each other. The connections have numeric weights that can be tuned based on experience, making neural nets adaptive to inputs and capable of learning. (Source: Wikipedia)

**AR abbr Artificial Reality**
The simulated spaces created from a combination of computer and video systems. (Source: freeflyvr)

**Arts Marketing**
Refers to a promotional strategy linking a company to the visual or performing arts (i.e., sponsorship of a symphony concert series, museum exhibit, etc.). (Source: MASB)

**Artwork**
In media and market research, the visuals and images such as drawings, photographs and graphics to be included in advertising, packaging or other marketing elements. (Source: ProjectOAR)

**As Is**
The terms “damaged goods” and “as is” refer to merchandise that is offered for sale without recourse to an adjustment or a refund. The goods may be irregular, shopworn, or damaged, but that is understood. (Source: MASB)

**As It Falls**
A testing method whereby the media test market receives the same media weight, purchased locally, as it would receive from a national theoretical plan. (Source: AAI.ie)

**AMA abbr Ask Me Anything**
A type of interactive post in which someone answers questions, usually in real time. (Source: Blog.Hootsuite.com)

NOTE – The AMA concept began on Reddit, but AMAs are now popping up in other social settings, like webinars, Facebook Live, or Instagram Stories. AMAs were originally text-based, but it can also be effective to answer questions using live social video or interactive stickers. (Source: Blog.Hootsuite.com)

**AS-03**
See Also: AS-03, MFX, Wrapper, Watermarking
A MFX program delivery specification that is a form of unique watermark identification to define a master spot whose coding transcends platforms. AS-03 defines MFX files that are optimized for program delivery and intended for playout via a video server. (Source: http://www.amwa.tv/)
AS-12
See Also: AS-03, MFX, Wrapper, Watermarking
An addition to AS-03, it is a form of unique watermark coding that defines MFX files that are optimized for advertising delivery. It is a more automated form of ad identification coding.
(Source: http://www.amwa.tv/)

Aspect Ratio
The width-to-height ratio of the picture frame. TV broadcasts at a 4:3 (1.33:1) aspect ratio; digital TV is broadcast with a 16:9 (1.78:1) ratio; and most feature films are shot in at least a 1.85:1 ratio.
(Source: itvt.com/glossary)

NOTE – HDTV also uses 16:9 aspect ratio. (Source: CableLabs)

Aspirational Group
A reference group that an individual consumer wants to join or be similar to. (Source: MASB)

As Run Logs
The actual accurate record of programming and commercial schedules for each viewing network or entity.

2: Program and spot data representing the content that was actually aired rather than what was scheduled to air. (Source: TIVO)

As-Run Report
Detailed breakdown of exactly where a television ad was exposed to consumers. In Household Addressable advertising, this details of the households targeted, which actually were watching TV when an ad was run. (Source: MAGNA Global)

As Scheduled Logs
See Also: As Run Logs, As Seen Logs
The planned record of programming and commercial schedules for each viewing network or entity created before the content airs.

As Seen Logs
See Also: As Run Logs
Another term for As Run Logs. Not individually identifiable.

2: An accurate record of programming and commercials actually presented on at least one STB, as reported by EBIF applications embedded within (bound to) said programming and commercial content. Applies to both video content and any interactive enhancements. (Source: FourthWall Media)

Asset
Content or ads in any form.

2: In VOD, assets are physical content. Typically referring to the movie file for On-Demand. Could also refer to the poster art or Barker videos. In dynamic VOD, there is a need to differentiate between ad asset (i.e., creative) and content asset (i.e., programming).

3: A useful or valuable characteristic of a brand, product or service that typically refers to a physical quality, feature or point of differentiation. An asset is distinct from an attribute in that it is used specifically to refer to something positive. In advertising and marketing, the term asset is often applied
to a brand (Brand Asset), product (Product Asset) or creative (Creative Asset). For example, a product's or brand's assets may include a loyal customer base, popular mascot or perception (such as "trustworthy"). In contrast, a creative asset may refer to a distinct piece of advertising creative (see "Advertising Creative") that is typically part of a broader campaign. (Source: ProjectOAR)

**ADI** abbr Asset Distribution Interface
A CableLabs standard defining the metadata schema, and propagation standard of On-Demand content. The most common standard in use is ADI 1.1. ADI 2.0 is published.

**AMS** abbr Asset Management System
*(Same acronym for Audience Measurement Service)*
Manages database library of VOD Assets and associated metadata.

**Assisted Conversions**
Assisted conversions are Google’s measure of consumer interaction before converting on a website. Using Assisted conversions site owners and marketers can see the number of conversions provided through each channel (display ads, mobile ads, Rich Media ads, and click trackers), the value of each conversion, and the revenue of the sales. (Source: elogic.co)

**ANA** abbr Association of National Advertisers
The Association of National Advertisers leads the marketing community by providing its members insights, collaboration and advocacy. The ANA strives to promote and protect all advertisers and marketers. See ana.net for more information. (Source: IAB)

**Association Tests**
Research that asks consumes to express their feelings or thoughts after hearing a brand name or seeing a logo. In sentence and picture completion, a researcher presents consumers with part of a picture and sentence with words deleted and then asks that the stimulus be completed. (Source: BusinessManagementIdeas.com)

NOTE – The picture or sentence relates to one or several brands of products in the category of interest. For example, a sentence completion task might be: “Most American made cars are…” The basic idea is to elicit honest thoughts and feelings. Of course, consumers usually have some idea of what the researcher is looking for. Still, one can get some reasonably good data from this method. (Source: BusinessManagementIdeas.com)

**Assortment**
(retailing definition) The range of choice offered to the consumer within a particular classification of merchandise. In terms of men’s shirts, for example, it is the range of prices, styles, colors, patterns, and materials that is available for customer selection. *(channels of distribution definition)* A combination of similar and/or complementary products that, taken together, have some definite purpose for providing benefits to specific markets. (Source: MASB)

**Astroturfing**
Unethical buzz marketing practice consisting of the orchestrated generation of commercial content on social media, designed to look spontaneous. Users are exposed to messages unaware of the interests behind them, and the person responsible thereby manages to associate certain positive concepts with their brand, improving their online reputation. This type of ruse is executed by a few users who coordinate with each other strategically to give the impression of a crowd, and thereby generate a certain artificial buzz. Used regularly in comments fields, forums, chat rooms and even on blogs specifically designed for the purpose, known as Flogs. (Source: Zorraquino)
Asymmetric Data
See Also: Symmetric Data
Similar to skewed data, when the data clusters towards one end of the spectrum.

2 : A system where the data speed or quantity differs in one direction as compared with the other direction, averaged over time. (Source: searchnetworking.techtarget.com)

ADSL abbr Asymmetrical Digital Subscriber Line
See Also: Digital Subscriber Line, High Speed DSL, Symmetric DSL, Very High-Speed DSL
A type of DSL that provides T1 rates or higher in the downstream (towards the customer) direction and 64 KBPS or higher in the upstream direction. (Source: itvt.com/glossary)

Asymmetric Key Cryptography.
See Also: Symmetric Key Cryptography.
A cryptographic system that uses pairs of keys: public keys (which may be known to others), and private keys (which may never be known by any except the owner). The generation of such key pairs depends on cryptographic algorithms which are based on mathematical problems termed one-way functions. Effective security requires keeping the private key private; the public key can be openly distributed without compromising security. (Source: ShellyPalmer.com Blockchain Glossary)

Asynchronous Bidding
See Also: Synchronous Bidding
In programmatic bidding, it is where all of the ad codes in a container have their bidding requests released and triggered at the same time.

NOTE – There is a universal timeout setting to manage how long the browser waits for bidders to respond, and partner specific "adaptors" that allow the wrapper to translate all bids into a common key value for the ad server. (Source: adopsinsider.com/)

ASI abbr Asynchronous Serial Interface
The signal that contains compressed content whether HD, SD or audio. It is the final product of digital compression. (Source: Wikipedia)

Atmospheric Interference
See Also: Jamming, Interference, Noise, Natural Interference
A form of natural interference where disturbances beyond the atmosphere of earth disrupt signals and transmissions.

Atom
A web feed format for content syndication developed since 2003 as an improved alternative to RSS. Despite its technical advantages (an Atom document can contain more information) it is also more complex to handle and has not achieved the success of its rival and both formats have been forced to coexist. (Source: Zorraquino)

Atomic Swap
A smart contract technology that enables the exchange of one cryptocurrency for another without using centralized intermediaries, such as exchanges. (Source: ShellyPalmer.com Blockchain Glossary)
ATSC 3.0 Broadcast Standard
A new standard in over-the-air television from the Advanced Television Systems Committee. Considered the next-generation broadcasting system capable of broadcasting 4K content without the use of an outdoor antenna.

Attention
The act or state of applying focus to something; a selective narrowing of brain resources. In advertising, the degree to which consumers are conscious of, and at least marginally focused on, an advertisement or media vehicle. This can be measured in several ways, including self-report, accurate recall of specific stimulus features, eye tracking and EEG Electroencephalography. (Source: ProjectOAR)

AIDA abbr Attention, Interest, Desire, Action
See Also: Awareness Interest Desire Action
An approach to understanding how advertising and selling supposedly work. The assumption is that the consumer passes through several steps in the influence process. First, Attention must be developed, to be followed by Interest, Desire, and finally Action as called for in the message. (Source: MASB)

Attitude
A consumer’s thoughts about a brand, product, service or advertisement, as opposed to their actions, behaviors (see "Behavior"), or beliefs (see "Salient Beliefs"). (Source: ProjectOAR)

2 : In measurement, measures of attitude concern consumer response to a brand or product. Attitude is a combination of what consumers believe and how strongly they feel about it. Although attitudinal research covers a broad scope of measurements, the following cover a few key measures in this field:
- Attitudes/liking/image
- Perceived value for money
- Perceived quality/esteem
- Intentions
- Purchase intentions
(Source: MASB)

AA&U abbr Attitude, Awareness and Usage Study
A broad type of survey that measures consumer attitudes, brand awareness and use, distribution channels shopped, and consumption behavior. Sometimes referred to as AA&U surveys. These studies often focus on brand and product perceptions, reactions to brand imagery, and attitudes toward an industry or category. Variants include Attitude & Usage ("A&U" surveys) and Usage (also "Habits & Practices") studies. (Source: ProjectOAR)

Attitude, Liking and Image
Attitude, liking, and image (also known as relevance to customer) are measures of attitude in which a rating is assigned by consumers - often on a scale of 1–5 or 1–7 - when survey respondents are asked their level of agreement with such propositions as, “This is a brand for people like me” or “This is a brand for young people.” (Source: MASB)

Attitude Research
Research designed to measure how people think or feel about certain products, brands, ideas, experiences or companies. This research is commonly conducted using surveys, one-on-one interviews, and focus groups. Also referred to as "Attitudinal Research." (Source: ProjectOAR)
Attraction Model
A market-share model that predicts a particular brand’s market share as the quotient of that brand’s “attraction” divided by the sum of the “attraction” level for all brands in the market. The attraction level for a brand is often in turn expressed as a function of customer characteristics, the marketing mix, and the competitive environment. (Source: MASB)

Attribute
A single piece of information known about a user and stored in a behavioral profile, which may be used to match ad content to users. Attributes consist of demographic information segment or cluster information and retargeting information. Segment or cluster information is derived from the user's prior online activities. Generally, this is anonymous data (non-PII). (Source: Mediamath)

2 : An inherent characteristic of a brand, product, service, or category which can refer to a physical quality or consumer perception of its features or qualities. An attribute is distinct from an asset (see "Asset") in that it can be used to refer to something positive or negative. In advertising and marketing, the term attribute is often applied to a brand (see "Brand Attribute") or product (Product Attribute). For example, a product's or brand's attributes may include "reliable," "convenient" or "fun to use." (Source: ProjectOAR)

Attribution
Cause of an action, in this case the reason that a prospective customer does what they do. More specifically, why they came to the site, entered the funnel, and performed a given action. (Source: Mediamath)

2 : In marketing, refers to the process of identifying a set of user actions (also known as “events” or “touchpoints”) that contribute to a desired outcome, and then giving each of those actions a specific value. The goal is for marketers to enhance their understanding of which combinations of events, in which particular order, can effectively influence consumers to engage in a desired behavior. With the rise of digital platforms and the growing availability of sophisticated data-gathering tools, attribution models have grown increasingly prevalent-and increasingly important. (Source: Cynopsis)

3 : In the measurement of media effectiveness, the process by which credit for specific outcomes (e.g., leads, visits, sales) is assigned to different marketing elements. "Attribution analysis" typically involves analyzing how different media channels contributed to a given outcome, but might also involve analysis of different target groups, messages or other marketing elements. Marketers frequently distinguish between "last-touch attribution" (where credit for a given outcome is assigned to the final touchpoint experienced by a consumer) and "fractional attribution" (where credit for the outcome may be divided across multiple touchpoints). (Source: ProjectOAR)

4 : Mobile attribution is the science of matching two data points, such as attributing ad spend to user engagement or installs based on certain variables. Attribution creates an understanding of what happens when a user interacts with a mobile ad. (Source: Adjust.com)

5 : Tying TV ads back to a performance-based metric/outcome, such as online/offline sales, web visits, app downloads, etc. (Source: TVSquared)

Attribution Measurement
A method of analyzing data across a campaign’s various touchpoints and then assigning a value to each contact point that contributed to a specific outcome. (Source: Hubspot)
Attribution Modeling
A methodology for linking marketing activities to specific outcomes such as an online product purchase. Attribution modeling typically analyzes the degree to which different blends of media exposure, across different channels, generate results. This can establish causality to properly credit each media channel for its impact on the final outcome. (Source: Centro)

2 : The method advertisers use to determine the value of different channels on their marketing efforts. By assigning value for a pre-arranged advertising interaction to one or more publisher, attribution modeling helps advertisers determine which channels provide the most benefit to their marketing campaign. (Source: Adjust.com)

3 : The rule, or set of rules, that determines how credit for sales and conversions is assigned. (Source: Zorraquino)

NOTE – Different attribution models exist: last interaction, last non-direct click, last AdWords click, first interaction, linear, time decay and position based. The most wide used is the last non-direct click attribution model, which accounts for the last click prior to conversion. (Source: Zorraquino)

Attribution Test
Test to gauge the changes (positive or negative), caused by serving an ad. Generally an attribution test demonstrates the relative success of a flight of ad exchange purchases. (Source: Mediamath)

Attribution Theory
A field of psychology which deals with the process by which individuals arrive at explanations for events. Typically, it includes an examination of the quantity and type of information gathered and how this information is combined to form a causal judgment. This theory is often applied to understanding brand preference and purchase behavior. (Source: MASB)

Attribution Window
Period of time post-view (or post-click) in which the viewer (who was served an ad) performs a given action. Refers to the maximum length of time between click and conversion that an advertiser must include when calculating the revenue from a click. (Source: Mediamath)

2 : A configurable time period during which an impression/click/conversion can be credited to media exposure. (Source: IAB Mobile App Marketing Glossary Working Group)

3 : An attribution window (or conversion window) is a defined period of time in which a publisher can claim that a click or impression led to an install. For example, an advertiser sets an attribution window of seven days. If a user clicks on a publisher’s ad and installs within that time, that publisher receives the credit. (Source: Adjust.com)

Attrition Rate
See Also: Churn Rate
Another term for Attrition Rate.

Auction
The practice of allowing multiple buyers to value and bid on a singular ad opportunity (impression or spot) leveraging 1st, 2nd or 3rd party data within a pre-fulfillment window. The concept of auction is different in TV than it is in digital. Auctions live on a spectrum delivering value for the both the buy and sell side. (Source: GABBCON, Global Audience Based Business Conference)
Auction Pricing
A situation in which the price for an ad, impression or placement is determined by the participants in
the auction. The highest bidder wins. (Source: Next.Srds.com)

Audience
A collection of individual identifiers appended with data elements that enable a comparative
relationship between the specific and the general, or otherwise. The collection is characterized by the
fundamental capability to allow for a privacy-compliant segmentation and Boolean combinations
against a vast body of business-driven objectives. As an example, such segmentation could be
determined by geographic, behavioral, media consumption, financial spending, or product
purchase/ownership attributes. (Source: GABBCON, Global Audience Based Business Conference)

Audience Based Buying
With audience-based buying, advertisers purchase their specific audience directly, using data to
inform their decision-making. Advertisers identify the audience they want to reach and buy only that
audience, wherever the viewer tunes in. (Source: www.TheARF.org)

Audience Buying
Directly purchasing audience segments based on data that has been assembled about them,
including their demographics, interests, etc. For example, audience buying gives a buyer the ability to
target consumers who may be planning a vacation and then place ads on all of the sites they might
visit in contrast to just airline, hotel and vacation websites. (Source: Next.Srds.com)

Audience Composition
The audience breakdown of aggregated, segmented characteristics, often reported as a percentage,
based on such elements as age, gender, income, education, household characteristics etc.,

2 : The relation between average audience of a specific target and the average audience of the
reference target (e.g., total households) with regard to the same daypart and channel. (Source:
Kantar Media Audiences)

3 : The distribution of a station's audience by demographic group. (Source: TVB)
NOTE – Since current Set-Top Box data is delivered by different data providers and in different footprints, standard audience composition levels and even the overall audience may vary greatly across processors and providers. Issue of weighting.

Audience Consumption
The way in which audiences engage with media products (e.g., viewing a TV program, playing a video game, reading a blog or magazine). Methods and platforms of consumption have changed significantly due to the development of digital technologies. (Source: corbytechmedia.weebly.com)

Audience Data
See also Advanced Audience Data, Advanced Data
Data that represents attributes of a target or segmented consumer or viewer.

Audience Duplication
The extent to which the audience of one station is exposed to that of another. (Source: TVB)

Audience Extension
Offered by ad networks, server-side platforms, and demand-side platforms, audience extension tools allow publishers to follow site visitors to other websites. This provides publishers with the ability to offer advertisers media buys that include reaching a publication’s audience outside of their website. (Source: Hubspot)

2: A process used in advertising technology that attempts to expand the target audience size while ensuring relevancy and maximizing engagement. The extension process takes a known audience segment and catalogs various shared characteristics that can be used to target people who bear similarities and are therefore likely to become customers. Audience Extension techniques are also sometimes called "Lookalike Modeling". (Source: Tubemogul)

3: Audience extension is an application of behavioral targeting. Audience extension allows advertisers to target a premium site audience, which is often sold out, across other sites that belong to the same ad network. The ad buy is then made at a lower CPM than running ads on the premium site alone. Audience extension is used for premium site audiences which are especially sought after. (Source: Mediacrossing)

NOTE – Principles of audience extension are sometimes used by publishers to synthetically mimic the same or like audiences beyond owned and operated websites. That valuable audience is then partially “recovered” on other, sometimes less sought-after channels on the same or other publishers’ websites. Audience extension requires cookies or other audience identifiers as triggers for behavioral targeting techniques. (Source: Mediacrossing)

Audience Flow
A measure of the change in audience during and between programs. Audience flow shows the percentages of people or households who turn on or off a program, switch to or from another channel, or remain on the same channel as the previous program. (Source: TVB)

Audience Forecasting
In media and advertising, it is the act of estimating the delivery of targeted and or guaranteed consumers or viewers for a program, product or service on a media platform.

2: Estimating the volume of impressions during a given time period that match a defined audience segment. (Source: OpenX)
Audience Guarantee
Given the interest of advertisers to reach a target audience's, media sellers can provide advertisers with a guarantee to deliver a number of impressions to the target audience. Sellers can use a number of techniques, among them propensity indexes, to improve their chances of maximizing impression delivery within the target audience.
(Source: GABBCON, Global Audience Based Business Conference)

Audience Intelligence
The use of first and third-party data to determine an advertiser’s audience. (Source: Centro)

Audience Interpretation
The way in which audiences 'read' the meanings in, and make sense of, media products. (Source: corbytechmedia.weebly.com)

AMS abbr Audience Measurement Service Data
See Also: Data Logging Software
(Same acronym for Audience Management System)
AMS is an acronym for "Audience Measurement Service". All processors of Set-Top Box data offer an AMS interface for their data delivery. A type of data logging software.

AMP abbr Audience Monetization Platform
A system where audience data can be gathered, processed, analyzed, delivered and leveraged for revenue producing purposes.

Audience Positioning
The way in which media producers predict audiences will interpret or read a media text. (Source: corbytechmedia.weebly.com)

Audience Profile
The characteristics of the people who make up an audience of an advertising medium in terms of age, sex, region, education, socio-economic group, occupation or any other demographic aspects. (Source: Nielsen)

2 : Description of the ideal customer for a company or brand, with the greatest amount of detail possible: age, sex, socio-demographic profile, family status, hobbies, shopping behavior, etc. (Source: Zorraquino)

NOTE – It is essential that the audience profile be defined prior to developing a marketing plan, as we need to know who will be addressing. (Source: Zorraquino)

AR Report abbr Audience Retention Report
A TRA report. Builds on the data generated by TRA's AME report by analyzing the advertising creative embedded within the programming, and various aspects of its audience retention performance.

Audience Segment
A group of users, consumers or viewers that have similar traits or characteristics.

2 : Audience demographics recognized by web behavioral trends including pages visited, purchasing actions, gender, region, and socioeconomic status. (Source: Mediamath)
**Audience Segment Beacon**
A piece of code placed into an ad space’s source code, it assigns a visitor to a corresponding audience segment, which helps with retargeting. (Source: OpenX)

**Audience Skew**
Describes a situation where a specific group is exposed to a given medium more than other groups (or the overall population). (Source: Nielsen)

**Audience Syncing**
The ability for a publisher or buyer to push audience segments created in their DMP or DSP to an adserver for the purpose of forecasting, targeting, packaging, and/or reporting. (Source: OpenX)

**Audience Targeting**
Collection of audience or consumers into like behaviors, attributes or segments for the purpose of reaching them collectively for a specific piece of content whether that is programming or advertising.

NOTE – Audience segments can be defined in an adserver platform or in an external data management platform (DMP). (Source: OpenX)

**Audience Verification**
A similar term for Ad Verification.

**Audilog**
The diary used by household members in Nielsen's local rating sample which records what stations and programs they viewed during a week's time. (Source: AAI.ie)

**Audimeter**
Nielsen's device for electronically recording TV viewing in sample households. Has been replaced nationally by the People Meter, but still being used in selected markets. (Source: AAI.ie)

**Audio**
The audible file that may accompany ads. Advertising audio should never play without user-initiation. (Source: IAB)

**Audio Ad**
For digital radio are an ad format that gets premium audio inventory. They can be inserted on SoundCloud, Spotify and Google Play Music. (Source: Zorraquino)

**Audio Advertising**
A form of advertising composed of sound elements, often found on broadcast or streaming radio stations and other audio channels--including streaming music services and podcasts. (Source: ProjectOAR)

**Audio Arrangement**
The mix of instruments and sounds, and the volume and timing of their use in the music for an audio or video ad. (Source: ProjectOAR)

**Audio Card**
Another term for Sound Card.
AC3 abbr Audio Coding 3
*See Also: Advanced Audio Coding*
A file extension for surround sound audio files used on DVDs format. The AC3 file format was created by Dolby Labs for use in a Dolby Digital audio on DVD, Blu-ray and other digital video formats. (Source: Whatis.TechTarget.com)

Audio Mix
The combination of multiple sounds into a coherent score for an audio or video ad through manipulation or enhancement of the sources’ volume levels, frequency, reverberation, echo and other sound elements. (Source: ProjectOAR)

Audio Watermarking
*See also: Digital Watermarking, Watermarking, Signature, Fingerprinting, Video Watermarking*
A unique identifier that is embedding within an audio stream.

Audit
*See Also: Process Audit*
Third party validation of log activity and/or measurement process associated with Internet activity/advertising. Activity audits validate measurement counts. Process audits validate internal controls associated with measurement. (Source: IAB)

ABC abbr Audit Bureau of Circulations
Organization of publishers, advertising agencies and advertisers for verifying the circulation statements of member publications. (Source:AAl.ie)

Auditor
A third-party independent organization that performs audits. (Source: IAB)

Audit Trail
Logging of any changes to data (creation, modification, or deletion) to allow a system admin user to review all historical changes. (Source: OpenX)

Augmented Product
The view of a product that includes not only its core benefit and its physical being, but adds other sources of benefits such as service, warranty, and image. The augmented aspects are added to the physical product by action of the seller (e.g., with company reputation or with service). (Source: MASB)

AR abbr Augmented Reality
*See Also: Augmented Virtuality, Advanced Advertising*
The ability to combine video content with interactive features on the same screen so that it is interactive, real-time and is registered in 3D. Mixing reality with virtuality on the same screen.

2 : Augmented Reality is closer to the real environment while Augmented Virtuality is closer to the virtual environment. (Source: Wikipedia)

3 : The use of transparent glasses on which a computer displays data so that the viewer can simultaneously view computer generated and real-world scenes. (Source: freeflyvr)

4 : Computer-generated content, typically in visual form, overlaid on a real-world environment, in which objects in the real world are enhanced by computer-generated images which can appear to be
three-dimensional. Historically, AR was used in classic film production to superimpose animated elements onto live-action scenes. A common application of AR technology today is in video games (e.g., Pokémon Go). (Source: ProjectOAR)

5 : Technology that enables an image of the real world, as captured by a camera, to be reproduced on-screen, over which virtual and interactive content is superimposed, generating a new combined reality. (Source: Zorraquino)

NOTE – This is currently available in smartphones as an app. For example, standing in a subway station and seeing the station but then there is a virtual overlay of nearby restaurants, galleries etc.

NOTE – Its application to mobile devices offers enormous possibilities: Specialist software identifies the location where the camera lens is pointing, recognizing certain elements in real-time, over which it superimposes virtual information, either informational (LBS) or advertising (LBA). Therefore, the advertising message can be inserted in any type of media or support. Layar is currently the main augmented reality service provider. (Source: Zorraquino)

**Augmented Virtuality**

*See Also: Augmented Reality, Advanced Advertising*

Like Augmented Reality, Augmented Virtuality combines real video content with interactive features to make it more virtual. AV is further along the reality / virtuality continuum in that it is more to the point of virtual than to the point of real.

**Authenticated Audience**

A group of audiences that has gone through a validation process. For example, this might be a user sign-in via a website or streaming service. For linear TV, this must be supplied by the MVPD that has the identifying information. (Source: TVSquared)

**Authenticated Streaming**

*See Also: Signature*

The insertion of a verification key into content that enables only those with permission (such as a subscriber) to access the content. This technology allows users to watch television programs on a second screen device such as a broadband connected computer or tablet on demand.

NOTE – Authenticated streaming is thought to reduce cord-cutting but could have impact for local stations where MVPDs could bypass local stations and go directly to viewers who will be able to watch what they want when they want on any connected laptop. (Source: www.poynter.org)

**Authentication**

*See Also: Multiple Authentication*

The ability to verify that a certain subscriber has purchased specific content so they can access and view purchased networks, programming or user services.

2 : The process of verifying the claimed identity of an entity to another entity.

**Authentic Brand**

One that delivers on its promises in a sincere and engaging way. It is clear and consistent about what that brand stands for and is culturally relevant to its target market. (Source: MASB)

NOTE – According to a survey of 1,000 consumers cited in an August 2014 Marketing Week article, the eight values that make up an authentic brand are “the abilities to be genuine, original, unique,
expert, visionary, passionate and honest, and finally integrity."  
(Source: MASB)

**Authenticity**  
The ability to ensure that the given information is without modification or forgery and was in fact produced by the entity that claims to have given the information.

**Authorization**  
This is a process of granting permission to someone to allow them to give orders or make decisions or take an action. (Source: TycheSoftwares)

NOTE – In multi-user systems, for example, there is a right given to system administrator to define roles for different users which gives them access to the system and privileges for the use of certain file directories or system data. This is called as giving authority to the users to perform an action. Thus, authorization is seen as both; the setting up of permissions by a system administrator and the actual checking of the permission values that have been set up when a user is getting access. (Source: TycheSoftwares)

**Authorized Dealer**  
One who has a franchise to sell a manufacturer’s product. The authorized dealer is usually the only dealer or one of a few selected dealers in a trading area. (Source: MASB)

**Authorized Devices**  
A piece of equipment or mechanism adapted for a certain purpose or functionality that also has user verification software or encoding. This allows a user with the authentication key to access certain proprietary or subscriber-locked content while protecting the device, the network and the content from security breaches.

**Ads.txt abbr Authorized Digital Sellers**  
A text file that allows web publishers to publicly declare who is authorized to sell their digital inventory, creating greater transparency in the inventory supply chain, and giving publishers control over who sells their inventory, making it harder for fraudulent actors to profit from selling counterfeit inventory. (Source: is.com)

**Autobot**  
Another term for an Autonomous Robot.

**Automated Guaranteed**  
*See Also: Programmatic Guarantee, Programmatic Premium, Programmatic Direct, Programmatic Reserved*  
A type of programmatic advertising. It refers to the direct sale of reserved ad inventory between a buyer and seller, with automation replacing the manual insertion order (IO) process. This inventory is sometimes categorized as premium, reserved, guaranteed, first-look, direct sold or class-1. Automated guaranteed allows the publisher to regulate the price of inventory to buyers. It also gives buyers the ability to buy more premium inventory on a direct basis from the publisher, transparently. Media buyers and sellers can connect and transact in this manner via automated guaranteed marketplaces, such as Shiny Ads, BuySellAds, PubMatic, Adslot and iSocket.  
(Source: Next.Srds.com)
2 : Transaction in which inventory is guaranteed and pricing is fixed, with negotiation happening directly between buyer and seller. Transaction processes are automated but otherwise match a traditional I/O transaction. (Source: MAGNA Global)

**Automated Guaranteed Digital Media Inventory**
*See Also: Programmatic Guaranteed, Programmatic Premium, Programmatic Direct and Programmatic Reserved.*
A type of inventory that is reserved, has fixed pricing and incorporates a one seller-to-one buyer type of participation. Prioritization in the ad server, the Deal ID, Data usage, Transparency to buyer and pricing floors are other things to consider as an impact to Automated Guaranteed Digital Media Inventory. (Source: Mediacrossing)

**AutoML** abbr Automated Machine Learning
The process of automating the tasks of applying machine learning to real-world problems. (Source: Wikipedia)

**AMM** abbr Automated Market Maker
A type of decentralized exchange (DEX) protocol that relies on a mathematical formula to price assets. Instead of using an order book like a traditional exchange, assets are priced according to a pricing algorithm. This formula can vary with each protocol. (Source: ShellyPalmer.com Blockchain Glossary)

**AMOL** abbr Automated Measurement of Lineups
The technology which allows Nielsen Media Research (NMR) to track an identification code within locally transmitted TV signals for network and nationally syndicated programs. NMR is also linked by computers to networks and syndicators in order to receive their latest schedule changes. Using this technology, NMR can pin down exactly what program was shown on what channel at a particular time. (Source: TVB)

**Automated Purchasing - Buying and Selling**
An internet or other network-based system in which a firm is linked to the approved vendors, enabling direct purchase of goods and services. This system offers automatic authentication and (if two or more firms join as buyers) leveraging of buying power. (Source: Businessdictionary)

**Automated Video Ad Customization**
The use of automated video customization to create different versions of the same commercial to different viewers with the purpose of tailoring the message for a particular geographic, and/or viewer or household segment to enhance viewer relevance and advertising effectiveness. (Source: Visible World)

Note: SAG-AFTRA has already used a similar definition for potential changes to their talent compensation model (for new contract in 2012). (Source: Visible World)

**Automatic Bid Management Program**
Another Term for Bid Management Software. (Source: MASB)

**ACM** abbr Automatic Checkout Machine
A system whereby customers have the opportunity to check themselves out of a store by scanning their purchases with the point-of-sale system, entering their customer identification card, and receiving clearance to exit the store. (Source: MASB)
ACR abbr Automatic Content Recognition
See Also: Watermarking, Fingerprinting
A code technology that enables a content user to synchronize content retrieval across several platforms and interact with TV programming from their mobile or tablet computers.

2 : A technology that allows connected devices to determine what content a viewer is watching, regardless of how it is delivered on their screen, and trigger an action such as interactivity or data collection. (Source: IAB)

3 : Captures and identifies content (both ads and programming) across internet connected devices via audio or video fingerprints. (Source: TVSquared)

Automatic Merchandising Machine
Another term for Vending Machine. (Source: MASB)

Automatic Placements
See Also: Keyword-Targeted Ad, Managed Placements
Ad placements that are the result of placing an ad based on automatic targeting methods, like keywords or topics.

Automation
In programmatic buying, it is the use of various software and systems that use algorithms in combination with other technology to utilize all available forms of data sets in order to expedite the delivery of data driven, targeted solutions to advertisers and content providers. Such processes results include but are not limited to the aggregation of available inventory and pricing mechanisms, audiences, segmentations and all forms of available-to-buy content.

2 : Using technology to facilitate media transactions in a way that mirrors traditional transactions in structure. (Source: MAGNA Global)

AMR abbr Autonomous Mobile Robot
See Also: Autonomous Robot, Mobile Robot

Autonomous Robots
Also known as simply an autorobot or autobot, is a robot that performs behaviors or tasks with a high degree of autonomy (without external influence). Autonomous robotics is usually considered to be a subfield of artificial intelligence, robotics, and information engineering. (Source: Wikipedia)

NOTE – Autonomous robots are particularly desirable in fields such as spaceflight, household maintenance (such as cleaning), waste water treatment, and delivering goods and services. Some modern factory robots are "autonomous" within the strict confines of their direct environment. It may not be that every degree of freedom exists in their surrounding environment, but the factory robot's workplace is challenging and can often contain chaotic, unpredicted variables. The exact orientation and position of the next object of work and (in the more advanced factories) even the type of object and the required task must be determined. This can vary unpredictably (at least from the robot's point of view). One important area of robotics research is to enable the robot to cope with its environment whether this be on land, underwater, in the air, underground, or in space. (Source: Wikipedia)

NOTE – Can be configured through software and AI-driven intelligence to automate routine tasks such as data extraction and cleaning via existing user interfaces. (Source: McKinsey)
**Auto-Optimization**
Also known as Automated Optimization. When algorithms or automated decision processes are used to improve campaign performance indicators (e.g., cost-per-click or cost-per-acquisition) based on available data. (Source: Centro)

**Autorobot**
Another term for an Autonomous Robot.

**Autotelic in the Flow State**
A state of intrinsic motivation in which a person is fully immersed in what he or she is doing for the sake of the activity itself. Named by Hungarian psychologist, Mihaly Csikszentmihalyi, it is characterized by a merging of action and awareness, sense of control, high concentration, loss of self-consciousness, and transformation of time.

**Available Impressions**
Impressions that are open to purchase by the advertising market.

**Available Inventory**
In programmatic, the digital display advertising that a publisher has made available through their programmatic partners, both guaranteed direct and private marketplace, which you can now click to transact from their platforms. (Source: Next.Srds.com)

**Avails abbr Availability**
Unsold units of time available for broadcasters to sell to advertisers. Also refers to a station’s submission of programs and rating estimates for advertising planning and buying. (Source: AAI.ie)

**Avatar**
A graphical representation of an individual in a game or other virtual world or environment. (Source: IAB)

2 : Derived from Sanskrit and relates to a “mental traveler” in Indian fairy tales. An avatar—my virtual representative—communicates with others in a Virtual environment. (Source: freeflyvr)

3 : A visual representation of a person for use in digital contexts. It’s usually a computer-generated image, such as a bitmoji. On social media, the term “avatar” also refers to your profile picture—the image that represents you on the platform. Most individual users choose a photo as their social media avatar, sometimes supplemented by a digital frame or filter. For brands, the company logo is usually the best avatar choice. (Source: Blog.Hootsuite.com)

**AA abbr Average Audience (in thousands)**
See Also: Rating
The amount of viewing (expressed in thousands) on average, to a program, network, channel, ad, version or time period out of the universe or full population. Can be parsed to the lowest viewing increment whether second, 5 second, minute etc.

2 : The average minute or second audience watching a channel, program or spot. (Source: Kantar Media Audiences)
3: A widely used rating term, expressed as a percentage, to reflect viewing to the average minute of a program or time period. It is an average of the audience at minute 1, 2, 3, etc. As such, it serves as an estimate of the average commercial audience (households or persons). (Source: TVB)

4: The average number of people who tuned into the given time selected and expressed in thousands or as a percentage (also known as a Rating) of the total potential audience of the demographic selected. It is also known as a T.A.R.P - Targeted Audience Rating Point. (Source: Nielsen)

NOTE – What is the accepted universe for certain viewer segments when Set-Top Box data is delivered by individual operators with specific regional footprints?

**Average Audience Rating**
*See Also: Rating*
The amount of viewing (expressed as a percent) on average, to a program, network, channel, ad, version or time period out of the universe or full population. Can be parsed to the lowest viewing increment whether second, 5 second, minute etc.

2: One of several different kinds of ratings used by Nielsen media research company. It reflects the average size of the audience on a minute-by-minute basis (average size at minute 1, minute 2, minute 3, and so on) throughout the length of a program. (Source: Answers.com)

NOTE – Weighting on averages: averages can be time-weighted or taken as a simple mean. (Source: TIVO)

**Average Clicks**
*See Also: Interactive Household Addressable TV Advertising, Average Exposures, Average Responses*
In the context of Interactive Household Addressable TV Advertising, the average number of times that an audience segment or advertiser defined consumer segment interacts with any given campaign, TV ad or version of a commercial. (Source: Visible World)

**Average Cost per Unit**
The total cost (i.e., the sum of fixed costs and variable costs at a given level of output) divided by the number of units). (Source: MASB)

Average Fixed Cost
The total fixed cost divided by the number of units produced and sold. (Source: MASB)

**Average Exposure**
*See Also: Household Addressable TV Advertising, Average Clicks, Average Exposures*
During any given campaign time frame, the average number of times that an audience segment or advertiser-defined consumer segment is exposed to any given campaign, TV ad or version of a commercial. (Source: Visible World)

**Average Frequency**
*See Also: Reach & Frequency*
The average number of times a viewer or household was exposed to a piece of content - whether program, network, ad or version during a specific time frame.
2 : Number of impressions received by the average household reached. The average number of times a household tuned to any part of any airing of any ad in the campaign. The average percentage of unique households watching ANY program in which ANY of the measured advertisements occurred. (Source: TRA)

NOTE – How much of a piece of content does the viewer need to consume before counting as an 'impression'? One second? ten seconds? etc. This issue should be flagged on every definition for Frequency, Reach, and Impressions. (Source: TIVO)

**Average Frequency Clicks**
The average number of times a STB, viewer or household clicked on (interacted with) a specific interactive enhancement during a specific timeframe. (Source: FourthWall Media)

**Average Frequency Exposures**
The average number of times a STB, viewer or household was presented with a specific interactive enhancement during a specific timeframe. (Source: FourthWall Media)

**Average Frequency Responses**
The average number of times a STB, viewer or household responded positively to an offer made in a specific interactive enhancement during a specific timeframe. (Source: FourthWall Media)

**Average Item Reach (%)**
*See Also: Reach & Frequency*
Total unduplicated reach of a single item (e.g., a channel program spot or version) for a specific time period based on the underlying data. (Source: Kantar Media Audiences)

**Average Item Reach (in thousands)**
*See Also: Reach & Frequency*
Total unduplicated reach of a single item (e.g., channel, program, spot or version) for a specified time period. (Source: Kantar Media Audiences)

**Average Lead**
The average number of leads generated. Calculated by dividing total leads by the total number of sessions (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Average Lead Rate**
The average number of leads that are generated for an interactive session. Calculated by dividing total leads by gross screen views. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Average Loyalty (Daily)**
Average minutes viewed in a day divided by the total minutes available in the selected day(s). (Source: Kantar Media Audiences)

**Average Monthly Reach (%)**
*See Also: Reach & Frequency*
The average monthly number of unduplicated homes or impressions reached expressed as a percentage of the measured universe. (Source: Kantar Media Audiences)

2 : The average of the monthly number of unduplicated impressions expressed as a percentage of the measured universe based a tuning minimum of 6 minutes. (Source: Nielsen)
Average Monthly Reach (in thousands)
See Also: Reach & Frequency
The average of the monthly number of unduplicated homes or impressions reached in thousands.

2 : The average of the monthly number of unduplicated impressions based a tuning minimum of 6 minutes. (Source: Nielsen)

AOV abbr Average Order Value
An ecommerce metric, which shows how much money customers spend on their orders from a website over a certain period of time. It is usually calculated by the division of total revenue by the number of orders. (Source: elogic.co)

NOTE – AOV is an important metric because it gives insights to business owners on what interests their audience the most. For example, your ecommerce shop is selling sneakers of multiple brands. You've sold three pairs of sneakers pricing 49$, 65$, and 87$, which means your AOV is 67$. This shows you that your customers are willing to buy sneakers under 70$ and therefore you can build your marketing and pricing strategy based on your clients’ purchasing habits. (Source: elogic.co)

Average Price Charged
See Also: Price Premium, Relative Price.

Average Price Displayed
See Also: Price Premium, Relative Price.

Average Price Paid
See Also: Price Premium, Relative Price.

Average Price per Unit
Average prices represent, quite simply, total sales revenue divided by total units sold. Many products, however, are sold in multiple variants, such as bottle sizes. In these cases, managers face a challenge: they must determine “comparable” units. Average unit price can be calculated by weighting different unit selling prices by the percentage of unit sales (mix) for each product variant. If we use a standard, rather than an actual mix of sizes and product varieties, the result is price per statistical unit. Average price per unit and price per statistical unit are needed by marketers who sell the same product in different packages, sizes, forms, or configurations at a variety of different prices. As in analyses of different channels, these product and price variations must be reflected accurately in overall average prices. If they are not, marketers may lose sight of what is happening to prices and why. If the price of each product variant remained unchanged, for example, but there was a shift in the mix of volume sold, then the average price per unit would change, but the price per statistical unit would not. Both of these metrics have value in identifying market movements. In a survey of nearly 200 senior marketing managers, 51 percent responded that they found the “average price per unit” metric very useful in managing and monitoring their businesses. (Source: MASB)

Average Program Audience
See Also: Rating
The average delivery (expressed in thousands) of Set-Top Boxes or households out of the sample, footprint, census or universe that is attributed to a video, program, time period or daypart.

2 : The average number of units or households attributed to a program. (Source: Kantar Media Audiences)
Average Quarter Hour Audience
Estimated number of people who watch a program or station for a minimum of five minutes within a specific quarter hour. (Source: TVB)

Average Quarter-Hour Rating
The audience estimate reported by Nielsen and Arbitron for television and radio. It provides the average number of persons or households who watched/listened for at least 5 minutes of the 15-minute segment being reported. (Source: AAI.ie)

Average Response
See Also: Average Exposures, Average Clicks, Interactive Household Addressable TV Advertising
In the context of interactive household addressable TV advertising, the average number of responses generated by an audience segment or advertiser defined consumer segment during any given campaign, or by being exposed to any given TV ad or version of a commercial.
(Source: Visible World)

2: Average response time is a social customer service metric. It is the average time it takes a brand to reply to questions or complaints on social media. (Source: Falcon.io)

ARPDAU abbr Average Revenue per Daily Active User
Total daily revenue / (divided by) total daily active users.
(Source: IAB Mobile App Marketing Glossary Working Group)

2: A metric that helps to understand how well the app monetization is working, whether it’s monetization from ads, from IAPs, or both. ARPDAU also tells how any in-app changes that have been made are affecting the success of the monetization.
(Source: is.com)

ARPDEU abbr Average Revenue Per Daily Engaged User
Refers to the total revenue divided by the total number of engaged users. (Source: is.com)

ARPPU abbr Average Revenue per Paying User
Total revenue in a given time frame / (divided by) the number of paying users in that specified time frame. This metric is especially relevant for apps that have in-app purchases such as gaming apps or those with financial transactions involved such as m-commerce apps or cab booking apps.
(Source: IAB Mobile App Marketing Glossary Working Group)

2: Refers to the estimated revenue a single paying user generates during a specified period. Paying users are those who pay money for a service, either by subscribing, making in-app purchases, or paying for a download. This metric removes those users who don’t actively spend any money during the app cycle (for example those who drive revenue for an app developer through engaging with ads).
(Source: is.com)

ARPU abbr Average Revenue Per User
Total revenue in a given timeframe / (divided by) the total number of active users within the specified time frame. (Source: IAB Mobile App Marketing Glossary Working Group)

2: An app metric which measures the average revenue each active user generates, with revenue including in-app advertising and in-app purchases. Calculated by summing up total app revenue, and dividing it by the number of active users. (Source: is.com)
Average Second Commercial Rating
See Also: Rating
The number of homes, STBs or people tuned to a commercial during the average second, expressed as a percentage of all homes, STBs or people within the sample or coverage area. (Source: Nielsen)

Average Second Rating
See Also: Rating
The number of homes, STBs or people tuned to a network or program during the average second expressed as a percentage of all homes, STBs or people within the sample or coverage area. (Source: Nielsen)

AST abbr Average Second Tuning
The average second rating as it pertains to STB or household tuning. (Source: Nielsen)

NOTE – Tuning vs. Viewing? Tuning is a more accurate definition as there may or may not be someone viewing the TV. (Source: Visible World)

ASV abbr Average Second Viewing
The average second rating as it pertains to persons viewing. (Source: Nielsen)

Average Seconds/Minutes Viewed per Spot-Universe
The average daily seconds/minutes viewed among the universe that meet the user defined reach criteria. (Source: Kantar Media Audiences)

Average Seconds/Minutes Viewed per Spot-Viewers
The average daily seconds/minutes viewed among viewers that meet the user defined reach criteria. (Source: Kantar Media Audiences)

Average Session Duration
The average length of app usage per session. App usage length in a session counts from the start of the application to the end-time of use of the application, as long as the application does not encounter inactivity (application idle) of a pre-define duration. Average Session Duration = Total time of app usage sessions/ total number of sessions within the reporting period. (Source: IAB Mobile App Marketing Glossary Working Group)

Average Session Length in Minutes
The total minutes viewed divided by the number of viewing sessions that met the user defined reach criteria. (Source: Kantar Media Audiences)

Average Session Time Spent
The average length of time a viewer is engaged with an interactive session. Calculated by dividing the gross session time spent by the total number of impressions. (Source: CTAM Advanced Cable Solutions Consortium, iTV Metrics)

Average Time Spent
The average of the aggregate time of all viewing in play mode; may be rounded to the nearest second. (Source: CTAM Advanced Cable Solutions Consortium, iTV Metrics)
Average Time Spent on Feature
In interactive measurement, it is the duration spent on a specific feature. (Source: Kantar Media Services)

Average Time Spent on Interactive Experience
Duration spent on the overall interactive experience. (Source: Kantar Media Services)

Average Unit Price
Average prices represent, quite simply, total sales revenue divided by total units sold. Many products, however, are sold in multiple variants, such as bottle sizes. In these cases, managers face a challenge: they must determine “comparable” units. Average unit price can be calculated by weighting different unit selling prices by the percentage of unit sales (mix) for each product variant. If we use a standard, rather than an actual mix of sizes and product varieties, the result is price per statistical unit. Average price per unit and price per statistical unit are needed by marketers who sell the same product in different packages, sizes, forms, or configurations at a variety of different prices. As in analyses of different channels, these product and price variations must be reflected accurately in overall average prices. If they are not, marketers may lose sight of what is happening to prices and why. If the price of each product variant remained unchanged, for example, but there was a shift in the mix of volume sold, then the average price per unit would change, but the price per statistical unit would not. Both of these metrics have value in identifying market movements. In a survey of nearly 200 senior marketing managers, 51 percent responded that they found the “average price per unit” metric very useful in managing and monitoring their businesses. (Source: MASB)

Average Weekly Reach (%)
See Also: Reach & Frequency
The average of the weekly number of unduplicated impressions expressed as a percentage of the measured universe. (Source: Kantar Media Audiences)

Average Weekly Reach (in thousands)
See Also: Reach & Frequency
The average of the weekly number of unduplicated impressions. (Source: Kantar Media Audiences)

Awareness
See Also: Aided, Ad Recall, Brand Recall
A basic measure of the knowledge of the existence of an ad or campaign, tagline, logo, brand, product or service, typically based on aided or unaided recall and/or recognition questions in survey research. (Source: ProjectOAR)

AAU abbr Awareness, Attitudes, and Usage
Enables marketers to quantify levels and trends in consumer knowledge, perceptions, beliefs, intentions, and behaviors. In some companies, the results of these studies are called “tracking” data because they are used to track long-term changes in customer awareness, attitudes, and behaviors. AAU studies are most useful when their results are set against a clear comparator. This benchmark may comprise the data from prior periods, different markets, or competitors. (Source: MASB)

AIDA abbr Awareness Interest Desire and Action
See Also: Attention Interest Desire Action
An acronym for "Awareness," "Interest," "Desire" and "Action." The AIDA model represents four stages that occur from the time a consumer is first aware of a brand, to the appeal of the marketing message, to motivation and ultimately purchase. The AIDA model assumes that advertising must
accomplish a number of tasks in order to move the consumer from initial brand awareness to action or purchase. (Source: ProjectOAR)

**Awareness Marketing**
An aspect of Brand Marketing where the focus is on reinforcing the brand’s position among the targeted audience or consumer set.

**Awareness Prompted**
Another term for Aided Awareness.

**Awareness Spontaneous**
Another term for Unaided Awareness.

**ATR abbr** **Awareness-Trial-Repeat**
A paradigm consisting of three key steps by the intended user. The steps take the person or firm from a state of ignorance about a new product to the point of product adoption.
- **Awareness (cognition)** may be of the product generally, its brand, and one or more of its attributes.
- **Trial** means some form of test purchase or use, following upon favorable affect stemming from knowledge regarding the attributes.
- **Repeat** means the trial was sufficiently successful to warrant one or more repeat purchases.
There are other, similar, paradigms (for example attention, interest, desire, action) but these are not new-product specific and do not cover the entire product adoption process. (Source: MASB)

**AFK abbr** **Away From Keyboard**
AFK is an acronym that means "away from keyboard." But it's primarily meant to convey that you won't be available at your computer or device for a period of time. You can pair it with a time frame to communicate how long you will be away from your keyboard. (Source: Business Insider)

**Axure**
Tool for creating web prototypes in professional manner, aimed especially at information architects. It is not a free tool, but rather it offers plans starting from 29 dollars/month. It is sometimes referred to as the Photoshop of UX designers. (Source: Zorraquino)

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**Baby Boomer**
Those born between 1946 and 1964, or in other words, born during the baby boom that followed the end of the Second World War. This demographic cohort, which precedes generation X, is currently the generation with the greatest purchasing power and is characterized by being traditional and obsessed with youth, so they are active and health-conscious. (Source: Zorraquino)

**Back**
See Also: **Trick Play**
Returns viewer to the previous screen. As distinguished from "Last" – primarily a Remote-Control function – which returns the viewer to the last channel viewed. Usage of the term "Last" and its function varies across operators and platforms.
**Backbone**
High-volume, central, generally-long-haul portion of a data network. (Source: IAB)

**Back Channel**
*See also Back Haul and Back Path*
A return path connection that can be used by a Set-Top Box to communicate with the cable headend; Can be used to communicate to cable headend or the service provider. It applies to asymmetric data connections and is the slower of the two data paths in the connection.

2 : A communication channel that can be used by a Set-Top Box to communicate with the cable headend or other devices. Also known as Back Haul. A term used to describe the technology which provides the infrastructure for electronic traffic traveling from the subscriber to the platform company. (Source: Nielsen)

3 : Term commonly used to describe the action of sending data back to a host server over a phone wire or cable pipe. (Source: itvt.com/glossary)

4 : A means of communication from users to content providers. As content providers are transmitting interactive television (analog or digital) to users, users can connect through a back channel to a website. It can be used to provide feedback, purchase goods and services, etc. (Source: TVB)

NOTE – Many other types of homes (with the exception of digital Set-Top Box homes) do not have backchannels. Satellite homes receive back signals from landline phone lines which vary from home to home.

NOTE – Available bandwidth on the return path is severely limited within the existing digital cable environment, and exceeding bandwidth limits can be catastrophic – i.e., STB reboots, network downtime. Motorola systems are limited to a raw bitrate of 256 Kbps per node (i.e., 500 to 1500 STBs), much of which is consumed by the system itself, VOD session management, IPG interaction, interactive application processing, etc., Also, communication on this return path is limited to UDP, which does not guarantee delivery of information from STB to the back-end, and generates additional bandwidth usage by applications to confirm delivery and resend lost data. Cisco systems provide slightly more return path bandwidth and support TCP (i.e., guaranteed delivery of data), but typically reserve more return path bandwidth for system and resident application (e.g., SARA) use. Collecting STB measurement data with low Latency is a complex task, especially for census data. Load on the back channel is an issue in downloading STB data. (Source: FourthWall Media)

NOTE – A way to get data back to the operator. Cable systems have a back channel but satellite operators can only send data back via the phone lines. Since not all satellite Set-Top Boxes connect to phone lines, this must be taken into account when receiving Set-Top Box data from satellite homes. Kantar Media Audiences says there is no significant difference in the satellite homes with and without the back channel. Rentrak says boxes are connected in different ways-some need to back channel to get scheduling data, others connect via broadband. It all varies by operator. More examination may be in order. (Source: MediaPost TV Board article by Weisler, Feb 09)

**Backdoor Selling**
Sales to ultimate consumers by wholesalers who hold themselves out to be sellers only to retailers. A salesperson’s practice of avoiding a purchasing agent by visiting departments in plants to obtain orders without authorization from the purchasing agent. (Source: MASB)
Background
Creative elements used in advertising that refer to objects or areas behind the main focal area or object of interest. A background is used in many types of advertising, including video, print, out of home, radio, rich media and online displays. (Source: ProjectOAR)

Backgrounder Sheet
Also known as a Fact Sheet, it is a brief review of an organization's history, mission, financial support, or other information provided to the media with other publicity materials in order to supply basic information that may be used in a news story. (Source: MASB)

Background Skin
See Also: Skin, Page Skin, Ad Skin, Wallpaper
Another term for a Skin.

Back Haul
See Also: Back Channel, Back Path
Another term for Back Channel.

Backlinks
Incoming hyperlinks from one web page to another website. (Source: Zorraquino)

2 : an incoming link to a web page. Backlinks are important for search engine optimization (SEO) because some search engines give more credit to websites that have a good number of quality backlinks. Sites with better backlink counts usually rank better in search engine results pages (SERPs). (Source: MASB)

NOTE – They are used as an indicator for page popularity, and constitute important data for search engine positioning. Google, for example, assigns a PageRank to each website it indexes as a function of its incoming and outgoing links. Consequently, there is an entire market dedicated to purchasing and exchanging links between websites for the purpose of artificially enhancing PageRank, even if the practice verges on abuse and practices that are punishable by search engines. (Source: Zorraquino)

Back Order
(Retailing) A part of an order that the vendor has not filled on time and that the vendor intends to ship as soon as the goods in question are received, manufactured, or procured. (Physical distribution) An order not filled or shipped at time originally requested and "kept on the books" to be shipped later. (Source: MASB)

Back Path
See Also: Back Haul, Back Path
Another term for Back Channel.

Backward Integration
In the field of Integration, it is where the company acquires one or more of its suppliers or develops its own supply capability in order to gain more profit and/or control. (Source: MASB)

Backward Vertical Integration
See Also: Vertical Integration
Bad Actors
See Also: Cyber Criminals, Hackers, Threat Actors
In cybersecurity, it is a hacker or other malevolent individual who is interested in gaining unauthorized access to a proprietary system, computer or data, for example.

Bait Advertising
Bait (or bait-and-switch) advertising is an alluring but deceptive and insincere offer whereby the advertiser does not intend to sell the advertised product or service at the unusually low advertised price. The intention is to increase traffic, then switch the customer to a higher priced item when the customer comes to the store. This is often accomplished by inducing customers to buy higher priced models by disparaging the less-expensive product. This practice is illegal if customers find it difficult or impossible to buy the advertised item. (Source: MASB)

Bait and Switch
Another term for Bait Advertising. (Source: MASB)

Bait-and-Switch Advertising
Another term for Bait Advertising. (Source: MASB)

Balanced Scorecard
A comprehensive, top-down view of organizational performance across the entire enterprise, with a strong focus on vision, strategy and return on investment. (Source: MASB)

Balanced Stock
A composition of merchandise inventory in the colors, sizes, styles, and other characteristics that will satisfy customer wants. (Source: MASB)

Balance Sheet Method
An approach used by salespeople to gain commitment from a buyer by asking the buyer to think of the pros and cons of various alternatives. (Source: MASB)

Balance Theory
Another term for Cognitive Dissonance. (Source: MASB)

Balloon Test
Also known as a cartoon test. A projective interviewing technique in which respondents are presented with a cartoon strip in which there is a blank balloon above the heads of one or more of the characters. Respondents are asked to write inside the balloons what they believe the characters are saying. (Source: MASB)

Ban
A ban (also known as delisting) refers to a punitive action (i.e., removal from the search engine index) imposed on a website or web page by a search engine. (Source: MASB)

Bandwidth
In computer networks, bandwidth is often used as a synonym for data transfer rate – the amount of data that can be carried from one point to another in a given time period (usually a second). Usually expressed in bits (of data) per second (bps). A link with a high bandwidth is one that may be able to carry enough information to sustain the succession of images in a video presentation. In electronic communication, bandwidth is the width of the range (or band) of frequencies that an electronic signal
uses on a given transmission medium. Here bandwidth is expressed in terms of the difference between the highest-frequency signal component and the lowest-frequency signal component. Since the frequency of a signal is measured in hertz (the number of cycles of change per second), a given bandwidth is the difference in hertz between the highest frequency the signal uses and the lowest frequency it uses. (Source: SearchEnterpriseWAN.com)

2 : The transmission rate of a communications line or system, expressed as kilobits per second (kbps) or megabits per second (Mbps) for digital systems; the amount of data that can be transmitted over communications lines in a given time. (Source: IAB)

NOTE – Bandwidth impacts Latency and therefore Dwell Time measurement. Restricting or price tiering of bandwidth size impacts measurement too.

NOTE – It should be remembered that a real communications path usually consists of a succession of links, each with its own bandwidth. If one of these is much slower than the rest, it is said to be a bandwidth bottleneck.

NOTE – Key constraint determining the amount and type of addressable, interactive applications, which can be run at any one time. (Source: Visible World)

NOTE – In the digital cable environment there are multiple data paths, each with distinct characteristics. Most obvious is the downstream video path, carrying large volumes of MPEG-2 video data from cable head ends to STBs. Non-video data (e.g., EBIF applications) may be embedded within the MPEG-2 data stream at any point in the delivery of video from programmer to headend, and retrieved on the STB. This path provides the most downstream bandwidth, but requires the STB to tune to a specific channel to access it. A second downstream data path is the Out-of-band network, which provides less downstream IP network bandwidth than the video path, but does not require channel tuning, and is thus always available. The out-of-band network also provides a small amount of upstream IP bandwidth (see Back Channel, Return Path). (Source: FourthWall Media)

**Bandwidth Allocation**

*See Also: Bandwidth Cap, Spectrum*

How frequencies are allocated by bands or within a spectrum and assigned to different applications, content providers, data and information flows.

**Bandwidth Caps aka Bit Cap**

Limits the transfer of a specified amount of data over a period of time. A cap is sometimes applied by a content delivery channel such as an internet service provider to moderate the content flow so it does not become over-loaded by a few heavier users.


**Bandwidth Contention**

A bottleneck that occurs when two or more files are simultaneously transmitted over a single data line. Unless the system is able to prioritize among the files, the effect is to slow delivery of each. (Source: IAB)
Bandwidth Data Transmission
See Also: Data Transmission, Digital Communications, Digital Transmission
The physical transfer of data (a digital bit stream or a digitized analog signal over a point-to-point or point-to-multipoint communication channel. (Source: Wikipedia)

Bandwidth Optimization
See Also: QAM, Switched Digital Video
Managing the trade-off between the cost and the efficiency of delivering video.

NOTE – Bandwidth is one of the primary cost concerns cable and telecommunications operators deal with when considering new consumer or advertising applications. Bandwidth optimization solutions have been developed to accommodate the growth in consumer applications including HD video and higher broadband speeds and advertiser applications such as household addressable TV advertising. (Source: Visible World)

Bangtail
A detachable, perforated advertisement or order form on a reply envelope. These are commonly included with mailed credit card statements and telephone bills. (Source: MASB)

Banner
A type of advertising format for the internet (which is now being called display advertising) and addressable television offering the viewer an opportunity to clickthrough the banner to receive more information from the advertiser.

2 : Advertisements that link to an advertiser’s site. (Source: Nielsen)

3: A type of EBIF interactive television application available from FourthWall Media’s AdWidgets System. (Source: FourthWall Media)

4 : A graphic advertising image displayed on a Web page. (Source: IAB)

Banner Ads
A form of display advertising that has long been considered one of the most popular forms of digital advertising. (Source: Next.Srds.com)

2 : An ad that appears on a web page which is typically hyperlinked to an advertiser’s website. Banners can be images (GIF, JPEG, PNG), JavaScript programs or multimedia objects (Flash, Java, Shockwave etc.). (Source: OpenX)

3 : Also known as “display ads”, banner advertisements are a form of graphical ads embedded into a webpage, typically including a combination of static/animated images, text and/or video designed to convey a marketing message and/or cause the user to take an action. Banner dimensions are typically defined by width and height, represented in pixels. (Source: IAB)

4 : A static or rich media advertisement placed on websites, typically rectangular and containing a link to the advertiser's website. Also referred to as "Online Banner Ad." (Source: ProjectOAR)

Banner Blindness
A term referring to the tendency of internet users to ignore banner ads. (Source: MASB)
Bar Codes
See Also: QR Codes, Google Goggles
The printed code used for recognition by a bar code scanner (bar code reader). The "bar" in bar code comes from the ubiquitous, one-dimensional (1D) UPC bar code found on countless product packages. Several two-dimensional (2D) bar codes are also in wide use, but they are not really as bar-like as the UPC. The 2D codes are scanned horizontally and vertically and hold considerably more data. (Source: PCMag)

Barker
A promotional loop video played within a window in the On-Demand User Interface.

Barriers to Competition
Encompass the economic, legal, technical, psychological, or other factors that reduce competitive rivalry below the level that would otherwise occur naturally. Barriers include branding, advertising, patents, entry restrictions, tariffs, and quotas. Product differentiation is also a barrier to competition. (Source: MASB)

Barriers to Entry
The economic, legal, psychological, technical, and other forces that limit access to markets, and hence reduce the threat of new competition. (Source: MASB)

Barter
The exchange of goods and services without the use of cash. The value of the barter is the dollar value of the goods and services being exchanged for advertising. This is a recognized form of revenue under GAAP (Generally Accepted Accounting Principles). (Source: IAB)

2 : The exchange of quantities of commercial time for merchandise or services. (Source: TVB)

3 : Usually, the action or system of exchanging goods or services without using money. It is a peer-to-peer exchange mechanism in which two parties agree that goods or services to be exchanged are well-matched. For example, A has two pigs and needs a cow. B has a cow and needs two pigs. (Source: ShellyPalmer.com Blockchain Glossary)

Barter Syndication
A program distribution method in which the syndicator retains and sells a portion of the show’s advertising time. In “cash plus barter,” the syndicator also receives some money from the station on which the program airs. (Source: TVB)

Baseband Video
See Also: Broadband Video, Multiplexing, Modulation
Refers to analog or digital data before being intermixed with other data. (Source: PCMag)

Baseline Metrics
Time-lagged calculations (usually averages of one sort or another) which provide a basis for making comparisons of past performance to current performance. Baselines can also be forward-looking, such establishing a goal and seeking to determine whether the trends show the likelihood of meeting that goal. They become an essential piece of a key performance indicator (KPI). (Source: MASB)
Baseline Variability
A test that determines the ability to accommodate any adjustments to population weights or controls in the match process. (Source: GABBCON, Global Audience Based Business Conference)

BSS abbr Base Station Subsystem
See Also: Network Switching Substation
A fixed station in a cellular wireless network, used for communicating with mobile terminals (phones). It is what links mobile phones to a wireless carrier's network. A base station provides local coverage (an area where mobile phones will work) for a wireless network. The area of coverage may be many miles or just a few city blocks. The coverage can be in all directions, or the antennas may be aimed only in one direction. (Source: www.phonescoop.com)

2 : In the computer world, refers to the wireless access point for computers with wireless cards. It is a router that communicates with devices based on the Wi-Fi standard. (Source: www.Techterms.com)

Basic Cable
Channels received by cable subscribers at no extra charge, usually supported by advertising and small per subscriber fees paid by cable operators. (Source: TVB)

Basing Point
Also known as Basing Point Pricing. (Source: MASB)

Basing-Point Pricing
Basing-point pricing is a variation of delivered pricing.

The delivered price is the product's list price plus transportation from a basing point to the buyer. The basing point is a city where the product is produced; however, in basing-point pricing, the product may be shipped from a city other than the basing point. (Source: MASB)

Basket
See Also: Cart, Shopping Cart

Beacon
See: Web Beacon, Tag, Page Tag, Web Bug
Used in combination with cookies, it is an often-transparent graphic image, usually no larger than 1 pixel x 1 pixel that is placed on a Web site or in an e-mail that is used to monitor the behavior of the user visiting the Web site or sending the e-mail. (Source: Webopedia)

2 : An element on a publisher’s website that is invisible to users while it gathers information. Also known as “tracking pixels.” (Source: OpenX)

3 : Device that emits signals up to a distance of 50 m, employing Bluetooth technology. (Source: Zorraquino)

NOTE – Using such signals, a beacon can locate receivers, such as for example, a Smartphone with an application installed to track such transmissions. This technology as yet has a low adoption level, but its possibilities are enormous: from contactless mobile payments without having to pass through checkout, to the receipt of custom location-based offers and advertising. (Source: Zorraquino)
Beatbox
A form of vocal percussion primarily involving the art of mimicking drum machines using one's mouth, lips, tongue, and voice. It may also involve vocal imitation of turntablism, and other musical instruments. Beatboxing today is connected with hip-hop culture, often referred to as "the fifth element" of hip-hop, although it is not limited to hip-hop music. The term "beatboxing" is sometimes used to refer to vocal percussion in general. (Source: Wikipedia)

Behavior
Action taken after or during exposure to an advertisement (see "Advertising Exposure"). Common types can include engaging with the ad, visiting an advertiser's website, posting about it on social media, conducting an online search of the brand, doing research on the brand, or purchasing the advertised product or service. Specific types of this during an exposure that are often measured include moving one's eyes to a point on the screen or page, scrolling to a certain point, clicking away from the ad or pausing or muting a video ad. (Source: ProjectOAR)

Behavioral Coding
A structured human observation measurement technique (see "Structured Observation") used in media and market research that independently categorizes individual participant's actions (for example, the coding of product interactions and behaviors while consuming media). This technique may be used in controlled settings (such as a laboratory environment) or naturalistic settings (such as in the home or in a store) to understand consumer behaviors. (Source: ProjectOAR)

Behavioral Data
Information on the kinds of sites a user visits, the search terms they use, etc. Using behavioral data, someone who looks at a lot of technology products can be served an ad for a computer when they are on a sports site. (Source: Mediamath)

Behavioral Targeting
See also: Segment
A technique used by online publishers and advertisers to increase the effectiveness of their campaigns. Behavioral targeting uses information collected on an individual's web browsing behavior such as the pages they have visited or the searches they have made to select which advertisements to be displayed to that individual. Practitioners believe this helps them deliver their online advertisements to the users who are most likely to be influenced by them. (Source: IAB)

2 : Attempts to deliver more relevant ads based on a user’s past browsing and app usage. Platforms typically do this by analyzing and group visitors into audience segments. (Source: Hubspot)

3 : Using previous online user activity to generate a segment, which is used to match advertising creative to users (sometimes also called Behavioral Profiling, Interest-based Advertising, or online behavioral advertising). (Source: Mediamath)

4 : Refers to the use of previous online user activity (such as content viewed, searches, or pages viewed) to generate a segment that is then used to match advertising creative to users. (Source: Cynopsis)

5 : A technique used by advertisers and publishers to utilize a web user's previous web browsing behavior to customize the types of ads they receive. Behavioral targeting can generally be categorized as onsite behavioral targeting or network behavioral targeting, depending on whether the tracking is deployed on a single website or domain, or across a network of websites. (Source: Tubemogul)
6: The process of designating online recipients of advertising based on their online activities, such as web search history, the web pages they visited, or online buying. Behavioral targeting is also used at point-of-sale to trigger competitive offers and/or reward current buyers with future rewards, such as coupons. Also referred to as "Behavioral Advertising." (Source: ProjectOAR)

**Behavior Analytics**

*See Also: User Behavior Analytics, Business Analytics*

A subset of business analytics that focuses on how and why users of eCommerce platforms, online games, & web applications behave. It allows one to take seemingly unrelated data points in order to extrapolate, predict and determine errors and future trends, taking a more holistic and human view of data, connecting individual data points to tell us not only what is happening, but also how and why it is happening. (Source: Wikipedia)

**Behaviorism**

The psychological movement that regards human behavior as something that can be manipulated. (Source: Opentext.bc.ca)

**Belief**

A cognition or cognitive organization about some aspect of the individual’s world. Unlike an attitude, a belief is always emotionally or motivationally neutral. (Source: MASB)

**BTF abbr Below The Fold**

*See Also: Above the Fold*

The portions of a webpage, and specifically the ads, that are not visible to the visitor without scrolling. Traditionally, BTF was considered less premium and will typically have lower rates than "above the fold" inventory. (Source: Next.Srds.com)

**BTL abbr Below the Line**

*See Also: Above the Line*

Advertising that is direct to a specific consumer, more one to one, and involves the distribution of pamphlets, handbills, stickers, promotions, brochures placed at point of sale, on the roads through banners and placards. It could also involve product demos and samplings at busy places like malls and market places or residential complexes. (Source: TheAdvertisingClub)

**Below-the-Line Cost**

Refers to any cost in the advertising production process that is not specifically itemized in the production budget. (Source: MASB)

**Below-the-Line Marketing**

A term that has historically been used in reference to marketing activities that are relatively targeted and focused to specific groups of people that closely ties to sales and trade plans. Examples include point-of-purchase display materials, product sampling, or a direct telemarketing campaign targeting specific businesses. While this type of activity may over time reinforce or grow the strength of the related brand, the near-term goal of this type of marketing tends to be skewed toward immediate purchase and trial. In practice, given the evolution of the media landscape and the emergence of technology-driven marketing activities, the historical distinction between Above-the-Line and Below-the-Line Marketing has become blurred to a point that practitioners may avoid these terms entirely, largely to avoid confusion, in favor of other more relevant terminology. (Source: MASB)
**Benchmark**
In media and marketing research, a point of reference used as a basis for comparison for new measurements, using the same methodologies. Usually based on a historical average but can also be a current value or threshold value associated with previous success often referred to as Norms. (Source: ProjectOAR)

**Benchmarking**
The comparison of results to a norm or average, often within a specific advertiser category or type of media. (Source: TVSquared)

**Benchmark Ratings**
*See Also: Rating*
A rating that serves as a measurement point to which other ratings are compared.

NOTE – While needed in the short term to help best aggregate different data streams, who is to set the standard?

**Benefit Approach**
A sales approach in which the salesperson states a benefit of the product or service that will satisfy a prospect's need. (Source: MASB)

**Benefit Chain**
Also known as Laddering. (Source: MASB)

**Benefit Segmentation**
The process of grouping consumers into market segments on the basis of the desirable consequences sought from the product. For example, the toothpaste market may include one segment seeking cosmetic benefits such as white teeth and another seeking health benefits such as decay prevention. (Source: MASB)

**Ben Franklin Method**
Also known as the Balance Sheet Method. (Source: MASB)

**Best by Date**
Also known as Open Dating. (Source: MASB)

**Best Sellers**
Also Known as Key Items. (Source: MASB)

**Best-Seller List**
Also known as Never-Out List. (Source: MASB)

**Beta**
A test version of a product, such as a Web site or software, prior to final release. (Source: IAB)

**Beta Software**
Version of an application that is under development has not yet reached a level of completion sufficient for its sale. Its developers provide a preliminary copy of the program so that users can help them check it works correctly and locate any bugs, contributing to the final version. (Source: Zorraquino)
Better Practice (CIR)
A documented method of operating that yields a higher level of performance than other operating behaviors. (Source: MASB)

Between-the-Page
Also known as “interstitial” ads, between-the-page ad units display as a user navigates from one webpage to the next webpage. The ad appears after the user leaves the initial page, but before the target page displays on the user’s screen. Typically, the ad is self-contained within its own browser window, but may also appear briefly as an overlay on the target page rather than in its own browser window. (Source: IAB)

Bias
In research, the amount by which the true value of a metric differs from the value that would be obtained if a given research design were executed repeatedly, as opposed to a difference due to sampling variability. This occurs, for example, when those being measured do not accurately represent the target population. Also occurs when there is a predisposition or prejudice in favor of or against a thing, idea, concept, person or group in comparison with another, in a way that produces either an unfavorable or distorted perspective or interpretation. (See "Bias, Cognitive"; "Bias, Selection"; "Bias, Response"). (Source: ProjectOAR)

Bias, Acquiescence
A type of cognitive bias whereby research participants tend to agree with or respond positively to questions/stimuli that are presented to them in an effort to please the researcher or ease the burden of the survey. Also referred to as "Yea Saying." (Source: ProjectOAR)

Bias, Anchoring
The inclination of a research participant to focus on, or rely too heavily on, an initial piece of information (called the "anchor") when answering researchers' subsequent questions. For example, if a participant is told that the average product receives 4.0 out of 5.0 stars in customer reviews, he or she may be more likely to assign favorable product ratings. Also referred to as "Focalism." (Source: ProjectOAR)

Bias, Authority
A type of cognitive bias (see "Bias, Cognitive") where the individual attributes greater knowledge and accuracy of opinion to persons of authority, and so is more likely to be influenced by their opinions. See also "Celebrity Endorsement." (Source: ProjectOAR)

Bias, Cognitive
A systematic pattern of deviation from norm or rationality in judgment. It takes the form of unconscious and automatic influences on judgment and decision making that reliably produce reasoning errors. Cognitive biases enable faster decisions, often relying on heuristics. (See also "Heuristics"). (Source: ProjectOAR)

Bias, Confirmation
A type of cognitive bias (see "Bias, Cognitive") where people interpret new information in a way that supports or confirms their prior beliefs. For example, people who believe a brand is low-quality may tend to view a sale on the brand as confirmation of that low-quality. (Source: ProjectOAR)
Bias, Context Effect
A type of cognitive bias (see "Bias, Cognitive") where environmental factors (for example, lighting or comfort) or experimental conditions (for example, surrounding questions on a survey) influence an individual's perception and memory of a stimulus and can impact decision making. (Source: ProjectOAR)

Bias, Contrast Effect
A type of cognitive bias (see "Bias, Cognitive") in which people's decisions or judgements are affected by comparison to other stimuli. For example, a promotional offer of $100 off may be judged as less compelling after someone has seen a promotional offer of $1,000 off. (Source: ProjectOAR)

Bias, In-Group
A type of cognitive bias (see "Bias, Cognitive") where individuals within a defined group give preferential treatment to or hold more positive views of other individuals within the group (versus members outside of the group). (Source: ProjectOAR)

Bias, Interviewer
A type of bias (see "Bias") in media and market research that occurs when an interviewer (see "Interviewer") consciously or non-consciously influences responses from participants during an interview, resulting in inaccurate responses. Interviewers can bias responses through either their behavior (the way they probe, their body language, tone of voice, verbal or non-verbal cues) which could affect participants' responses, or through their observations of participants (based on accent, tone of voice, use of language, ethnicity, clothing) which could cause distortions in the magnitude or direction of a participant's responses. (Source: ProjectOAR)

Bias, List Order
Also known as Bias Order. (Source: ProjectOAR)

Bias, Measurement Instrument
A type of systematic error (see "Systematic Error") or bias (see "Bias, Systematic") caused by an error from the measurement instrument used in a media and market research study (for example, the design of a questionnaire). (Source: ProjectOAR)

Bias, Nonresponse
A type of systematic error (see "Systematic Error") or bias (see "Bias, Systematic") in research that arises when respondents who are selected to participate in a study fail to respond or do not answer all of the questions in a survey. For example, if people who earn higher household incomes are less likely to answer questions about how much they earn, then the results present a skewed picture of the overall sample's income due to non-response bias. (Source: ProjectOAR)

Bias, Observation
A type of cognitive bias (see "Bias, Cognitive") where a researcher's interpretation of a participant's behavior or responses is influenced by prior knowledge on the topic, subjective feelings about the group or individual being studied, and/or expectations about the results. Also referred to as "Observer Effect." (Source: ProjectOAR)

Bias, Order
A type of bias that occurs when participants are influenced by or favor an item due to its position in a sequence or list. Also refers to questions in a survey or research protocol that can influence how participants respond to questions that come after it. Order bias can be mitigated by rotating or
randomizing answer choices. Also referred to as "Bias, List Order," "Bias, Position" and "Bias, Sequence." (Source: ProjectOAR)

**Bias, Position**
Also known as Bias Order. (Source: ProjectOAR)

**Bias, Response**
A type of bias (see "Bias") in media and market research that occurs when an interviewer (see "Interviewer") consciously or non-consciously influences responses from participants during an interview, resulting in inaccurate responses. Interviewers can bias responses through either their behavior (the way they probe, their body language, tone of voice, verbal or non-verbal cues) which could affect participants' responses, or through their observations of participants (based on accent, tone of voice, use of language, ethnicity, clothing) which could cause distortions in the magnitude or direction of a participant's responses. (Source: ProjectOAR)

**Bias, Sample Selection**
Design of a research sample which results in unintentional over-representation or under-representation of certain groups in the population, in contrast to sampling error, which is purely a function of sample size (see "Sampling Error."). (Source: ProjectOAR)

**Bias, Sampling**
In media and market research, a type of selection bias (see "Bias, Selection") that introduces a systematic error (see "Systematic Error") due to the inclusion of non-randomly selected individuals in a study population. (Source: ProjectOAR)

**Bias, Selection**
In media and market research, the condition in which the way that individuals were chosen for a research study makes it impossible for them to be completely representative of the population of interest. (See "Selection Effect" and "Bias, Sampling.") (Source: ProjectOAR)

**Bias, Sequence**
Also known as Bias Order. (Source: ProjectOAR)

**Bias, Social Desirability**
In research, a type of distortion wherein research participants provide answers to questions based on what they believe might be viewed favorably by the people administering the research and/or others. While these answers might be socially desirable, they may not reflect the participant's true beliefs. This type of bias is more likely to occur in research that is conducted by interviewers. (Source: ProjectOAR)

**Bias, Survey**
In media and market research, a bias in survey methodology as a result of one or more of the following: biased sampling (see "Bias, Sampling"), a biased survey instrument (see "Bias, Measurement Instrument") or other flaw in the survey design and/or execution that creates systematic error (see "Systematic Error") in the survey results and/or interpretation. (Source: ProjectOAR)

**Bias, Systematic**
See "Bias." This term is often used interchangeably with the term "Systematic Error." See "Systematic Error." (Source: ProjectOAR)
Bid
The price an advertiser selects for an ad campaign. Advertisers can bid on either a CPM or CPC basis. (Source: Kochava)

Bid Boosting
A form of automated bid management that allows you to increase your bids when ads are served to someone whose age or gender matches your target market. Microsoft adCenter (Bing) was the first search engine to offer this tool. (Source: MASB)

Biddable Media
Online ad properties that are sold via a bidding process. (Source: Mediamath)

Bidding
See Also: Real Time Bidding
In programmatic buying it is the act of placing an order to buy advertising inventory through an auction for program or video content, usually, but not always, in real time.

Bidding Container
See Also: Container, Head Bidding Wrappers
A software application that enables the storage and application of a group of prospective advertising buyer codes to be used in programmatic auction bidding on advertising inventory.

Bid Management
Process by which bids for online media (ad impressions) are managed with regards to exchanges, targeting, volume, pricing, etc. (Source: Mediamath)

2 : The component of the buying algorithm that faces the auction and places bids on impressions. (Source: Mediacrossing)

Bid Management Software
Bid management software manages PPC campaigns automatically, called either rules-based (with triggering rules or conditions set by the advertiser) or intelligent software (enacting real-time adjustments based on tracked conversions and competitor actions). Both types of automatic bid management programs monitor and change bid prices, pause campaigns, manage budget maximums, adjust multiple keyword bids based on CTR, position ranking and more. (Source: MASB)

Bid Request
When an ad exchange receives an ad request, its communication to selected real-time bidders, which contains details about the impression and solicits bids for it. (Source: OpenX)

Bid Response
After evaluating a bid request, a real-time bidder’s communication to an ad exchange, indicating if they're interested in the impression, and if so, how much they're willing to pay for it. (Source: OpenX)

Big and Tall Store
Also known as Fringe Sizes. (Source: MASB)

BD abbr Big Data
Data sets so large-in volume, velocity and variety-that they are impossible to manage with conventional database tools. (Source: CIO Magazine)
2: A large volume of records far exceeding the output from a self-reported survey, typically referring to data sets representing hundreds of thousands, millions or even billions of data points. In media and market research, Big Data can refer to data on retail transactions, email communications, mobile locations, social media posts, visits to websites or second-by-second television tuning records. It is often characterized by these features: volume, velocity, variety and veracity. (Source: ProjectOAR)

3: Large amount of data and information, structured or unstructured, stored to be processed, analyzed and used for the benefit of companies and organizations. It’s well known the great value of these data, since through them it is possible, for example, to obtain recurrent patterns or to verify types of consumption and behaviors. (Source: Zorraquino)

**Big Data Automation**
Facilitating the use of multiple big data sets via automated analytics and algorithms.

**Big Idea**
A term used in advertising and marketing to describe a major creative concept (see "Creative Idea") underlying an advertising campaign. The Big Idea often utilizes strong, and typically novel messages that push brand boundaries, in an attempt to engage consumers. (Source: ProjectOAR)

**Big-Six**
The name given to the big six film studios in Hollywood who dominate the film industry. Disney, Fox, Paramount, Warner Bros, Sony and Universal make up the list. With Disney's acquisition of Fox, it becomes the Big 5. (Source: corbytechmedia.weebly.com)

**Billable Impression**
An ad impression for which a content provider, network, publisher, agency or ad network charges the advertiser who owns the ad.

**Billboards**
In Set-Top Box parlance it is an interactive overlay that enables viewers to clickthrough and receive more information about a product or advertiser.

2: An IAB Universal Brand Package ad unit template designed with options for rich interactivity to display prominently in-line with Publishers’ webpage content. A distinct feature of the Billboard is a close button that a user may click to collapse the ad completely if the user doesn’t want to see the ad. (Source: IAB)

3: A brief announcement, usually 3, 5 or 10 seconds in length, and usually earned by advertisers paying extra for the program being ordered. Billboards are afforded, in most instances, at the top and bottom (beginning and end) of the show. The product and/or sponsor's name is mentioned in a statement such as "...the following portion of (program) is being brought to you by (sponsor)..." Also, called OPEN when used at the top of a show, and CLOSE when used at the bottom of a show. (Source: TVB)

4: Also known as Billboard Advertising it is printed or digital ads displayed on large signs along roads, on the sides of buildings, or in other public places. (Source: ProjectOAR)

**Billed Cost**
The price appearing on a vendor's bill before deducting cash discounts, but after deducting any trade discounts and quantity discounts from the list price. (Source: MASB)
Billing Address
the address connected to a specific credit or debit card. Most often the billing address is the address of a cardholder's residence, but it can also be any address specified by a cardholder when they receive a card at the bank. Billing address is used for additional verification, which ultimately helps to reduce the risk of fraud. (Source: elogic.co)

NOTE – When entering a billing address, it is very important to remember that it is best to indicate the address to which the payment card is issued. That is, to the address specified in the agreement with the bank, because otherwise, when checking the details, the seller’s processing center may block or reject the payment. (Source: elogic.co)

Binary Opposite
Visual or conceptual opposites found in a narrative that contrast each other (e.g. white/black, young/old, positive/negative) provides conflict and adds drama to a story. (Source: corbytechmedia.weebly.com)

Binge Viewing
See Also: Binge Watching, Marathon Viewing
The activity of viewing multiple episodes of a television series in one overall viewing session usually via streaming, VOD or a DVR.

Binge Watching
See Also: Binge Viewing, Marathon Viewing
Another term for Binge Viewing

Binocular Omni
Orientation Monitor (BOOM): A 3-D display device suspended from a weighted boom that can swivel freely so the viewer can use the device by bringing the device up to the eyes and viewing the 3-D environment while holding it. The boom’s position and orientation communicates the user’s point of view to the computer. (Source: freeflyvr)

Bio
A social media bio is a short description in one’s profile that tells people who you are. It’s also a great place to share links to one’s website or other accounts. On Facebook, Instagram, and Twitter, it’s simply called a bio, while on LinkedIn it’s called a summary. Airbnb’s Instagram bio offers an example of how to describe your brand while plugging key hashtags and landing pages. (Source: Falcon.io)

2 : Short for biography, is the section of any digital profile that tells new or prospective followers who you are. All social platforms offer space to write a bio. It’s the first thing users see when they discover your profile, and a good one can greatly improve how often you show up in keyword searches. (Source: Blog.Hootsuite.com)

Biometrics
The measuring and analysis of unique physical attributes as facial features, fingerprints and voice or retinal scans. This technology can be used to define an individual's unique identity, often for security purposes but now also for neuroscientific research.

2 : The study of biologically measurable responses and/or traits of humans. Biometric measures are commonly employed in media and market research to indicate global state changes in arousal, which help to infer the depth of an individual's emotional response to a marketing stimuli. Types of biometric
response measured include changes in skin conductance, heart rate, and less frequently pupil dilation, respiration, motion and voice analysis (see "Voice Analysis"). (Source: ProjectOAR)

**Biometric Sensor**
Also known as Biometric Sensor, it is a specialized hardware used to detect or measure data from a unique biological signal such as heart rate (see "Heart Rate"), PPG (see "PPG/Photoplethysmography") or skin conductance (see "Galvanic Skin Response (GSR)") representative of an individual's physiological state. Often used in consumer neuroscience research (see "Consumer Neuroscience") to measure nonconscious responses to creative stimuli. Also referred to as "Biosensor." (Source: ProjectOAR)

**Bionic Human**
Another term for Cyborg.

**Bio Revolution**
The confluence of biological sciences breakthroughs with more sophisticated and faster technology whether in computing, data analytics, and artificial intelligence, all of which is powering research and creating faster scientific solutions.

**Biotechnology**
When not merely augmenting bodies through technologies, but instead modifying and mediating them at the design stage—as the word suggests an amalgam of biology and technology. (Source: Opentext.bc.ca)

**Bit**
The most basic unit of information in computing and digital communications. The name is a contraction of binary digit. The bit represents a logical state with one of two possible values. These values are most commonly represented as either "1" or "0", but other representations such as true/false, yes/no, +/-, or on/off are commonly used. (Source: Wikipedia)

**Bit Cap**
*See: Bandwidth Cap*
An inter-changeable term with Bandwidth Cap.

**BTC abbr Bitcoin**
*See Also: Crypto Currency*
A type of digital currency, not backed by any country's central bank, that employs encryption techniques that are used to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank.

2: A cryptocurrency invented in 2008 by an unknown person or group of people using the name Satoshi Nakamoto. The currency began use in 2009 when its implementation was released as open-source software. (Source: ShellyPalmer.com Blockchain Glossary)

**Bitmap**
*See Also: BMP File Format, Bitmap Image File, Device Independent Bitmap*

**Bitmap Image File**
*See Also: BMP File Format, Device Independent Bitmap, Bitmap*
Bitmoji
See Also: Avatar
A customized avatar that can be added to Gmail, Messenger, Slack, and social media networks. The bitmoji app allows you to create this cartoon representation of yourself, then create different versions of the avatar in different situations. In addition to using your bitmoji as a profile picture, you can use it to create custom messages to share in messaging and social apps. Bitmoji is owned by Snap, the parent company of Snapchat, and is well integrated with the Snapchat app. (Source: Blog.Hootsuite.com)

Bitrate
The rate at which bits of information or data is transferred from one location to another expressed as the amount of data transferred in bits per second, kilobits per second or megabits per second.

2 : A measure of bandwidth which indicates how fast data is traveling from one place to another on a computer network. Bit rate is usually expressed in kilobits per second (kbps) or megabits per second (Mbps). (Source: IAB)

3 : The rate of bits processed per unit of time, commonly measured in bits per second (bps), kilobits per second (Kbps), or megabits per second (Mbps). The bitrate is one of the biggest factors in audio or video quality. (Source: IAB)

Bit Rate Reduction
See Also: Digital Compression, Compression, Source Coding, Data Compression
Also known as Data Compression

BPS abbr Bits Per Second
See Also: Bitrate, Kilobits Per Second, Megabits Per Second
A common measure of data speed. The rate at which data or other content is transferred by a modem (for example) or other transmission carriers.

Bitstream
See Also: Pulse Code Modulation
A stream of data in binary form. (Source: Oxford Dictionary)


Bitstream Format
A bitstream format is the format of the data found in a stream of bits used in a digital communication or data storage application. The term typically refers to the data format of the output of an encoder, or the data format of the input to a decoder when using data compression. (Source: Wikipedia)

BitTorrent
A peer-to-peer content distribution computer program protocol that enables efficient software distribution and used for uploading and downloading large files such as entire movies and TV shows, by enabling users to serve as network redistribution points.

Black Box
See also Arbitrage, Transparency, Glass Box, White Box
A device, process, or system, whose inputs and outputs (and the relationships between them) are known, but whose internal structure or working is (1) not well, or at all, understood, (2) not necessary
to be understood for the job or purpose at hand, or (3) not supposed to be known because of its confidential nature. (Source: Businessdictionary)

2 : A usually complicated electronic device whose internal mechanism is usually hidden from or mysterious to the user; broadly, anything that has mysterious or unknown internal functions or mechanisms. (Source: Wikipedia)

**Black Box Algorithm**

Technical jargon for when a system is viewed primarily in terms of input and output characteristics. A black box algorithm is one in which the user cannot see its inner workings. For example, all search engine algorithms are black box (i.e., hidden). (Source: MASB)

**Black Friday**

In marketing, Black Friday refers to the day after Thanksgiving in the United States, which is marked by promotional sales and huge crowds in retail stores, and is often considered the beginning of the holiday shopping season. (Source: MASB)

NOTE – The earliest evidence of the phrase Black Friday applied to the day after Thanksgiving in a shopping context suggests that the term originated in Philadelphia, where it was used as early as 1961 to describe the heavy and disruptive pedestrian and vehicle traffic that occurred on that day. Today, a popular explanation is that this day represents the point in the year when retailers begin to turn a profit, thus going from being “in the red” to being “in the black.” A subject of controversy, many large retailers have started opening their doors on Thanksgiving evening; this practice may be called Gray Thursday, Black Thursday, or Brown Thursday. In 2015, sporting goods retailer REI bucked this trend by closing on Black Friday and encouraging employees and customers to spend time outside instead of shopping. (Source: MASB)

**Black Hat**

Link building strategy to improve web positioning, that employs techniques that breach search engine rules. Involving punishable approaches such as cloaking, link farms, hidden text or Keyword stuffing which are only effective in the short term, but in the long term negatively affect the image of the company employing them. (Source: Zorraquino)

**Black Hat Hacker**

*See Also: White Hat Hacker, Cracker, Dark Side Hacker*

An individual with extensive computer knowledge whose purpose is to break into, breach or bypass a computer system of internet security with malicious intent by either destroying files, stealing data or some future purpose. Also known as crackers or dark-side hackers.

**Blacklist**

A list of website URLs a brand wishes to avoid placing ads on due to inappropriate content concerns. (Source: Mediamath)

2 : Databases employed by antispam security devices for filtering incoming messages; they include all email addresses, IPs or domains that email is rejected from because they are not considered to be legitimate or trustworthy. Email suppliers perform this classification in collaboration with users, who can block incoming messages and censure issuer accounts that have evaded filters or not been approved. Repeated spam complaints from users can lead to a legitimate email address being added to a blacklist. (Source: Zorraquino)
Blacklisting  
See Also: White listing, Spam Filter  
In media, a list or register of emails, links or sites that are denied access to a specific account or activity because of any reason but usually because of previous suspicious, fraudulent or criminal behavior.

Black Market  
Refers to the availability of merchandise that is difficult or impossible to purchase under normal market circumstances, often at higher than ordinary prices. These transactions are often illegal. (Source: MASB)

Black Thursday  
See Also: Black Friday

Bleed Ad  
Ads in printed media that extend beyond the normal margin of a page to the edge of the page, usually sold for a premium price. (Source: ProjectOAR)

2 : A term used for print advertising that extends all the way to the edge of the page with no margin. Many magazines charge a premium for the bleed, usually 15%. (Source: AAI.ie)

Blended Learning  
Blended learning approach combines face to face classroom methods with computer-mediated activities to form an integrated instructional approach. (Source: Mediamath)

Blind Match  
See Also: Anonymization  
A form of viewer / consumer de-identification which prevents identifying data with specific homes or viewers.

2 : “Blind Matching also refers to the use of a 3rd party matching data while preserving anonymity by using a hash ID or an encrypted key.” (Source: TIVO).

Blind Test  
A technique used in media and market research to test one or more products in which brand names, logos or any other identifying information is removed or masked. The purpose of this technique is to reduce or eliminate the amount of bias or influence that a study participants’ expectations or preferences may have on the results. Also referred to as “Blinded Experiment.” (Source: ProjectOAR)

Blind Traffic  
Traffic generated by blind links or exit consoles. (Source: OpenX)

Blink Rate Analysis  
The number of automatic or voluntary closures of the eyelid in response to a research stimulus. Blink rates vary by the type of activity/task and degree of cognitive effort required (see "Cognitive Effort") but are also highly influenced by other factors. This is considered a non-specific measure of cognitive activity. (Source: ProjectOAR)
**Block**
The act of restricting access to one’s social media.

NOTE – When you block someone on social media, you prevent them from seeing your posts on that social network. Blocked users will also be unable to follow you, message you, or tag you in photos. Blocked Twitter users won’t be able to add you to lists. Blocked users can still @ mention you in a post, but this won’t count toward your engagement metrics. However, keep in mind that it’s pretty easy even for blocked users to see content you’ve posted publicly. Use the privacy setting on each social network for better control over who sees each of your posts. (Source: Blog.Hootsuite.com)

**Blockchain**
A critical part of the bitcoin peer-to-peer payment system. The public ledger of all Bitcoin transactions that have ever been executed.

2 : A system in which a record of transactions made in bitcoin or another cryptocurrency are maintained across several computers that are linked in a peer-to-peer network. (Source: Oxford Dictionary)

3 : A decentralized ledger invented in 1991 by Haber and Stornetta. Every node in the ledger has a copy. The ledger can be added to through consensus protocol, but the ledger’s history is immutable. The ledger is also visible to anyone. (Source: ShellyPalmer.com Blockchain Glossary)

NOTE – The bitcoin system works using a blockchain ledger to record transactions. It is constantly growing as ‘completed’ blocks are added to it with a new set of recordings in a linear, chronological order.

**Blockers**
In media, similar term to Ad Blocker

**Block Plan**
A store layout plan that delineates the actual sizes, shapes, and locations of all store components. (Source: MASB)

**Blog**
Generic name for any Website featuring regular posts arranged chronologically, typically inviting public comments from readers. Blog postings are generally short and informal, and blog software is generally free and very easy for individual users, making it a popular tool for online diaries as well as more professional publications. (Source: IAB)

**Blogger**
A person who writes content for and publishes a blog.

2 : As a site, Blogger is a free blogging platform owned by Google. Blogs using this platform are usually hosted on a blogspot.com subdomain, but the platform can also be used with a purchased domain name. Blogger supports single or multi-user blogs. (Source: Blog.Hootsuite.com)

NOTE – Many high-profile bloggers are categorized as influencers, since their content reaches a large number of people. (Source: Blog.Hootsuite.com)
**Blogger Outreach**  
*See Also: Digital Word of Mouth*  
The process of building relationships with bloggers who are thought to have influence or reach specific audiences by advertisers or marketers. Often involving incentivized requests for posts about a specific product, service or experience so as to provide authentication, brand recognition and / or call to action.

**Blog Spam**  
The indiscriminate and sometimes automated inclusion of incoming links to a web page included amongst comments to blogs, forums, guestbooks, etc. with the objective of attracting search engine web crawlers at any cost, even if this risks creating spam and being penalized search engines should they discover what is happening. (Source: Zorraquino)

NOTE – To avoid such abuse it is recommended that webmasters moderate incoming comments and employ techniques such as Link Sculpting or manual authorization systems to ensure only authorized content is published. (Source: Zorraquino)

**Blueline**  
A print of an ad, brochure, or other advertising materials produced on photosensitive paper (hence the blue color). This process was once used to confirm the location of all artwork, headlines, graphics, and text components before printing. This term is largely obsolete, as blue-lines have largely been replaced by other processes such as printers, copiers, and use of electronic devices. (Source: MASB)

**Blue Monday**  
Another term for Cyber Monday.

**Blu Ray**  
A digital optical disk format designed to supersede the DVD that has the ability to store high-definition and ultra-high-definition video resolution and data.

**BMP File Format**  
Also known as bitmap image file, device independent bitmap (DIB) file format and bitmap, is a raster graphics image file format used to store bitmap digital images, independently of the display device (such as a graphics adapter), especially on Microsoft Windows and OS/2 operating systems. (Source: Wikipedia)

**Board-o-Matic**  
A preliminary or early representation of a video ad that is comprised of a sequence of still frames, often arranged with some motion or panning, to determine effectiveness (see "Advertising Effectiveness") before fully producing. Also referred to as "Still-o-matic" or "Photomatic." (Source: ProjectOAR)

**Body Copy**  
The words that comprise the main part of a printed ad, excluding headings, captions and footnotes. (Source: ProjectOAR)

**Bonding Curve**  
A smart contract that allows users to buy or sell a token using a fixed mathematical model. For example, consider a simple linear function in which the token = supply. In this case, the first token would cost 1 ETH and the second token 2 ETH, thereby rewarding early participants. It is possible to
have different bonding curves for buying and selling. A common functional form is a logistic curve.
(Source: ShellyPalmer.com Blockchain Glossary)

**Bonus**
An element in a salesperson’s compensation made at the discretion of management for achieving or surpassing some set level of performance. Bonuses are usually additional incentives to motivate salespeople to reach high levels of performance rather than a part of the basic compensation plan.
(Source: MASB)

**Bonus Impressions**
Additional ad impressions above the commitments outlined in the approved insertion order.
(Source: IAB)

**Bonus Pack**
A special container, package, carton, or other holder in which the consumer is given more of the product for the same or perhaps even lower price per ounce or unit than in the regular container.
(Source: MASB)

**Bonus Spot**
Additional TV or radio spot provided to an advertiser at no charge to raise the overall audience delivery of the schedule.
(Source: AAI.ie)

**Bookends**
Pair of related video or audio ads placed at both the beginning and the end of a commercial pod, in order to gain the viewer’s/listener’s attention and interest.
(Source: ProjectOAR)

**Bookmark**
*See Also: Direct Traffic*
Saves programming, ads or other content to a list for later recall and viewing.

**Boolean**
Often encountered when doing searches on the Web, it refers to a system of logical thought developed by the English mathematician and computer pioneer, George Boole (1815-64).

NOTE – In Boolean searching, an "and" operator between two words or other values (for example, "pear AND apple") means one is searching for documents containing both of the words or values, not just one of them. An "or" operator between two words or other values (for example, "pear OR apple") means one is searching for documents containing either of the words.
(Source: Whatis.techtarget.com)

**Boosted Post**
A form of social media advertising in which a brand pays to show a social post to people who do not already follow the brand’s social accounts.
(Source: Blog.Hootsuite.com)

2 : A Facebook post that you put money behind to increase its reach. Also known as promoted posts, boosted posts differ from Facebook ads in that they start out as organic posts and then get additional paid reach based on your spend. Also, you can launch them directly from your Facebook Page without using Ads Manager. Like Facebook ads, though, boosted posts allow you to target a specific audience and set an exact boost duration and budget.
(Source: Falcon.io)
Bored at Work Network
A term coined by Jonah Peretti that is considered a target group for Buzzfeed and other content providers who supply viral content for people who spend time on the internet during working hours because they are bored.

Bot
See Also: Chat Bot
Software that runs automatically without human intervention. Typically, a bot is endowed with the capability to react to different situations it may encounter. Two common types of bots are agents and spiders. Bots are used by companies like search engines to discover Web sites for indexing. It is short for robot. (Source: IAB)

2 : A software application that runs automated tasks—usually that are both simple and structurally repetitive—over the internet typically at a much higher rate than would be possible for a human alone. (Source: Tubemogul)

NOTE – Can be configured through software and AI-driven intelligence to automate routine tasks such as data extraction and cleaning via existing user interfaces. (Source: McKinsey)

Bot Based App
An advancement on the capability of apps. Expands the range of data collecting via the bots machine learning to gain deeper insights about the behaviors and actions of the end users from all channels of engagement. The results can be fed back into the apps to make improvements.

Bot Herder
See Also: Botnet
The entity or person who controls botnet attacks.

Botnet
A distributed collection of computers running bots, typically home computers infected with malware. The distributed nature of the activity makes it harder to single out. (Source: Centro)

2 : A piece of malware that infects a computer to carry out commands under the remote control of the attacker. Short for “robot network” is a network of computers infected by malware that are under the control of a single attacking party, known as the “bot-herder.” (Source: PaloAltoNetworks)

NOTE – Each individual machine under the control of the bot-herder is known as a bot. From one central point, the attacking party can command every computer on its botnet to simultaneously carry out a coordinated criminal action. The scale of a botnet (many comprised of millions of bots) enable the attacker to perform large-scale actions that were previously impossible with malware. Since botnets remain under control of a remote attacker, infected machines can receive updates and change their behavior on the fly. As a result, bot-herders are often able to rent access to segments of their botnet on the black market for significant financial gain. Common botnet actions include:

- Email spam: Though email is seen today as an older vector for attack, spam botnets are some of the largest in size. They are primarily used for sending out spam messages, often including malware, in towering numbers from each bot. The Cutwail botnet for example, can send up to 74 billion messages per day. They are also used to spread bots to recruit more computers to the botnet.
- DDoS attacks: Leverages the massive scale of the botnet to overload a target network or server with requests, rendering it inaccessible to its intended users. DDoS attacks target organizations for personal or political motives or to extort payment in exchange for ceasing the attack.
- Financial breach: Includes botnets specifically designed for the direct theft of funds from enterprises and credit card information. Financial botnets, like the ZeuS botnet, have been responsible for attacks involving millions of dollars stolen directly from multiple enterprises over very short periods of time.
- Targeted intrusions: Smaller botnets designed to compromise specific high-value systems of organizations from which attackers can penetrate and intrude further into the network. These intrusions are extremely dangerous to organizations as attackers specifically target their most valuable assets, including financial data, research and development, intellectual property, and customer information. (Source: PaloAltoNetworks)

**BOFU** abbr Bottom of the Funnel
The third and last stage of the sales funnel, where the potential client is about to make the purchase, and as such all strategies need to focus on convincing him/her to complete the process. This is the narrowest part where we find those users who have weighed up all the available options and they remain interested in yours. Personalized content, initial advice free of charge, free trials, information about offers, are some of the resources deployed at this stage. (Source: Zorraquino)

**Bottom Tier Inventory**
Inventory that has the least amount of value to both the buyer and the seller. Often considered remnant.

**Bounce**
See Also: Email Bounce
Content, often an email that is automatically returned to the sender because it cannot be delivered to the intended recipient.

**Bounce Back Offer**
A coupon or other selling device included in a customer-ordered product, premium, refund, or other package that attempts to sell more of the same or another product to the recipient. (Source: MASB)

**Bounced Emails**
An indicator for the quantity of emails returned to sender during an email marketing campaign that could not be delivered to the destination account. Generally expressed as a percentage of the total emails sent, and all reasons are accounted for, both hard bounce and soft bounce. (Source: Zorraquino)

NOTE – It is recommended that a detailed record be kept of bounced emails to keep the contacts list up to date. (Source: Zorraquino)

**Bounce Rate**
See Also: Abandonment Rate
Refers to the percentage of a webpage’s visitors who exit without visiting another page on the site. A high bounce rate can alarm publishers: It may mean that something about the site is failing to compel users to stick around. (Source: Cynopsis)

2 : Metric that indicates the proportion of sessions in which the user leaves a web page without any interaction. That is, it enters a page and after a few seconds in it, without clicking anywhere, it leaves it. (Source: Zorraquino)

NOTE – The bounce rate can be the indicator of different situations. On the one hand, that the page to which the user has accessed was not the one he was looking for or that it was difficult to
understand. You can also indicate that after consulting a page, the user has found the information he or she was looking for and does not need to browse further. A high percentage of rebound is usually associated with a low performance of the web page, so it is convenient to find the possible deficiencies and correct them. (Source: Zorraquino)

**Bound Application**
*See Also: Unbound Application*
Applications that require extensive memory use and are therefore regulated by the computer processor. Bottlenecks can be ascertained and speed time can be theoretically improved.

2: An EBIF application that’s transmitted to the Set-Top Box for execution along with the video programming. It is typically embedded as private data in the MPEG-2 video stream with signaling conforming to CableLabs’ EBIF standards. (Source: FourthWall Media)

3: Applications (OCAP and MHP usually) which are associated with a particular TV channel (service). When the viewer changes channel, the application bound to the previous channel is terminated. (Source: Unisoft)

**Boundary Spanning**
A concept describing job tasks or responsibilities beyond the traditional managerial area. Boundary spanning can be internal to the firm (extending beyond traditional organizational departments) or external to the firm (crossing between channel members) (Source: MASB)

**Bounding Box**
A rectangular area defined by latitude and longitude lines, which is used in geographic targeting. (Source: OpenX)

**Boutique Store Layout**
A retail store layout pattern that brings together complete offerings from one vendor or for one use in one section as opposed to having the items in separate departments. For example, a tennis boutique in a department store will feature rackets, balls, shoes, and tennis outfits. (Source: MASB)

**Boxee**
*See Also: Social Media Center*
A type of Social Media Center. Boxee, still in the beta phase as of early 2010, is a cross platform freeware social media center that has HD capabilities, large screen (10-foot user interface) and interactivity / social networking features.

**Boxes Using EBIF**
Set-Top Boxes that are EBIF enabled and can present Enhanced TV applications and interactive advertising. (Source: Definition currently under review by CableLabs)

2: Percentage of Advanced or Legacy Set-Top Boxes executing an EBIF user agent software supporting interactivity. (Source: FourthWall Media)

**BUT abbr** Boxes Using Television
*See Also: Homes Using Television*
Percent of Set-Top Boxes turned on to a program, time period, daypart or area out of all the Set-Top Boxes in that universe. (Source: TIVO)
BUTT abbr Boxes Using Time Shifted TV
See Also: Time Shifted HUT
Percentage of Set-Top Boxes using television including any trick play viewing, specifically playback, whether based on time of taping or time or view. (Source: TIVO)

Box On / Set Off
See Also: STB on / TV off
Another term for Set-Top Box On / TV Off, abbreviated as SOSO.

Boxtop
An element of the product or package that is used as evidence that the consumer has purchased the product. Common proofs of purchase are labels, boxtops, barcodes, ingredient listings, etc. (Source: MASB)

Box Zones
A service offered through Box, a cloud file syncing and sharing service, enabling users to store files in data centers that are geographically located in other countries. Works on top of public cloud data centers from IBM and Amazon Web Services (AWS).

Boyf
A shorten social media term for a person's boyfriend. (Source: Blog.Hubspot.com)

Brain Synchronization
See Also: Synchronization
Brain synchronization or “Neuronal synchrony” occurs when neurons from different areas of the brain fire at precisely the same time. These “assemblies” of neurons amplify to a higher frequency. Academic tests indicate that greater attention occurs when the brain is in this synchronized state. (Source: SyncSense.com)

BrandAssure
See Also: Ad Verification
A reporting solution from DoubleVerify that provides brand safety reporting and allows clients to improve the performance of current campaigns and make better-informed campaign planning decisions overall. BrandAssure monitors publisher and ad network partners for non-compliance such as: out of white list and out of inclusion, delivery to black listed sites and inappropriate content. (Source: Mediamath)

Brand
A set of marketing and communication methods that help to distinguish a company from competitors and create a lasting impression in the minds of customers. (Source: Wikipedia)

2 : May be a branded subsidiary or a brand of a Property that has a consistent collection of branded content of the Internet. (Source: Nielsen)

3 : In advertising and marketing, a name used by a product manufacturer or service provider, along with the attributes associated with the product or service, in order to differentiate it from the competition. A brand acts as a unique and identifiable label in the marketplace. (Source: ProjectOAR)

Brand Activation
According to the Association of National Advertisers (ANA), brand activation is marketing that builds a brand’s image and drives a specific consumer behavior. It encompasses all aspects of marketing
outside of advertising. The ANA cites six specific disciplines that make up brand activation which help bring the brand to life through connecting and interacting with consumers:

- Promotion marketing
- Retailer/shopper marketing
- Experiential marketing
- Relationship marketing
- Content marketing
- Influencer marketing

(Source: MASB)

**Brand Advocate**

A customer who posts positive messages, leaves positive reviews, or otherwise supports your brand on social. Brand advocates may also encourage other users to use your products or services through word-of-mouth marketing. (Source: Falcon.io)

2 : A customer who loves your brand so much that they promote your products or services without being asked. However, brand advocates can become even more valuable if you connect with them directly to engage and empower them. (Source: Blog.Hootsuite.com)

3 : Literally meaning a defender of a brand, this term designates someone who positions him/herself enthusiastically in favor of a product, generating positive and/or flattering comments and messages that reach other potential consumers. A brand advocate admires the company so much that he/she will defend it vehemently and even take on its values as his/her own. Brand advocates tend to be customers, but they can also be found amongst employees. The best-known example of brand advocates are the fans of the Apple brand. (Source: Zorraquino)

**Brand Asset**

*See Also: Asset*

**Brand Association**

The relationship between a brand (see "Brand") and relevant brand attributes in the mind of a consumer. Attributes may include images, emotions, colors, values and other meanings that consumers attach to a brand. (Source: ProjectOAR)

**Brand Attribute**

*See Also: Attribute*

In advertising, marketing and research, a quality or feature regarded as inherent or characteristic of a particular brand (for example, a brand might be regarded as reliable, convenient or fun to use). Brand attributes that are ownable and defendable are also referred to as the brand's "unique selling proposition" or "USP". (Source: ProjectOAR)

**Brand Awareness**

Research studies can associate ad effectiveness to measure the impact of online advertising on key branding metrics. (Source: IAB)

2 : The level of knowledge about the existence of a brand and/or its attributes, based on responses to either unaided (unprompted) or aided (prompted) questions. (Source: ProjectOAR)

NOTE – Brand awareness can be measured through impressions or reach, or more accurately through ad recall lift (an estimation of how many users would remember your brand after seeing the ad). (Source: Falcon.io)
Brand Character
Refers to brand traits or personality characteristics, as understood by consumers and/or as communicated by marketers. Can also refer to a brand mascot or personality used in marketing. Trade/Equity Character. (Source: ProjectOAR)

Brand Choice
One of the indicators of the strength of a brand in the hearts and minds of customers, brand preference or brand choice (BP/C) represents which branded product is preferred under specified conditions of price and availability. (Source: MASB)

BDI abbr Brand Development Index
A measure of the relationship of a specific brand's sales to population in a specific geographic area. The BDI is calculated by dividing an area's percent of total U.S. sales by that area's percent of population. (Source: TVB)

2 : Quantifies how well a brand performs within a specific group of customers, compared with its average performance among all customers. The American Marketing Association defines BDI as a measure of the extent to which the sales of products for a brand in a market category have captured the total potential in a geographical area, based on the population of that area and the average consumption per user nationally. The BDI is usually calculated for separate metropolitan areas, and is used to determine high-potential (underdeveloped) areas for new product entries or for primary demand promotions. (Source: MASB)

Brand Differentiation
Brand differentiation in advertising occurs when the key sales message:
- Serves to differentiate the brand from the competition in a way that is demonstrated or proven
- Makes a claim that only the advertised brand can make (that is, the message expresses a "point-of-difference" for the brand)
- Is unique in that it emphasizes some new aspect of the product
(Source: MASB)

Branded Content
See Also: Sponsorship
A form of marketing or advertising that blurs the conventional distinctions between what constitutes an advertising message and what is considered content—whether for entertainment or informational purposes.

2 : Content of high added value expressly created to achieve an emotional connection between consumers and a brand. Whilst traditional advertising is invasive and interrupting, branded content is a format that consumers want to consume. (Source: Zorraquino)

NOTE – Tends to include entertaining content or information of interest to the public, not focused on selling products and their characteristics, but rather in constructing lasting relationships with consumers via storytelling. (Source: Zorraquino)

Branded Content Specialist
Digital professional responsible for developing a brand’s content strategy in order to convey its values and connect with its audience using new audiovisual formats. A branded-content specialist should have knowledge of transmedia narrative, as well as of communication Web 2.0 environments. (Source: Zorraquino)
BNU *abbr* **Branded Navigational Unit**
This is a spot that appears during linear TV to promote ON-DEMAND/VOD content. (Source: IAB)

**Brand Engagement**
The process of forming emotional and rational associations between a consumer and a brand. This is accomplished through all manner of interaction with branding including advertising, word of mouth, social media, retail displays, and product use. Positive brand engagement is a means to increase brand strength including brand awareness, brand equity, and brand preference. (Source: MASB)

**Brand Equity**
The amount of commercial value of a brand derived over time, based on awareness from the brand's name and perceptions of its assets. Brand equity is distinct from the brand's attributes. In marketing and research, also expressed as the ability of a brand to extend beyond its primary association into other related categories for which it might be appropriate. (Source: ProjectOAR)

*NOTE – Strategically crucial, but famously difficult to quantify. Many experts have developed tools to analyze this asset, but there is no universally accepted way to measure it.* (Source: MASB)

**Brand Essence**
The fundamental nature or quality of a brand, product or service. Brand essence is often based on select core assets and attributes. A brand's essence is typically described in two to three words and is used in internal communications. (Source: ProjectOAR)

**Brand Evaluation**
Refers to the measurement of the value of a brand using relevant indicators that assess the impact of the brand on customers/users. Brand evaluation includes both monetary considerations (i.e., brand value) and non-monetary considerations (i.e., brand strength and brand equity). Brand evaluation and brand valuation are related concepts and synergistic with each other. Brand valuation is narrower and includes only monetary considerations. While brand valuation is defined from the brand-owning entity's point of view, brand evaluation is defined from the perspective of all stakeholders. (Source: MASB)

**Brand Extension**
A product line extension marketed under the same general brand as a previous item or items. (Source: MASB)

*NOTE – To distinguish the brand extension from the other item(s) under the primary brand, one can either add a secondary brand identification or add a generic brand. Thus an Epson FX-890 printer is an extension of Epson that used the secondary brand of FX-890, while Jell-O Instant Pudding is an extension of the Jell-O brand that uses a generic term. A brand extension is usually aimed at another segment of the general market for the overall brand.* (Source: MASB)

**Brand Fair Market Value**
Another term for Fair Market Value. (Source: MASB)

**Brand Fit**
In advertising and marketing, the suitability or consistency of an advertising element (such as a campaign, creative, idea or concept) or other entity (for example, a partner brand or brand venue) with the brand essence (see "Brand Essence"). See also "Brand Image." (Source: ProjectOAR)
Brand Generic
The second half of a product's identifying title. Brand is the first half, and identifies one seller’s version, while the generic is the second half and identifies the general class of item. Example: Jell-O (brand) instant pudding (brand generic). This is not to be confused with generic brand (such as some low-priced items in supermarkets), for which there is no individual brand. (Source: MASB)

Brand Identity
In advertising and marketing, the collection of creative and other brand-related elements (for example, colors, typography and symbols) that a company uses to portray a cohesive image to both internal and external constituents (e.g., employees, shareholders, suppliers and consumers). (Source: ProjectOAR)

2: The visible elements of a brand, such as color, house-style, design, and logo, that identify and distinguish the brand in consumers' minds. Can also include values and ideology of a brand. (Source: corbytechmedia.weebly.com)

Brand Image
The mental impression and emotions conveyed by a brand to consumers, shaped by their experiences, the brand's marketing and the opinions of others. (See also "Product Image"). (Source: ProjectOAR)

Brand Impact
In media and market research, a broad construct, related to the effect of advertising or other marketing efforts, on the perception of the target or competitive brand (see "Brand"). This can be measured in a variety of ways, including both conscious and nonconscious methodologies. This term is often used interchangeably with "Brand Lift." (Source: ProjectOAR)

Branding
The process of defining and building a unique identity and positioning for a brand in the marketplace, principally through marketing campaigns. (Source: ProjectOAR)

Branding Channel
Also known as Branding Tactics. A channel that is used primarily for branding and visibility. Branding channels vary per marketer. (Source: Centro)

Branding, Family
Another term for Family Brand. (Source: MASB)

Branding, Generic
Another term for Generic Brand. (Source: MASB)

Branding Strategy
A long-term plan for the development or evolution of a brand's identity or positioning, in order to achieve specific goals. (Source: ProjectOAR)

Branding Tactics
Similar term as Branding Channel.

Brand Knowledge
Another term for Knowledge. (Source: MASB)
Brand Label
Another term for Label. (Source: MASB)

Brand Lift
In media and market research, a broad construct related to the positive impact of advertising or other marketing communication on the perception of the target or competitive brand. This can be measured in a variety of ways, most often in changes to brand awareness, consideration and sales, as well as via non-conscious or biometric methods. (Source: ProjectOAR)

Brand Loyalty
The tendency of a consumer to express preference for one brand (see "Brand") over other brands over time, by purchasing the preferred brand at some degree of higher frequency. This can be measured in a variety of ways, including both conscious and nonconscious methodologies. Often, it is also directly measured via purchase and sales figures. (Source: ProjectOAR)

Brand Management Organization
In a brand management organization, each product receives the full attention of one brand manager responsible for its success. Note that the terms product management and product manager are interchangeable with brand management and brand manager. (Source: MASB)

Brand Manager
Product managers or brand managers are responsible for developing marketing plans, coordinating implementation of the plans by the functional departments, and monitoring performance of their assigned products. (Source: MASB)

Brand Mark
That part of a brand that cannot be spoken. It most commonly is a symbol, picture, design, distinctive lettering, color, or a combination of these. (Source: MASB)

Brand Marketing
The holistic effort to crafting, creating, reinforcing and maintaining a positive brand name with the desired audience using a range of multichannel efforts.

Brand Mascot
A person, animal or object that is thought to bring luck and offers an easily identifiable symbol to the brand. Examples include Frosted Flakes’ Tony The Tiger, Keebler Elves, Travelocity’s Gnome.

Brand Messaging
See Also: Brand Proposition
In advertising and marketing, the communication of specific ideas, claims, values or propositions to consumers, either implicitly or explicitly. (Source: ProjectOAR)

Brand Name
In advertising and marketing, the name used by a product manufacturer or service provider in order to differentiate their offering from the competition. These act as a unique and identifiable label in the marketplace. (Source: ProjectOAR)

Brand Recall
See Also: Aided, Ad Recall, Awareness
Brand Penetration
Another term for Market Penetration. (Source: MASB)

Brand Personality
See Also: Brand Character
In advertising and marketing, a set of human characteristics attributed to a particular product. May include brand characters and distinctive brand attributes. (Source: ProjectOAR)

Brand Positioning
In advertising and marketing, the unique conceptualization of a brand (see "Brand") or brand attributes (see "Brand Attribute") in the mind of a consumer or in the marketplace, relative to competitive brands. For example: "Using Apple products is a sign of being innovative, imaginative and creative." (Source: ProjectOAR)

Brand Positioning Studies
In media and market research, studies designed to capture or assess the consumer's conceptualization of a brand relative to competitive brands. This conceptualization can be captured using both conscious and nonconscious methodologies. (Source: ProjectOAR)

Brand Preference
One of the indicators of the strength of a brand in the hearts and minds of customers, brand preference or brand choice (BP/C) represents which branded product is preferred under specified conditions of price and availability. (Source: MASB)

NOTE – Brand preference is used in many marketing applications including copy testing, brand lift and brand valuation. There are at least three classes of methodologies to measure brand preference:
- Brand choice measures- veiled choice of preferred brand from a competitive set of brands
- Survey questions-unveiled self-report of preferred brand
- Constant sum measures-planned purchases among a competitive set of brands
(Source: MASB)

Brand Proposition
In advertising and marketing, a statement used by companies to clearly identify the benefits of a product for consumers. For example: "Airbnb exists to create a world where anyone can belong anywhere, providing healthy travel that is local, authentic, diverse, inclusive and sustainable." (Source: ProjectOAR)

Brand Recall
The percent of people who correctly identify the brand associated with an ad or campaign, used as a measure of effectiveness for advertising in a pretest or in market. (Source: ProjectOAR)
**Brand Recognition**
*See Also: Aided Ad, Brand Recall, Awareness*
The percent of people who correctly identify the brand associated with an ad or campaign, when presented with a non-branded visual cue or description of the advertising. (Source: ProjectOAR)

**Brands**
A marketing term to indicate the product or service "essence", market position, competitive profile and/or personality in the mind of the consumer.

2: Also used to refer to advertisers. (Source: TIVO)

**Brand Safety**
The degree of a brand's exposure to inappropriate content on a publisher's site.

2: From an online advertising perspective, brand safety refers to a set of practices and tools that ensures the advertiser's brand is not damaged as a result of the improper or inappropriate placement of ads. (Source: Mediacrossing)

3: Avoiding placing advertisements adjacent to controversial or offensive content that could reflect negatively on the brand. (Source: ProjectOAR)

NOTE – The automation of programmatic means that brands do not always know where their ads will appear. (Source: Hubspot)

**BrandShield**
*See Also: Ad Verification*
DoubleVerify's ad blocking solution for advertisers, networks, publishers, exchanges, and DSPs. BrandShield blocks and prevents ads from running on inappropriate content – in real-time. (Source: Mediamath)

**BrandShield Connect**
DoubleVerify's server-to-server ad blocking solution that enables networks to block and redirect ads in real-time – ensuring no latency issues or loss of inventory for both the networks and publishers. (Source: Mediamath)

**Brand Streaming**
A marketing strategy that involves creating a content flow in relation to the attributes of a brand, generating a constant presence via blogs, podcasts, videos, social networks and other web 2.0 media. (Source: Zorraquino)

**Brand Strength**
A non-monetary, point-in-time measure which seeks to capture the perceived overall attractiveness in the hearts and minds of consumers that the brand imbeds to its offerings relative to that of other branded offerings both within and across categories. (Source: MASB)

**Brand Switching**
A purchasing pattern characterized by a change from one brand to another. (Source: MASB)
Brand to Hand
In media and market research, a type of marketing where consumers are given a direct, hands-on experience with a brand (e.g., product trial or demonstration). (Source: ProjectOAR)

Brand Valuation
Refers to the estimation of the monetary value of a brand in a transaction whether it is internal or a purchase, sale or licensing agreement. It is the financial equity the company has in the brand as a transferrable asset. The most popular brand valuation methods are the cost approach, market approach and income approach. Brand valuation and brand evaluation are related concepts and synergistic with each other. Brand evaluation is broader and includes non-monetary considerations. While brand valuation is defined from the brand-owning entity’s point of view, brand evaluation is defined from the perspective of all stakeholders. (Source: MASB)

Brand Value
Refers to the price (premium) a consumer is willing to pay for a specific brand, over and above a baseline. For example, “when people are asked in brand value surveys to place a monetary value on a car (the same car is used in the photographs but different badges are superimposed on the bonnet to suggest it is a different brand) the Volkswagen brand is seen to be worth more than that of Ford while the Mercedes brand has a value above both.” (Source: MASB)

Breadcrumb Trails
The most important aspect considered by web analytics. It is the study of a website’s traffic, monitoring the clickstream to determine user preferences and patterns: which pages they visit and in which order, landing pages, origins, and browsing duration, etc. (Source: Zorraquino)

Break-Bulk
the process of dividing larger quantities into smaller quantities in the transportation-warehousing system as goods get closer to the final market. (Source: Zorraquino)

Break-Even Analysis
In launching a program, managers often start with an idea of the dollar profit they desire and ask what sales levels will be required to reach it. Target volume (#) is the unit sales quantity required to meet an earnings goal. Target revenue ($) is the corresponding figure for dollar sales. Both of these metrics can be viewed as extensions of break-even analysis. Increasingly, marketers are expected to generate volumes that meet the target profits of their firm. This will often require them to revise sales targets as prices and costs change. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found the “target revenues” metric very useful, while 70 percent found the “target volumes” metric to be very useful. (Source: MASB)

Break-Even Number of Employees
On the basis of a given value for projected sales, managers can determine the break-even number of employees for a firm as follows: Break-even number of employees (#) = {Sales ($) x [Margin (%)-Commission (%)]} + ((Salary ($) + Expenses ($) + Bonus ($)) (Source: MASB)

Break-Even Point
The moment or point at which a business reaches the profitability threshold or, in other words, the point at which a company stops losing money. (Source: Zorraquino)

Break Position
A broadcast commercial aired between two programs instead of in the middle of one program. (Source: AAI.ie)
Breakthrough
A quality of an advertisement or advertising campaign that elevates it above others with respect to its ability to engage consumers or to stand out in a cluttered environment. Often measured using either self-report surveys (see "Self-Report") or consumer neuroscience (see "Consumer Neuroscience") techniques. (Source: ProjectOAR)

Breathing Frequency
See Also: Respiration Rate
Refers to the number of breaths a person takes per minute.

Brick-and-Click Store
As you move from traditional retail, this is going to be your new identity. A brick-and-click store any business with at least one physical location and an eCommerce-enabled website. This is an upgrade to the brick-and-mortar we are so familiar with. (Source: TycheSoftwares)

NOTE – As a business, you should consider this model and it gives the best customer-experience, where they can enjoy the convenience of shopping online with the security and the human touch of visiting a store. You can capitalize on having your customer’s attention in both the real and the virtual world. (Source: Tychesoftware)

Brick-and-Mortar
Also known as bricks and mortar or B&M, refers to companies or businesses that have at least one physical location (for example, a retail shop in a mall or a building) and therefore can offer face-to-face customer experience. (Source: elogic.co)

NOTE – In comparison with online shops, brick-and-mortar stores allow customers to visit a physical shop in order to see, touch and buy goods in person, which can help build a reputation for good customer service. However, brick-and-mortar businesses, as well as online shops, may eventually incorporate aspects of each other. For instance, online shops can open a brick-and-mortar location for customers to buy or receive products purchased online, and vice versa. Brick-and-mortar businesses may scale back their locations and focus on online sales instead. (Source: elogic.co)

Bricked
When a mobile phone has a flawed software that renders the device permanently disabled.

Bricked Funds
In Blockchain, funds trapped in a smart contract due to a bug in the contract. (Source: ShellyPalmer.com Blockchain Glossary)

Brief
An initial document that outlines the objectives of an advertising campaign, creative plan, media plan, research plan or any important element thereof, sometime overlapping or synonymous with creative strategy. The document is used as a guide to inspire ideas and inform plan development. Briefs may include a background summary, statement of specific goals, identification of relevant audiences, assessment of the competition and/or guidelines for execution. (Source: ProjectOAR)

BYOD abbr Bring Your Own Device
See Also: Bring Your Own Technology
Describes the recent trend of employees bringing personally-owned mobile devices to their place of work, and using those devices to access privileged company resources such as email, file servers, and databases. (Source: Wikipedia)
BYOT abbr Bring Your Own Technology
See Also: Bring Your Own Device
Similar to Bring Your Own Device, Bring Your Own Technology (BYOT), is a broader description of bringing your own personal technological devices to the workplace, which not only covers the hardware device(s), but also the software used on the device (e.g., web browser, media player, antivirus, word processor)

Broadband
See Also: Wideband
A transmission medium that allows transmission of voice, data, and video simultaneously at rates of 1.544Mbps or higher. Broadband transmission media generally can carry multiple channels-each at a different frequency or specific time slot. (Source: CableLabs)

2: Broadband is essentially a signaling method and a form of distribution. With the internet, broadband enables a faster connection and a "high data rate internet access" vs. dial-up connection.

3: Broadband video is used to refer to systems such as cable television – Digital cable, Telcos and internet. Satellites are not broadband.

4: An Internet connection that delivers a relatively high bit rate – any bit rate at or above 256 Kbps. Cable modems and DSL all offer broadband connections. (Source: IAB)

5: Connection speeds greater than 56k. Also referred to as high-speed internet. (Source: Nielsen)

Broadband Services
Highspeed cable Internet, digital cable and digital phone services all through a single pipeline. (Source: TVB)

Broadband Video
See Also: Baseband Video
High speed delivered video though a broadband connection.

Broadband Video Commercials
TV-like advertisements that may appear as in-page video commercials or before, during, and/or after a variety of content in a player environment including but not limited to, streaming video, animation, gaming, and music video content. Broadband video commercials may appear in live, archived, and downloadable streaming content. (Source: IAB)

Broadcast
See Also: Broadcast Network
Network, as opposed to Cable, Broadcast is a legacy content distribution business that distributes via a collection of affiliated local stations as well as those television stations that are owned and operated by the Broadcast entity.

2: A broadcast is a service that is delivered to all customers. Each customer may select a particular broadcast channel out of many. (Source: CableLabs)

3: The most common form of TV in the U.S. Traditional broadcast channels use free public airwaves to air programs to any TV set. The broadcast networks themselves are increasingly airing their programs across streaming apps and platforms as well. (Source: TVSquared)
Broadcast Addressable TV
One to one household targeting of advertising on TV – across all TV screens (Linear TV, TVE, VOD and SVOD). (Source: GABBCON, Global Audience Based Business Conference)

Broadcast Calendar
This standard broadcast calendar, created in the 1960s, is designed to conform to the uniform billing period adopted by broadcasters, agencies and advertisers for billing and planning functions. Under this system, the standard week starts on Monday and ends on Sunday. The standard broadcast billing month always ends on the last Sunday of the calendar month. (Source: TVB)

2 : An industry-accepted calendar used mainly for accounting and billing purposes. Weeks run Monday-Sunday, and each month is four or five weeks long. (Source: AAI.ie)

Broadcast Coverage Area
The geographic area that receives a signal from an originating television station. (Source: TVB)

Broadcast Flag
Indicators on a stream of data that allows, prevents or places restrictions on the recording of the content. Such restrictions can include limits on number of copies made, inability to save or diminished quality of video should it be recorded. (Source: Wikipedia)

2 : A set of status bits sent in the data stream of a digital television program indicating whether or not the data stream can be recorded or if there are any restrictions on recorded content. (Source: Nielsen)

Broadcasting Day
The official start time and end time of a complete 24 programming period. For Nielsen, Rentrak and TRA it is 6am to 6am and for Direct TV it is 3am to 3am so both cross standard day changes of 12 midnight and actually include time portions of two different days.

2 : Day the program or spot aired. (Source: TIVO)

3 : Nielsen Broadcasting Day is 6a-6a

4 : Direct TV Broadcasting Day is 3a-3a

5 : TIVO reports on all program activity between 5AM and 1AM (next day). Broadcast day starts at 5:00AM and ends at 4:59AM.

6 : Data received from TIVO is never cut off. Data received from cable are cut off once per day at 2am and uploaded onto TRA servers.

7 : FourthWall Media’s broadcast day is configurable, independent of the data collection period. (Source: FourthWall Media)

NOTE – Without standardization of terms, performance by day will vary across processor companies. Same issue for week start days – Sunday or Monday?
Broadcast Network
*See Also: Broadcast*
A broadcast network is an entity such as a corporation, that provides live or recorded video content, such as series, movies, newscasts, sports, and public affairs programs for transmission to an owned station group or affiliated local stations.

**BTSC**  *abbr* Broadcast Television Systems Committee
The group that sets a range of television standards for transmission. Metrics created by this group are considered the US standard.

Broadcast TV Set-Top Box
*See Also: Set-Top Box, Thin Boxes*
Also known as a Thin Box. A Set-Top Box (STB) only delivers data signals to the home and does not have the capability to receive data back from the home, (no backchannel or return path) although this box might have some interface ports, some memory and some processing power.

2 : Thin clients or boxes also refer to units that may have a return path but no tuner and utilize tuners from another STB. In multi-room solutions, broadcast STBs may use tuners or streams from other STBs. (Source: TIVO)

3 : A box with no backchannel (return path). Might come with interface ports, some memory and some processing power. (Source: itvdictionary.com)

Broad Product Class
*See Also: Product Class*
A type of Product Class. (Source: MASB)

Broadsheet
The standard newspaper size, with long vertical pages, which conveys more serious journalism – in contrast to tabloid-sized newspapers. (Source: ProjectOAR)

Brogrammer
(A portmanteau of bro and programmer) is a satirical, slang term for a male programmer in a fraternity-like milieu.

Broker
A middleman who serves as a go-between for the buyer or seller. The broker assumes no title risks, does not usually have physical custody of products, and is not looked upon as a permanent representative of either the buyer or seller. (Source: MASB)

B-Roll
Videotaped footage that is not included in the final edited version of a company's video news release (VNR). B-roll is given to television stations along with the VNR to give the stations the option of putting together their own version of the story, giving more time to aspects the station feels will be of particular interest to their viewers. (Source: MASB)

Brown Goods
Refers to merchandise in the consumer electronic audiovisual field, such as televisions, radios, stereo sets, etc. The name came from the brown (furniture color) cases in which such merchandise was historically manufactured. At one time the term also included all furniture. (Source: MASB)
**Brown Thursday**  
*See Also: Black Friday*

**Browser**
A software program that can request, download, cache and display documents available on the World Wide Web. (Source: IAB)

2 : In virtual reality, overviews, such as indexes, lists or animated maps, to provide a means of navigating through the physical, temporal, and conceptual elements of a virtual world. (Source: freeflyvr)

**Browser Request**
A browser's attempt to load a web page and all of its ad components. (Source: Mediamath)

**Browser Sniffer**  
*See Also: Sniffer*
Software within the website and web applications that determines which web browser the visitor is using in order to be able to deliver compatible content to that specific browser so that content displays correctly, for example.

**Browser Wars**
Originally referred to a period of intense competition between Netscape and Microsoft over which web browser would come to dominate the market. (Source: Technopedia)

NOTE – Microsoft’s Internet Explorer (IE) lagged Netscape’s Navigator technically for much of the browser war period, but was given to users as a bundled product with the Windows operating system. Microsoft ended up winning the browser wars, and IE came to dominate the market in the 1990s. However, IE’s market share has since been eroded by the emergence of new browsers such as Google Chrome, Mozilla Firefox, Safari and Opera, sparking a new round of browser wars. (Source: Technopedia)

**BSD Licenses**  
*See Also: Copyleft Licenses*
A family of permissive free software licenses, imposing minimal restrictions on the redistribution of covered software. (Source: Wikipedia)

**Bubble Plan**
A layout plan that shows the rough placement and adjacency of key elements of a proposed store. (Source: MASB)

**Buffer**
To guarantee continuous and fluid playback without any spurts, the data stream or video may be received a few seconds before it is viewable by the end-user. This smooths out the fluctuations of the data stream for a better viewing experience.

2 : The buffer is used to store the stream as it comes in. It is placed in an area of memory and then the playout is performed from that memory as opposed to going directly to the output port. Buffers are used by Internet video providers to gather enough data ahead of time so that there is little jitter or delay in the signal. Buffers are also used for writing the video to a DVR for delayed playback within a single session. (Source: Invidi)
3 : Buffer is also used to refer to a cache of live television where viewers can rewind. For DVRs, this buffer or cache can be 30 minutes or adjustable. Viewers can view this content without having recorded it. (Source: TIVO)

NOTE – Buffer is an issue for measurement if it occurs as a "live event", that is as a non-DVR non-"recorded" playback where there may or may not be ad skipping.

Buffering
When a streaming media player temporarily stores portions of a streaming media (e.g., audio or video) file on a client PC until there is enough information for the stream to begin playing. (Source: IAB)

Bugs
See Also: Overlays
Usually static, bugs are sight line, extraneous informational elements on a television screen that could also be interactive links to the internet.

2 : Also used to refer to technical issues, usually associated with software development. (Source: TIVO)

3 : Within computer software or hardware that causes it to malfunction or crash. (Source: AAI.ie)

Bulk Buys
The purchase at one time, and often at a reduced price, of a large quantity of advertising time inventory.

Bulk Content
A large amount of entertainment of informational content gathered from different locations and from remote sites and servers.

Bulk E-mail Folder
See Junk E-mail Folder, Spam
A specific location where unsolicited and unwanted emailed, often considered spam mail, are funneled upon delivery to an email address.

Bulk Upload
The ability to upload and consolidate vast amounts of content, often in large files, from different servers and sites in an accurate and efficient manner.

BBS abbr Bulletin Board System
A computer or an application dedicated to the sharing or exchange of messages or other files on a network. Originally an electronic version of the type of bulletin board found on the wall in many kitchens and work places, the BBS was used to post simple messages between users. (Source: TechTarget.com)

NOTE – An open computer system that members can dial into in order to send email, join discussion groups, and download files. Since the 1970s, BBS's have provided an early means for home users to get online. Originally, BBS's were freestanding local systems, but now many provide access to Internet email, telnet, FTP, and other Internet services. (Source: AAI.ie)
**Bundle ID**
A unique identifier that can be registered, modified or deleted that is set up during development and can uniquely identify individual apps.

**Bundling**
Joining a collection of services such as telephone and cable TV and internet together for the purpose of selling them as a single package and transmitting them over a single communications system.

NOTE – This may not be within a single communication system. Verizon bundles DirecTV in areas where there is not FiOS. (Source: Invidi)

2: A marketing strategy wherein several similar products or services are combined together and sold as one package solution. Businesses often sell these bundled products at a reduced price so as to attract more customers. (Source: TycheSoftwares)

3: Another term for Economy Pack. (Source: MASB)

NOTE – This concept has proved to be very convenient when more than one product or services have to be purchased from one company. These products or services which are sold as a single combined unit could consist of dissimilar products that appeal to a group of customers. (Source: TycheSoftwares)

**Burn**
The removal of a token from circulation, which thereby reduces the supply of the token. (Source: ShellyPalmer.com Blockchain Glossary)

NOTE – Burning is achieved by sending the token to an unowned Ethereum address or to a contract that is incapable of spending. Burning is an important part of many smart contracts. For example, burning occurs when someone exits a pool and redeems the underlying assets. (Source: ShellyPalmer.com Blockchain Glossary)

**Bus**
*See Also: Internal Bus, Address Bus, Data Bus, Expansion Bus*
A collection of wires through which data is transmitted from one part of a computer to another.

NOTE – The size of a bus, known as its width, is important because it determines how much data can be transmitted at one time. For example, a 16-bit bus can transmit 16 bits of data, whereas a 32-bit bus can transmit 32 bits of data. (Source: Webopedia)

**Bus Card**
An ad placed in a frame above the seats on a bus. (Source: ProjectOAR)

**Business Analysis**
The stage of the new-product development in which management needs to prepare sales, operating cost, and profit projections to determine whether a new product satisfies company objectives. (Source: MASB)

**Business Analytics**
*See also, User Behavioral Analytics, Behavioral Analytics, Business Intelligence*
A discipline that takes a broad focus on the who, what, where and when of business intelligence and behavioral analytics to facilitate in forecasting, optimization of business efforts and planning.
Business Blogging
This is a powerful marketing and communications tool which helps your business to get more visibility online. It’s primary use is for public relations purposes where you post about subject matters which are related to your business. For instance, HubSpot is an inbound marketing platform, so their blogs talk on subjects related to inbound marketing. (Source: TycheSoftwares)

NOTE  Business blogging implies writing a Business Blog which is also referred to as a Corporate Blog. These are basically published in order to achieve company’s organizational goals. This marketing tactic helps companies to communicate better with stakeholders of all types, from customers to suppliers and from partners to employees. (Source: TycheSoftwares)

BI  abbr  Business Intelligence
An umbrella term that refers to a variety of techniques, tools, systems, technologies, software applications and practices used to gather store and analyze an organization’s own raw data to aid in strategic decision-making. It consists of several related activities including data mining, online analytical processing, querying and reporting.

Business Manager
Facebook Business Manager is a software that helps organizations manage their Pages, ad accounts, and team members. It serves as a hub to connect a business’s advertising, finances, users, and Pages and allow for easy administration. It also ensures that company data and account access is legally and practically under control of the company instead of an individual user. (Source: Falcon.io)

BRMS  abbr  Business Rules Management System
A software system used to define, deploy, execute, monitor and maintain the variety and complexity of decision logic that is used by operational systems within an organization or enterprise. This logic, also referred to as business rules, includes policies, requirements, and conditional statements that are used to determine the tactical actions that take place in applications and systems.  
(Source: Wikipedia)

BPM  abbr  Business Process Management
An organizational discipline where a company takes a step back and looks at all of these processes in total and individually. It analyzes the current state and identifies areas of improvement to create a more efficient and effective organization. It is how a company creates, edits, and analyzes the predictable processes that make up the core of its business. (Source: KissFlow.com)

BPA  abbr  Business Publication Audit of Circulation
An organization for auditing the circulation of business (trade) publications. (Source: AAI.ie)

Business Technologist
A business technologist is an employee who reports outside of IT departments (centralized or business unit IT) and creates technology or analytics capabilities for internal or external business use. (Source: Gartner.com)

NOTE – Business technologists can be individuals whose primary job entails technology work (such as Python developers hired in Marketing, data scientists hired in finance and accounting teams or software engineers hired in R&D). They can also be citizen technologists whose primary job is done
through technology work (such as pricing managers building algorithms, customer service reps building chatbot or doctors writing pandemic apps). (Source: Gartner.com)

**BtoB or B2B abbr Business-to-Business**

Businesses whose primary customers are other businesses. (Source: IAB)

2 : On social media, B2B brands frequently attempt to position themselves as thought leaders in their industries and provide professional advice to their business peers. (Source: Falcon.io)

3 : Referring to those business models in which the transaction of goods or the provision of services is carried out between two businesses, and not between a business and the end consumer (business to consumer or B2C). (Source: Zorraquino)

4 : In eCommerce, B2B is referred to as exchange of products and services between two businesses. It is a situation where one business commercially transacts with the other business. It could be a manufacturer with wholesaler, or a wholesaler with a retailer. (Source: TycheSoftwares)

**NOTE** – In B2B models, it is necessary to take into account certain characteristics that distinguish it from B2C, such as a different target, a smaller market size, more rational purchasing motives, a slower purchasing process, or a higher transaction value, inter alia. (Source: Zorraquino)

**NOTE** – B2B decision making may take place at more than one level. For instance, when a salesperson meets with the departmental manager to bring about sale, the departmental manager has to get approval from the business owner before the proposed sale is closed. (Source: TycheSoftwares)

**Business-to-Business Advertising**

An area of advertising for products, services, resources, materials, and supplies purchased and used by businesses. This area includes:

- Industrial advertising, which involves goods, services, resources, and supplies used in the production of other goods and services.
- Trade advertising, which is directed to wholesalers and retailers who buy the advertised product for resale to consumers
- Professional advertising, which is directed to members of various professions who might use or recommend the advertised product.
- Agricultural advertising, which is directed to farmers as business customers of various products and services.

(Source: MASB)

**BtoC or B2C abbr Business-to-Consumer**

Businesses whose primary customers are consumers (Source: IAB)

2 : A B2C business deals directly with consumers, like a hotel or retail store. In social media marketing, B2C companies often focus on creating a community around their brand and providing excellent social customer care. (Source: Falcon.io)

3 : Unlike B2B, is focused on direct trade without intermediaries. This is the name given to the business model of those companies focused on the direct sale of their products or services to the client or final consumer. (Source: Zorraquino)
4 : In contrast to B2B, Business to Consumer (B2C) refers to a business or transaction that is conducted directly between a company and consumers who are the end-users of its products or services. (Source: TycheSoftwares)

NOTE – Websites that offer consumer products are B2C. Example-A mother is looking for educational toys. She finds the website, reviews the product and buys the toy. Thus this business model refers business as a website, consumer as the mother and product as a toy. Amazon, Flipkart, eBay etc. are some of the best suited B2C examples. The term B2C became immensely popular during the dotcom boom in the late 1990s. During that time, businesses were referred as online retailers, or companies that sold products and services to consumers through the internet. (Source: TycheSoftwares)

**Bus Wrap**
An ad that is affixed to the entire side or back of a bus. (Source: ProjectOAR)

**Butt Dial**
Accidentally or inadvertently calling someone on a mobile phone because pressure was unknowingly applied on the buttons of the phone while it was in one's rear pants pocket.

**Button**
A clickable graphic that contains certain functionality, such as taking one someplace or executing a program. These can also be ads. (Source: IAB)

**Button 2**
A small rectangular standard ad unit with the size 120×60 pixels. (Source: IAB)

**Buy**
*See Also: Order*
Reserved for future potential e-commerce use in On-Demand (e.g., purchase DVD or soundtrack to movie just viewed).

**Buy-Back Allowance**
A form of trade sales promotion in which channel members are offered an incentive to restock their store or warehouse with the product to the level in place prior to a count and recount promotion offer. (Source: MASB)

**Buy Classes**
Refer to buying situations that are distinguished on four characteristics: newness to decision makers, number of alternatives to be considered, uncertainty inherent in the buying situation, and the amount of information needed for making a buying decision. There are three buy classes: new task purchase, modified rebuy, and straight rebuy.
- A new task purchase is a problem or requirement that has not arisen before, such that the buying center does not have any relevant experience with the product or service.
- A modified rebuy is a situation in which the buying center has some relevant experience to draw upon. The alternatives considered, however, are different from the ones considered the last time a similar problem arose.
- A straight rebuy is the purchase of standard parts; maintenance, repair, and operating items and supplies; or any recurring need that is handled on a routine basis.

(Source: MASB)
Buyer
In media, a company, usually an advertising agency, advertiser or other type of client, who negotiates and pays a content company like a network or digital content company or other type of demand partner to purchase ad inventory.

Buyer Persona
A semi-fictional representation of your ideal customer for achieving a conversion. The definition of a buyer persona combines sociodemographic and psychological variables or behaviors. In short, it consists of identifying potential customers by awarding them a name, age, professional and personal status, likes, behaviors, objectives, etc. Each buyer persona will have different interests, and therefore the content that interests them may differ greatly from one person to another. Therefore working hard on a definition will enable more effective marketing activities to be drawn up. (Source: Zorraquino)

Buying Behavior
The study of consumer or business decision-making processes and actions related to the selection of brands, products or services in the marketplace. It can encompass patterns of brand and product purchases, channels used (retail vs. online), competitive offerings, pricing, promotional activity, brand loyalty patterns, frequency of purchase, packaging, and demographic and societal trends, occasions for purchase, and other factors. (Source: ProjectOAR)

Buying Center
Refers to the group of individuals that consists of all organizational members who are involved in any way, to any extent, in any phase of a specific buying decision. (Source: MASB)

Buying Influence
The degree to which an advertisement, ad campaign or other marketing factor, such as price and promotion, affects a consumer's buying behavior and purchase decisions. Also referred to as "Purchase Influence." (Source: ProjectOAR)

Buying Intent
See Also: Purchase Intent.

Buying Model
The terms and deliverables under which a specific inventory purchase is made.

Buying Motives
See Also: Hierarchy of Needs, Consumer Motivation
The conscious or nonconscious reasons why a consumer purchases a brand, product or service, in the effort to fulfill a need or want that can be physiological or psychological. The term "buying motives" is often used interchangeably with "consumer motivation." (Source: ProjectOAR)

BPI abbr Buying Power Index
a weighted index that converts three basic elements-population, effective buying income, and retail sales-into a measurement of a market's ability to buy. It indicates the percentage of total US retail...
sales occurring in a specific geographic area and is used to forecast demand for new stores and to evaluate the performance of existing stores. (Source: MASB)

**Buying Roles**
refer to the activities that one or more person(s) might perform in a buying decision. Six buying roles can be distinguished:

- Initiator: the person who first suggests or thinks of the idea of buying the particular product or service
- Influencer: a person whose views influence other members of the buying center in making the final decision
- Decider: the person who ultimately determines any part of or the entire buying decision—whether to buy, what to buy, how to buy, or where to buy;
- Buyer: the person who handles the paper work of the actual purchase
- User: the person(s) who consumes or uses the product or service
- Gatekeeper: the person(s) who controls information or access, or both, to decision makers and influencers.

(Source: MASB)

**BOGO** abbr Buy One Get One
A sales promotion offer made to either the retailer or the consumer in which purchase of one unit of the product is encouraged or rewarded by providing a second unit of the same product free of charge or for a substantial discount. (Source: MASB)

**Buy-Side Optimizer**
Another term for a Demand Side Platform. Also known as a Buy-Side Platform. (Source: MASB)

**Buy-Side Platform**
Another term for a Demand-side Platform. (Source: MASB)

**BuySmart™**
Gartner’s trademarked approach for using data-driven insights and situational analysis to acquire (buy or rent) technology solutions across all categories of spend (software, SaaS, cloud, infrastructure, services, devices and network). (Source: Gartner.com)

**Buy-to-Detail Rate**
A metric that allows you to determine unique purchases per number of views of product details page. Buy-to-Detail Rate helps you to understand what products users are purchasing after browsing through the product details. Thus you can identify the products on your list that makes the most sales and the ones who do not contribute to it. Buy-to-Detail Rate = Total Unique Purchases of a product / Product Detail Page views. (Source: TycheSoftwares)

**Buzz**
Another term for Buzz Marketing.

**Buzzfeed**
An internet based social news and entertainment media company located in New York City that focuses on viral, shareable breaking news, original reporting, entertainment and video.
**Buzz Marketing**
Also known as Buzz, it is a type of viral marketing. The interaction of consumers and users of a product or service which amplifies or alters the original marketing message. This emotion, energy, excitement, or anticipation about a product or service can be positive or negative. (Source: Wikipedia)

**Buzz Monitoring**
Professional lurking market research application. It is the monitoring of consumer responses to commercial services and products in order to establish the marketing buzz surrounding a new or existing offer. (Source: Zorraquino)

NOTE – This monitoring must be integrated into the global marketing strategy, but also applied in specific instances, to gain awareness of opinion before launching a campaign, the reactions created by the campaign (how many sites have mirrored it, what is their opinion, etc.) and consumer responses once it has finished. Some tools for implementing it on the Internet are Technorati, Blogsearch, Blogpulse, howsociable. Buzz management on a reduced scale and exclusively focused on the target is known as niche marketing. (Source: Zorraquino)

**Buzzwords**
A word or phrase, often an item of jargon, that is fashionable at a particular time or in a particular context. (Source: Oxford Dictionary)

**Byte**
A unit of digital information in computing and telecommunications that most commonly consists of eight bits. Historically, a byte was the number of bits used to encode a single character of text in a computer and for this reason it is the basic addressable element in many computer architectures. (Source: IAB)

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**Cable**
These types of channels do not use free public airwaves. Viewers are charged a subscription fee to see these channels (e.g., MTV, TBS and HGTV) that have traditionally been delivered via a cable (hence the name). (Source: TVSquared)

**CTAM** *abbr* **Cable and Telecommunications Association for Marketing**
A non-profit professional association, dedicated to helping the cable business grow through the strategic use of consumer research, interactive executive innovation series, conferences, awards and electronic newsletters. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**CableCARD™**
A removable security module which separates the cable operator's proprietary conditional access system from the host device. This separable security configuration provides secure access to encrypted digital cable programming and enables portability of retail host devices between cable networks throughout the nation.
(Source: Definition currently under review by CableLabs)

2 : Removable security card for digital cable terminals, as defined by the OpenCable project. (Source: Unisoft)
Cable Converter

*See Also: Set-Top Box, Digital Television Adaptor*

An early term for a type of Set-Top Box. It is an electronic device attached to the television set that converts the feed into an analog signal that is then viewable on non-digital sets. Currently a Cable Converter box also unscrambles digital signals.

2 : Equipment in the homes of cable subscribers used to convert cable signals to normal TV channels. "Addressable" cable converters also allow cable operators to activate, disconnect or unscramble the signal received by a subscriber. (Source: Nielsen)

**CableLabs - Cable Television Laboratories**

A non-profit research and development organization for cable operators in North and South America. CableLabs organizes member meetings and develops standards for all manner of cable equipment and software. (Source: itvt.com/glossary)

Cable Modem

A device that permits high speed connectivity to the Internet over a cable television system. (Source: IAB)

Cable Network

*See Also: Cable Television, Broadcast Network, Broadcast*

The system network for the distribution of the television signal and now digital data and telephony services by cable (co-axial, twisted pair or fiber optic). (Source: itvt.com/glossary)

Cable Plant

Term which refers to the central equipment and broadcasting headquarters of a cable operator. All initial broadcasts from the content providers are sent to the cable plant, aggregated, re-encoded, and broadcast to its Set-Top Box network. (Source: itvt.com/glossary)

Cable Ready Set

A television set which includes an analog tuner which can plug directly into a video cable without an intervening Set-Top Box. Since there is no return path to the central office, channel changes made on a cable ready set are not visible to existing server log collection systems. (Source: Nielsen)

**CATV abbr Cable Television or Cable TV**

*See also; Cable Network, Broadcast Network, Broadcast*

A television content provider that does not have affiliated local stations or owns and operates local television stations but who distributes video, internet and/or telephone signals to subscribers via a cable, through a phone line or via satellite.

2 : A non-broadcast facility which distributes signals of one or more television stations and non-broadcast services to subscribers via cable. (Source: Nielsen)

3 : A television distribution system whereby TV signals are transmitted via cable (insulated wire), rather than through the air, to TV sets subscribers in a community or locality. Cable television systems are generally called cable systems; the companies that own and operate them are known as cable system operators or cable casters. (Source: TVB)

Cable Zone

*See Also: Zone*

Same definition as Zone but with only cable homes.
Cable Zone Addressable TV Advertising
See Also: Community Addressable Messaging
A form of Advanced and Addressable TV Advertising where a single ad placement can simultaneously feed different ads or versions of the same commercial to different segments based on attributes of the cable zone geography. (Source: Visible World)

Cache
A form of data storage that improves a device's performance by storing the data in a form that is easily captured and deleted.

2 : A local copy of measurement data maintained for some period of time on cable Set-Top Boxes and other computers/servers in the data collection and processing chain to prevent data loss in the event of network and server outages. (Source: FourthWall Media)

3 : Memory used to temporarily store the most frequently requested content/files/pages in order to speed its delivery to the user. Caches can be local (i.e., on a browser) or on a network. In the case of local cache, most computers have both memory (RAM), and disk (hard drive) cache. (Source: IAB)

Cache Busting
The process by which sites or servers serve content or HTML in such a manner as to minimize or prevent browsers or proxies from serving content from their cache. This forces the user or proxy to fetch a fresh copy for each request. Among other reasons, cache busting is used to provide a more accurate count of the number of requests from users. (Source: IAB)

Cached Ad Impressions
The delivery of an advertisement to a browser from local cache or a proxy server's cache. When a user requests a page that contains a cached ad, the ad is obtained from the cache and displayed. (Source: IAB)

Caching
The process of copying a Web element (page or ad) for later reuse. On the Web, this copying is normally done in two places: in the user's browser and on proxy servers. When a user makes a request for a Web element, the browser looks into its own cache for the element; then a proxy, if any; followed by the intended server. Caching is done to reduce redundant network traffic, resulting in increased overall efficiency of the Internet. (Source: IAB)

2 : The practice of temporarily storing files on local servers for quick retrieval the next time the file is needed. Cached files supply an old copy that may not be up to date with the file stored at the original source, but are often necessary for improving page load performance. (Source: IAB)

CCPA abbr California Consumer Privacy Act
A state statute intended to enhance privacy rights and consumer protection for residents of California. (Source: Kochava)

Callback
Also referred to as ‘post back’ or ‘pixel fire’. (Source: IAB Mobile App Marketing Glossary Working Group)
2: Also known to some as a post back, is a ping made between one server and another. A callback can either occur manually or automatically and is triggered when a particular action or event is completed within an app. (Source: Adjust.com)

**Call Frequency**
The number of sales calls per time period made on a particular customer. The call frequencies assigned to customers are used by salespeople to plan their own route and sales call schedules. (Source: MASB)

**Call Report**
A salesperson’s report of a sales call made on a customer. (Source: MASB)

**Call System**
A system of equalizing sales opportunities among salespeople (e.g., some stores rotate salespeople, giving each an equal opportunity to meet arriving customers). (Source: MASB)

**CTA abbr Call To Action**
A tactic used by the advertiser or marketer to drive the user to take an action. This may be toward the purchase of their product or towards the intended goal of the ad campaign (i.e., clicking on a link to go to the advertiser’s micro-site) (Source: IAB)

2: A statement or instruction, typically promoted in print, web, TV, radio, on-portal, or other forms of media (often embedded in advertising), that explains to a mobile subscriber how to respond to an opt-in for a particular promotion or mobile initiative, which is typically followed by a Notice. (Source: Mediamath)

3: An instruction designed to encourage a user to perform a certain act immediately. (Source: Tubemogul)

4: In advertising and marketing, the part of an ad that explicitly encourages the audience to take a specific step desired by the advertiser (for example, click on a link, apply for a credit card, etc.). (Source: ProjectOAR)

5: Creative messaging that drives viewers to take an action; examples include “call now,” “donate now” and “visit our website.” (Source: TVSquared)

6: Request or appeal put to the user to take a specific action. Frequently used to obtain a lead or purchase, although the actions requested of users via CTA will depend on marketing objectives. (Source: Zorraquino)

**Campaign**

*See Also: Advertising Campaign*
In traditional marketing, a campaign is a series of advertisement messages that share a single idea and theme. In digital advertising, a campaign will refer to a set of ad buys from a specific ad network or publisher. (Source: Mediamath)

2: An advertising project in its entirety, from conception through creation and buying to tracking and final analysis. A collection of related creatives with common advertising purpose and booking requirements. A set of criteria for purchasing inventory to achieve advertising goals. (Source: OpenX)

3: The advertising period in which an ad delivery strategy is executed. (Source: IAB)
4: A specific advertising effort on behalf of a particular product or service which extends for a specified period of time. (Source: TVB)

**Campaignable Idea**
An advertising idea that has potential for application across a myriad of platforms and applications (e.g., digital, TV, promotional, POS and more). Often referred to colloquially as a "big idea" and or an idea that "has legs," meaning it can go a lot of places. Hence it is compelling enough to be used in multiple advertising executions and across platforms, to build a memorable story or message for a brand, product or service. (Source: ProjectOAR)

**Campaign Compliance**
When ads adhere to the details in a campaign's insertion order and are targeted appropriately to the right websites, content, audiences, page placement, and section targeting details. (Source: Mediamath)

**Campaign Dashboard**
*See Also: Dashboard*
Charts and graphs that provide a snapshot of campaign performance at a point in time so executives can spot problems, or identify marketplace opportunities, and shift gears, if a better course of action is required. (Source: Mediacrossing)

**CID abbr Campaign ID**
A unique number used to calculate success and allows for reporting on groups of campaigns. It is the identification number of advertising campaigns. (Source: Kochava)

**Campaign Index**
*See Also: Overall Plan*
Also known as an Overall Plan, it is calculated as a weighted average across all networks/dayparts where the weights are the relative percentage of demo impression delivery. (Source: GABBCON, Global Audience Based Business Conference)

**Campaign Integration**
The planning and execution of a strategy for an advertising campaign in which different campaign elements are designed and scheduled to reinforce one another. For example, a campaign integration occurs when a paid search campaign is designed to coordinate with other marketing initiatives, online, offline or both, with consistent messaging and images to drive offline conversions and support brand awareness. (Source: ProjectOAR)

**Campaign Manager**
A software system responsible for supporting ad sales from inventory control through order processing and billing. The Campaign Manager produces, monitors and optimizes delivery schedules and verifies fulfillment through affidavits, billing, and analytic reports. The Campaign Manager provides a user interface for creating and interactively managing campaigns to provide feedback to the user via various reports and either implement a billing function or interface to a billing system.

**Campaign Measurement**
For an advertiser, it is the ability to steward, monitor and quantify the results of an advertising buy.

**Campaign Optimization**
*See Also: Optimization, Media Optimization*
Campaign optimization involves the use of data and business rule driven systems that require the input of a media plan and related estimated audience data, definition and data associated with advertiser and campaign specific target consumer segments, along with minimum levels of desired message reach/frequency, or other campaign related constraints. The systems then considers all of this input to automate optimal message allocation across all media vehicles and/or addressable geographies (Source: Visible World)

2 : Campaign optimization saves time and money while helping marketers achieve and improve upon business objectives. Efficiently collect the necessary data to analyze marketing campaigns and make informed data-driven business decisions. Campaign analysis not only helps marketers to reduce waste by making short term fixes to marketing campaign mix but can also provide the marketer with insight into maximizing the lifetime value of a customer over time. (Source: Mediacrossing)

NOTE – The campaign analysis and optimization process can be divided into two major categories: a) Harvesting Low Hanging Fruit: areas in need of improvement that are relatively easy to identify and provide quick and effective results; and, b) Long Term Optimization: the process of continual optimization over time and includes improving the customer’s overall lifetime value. (Source: Mediacrossing)

**Campaign To Date**
Results for an advertising campaign at a certain point in time whether partially through the flight or the full, completed duration.

**Campaign Weight**
The agreed upon amount of inventory impressions and audience purchased and delivered that will meet the advertisers sales, marketing, branding or other goals.

**Cancellation**
Notification to a vendor that a buyer does not wish to accept ordered merchandise. Also, it is merchandise declared surplus by retailers, often sold in broken lots to discount houses or liquidators. (Out-of-style or slightly damaged shoes are frequently sold as "cancellation shoes.") (Source: MASB)

**Canonicalization**
Integration of clickstream data from differing sources - ingest and harmonize data into one internally consistent form. (Source: TRA)

2 : On the internet, canonicalization of a URL assures that however many URLs are available to get to the destination document, that document resides in only one final address.

**Canonical Label**
Label used by developers to indicate to search engines which version they should take into account when a website contains duplicated content. Located in the source code of the page, it identifies the original URL, so that the search engine knows which page to index and which page to ignore. (Source: Zorraquino)

**Cannibalization**
The reduction in sales (units or dollars) of a firm’s existing products due to competition from other products from the same firm in the same category. One common type of cannibalization results from the introduction of a new product by the same firm. Cannibalization is something a firm can only do to its own products. Taking sales from competitors is not cannibalization. Marketers often assume the cannibalization rate will be their portion of the fair share draw. (Source: MASB)
CPF **abbr** Canvas Fingerprinting
A browser fingerprinting technique that surreptitiously tracks online users. Relies on minute differences in text or images drawn on command by users' browsers thereby allowing websites to identify and track visitors. The technique relies on standard HTML5 and JavaScript, using the site’s canvas element used for drawing or displaying graphs and charts instead of browser cookies or other similar means.

**Canvasser**
A canvasser or house-to-house salesperson is one who is primarily engaged in qualifying prospective customers or making sales directly to ultimate consumers in their homes. (Source: MASB)

**Cap**
*See Also: No Cap, All Cap*
A statement that’s factually incorrect or a lie. Often used as a phrase “no cap” (all facts) or “all cap” (all lies). (Source: Blog.Hootsuite.com)

2 : In social media, refers to lying. A term derived from the rap community.

NOTE – Cap can be used to question whether or not someone is being honest, and no cap is often used as a disclaimer to let people know you’re not exaggerating or talking yourself up. Typically, the terms are used in the context of boasting. If someone is bragging about how many cars they own or how many guys are in their DMs, it’s possible they’re "capping" in order to make themselves look cooler. (Source: YourTango.com)

**Capabilities**
*See Also: Competitive Position*
A type of Competitive Position. Shows management strength and depth, marketing strength, distribution system, labor relations, relationships with regulators. (Source: MASB)

**CRP** **abbr** Capacity Requirements Planning
The evaluation of planned production to determine if it can be accomplished within the capacity limitations of manufacturing facilities. A capacity load projection is completed for each item in the master production schedule. The calculated load requirement is compared to available capacity, thus determining underutilization or overutilization of facilities. (Source: MASB)

**CAPM** **abbr** Capital Asset Pricing Model
A theory that states that the expected return on any asset or security is given by a formula. It is generally conceded in finance that the CAPM is effectively untestable. CAPM approach to investment analysis is a technique that employs the CAPM equation to calculate the risk adjusted, after-tax required rate of return in the net present value equation. This approach replaces the use of the traditional weighted average cost of capital. Beta is usually estimated as the average of the betas for firms already operating (exclusively) in the market in which the investment will be made. (Source: MASB)

**Capital Consumption Allowance**
The sum of depreciation on major capital goods plus capital goods destroyed or damaged plus depreciation on minor capital goods. (Source: MASB)

**Capital Goods**
The instruments of production that make up an organization’s plant and operating capacity. (Source: MASB)
Capital Intensive
Refers to a product or an industry in which plant and equipment requirements are large relative to labor. (Source: MASB)

Capital Turnover
Refers to the number of times total capital investment is divisible into sales; the greater this figure, the smaller the net profit on sales required to meet a given return on investment. Capital turnover = Net Sales ($) ÷ Working Capital ($) (Source: MASB)

Capping
See Also: STB On / TV Off
The agreed upon amount of time that the Set-Top Box is on before it is decided that no one is watching the television because the television set is turned off.

2 : Part of a process by which abnormally long viewing records are edited to fall in line with known viewing behavior. (Source: Kantar Media Audiences)

NOTE – What protocols should be used to decide on when there is SOSO?

NOTE – Current processors offer varying solutions. Nielsen matches streams to the people meter boxes. Kantar Media Audiences, TIVO and Rentrak use a series of algorithms. Another company will use an entirely different data source that is currently in development.

NOTE – The TV On/Off buttons in current digital cable Remote Controls generate signals that are filtered out by IR drivers in the STB, and are not accessible to application-level software. Also, FourthWall Media generates custom behavioral models per Set-Top Box to estimate the probability of viewers actively paying attention to content. This probability estimate is provided in addition to the complete stream of measurement data to aid editing by subsequent data processors. (Source: FourthWall Media)

Capping Algorithm
See Also: Capping
A statistical function or formula (often proprietary) that calculates when a viewer has stopped viewing even though the Set-Top Box is still on.

Capping Level
See Also: Capping, Capping Algorithm
The agreed upon amount of time that the Set-Top Box is on without any click on a remote before it is decided that no one is watching the television because the television set is turned off.

2 : TV assumed off if channel remains unchanged for a long period of time. Length of time is set off by capping level. (Source: Kantar Media Audiences)

3 : The agreed upon time that measurement to a network or program is discontinued because the Set-Top Box is on but the television set is turned off. (Source: TIVO)

NOTE – Would vary by network and program. No standards are in place.

NOTE – Such levels may be set for different situations and household types for greater precision. Unnecessary when viewer turns off TV using TIVO remote in TIVO and TRA systems. TRA uses a
Capping Algorithm to decide on a case-by-case basis how to determine the most appropriate capping rules. (Source: TRA)

NOTE – For the purpose of establishing a consistent baseline metric, it may be useful to use a predetermined time of inactivity with the STB as a parameter that is used to get a consistent metric across providers (e.g., No user-initiated STB activity in the last XX minutes). (Source: Visible World)

NOTE – If remote clicks are used to show presence, then any click should be ok including volume changes, mute, info, etc., (Source: Invidi)

Caption
A caption is a description that accompanies a photo on social media. Captions can include text, hashtags, @ mentions, and emojis. Captions are an important part of telling your photo's story on social media and a key driver of engagement. (Source: Blog.Hootsuite.com)

Captioning
See Also: Closed Captioning, Open Captioning
The text version of the spoken word. Captioning allows audio and video content to be accessible to those who do not have access to audio. Though captioning is primarily intended for those who cannot hear the audio, it has also been found to help those who can hear audio content and those who may not be fluent in the language in which the audio is presented. (Source: www.webaim.org)

Card Sorting
Technique used in user experience in order to assess a tree of categories, i.e., the structure of the information on a website. It is used to organize, rank, and value the contents of a website taking into account the thought processes and behavior of users. In practice, it consists of observing users in order to ascertain how they group and associate the various categories among themselves and to discover how they believe the information on a web page ought to be organized. (Source: Zorraquino)

Carousel Ads
An advertising format in which several items—such as videos, photos, or text—are displayed and rotate within a banner. Users generally scroll through the items manually, making the format interactive. (Source: Cynopsis)

Carriage Trade
An antiquated expression that refers to a wealthy class of patrons accorded special services. (Source: MASB)

Carrier
A continuous signal, or waveform, at a certain frequency on a circuit, or within a certain frequency range, and that can be modulated to support an information-bearing signal. In addition to carrying the information signal (which the transmitter impresses on the carrier by varying the signal in some fashion) the carrier also can support signaling and control information used to coordinate and manage various aspects of network operations. A carrier also is known as a carrier wave. (Source: Webster's New World Telecom Dictionary Copyright © 2010 by Wiley Publishing, Inc., Indianapolis, Indiana)
2: A company that provides information transport services.

**Carrying Charge**
The sum paid for credit service on certain charge accounts. It is an interest usually charged on the unpaid balance. (Source: MASB)

**Carry-Over Effects**
Similar to Carry-Over Models. (Source: MASB)

**Carry-Over Models**
The effect of a marketing mix variable is assumed to last beyond a single time period (i.e., a lagged effect). Hanssens’ 2011 MASB white paper describes the phenomenon: “Carry-over effects reflect a delayed buyer response to advertising. Carry-over is not fundamentally different from immediate response; it is simply the result of ‘letting the dust settle’ - a time shift in impact.” (Source: MASB)

**Cart**
*See Also: Basket, Shopping Cart*

**Cart Abandonment**
*See Also: Abandonment*
These are purchases which are begun on an e-commerce seller but which are never completed, and as such they are not considered to be valid transactions. The cart-abandonment rate is a key indicator for an online shop, because they represent customers who are lost at the last moment. Reasons for this interruption to the purchase include a poor user experience, the user’s lack of any real intention to buy, or unexpected costs at the last moment. (Source: Zorraquino)

**Cart Abandonment Marketing**
*See Also: Conversion Marketing*
Similar term to Ecommerce remarketing services where attempts are made to re-contact visitors who have abandoned their shopping carts on a site in order to encourage them to a desired action like a purchase.

**Cart Abandonment Rate**
A ratio of the number of shopping carts in total versus the number of completed transactions. It is basically the rate at which visitors initiates the purchase by adding an item to their cart and leaves the site without completing the transaction. This statistics can help online shop owners to keep a track of abandoned carts and figure out whether it is a profitable eCommerce business or unsuccessful. (Source: TycheSoftwares)

**Cartoon Test**
A projective interviewing technique in which respondents are presented with a cartoon strip in which there is a blank balloon above the heads of one or more of the characters. Respondents are asked to write inside the balloons what they believe the characters are saying. Also called a Balloon Test. (Source: MASB)

**CSS**
*abbr* Cascading Style Sheet
A style sheet language used to describe the presentation of a document written in a markup language. CSS provides a more elegant alternative to straight HTML to quickly specify the look and feel of a single Web page or a group of multiple Web pages. (Source: IAB)
2: A style sheet language that describes the presentation of an HTML or XML document (i.e., how the document will be rendered in various media). (Source: MASB)

**Cashback**
Promotional campaign in which consumers get a partial refund on the sum they spend in a transaction in the form of cash or free product samples. (Source: Zorraquino)

2: Where a cash withdrawal is made along with a purchase paid for with a credit card at an establishment other than a bank, such as a supermarket or a service station. (Source: Zorraquino)

**Cashback Websites**
Those websites that pay a share of the revenues earned through affiliate marketing back to consumers or end users who have bought products or services. In practice, the way it works is that if the advertiser pays a commission of 10% to the affiliate for each sale, the consumer receives a share of that commission. (Source: Zorraquino)

**CBD** abbr *Cash Before Delivery*

**CAI** abbr *Cash In Advance*
Refers to payments made before receipt or delivery of goods or services. (Source: MASB)

**Cash Cow**
Another term for Harvesting Strategy. (Source: MASB)

**Cash Discount**
A discount offered to customers for prompt payment of invoices. A cash discount is often referred to as a sales discount by the seller and a purchase discount by the buyer. (Source: MASB)

**Cash Flow**
The monies received and paid out that are associated with a project per period, including the initial investment,[1] or more simply, the movement of cash into and out of the business. Where the "inflows" (receipts) have exceeded the "out-flows" (disbursements) in a specified period of time, the cash flow is said to be positive and provides additional net cash. When the disbursements exceed the receipts in a specified period of time, the cash flow is said to be negative and reduces net cash. (Source: MASB)

**Cash Flow Velocity**
Refers to the rate of sales (i.e., rate of positive cash flow divided by time) (Source: MASB)

**COD** abbr *Cash On Delivery*
The practice of collecting for the price of the merchandise plus the relevant transportation charges. (Source: MASB)

**Casual Games**
A mobile game genre that is designed for everyone and anyone and have simple rules, shorter sessions, and a low barrier to entry. Casual games employ a number of monetization strategies; however they tend to rely on a free-to-play model that monetizes through in-app purchases and in-game ads. (Source: is.com)

NOTE – There are many sub-categories within casual games including: match-3, endless runners, education, trivia, puzzle, hidden objects, adventure, word games, board games, card games, and more. (Source: is.com)
Catalog
A complete listing of all titles/programming available to viewers via a specific source, in this case available On-Demand.

Catalog Price
Another term for List Price. (Source: MASB)

Catalog Showroom
A retail outlet that consumers visit to make actual purchases of articles described in catalogs mailed to their homes or available for reference in the store. (Source: MASB)

Catch All Marketing
A marketing technique in which companies focus on having all types of products or services oriented to all types of targets under the same brand portfolio or umbrella. (Source: Zorraquino)

Catcher
See Also: Pitcher
A hardware product that is used to receive On-Demand assets by an MSO and/or aggregator. The On-Demand assets are received from the pitcher.

Category-Based Processing
A cognitive process in which an individual attempts to categorize new stimuli. If a stimulus can be considered as an example of an existing category, it is evaluated by the affect associated with the category, rather than by careful consideration of its attributes (as in piecemeal processing). The category schema is the basis for evaluation. (Source: MASB)

CDI abbr Category Development Index
A measure of the relationship of a specific category’s sales to population in a specific geographic area. The CDI is derived by dividing an area’s percent of total U.S. sales by that area’s percent of population. Comparing BDI and CDI can be helpful in gauging brand or category potential. (Source: TVB)

Category Exclusivity
Refers to the right of a sponsor to be the only company within its product or service category associated with the sponsored property. (Source: MASB)

Category Killer
A type of destination store that is usually large and that concentrates on one category, thus making it possible to carry both a broad assortment and deep selection of merchandise, coupled with low price and moderate service. Home Depot, Best Buy, and Toys “R” Us are examples of category killers in the home improvement supplies, consumer electronics, and toy markets, respectively. (Source: MASB)

Category Manager
Reports to the marketing manager and is responsible for the marketing of the several brands falling under a generic product category such as coffee, dessert, and oral hygiene. This manager is responsible for maximizing the total profit from the mix of brands in the category. This may be done by allocating funds and marketing effort according to the profit potential of each brand in the mix; also deleting weak brands and adding new brands with higher profit potential. (Source: MASB)
**Category Performance Ratio**
Refers to the relative performance of a retailer in a given product category, compared with its performance in all product categories. Distribution metrics quantify the availability of products sold through retailers, usually as a percentage of all potential outlets. Often, outlets are weighted by their share of category sales or “all commodity” sales. For marketers who sell through resellers, distribution metrics reveal a brand’s percentage of market access. Balancing a firm’s efforts in “push” (building and maintaining reseller and distribution support) and “pull” (generating customer demand) is an ongoing strategic concern for marketers. (Source: MASB)

**Category Signage**
A system used to call out and locate specific merchandise categories in a store. (Source: MASB)

**Category Usage**
A measure that provides information related to consumer use within a particular product or service category. Media and market research studies often differentiate between a category user and non-user. (Source: ProjectOAR)

**Catfishing**
When someone uses images and information (often taken from other people's social media accounts) to create a new identity online-sometimes using an individual's entire identity as their own. (Source: CyberSmile.org)

**Causal Relationship**
One event has been proven to be the result of another event. This is also referred to as “cause and effect.” Note that a correlation between two events does not necessarily mean that the relationship is a causal one. (Source: MASB)

**Causal Research**
Refers to a research design in which the major emphasis is on determining a cause-and-effect relationship. (Source: MASB)

**Cause and Effect**
Another term for Causal Relationship. (Source: MASB)

**Cause Marketing**
A promotional strategy that links a company’s sales campaign directly to a nonprofit organization. Generally includes an offer by the sponsor to make a donation to the cause with purchase of its product or service. Unlike philanthropy, money spent on cause marketing is a business expense, not a donation, and is expected to show a return on investment. (Source: MASB)

**Cave**
Virtual reality world projected on the walls and ceiling of a room to give the illusion of immersion. (Source: freeflyvr)

**Celebrity Branding**
*See Also: Celebrity Endorsement*
Celebrity Endorsement
In advertising and marketing, the strategy of using a well-known person to help promote a product/service or raise awareness of a cause, typically through using the person's words and/or appearance in ads. (Source: ProjectOAR)

2 : In the Creative genre, a type of advertising genre or executional component that is characterized by a celebrity or other famous figure using their fame or social status to promote a brand or product. (Source: ProjectOAR)

Cell
One of multiple groups within a sample for a survey or experimental study to be compared for evaluation. Cells represent different subsets of the population or consist of study participants who are assigned to different groups and presented with different stimuli, questions or test procedures. (Source: ProjectOAR)

Census Count of Collected STBs or Households
*See Also: Footprints*
Among boxes returning data, it is the complete number of Set-Top Boxes or homes in a Cable, Satellite, Telco or other set-top data provider's footprint. As opposed to a sample or panel which is a subsection of a population and not the entire population. In some cases, a census is whatever amount of homes or Set-Top Boxes the data provider sends to the data processor.

2 : According to Rentrak, a Census is every Set-Top Box in the house and/or every house that has service in the footprint.

3 : A complete count of a population or universe. (Source: Nielsen)

4 : The total number of Set-Top Boxes or households collected in a given time frame, expressed by using the mean day's count. The key phrase is "boxes returning data." Not all systems / Set-Top Boxes return data on a regular basis. (Source: Kantar Media Audiences)

5 : A complete count of every EBIF-capable Set-Top Box in the digital cable footprint or universe. (Source: FourthWall Media).

NOTE – Not always provided by the data processors, for various reasons. Definitions for Census vs. Footprint vs. Universe vs. Coverage Area vs. Population sometimes overlap.

**CMA** *abbr* Census Metropolitan Area
The main labor market area of an urbanized core having at least 100,000 population. Each constituent municipality has at least 40 percent of its labor force working in the urbanized core. (Source: MASB)

**Center of Influence Method**
A prospecting method used by salespeople in which the salesperson cultivates well-known, influential people who are willing to provide sales leads. (Source: MASB)

**Central Buying**
Another term for Consolidated Buying. (Source: MASB)
Central Funding
Refers to the practice of funding all marketing investments from a single source, which releases funding based primarily upon the likelihood of success against the common financial metric.[1] For example, if digital, experiential, regional, and/or retail marketers each receive funding from different sources, this would suggest a marketing team that is not well governed. (Source: MASB)

Centralized Sales Organization
A sales force, reporting to corporate or group management, that sells the products of two or more divisions. This may be appropriate when the products of the divisions are distributed through the same channels. (Source: MASB)

Central-Location Study
See Also: Central Location Test

CLT abbr Central Location Test
A physical location at which respondents are either recruited or asked to assemble (such as an interviewing center, a mall, a research facility, a focus group facility, an office, storefront or auditorium) to participate in a research study, either individually or as a group. (Source: ProjectOAR)

Central Location Test (CLT), Pre-Recruited
A type of research study conducted in a designated location, such as a shopping mall or office facility [see "Central Location Test (CLT)"]. Participants are invited, in advance, to participate based on pre-screening for desired qualifications, prior to arriving at the test site. (Source: ProjectOAR)

Central Office
A telephone company facility where subscriber’s lines are joined to switching equipment. Competing service providers often "co-locate" their equipment within the incumbent telephone company's facilities. (Source: Nielsen)

Central Place Theory
A model that ranks communities according to the assortment of goods available in each. At the bottom of the hierarchy are communities that represent the smallest central places (centers of commerce). They provide the basic necessities of life. Further up the hierarchy are the larger central places, which carry all goods and services found in lower-order central places plus more specialized ones that are not necessary. (Source: MASB)

CPU abbr Central Processing Unit
Considered the brains of the computer where most calculations take place.

Certification Mark
“a sign or symbol that identifies and guarantees the origin or quality of a particular product; owner may permit another party to use the mark in commerce.” (Source: MASB)

CGI script (Common Gateway Interface)
CGI’s are used to allow a user to pass data to a Web server, most commonly in a Web-based form. Specifically, CGI scripts are used with forms such as pull-down menus or text-entry areas with an accompanying submit button. The input from the form is processed by a program (the CGI script itself) on a remote Web server. (Source: IAB)
Chain Discount
A series of trade discount percentages or their total. For example, if a list price (catalog price) denotes $100 and is subject to a 40-15-15 discount to dealers, the total or chain discount is $56.65 (i.e., $100-40% = $60, $60-15% = $51, $51-15% = $43.35, $100-$43.35 = $56.65.). (Source: MASB)

Chain Store
The term chain store refers to a single store as a unit of a chain store system. (Source: MASB)

Chain Store System
A group of retail stores of essentially the same type, centrally owned and with some degree of centralized control of operation. (Source: MASB)

Channel
A transmission path between two points. The term channel may refer to a one-way path or, when paths in the two directions of transmission are always associated, to a two-way path. It is usually the smallest subdivision of a transmission system by means of which a single type of communication service is provided (i.e., a voice channel, teletypewriter channel, or data channel). (Source: CableLabs)

2 : A frequency band assigned by the FCC for AM, FM or TV transmission. Each broadcast television station is permitted to operate on only one channel. Channels are assigned geographically to minimize interference between stations. (Source: Nielsen)

3 : A band of similar content. (Source: IAB)

4 : A type of sales outlet (also known as channel of distribution), for example retail, catalogue, or e-commerce. (Source: IAB)

5 : the lowest level of the hierarchical structure for Web properties. Channels can be loosely defined as destinations on the web where editorial consistency is focused on specific viewer interest such as auctions or weather. (Source: Nielsen)

6 : A point of contact between a brand and its public on the Internet. May take the form of blogs, videos, comments under a post, social network contacts or any other form of interaction on Web 2.0. (Source: Zorraquino)

NOTE – Broadcast or Cable channel.

NOTE – A TV station may broadcast in both HD and SD. (Source: Invidi)

Channel Capacity
The maximum number of channel spaces available on a specific television system, operator, satellite or Telco.

Channel Change Gap
See Also: Latency
During a channel change, the period of time between the display of one channel and the next. Depending upon the Set-Top Box either a black screen, grey screen, still image, flickering, or some combination may be displayed during this time, which may last from a small fraction of a second to many seconds. During this time, the viewer typically has no control of the Set-Top Box, and all inputs
from the Remote Control are ignored, or queued for later execution. Appropriate editing rules must account for these gaps when providing second-by-second metrics. (Source: FourthWall Media)

**Channel Changes**
The movement change from one network or channel to another via the use of a device such as a remote. Depending on the service or the Set-Top Box, there can be a lag time between channel changes (often called "Latency") which can last several seconds.

NOTE – Latency in channel changes creates a challenge for standardization of measurement.

**Channel Control**
Refers to the actual impact that a channel member achieves on an associated channel member’s beliefs, attitudes, and behavior. (Source: MASB)

**Channel Cooperation**
Refers to the willingness of channel members to work together to ensure important channel functions are performed. (Source: MASB)

**Channel Effectiveness**
A channel performance dimension based on how well the channel satisfies customer needs and wants, such as for lot size, delivery time, location convenience, and assortment breadth. (Source: MASB)

**Channel Efficiency**
A channel performance dimension focusing on how well the firm minimizes costs associated with performing necessary channel functions. (Source: MASB)

**Channel Flows**
Refer to the marketing functions performed by manufacturers, wholesalers, retailers, and other channel members within the channel. Eight universal channel flows have been identified: Physical possession, Ownership, Promotion, Negotiation, Financing, Risking, Ordering and Payment. (Source: MASB)

**Channel Functions**
The job tasks or activities that need to be performed in the channel. (Source: MASB)

**Channel ID**
Unique service ID that identifies the channel. (Source: Nielsen)

2: Channel IDs can vary by market or even cable zone or head end. (Source: Visible World)

**Channel Identity**
That which makes the channel recognizable to audiences and different from any other channel. Presenters, stars, program genres and specific programs all contribute to a channel’s identity. (Source: corbytechmedia.weebly.com)

**Channel Line-Up**
The list of channel or network or service offerings from an operator, by channel number. Can vary by neighborhood, region, operator, subscriber level etc.,
2 : Listing of networks and channel numbers for a specific cable headend or satellite system. (Source: Nielsen)

NOTE – Varies by operator and by region and highly changeable, creating challenges for measurement across providers.

Channel Mapping or Channel Map
Channel assignments by the operator that map to the networks and services offered. Sometimes shared between two or more networks and are often changeable and volatile.

2: A list of channel information that’s used by both the cable headend and the cable Set-Top Boxes for viewers to select channels to watch. Channel information in the channel map includes channel number, channel name (both the short and long descriptions), tuning information for the Set-Top Box, source information, and other headend related information. Multiple Channel Maps may be used for the same market; thus requiring care in making the proper identification of a specific channel from viewing data. (Source: FourthWall Media)

NOTE – In some cable plants, reporting of channel map changes to external data providers (e.g., Tribune) may lag days or weeks behind the actual implementation of the changes. (Source: FourthWall Media)

NOTE – Changes often and therefore impacts measurement editing rules. Nielsen diary editing rules for example have three elements - channel number, network call letters and program name. If first two match but program name is wrong, credit goes to the channel number and call letter station. But argument could be made that viewer knows the program they watched but may not recall channel and call letter.

Channel Margin
The difference between the price paid by the buyer and the cost to the seller at that point in the distribution channel. Channel margins can be expresses on a per-unit basis or as a percentage of selling price. In “chaining” the margins of sequential distribution channels, the selling price of one channel member becomes the “cost” of the channel member for which it serves as a supplier. (Source: MASB)

Channel Member
One part of the organized network of institutions which, in combination, perform all the functions required to link producers with end users. Channel members may include manufacturers, wholesalers agents, distributors, and retailers. (Source: MASB)

Channel Member Commitment
The degree to which a channel relationship is stable, loyalty has been built, and each channel member is willing to make sacrifices to maintain the exchange. (Source: MASB)

Channel Member Dependence
Refers to a channel member's need to maintain a particular channel relationship in order to achieve desired goals. (Source: MASB)

Channel Member Satisfaction
Refers to the channel member's affective state reflecting its overall approval or disapproval of a channel relationship with another firm. (Source: MASB)
Channel of Distribution
The network of agencies, institutions and intermediaries (can include wholesalers, distributors, retailers, networks, media and others) through which a product or advertisement passes from the advertiser/manufacturer to the end consumer.
(Source: ProjectOAR)

2: An organized network (system) of agencies and institutions which, in combination, perform all the functions required to link producers with end customers to accomplish the marketing task.
(Source: MASB)

Channel Origination
For the owners of collected content such as a cable network, it is MVPD origination point for the network feed. Because of new technological advances, the origination service would be platform-neutral and include the ability to create multiple formats and to integrate with all types of support systems such as for traffic.

Channel Partner
A channel partner is a third-party organization or individual that markets and sells products, services or technologies for a manufacturer or service provider via a partnering relationship.
(Source: Mediacrossing)

Channel Performance
An outcome measure of the channel of distribution. The performance of a distribution channel can be assessed by considering a number of performance dimensions, including channel effectiveness, channel efficiency, channel productivity, and channel profitability. (Source: MASB)

Channel Power
Refers to the ability of a particular channel member to control or influence the decision making and behavior of another channel member, or one channel member’s potential for influence with another channel member. (Source: MASB)

Channel Productivity
A channel performance dimension based on the degree to which the channels’ total investment in the various inputs necessary to achieve a given distribution objective can be optimized in terms of outputs. (Source: MASB)

Channel Profitability
A channel performance dimension based on the financial performance of channel members in terms of ROI, liquidity, leverage, growth in sales and profits, etc. (Source: MASB)

Channel Push
Refers to reseller stocking and promotions efforts for specific brands and products, often assessed with distribution metrics, shelf share, and measures of reseller promotion efforts. (Source: MASB)

Channel Share
The share one channel has of all viewing for a particular time period. The share, expressed as a percentage, is calculated by dividing the channel’s average audience by the average audience of all channels. (Source: Nielsen)
Channel Specialization
Refers to the channel members’ choice of unique positions in the channel based on their capacities, interests, goals, expectations, values, and frames of references. Hence, each performs those tasks (participates in those channel flows) which it can perform at a comparative advantage. (Source: MASB)

Chaptering
Allows user to see more specific views of On-Demand content

NOTE – studio content partners are exploring offering this functionality in the future, but for the short-term, VOD playback will more resemble VHS than DVD functionality.

Character
In the creative genre, a type of advertising genre that features a person or anthropomorphized object as the central figure in an ad. (Source: ProjectOAR)

Character Arc
The emotional changes a character goes through in the process of the narrative. The events in the story mean that they will ‘transform’ by the end of the story. (Source: corbytechmedia.weebly.com)

Chargeback
Designed to protect cardholders from fraud, chargeback is the reversal of funds to a customer. When does this happen? When customers feel they have been sold a sub-par product, if the transaction is fraudulent or if they raise any other, valid, concern regarding the product. (Source: TycheSoftwares)

NOTE – As an online store, chances are that a large part of your payments will come through credit cards. So you can take steps to safeguard against chargebacks being misused against your business, as chargebacks are going to be (whether you like it or not) a problem with your payment processing provider. (Source: TycheSoftwares)

Chart Position
Another term for App Store Ranking. (Source: IAB Mobile App Marketing Glossary Working Group)

Chat
Online interactive communication between two or more people on the Web. One can talk in real time with other people in a chat room, typically by typing, though voice chat is available. (Source: IAB)

Chat Bot
See Also: Bot
Short for chat robot, a computer program that simulates human conversation, or chat, through artificial intelligence. Typically, a chat bot will communicate with a real person, but applications are being developed in which two chat bots can communicate with each other. (Source: Webopedia)

2 : Software program created with artificial-intelligence techniques, which simulates having a conversation with someone by providing automatic replies to questions posed by the user via text or audio. For businesses they represent a fast way to respond in bulk to the doubts that users or clients may have regarding a product or service. (Source: Zorraquino)

NOTE – They can provide customer service, answer questions, and even set up appointments automatically. (Source: Falcon.io)
Chat Room
An area online where people can communicate with others in real-time. (Source: IAB)

Checkerboard
Magazine advertising that uses diagonal quarter or half page ads alternating with editorial. (Source: AAI.ie)

Check-in
A check-in is a way of location tagging a social media post to indicate where the user is, or where the content in the post was created. It’s a way of showing followers that you have physically visited a geographical location or event. It can be particularly useful to check in at large, high-profile events, since it can help people connect in the real world while also providing credibility and demonstrating that you’re an insider in your industry. (Source: Blog.Hootsuite.com)

Checking Copy
A copy of a publication sent to the advertiser and the agency as proof the ad ran as ordered. (Source: AAI.ie)

2 : Another term for Tearsheet. (Source: MASB)

Checking-List Item
Another term for Never-Out List. (Source: MASB)

Checksum
See Also: Hash Value, Message Digest
A digit representing the sum of the correct digits in a piece of stored or transmitted digital data, against which later comparisons can be made to detect errors in the data. (Source: Oxford Dictionary)

Cherry Picking
Refers to a buyer selection of only a few items from one vendor’s line and others from another line, failing to purchase a complete line or classification of merchandise from one resource. It also sometimes describes a customer's tendency to only buy items on sale. (Source: MASB)

Child Account
See Also: Parent Account
An account that is subservient to a parent account and contains further details such as an order (child account) from a customer (parent account).

Child Domain
See Also: Sub Domain, Top Level Domain
Another term for a Sub Domain.

CARU abbr Children’s Advertising Review Unit
A division of the Council of Better Business Bureaus that reviews advertising and promotional material directed at children in all media. See caru.org for more information. (Source: IAB)

COPPA abbr Children’s Online Privacy Protection Act
Legislation enacted by Congress in 1998 to prohibit unfair or deceptive acts or practices in connection with the collection, use, or disclosure of personally identifiable information from and about children on the Internet. Section 6502(b)(1) of the Act sets forth a series of general privacy protections to prevent unfair or deceptive online information collection from or about children, and directs the Commission to
adopt regulations to implement those protections. The Act requires operators of Web sites directed to children and operators who knowingly collect personal information from children to: (1) Provide parents notice of their information practices; (2) obtain prior verifiable parental consent for the collection, use, and/or disclosure of personal information from children (with certain limited exceptions for the collection of "online contact information," (e.g., an e-mail address); (3) provide a parent, upon request, with the means to review the personal information collected from his/her child; (4) provide a parent with the opportunity to prevent the further use of personal information that has already been collected, or the future collection of personal information from that child; (5) limit collection of personal information for a child's online participation in a game, prize offer, or other activity to information that is reasonably necessary for the activity; and (6) establish and maintain reasonable procedures to protect the confidentiality, security, and integrity of the personal information collected. (Source: IAB)

COPPR **abbr** Children’s Online Privacy Protection Rule
A rule issued by the FTC in October 1999 and went into effect on April 21, 2000 which implements the requirements of the COPPA by requiring operators of websites or online services directed to children and operators of Web sites or online services who have actual knowledge that the person from whom they seek information is a child (1) to post prominent links on their Web sites to a notice of how they collect, use, and/or disclose personal information from children; (2) with certain exceptions, to notify parents that they wish to collect information from their children and obtain parental consent prior to collecting, using, and/or disclosing such information; (3) not to condition a child's participation in online activities on the provision of more personal information than is reasonably necessary to participate in the activity; (4) to allow parents the opportunity to review and/or have their children's information deleted from the operator's database and to prohibit further collection from the child; and (5) to establish procedures to protect the confidentiality, security, and integrity of personal information they collect from children. As directed by the COPPA, the Rule also provides a safe harbor for operators following Commission-approved self-regulatory guidelines. (Source: IAB)

**Chipset**
A group of integrated circuits, or chips, that are designed to work together. They are usually marketed as a single product. In home computers, chipsets are used for some gaming consoles.
(Source: Wikipedia)

**Choice**
Involves evaluating alternative actions or behaviors and forming a behavioral intention or plan to engage in the selected behavior. Choice is the outcome of purchase decision making.
(Source: MASB)

**Choice Alternatives**
The different behaviors considered by consumers in decision making; they are usually the products or brands considered for purchase. (Source: MASB)

**Choice Criteria**
The specific attributes or consequences used by consumers to evaluate and choose from a set of alternatives. (Source: MASB)

**Choice Heuristic**
A "mental shortcut" or "rule of thumb" that consumers use to simplify their decision-making process. For example, “I always buy the cheapest brand” is a choice heuristic. A type of cognitive heuristic. (Source: ProjectOAR)
2: A proposition that connects an event with an action. Heuristics usually simplify decision making (or the “rules of thumb” by which decisions are made). For example, “buy the cheapest brand” is a choice heuristic that would simplify purchase. (Source: MASB)

**Choice Modeling**

*See Also: Discrete Choice Analysis*

A form of trade-off analysis that presents unique choices (for example, Brands A, B, C) some of which may not share similar characteristics, and thus choices are “discrete.” Choice modeling utilizes multivariate statistical techniques to disaggregate the importance of factors that could affect a decision and all of the alternative levels within those factors. The models are used to simulate real-world consumer behavior, and to predict likely decisions of those in the target population.

(Source: ProjectOAR)

**Choice Rule**

Describes the method by which an individual is hypothesized to make choices or decisions. A choice rule specifies the manner in which the individual evaluates each alternative under consideration.

(Source: MASB)

**Churn**

Subscriber ebb and flow - the overall loss and gain of subscribers to a service that results in a constant ebb and flow (erosion and gain) of the subscriber base.

2: In research: the percent of consumer research panelists who leave the panel during a given time period (typically a year). This may occur for a number of reasons, including a change in internet service provider (ISP), a new email address, a move or diminished interest. The reciprocal of churn is "panel tenure" or the length of time panelists remain active in a panel. In marketing and media: the percent who do not renew (e.g., a magazine subscription, music streaming service, video streaming service, etc.) in a given period of time. (Source: ProjectOAR)

**Churned User**

A user who has stopped using an app. There are two kinds of actions a user takes related to churn: either lapsing in use (which means no more sessions being recorded) or uninstalling the app from the device itself. But essentially, churn rate is the number of users that leave your app in a given period of time. (Source: Adjust.com)

**Churn Rate**

The number of users that leave your app in a given period of time. (Source: Adjust.com)

2: Percentage indicator used to refer to the amount of users that unsubscribe from an email marketing mailing list, as a percentage of the total number of emails sent. Enables assessment of data quality and message accuracy, or simply the appropriateness of the contacts list segmentation. (Source: Zorraquino)

3: In eCommerce, the percentage of customers or subscribers who cut ties with the company or from the services in the given period of time. So it is basically the revenue or customers lost during a
specific period (typically a month), by unsubscribing from the services. Also called Attrition Rate.
(Source: TycheSoftwares)

**CRR abbr Churn Recovery Rate**
The rate at which marketers can prevent cancelation. (Source: Kochava)

**Cinematic VR**
For the most part, there are two types of virtual reality - computer-generated graphics, and the kind made of real images. The latter is cinematic VR, and is made using cameras, whether rigs made of mounted GoPros or actual 360 cameras. (Source: TechRepublic)

**Cipher**
A secret or disguised way of encoding. A coded message.

**Ciphertext**
*See Also: Plaintext*
Encrypted text.

**Circulation**
In advertising and marketing, the number of copies of a magazine, newspaper or other print media (see "Print Media") that are distributed in a particular market or in total. Can also refer to the number of cars that pass a billboard advertisement (see "Outdoor Advertising" or "Billboard Advertising").
(Source: ProjectOAR)

2 : The total number of distributed copies of a publication at a specified time. Also, in broadcast, the total number of households within the station's coverage area. In outdoor, the number of people passing the billboards who have an opportunity to see the advertising. (Source: AAII.ie)

3 : The distribution of media products to audiences - the method will depend on the media form (e.g., circulation of print magazines, broadcast of television programs etc.).
(Source: corbytechmedia.weebly.com)

**Circular**
Another term for Flyer. (Source: MASB)

**CIR Planning Process aka Continuous Improvement in Return**
The CIR planning process is a method of planning for marketing funding, based upon the principles of CIR, most notably: teams compete for funding for their respective brands and vehicles based upon proven (or at least plausible) ability to help hit overall financial metrics. (Source: MASB)

**Citizen Data Scientists**
A term coined by Gartner. Someone who is not necessarily academically trained as a data scientist or employed as a data analyst but has the ability to work with and implement data solutions as part of their day-to-day work. (Source: Bernard Marr via LinkedIn)

NOTE – The term could encapsulate a CEO who uses a data platform to manage their business or a salesperson who implements tools and platforms to make data-driven customer decisions. They don't need a Ph.D. in data science - only the knowledge and ability to an analytical and scientific approach to their data work, by measuring their work, recording their successes, and learning from their
failures. Closely related to the “AI as-a-service” trend, a big driver for the explosion in popularity of this trend is the emergence of "no-code" and natural-language data science platforms, allowing anyone to have a stab at creating smart applications even if they don’t know anything about software development. (Source: Bernard Marr via LinkedIn)

Claim
See Also: Advertising Claim
An assertion by a self-attributing ad network or publisher taking credit for driving an app install or other conversions posited as a metric. (Source: IAB Mobile App Marketing Glossary Working Group)

Claim Substantiation
In advertising and marketing, a statement or demonstration of proof or evidence supporting an advertising claim. The Federal Trade Commission (FTC) requires that an advertiser must provide adequate evidence and support for all claims made in their advertising. Also known as "Advertising Substantiation." (Source: ProjectOAR)

Classification Control
A form of dollar inventory control in which the dollar value of each classification of goods is smaller than the total stock of the department (e.g., the sporting goods department may be divided into several classifications or dissections, such as golf, fishing, active sport, etc.). (Source: MASB)

Classified Ad
An inexpensive form of advertising in print or online media limited to certain classifications of goods and services (such as job postings, local programs and events listings). Usually limited in size and content. (Source: ProjectOAR)

Cleantech abbr Clean Technologies
Any process, product, or service that reduces negative environmental impacts through significant energy efficiency improvements, the sustainable use of resources, or environmental protection activities. (Source: Wikipedia)

NOTE – Clean technology includes a broad range of technology related to recycling, renewable energy, information technology, green transportation, electric motors, green chemistry, lighting, grey water, and more. Environmental finance is a method by which new clean technology projects that have proven that they are "additional" or "beyond business as usual" can obtain financing through the generation of carbon credits. A project that is developed with concern for climate change mitigation is also known as a carbon project. (Source: Wikipedia)

Clean Room
In research and marketing, a contaminant-free safe space where all datasets can be cleanly processed, protected and analyzed through ingestion, normalization, merging and analysis, eliminating the risk of data leakage. Also referred to as a Data Clean Room.

2 : With hardware production, it is a contaminant free environment for the manufacture of electronic components.

Clearance
A station's agreement to carry a particular program. (Source: AAI.ie)
Clearance Sale
An end-of-season sale to make room for new goods. It may also push the sale of slow-moving, shop-worn, or demonstration-model goods. (Source: MASB)

Clear Gif
See Also: Tracking Pixel Tag, Pixel Tag, 1 x 1 Gif
An embedded image similar to a Web Beacon.

Clearinghouse
The central processing location where coupons or other sales promotion offers are collected, analyzed, and sorted for payment or fulfillment. (Source: MASB)

Cleartext
Similar term to Plaintext.

Click
An action of selecting a piece of content such as a banner (or anything else on the page) with the cursor.

2 : A user action, such as clicking an ad with their mouse or touching the screen of a mobile device, which sends them to a click-through. (Source: OpenX)

3 : An event that occurs when a viewer clicks - or taps, if on a mobile device - any elements of a video ad while it is playing. (Source: Tubemogul)

4 : Selecting a screen object by moving the mouse pointer to the object's position and clicking a mouse button. The click determines the user's interaction with the system. (Source: Zorraquino)

Clickbait
See Also: Paid Clickbait
Internet content that is designed, through provocative, sensational or otherwise eye-catching links to encourage visitors to click to a particular webpage that often has thin content. Clickbait tends to rely on exaggeration and withholding information to push people into clicking.

Click-Baiting Content
Text or images that are designed to gain attention and entice users to “click” through a link thereby redirecting them to another web location. This content often uses sensational or deceptive elements to motivate people to click.
Click-baiting content is intended to redirect users to another location and therefore is distinct from scroll-stopping content. (Source: MASB)

Click Bot
A program generally used to artificially click on paid listings within the engines in order to artificially inflate click amounts. (Source: MASB)

Click Down
See Also: Click Within, Click
Spawning a second display or window within the original web page when a user clicks elsewhere on the page. The additional space that a click down provides offers advertisers more real estate to pitch their product, without forcing users to leave the website they initially chose. (Source: Goldenmedia.com)
Click Farm
A simplistic fraud strategy where humans are encouraged to view and click on banners, without regard to any actual interest in what is being advertised. (Source: Centro)

Click Flooding
Another term for Click-Spamming. A type of fraud where a large number of clicks are sent in an attempt to obtain the last-click before an install occurs. (Source: Kochava)

Click Fraud
See Also: False Clicks
Intentional form of internet fraud that occurs in pay per click online advertising when a person, automated script or computer program imitates a legitimate user of a web browser clicking on an ad, for the purpose of generating a charge per click without having actual interest in the target of the ad's link. (Source: Wikipedia)

Clicking
See Also: Mouse
The act of using the mouse buttons to move or select items on the computer monitor screen or site.

Click Injection
See Also: Click-Spamming
A sophisticated form of click-spamming. By publishing (or having access to) an Android app which listens to "install broadcasts," fraudsters detect when other apps are downloaded and trigger clicks before an install completes. The fraudster then receives credit for installs as a consequence. (Source: Adjust.com)

2 : A form of click spamming that uses a 'just in time' method of organics poaching to collect a payout on app installs.

NOTE – Without sufficient fraud prevention tools, click injection fraudsters can use a junk app to hijack a device at the right time (and with the right information) to create an "ad click" that appears to be legitimate, resulting in CPI payouts. (Source: Adjust.com)

Clickmap
Web analytics technique that provides a graphic representation of where users click on a page. It enables the visibility and positioning of page components to be assessed, which elements confuse the user and which are more profitable. (Source: Zorraquino)

Click Rate
The ratio of ad clicks to ad impressions. (Source: IAB)

Clicks
See Also: Click Throughs, In-Unit Clicks, Mouseovers
A metric which measures the reaction of a user to an Internet ad. (Source: IAB)

2 : The opportunity for a user to download another file by clicking on an advertisement, as recorded by the server. (Source: IAB)
3: The result of a measurable interaction with an advertisement or key word that links to the advertiser’s intended Web site or another page or frame within the Web site. (Source: IAB)

4: A metric which measures the reaction of a user to linked editorial content. (Source: IAB)

5: The number of click-throughs having occurred as a result of a user clicking on an ad and being redirected to an advertiser’s page. (Source: OpenX)

6: An interaction between a website visitor and the browser in which the website visitor uses a device, such as a mouse, to move the cursor (or pointer) to an active area of the screen and then deliberately interacts with that area by clicking a button on their device, triggering an event. In the case of touch-screen devices, the user “clicks” by touching the active area with their finger or a stylus. (Source: IAB)

**Clicks-and-Bricks**
*See Also: Clicks-and-Mortar*

**Clicks-and-Mortar**
Clicks-and-mortar, bricks-and-clicks, and clicks-and-bricks are all ways of referring to a business model which integrates physical brick-and-mortar retail locations with online marketing. (Source: MASB)

**Click-Spamming**
*See Also: Click Flooding, Click Injection*
A form of ad fraud that works by generating a whole ton of fake clicks or impressions while an app is running - also known as click flooding. To work, it first needs the device user to land on a mobile webpage operated by the fraudster, or to download an app that is infected with their malware. The app or website will have an automated process coded into it, known as hitbots or click bots. This automated bot will let the fraudster perform one or more of these actions:
- Automatically clicking on ads in the background while the app is running, most likely invisible ads (click flooding)
- Generating 'impressions as clicks' which make it look as though a view is an actual engagement with an ad
- Sending clicks from the device to random vendors to collect a payout on ads
(Source: https://www.cheq.ai/click-spamming-click-injection)

NOTE – As far as the device user is concerned, they are using an app such as a game or utility app which might have one or two visible ads. Meanwhile, there might be more ads hidden or layered in the app. The hitbots in the app, or mobile website, will then be able to click on ads in the background usually without the user being aware. In terms of volume, there could be hundreds or thousands of clicks in the background per day, or even video views, hence the terms click spam or click flooding. (Source: Cheq.ai)

**Clickstream (Data)**
*See Also: Keystream Data*
A record of usage activity, for example, a visitor clicking on the internet or a viewer watching through a Set-Top Box using a remote, that is used for advertising measurement in an anonymized form.

2: “STB data representing button pushes via a remote.” (Source: Nielsen)
3: “A combination of all viewer-generated activity measurement on a Set-Top Box, including keystream data (i.e., button pushes via a remote), interactive data (i.e., response measurement from interactive applications and ad enhancements), linear viewing data (i.e., channel changes), and explicit interest data (i.e., information provided by the viewer to an interactive application, such as stock symbols, favorite sports team, or yellow pages search terms).” (Source: FourthWall Media)

4: The electronic path a user takes while navigating from site to site, and from page to page within a site. (Source: IAB)

5: A comprehensive body of data describing the sequence of activity between a user's browser and any other Internet resource, such as a Web site or third-party ad server. (Source: IAB)

**Clickstream**
Series of mouse clicks made by a user while accessing different web pages and their registration. Clickstream analysis enables browsing behavior to be monitored. (Source: Zorraquino)

**CTR** *abbr* Click Through Rate
*See Also: Click Throughs*
The number of users who clicked on the ad divided by the number of times the ad was served.

2: The measurement of click throughs such as measuring the success of an online ad campaign.

3: The percentage of users who were delivered an ad and clicked on that ad. (Source: Hubspot)

4: The percentage of impressions that results in a click through. For example if a banner was clicked on 87 times after being shown 1000 times, it would have a CTR or click-through rate of .087 or 8.7% \( \frac{87}{1000} = 0.087 \times 100 = 8.7 \). (Source: OpenX)

5: On social media, the clickthrough rate is the percentage of people that see your post who click on it. What counts as a click and what counts as 'seeing your post' vary by social network. https://www.falcon.io/insights-hub/topics/social-media-management/social-media-terms-buzzwords-definitions-marketers-need-to-know/#a

6: The percentage of impressions of an online ad in which a link within the ad is clicked; or the percentage of people sent a text or email who click on it. Also referred to as "Click Rate." (Source: ProjectOAR)

7: Used to measure the success of a digital ad campaign. It's calculated by looking at the ratio of action to exposure (how many people who saw an ad/page/email and clicked on it). (Source: TVSquared)

**NOTE** – Click throughs are not a good measure for product interest and many if not most internet advertisers have moved away from them. (Source: Invidi)

**Click-through Attribution**
An attribution model that credits conversions only when a user clicks on an ad. (Source: IAB Mobile App Marketing Glossary Working Group)
Click Throughs
See Also: Clicks, In-Unit Clicks, Mouseovers
The act of clicking on an interactive link whether on a computer or through a digital television box to go to another site or location for additional content and which may result in clickstream data.

2: “The process of clicking on an interactive trigger to access additional content, often expressed as a rate.” (Source: Nielsen)

3: “On the web, a single mouse click on a banner ad serves to express interest in the ad, and to navigate to a subsequent page. But for interactive TV advertising, a click or button press on the Remote Control may serve either or both functions depending on context. Typically, several clicks serve to navigate through the sequence of ad overlays, with a final click signifying acceptance of an offer or opt-in. Thus, interactive TV (EBIF) advertising reporting (e.g., AdWidgets) distinguishes between clicks -signifying activity and navigation- and responses -signifying acceptance, or opt-in. In this context, a “response” more closely matches the meaning of a “click through” in the web context.” (Source: FourthWall Media)

4: The action of following a link within an advertisement or editorial content to another Web site or another page or frame within the Web site. (Source: IAB)

5: The action of clicking an ad and being taken to another web page via a hyperlink. (Source: OpenX)

6: The act of clicking on a link in an online ad. Considered an indicator of interest in the ad or advertised brand. (Source: ProjectOAR)

Note – Ad click-throughs should be tracked and reported as a 302 redirect at the ad server and should filter out robotic activity to avoid Click Fraud. (Source: IAB)

Click-Through URL
A destination website address that a viewer goes to when they click on an ad. (Source: OpenX)

Clicktivism
The use of the Internet to signal support for a cause. A blend of click, as in a mouse click + activism. Earliest documented use: 2006. (Source: Wordsmith.org)

NOTE – Clicktivism can take many forms: signing an online petition, forwarding a message, sharing a posting, or changing the color or banner on one’s website or social media in support of a cause, and so on. Clicktivism is sometimes derided as slacktivism (slack + activism). It’s seen as putting in minimal effort and getting a sense of doing something and feeling good about it, instead of getting deeply involved with a cause. While the criticism can be justified, clicktivism is better than doing nothing and, at least, it raises awareness. (Source: Wordsmith.org)

Click-to-Buy
See Also: Click-to-Call
The act of purchasing during a click-to-call.

Click-to-Call
See Also: Click-to-Buy
An interactive feature in which the Remote-Control device is used to interact with an on-screen ad to request additional information or make a purchase. (Source: Mercury Media)
2 : In the Interactive TV Advertising context (e.g., AdWidgets, Yellow Pages on TV), “click-to-call”
defines a feature that allows a viewer to click an on-screen button with the Remote Control to initiate
a telephone call (immediate or delayed) between themselves and the advertiser.
(Source: FourthWall Media)

**CTIT** *abbr* Click to Install Time
the measurement of time from the moment a user clicks on an ad to the when the relevant app has
been opened for the first time. (Source: Adjust.com)

NOTE – It’s important to note that when discussing mobile analytics, “install” usually refers to the first
time an app is opened. This is because measurement SDKs can’t measure installs sooner than this
point. The SDK code can’t run until the app is opened for the first time, so this will be the moment an
install is registered. (Source: Adjust.com)

Click URL
Also known as a Redirect URL or Tracking URL, is the generated URL that contains dynamic
parameters which are replaced with device identifiers from the network when properly placed within
the networks system. (Source: Kochava)

Click Validation
A standard for mobile fraud prevention, it requires ad partners to share impressions to confirm that
each click has a matching impression. This confirms an ad was shown, preventing click fraud from
infiltrating a marketer’s data and stealing ad spend. (Source: Adjust.com)

Click-Within
*See Also: Click Down, Click*
Ads that allow the user to drill down and click while remaining in the advertisement, not leaving the
site on which they are residing. (Source: IAB)

Client
A computer or software program that contacts a server to obtain data via the Internet or another
network. Internet explorer, Outlook, and other browsers and e-mail programs are examples of
software clients. (Source: IAB)

2 : Another term for a customer.

**Client Based Targeting**
*See Also: Network Based Targeting*
The ability, through the use of switched digital video (SDV) or EBIF or another program to feed
different ad messages to individual households to improve targeting. (Source: BigBand Networks)

2 : The ability, through the use of AdWidget targeting to simultaneously feed different ad
enhancements (e.g., EBIF overlays) to individual Set-Top Boxes and households.
(Source: FourthWall Media)

NOTE – This is not limited to SDV. Addressable advertising provides this capability and can be
performed without SDV. (Source: Invidi)
Client Brief
Document provided to an advertising agency by and advertiser, containing information to be used as the basis for an advertising campaign, an advertisement or a communication activity. (Source: Zorraquino)

NOTE – The agency will then produce a creative brief, which is a document created through initial meetings, interviews, readings and discussions between a client and designer before any work begins. (Source: Zorraquino)

Client Focus
The orientation of an organization toward serving its clients’ needs. Having a customer focus is usually a strong contributor to the overall success of a business and involves ensuring that all aspects of the company put its customers’ satisfaction first. Also, having a customer focus usually includes maintaining an effective customer relations and service program. (Source: Mediacrossing)

Client-Initiated Ad Counting
See Also: Client Initiated Ad Impressions, Server Initiated Ad Impressions, Server Initiated Ad Counting
A form of ad counting that relies on the user's browser for making requests, formatting and re-directing content. For organizations using a client-initiated ad counting method, counting should occur at the publisher's ad server or third-party ad server, subsequent to the ad request, or later, in the process. (Source: IAB)

Client-Initiated Ad Impressions
See Also: Client Initiated Ad Counting, Server Initiated Ad Impressions, Server Initiated Ad Counting
One of the two methods used for ad counting. Ad content is delivered to the user via two methods - server-initiated and client-initiated. (Source: IAB)

Client-Side
Refers to operations that are performed by the client in a client–server relationship in a computer network. Generally, a client is a computer application (such as a web browser) that runs on a user's local computer and connects to a server. (Source: Cynopsis)

Cloaking
A practice that involves developing two different version of the same page: one with the content and the design that is seen by users, and another that is aimed at search engine webcrawlers, adapted to satisfy their criteria for the purpose of moving up results rankings. Implementation involves identifying the incoming IP address and, depending on its nature, directing the visitor to one or other page. Cloaking is a Black Hat positioning technique, employed to fool search engines, and is on occasion used fraudulently, hiding pay sites or sites with illegal content, and therefore its use is punishable. (Source: Zorraquino)

Clock Alignment
See Also: Clock Drift, Clock Synchronization
The readjusting of the Set-Top Box clock to make it accurate and remove any drift.

2 : The process used to adjust the start and end times of a tuning event to the "00" second. (Source: Nielsen)
Clock Drift
See Also: Drift, Clock Slippage, Frequency Drift
When the built-in clock within the Set-Top Box or other device slowly deviates from the actual time.

Clock Slippage
See Also: Clock Drift, Drift, Frequency Drift
A term used to describe the situation in which clocks of separate electronic devices run at slightly different speeds. Clock slippage is the difference an individual clock departs from true time. (Source: Nielsen)

Clock Synchronization
See Also: Clock Alignment, Clock Drift
The readjusting of the clock time when drift or slippage occurs.

2 : A mechanism to measure on the Set-Top Box the exact time delay between the broadcast of content by the headend and the display of that content on the Set-Top Box, and the adjustment of all reported event times accordingly. Thus, all Set-Top Boxes will report relative to content time reported in the as run logs, irrespective of any clock inaccuracies. (Source: FourthWall Media)

Clock Time (vs. Content Time)
See Also: Content Time
Where clock drift may occur, measuring the content by the clock rather than the exact time that the content aired.

2 : The clock or time stamping used on a STB. (Source: TiVO)

3 : The best available absolute time available from the internal clock in a Set-Top Box. Because of clock inaccuracies and varying stream delays between Set-Top Boxes, FourthWall Media performs clock synchronization to report all event timings relative to the content timing as reported in the as run logs. (Source: FourthWall Media)

Close
Indicates that the user clicks or otherwise activates a close control which fully dispatches the ad from the player environment. (Source: IAB)

Note – May not apply to non-overlay ads. (Source: IAB)

Close Billboard
A brief announcement, usually 3, 5 or 10 seconds in length, and usually earned by advertisers paying extra for the program being ordered that appears at the end of a broadcast program.

Closed Bid Auction
Similar to Private Marketplace in programmatic buying and selling where bidders are pre-selected and submit bids simultaneously so that only the publisher sees the bid levels.

Closed Captioning
See Also: Captioning, Open Captioning
Technology embedded in broadcast / displays to provide scripted support of the program. Closed captioning displays captioned text only when it is desired by the viewer.
Closed-Door Discount House
Another term for Wholesale Club. (Source: MASB)

Closed Loop
In media, when the media owner has a set core of first party data that is used, often in conjunction with third party data, to understand their audiences. It is often used as a guarantee to sell audiences and a guarantee in using in their own dataset.

Closed Loop Analysis
Old-school digital campaign optimization was based on clicks and impressions. With Closed Loop Analysis, the impact of digital marketing is based on sales. The key is anonymization. When purchase data is anonymized, it can be linked with campaign exposure data (info on which devices were exposed to an ad or website), offering an end-to-end picture of a campaign that can be used to measure sales lift. (Source: LiveRamp)

Closed-Loop Marketing
A type of marketing strategy that relies on insights provided by the company’s sales teams and their customers. For example, when users visit an online shop and start browsing different items, their preferences are automatically logged in the website’s database, or visitors are asked about their categories of interest so that the next time they visit the shop preferred items will automatically pop up. (Source: elogic.co)

NOTE – Sales representatives directly participate in closed-loop marketing. After contacting a group of leads, sales teams send the received feedback to the marketing department; hence, marketers can better understand which type of customers should be targeted and which products or services are more popular. (Source: elogic.co)

NOTE – This method involves collection of customer data from multiple channels, analyzing this data and using the information to create appropriate content for targeted groups of customers. This data involves information from marketing campaigns including your website, content offers, blogs, SEO tactics, emails etc. It is a data driven approach connecting end results of every campaign to the marketing initiative which in turn helps to understand its effectiveness. (Source: TycheSoftwares)

CU abbr Close Up
A technique used in video or still photography ads in which the photograph or camera shot is taken very close to the subject or object, and tightly frames the subject or object. (Source: ProjectOAR)

Close X
A creative control that enables a user to close an ad (remove it from view) or to reduce an expanded panel back to its original size. (Source: IAB)

Closing Date
The date by which all advertising must be ordered from the specific media vehicle in order to secure the dates/times/positions requested. (Source: AAII.ie)

Cloud
See Also: Hybrid Cloud, Public Cloud, Private Cloud
Also referred to as Cloud Computing. Applications, content, technology, software and other resources that are available on the internet from any internet connected device.
Cloud Computing
See Also: Hybrid Cloud, Public Cloud, Private Cloud
A general term for any type of content, technology or software that involves delivering hosted services over the Internet. The name cloud computing was inspired by the cloud symbol that’s often used to represent the Internet in flowcharts and diagrams.
(Source: http://searchcloudcomputing.techtarget.com/)

CDC abbr Cloud Data Center
See Also: Traditional Data Center
A data center for cloud computing.

Clubhouse
A 100% audible social network that does not allow sending text messages or photos. To participate in it, for the moment, you need a personal invitation with which you can access different rooms, which are moderated by a moderator and divided by theme. (Source: Zorraquino)

Club Plan Selling
An arrangement in which a consumer is awarded prizes or granted discount buying privileges by getting new customers to join the club. The club is the group of customers served by the selling organization, and one joins by making purchases. (Source: MASB)

Cluster Analysis
A body of statistical techniques concerned with developing natural groupings of objects based on the relationships of the p variables describing the objects. (Source: MASB)

Cluster Sampling
In media and market research, a sampling approach (see "Sample") in which a group, rather than a single, individual element of the sampling universe, constitutes the sampling unit. Cluster sampling is typically used to increase sampling efficiency. (Source: ProjectOAR)

Clutter
See Also: Ad Clutter
All non-program content that wraps programs such as commercials, PSA announcements, billboards, promos, any type of banner, overlays that take place within the context of the program etc. Anything not germane to the actual program that airs alongside or within that program.

2 : All extraneous non-program elements within a given program or time period. (Source: Nielsen)

3 : Excessive amounts of advertising carried by media vehicles. Term refers to the total amount of advertising time and space and to scheduling long strings of consecutive commercials for broadcasting. (Source: TVB)

Clutter Reel
Pools of television advertisements, including the one(s) being tested. Clutter reels are used in copy-testing to assess an advertisement’s ‘noticeability’ or ability to stand out from the rest. (Source: ProjectOAR)

CIMM abbr Coalition for Innovative Media Measurement
A coalition of media companies funded by 14 leading Television content providers, Media Agencies and Advertisers to promote innovation in audience measurement for Television and cross-platform media. CIMM works to explore and identify new methodologies and approaches to audience
measurement through a series of pilot studies with independent measurement companies initially focusing on two key areas: 1. TV measurement through set-top-box data, 2. Cross-platform media measurement. (Source: www.cimm-us.org)

**Coaxial Cable**
A type of cable that has an inner conductor surrounded by a tubular insulating layer, surrounded by a tubular conducting shield. Many also have an insulating outer sheath or jacket. (Wikipedia)

**Cobot**
A cobot, or collaborative robot, is a robot intended for direct human robot interaction within a shared space, or where humans and robots are in close proximity. Cobot applications contrast with traditional industrial robot applications in which robots are isolated from human contact. Cobot safety may rely on lightweight construction materials, rounded edges, and inherent limitation of speed and force, or on sensors and software that ensures safe behavior. (Source: Wikipedia)

NOTE – Can be configured through software and AI-driven intelligence to automate routine tasks such as data extraction and cleaning via existing user interfaces. (Source: McKinsey)

**Co-Creation**
In media, a form of content creation that focuses on viewer or consumer experience and interactive relationships. Often results in personalized or unique content consumption experiences that is intended to increase loyalty, engagement and other enhanced values for the customer and greater revenue and brand value for the company.

2 : An economic model that brings together different parties in order to jointly produce a mutually valued outcome and generate improved revenue.

**Codec**
Short for compressor / decompressor, Codecs are computer algorithms that are used to compress the size of audio, video, and image files for streaming over a data network or storage on a computer. Apple’s QuickTime, Microsoft’s Windows Media Video, and MP3 are examples of common codecs. (Source: IAB)

**CDMA**

*abbr Code Division Multiple Access*

See Also: LTE, GSM, Spread Spectrum

A communication channel access principle that employs spread-spectrum technology and a special coding scheme (where each transmitter is assigned a code).

2 : CDMA also refers to digital cellular telephony systems that use this multiple access scheme, as pioneered by QUALCOMM, and W-CDMA by the International Telecommunication Union (ITU), which is used in GSM’s UMTS.

3 : A digital cellular technology that uses spread-spectrum techniques. Unlike competing systems, such as GSM, that use TDMA, CDMA does not assign a specific frequency to each user. Instead, every channel uses the full available spectrum. Individual conversations are encoded with a pseudo-random digital sequence. CDMA consistently provides better capacity for voice and data communications than other commercial mobile technologies, allowing more subscribers to connect at any given time, and it is the common platform on which 3G technologies are built. (Source: Webopedia)
Codemoji
Mozilla web-based tool to teach encryption basics using coded message emojis. Marketed as a fun way to learn about ciphers.

Codes
Systems of meanings. (Source: OpenTextBC.ca)

Coefficient of Income Sensitivity
The average percentage that sales of a product vary over a period of time, relative to a one percent change in personal disposable income. (Source: MASB)

Coercive Influence Strategy
A means of communication that puts direct pressure on the target to perform a specific behavior or set of behaviors with adverse consequences of noncompliance stressed or implied and mediated by the source. (Source: MASB)

Cognition
Mental activities in the brain that are involved in information processing and may include (non)volitional shifts in attention, memory, reflections on feeling states, reasoning and decision making. In advertising and marketing, various research methodologies and approaches are used to better understand the way it affects the comprehension of, reaction to and response to advertising. Also referred to as "Cognitive Process." (Source: ProjectOAR)

Cognitive Dissonance
The psychological conflict or discomfort experienced when a person simultaneously holds two or more contradictory thoughts. In advertising and marketing, cognitive dissonance can arise before, during or after a major purchase decision. For example, a smoker who buys a pack of cigarettes knowing that he has a higher chance of being diagnosed with cancer can be said to experience cognitive dissonance. (Source: ProjectOAR)

Cognitive Effort
See Also: Cognitive Load/Workload

Cognitive Heuristic
Mental shortcuts or rules of thumb that consumers use to simplify decision-making and problem solving. Cognitive heuristics allow consumers to make decisions efficiently and quickly, reducing the amount of time and mental effort needed to make decisions. Cognitive heuristics can be helpful in many situations but can sometimes result in cognitive biases. (Source: ProjectOAR)

Cognitive Load/Workload
The mental effort or cognitive resources used for a given task. Cognitive load may be manipulated in research--for example to see whether people notice ads under high vs. low cognitive load. Or it may be measured--for example to understand how much effort is needed to process an ad message. Also referred to as "Cognitive Effort." (Source: ProjectOAR)

Cognitive Process
See Also: Cognition
Cognitive Response
In advertising and marketing, responses that are based on ideas, thoughts or other cognitions, as opposed to purely emotional or behavioral responses. There are two types of cognitive response, direct and indirect. (Source: ProjectOAR)

Cohort Analysis
An analysis of customer behavior who are separated into groups of people with same attributes. It involves examining how specific characteristics of a cohort (group) changes over time. (Source: TycheSoftwares)

NOTE – Cohort Analysis is one of the most powerful tools for marketers that helps them to assess long-term trends in customer relation. Basically it is a process of identifying relation between cohort’s attributes and their behavior. (Source: TycheSoftwares)

Cohorts
In media data, in mobile marketing, it is a set of users grouped together because of a common identifier. As long as there is commonality, a cohort can be anything: from users in a certain geographic location to users who installed an app within the same period. (Source: Adjust.com)

NOTE – Targeting in a post-cookie world, the pros and cons of household-level data according to the ARF are - Pros: Theoretically privacy safe. Cons: But could introduce new privacy risks of their own. (Source: Schiff, A. (2021, May 18). 6 Types of Post-Cookie Data That Will Still Be Available After 2022. Ad Exchanger.)

Coincidental
A form of telephone research whereby a phone call is placed to a targeted home at the same time the media is live and accessible to the respondent.

NOTE – Coincidental techniques are designed mainly to evaluate or measure advertising and media usage. While consumers are exposed to the media, the telephone interview is the principle means by which information is obtained. The interviewers usually ask questions pertaining to what the respondents were doing just before they answered the telephone. The advantage of this technique is reduction in measurement error due to memory loss. The technique is rarely used now days. (Source: BusinessManagementIdeas.com)

Cold Calling
A method of prospecting under which a salesperson calls on totally unfamiliar organizations and prospects. (Source: MASB)

Cold Canvassing
A similar term for Cold Calling. (Source: MASB)

Collaborative Agreement
A cooperation strategy between companies to jointly pursue a common goal. It is also referred to as a strategic alliance or global strategic partnership. (Source: MASB)

Collaborative Consumption
Another term for Sharing Economy. (Source: MASB)
Collaborative Robot
Another term for cobot.

Collapse
An event where the expanded panel of an expandable ad reduces to its original size, or disappears completely. (Source: IAB)

Collateralized Currency
Paper currency backed by collateral such as gold, silver, or other assets. (Source: ShellyPalmer.com Blockchain Glossary)

Collateralized Debt Obligation
In traditional finance, this represents a debt instrument such as a mortgage. In DeFi, an example would be a stablecoin overcollateralized with a crypto asset. (Source: ShellyPalmer.com Blockchain Glossary)

Collection Engine
A device and programming software that facilitates the aggregation of collected data, such as channels tuned by Set-Top Boxes in a geographic area.

NOTE – In Charter this is an EBIF application known as the Event Stream Collector. Transmission of census data over the out-of-band return path is non-trivial, and the software in the Set-Top Box must cooperate with a collection server. (Source: FourthWall Media)

Collection Server
Repository of Set-Top Box data.

NOTE – Transmission of census level linear channel data, keystream, interactive data, and explicit viewer interest data with minimal Latency over the minimal bandwidth available in the digital cable out-of-band return path requires coordination (i.e., scheduling, compression/decompression, multi-tier fault tolerance, etc.) between collection engines on Set-Top Boxes and a one or more collection servers in the cable headend. (Source: FourthWall Media)

COD abbr Collect on Delivery
Method requires the buyer must to make payment for the purchase at time of delivery of goods. It is considered a poor substitute for cash before delivery or cash in advance because if the purchaser refuses, the seller incurs return freight charges and any deterioration of the product in the process. (Source: MASB)

Collinearity
Describes a bias in statistical procedure due to the correlation of multiple independent variables that influence a single dependent variable. This makes it difficult to recognize which independent variable is really causing the change in the dependent variable. (Source: MASB)

Column Inch
A unit of newspaper space one column wide and one inch deep (14 agate lines). (Source: AAI.ie)

Combination Compensation Plan
A type of sales force compensation plan that offers a base salary plus some proportion of incentive pay consisting of commissions, bonuses, or both. When salary plus commission is used, the commissions are typically tied to sales volume or profitability, just as with a straight commission plan.
The only difference is that the commissions are smaller in a combination plan than when the salesperson is compensated solely by commission. (Source: MASB)

**Combination Smart Card**
*See Also: Smart Cards, Contact Smart Cards, Contactless Smart Cards*
A smart card that functions as both a contact and contactless smart card. Specific to interactive television, the viewer can insert smart cards into the set-top box to trigger the box to decrypt contact programming. (Source: IAB)

**C2 or C&C abbr Command and Control**
A form of computer attack that remotely sends commands and then controls all aspects of that computer.

**NOTE** – A form of computer attack which starts by infecting a computer, which may sit behind a firewall. This can be done in a variety of ways:
- Via a phishing email that tricks the user into following a link to a malicious website or opening an attachment that executes malicious code.
- Through security holes in browser plugins.
- Via other infected software.

Once communication is established, the infected machine sends a signal to the attacker’s server looking for its next instruction. The infected computer will carry out the commands from the attacker’s C2 server and may install additional software. The attacker now has complete control of the victim’s computer and can execute any code. The malicious code will typically spread to more computers, creating a botnet-a network of infected machines. In this way, an attacker who is not authorized to access a company’s network can obtain full control of that network. (Source: PaloAltoNetworks)

**Command-Driven Interface**
*See Also: User Interface, Menu-Driven Interface*
A user interface in which you enter commands. (Source: Webopedia)

**CSV abbr Comma Separated Values**
A table form data file with the fields separated by commas.

2 : A file-type that stores data in a tabular form. They look like a general spreadsheet but have a .csv extension. (Source: TycheSoftwares)

**NOTE** – These files are extremely important to export or import large amounts of data, which, in the case of your online store, could be information regarding customers, products, inventory and more. The CSV file format makes it easy to export, import and convert, and can be used to co-ordinate among different arms of your business. For instance, receiving data from the manufacturing unit to send to the finance division of your company. (Source: TycheSoftwares)

**Comment**
A comment is a form of engagement in which a user replies to your social media post. Comments can offer praise, ask a question, express disagreement, and otherwise contribute to the online conversation about your social content. Comments can include text, hashtags, @ mentions, and emojis. A large number of comments shows that your post is engaging and may boost its position in the newsfeed based on a social network’s algorithm. (Source: Blog.Hootsuite.com)
Commercial
Making money through advertising. (Source: corbytechmedia.weebly.com)

2 : Another term for an ad. A unit of a certain length or space used for revenue generating purposes.

Commercial Avoidance
See Also: Ad Skipping
Use of trick play or channel switching to avoid viewing commercials. Trick play in this case can be fast forwarding, skipping ahead or muting. Also includes viewers leaving the room to avoid commercials, changing channels or engaging in other activities.

Commercial CPM
The cost for an advertiser to run their ad per one thousand viewers or homes of a target consumer segment.

2 : Shows the cost per 1000 impressions for the commercials / advertisements. Based on the amount paid for the advertising campaign, this shows the amount paid per thousand impressions of the advertisement for total households or in that target group.

NOTE – Demographic CPMs through Set-Top Box data would have to be segmented or profiled.

Commercial Engagement
See Also: Engagement, Commercial Retention
The amount of attention and involvement a viewer gives to an advertisement. The greater the attention and involvement, the more likely that viewer will retain memories and will feel more predisposed to that product that is advertised.

2 : The ability of an interactively enhanced commercial to engage the viewer sufficiently for the viewer to interact with the commercial via the Remote Control. Measured in AdWidgets via the Remote Clicks metric. (Source: FourthWall Media)

Commercial Interactive Rating
Percentage of STBs or households tuned to a specific commercial and presented with a specific interactive (EBIF) enhancement embedded within that commercial. Some commercials containing targeted EBIF enhancements (i.e., AdWidgets) may be broadcast to the entire EBIF-enabled footprint, but when executed only display an interactive enhancement to a select subset of viewer STBs. (Source: FourthWall Media)

Commercialization
Another term for Product Commercialization. (Source: MASB)

Commercial Live Rating
See Also: Rating
A commercial rating viewed live in a linear fashion, that is, without any trick play.

2 : Percentage of STBs or STB Households tuned to a specific commercial without time shifting. (Source: Nielsen)

NOTE – Can only measure Opportunity to See, as opposed to actual confirmed viewing. (Source: TIVO)
**Commercial Pod**  
*See Also: Pod*  
A collection of non-programming content whether commercials, billboards, PSAs, etc., that are inserted as a block of seconds or minutes, before during or after a program.

**Commercial Pool**  
A group of commercials for a product or service that an advertiser has ready for use as part of an advertising campaign. (Source: MASB)

**Commercial Ratings**  
*See Also: Rating*  
Percent of homes or viewers who tuned into a commercial out of the specified universe of homes or viewers whether their sets were in use at the time or not. Commercial ratings can be average minute or, with second-by-second Set-Top Box data, on an average second rating level.

2 : Commercial rating defines the average second audience for the specified commercial/advertisement. Rating is calculated as the total tuned seconds divided by the total possible tuned seconds for the content and time period specified. (Source: TRA)

NOTE – How granular does the Set-Top Box data need to be - One second? Five second? More? And then what about Latency which can make accurate measurement at the one second level difficult.

**CRI abbr Commercial Rating Index**  
Index of the Household Average Second Rating of the Ad to the Average Second Rating of the Program. (Source: TRA)

**Commercial Retention**  
*See Also: Retention*  
The ability of a commercial to hold on to its tuned audience through the length of the commercial.

2 : The ability to recall the commercial after it is viewed for some amount of time after the fact.

NOTE – Kantar Media Audiences devised a seconds-based metric, Tuneaway, to capture the percent of seconds lost due to channel changing from the audience present the second prior to the commercial start time.

**Commercial Testing**  
The measurement and evaluation of an advertisement’s effectiveness (see "Advertising Effectiveness") based on consumer responses, feedback or behavior. This is often used interchangeably with "Advertising Testing." Commercial testing may also refer to the testing of new products with consumers prior to release in market. (Source: ProjectOAR)

**CTI abbr Commercial Tuning Index**  
*See Also: Commercial Viewership Index*  
Referenced by Nielsen as ratio of commercial rating to program rating available at spot level.

2 : An index which compares the rating an ad to the rating of the entire program in which it appears. (Source: Kantar)
CVI *abbr* Commercial Viewership Index
Represents spot retention relative to underlying program. Average spot rating % divided by average program rating% (including commercial seconds) expressed as an index. (Source: Kantar Media Audiences)

2: Ratio of commercial rating to program rating (indicating audience retention) available at spot level. Indicating how often they fast forward through or tuned away from advertising. (Source: TIVO)

**Commission**
The compensation paid to salespeople based on a fixed formula related to the salesperson’s activity or performance. The basis for calculating a commission is frequently a fixed percentage of sales or gross margin generated. Salespeople may have to achieve a prespecified, threshold level of performance before they are eligible to receive a commission. (Source: MASB)

**Commission Method of Compensation**
In advertising, the commission method of compensation is the traditional compensation method whereby advertising agencies have been paid on the basis of a percentage of the cost of media time and/or space they purchased for a client. The usual commission has been 15 percent of the total cost of the media space and time purchased. Recently, clients have been moving toward the negotiation of specific fees for the services rendered by advertising agencies. (Source: MASB)

**Committee Buying**
A situation in which the buying decision is made by a group of people rather than by a single buyer. A multiunit operation is usually the type of firm that uses this procedure. (Source: MASB)

**Commodity Exchange**
An organization, usually owned by the member-traders, that provides facilities for bringing together buyers and sellers, or their agents, of specified standard commodities for promoting trades in accordance with prescribed rules—either spot or future, or both—in these commodities. (Source: MASB)

**Commodity Product**
A commodity product or staple good refers to a convenience product such as sugar or potatoes that is bought often and consumed routinely. Staples often offer little differentiation and are sold importantly on the basis of price. (Source: MASB)

**Commodity Rate**
Refers to a transportation rate published for specific commodities without regard to classification. Carriers commonly publish commodity rates when a large quantity of product moves between the two locations on a regular basis. When a commodity rate exists, it supersedes the corresponding class rate or exception rate. (Source: MASB)

**CAAS *abbr* Common Advanced Advertising System / Canoe Advanced Advertising System**
Originally conceived as a system designed to provide a centralized platform for the planning, execution, billing, and measurement reporting of advanced advertising services. A core tenant of a CAAS is to implement standard interfaces to communicate advertising campaign delivery instructions as well as common metrics gathering and reporting interfaces across different operating entities. Canoe Ventures has implemented a CAAS, named the ‘Canoe Advanced Advertising System / Canoe Advanced Advertising Platform,’ which is a national platform stewarding advanced advertising services across MSOs. (Source: Definition currently under review by CableLabs)
2: A new advertising system utilizing the standards in SCTE-130, CableLabs’ EBIF, and Canoe’s Advanced Advertising to deliver advanced and interactive advertising products on cable operators’ linear television and On-Demand platforms. (Source: FourthWall Media)

**Common Carrier**

*See Also: Carrier, Heavy carrier, Light Carrier*

An organization that provides access to a communication media, such as a telephone system or the Internet but exercises no controls over the content of that media. (Source: Hitachi-id)

2: A carrier that provides transmission service of content, data or other information to the general public in a regulated environment.

NOTE – This has important legal implications, since offensive or otherwise illegal material may be carried on any media. If an organization acts as a Common Carrier, then that organization can reasonably expect to have no liability for the contents of that media. Otherwise, an organization that exercises even a very few controls over the content of a medium, such as an Internet connection, does not qualify as a Common Carrier, and may be liable for everything on that medium. To avoid such liability problems, many organizations, especially including Internet Service Providers, elect to behave as Common Carriers. (Source: http://hitachi-id.com/concepts/common_carrier.html)

**Common Costs**

Also known as General Costs, it supports a number of activities or profit segments but cannot be traced to a specific product or segment.

**Common Financial Metric**

One that can be applied to most or all marketing, which is easily understood by non-financial people (e.g., long-term profit/cash flow). (Source: MASB)

**Common Market**

A group of countries that have harmonized tariff policies among members, established common tariffs for nonmembers, and permit the free flow of factors of production among members. (Source: MASB)

**Common Purpose**

Means that all or most marketing personnel and suppliers are focused on improving against the common financial metric. This single financially relevant metric (e.g., incremental CLTV) is used by all when seeking funding. For example, if digital specialists seek funds based upon web traffic and, separately, experiential specialists seek funds based upon event attendance, this suggests a marketing team that is not well governed. (Source: MASB)

**Common Rewards**

For marketing personnel and their suppliers—including pay, promotions, recognition—are based heavily upon success against common financial metric. For example, if leaders reward promotion specialists for higher short-term sales, and separately reward broadcast specialists for higher awareness, this suggests a marketing team that is not well governed. (Source: MASB)

**Commons**

Types of assets held in collective or communal ownership rather than as private commodities. Assets in this context does not necessarily mean tangible commodities but can include assets like internet/cyber spaces where media can be commonly shared. (Source: OpenTextBC.ca)
Communication
At its most simplistic, communication is the exchange of information and meaning. Communication, through its repetition, enables the dissemination and development of culture. (Source: OpenTextBC.ca)

Communication Error
The failure of a Web browser/Web server to successfully request/transfer a document. (Source: IAB)

Communication Playback
A type of test used for both diagnostic and evaluative purposes. The intent of this test is to evaluate whether or not the essential points within an ad have been communicated. (Source: BusinessManagementIdeas.com)

NOTE – The ability of respondents to recall specific information about an ad is an important measure of effectiveness. Viewers are often asked to re-create visual and verbal elements of an ad in their own words. Researchers usually pay special attention to the consumers recall of the brand name, specific attributes or qualities of the product, the main selling message, reactions to music, special effects, main characters, key phrases, and story lines. (Source: BusinessManagementIdeas.com)

Communications Relay Satellite
A device such as a satellite that is used to rapidly transmit signal content and messages from one tributary to another by automatic, semiautomatic, or manual means, or by electrically connecting circuits (circuit switching) between two tributaries for direct transmission. (Source: Answers.com)

Communication Strategy Research
Research used to determine the degree to which advertising or other marketing messages are aligned with the overall strategic brief for a brand, product or service, and how to align them more closely. Questions asked within a communications research study are specifically designed to determine whether or not the concept or other stimuli are in alignment with the overall strategic direction for the brand. (Source: ProjectOAR)

CAM abbr Community Addressable Messaging
Customized advertising and other content messages delivered to various geographies.

NOTE – “Based on our understanding of what Canoe Ventures intended, the CAM definition is Targeted TV advertising that is delivered to the individual cable zone level (as cable zones in population are on average roughly the size of a large neighborhood or suburb, hence, a community).” (Source: Visible World).

Community Manager
A community manager is a social media professional who nurtures relationships among a group of social media users so that the community acts on behalf of the common interest. Community managers help develop professional and brand-focused social relationships by monitoring and engaging with fans and followers. (Source: Blog.Hootsuite.com)

2 : Professional responsible for managing a brand’s relationship with users online. Their job consists of moderating corporate communities - responding to any requests, working to direct the flow of information without affecting its free circulation - and invigorate them by continually generating value-added content according to the business strategy. (Source: Zorraquino)
Companion Ad Units
In an ad unit group, the ad units to serve ads for when the master ad unit wins an impression. (Source: OpenX)

Companion Line Item
A line item that delivers multiple related ads to a predefined ad unit group. (Source: OpenX)

Comparative Advantage
(global marketing definition) A theory that holds that a country can gain from trade even if it has an absolute disadvantage in the production of all goods, or, that it can gain from trade even if it has an absolute advantage in the production of all goods. (economic definition) A term that relates to both the greater absolute advantages or the smaller absolute disadvantages that a country has in economic activities as compared with other countries. (Source: MASB)

Comparative Advertising
Involves an approach to the advertising message that attempts to persuade the audience by comparing the performance of two or more brands of a product or service. The reference brand may be the previous formula used by the advertiser, an unnamed competitor of the advertiser, or a specific and named competitor of the advertiser. (Source: MASB)

Comparative Claims
In advertising and marketing, a statement (see "Advertising Claim") about the advantages or points of differentiation of a given brand, product or service relative to their competition. For example, "category leader," "best in class," "unique feature," or "lower rates than competitors" are all examples of comparative claims. The term "Comparative Claims" is often used interchangeably with the term "Competitive Claims." (Source: ProjectOAR)

Comparative Prices
Refer to statements in advertisements or signs comparing specific prices with previous prices, other prices, or prices goods are estimated to be worth. (Source: MASB)

Comparative Rating Scale
Is one that requires subjects to make their ratings as a series of relative judgments or comparisons rather than as independent assessments. (Source: MASB)

Comparison/Comparative
A type of advertising genre where a target brand seeks to differentiate their attributes (for example, price or quality) from one or more competitive brands by implying that those brands are inferior and/or implying that their own brand is unique or superior. Also referred to as "Advertising War." (Source: ProjectOAR)

Comparison Shopping
Includes two major types of activity, merchandise shopping and service shopping:

- Merchandise shopping activities rendered by an organized shopping bureau includes checks of new items being offered by competing stores, reports on advertised promotions of competitors, comparison price shopping, etc.
- Service shopping is normally performed by shoppers who pose as customers and report the quality of selling service on standard forms.

(Source: MASB)
**Compensation Metric**
Another term for Sales Force Compensation Metric. (Source: MASB)

**Compensatory Integration Procedure**
Another term for Compensatory Rule. (Source: MASB)

**Compensatory Model**
Another term for Compensatory Rule. (Source: MASB)

**Compensatory Process**
Another term for Compensatory Rule. (Source: MASB)

**Compensatory Rule**
Suggests that a consumer will select the alternative with the highest overall evaluation on a set of choice criteria. Criteria evaluations are done separately and combined arithmetically such that positive evaluations can offset or balance (compensate for) negative evaluations. This is also called compensatory integration procedure, compensatory model, and compensatory process. (Source: MASB)

**Competition**
Refers to the rivalry among sellers trying to achieve such goals as increasing profits, market share, and sales volume by varying the elements of the marketing mix: price, product, distribution, and promotion. It is the product of vying for customers by the pursuit of differential advantage, (i.e., changing to better meet consumer wants and needs). In economic theory, various competitive states such as monopolistic competition, oligopoly, perfect competition, and monopoly are delineated based on the degree of control that sellers have over price. (Source: MASB)

**Competitive Advantage**
Characteristic or quality of a company that places it in a clearly superior position over its competitors, thanks to the fact that this differentiating aspect is unique within its sector, appreciated by consumers, and sustainable over time. The concept was developed by Michael Porter in the 1980s as part of the business strategy world. (Source: Zorraquino)

**Competitive Analysis**
An in-depth investigation of competitors' strategies, positioning, strengths and weaknesses relative to those of your own product. The analysis extends well beyond sales and profit figures to such factors as price, product, technical capabilities, quality, customer service, delivery and other important brand characteristics. (Source: ProjectOAR)

**Competitive Bidding**
The practice of competition in which firms submit offers or bids that detail the services and product specifications to be offered at a stated price. (Source: MASB)

**Competitive Brands**
Also known as the Evoked Set) are the brands that are considered as alternatives by buyers in a particular market segment. Occasionally, it is used to mean a (smaller) set of products which a particular seller wishes to be competing with; more rarely, it means the full set of competitors in fact competing in a given market. (Source: MASB)
**Competitive Claims**
In advertising and marketing, a statement (see "Advertising Claim") made about the characteristics or performance of a brand or product, specifically compared to a competitor. The term "Competitive Claims" is often used interchangeably with the term "Comparative Claims." (Source: ProjectOAR)

**Competitive Environment**
Refers to the number and strength of rival firms competing in the market for a product. (Source: MASB)

**Competitive Frame**
The list of specific brands with which a given brand competes most directly for customers. (Source: MASB)

**Competitive Intelligence**
The systematic gathering of data and information about all aspects of competitors' marketing and business activities for the purposes of formulating plans and strategies and making decisions. (Source: MASB)

**CLEC abbr Competitive Local Exchange Carrier**
*See Also: Local Exchange Carrier*
Any telecommunications or cable company offering competing services against an already established, incumbent telecommunications service in a market area.

2: Any telecommunications or cable company offering competing voice services within an incumbent telephone company's service area. (Source: Nielsen)

**Competitive Parity**
A business environment in which a brand has achieved standard or average results, compared to other brands in its competitive set. In advertising and marketing, also refers to a method of allocating the promotional or marketing budget comparable to the promotion or marketing budget of competitors. (Source: ProjectOAR)

**Competitive Parity Budgeting**
An advertising budget method whereby an advertiser chooses to use a level of spending on advertising that is similar to the advertising spending level being used by major competitors. (Source: MASB)

**Competitive Position**
refers to the position of one business relative to others in the same industry. There are a multitude of factors contributing to (and which can be used to measure) competition. The major categories are:
- Market position- relative share of market, rate of change of share, variability of share across segments, perceived differentiation of quality/service/price, breadth of product, and company images
- Economic and technological position - relative cost position, capacity utilization, technological position, and patented technology, product or process
- Capabilities - management strength and depth, marketing strength, distribution system, labor relations, relationships with regulators.
(Source: MASB)
Competitive Strategy
A long-term action plan or strategic focus developed by a company to gain a competitive advantage over its competitors. (Source: ProjectOAR)

Comp Index By UA
The likelihood that the demographic target will be found on a particular site. For example, an index of 657 indicates the value is 557% more likely. (657-100 = 557% more likely). (Source: Nielsen)

Complement of Markup Percentage
One hundred percent less markup percentage on retail. (Source: MASB)

Complementary Products
(Product Development) The products that are manufactured together, sold together, bought together, or used together. One aids or enhances the other. (Economic) Those products whose demands are positively related (i.e., an increase in quantity demanded by the market of Product A results in an increase in the quantity demanded for Product B). (Environments) A product that is used or sold jointly with other products, such as razors and blades, or shampoo and conditioner. (Source: MASB)

Completely Randomized Design
An experimental design in which the experimental treatments are assigned to the test units completely at random. (Source: MASB)

Completion Rate
The percentage of video ad impressions that are played to completion, meaning the viewer does not skip or leave the video. (Source: Hubspot)

2 : In advertising and marketing, the percentage of participants who completed the entire survey. (Source: ProjectOAR)

Compliance
The practice of understanding and following the rules, regulations, and law. Social media compliance is particularly relevant to organizations in regulated industries like healthcare and finance. These businesses face strict rules governing how they can use social media and how their social content must be archived. (Source: Blog.Hootsuite.com)

Component Software
See Also: App-Centric, Application Centric, Componentware
Software that is designed to work as a component of a larger application.

NOTE – A good analogy is the way personal computers are built up from a collection of standard components: memory chips, CPUs, buses, keyboards, mice, disk drives, monitors, etc. Because all of the interfaces between components are standardized, it is possible to mix components from different manufacturers in a single system. Similarly, the goal of component software is to standardize the interfaces between software components so that they too can work together seamlessly. (Source: Webopedia)

Component Video
See Also: Separate Video (S Video), Composite Video
An analog signal that is split into two or more components resulting in higher quality. (Most common is three separate analog components.) Component video is unlike Separate Video which carries two
separate signals or a Composite Video which carries a lower quality single video signal. There is no audio in component video so it must be paired with audio cables.

**Componentware**
*See Also: App-Centric, Application Centric, Component Software*
Another term for Component Software

**Composite Video**
*See Also: Separate Video (S Video), Component Video*
An analog picture only signal.

**Composition %**
The number of unique persons falling into a specific demographic target expressed as a percentage of the total number of persons visiting the site or using the application or viewing the network. For example, “45% of the persons that went to Website A during the month of December were women.” (Source: Nielsen)

**Compound Annual Growth Rate**
There are two common measures of growth. Year-on-year percentage growth (annual growth %) uses the prior year as a base for expressing percentage change from one year to the next. Over longer periods of time, compound annual growth rate (CAGR) is a generally accepted metric for average growth rates. In a survey of nearly 200 senior marketing managers, 69% of people responded that they found the “annual growth %” metric very useful. (Source: MASB)

NOTE – Growth is the aim of virtually all businesses. Indeed, perceptions of the success or failure of many enterprises or businesses are based on assessments of their growth. Measures of year-on-year growth, however, are complicated by two simple factors:
- Changes over time in the base from which growth is measured. Such changes might include increases in the number of stores, markets, or salespeople generating sales. This issue is addressed by using ‘same store’ measures (or corollary measures for markets, sales personnel, and so on).
- Compounding of growth over multiple periods. For example, if a company achieves 30% growth in one year, but its results remain unchanged over the two subsequent years, this would not be the same as 10% growth in each of three years. CAGR, the compound annual growth rate, is a metric that addresses this issue. (Source: MASB)

**Comprehension and Reaction Test**
A form of research testing that polls participants as to whether message, ad or commercial conveys the meaning the client or advertiser intended.

NOTE – The message generated should be translated in the same fashion as intended by the advertiser. Advertisers are also interested to know the reactions of the ad and effects on the consumers. Generally to test the comprehension and reaction, the advertisers and the agencies conduct personal interviews, group interviews, in-depth interviews etc. from the sample size of respondents ranging from 50 to 200. (Source: BusinessManagementIdeas.com)

**Comprehensive Layout**
A detailed mock-up of a layout presented to advertising clients in order to gain their approval before significant production costs are incurred. (Source: MASB)
Compression

See Also: Digital Compression, Data Compression
The process by which files of data or video content are compressed / reduced in size to facilitate fast transmission and requiring less storage space.

2 : The practice of packaging a digital file so that it uses less storage space. (Source: IAB)

Compression Algorithm

See Also: Data Compression, Source Coding, Bit Rate Reduction, Lossless, Lossy
The mathematical formula that is used in compression and decompression of an electronic file whether data or video. (Source: Businessdictionary)

CAI abbr Computer-Assisted Interviewing
The conduct of surveys using computers to manage the sequence of questions and in which the answers are recorded electronically through the use of the keyboard or touch screen. (Source: MASB)

CAPI abbr Computer-Assisted Personal Interview
A face-to-face interview in which the interviewer uses a computer-based questionnaire (rather than paper & pencil). (Source: ProjectOAR)

CASI abbr Computer-Assisted Self-Administered Interview
A self-administered interview, in which the participant uses a computer-based questionnaire (rather than paper & pencil). (Source: ProjectOAR)

CATI abbr Computer-Assisted Telephone Interview
Telephone interviews that use computer-based electronic questionnaires (rather than paper & pencil) to read and capture responses. (Source: ProjectOAR)

CAWI abbr Computer-Assisted Web Interview
Survey questionnaire distributed and administered via the internet and completed by participants through a web interface. (Source: ProjectOAR)

CGI abbr Computer Generated Imagery
Images, animation or visual effects that are created or modified using computer imaging. Often referred to simply as "CGI." (Source: ProjectOAR)

Computer Graphics
(1) The branch of computer science concerned with methods of creating, modifying, or analyzing pictorial data. (2) The use of a computer in any discipline to create, modify, or analyze images. coordinates: A set of data values that determine the location of a point in a space. The number of coordinates corresponds to the dimensionality of the space. (Source: freeflyvr)

Computer Virus
A computer program that is designed to replicate itself by copying itself into the other programs stored in a computer. It may be benign or have a negative effect, such as causing a program to operate incorrectly or corrupting a computer's memory. (Source: Thefreedictionary)
**ComScore 250**
List of online properties that have been evaluated by ComScore, to be generally considered as reputable, high traffic online sites. (Source: Mediamath)

**Concentrated Marketing**
*See Also: Marketing Segmentation Strategies*
Highly targeted marketing strategy when a product, good or service is developed and marketed for a very well-defined market and specific segment of the consumer population.

**Concentration Ratio**
*See Also: Three Firm Concentration Ratio*

**Concept**
In advertising and marketing, the underlying theme, idea, description or visual representation of a campaign or design related to a brand, product or service. In research, the stimulus for representing an idea that may be refined using qualitative or quantitative methods, before a prototype is produced. (Source: ProjectOAR)

2 : The underlying idea of a product or service or the idea upon which advertising is based. (Source: MASB)

**Concept Board**
An illustration and description of a new product, new positioning, or new ad, often in print-ad format. (Source: ProjectOAR)

**Concept Development**
The process by which the underlying theme, idea, description or visual representation of a campaign or design, related to a brand, product or service, is generated, articulated and explored. (Source: ProjectOAR)

2 : Another term for Content Testing, (Source: MASB)

**Concept Development Funnel**
In its simplest form, the development funnel provides a graphic structure for thinking about the generation and screening of alternative development options, and combining a subset of these into a product concept. (Source: IFM.eng.cam.ac.uk)

**Concept Evaluation**
Another term for Content Testing, (Source: MASB)

**Concept Evaluation Stage**
*See Also: Concept, Concept Statement, Concept Test*
The process by which the underlying theme, idea, description or visual representation of a campaign or design, related to a brand, product or service, is generated, articulated and explored. (Source: ProjectOAR)

**Concept Generation**
Another term for Idea Generation. (Source: MASB)
Concept/Idea Generation
See Also: Ideation, Concept Screening
In advertising, the early stage of an advertising campaign’s development, intended to produce appealing or resonant ideas for potential advertising creative. It typically consists of meetings with consumers, advertising professionals or brand managers that are conducted with the aid of structured exercises, such as visualizations, prompts or guided discussions. (Source: ProjectOAR)

Concept Optimization
The practice of improving advertising concepts over stages to make them more compelling and aligned with the target, based on qualitative or quantitative research input. (Source: ProjectOAR)

Concept Statement
See Also: Concept, Concept Test
In advertising and marketing, an explanation of an idea, campaign or design related to a brand, product or service. (Source: ProjectOAR)

Concept Test
See Also: Concept Statement
Measures target-market consumers’ reactions to and/or attitudes about a proposed product, new service, new positioning or advertising concept, before introducing it to market. (Source: ProjectOAR)

2 : A form of evaluative testing used by planners to get a feel for whether their ideas and strategies are likely to be on target. (Source: BusinessManagementIdeas.com)

NOTE – The purpose of this type of testing is to get feedback from the customers before a lot of time, money and efforts are spent on producing expensive ads. Concept testing is as much a check on the strategic development of the campaign as it is on specific executions. The testing tends to be somewhat exploratory in nature, although a frame work of ideas and concepts have been developed. (Source: BusinessManagementIdeas.com)

NOTE – Many times advertisers also need feedback about new ideas before they spend a lot of money to turn the idea into a new marketing or advertising initiative. A concept test seeks feedback designed to screen the quality of a new idea, using consumers as the final judge and jury. Concept testing may be used to screen new ideas for specific advertisements or to assess new product concepts. How the product fits current needs and how much consumers are willing to pay for new product are questions a concept test attempts to answer. For example, are consumers willing to cover their teeth with white flexible strips in order to brighten up their smiles? (Source: BusinessManagementIdeas.com)

Concept Testing
Concept development and testing (or concept evaluation) is:
- A stage of the new-product development cycle in which ideas for new products are developed and evaluated. Initially, consumer research for the product idea may be evaluated on the basis of words, pictures, or models since the product does not yet exist in physical form. The purpose of the concept evaluation stage is to determine whether an idea is worth further investment. The concept evaluation stage follows idea screening.
- A qualitative or quantitative examination of consumer reactions to a proposed advertising idea; the testing of a commercial or advertisement in rough form that measures the viability of the idea or message which will underlie the resulting executions. Firstep is an example of a specific methodology for advertising concept testing. (Source: MASB)
Conceptual Mapping
A qualitative research technique in which participants are asked to assign or group the names of products to specific areas of a grid or diagram. This technique is used in market research to explore how consumers feel about certain products and is helpful in stimulating further discussion.
(Source: ProjectOAR)

Concurrent Testing
See Also: Tracking Study, Coincidental
A type of testing that refers to reaction that takes place while the campaign is running in the marketplace. It can be of two types Tracking studies and Coincidental studies.
(Source: BusinessManagementIdeas.com)

Conditional Access
When a subscriber gets a code (usually upon subscription) which can be used in other platforms like Sling, for example.

2 : Conditional Access Technology embedded on the Set-Top Box and satellite receiver that enables the cable or satellite broadcaster to filter out content the subscriber has not paid for or provide them with movies or special programs they have purchased on a pay-per-use system.
(Source: itvt.com/glossary)

Confianza Online
Non-profit organization set up in 2003 by the Asociación para la Autorregulación de la Comunicación Comercial [Association for the Self-Regulation of Commercial Communications] (Autocontrol) and the Asociación Española de la Economía Digital [Spanish Digital Economy Association] (Adigital) with the aim of increasing confidence among internet users when they make online purchases or browse web pages. Specifically it acts as a Spanish self-regulation system which issues seals of approval, also known as Confianza Online [online confidence], to certify that companies with the said seal have been assessed and comply with an ethical code concerning good practice on the internet and electronic trade. Likewise, websites bearing this seal are subject to the Confianza Online claims system. (Source: Zorraquino)

Configurable Attribution
Refers to the ability to customize attribution settings to align with marketing campaign goals.
(Source: Kochava)

NOTE – For example, a marketer may set a shorter lookback window for an app install campaign than a reengagement campaign and similarly for an incent campaign vs. non-incent campaign.
(Source: Kochava)

Confirmation
A statement (verbal or written) given to advertising agencies by a network, station, or rep firm when accepting an order for a commercial and/or media schedule. (Source: TVB)

Confirmatory Research
Research designed to confirm a hypothesis or a theory, usually in the context of a quantitative research design with a large enough sample to either prove or disprove the hypothesis being tested. (Source: ProjectOAR)
**Conglomerate**
A big powerful company that own a lot of smaller companies in different media industries. Disney are an example of a media conglomerate. (Source: corbytechmedia.weebly.com)

**Congruity Theory**
Another term for Cognitive Dissonance. (Source: MASB)

**Conjoint Analysis**
A statistical technique in which respondents’ utilities or valuations of attributes are inferred from the preferences they express for various combinations of these attributes. (Source: MASB)

**Conjunctive Rule**
*See Also: Disjunctive Rule, Lexicographic Rule, Noncompensatory Rule*
A type of Noncompensatory Rule. Suggests that consumers establish a minimum acceptable level for each choice criterion and accept an alternative only if it equals or exceeds the minimum cutoff level for every criterion. (Source: MASB)

**Connected Cars**
Technologically advanced cars that are equipped with internet access and often with a wireless local area network enabling the car to share internet access with other devices both inside as well as outside the vehicle.

**Connected Devices**
Devices that enable television viewing of content that is sourced through internet protocol (IP) rather than through cable or broadcast. Examples include: game consoles, internet-enabled DVD/Blu-Ray players and computers attached to TVs. (Source: Nielsen)

**Connected Home**
A home with a digital connection for at least one set or computer. In a larger sense it is a household that avails itself of a range of digital services and signals.

2 : Also used to refer to a home with broadband Internet connection. (Source: TIVO)

**CTV abbr Connected TV**
*See Also: Hybrid TV, Smart TV*
Broadband-enabled TV connected to the open internet either through the cable provider set top box, built-in technology or through a consumer electronic device like a streaming box or game console. (Source: IAB)

2 : A Smart TV set or set top box, sometimes referred to as Connected TV or Hybrid TV, is a television set or set-top box with integrated Internet connectivity and features that can receive video programming through an open IP method outside of the traditional cable QAM transport, and is an example of technological convergence between computers, televisions and set-top boxes. Some examples include Roku, Apple TV, Chromecast, Samsung SmartTV, etc. (Source: GABBCON, Global Audience Based Business Conference)

3 : A television set or set top box with integrated internet features. Convergence point between TV and digital video. (Source: MAGNA Global)
4 : Refers to a television set that is connected to the Internet via OTT devices, Blu-ray players and gaming consoles, or has built-in Internet capabilities (in other words, a so-called “Smart TV”). Connected TVs can generally access short- and long-form web-based content. (Source: Cynopsis)

5 : Refers to any TV that can be connected to the Internet and access content beyond what is available via the normal offering from a cable provider. (Source: Tubemogul)

6 : Any TV that is connected to the internet and enables access to content and advertising (see "Connected TV Advertising") beyond scheduled offerings from broadcast and cable networks. (Source: ProjectOAR)

6 : CTV is a TV that connects to the internet, including smart TVs, devices like Roku and Apple TV, and gaming consoles like Xboxes and PlayStations. (Source: TVSquared)

7 : CTV Video, delivery of digital video to televisions via internet-connected devices; includes (OTT reporting definitions based on content):
- IP set top boxes that receive signals from digital video ad servers
- USB and HDMI multimedia devices
- Connected TVs
- Gaming consoles that do not require STB or converters
(Source: MRC)

Connected TV Advertising
Commercial messages within or around television programming or other content that is delivered on devices connected to the Internet. (Source: ProjectOAR)

Connection
A connection is someone you or your brand is connected with on social media. LinkedIn specifically uses the term "connections" to refer to professional social relationships—LinkedIn connections are the equivalent of Facebook friends. (Source: Blog.Hootsuite.com)

Connectivity
A generic term for connecting devices to each other in order to transfer data back and forth. It often refers to network connections, which embraces bridges, routers, switches and gateways as well as backbone networks. (Source: YourDictionary)

Connotation
The suggested meanings attached to a sign (e.g., the red alarm connotes danger, warning, panic etc.). (Source: corbytechmedia.weebly.com)

Conscious
The state or quality of mental activity related to the awareness of an external or internal state, object or idea. Classically refers to the awareness (and potential knowledge) of thoughts, memories, feelings or sensations in one's environment. Also referred to as "Consciousness." (Source: ProjectOAR)

Consciousness
See Also: Conscious
**Consensus Protocol**
The mechanism whereby parties agree to add a new block to the existing blockchain. Both Ethereum and bitcoin use proof of work, but many other mechanisms exist, such as proof of stake. (Source: ShellyPalmer.com Blockchain Glossary)

**Consent**
A user’s agreement with an organization’s privacy statement. Users will consent, or agree, to let their data be processed. (Source: Kochava)

**Consent Management**
A form of consumer sensitive marketing where the marketer requests user permission to collect, process and store data in order to gain greater personalization through more targeted communications.

**Consideration Cycle**
The period of time post-view of an ad that a customer considers the brand before making a purchase decision. (Source: Mediamath)

**Consideration Set**
*See Also: Evoked Set*
In consumer behavior, the small set of brands that potential consumers consider and pay close attention to when making a purchase decision. (Source: ProjectOAR)

**Consolidated Buying**
A type of central market representation in which the authority and responsibility for merchandise selection and purchase are vested in a central market office, rather than in the individual store units represented by the central office. (Source: MASB)

**CMSA abbr Consolidated Metropolitan Statistical Area**
An area that contains two or more overlapping and/or interlocking primary metropolitan statistical areas. (Source: MASB)

**Conspicuous Consumption**
Coined by economist and sociologist Thorstein Veblen, the phrase conspicuous consumption describes consumption for the sake of displaying to others wealth, power, or prestige. Usually it is applied to expensive or luxury goods rather than everyday items. (Source: MASB)

**Constant Sum Measures**
Another term for Brand Preferences. (Source: MASB)

**Construct Validation**
An approach to validating a measure by determining what construct, concept, or trait the instrument is in fact measuring. (Source: MASB)

**Construct Validity**
The ability of a market research measurement tool (such as a scale, procedure, specific survey items) to actually measure the theoretical concept under investigation. (Source: ProjectOAR)
Consumer
In the context of media it refers to receivers and audiences as economic participants. (Source: OpenTextBC.ca)

Consumer Behavior
The study of individuals’ activities associated with the search, shopping, purchase, use and disposal of goods and services, including motivations and actions, pre- and post-purchase. The term "Consumer Behavior" is sometimes used simply to describe consumer actions and is often used interchangeably with the term "Customer Behavior." (Source: ProjectOAR)

Consumer Cultures
Refers to a theory according to which human society is strongly subjected to the learned behaviors and schemas of consumerism. (Source: OpenTextBC.ca)

Consumer Decision Making
The process by which consumers collect information about choice alternatives (e.g., products, brands, or ideas) and evaluate those alternatives in order to make choices among them. The decision process may involve complex cognitive or mental activity, a simple learned response, or an uninvolved and uninformed choice that may even appear to be stochastic or probabilistic (i.e., occurring by chance). (Source: MASB)

Consumer Goods
Another term for Packaged Goods. (Source: MASB)

Consumer-Jury Tests
A testing method where a panel or jury is formed, comprising hypothetical consumers. The members of jury are asked to respond on the advertisement copy placed before them. They are requested to give their ratings on the same, starting with the best and coming down to the worst one. It tends to separate the very weak advertisement from the very strong advertisement. (Source: BusinessManagementIdeas.com)

Consumer Knowledge
Another term for Knowledge. (Source: MASB)

Consumer Motivation
See Also: Motivational Research
Underlying cause or inner drive that prompts a consumer to behave in a certain way, usually the purchase and use of a brand, product or service. Also referred to as Motivation. (Source: ProjectOAR)

Consumer Neuroscience
The application of neuroscience knowledge and techniques applied to marketing and media research questions for a deeper understanding of consumers. This may include measures of attention, emotion, memory and behaviors. Often employs one or a number of methodologies and an experimental design used to capture nonconscious processing of consumers in response to a marketing communication or marketing related stimuli. Methodologies most often used include eye-tracking, facial coding, EEG, biometrics and to a lesser extent, fMRI. (Source: ProjectOAR)
Consumer Off-Take
Refers to purchases by consumers from retailers, as opposed to purchases by retailers or wholesalers from their suppliers. When consumer off-take runs higher than manufacturer sales rates, inventories will be drawn down. (Source: MASB)

CPG abbr Consumer Packaged Goods
A marketing term to refer to specific classifications or categories of consumer products that are used every day.

Consumer Protection Legislation
The basic consumer protection legislation enacted by the federal government is the Federal Trade Commission Act, which prohibits unfair or deceptive acts or practices. Others include the Consumer Credit Protection Act, the Consumer Product Safety Act, environmental protection acts, the Federal Food, Drug and Cosmetics Act, the Magnuson-Moss Warranty Federal Trade Commission Improvement Act, the National Traffic and Motor Vehicle Safety Act, the Pure Food and Drug Act, the Cable Television Consumer Protection and Competition Act, the Telephone Disclosure and Dispute Resolution Act, and the Nutrition Labeling and Education Act. (Source: MASB)

Consumer Pull
The demand exhibited by consumers, often measured as awareness, preference and loyalty for specific brands and products. (Source: MASB)

Consumer Stockpiling
Another term for Stockpiling. (Source: MASB)

Consumption
The flip side of production is consumption—see also consumer cultures. (Source: OpenTextBC.ca)

Contactless
the actions implemented in companies to avoid direct contact with the customer in all processes. (Source: Zorraquino)

Contactless Smart Cards
See Also: Smart Cards, Contact Smart Cards, Combination Smart Cards
A type of smart card that has an antenna coil, as well as a chip embedded within the card. The internal antenna allows for communication and power with a receiving antenna at the transaction point to transfer information. Close proximity is required for such transactions, which can decrease transaction time while increasing convenience. (Source: IAB)

Contact Smart Cards
See Also: Smart Cards, Contactless Smart Cards, Combination Smart Cards
A smart card that must be inserted into a smart card reader. These cards have a contact plate on the face which makes an electrical connector for reads and writes to and from the chip when inserted into the reader. (Source: IAB)

Container
See Also: Bidding Container
A tag within which other tags are contained. (Source: Mediamath)

NOTE – Containers are intended to make it easy to add a lot of tags to a website by injecting them into the browser through JavaScript or an invisible frame. Many companies offer more sophisticated
versions of the tag container to address the growing complexity and operational challenges introduced by multiple third-party tags. (Source: Signal.co)

**Content**
A generic term for a range of video, audio, graphic or other programming formats that is distributed for viewer or consumer consumption via a range of platforms whether television, computer, radio, etc.

**Content Ads**
Another term for Contextual Advertising. (Source: MASB)

**Content Amplification**
*See Also: Amplification*
A multichannel approach that uses paid, owned, and earned media to promote and distribute content. The goal of amplification is to increase the brand's reach while encouraging the target audience to move seamlessly through the sales funnel. (Source: ContentMarketingInstitute)

**Content Analysis**
Systematic analysis of non-numerical data (such as open-ended survey responses, focus group transcripts, social media posts, advertising copy, speeches, or imagery). Typically, content analysis involves assigning numerical codes based on the presence of certain themes, keywords, etc. so that similar items can be grouped together for analysis. (Source: ProjectOAR)

**Content and Section Sponsorship**
*See Also: Branded Content, Spotlights, Advergaming, Sweepstakes, Sponsorships*
A type of sponsorship. It is when an advertiser exclusively sponsors a particular section of the site or email (usually existing content) reskinned with the advertiser's branding. (Source: IAB)

**Content Curation**
Involves collecting relevant content from credible sources and then sharing it with your social followers by linking to the original post. It's a way to create value for your audience beyond sharing your own original content. Sharing resources can also be a good way to build relationships with thought leaders in your field. (Source: Blog.Hootsuite.com)

2 : A content marketing technique of filtering relevant information that is already published on the Internet to enrich it or add additional value and share it with consumers or a community. (Source: Zorraquino)

**CDN**
*abbr Content Delivery Networks or Content Distribution Network*
An inter-related group of computers that function without a central server. This enables users to access data more efficiently and avoid bottlenecks. The data in a CDN can be anything from internet content, digital video, software, files, applications etc.

2 : Networks of servers used to reduce transfer latency. (Source: Mediamath)

3 : A distributed system of computers that increases bandwidth for the client by providing copies of creative content (such as media files and metadata) at various points in a network. Creatives are typically hosted on a CDN. (Source: OpenX)

4 : A system of geographically dispersed servers used to provide web content to a browser or other client. Files are strategically pulled from a server on the network based on the location of the user, the
requesting server, and the delivery server of the CDN to provide the best delivery performance. 
(Source: IAB)

**Content Descriptors**
*See Also: Content Signifiers*
Same term used for Content Signifiers.

**Content Display Ad**
Non-video ad unit that runs in conjunction with On-Demand content; may include ability to click to video ad.

**Content Gating**
*See Also: Gating*
A common lead generation tactic, it is the practice of requiring some kind of sign-up information on a webform for giving access to specific web content. Most common forms of content used for content gating strategies are viewable or downloadable contents like eBooks, whitepapers and webinars.

**Content Integration**
*See Also: Web Advertorial*
Advertising woven into editorial content or placed in a contextual envelope. (Source: IAB)

**CMS abbr Content Management System**
A software system that provides a range of services for content management. Content can range from documents, movies, text, pictures, data etc. and management services and procedures can include website authoring, administration, publishing, editing and content modification.

2 : A back-end solution developed to control the content of the website which is the front-end. This software application allows you to create, edit, maintain, publish, and display content on the Internet from a single administration tool. (Source: TycheSoftwares)

NOTE – Thus this system has made it easy for administrators with no programming knowledge to create and manage digital content. Alongside the web publishing tool that it provides allows one or more users to publish updates on the Web easily. CMS is basically used for Enterprise Content Management (ECM) and Web Content Management (WCM). (Source: TycheSoftwares)

**Content Marketing**
Marketing strategy that consists of creating and distributing content relevant to customers and potential customers, for the purpose of attracting and retaining them. To achieve this objective, purely promotional content is avoided and users are offered useful and interesting information through the appropriate channels. (Source: Zorraquino)

2 : The practice of attracting and retaining customers through the creation and distribution of original, valuable content such as videos, whitepapers, guides, and infographics. Consistently providing valuable content gives followers a reason to stay tuned to your social channels while building rapport and establishing your industry expertise. (Source: Blog.Hootsuite.com)

3 : A technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience-with the objective of driving profitable customer action. (Source: MASB)
NOTE – According to the Association of National Advertisers (ANA), content marketing involves various methods to tell the brand story. More and more marketers are evolving their advertising to content marketing/storytelling to create more stickiness and emotional bonding with the consumer. (Source: MASB)

**Content Network**
Another term for Contextual Network. (Source: MASB)

**Content Obligations**
Any outstanding costs that a distributor or service is contractually obligated to pay to producers or licensors for content. (Source: Cynopsis)

**COS abbr Content Optimization System**
A holistic solution designed to help you manage your website and other components of digital marketing all together in one system. It provides you with sales-ready website that allows easy updates, have a responsive design for the website and give it a personalized look and feel. It is a system that allows a content provider to use variety of techniques to improve search results and rankings. (Source: TycheSoftwares)

**Content Signifiers**
*See Also: Content Descriptors*
Information included with ratings to advise parents regarding suitability of programming for children. Five Content Signifiers are used with TV ratings: ten Content Descriptors are used with MPAA ratings. Content Signifiers and Content Descriptors are distinguished from ratings in that the specific reason for the advisory is indicated (e.g., language, violence).

**Content Stream**
Real-time aggregate feed of social sharing, news, and information populating users’ social channels and platforms. Envision your Facebook or Twitter feed. (Source: Centro)

**Content Targeting**
A targeting dimension that describes the context and layout that the ad space exists within. (Source: OpenX)

**Content Time**
*See Also: Clock Time*
Where clock drift may occur, measuring the content by actual time that the content aired.

**Content Topic**
Describes the main subject of the online content surrounding the ad space, such as sports or automotive. (Source: OpenX)

**Content Type**
Describes the main function of the online content surrounding the ad space for targeting capabilities. For example, blog or news. (Source: OpenX)

**Content Validity**
A subjective approach to validating a measure by determining the adequacy with which a characteristic is captured by the measure (i.e., the degree to which a test or metric appears effective in terms of its stated aims). (Source: MASB)
Contest
A contest or game is a marketing or consumer sales promotion technique that involves collection, matching, or use of skill to complete a project or activity with the goal of a prize or reward for the player. (Source: MASB)

Contextual Ads
Online ads that are matched to keywords extracted from content. Advertisers can leverage existing keyboard-based paid search campaigns and gain access to a larger audience. Existing contextual ad engines deliver text and image ads to non-search content pages. (Source: IAB)

1. A form of targeted advertising for advertisements appearing on websites or other media, such as content displayed in mobile browsers. The advertisements themselves are selected and served by automated systems based on the identity of the user and the content displayed. (Source: Wikipedia)

Contextual Advertising
An automated system identifies the content of the page, such as keywords, and delivers targeted image- or text-based advertising. (Source: Hubspot)

2. A form of targeted advertising for ads on websites or other media, such as content displayed in mobile browsers. The advertisements themselves are selected and served by automated systems based on the content displayed to the user. This is usually based on broad target markets. (Source: Mediacrossing)

3. A type of targeted advertising that features the placement of commercial messages in content on traditional media or digital environments that is deemed to fit well or complement the brand, product or service in the message. (Source: ProjectOAR)

NOTE – Targeting in a post-cookie world, the pros and cons of household-level data according to the ARF are - Pros: A good proxy for audience targeting. Privacy safe. And sophistication increasing as more vendors invest in the technology. Cons: "There's not a lot of downside to contextual, at least as far as I can see," said Nishant Desai, director of technology and partnerships at Xaxis. (Source: Schiff, A. (2021, May 18). 6 Types of Post-Cookie Data That Will Still Be Available After 2022. Ad Exchanger.)

Contextual Network
See Also: Content Network
A network of websites that displays advertising on web pages adjacent to content containing the keywords being bid upon. (Source: MASB)

NOTE – Example of contextual networks are Google AdSense and the Google Display Network. (Source: MASB)

Contextual Search
See Also: Search, Paid Listings, Paid Inclusion
Text links appear in an article based on the context of the content, instead of a user-submitted keyword. Payment only occurs when the link is clicked.
(Source: IAB)

2. One that analyzes the page being viewed by a user and gives a list of related search results based on their relevance to that specific user. Offered by Yahoo! and Google. (Source: MASB)
Contextual Search Campaign
A paid placement search campaign that takes a search ad listing beyond search engine results pages and onto the sites of matched content web partners. (Source: MASB)

Contextual Targeting
Targeting content that deals with specific topics, as determined by a contextual scanning technology. (Source: Mediamath)

2 : A form of targeted advertising for advertisements appearing on websites, mobile browsers or other ad supported devices. The advertisements themselves are selected and served by automated systems based on the identity of the user and the content displayed. (Source: Tubemogul)

Contiguous Tuning
Tuning events that continue uninterrupted over a period of time.

2 : A term used to describe tuning events which continue uninterrupted across a period of time. (Source: Nielsen)

Continuity
Scheduling advertising consistently over a period of time without interruption in order to build or maintain advertising awareness and recall. (Source: TVB)

Continuous Improvement
Where profitable growth is (predicted and) achieved over set periods of rolling times over time; return is increased cycle over cycle. (Source: MASB)

CIR abbr Continuous Improvement in Return
A method of planning for marketing funding, based upon the principles of CIR, most notably: teams compete for funding for their respective brands and vehicles based upon proven (or at least plausible) ability to help hit overall financial metrics. (Source: MASB)

Continuous Improvement Orientation
Refers to a culture built on ensuring that profitable growth is predicted and achieved over set periods of rolling times over time and that return is increased cycle over cycle (e.g., if marketing leaders only use measurement to justify annual funding, this suggests a marketing team that is not well governed). (Source: MASB)

Continuous Learning
A process of applying knowledge to the operating process for improved performance. (Source: MASB)

Continuous Play
The seamless flow of successive videos when viewers reach the end of a video stream and receive a recommendation for either the next available video in the sequence, or if there isn't one, a video from a curated list based of past interests and subjects.

NOTE – Content may keep playing without user interaction or a user being present
- Must disclose impact of ads served under these conditions
- Must establish inactivity rules to end unnaturally long sessions; therefore
- devices with view screen off can be detected through this mechanism
- Lack of direct linkage between TV/Device state and Content/Ad OTS –
- On/Off, Continuous play, audio presence, latency, etc. (Source: MRC)
Contract
An agreement between two or more persons that creates an obligation to do or not to do a particular thing. Its essentials are competent parties, subject matter, legal consideration, mutuality of agreement, and mutuality of obligation. (Source: MASB)

Contract Account
A=In Blockchain, a type of account in Ethereum controlled by a smart contract. (Source: ShellyPalmer.com Blockchain Glossary)

Contract, Tying
Another term for Tying Relationship. (Source: MASB)

Contractual Vertical Marketing System
(Retailing definition) A contractual vertical marketing system is a form of vertical marketing system in which independent firms at different levels in the channel operate contractually to obtain the economies and market impacts that could not be obtained by unilateral action. Under this system, the identity of the individual firm and its autonomy of operation remain intact. (channels of distribution definition) A contractual vertical marketing system is a marketing channel that achieves vertical coordination between independent firms at different channel levels through the use of contractual agreements. The three principal types of contractual systems are franchise system, retailer-sponsored cooperative, and wholesaler-sponsored cooperative. (Source: MASB)

Contribution of Channel / Daypart to Total Channel Viewing
The percentage of total seconds of TV tuning to a specific channel within a sample accounted for by a specific daypart. (Source: TRA)

2 : The percentage of viewing to a specific channel in a given daypart relative to the viewing reached for a whole day by the same channel. (Source: Kantar Media Audiences)

Contribution of Channel / Daypart to Total TV viewing
The percentage of total seconds of TV tuning to all channels accounted for by a specific channel/daypart. (Source: TRA)

2 : The percentage of viewing to a specific channel in a given daypart relative to the viewing reached for a whole day by all channels. (Source: Kantar Media Audiences)

Controlled Circulation
Involves the distribution of a newspaper or magazine, usually free, to selected individuals who are members of an audience of special interest to advertisers. (Source: MASB)

CLEAR abbr Control Links for Education and Advertising Responsibly
A set of technical guidelines developed by the Interactive Advertising Bureau (IAB) and the Network Advertising Initiative (NAI) to empower members of the online advertising community to communicate their presence and behavioral advertising targeting practices (if any) to consumers in a simple and direct manner. Derived from: http://www.iab.com/media/file/CLEAR_Ad_Notice_Final_20100408.pdf (Source: IAB)

Controls
Active elements of an ad that enable a user to control the advertising experience. Examples of common controls include the “Close X” button in an expandable ad or the Play/Pause/Mute buttons in a video player. (Source: IAB)
Convenience Sample
A non-probability sample that is sometimes called an accidental sample because those included in the sample enter by accident in that they just happen to be where the study is being conducted when it is being conducted. (Source: MASB)

Convenient Sample
See Also: Accidental Sampling, Grab Sampling
The sample that a provider decides to give a processor that may not replicate the footprint, be a census or a universe. (Source: Kantar Media Audiences)

Conventions
What the audience expects to see in a particular media text, for example the conventions of science fiction films may include: aliens, space, scientists, other worlds, gadgets etc. (Source: corbytechmedia.weebly.com)

CI abbr Converged Infrastructure
See Also: Hyperconvergence
Operates by grouping multiple information technology (IT) components into a single, optimized computing package to minimize compatibility issues. Components of a converged infrastructure may include servers, storage systems, data storage devices, networking equipment and devices and software for IT infrastructure management, automation and orchestration.

Converged Media
See Also: Paid Owned Earned Media
An advertising campaign consisting of a combination of paid, owned, and earned media, also known as POE.

2 : Combining and integrating the four categories of advertising media-paid, earned, owned and shared (and taking some recent evolutions into account). (Source: www.i-scoop.eu)

3 : The successful combination and integration of two or more self-owned and earned pay media channels as part of a digital marketing plan, bearing in mind not just the final objective of the strategy, but also where each customer finds him/herself in the conversion funnel. Term coined by Altimeter Group to define a new working paradigm as a result of the appearance of multiple channels in the digital space, and which has intensified as consumers become increasingly mobile. (Source: Zorraquino)

Converged TV
Also referred to as Convergent TV it is the ability to technologically access and combine into one consumption source, all platforms from telecommunications, computing, digital and broadcast into a single viewable bit-stream.

Convergence
The merging of multiple media forms (such as print, television, radio, the internet and portable, interactive technologies) through various digital media platforms for the purpose of delivering a dynamic experience. (Source: http://blog.distinctstudios.com)

2 : A feature of recent media environments where texts cross multiple media platforms and audiences travel between them with ease. (Source: OpenTextBC.ca)
Convergent Validity
The degree of association between different concepts (for example, purchase intent and brand likeability) that is established when measures that should be related are in reality related. See also "Construct Validity" and "External Validity." (Source: ProjectOAR)

2 : The confirmation of the existence of a construct determined by the correlations exhibited by independent measures of the construct. (Source: MASB)

Conversational Marketing
Where marketers interact and engage directly with consumers by talking to them via the various forms of conversational AI such as chatbots, live chats and voice assistants.

Conversion
A desired action attributed to the advertisement. (Source: IAB)

2 : May also be referenced as a sale or transaction. Defined as when a consumer of a product or service authorizes the application content owner to complete the transaction with the iTVHH. Example: "Send a free sample, Purchase Complete or Please Send More Information. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

3 : When a visitor completes a given action on a website. This action is designated by the advertiser and could be anything ranging from buying a product to signing up for a newsletter. Once they perform that action, they have 'converted'. (Source: Mediamath)

4 : The measure of the number of times that a tracker has been displayed that has been successfully linked to a previous creative impression or click, according to the tracker’s rules. (Source: OpenX)

5 : When a user performs an action as measured by an advertiser. (making a purchase) (Source: Mediacrossing)

6 : In marketing, a conversion occurs when a user does something in response to a call-to-action placed in an ad, offer or notification. What the action is that qualifies as a “conversion” can vary: for mobile, it could be a download, install, sign-up or purchase. (Source: Adjust.com)

7 : In eCommerce, A term Conversion, in simple words is a point when an anonymous website visitor converts to a customer after making a purchase. Thus the result of the response to a Call-To-Action is called conversion. A conversion happens when a visitor clicks the ad and performs an action desirable to the company. This means getting your visitors to do what you want them to do like buy a product, sign up for a newsletter, register for a webinar or fill out a lead/contact form. Thus conversions help you understand how much value your marketing strategy brings to your business. (Source: TycheSoftwares)

Conversion Funnel
See Also: The Funnel
A graphic representation of the route that a user takes in a web, since he enters the web until he makes a conversion. In the conversion funnel, the different phases through which the user passes until he or she carries out a conversion must be defined in order to visualize how many customers are lost in each one of them and, in this way, be able to improve those sections and reduce the churn rate, thus increasing the probabilities of purchase. The funnel is represented with an inverted pyramid or funnel shape because there are always more visits than sales on the page and, as we advance in the purchase process, the number of users decreases. (Source: Zorraquino)
2: The series of events that occur during the customer’s journey of buying goods online. It is a journey right from initiating the purchase to the navigation process and ultimately to converting into a sale. (Source: TycheSoftwares)

3: Same as Registration Funnel

NOTE – But it is called a funnel as at every stage the number of visitors drops and at the final stage where purchase happens, there is a decreased number compared to the start of the buying process. (Source: TycheSoftwares)

Conversion Lag
Refers to the delay when people click an ad and when they perform a specific conversion action (for example with, install, purchase, add-to-cart, etc.). (Source: Google.com)

Conversion Latency
See Also: Latency Period, Marketing Attribution Latency

Conversion Marketing
See Also: Cart Abandonment Marketing
Similar term to Ecommerce remarketing services where attempts are made to re-contact visitors to a site in order to encourage them to a desired action like a purchase.

Conversion Path
A step-wise approach that involves converting anonymous website visitor into a known lead. The typical conversion path begins when a user arrives on the landing page, browses through series of page transitions and reaches the final state which is either a purchase or an abandoned session. (Source: TycheSoftwares)

NOTE – These are steps taken by the user to achieve his desired goal starting either from any remarkable offer or Call-To-Action buttons. Thus it is a series of website-based events undertaken by the visitor that might convert into a potential lead. (Source: TycheSoftwares)

Conversion Pixel
Captures conversion events and is the only way marketers can record view-through and post-click conversions. The conversion pixel is installed on the page where the marketing goal is achieved (e.g., successful purchase, form, landing page). (Source: Rubicon)

CVR abbr Conversion Rate
The average number of conversions for an interactive session. Calculated by dividing the Total Conversions by the Gross Screen View. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

2: The percentage of visitors to a website who sign up for advertised offers or buy advertised products. Proven high conversion ratios (via web analytics) add value to a website’s inventory. (Source: OpenX)

3: In social media terminology, conversion rate is the percentage of users who see your post or ad who then take a specified action. That action is called a conversion, and it could mean purchasing an item, signing up for a newsletter, downloading an eBook, or a variety of other acts. If your social
media marketing goal is to increase conversions, your CVR is an important metric for analyzing how effective your post or ad is. (Source: Falcon.io)

4 : In advertising and marketing, the percentage of users who take a desired action (such as making an inquiry, submitting an application, placing an order online or purchasing an item in the store). For example, if 1 out of 100 visitors to a website click the purchase button, this equals a 1% conversion rate. (Source: ProjectOAR)

5 : A measurement that records the percentage of users who have completed a desired action. Conversion rates are calculated by taking the total number of users who ‘convert’ (for example, by clicking on an advertisement), dividing it by the overall size of the audience and converting that figure into a percentage. (Source: Adjust.com)

6 : Metric used to evaluate results, especially at an e-commerce or on a website. It is the percentage of users who carry out a specific action-or conversion– which might mean making a purchase, a reservation, downloading something, or registering. In order to calculate the conversion rate, the number of users who completed an action or who converted within a specified period of time is divided by the total number of visitors to the website over the same period. (Source: Zorraquino)

7 : A marketing concept measured in percentage. It is a rate at which visitors convert on a site, which means dividing the number of people who transformed into paying customers by the number of visitors that visited the site. (Source: TycheSoftwares)

NOTE – In simple words, it’s the percentage of visitors who take a desired action. This desired action of the visitor is achieved only through site usability which includes intuitive navigation and fast loading pages. Example: Consider any eCommerce website is visited by 100,000 people on an average in a month. During that month, 2,000 users purchased something from the site, then the site’s conversion rate is 2,000/100,000 = 2%. (Source: TycheSoftwares)

CRO abbr Conversion Rate Optimization
Group of techniques that enable a website or landing page to be optimized to increase the percentage of visitors which, upon arrival, perform a desired activity - called a conversion. This activity may consist of making a purchase, registering with a website, completing a form, etc. (Source: Zorraquino)

2 : This is a process of enhancing the user experience of a website to improve the chances of convincing the visitors to complete their online goal. This involves tweaking the web layout, content and design as a whole so that the goal for hiking the conversion rate is achieved. The process involves clear understanding of web design basics, human psychology, and statistics. (Source: TycheSoftwares)

Conversion Tag
A small piece of code that tracks how users respond to the ads that serve for the orders they are associated with. (Source: OpenX)

Conversion Tracking
The process in which a mobile measurement partner tracks a specifically mapped data point within a mobile application. For example, when an advertiser works with an ad platform, they leverage conversion tracking to understand what specific data points are reached via users they acquire. (Source: Adjust.com)
Conversion Window
The defined amount of time following the view or click of an ad for which a conversion can be attributed. (Source: OpenX)

Converter
See Also: Set-Top Box, Converter Box, Digital Converter Box
A hardware device that converts one type of media to another. (Source: PCMag)

Converter Box
See Also: Digital Converter Box, Converter Device
Device that is attached between the television set and the cable system that can increase the number of channels available on the TV, enabling it to accommodate the multiplicity of channels offered by cable TV. (Source: CableLabs)

Cookie
See Also: Session Cookie
A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions. (Source: IAB)

2 : A piece of data that is sent from a website and stored in a user's browser that tracks browsing behavior and stores information, such as user information for login forms. This is how publishers collect information on visitors to sell advertising. Cookies do not work on mobile devices, which limits a seller's ability to fully understand users' behaviors. (Source: Hubspot)

3 : A portion of text that a server sends to a browser's cookie file that is then returned to the server each subsequent time a user accesses the particular site. Advertisers utilize cookies to monitor the rate at which brand messages appear before consumers. (Source: Mediamath)

4 : Small text files sent from a web server to a browser, then returned by the browser each time it logs on to that server. Advertisers use cookies to monitor the number of ads that have been shown to a visitor, while they are used by websites to gauge numbers of unique visitors. (Source: OpenX)

5 : A small text file on the user’s PC that identifies the user’s browser so that they are recognized when they re-visit a site. (Source: Mediacrossing)

6 : A small data file stored on a user's computer by a web browser is a cookie. It can also be used to remember information that a user previously entered, such as names and credit card numbers. As such, it’s been under scrutiny from a privacy and security perspective. The cookie will be phased out from browsers in 2022. (Source: TVSquared)

7 : A small amount of data generated by a website given to a web browser by a web server. This piece of information is stored on the client side on user’s own computer and is then used for future use. Main purpose of cookies is to remember information about you and records your preferences when using a particular website. (Source: TycheSoftwares)

Cookie Buster
Software that blocks the placement of cookies on a user's browser. (Source: IAB)
Cookie Deprecation
Indicating the end of third-party cookies that are used for marketing identification.

NOTE – Google’s announcement of the end of third-party cookies will now require consumers to opt-in in order to be identified.

Cookie-less
Whether a platform, domain, tracking, retargeting, etc., the use of identification technologies that do not use HTTP cookies.

Cookie Match
See Also: Cookie Sync
Another term for Cookie Sync.

Cookie Sync
See Also: Cookie Match
Data appending done to link one company’s user identifier (such as a cookie ID) to another company’s user identifier so ad networks and exchanges can merge user information for a single person. (Source: Hubspot)

CoOp Advertising
TV advertising paid for jointly by a manufacturer and retailer. (Source: TVB)

Cooperation Rate
See Also: Response Rate

Cooperative Advertising
An approach to paying for local advertising or retail advertising whereby the advertising space or time is placed by a local retail store but is partly or fully paid for by a national manufacturer whose product is featured in the advertising. (Source: MASB)

UTC abbr Coordinated Universal Time
See Also: Universal Time Code (with same abbreviation)
An international time measurement system based on the atomic second but corrected periodically to keep in approximate sync with the earth’s rotation. Previously referred to as Greenwich Mean Time (GMT), UTC represents standard time at the prime meridian and does not include any daylight savings adjustment. (Source: Nielsen)

2 : Related term: GMT. Some STBs log events based on GMT. As a result, local time needs to be derived from zip code or time zone. (Source: TIVO)

Co-Pricing
See Also: Pay What You Want
Also known as Pay What You Want, a form of pricing strategy where buyers decide what price they want to pay for a given piece of content, usually online.

Copy
See Also: Ad Copy
Advertising text aimed at attracting the attention of a potential customer and promoting a specific product or service. (Source: Zorraquino)
Copy, Body
In print advertising, the main text part of a marketing communication, separate from the logo, headline, subheadings or graphics, used to describe the attributes or benefits of a brand, product or service with the goal of influencing consumer behavior and/or persuading consumers to purchase. (Source: ProjectOAR)

Copy, Colloquial
A type of advertising copy written using informal, familiar language or a conversational style. (Source: ProjectOAR)

Copy, Comparative
A type of advertising copy written as part of a comparative ad. (Source: ProjectOAR)

Copy, Descriptive
A type of advertising copy written to convey, in detail, the important and relevant characteristics or features of a brand, product or service. (Source: ProjectOAR)

Copy Development Research
In media and market research, a type of research specifically designed to aid in the evolution of advertising copy. (Source: ProjectOAR)

Copy, Educational
A type of advertising copy written to convey, in words, information or an update relevant to a brand, product or service. (Source: ProjectOAR)

Copy, Endorsement
A type of communication within advertising copy in which a person or group of people state or imply that they like or recommend a brand. Often the "endorser(s)" are expected to be influential because of their expertise or accomplishments, such as doctors, pharmacists or celebrities. (Source: ProjectOAR)

Copy, Human Interest
A type of advertising copy written to convey, in words, a story that describes experiences, conflicts or situations that attract attention and elicit an emotional response that is relevant to the messaging of a brand, product or service. (Source: ProjectOAR)

Copy, Institutional
See Also: Corporate Advertising
A type of advertising copy written to promote a message related to the reputation, image or philosophy of an organization, with the goal of building goodwill, rather than messaging that is designed to strictly promote sales of a brand, product or service. (Source: ProjectOAR)

Copy, Knocking
A colloquial expression relating to communications, such as advertising, that denigrate a competitive brand. (Source: ProjectOAR)

Copyleft
See Also: BSD Licenses
The practice of offering people the right to freely distribute copies and modified versions of a work with the stipulation that the same rights be preserved in derivative works down the line. A form of licensing. (Source: Wikipedia)
Copy Platform
See Also: Creative Platform

Copy Protection
A software lock placed on a computer program by its developer to thwart piracy. This preventative measure was widely used in the mid-1980s but later abandoned by many developers because of numerous customer complaints. (Source: AAI.ie)

Copy Research
See Also: Copy Testing

Copyright
(Legislation) A copyright offers the owner of original work that can be printed, recorded, or “fixed” in any manner the sole right to reproduce and distribute the work, to display or perform it, and to authorize others to do so, during the author’s lifetime and for fifty years thereafter. (Product Development) An exclusive right to the production or sale of literary, musical, or other artistic work, or to the use of a print or label. Occasionally, it is applied to a brand, but brands are usually protected by registration in the Patent and Copyright Office as a trademark. (Source: MASB)

Copy, Scientific
A type of advertising copy based upon the scientific study of a particular aspect of a brand, product or claim. (Source: ProjectOAR)

Copy Strategy
See Also: Creative Strategy

Copy Structure
Refers to the format, design, composition and/or arrangement of copy elements used in a particular type of advertising. (Source: ProjectOAR)

Copy Style
Refers to the distinctive manner, technique, genre or approach used in advertising copy. (Source: ProjectOAR)

Copy, Suggestive
A type of advertising copy that indirectly suggests a benefit or attribute of a brand, product or service. (Source: ProjectOAR)

Copy Testing
Research used to evaluate a specific advertisement or campaign, typically by asking consumers to rate an ad or campaign. Copy testing can be performed with unfinished work, to help inform the final creative execution, or with finished work ("finish-testing"), to help guide decisions about best audience targeting, media placement, and media weight/rotation. It is sometimes performed before ads are released ("pre-testing"), and sometimes performed post-release ("in-market testing" or "post-testing"). Also referred to as "Copy Research," "Ad Testing," and "Creative Testing." (Source: ProjectOAR)

2 : Normally used to predict the effectiveness of an advertisement or a campaign. It also helps understand the advertisement so it can be developed further. (Source: BusinessManagementIdeas.com)
3 : A test to appraise the degree of communication effect of the advertisement to the consumer. The motivation of the consumer to purchase the product is another objective of this test. (Source: BusinessManagementIdeas.com)

NOTE – Copy testing is efficacious in identifying television commercials that generate sales. Although this is helpful information to know, the typical copy testing is not able to establish a functional relationship between an ad and sales. (Source: BusinessManagementIdeas.com)

Copywriter
A person who helps create marketing ideas and messages and then writes the words (copy) for that marketing communication. (Source: MASB)

Cord Cutting
See Also: Cord Shaving
The process of cutting, forgoing or canceling certain often more expensive cable television subscriptions or landline telephone connection in favor of a lower cost option whether a lower tiered TV channel subscription, over-the-air (OT) free broadcast through antenna, over-the-top (OTT) broadcast over the Internet or an alternative internet-based option or wireless service.

Cord Shaving
See Also: Cord Shaving.
Similar to Cord Cutting. Another form of cost saving by cable services subscribers whereby consumers migrate to lower cost options by either canceling certain subscriptions or services or migrating to a lower cost tier option.

Core/Basic Emotions
A theory of emotion developed by Paul Ekman in the 20th century that suggests people have a basic set of emotional responses. This basic set includes anger, disgust, fear, happiness, sadness, surprise and contempt. (It is a specific, clearly-defined set of 7 emotions.) (Source: ProjectOAR)

Core Benefit
Another term for Core Product. (Source: MASB)

Core Business
The main activity or raison d’être of a company. This activity is the reason for which a company is created or for which it currently operates. It is essential to generate a competitive advantage and for the company to be profitable. (Source: Zorraquino)

Core Product
The central benefit or purpose for which a consumer buys a product. The core product varies from purchaser to purchaser. The core product or core benefit may come either from the physical good or service performance, or from the augmented dimensions of the product. (Source: MASB)

Core TV
TV that is delivered through traditional methods whether linear, VOD and/or time shifted.

Corporate Brand
A corporate name used as a brand for goods and services. Often it is used as a form of “family branding” for a line of goods or services. A secondary usage also has emerged—the corporate name used as identifier or symbol for the broad essence of the organization itself, apart from specific
products and beyond the simple labeling of the entity. It typically is used in efforts directed toward
non-customer stakeholders such as employees, shareholders, other investors and public agencies.
This difference is analogous to the distinction between product advertising and corporate (a.k.a.
institutional) advertising. (Source: MASB)

Corporate / Financial Buyer
Buyer that is looking for a financial investment in a company, is more concerned with a return on
equity and investment. (Source: StateoftheMedia.org)

CIP abbr Corporate Initiatives Partner
A partnership developed by CTAM to help facilitate advancements and initiatives that grow media
businesses. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Corporate Vertical Marketing System
a form of vertical marketing system in which all or most of the functions from production to distribution
are at least partially owned and controlled by a single enterprise. Corporate systems typically operate
manufacturing plants, warehouse facilities, and retail outlets. (Source: MASB)

Correspondence Analysis
See Also: Multi-dimensional Scaling, Perceptual Mapping
A way of representing data for brands or products in a two- or three-dimensional graph, to help
explore similarities and differences. A common use is to explore which brands in a given category
share similar imagery. (Source: ProjectOAR)

Cost
In the context of advertising, the amount paid for a spot or full advertising campaign.

2 : For the chosen report group criteria this value shows the amount paid for the advertisements in
dollars. The total cost of the advertising campaign and the breakdown airing by airing. (Source: TRA)

Cost Analysis
A sales management evaluation and control method for monitoring sales force performance. A cost
analysis involves monitoring the costs of various selling functions across individual salespeople,
districts, products and customer types. When put together with the data from a sales analysis, this
procedure allows a firm to judge the profitability of various products, customer types, and territories.
(Source: MASB)

CFR abbr Cost and Freight
The same as cost insurance freight except the seller is not responsible for risk or loss at any point
outside the factory. (Source: MASB)

Cost Efficiency
The cost of reaching a unit of your target audience (i.e., measures the relationship between the
audience reached and the cost of using the medium). (Source: Nielsen)

2 : The ratio of the value that your organization has earned and the cost you have incurred to obtain
such value. An important KPI to keep finances in check. (Source: Bajwa, R. (2021). 6 KPIs to Monitor
the Success of Your Business, Advertising Week 360. AW360.)
**CIF abbr Cost Insurance Freight**
Under a cost insurance freight (CIF) contract, the risk of loss or damage to goods is transferred to the buyer once the goods have passed the ship’s rail. But the seller has to pay the expense of transportation for the goods up to the port of destination, including the expense of insurance. (Source: MASB)

**Cost Models**
A form of mobile ad pricing. Mobile advertising payment mechanics are the method through which advertisers purchase campaign inventory. Each mechanic works on a “cost per” basis. When a user completes a particular pre-agreed action (and when it can be proved complete) the advertiser pays the publisher. The total cost of a campaign is calculated by determining how many different users from that particular channel completed the action during the length of the campaign. (Source: Adjust.com)

**Cost-Oriented Strategy**
An approach to improving performance by reducing the costs per unit. The cost advantage can be used to improve profit margins or increase market share by cutting prices. (Source: MASB)

**CPA abbr Cost Per Acquisition**
*See Also: Cost Per Action*
An online advertising pricing model in which the advertiser pays for each specific action linked to a brand message. (Source: Mediamath)

2 : The cost of gaining a new customer through a specific campaign or channel. (Source: TVSquared)

**CPA abbr Cost Per Action**
Cost of advertising based on a visitor taking some specifically defined action in response to an ad. "Actions" include such things as a sales transaction, a customer acquisition, or a click. (Source: IAB)

2 : Average cost of a user converting during a campaign. (Source: Hubspot)

3 : A pricing method which calculates cost based on the number of times a user takes action based on an ad (conversions). (Source: OpenX)

4 : An online advertising pricing model in which an advertiser pays for each specified action-for instance, an impression, a sale, or a click. (Source: Cynopsis)

5 : The amount of advertising dollars an advertiser spends for a visitor to take some specifically defined action in response to an ad. Examples of "Actions" related to app marketing are installs, registration, reactivation, completing a purchase etc. (Source: IAB Mobile App Marketing Glossary Working Group)

**CPC abbr Cost Per Click**
The cost of advertising based on the number of clicks received. (Source: IAB)

2 : Average cost of user click-through. Divide the total cost of clicks by the total number of clicks. (Source: Hubspot)

3 : An online advertising pricing model where advertisers pay for every instance that their ad is clicked. (Source: Mediamath)
4: A pricing method which calculates cost based on the number of times a user clicks on an ad. (Source: OpenX)

5: The price paid by an advertiser to a publisher for a single click on the ad that brings the consumer to its intended destination. (Source: Tubemogul)

6: The price an advertiser pays for each click in a pay-per-click (PPC) campaign. (Source: TVSquared)

**CPCV abbr Cost Per Completed View**
The amount of advertising dollars an advertiser spends for every video ad which runs through to completion. Equals the Total Cost / (divided by) Completed Views. (Source: IAB Mobile App Marketing Glossary Working Group)

**CPE abbr Cost Per Completed View**
The price paid by an advertiser to the publisher once a video has been viewed through completion. (Source: Tubemogul)

**CPC abbr Cost Per Customer**
The cost an advertiser pays to acquire a customer. (Source: IAB)

**CPD abbr Cost Per Day**
A time-based pricing method in which an advertiser buys ad impressions on a "time" basis. It refers to the amount an advertiser is willing to pay, per day, to have their ad on a specific site. (Source: Next.Srds.com)

2: a payment model where advertisers pay on a daily basis for their ads to be displayed on a particular website. (Source: OpenX)

**CPEM abbr Cost Per Effective Impression**
See Also: Effective CPM
A methodology to measure the true effectiveness and value of the impressions in addition to the CPM cost. It is calculated by dividing the effective CPM by the rate of correct audience times rate of correct frequency times rate of impact. (Source: www.mediapost.com)

**Cost Per Engaged Visit**
Cost per 'engaged visit' whereby the definition of 'engaged' is generally specified by the client. (Source: Mediamath)

**CPE abbr Cost Per Engagement**
With the CPE bidding strategy, impressions are free and advertisers only pay when users actively engage with ads (i.e.: click, watch, roll-over, etc.). (Source: Tubemogul)

**CPFT abbr Cost Per First Transaction**
The amount of advertising dollars an advertiser spends to generate the first transaction (first transaction is defined as a singular transaction after an install or after a specified period of inactivity). Equals the Total amount of advertising dollar spent / (divided by) total number of first transactions. (Source: IAB Mobile App Marketing Glossary Working Group)
Cost Per Impression
an Internet advertising metric which defines advertising cost according to the number of impressions made. Cost per Impression, along with cost per click and cost per order, is used to assess the cost effectiveness of Internet marketing. Each has benefits depending upon the perspective and end goal of the advertising activity. Once a certain number of web impressions is achieved, the quality and placement of the advertisement will affect click-through rates and the resulting cost per click. Cost per impression: The cost to offer potential customers one opportunity to see an advertisement. Cost per impression ($) = Advertising cost ($) ÷ Number of impressions (#) (Source: MASB)

CPI abbr Cost Per Install
The amount of advertising dollars an advertiser spends to generate each app install. Equals the Total advertising dollars spent/ (divided by) total number of app installs. (Source: IAB Mobile App Marketing Glossary Working Group)

2: An advertising method that only charges advertisers each time their app is downloaded. (Source: Tubemogul)

CPI abbr Cost Per Interview
Cost of one completed interview in a survey research study, determined by dividing the total field cost by the number of completed interviews. (Source: ProjectOAR)

CPL abbr Cost Per Lead
The cost of advertising based on the number of database files (leads) received. (Source: IAB)

2: The cost per user becoming a lead, for example filling out registration information. (Source: Mediamath)

3: A payment model determined by the number of website visitors who clicked on a particular ad. Prices range, on average, from $1-$10. AKA “pay per lead (PPL)” or “cost per inquiry (CPI).” (Source: OpenX)

Cost Per Mille
Same as CPM, The cost per thousand impressions.

2: A pricing method which calculates cost based on the number of impressions (per 1000). (Source: OpenX)

3: A measurement metric referring to the cost of an ad reaching 1,000 members of its audience. Digital display ads are generally sold under a CPM system. (Source: Cynopsis)

4: Cost per mille (aka cost per thousand) is the cost of one thousand ad impressions on one web page. (Source: TVSquared)

CPO abbr Cost Per Order
See Also: Cost Per Transaction, Cost Per Purchase
The cost of advertising based on the number of orders received. (Source: IAB)

2: Cost per order placed (usually on the site or on the phone) (Source: Mediamath)

3: Cost per order, also called Cost per Purchase, is the cost of Internet advertising divided by the number of orders. Cost per order, along with cost per impression and cost per click, is the starting
point for assessing the effectiveness of a company’s internet advertising and can be used for comparison across advertising media and vehicles and as an indicator of the profitability of a firm’s internet marketing. (Source: MASB)

Cost Per Point
See Also: Cost Per Rating Point
Cost per rating point (CRP or CPRP) or cost per point (CPP) is the cost of an advertising campaign, relative to the rating points delivered. In a manner similar to CPM (cost per thousand impressions), cost per point measures the cost per rating point for an advertising campaign by dividing the cost of the advertising by the rating points delivered. (Source: MASB)

Cost Per Purchase
Another term for Cost Per Order. (Source: MASB)

Cost Per Quote
Generally, an insurance industry term - this is the cost of requesting a quote. (Source: Mediamath)

CPP abbr Cost Per Rating Point
Used by most media planners in developing and allocating market budgets and setting rating point goals. It is defined as the cost of reaching one percent of the target audience within a specified geographic area. (Source: TVB)

2 : Another term for Cost Per Point. (Source: MASB)

CPR abbr Cost Per Response
The average cost per each response (visiting a website, downloading an app, etc.) a viewer has to an ad. (Source: TVSquared)

CPS abbr Cost Per Sale
The advertiser’s cost to generate one sales transaction. If this is being used in conjunction with a media buy, a cookie can be offered on the content site and read on the advertiser’s site after the successful completion of an online sale. (Source: IAB)

CPTM abbr Cost Per Targeted Thousand Impressions
The cost of reaching a specific audience as defined by particular demographics or other specific characteristics, such as male golfers age 18-25. (Source: IAB)

Note – The difference between CPM and CPTM is that CPM is for gross impressions, while CPTM is for targeted impressions. (Source: IAB)

CPT abbr Cost Per TARP
The cost of reaching each audience rating point. The formula is Advertising cost / Average Rating (%). (Source: Nielsen)

CPM abbr Cost Per Thousand
The cost of reaching 1000 households or viewers of a particular program, video or other media content.

2: Cost per thousand impressions against total homes or target group of the advertisement based on the amount paid for the advertisement airing or group of airings (e.g., network of daypart etc.) or advertising campaign. (Source: TRA)
3 : The price of 1,000 ad impressions on a web page. (Source: Hubspot)

4 : The cost of reaching 1,000 homes or individuals with a specific advertising message. CPM is a standard advertising measure to compare the relative cost efficiency of different programs, stations, or media. (Source: TVB)

5 : The cost of reaching every 1,000 units of audience. The formula is Advertising cost / Average Audience (000'). (Source: Nielsen)

NOTE – It is a useful measure for calculating the relative cost of an advertising campaign or for comparing different marketing channels for the campaign. (Source: Mediacrossing)

**CPT abbr Cost Per Thousand impressions**
Cost per thousand (CPT) or cost per mille (CPM), impressions is a “simple and widely used method of comparing the cost effectiveness of two or more alternative media vehicles. It is the cost of using the media vehicle to reach 1,000 people or households. The CPM of any vehicle is computed by dividing the cost of placing a specific ad or commercial in the media vehicle by the vehicle’s audience size and multiplying the result by 1,000. CPM is useful in comparing the relative efficiency of different advertising opportunities or media and in evaluating the costs of overall campaigns. (Source: MASB)

**CPT abbr Cost Per Transaction**
The same as metric as Cost Per Order. (Source: IAB)

**CPV abbr Cost Per View**
A bidding method where you pay for each time your video is played. (Source: Tubemogul)

**Cost Per Unique Visitor**
Total cost of the placement or application, divided by the number of unique visitors. (Source: Mediamath)

**Cost Plus**
An industry standard business model and pricing methodology which adds aggregated transaction fees to the original price a publisher sells its ad inventory. Where there is often a complex and long supply chain involving many intermediaries the cost-plus model can making procuring media expensive and can even lead to a situation where the transaction cost is larger than the actual price charged for the ad inventory bought. It is estimated that in many cases the transaction costs for programmatic media buying are around 60%. There is significant room for improvement particularly as high transaction costs are a barrier to some marketers committing more advertising spend to programmatic media buying even despite the advantage of reduced waste and better targeting. (Source: Mediacrossing)

**Count Audit**
*See Also: Activity Audit*
Older term for an activity audit. (Source: IAB)

**Counterpurchase**
Also known as a parallel barter or parallel trading, is a transaction in which each delivery is paid for in cash. In most counterpurchase transactions, two separate contracts are signed, one in which the supplier sells products for a cash settlement (the original sales contract), the other in which the
supplier agrees to purchase and market unrelated products from the buyer (a separate, parallel contract). (Source: MASB)

**Counter Server**
Controls the spend count across all bidders to control strategy pacing. (Source: Mediamath)

**Counter-Type**
The subversion of a stereotype. Opposite to what is commonly presented. (Source: corbytechmedia.weebly.com)

**ccTLD abbr country code TLD**  
*See Also: generic TLD, Top Level Domain*
A unique two letter top level domain that is assigned or used for a country or territory. Examples include: .uk for England and .jp for Japan.

**Coupon Code**  
*See Also: Discount Code, Promo Code*

**Coupons**  
*See Also: Samples*  
Clickable overlays or enhancements that directly incite viewers during or after a video ad to request products, get more information, or receive a discount, for example.

**Coverage**
A general term that refers to the number or percentage of possible viewing venues such as homes or Set-Top Boxes or viewers that an entity can possibly reach whether it is a processor, measurement, network, program or other type of content.

2 : The number or percentage of TV households that could receive a program. Coverage reflects the ability to view, not actual viewing. (Source: Nielsen)

3 : The percentage of homes or persons receiving a particular broadcast signal within a specific geographic area. (Source: TVB)

4 : The reach percentage of website visitors or target audience members that exhibit a given behavior. (Source: Nielsen)

**Coverage Area**  
*See Also: Footprints*  
The total number of homes or Set-Top Boxes that receive a signal and subscribe to services in a providers’ universe.

2 : Same as Footprint, according to Rentrak.

3 : This is the geographic area claimed by (e.g., a given Television or Radio station), to be capable of receiving adequate reception. (Source: Nielsen)

4 : The extent of the geographical reach for a media company often reported as a percentage of homes or persons who have the ability to receive a particular signal within a specific geographic area.
5: The geographical area in which a wireless network company offers cellular service for their own mobile phone subscribers. Also called a service area. (Source: Webopedia)

NOTE – Definitions for Census vs. Footprint vs. Universe vs. Coverage Area vs. Population sometimes overlap as do Reach and Deployment Reach.

**Coverage Area Rating**  
*See Also: Rating*  
The percentage of homes or Set-Top Boxes viewing content out of the subscriber base footprint of the homes, Set-Top Boxes or provider. Can vary depending on availability of channels due to tiering packages.

**Coverage %**  
The percentage of unique persons falling within a specific demographic target that visited a particular Website or used a particular application. For example, “12% of all 18-24-year-olds visited Website A during the month of December.” (Source: Nielsen)

**Coverage Universes**  
*See Also: Coverage*  
The specific household, Set-Top Box or demographic population that can possibly be reached by a piece of content, time period, network, provider or measurement service. Expressed as a percentage or in thousands.

2: A count of the number of subscribers who have access to a given channel. (Source: Kantar Media Audiences)


**Cover Lines**  
Text on a magazine cover promoting the stories featured inside. These suggest the content to the reader and often contain teasers, star names, puns and rhetorical questions. (Source: corbytechmedia.weebly.com)

**CPU Spike**  
A brief increase in central processing power, sustained for no more than a few seconds, experienced while “heavy” content is loaded/executed. (Source: IAB)

**CPU Usage %**  
A guideline for the amount of central processing power used to display advertising content compared to what’s available on an individual’s computer. CPU usage percentage can be measured directly, during the execution of an online ad. In addition to file size, the complexity of drawings, gradients, slow moving animations and detailed moving elements can affect the number of calculations the CPU must make for each frame. (Source: IAB)

**Cracker**  
*See Also: White Hat Hacker, Black Hat Hacker, Dark Side Hacker*  
Another term for a Black Hat Hacker.
2 : A malicious hacker who breaks (or cracks) the security of computer systems in order to access, steal, or destroy sensitive information. “Hacker” is often incorrectly used instead of cracker, especially by the media. (Source: AAI.ie)

**Crash Rate**
The number of times an app has an unexpected exit (doesn’t perform) caused by an unhandled exception or signal.

**Crawl**
A right-to-left continuous scroll of information, typically at the bottom of a television screen, commonly seen in news format type programs, where information about current events, financial transactions and other breaking news or related information is displayed. (Source: ProjectOAR)

**Crawler**
A software program which visits Web pages to build indexes for search engines. See also spider, bot, and intelligent agent. Crowdsourcing- Taking a task that would conventionally be performed by a contractor or employee and turning it over to a typically large, undefined group of people via an open call for responses. (Source: IAB)

**Creative**
Content in any form whether for programming or advertising.

2 : The media asset associated with an ad, such as an image or video file. (Source: OpenX)

3 : An advertising unit created by an ad designer, in accordance with publisher specifications and guidelines, for the purpose of communicating a marketing message to that publisher’s audience. One creative may consist of multiple files in various formats, such as standard images, animation, video, execution files (.html, .js, etc.) and other files that work together for an interactive experience. (Source: IAB)

4 : In advertising, usually refers to the communication or artistic ideas in all of their potential forms and manifestations. It can also reference the person who creates the ideas, as a job description. Or it can be used as an adjective to describe the unique qualities of the communications. (Source: ProjectOAR)

**Creative Asset**
See Also: Asset

**Creative Brief**
An initial document that outlines the objectives of an ad or advertising campaign, used as a guide to inspire creative ideas. Creative briefs typically include a background summary, overview of the project, goals for the campaign, relevant audience, assessment of the competition, and guidelines for the core message, tone, brand character and visual assets for the advertising creative and campaign execution. (Source: ProjectOAR)

2 : A document created through initial meetings, interviews, readings and discussions between a client and designer before any work begins, following an initial briefing. (Source: Zorraquino)

**Creative Click Targeting**
Adding a pixel to a creative to be able to target based on when a user clicks an ad. (Source: Mediamath)
Creative Commons
A non-profit organization that provides licenses and other legal tools to allow photographers and other content creators to share their work. There are more than 1.6 billion works in the Commons, which can be shared in various ways. The six levels of Creative Commons licenses restrict how an image or other content can be used, and whether attribution is required. (Source: Blog.Hootsuite.com)

Creative Comparative Index
Analysis of how well one creative is engaging audiences versus another based on tune-in within a target segment. (Source: Visible World)

Creative Development Research
Marketing research designed to generate creative ideas or to evaluate and improve creative ideas. (Source: ProjectOAR)

Creative Dimensions
Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e., an ad that is 300×250 is 300 pixels wide by 250 pixels high). (Source: IAB)

Creative Idea
A broad term used in advertising and marketing to describe a new concept designed to communicate a brand, product or service, utilizing messages that attempt to engage consumers and push the brand forward in the marketplace. (Source: ProjectOAR)

Creative Mandatories
Elements in a creative message required by the advertiser or marketing team, for inclusion in the ad creative, such as claims or benefits, features or product attributes, identifying characteristics, etc. (Source: ProjectOAR)

Creative Platform
Core creative insight or idea that forms the basis of the creative strategy for advertising a brand, product or service. Typically communicated to creative teams in a creative brief. Can also be referred to as a "Copy Platform," "Copy Plan", "Copy Policy" or "Copy Outline." (Source: ProjectOAR)

Creative Process
The series of steps involved in conceiving, developing and producing initial versions of an ad or ad campaign. There are several variants of models used in the creative process. (Source: ProjectOAR)

Creative Retargeting
A method that enables advertisers to show an ad specifically, to visitors that previously were exposed to or interacted with the advertisers creative. (Source: Mediamath)

Creative Rotation
See Also: Pool Out
Use of multiple creative ad executions, sequentially or in concurrent media schedules, to develop message ideas over time or to sustain consumer interest and attention. (Source: ProjectOAR)

Creative Strategy
The overarching plan or blueprint for creating brand communications. It defines several aspects of the campaign, including the target, communications objectives, key communication points about the
brand, brand personality or style, emotional qualities of the brand experience or how the ad and brand should make the user feel. (Source: ProjectOAR)

**Creative Template**  
Enables the creation of custom code for non-standard ad formats that can be reused to speed up the process of creating multiple similar ads. (Source: OpenX)

**Creative Territory**  
A term used in advertising and other creative arts to reference the type of creative or creative space being used by a brand. The same brand may explore multiple creative territories, but typically a single campaign will inhabit just one creative territory. Territories are normally defined based on the look/feel/mood/voice of the creative, often with reference to the target consumer and desired impact. (Source: ProjectOAR)

**Creative Testing**  
See Also: Copy Testing

**Creative Versioning**  
See Also: Versioning  
A form of addressable advertising that serves several different ad creative versions from a single advertiser for a specific spot time on a national basis rather than serving multiple advertisers’ ad for that exact spot time.

**Creative View Targeting**  
Adding a pixel to a creative to be able to target based on when a user views an ad.  
(Source: Mediamath)

**Creative Work**  
Another term for an Advertising Message. (Source: MASB)

**Credit**  
A cash deduction for the loss of advertising time when a commercial is not aired or is improperly scheduled. (Source: TVB)

**Credit Delegation**  
A feature in Blockchain whereby users can allocate collateral to potential borrowers who can use the collateral to borrow the desired asset. (Source: ShellyPalmer.com Blockchain Glossary)

**Creep**  
To “creep” is essentially to stalk a person or a brand on social media, especially without engaging with any of their posts. Despite the negative word, it’s not always a negative thing. Creeping can also be a form of online research, for instance, when screening potential new employees.  
(Source: Blog.Hootsuite.com)

**Crisis Management**  
Social media crisis management is how you handle events or interactions that could potentially damage your company’s reputation. Inappropriate posts by someone at your company or a social media boycott against your brand may qualify as social media crises, while a couple of angry comments from customers would not. Crisis management requires social media managers to respond quickly and follow a plan in order to de-escalate the problem at hand. (Source: Falcon.io)
Criterion-Related Validity
Measures how well one measure predicts an outcome for another measure. (Source: StatisticShowTo.com)

Critical Model
A critical model of communication studies views any theoretical perspectives as open to challenge. (Source: OpenTextBC.ca)

Cross Channel
Technology or media that applies across multiple formats and across multiple devices. This is different from "cross-device", which implies only multi-device application rather than multiple formats within devices. (Source: Tubemogul)

2 : In social media marketing, each network (Facebook, Twitter, etc.) is also a marketing channel. Something that is cross-channel, then, goes across all your different social networks. For example, a cross-channel social strategy is a strategy that aligns your objectives across all the social networks your brand is present on. (Source: Falcon.io)

3 : Refers to the performance and measurement of TV ads served across linear and digital channels, including all traditional and programmatic inventory. (Source: TVSquared)

Cross Channel Marketing
The use of one or more marketing channels (such as direct mail or internet) to support or promote other channels (such as retailing).

2 : The experience you create for each individual customer as they journey through life and across devices. (Source: Centro)

Cross Device
Refers to connecting digital devices with one another. Cross device involves linking a single user’s desktop PC, mobile device, and tablet. Does not refer to links that occur outside the digital environment. (Source: MAGNA Global)

2 : Refers to consumers' use of multiple electronic devices to access certain types of content, such as desktops, laptops and smartphones for online content or smartphones, laptops and television sets for video content. The term is most often used in the context of media planning and measurement. (Source: ProjectOAR)

Cross-Device Identification
Recording the activity of one online consumer across multiple devices (desktop computer, tablet, mobile phone, smart TV…) merged into one single identifier in order to personalize campaigns. There are two kinds of cross-device identification: deterministic and probabilistic. (Source: Zorraquino)

Cross-Device Measurement
Estimating reach and other marketing activity that account for consumers who have been exposed to content or advertising on multiple devices (e.g., tablet, smartphone, laptop, desktop, TV set). For example, if the same customer visits a brand’s website both via laptop and smartphone, cross-device measurement of impressions should count both visits, while cross-device measurement of reach should “de-duplicate” the tally to reflect that this was the same customer. (Source: ProjectOAR)
Cross-Device Tracking
Platforms and publishers attempt to track individual users across every device -- mobile, tablet, desktop, and apps. The data is used to better understand users' behaviors online and target or retarget individuals with relevant advertising. (Source: Hubspot)

2 : Refers to serving the same consumer targeted ads across more than one device. Effective cross-device targeting enables advertisers to reach audiences repetitively, regardless of which devices they're using. (Source: Cynopsis)

Cross-Functional Team
Involves a collaboration across functions (marketing, sales, finance). It provides feedback business leaders need as they select their key metrics (e.g., MROI or CLTV) and strives to improve returns in a way consistent with other enterprise functions (e.g., sales, finance). (Source: MASB)

Cross-Functional Team with CIR Orientation
Has a focus on continuous improvement, common purpose, common rewards, central funding, and thresholds. (Source: MASB)

Cross-KPI
See Also: KPI
Performance indicators that can be used to ascertain performance, progress and success across more than one media platform.

Crossload
See Also: Upload, Download
To send an attached file via email. (Source: AAI.ie)

Cross-Media Convergence
When a media text is promoted across a range of different media platforms. Companies with the power to integrate horizontally have the luxury of doing this. (Source: corbytechmedia.weebly.com)

Cross-Media Marketing
A marketing strategy that combines traditional, digital and mobile media to obtain a better response from potential customers. (Source: Zorraquino)

NOTE – One of the differences between cross-media marketing and traditional marketing is that the former uses different channels of communication to facilitate dialogue and customize communication with users and potential buyers; whilst traditional marketing is a monologue from the advertiser to the customer. (Source: Zorraquino)

Cross-Media Promotion
When a company promotes it's product across the various media channels/stations it owns. (Source: corbytechmedia.weebly.com)

Cross-Ownership Rule
A rule that restricts companies from owning properties across media in the same market. It disallows the ownership of a television station and daily newspaper in all but the 20 largest media markets. (Source: StateoftheMedia.org)
Cross Platform
In measurement it is the ability to garner user, consumer or viewer information from several different advertising or media platforms for a campaign.

2 : In computing is it a software, application or hardware that can work on various systems such as Macintosh and Windows.

3 : In marketing it is using several forms of media to advertise a brand or product.

4 : In gaming it is a game that can be used on several different gaming consoles.

5 : “Specific to media measurement, the term seems to address the ability to measure how unique viewers consume content across multiple viewing mediums, following the user, not the content.” (Source: Rentrak)

6 : “In a digital cable context, it may be software that can execute on disparate cable systems, particularly Motorola and Cisco. EBIF applications are cross-platform, in this sense.” (Source: FourthWall Media)

7 : Ad measurement across all forms of content delivery, including publisher platforms, apps, STBs, TV manufactures and other inventory sources that enable advertisers to quantify incremental reach, and determine how to effectively find and reach the right audience to drive KPIs, including sales, brand lift and offline outcomes. (Source: TVSquared)

NOTE – Set-Top Box Data provides the potential for Cross Platform measurement within bundled homes.

Cross Platform Homes
A subsample of the U.S. National People Meter homes with dual measurement for TV and Internet Meters. (Source: Nielsen)

Cross-Platform Targeting
Identifying and matching audiences across devices (desktop, tablet, smartphone, TV, OOH, etc.) (Source: MAGNA Global)

Cross Promotion
A form of marketing promotion where customers of one product or service are targeted with promotion of a related product. Cross-promotion may involve two or more companies working together in promoting a service or product, in a way that benefits both. (Source: Wikipedia)

2 : In app marketing, an app marketing strategy in which app developers promote one of their titles on another one of their titles. Cross promoting is especially effective for developers with large portfolios of games as a means to move users across titles and use the opportunity to scale each of their apps. This is most commonly used by hyper-casual publishers who have relatively low retention, and use cross promotion to keep users within their app portfolio. (Source: is.com)

Cross Screen
Refers to connecting all screens that belong to a single user. This includes both digital devices, and television screens. Cross- Device is a subset of Cross Screen. (Source: MAGNA Global)
2 : Refers to the ability to track and measure viewing across all screens—from smart TVs to laptops and mobile devices. (Source: TVSquared)

**Cross Selling**
Marketing tactic by which sellers attempt to sell customers products or services that are complementary to those that they already buy or intend to buy, by taking advantage of any communication with the customer. The aim is to maximize the sale of related products. Online selling has boosted this technique thanks to the systems for recommending products or services that the technology now allows, and given that more information about the buyer is now available. (Source: Zorraquino)

2 : A practice of selling additional services or products to the customers who has already made a purchase. It involves encouraging existing customers to buy related or complementary products while buying the selected items. This is a marketing tactic most widely used by online retailers. (Source: TycheSoftwares)

NOTE – A classic example for cross-selling is Amazon for its introduction of ‘Customers who bought this item also bought…’. Amazon’s sales showed a shooted value by 35% in 2006 which contributed solely from cross-selling. The idea behind showcasing similar products plays on your trust by bringing together people of same taste. This was done so gracefully that it did not seem like Amazon recommended the products thus building in the sense of acceptability in customers which in turn resulted in sales hike. (Source: TycheSoftwares)

**Cross Site Tracking**
When companies and third-party sites track and collect one’s browser activity and data for advertising purposes across multiple sites.

**Crosssumer**
a concept created by merging the terms cross and consumer. Known as the new generation consumer, this type of consumer goes one step further than the prosumer. It is characterized by having a committed and active character in social networks or blogs about specific topics and products. It is a product viraliser, very critical of the information provided by the brands and very informed. (Source: Zorraquino)

**Crowdequity**
Collaborative funding mechanism for startup companies, similar to crowdfunding, in which the rewards are replaced by real equity in the company that receives funding. Crowd equity is also referred to as equity crowdfunding, crowd-investing or investment crowdfunding. It is often subject to financial regulation. (Source: Zorraquino)

**Crowd Financing**
*See Also: Crowd funding, Equity Crowd funding, Hyper Funding*
An internet driven method of funding projects, efforts, ideas, campaigns and / or businesses, relying on many small contributions or investments that collectively add up to a projected total monetary amount needed.

**Crowd Funding**
*See Also: Crowd Financing, Equity Crowd funding, Hyper Funding*
Another term for crowd financing, it is the collective effort of many small contributors or investors who send in money for a particular project, business, campaign, effort or idea, for example, usually via the internet that help the requesting group meet their monetary goal.
NOTE – The general intent of contributing via crowd funding is as donation rather than as receiving an equity stake.

Crowdsourcing
A process that involves outsourcing tasks to a distributed group of people. This process can occur both online and offline, and the difference between crowdsourcing and ordinary outsourcing is that a task or problem is outsourced to an undefined public rather than a specific body, such as paid employees. (Source: Wikipedia)

2: On social media means using a large group of people to generate ideas, services, or content via a social network. It lets followers feel involved and engaged with your brand’s activity while generating ideas or content for your brand. Examples could be inviting your followers to vote on names for your new product or asking them to send in song submissions for your upcoming commercial. (Source: Falcon.io)

3: From crowd and sourcing. Practice whereby an organization benefits from collective working, taking advantage of the potential to externalize work provided by Web 2.0. For a company it represents the possibility to replace its R&D departments with a network of anonymous collaborators that voluntarily provide their technical knowledge. Whether they work for free or in return for remuneration, it constitutes a very profitable tactic because of reduced personnel training expense, and a reduction in the need to hire experienced professionals. (Source: Zorraquino)

Cryptanalysis
The study of ciphertext, ciphers and cryptosystems with the aim of understanding how they work. (Source: TechTarget.com)

Cryptocurrency
See Also: Bitcoin
A digital or virtual currency that uses cryptography to secure transactions, regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank. Also referred to as Crypto.

2: A digital token that is cryptographically secured and transferred using blockchain technology. Leading examples are bitcoin and Ethereum. Many different types of cryptocurrencies exist, such as stablecoin and tokens that represent digital and non-digital assets. (Source: ShellyPalmer.com Blockchain Glossary)

Crypto Duped
Scams involving cryptocurrencies.

Cryptographic
A method of protecting information and communications through the use of codes, so that only those for whom the information is intended can read and process it. The prefix "crypt-" means "hidden" or "vault" — and the suffix "-graphy" stands for "writing." (Source: TechTarget.com)

2: In computer science, cryptography refers to secure information and communication techniques derived from mathematical concepts and a set of rule-based calculations called algorithms, to transform messages in ways that are hard to decipher. These deterministic algorithms are used for cryptographic key generation, digital signing, verification to protect data privacy, web browsing on the internet, and confidential communications such as credit card transactions and email. (Source: TechTarget.com)
Cryptographic Hash
Also known as Hash, a one-way function that uniquely represents the input data. It can be thought of as a unique digital fingerprint. The output is a fixed size even though the input can be arbitrarily large. (Source: ShellyPalmer.com Blockchain Glossary)

NOTE – A hash is not encryption because it does not allow recovery of the original message. A popular hashing algorithm is the SHA-256, which returns 256 bits or 64 hexadecimal characters. The bitcoin blockchain uses the SHA-256. Ethereum uses the Keccak-256. (Source: ShellyPalmer.com Blockchain Glossary)

Cryptography
The art or science of writing codes and decoding messages so as to keep these messages secure.

NOTE – Coding encryption takes place using a key that ideally is known only by the sender and intended recipient of the message. (Source: Wikipedia)

Crypto Pump and Dump
See Also: Pump and Dump

Crypto Staking
See Also: Staking

C3 Rating
A term used to represent the average of a live rating for a (national) commercial minute and up to three days of DVR playback viewing.

2 : Average Commercial Minute (ACM) rating that includes time-shifted viewing within 3 days (75 hours) of the live program telecast. (Source: Nielsen)

3 : The average commercial second rating including live tuning to a program plus 75 hours of DVR playback. (Source: TRA)

CTR Optimized
An ad delivery mode that enables you to serve higher performing (based on click-through-rate) creatives more often. (Source: OpenX)

Cue Card
An ad format that is a flexible layout with space for a logo, background image and three frames of advertising text. Viewers must scroll vertically to see the next frame of content. Data-driven creative makes it easy to create high-quality brand awareness messages tailored to each audience. (Source: Zorraquino)

Cue Conflict
A theory to explain the kind of motion sickness caused when the body tries to interpret conflicting clues being received by the senses. Frequent causes are faulty calibration of eye devices or delay between the sensory inputs and output display. (Source: freeflyvr)

Cue Tone (Spot)
A signal from an operator that often indicates a program change that is used to prompt an action such as to load a certain commercial. Cue tones used locally to overlay a local commercial over a national spot via local ad insertions.
NOTE – Cue tones often work on MSOs proprietary systems for ad insertions. Standardization needed for measurement?

NOTE – It is being standardized by SCTE for digital content transmission. Some commercially available systems can “mark” and process content with these standardized cue tones. (Source: FourthWall Media)

**Cultural Capital**
The media tastes, preferences and worldly knowledge of an audience, traditionally linked to social class/background. (Source: corbytechmedia.weebly.com)

**Cultural Superstructure**
Within Marxist theory there is a base as well as a superstructure. The base comprises the functional economic and material activities. The ideological and cultural superstructure exists because the base activities are fulfilled, nevertheless, the superstructure may influence the base. (Source: OpenTextBC.ca)

**Culture**
Defined by the learned behaviors and schemas that distinguish one group of people from another. (Source: OpenTextBC.ca)

**Cume %**
See Also: Reach
The unduplicated number (in thousands) of Set-Top Boxes or households or individuals exposed at least once to a channel, program or commercial in the specified time frame expressed as a percentage. (Source: Kantar Media Audiences and TRA)

2 : See Total Item Reach % below. Reach can be calculated for a spot, program, episode, network, genre, or brand. (Source: TIVO)

**Cume (in thousands)**
See Also: Reach
The total accumulated number of Set-Top Boxes, households or individuals exposed at least once to a channel program or spot in the specified time frame expressed as a percentage of the designated universe. (Source: Kantar Media Audiences)

2 : The number of unique projected In-Tab households who saw a given program, ad, half hour, etc., A household is counted as "having seen" if it was tuned to any second of the commercial (commercial cume / reach), or if it was tuned to at least six minutes of the program (program cume / reach). etc., (Source: TRA)

**CUME** abbr Cumulative Audience
It is the total non-duplicated audience for one or a series of telecasts, programs, messages, or time periods. It is expressed as a percentage of a given universe. A household or person is counted once no matter how many times the telecast has been viewed. This also is known as reach, net unduplicated audience, or net reach. (Source: TVB)

2 : Also known as ‘reach’, and relates to the total number of different people within the selected demographic who tuned into the selected time period for 8 minutes or more (i.e., reached at least
once by a specific schedule or advertisement). It is usually represented in thousands, but can be transferred into a percentage of the potential audience. (Source: Nielsen)

**Cumulative Loyalty**
Average minutes viewed divided by the total duration of the daypart, program or spot. (Source: Kantar Media Audiences)

**Cumulative Quantity Discount**
A reduction in the price to be paid for purchases that exceed a given level of volume over a specified period of time. This form of discount is also referred to as a deferred discount or a patronage discount. (Source: MASB)

**Cumulative Reach (in thousands)**
See: Cume (in thousands).
The total accumulated number of Set-Top Boxes or households exposed at least once to a channel, program or spot in the specified time frame. (Source: Kantar Media Audiences)

2: Another term for Reach. (Source: MASB)

**Curation**
See Also: Hyper Curation
The careful selection of content based on type, interest, target consumer, behavioral or special interest, for example, on a network, website or other content driven entity.

**Curiosity Approach**
A method for approaching a prospect in which the salesperson arouses the prospect’s interest by making a statement that piques the prospect’s curiosity. (Source: MASB)

**Currency**
See Also: Social Currency
In media, the entirety of the value to an object, action or person.

**Current Digital Media Universe**
People who are 2+ and had access to (but did not necessarily use) an internet-enabled computer within the time period. (Source: Nielsen)

**Cursor**
The graphical representation of a “pointer” on a user screen, controlled by the user’s interaction with controlling devices such as a mouse, mouse pad, stylus or other input hardware. (Source: IAB)

**Custom Encryption**
See Also: Encryption
Using a customized code or algorithm, rather than a packaged encryption program, that is intended to be used for a specific business or purpose.

**Customer**
Depending on the firm’s business, a customer might be defined as an individual, household, screen-name, division, or business who bought, ordered, or registered. The American Marketing Association defines “customer” as “the actual or prospective purchaser of products or services. (Source: MASB)
CAC *abbr* Customer Acquisition Cost
CAC is an important business metrics which refers to the cost associated in acquiring and convincing potential customers. This helps to determine how to allocate resources while gaining new customers. It includes expenses related to product cost as well as research, marketing and incentives involved. The value of the customer to the company and Return On Investment of acquiring the customer can be calculated through this. (Source: TycheSoftwares)

**Customer Additions**
See Also: Churn
Among the ebb and flow of subscriber customers (also known as Churn), customer additions are the adding of customers to a service provider’s universe.

**Customer Behavior**
The collection of behaviors that people exhibit in relation to brands, products and purchasing--for example decision-making, shopping and loyalty behaviors. The term "Customer Behavior" is sometimes used interchangeably with the term "Consumer Behavior." (Source: ProjectOAR)

**Customer Cohort Analysis**
A tool which lets app developers track and study user engagement over time. A ‘cohort’ is a group of users who perform a certain sequence of events within a particular time frame - for example, users who triggered an app launch on the same day. (Source: is.com)

**CX *abbr* Customer Experience**
The customer’s perceptions and related feelings caused by the one-off and cumulative effect of interactions with a supplier’s employees, systems, channels or products. (Source: Gartner)

**Customer-Driven Innovation**
Another term for Demand-Pulled Innovation or Market- or Customer- Driven Innovation. (Source: MASB)

**Customer Equity**
Another term for Customer Lifetime Value, Lifetime Customer Value, User Lifetime Value. (Source: MASB)

**Customer Experience Analytics**
See Also: CX Analytics
Another term for Customer Experience Data Analytics.

**Customer Experience Data Analytics**
See Also: CX Analytics
Another term for Customer Experience Analytics.

**Customer Journey**
Journey taken by customers or consumers during their purchasing process, the analysis and monitoring of which will allow their behavior, needs, and problems during each stage of this journey to be known in detail. It is normally plotted as a map (customer journey map) or diagram showing the various points of contact (physical or intangible) between the customer and the product or service, in conjunction with those actions or emotions that users experience in their interaction with the brand. (Source: Zorraquino)
CLV abbr Customer Lifetime Value
This metric is a prediction of the total value (Total net profit) an eCommerce company would make from the lifetime relationship with any given customer. Other marketing terms for CLV are Lifetime Customer Value (LCV), or Lifetime value (LTV). Online businesses can measure the profitability achieved from a customer depending upon this predicted monetary value generated from the entire relationship of the customer with your online store. (Source: TycheSoftwares)

Customer Loyalty Research
Research conducted to measure the actual or intended repeat purchase of a product or service over time. Data can be obtained through household-level data providers (i.e., retail or household scanner panels), tracking studies or consumer diaries which can be used to monitor changes in purchasing over time. (Source: ProjectOAR)

CP abbr Customer Profit
The profit the firm makes from serving a customer or customer group over a specified period of time. Calculating customer profitability is an important first step in understanding which customer relationships are better than others. Often, the firm will find that some customer relationships are unprofitable. The firm may be better off (i.e., more profitable) without these customers. At the other end, the firm will identify its most profitable customers and be in a position to take steps to ensure the continuation of these most profitable relationships. (Source: MASB)

CRM abbr Customer Relationship Management
Business practices that foster customer care, loyalty, and/or customer support. (Source; IAB)

Customer Satisfaction
A measurement indicator that ascertains the level of contentment, satisfaction or loyalty that a customer has with a brand, product or service.

2 : Measures customers’ perceived satisfaction with their experience of a firm’s offerings. It is generally based on survey data and expressed as a rating. This metric quantifies an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found the “customer satisfaction” metric very useful in managing and monitoring their businesses. (Source: MASB)

NOTE – Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. (Source; ASQ.org)

NOTE – Measurement of customer satisfaction can be a survey which also gives insights into what you need to do to improve your service. (Source: Bajwa, R. (2021). 6 KPIs to Monitor the Success of Your Business, Advertising Week 360. AW360.)
Customer Value Propositions
Another term for Value Propositions or Selling Propositions. (Source: MASB)

Customized Advertising
See Also: Advanced Advertising
The ability to efficiently and automatically customize video in real or near-real-time so that the ads can be made more relevant to each of the targeted segment(s) of viewers. (Source: Visible World)

NOTE – Just as on the Internet, efficient customization has become a critical component of dynamic web-pages, online video and TV ads can leverage efficient video customization to enhance message relevance. (Source: Visible World)

Custom Marketing Research
See Also: Ad Hoc Research
Typically, survey or store research conducted for a client which is proprietary and not syndicated or shared. It is customized to gather specific marketing, customer or competitive information to address specific marketing problems that need to be solved by the client. (Source: ProjectOAR)

Custom Rollup
A Client-specified aggregation of pages and applications. These do not have any set branding rules. Some Clients choose to build a Custom Rollup that can better reflect their total audience than our hierarchy. (Source: Nielsen)

Customs Union
A market that is created when countries agree to eliminate trade and tariff barriers among the participating countries and impose uniform tariffs on nonmember countries. The customs union is an important element in a broader framework of economic integration. (Source: MASB)

Custom Targeting
A targeting dimension that describes custom key-value pairs that a publisher defines based on what they know about their visitors. (Source: OpenX)

Custom Versioning
A form of ad addressability where different messages for different segments of households or viewers are customized for segmentation purposes to increase viewer relevance and campaign ROI. For example, customizing featured offers based on the targeted segment.

Cut
In advertising and marketing, a reference to a video shot or scene in a film or video. It is also sometimes used to reference completing a video edit (for example, a video that has just been "cut"). (Source: ProjectOAR)

Cutaway
A shot that interrupts the flow of a continuously filmed sequence. It is often, though not always, followed by a cut back to the first shot. Cutaways are used to help an editor extend a scene when working with limited footage. An example would be an action sequence at the beach that "cuts away" in the middle to a shot of flying seagulls. (Source: ProjectOAR)
Cut-In
A commercial inserted by the local station that covers the commercial airing at the same time on the network at the advertiser's request. Useful for testing different copy in a limited geography. (Source: AAI.ie)

CX Analytics
See Also: Customer Experience Analytics, Customer Experience Data Analytics
Short for Customer Experience Analytics, it is the collection, assessment, analysis and systematic discovery of customer or viewer data in order to ascertain their level of enjoyment, engagement or any form of positive experience from the media being evaluated.

CX Research Technology
Short for Customer Experience Research Technology, it is the use of a range of technology from, for example, smart devices, products that gather customer feedback and opinion (e.g., survey and/or social listening tools) to those that observe behavior.

Cyberattack
See Also: Hackers Cyberattack
A nefarious, illegal, deliberate exploitation of computer systems, information systems, infrastructures, computer networks, personal computer devices, technology-dependent enterprises and networks using malicious code to alter computer code, logic or data. This results in disruptive and/or disabling consequences that can compromise data and lead to cybercrimes, such as information and identity theft.

Cyberbullying
The use of electronic communication to bully a person, typically by sending messages of an intimidating or threatening nature. (Source: Oxford Dictionary)

Cyber Café
A public venue like a bar or cafe which contains computers with access to the Internet. (Source: IAB)

Cyberchondria
Refers to the unfounded escalation of concerns about common symptoms or perceived illnesses based on a review of search results and content online. For example, searching the internet for a cough that leads to a concern about having tuberculosis.

Cyberchondriac
A person who compulsively searches the internet for information about particular real or imagined symptoms of illness. (Source: blog.hubspot.com)

Cyberconversation
A back-and-forth exchange on the internet, often via a social network in real-time.

Cyber Criminals
See Also: Bad Actors, Hackers, Threat Actors
An individual who makes illegal use of a computer, either as a tool or as a target or both, to perpetuate crime such as phishing for personal information and identity theft, for example.
Cyberespionage
The often-illegal act of using computer networks to access and obtain secrets, personal data, proprietary or other confidential information without the permission of the owner, whether an individual, company or government.

Cyber Event
(a) any occurrence in an information system or network that has, or may potentially result in, unauthorized access, processing, corruption, modification, transfer or disclosure of data and/or Confidential Information or (b) a violation of an explicit or implemented Company security policy. (Source: LawInsider.com)

Cyber Monday
Also known as Blue Monday, is the first Monday after the day of Thanksgiving, which has a goal to motivate people to shop online. In comparison with brick-and-mortar businesses that give their customers special deals and large discounts on Black Friday in order to accelerate their sales, Cyber Monday is an ecommerce event when online retailers offer special discounts and website-only deals. Cyber Monday is also considered the second biggest shopping event after Black Friday in the US. (Source: elogic.co)

2 : Refers to the Monday after Thanksgiving in the U.S., which is marked by special holiday promotions by online retailers, originally in response to the success of Black Friday. (Source: MASB)

Cybernetics
The mechanics and flow of information. (Source: OpenTextBC.ca)

Cyber Player
A shy or introverted person who, when using the relatively anonymous internet or wireless mode of communication, becomes much more extroverted.

Cybersecurity
The body of technologies, processes, practices and other measures taken to protect networks, computers, programs and data from attack, damage, unauthorized use and access by criminals.

Cyberspace
See Also: Virtual Reality
A computer synthesized reality. Often a computer synthesized 3-D space. (Source: freeflyvr)

Cyberspying
A similar term for cyberespionage.

Cyberwarfare
A conflict resulting from internet-based actions by a nation-state that involves politically motivated attacks on another nation’s information, computers and information systems for the purposes of causing damage or disruption.

Cyborg
Short for "cybernetic organism" a person whose body contains mechanical, electronic or robotic devices that aid in the body’s functioning.

2 : Also known as a Bionic Human.
3: A robotic humanoid modeled directly from digital readings of a real human and transformed into a photo realistic, animated character produced via illusionary metamorphosis. (Source: freeflyvr)

DAU abbr Daily Active Users
Total number of unique users launching an app in one day. (Start day and end day timeframe may be defined by the advertiser partner). (Source: IAB Mobile App Marketing Glossary Working Group)

Daisy Chain
See Also: Waterfall
The linking of ad networks in order to ensure that an ad will be served in order to optimize revenues. For example, a flat CPM will be assigned to each network and the network with the higher agreed-upon CPM will be first in the daisy chain. If, for some reason, the network can’t deliver an ad above or equal to that flat price, it passes the ad request back. The ad request is then redirected to the second network in the chain. (Source: Next.Srds.com)

2: When a network sells to another network or a wiring scheme in which multiple devices are wired together in sequence or in a ring. (Source: Mediamath)

NOTE – Traditionally, daisy chains are used for remnant inventory.

Damaged Goods
Similar to As Is. (Source: MASB)

Damaged Merchandise
Another term for Distressed Merchandise. (Source: MASB)

Dark Pool
A private financial exchange or forum known for their lack of transparency that often use bots to execute trades in milliseconds ahead of human traders.

NOTE – Flash trades (financial trades that use superfast computers that beat out other trades because of their speed) often, but not always, operate out of a dark pool.

Dark Post
A dark post is a social media ad that doesn’t appear on the advertiser’s timeline. Unlike organic posts or boosted posts, dark posts only show up in the feeds of users they’re targeting. “Dark post” is an informal term on Facebook, they’re officially called “unpublished page posts”, on Twitter they’re called “promoted-only tweets”, on LinkedIn they’re called “direct sponsored content”, and on Instagram, all ads are dark posts by default. (Source: Falcon.io)

Dark Side Hacker
See Also: White Hat Hacker, Black Hat Hacker, Cracker
Another term for a Black Hat Hacker.
Dark Social
Often confused with dark posts, but the two social media terms actually have nothing in common. Dark social is web traffic coming from social media that analytics tools struggle to track. This is often due to users sharing links privately on social in chats or direct messages. One study found that 84% of consumer content sharing happens on dark social. (Source: Falcon.io)

Dark Store
Dark stores are those shops converted into operations and logistics warehouses set up for the preparation and shipment of orders, purchased through an e-commerce, online shop or application. Generally, dark stores tend to be located in large urban centers or in places with a high population density and are characterized by being shops without customers. (Source: Zorraquino)

NOTE – These dark shops are designed exclusively to meet the growing demand for online orders and are therefore strategically organized to enable employees to complete orders as quickly as possible and to fulfill the maximum number of orders. This is because they are technologically adapted with automated processes. (Source: Zorraquino)

Dashboard
See also Campaign Dashboard
A user interface that facilitates the organization, access, processing, analysis, presentation and visualization of data in a readable and understandable output.

2 : A visual display of all of your data. While it can be used in all kinds of different ways, its primary intention is to provide information at-a-glance, such as KPIs. It usually sits on its own page and receives information from a linked database. In many cases it’s configurable, allowing you the ability to choose which data you want to see and whether you want to include charts or graphs to visualize the numbers. (Source: Adjust.com)

3 : A monitoring tool that displays the status of various metrics. (Source: MASB)

Data
Values of qualitative or quantitative variables, belonging to a set of items. (Source: Mediacrossing)

Data About Data
See Also: Ad-ID, Digital Watermarking, Metadata, Program Code, Program IDs, Watermark
In television, usually refers to program genre, source of origination, original versus repeat etc., (Source: Rentrak)

Data Aggregation
A type of data and information mining process where data is searched, gathered and presented in a report-based, summarized format to achieve specific business objectives or processes and/or conduct human analysis. Data aggregation may be performed manually or through specialized software. (Source: Techopedia)

Data Aggregator
A company or organization that collects and compiles data from various sources, often offering results or access for resale. There are three primary types of data aggregators: Offline Data Aggregators, Online Data Aggregators, Personal Data Aggregators. (Source: Mediamath)
DAAS abbr Data As A Service
A service provider that enables data access on demand to users regardless of their geographic location. Similar to Software as a Service (SaaS) in that the information is stored in the cloud and is accessible by a wide range of systems and devices. (Source: Techopedia)

Database
A structured set of data held in a computer, especially one that is accessible in various ways. (Source: Oxford Dictionary)

2 : Another term for a Marketing Database. (Source: MASB)

DBA abbr Database Administration
Refers to the full set of activities performed by a database administrator to ensure that a database is always available as needed. Other closely related tasks and roles are database security, database monitoring and troubleshooting, and planning for future growth. (Source: Techopedia)

DBMS abbr Database Management System
A collection of programs that enables the ability to store, modify, and extract information from a database. (Source: Webopedia)

NOTE – There are many different types of database management systems, ranging from small systems that run on personal computers to huge systems that run on mainframes. (Source: Webopedia)

Database Marketing
a marketing technique based on the use of customer or potential customer databases in order to optimize personalized communication. Database marketing-based communications are based on customer identification codes that personalize communications between the company and the customer. (Source: Zorraquino)

2 : An approach in which computer database technologies are used to design, create, and manage customer data lists containing information about each customer's characteristics and history of interactions with the company. The lists are used as needed for locating, selecting, targeting, servicing, and establishing relationships with customers in order to enhance the long-term value of these customers to the company. The techniques used for managing lists include:
- Database manipulation methods such as select and join
- Statistical methods for predicting each customer’s likelihood of future purchases of specific items based on his/her history of past purchases
- Measures for computing customer lifetime values on an ongoing basis[1]
(Source: MASB)

NOTE – Most of these communication systems use sales methods, so they can be described as spam if the receiver does not want them. However, with proper use, whether through personalized e-mails, incentives or actions derived from loyalty programs, this technique helps retain customers. (Source: Zorraquino)

Database Software
Any software that is designed for creating databases and managing the information stored in them. Sometimes referred to as database management systems (DBMS), database software tools are primarily used for storing, modifying, extracting, and searching for information within a database. (Source: Webopedia)
Data Bus

See Also: Bus, Internal Bus, Address Bus, Expansion Bus
One part of a bus, which is a collection of wires, that transfers the data from the source to the destination.

Datcasting

The broadcast of information and other services using a digital television channel. Broadcasters can offer additional related information while a program is being viewed. (Source: TVB)

Data Center

See Also: Traditional Data Center
A large group of networked computer servers in a centralized location, typically used by organizations for the remote storage, management, processing, or dissemination of large amounts of data and information. Can be physical or virtual infrastructures.

Data Center

A facility that centralizes an organization’s shared IT operations and equipment for the purposes of storing, processing, and disseminating data and applications. Because they house an organization's most critical and proprietary assets, data centers are vital to the continuity of daily operations. Consequently, the security and reliability of data centers and their information are among any organization’s top priorities. (Source: PaloAltoNetworks)

NOTE – In the past, data centers were highly controlled physical infrastructures, but the public cloud has since changed that model. Except where regulatory restrictions require an on-premises data center without internet connections, most modern data center infrastructures have evolved from on-premises physical servers to virtualized infrastructure that supports applications and workloads across multi-cloud environments. (Source: PaloAltoNetworks)

Data Cleaning

In media and market research, the process of detecting, correcting or removing inaccurate records from a dataset. This is one step in the research process which occurs after data has been collected, but before data is analyzed. Data cleaning can involve a series of procedures to identify and eliminate "bad" data from one or more data files, including but not limited to--out of range or outlying variables, logical inconsistencies, and skip pattern errors. (Source: ProjectOAR)

Data Clean Room

See Also: Clean Room
Safe spaces where insights gleaned from the walled gardens are commingled with first-party data from advertisers for measurement and attribution. (Source: Digiday.com)

Data Cleansing

See Also: Data Cleaning, Harmonize the Data, Normalize the Data, Scrubbing the Data
It is the process of detecting, correcting and possibly deleting corrupt, incomplete, incorrect or inaccurate records from a dataset.

Data Cleansing

2 : The process of improving the quality of data by modifying its form or content, for example, by removing or correcting data values that are incorrect. (Source: MASB)
Data Collection
The process and action of collecting data from the Set-Top Box. Varies by system. Some pull data on a second-by-second basis; others during an interval of time (such as quarter hour intervals) and others pull at activity points like channel change.

NOTE – While switched digital video and people meters provide access to some data (e.g., channel change) continuously, or at frequent intervals, some data exists only in the Set-Top Box (e.g., keystream, interactive, explicit interest), and bandwidth limitations of the back channel (a.k.a. out-of-band return path) severely restrict when and how frequently this data may be pulled from STBs. Common practice is to schedule overnight transmission of such data, when viewership is low and available backchannel bandwidth increases. This is especially important for census data. (Source: FourthWall Media)

Data Collection Pixel
A pieces of software often embedded in an image that enables data collection companies to anonymously identify and classify web page visitors into various categories.

Data Compression
See Also: Digital Compression, Compression, Source Coding, Bit Rate Reduction
Encoding information or data using fewer bits than the original representation. This speeds up transmission and reduces storage.

Data Connectivity
Similar to connectivity, the process that creates the ability to connect devices for the purposes of transferring data back and forth.

Data Dimensions
See Also: Multi-Dimensional Analysis
In data warehousing, within a data set, it is a collection of data attributes that have been physically referenced in multiple database tables using the same key value to refer to the same structure, attributes, domain values, definitions and concepts.

NOTE – A data set consisting of the number of wins for a single football team at each of several years is a single-dimensional (in this case, longitudinal) data set. A data set consisting of the number of wins for several teams in a single year is also a single-dimensional (in this case, cross-sectional) data set. A data set consisting of the number of wins for several teams over several years is a two-dimensional data set. Two-dimensional data sets are also called panel data. While, strictly speaking, two- and higher- dimensional data sets are "multi-dimensional," the term "multidimensional" tends to be applied only to data sets with three or more dimensions. (Source: Wikipedia)

DDDM abbr Data Driven Decision Marketing
The marketing insights and strategic business decisions that are based on the analysis and interpretation of data with the goal to improve and strengthen customer relationships, increase revenue and inform profitable long term business strategies.

DDL abbr Data-Driven Linear
DDL is based on impressions and enables 1:1 deterministic matching between viewership data and ad delivery, all tied to the household level. With DDL, advertisers can achieve precise measurement, attribution and insight into who was reached and who took an action. (Source: TVSquared)
Data-Driven Linear TV
See also Data-enabled linear TV, Programmatic TV
Targeted linear TV advertising that is based on consumer data beyond just age and gender. By combining demographic data with viewing behaviors and consumer interests, marketers can target specific networks and dayparts to enhance their ability to reach a specific audience segment. (Source: VAB)

DDM abbr Data-Driven Marketing
The marketing effort by which data and its resulting insights are used as the primary decision-making and action point.

2 : Term used to refer to the processes through which companies collect and analyze data to apply to the development of marketing strategies or to design actions to provide better service to their customers. (Source: Zorraquino)

NOTE – The DDM establishes that no marketing decision should be taken without stopping to analyze what data the company has, what data can obtain, how can be organized and how they should be used. DDM It is also based on the exponential growth of data available about people, driven by the internet of things, cloud computing and artificial intelligence. (Source: Zorraquino)

Data-Enabled Linear TV
Allows advertisers to deliver audience-based advertising (building on traditional demo-based delivery with purchase and other data types) via linear television. Many networks have built their own platforms to enable this, individually or in collaboration with each other. (Source: info.ncsolutions.com)

Data Fusion
See Also: Data Integration
Combining data from two or more different sources where the data merges and becomes blended into a new data source.

2 : Enables the connection of respondent-level information from disparate data sets with a high level of precision. (Source: Nielsen)

NOTE – However, this is not the same as an actual match of data from different sources for the same exact household. In fusion, data from one household is attached to a different household. (Source: TRA)

Data-Generated Content Creation
AI generated content.

NOTE – We've had AI-created art, music, and even computer programs, and until recently, it's generally been seen as a curiosity. However, the ability of AI systems to continuously improve-as well as the development of more sophisticated machine learning algorithms such as generative adversarial networks (GANs)-mean that machines are increasingly impacting creativity such as writing product descriptions or creating highlights videos for sports events. One huge advantage that AI has here over human creatives is that the speed it can work at means it can far more efficiently produce targeted, personalized content. Product descriptions on websites can be tailored for the person that the AI predicts will be reading them, and adverts (or even movies) could have a personalized soundtrack, algorithmically created to appeal to a specific individual. (Source: Bernard Marr via LinkedIn)
Data Glove
A glove wired with sensors and connected to a computer system for gesture recognition and navigation through a virtual environment. Known generically as a “wired glove.” (Source: freeflyvr)

Datagrid
Similar term for Gridview.

Data Integration
Combining data from two or more different sources while having the data maintain its individual database integrity.

2 : The addition of external data to a customer or prospect file to enhance the attributes known about individuals or households. (Source: Nielsen)

NOTE – This term sometimes is used with regard to fusion and sometimes with regard to exact household match. (Source: TRA)

Data Kidnapping
A software exploit in which the attacker encrypts the victim’s data and demands payment to remove the restriction and reestablish the data. Usually the result of ransomware malware being loaded unsuspictingly on a victim’s computer or website.

Data Lake
Storage repository capable of hosting a large amount of raw data, without structuring or classifying, pending the determination of the intended use of them. The data lake uses flat data storage architecture. (Source: Zorraquino)

Data Logging Software
Varies by processor. The software that aids in securely receiving and delivering the data to a processor. Examples of data logging software include Audience Measurement System - AMS and Interactive Video Guard - IVG.

NOTE – May be impacted by stress on the unit. (Source: TIVO)

Data Management
The administration and management of data and its uses by which the required data is acquired, validated, stored, protected, and processed, and by which its accessibility, reliability, and timeliness is ensured to satisfy the needs of the data users.

DMP abbr Data Management Platform
Advertising-specific software used to ingest, normalize and syndicate data. Key components of a DMP include Data Collection—may include first, second, and third-party data or measurement data. Data Normalization-enables analytics and audience generation. Syndication of collected data or audiences for targeting. (Source: GABBCON, Global Audience Based Business Conference)

2 : A system for managing data, such as cookie IDs. This centralized management platform used by agencies, publishers, and brands helps manage first-party data and integrate it with third-party data to tie user information and activity together and optimize media buys. (Source: Hubspot)

3 : A data repository where media buyers or publishers can house and organize a variety of online and offline data, including first-party site user data, third-party data purchased on a data exchange,
customer relationship management (CRM) data, mobile data, email service provider data, purchase data and more. (Source: Mediamath)

4 : A user data store that is used for the centralization, management and deployment of a brand’s audience data, for example Oracle BlueKai, Lotame or Nielsen’s eXelate. (Source: MAGNA Global)

5 : A data management platform (DMP) provides a marketer, agency, or trading desk with a single integrated view of all campaign and audience data, helping with overall management and analysis of data. This enables the marketer or agency to best target their advertising in order to hit the right people at the right time with the right message. (Source: Mediacrossing)

6 : A technology platform that pulls in and stores disparate 1st, 2nd, and 3rd party data, and uses common data identifiers to match cases across sources and provide an aggregated data view. Used in conjunction with other "ad tech" to allow marketers to build custom audience segments, and to monitor marketing activity and performance across segments. (Source: ProjectOAR)

7 : At its most simple, a data management platform (DMP) is “a piece of software that sucks up, sorts and houses information, and spits it out in a way that’s useful for marketers, publishers and other businesses.” (Source: MASB)

NOTE – MASB member IAB (Interactive Advertising Bureau) explains: “Publishers and marketers are aggregating more data, from more sources, than ever before. And in order to realize the full value of that information, they require a technology-driven solution-a central hub-to seamlessly (and rapidly) collect, integrate, manage and activate those large volumes of data.” (Source: MASB)

Data Management System
Software application that allows the user to enter all metadata regarding each asset into a program. In VOD, these systems are typically used for multiple functions, record keeping, schedule and planner creation, approvals of metadata. It also can be referred to as a CMS - Content Management System or an AMS- Asset Management System depending on usage.

Data Marketplace
An online platform for buying and selling data, which may be utilized for improved audience targeting, audience enrichment to better understand customers, business intelligence, data decisioning, and other applications. (Source: Kochava)

Data Matching
See Also: Data Integration, Blind Matching
Comparison of two or more datasets where each dataset maintains its individuality and uniqueness.

2: “Data matching is most effective for measuring ROI, correlating specific household tuning exposure with household consumer purchasing behavior from within the same observed household. Household matching (i.e., shopper panels and STB tuning) is de facto the new single source and yields the highest level of accountability for much more reasonable costs. Using STB and other consumer databases afford sample sizes that allow for brand analysis which is impossible using traditional single-source panels.” (Source: Nielsen)

Data Mining
The process of finding anomalies, patterns and correlations within large data sets to predict outcomes. (Source: SAS)
2: The analytical process of finding new and potentially useful knowledge from data. The process includes the use of mathematical tools to find difficult patterns of intelligence. (Source: MASB)

**Data Normalization**  
*See Also: Data Integration*  
Where there are two or more disparate data points within a data set, combining them in such a way that maintains data integrity and accuracy while improving usability.

2: The process of synthesizing the unique attributes of data. Commonly used in database construction to minimize duplication and promote data integrity. (Source: Nielsen)

**Data On-Boarding**  
The process of transferring offline data to an online environment for marketing needs. Mainly used to connect offline customer records with online users by matching identifying information gathered from offline datasets to retrieve the same customers in an online audience. (Source: Wikipedia)

2: The process of transferring offline data into actionable digital data. Vendors specializing in data onboarding will use a company’s offline data—such as customer email addresses, phone numbers, or sales transaction data—to gather digital information about those customers, such as their Facebook profiles or their Twitter handles. An effective onboarding campaign would also yield customer data such as interests, tweets, and social media statuses. The end result: digitally addressable consumers, and a richer array of data about them. (Source: Cynopsis)

3: The foundation of identity resolution. It is the technical process of uploading offline customer data, such as CRM, into an online environment to match with digital identifiers. (Source: Signal.co)

**Data Onboarding Platform**  
Services that link data sets together by operating as a ‘safe space’ for personally identifiable information. Primarily used to link offline data sets to online data sets, but can also be used to link television and digital audiences. (Source: MAGNA Global)

**Data On-Ramping**  
Another term for Data-Onboarding

**Data Orchestration**  
*See Also: Orchestration*  
A process carried out by a piece of software that takes siloed data from multiple data storage locations, combines it, and makes it available to data analysis tools. (Source: Segment.com)

**Data Outage**  
*See Also: Outage*  
A natural or man-made occurrence that can cause a gap or lapse in the signal or in data / video transmission. Often unexpected, can vary in time and length.

2: A period of time in which no data was collected by a provider due to environmental conditions including fire, power outages or system failures. (Source: Nielsen)

NOTE – Set-Top Box data collection often consists of a chain of transmission steps, from collection engine on the STB to collection server to aggregation servers and ultimately to the processors of the data, with possible hops through load balancers and proxy servers along the way. At each step in the transmission chain, either the server/computer or the network may fail. To provide avoid any gaps or
data outage, multi-tier fault tolerance mechanism must be deployed including sufficient data caching at every error-detecting link in the transmission chain. (Source: FourthWall Media)

**DOCSIS** *abbr Data Over Cable Service Interface Specification*
Specification for transmission of data over a cable network that has been approved by the ITU as an international standard. DOCSIS was developed by CableLabs and a consortium of North American multi-system cable operators. (Source: CableLabs)

**Data Overlay**
Laying third party data over an ad exchange campaign in order to optimize the bids. (Source: Mediamath)

**Data Packets**
A formatted basic unit of data or communication over a digital network (Source: About.com)

**Data Port**
A physical interface on a Set-Top Box or a computer or another device through which information, data, content and other signals travel.

NOTE – Different data ports on different boxes.

**Data Provider**
Data providers source various types of data including market intelligence, audience intention, and publisher performance data. This data is then collated and packaged to sell to companies such as demand-side platforms and trading desks. Brought together in a DMP, the 3rd party data compliments the 1st party data, which is owned and generated by the marketer, agency, or trading desk. This allows for smarter bidding in ad auctions and for improved digital targeting of audience for smarter and less wasteful audience composition. (Source: Mediacrossing)

**Data Quality**
A general term regarding the overall efficacy and accuracy of a data set.

**Data Resource Management**
The development and execution of architectures, policies, practices and procedures that properly manage the full data lifecycle needs of an enterprise. (Source: Wikipedia)

**Data Science**
Data science incorporates varying elements and builds on techniques and theories from many fields, including math, statistics, data engineering, pattern recognition and learning, advanced computing, visualization, uncertainty modeling, data warehousing, and high-performance computing with the goal of extracting meaning from data and creating data products. (Source: Mediacrossing)

**Data Set**
A collection of data often corresponding to the contents of a single database table or a single statistical data matrix, where every column of the table represents a particular variable, and each row corresponds to a given member of the data set in question. (Source: Wikipedia)

**Data Sonification**
Assignment of sounds to digitized data which may involve filtering to give illusion of localized sound. (Source: freeflyvr)
Data Spacialization
The assignment of orientation (yaw, pitch) and position coordinates (x,y,z) to digital sounds assigned to data. (Source: freeflyvr)

Data Stream
See Also: Clickstream
A sequence of digitally-encoded coherent signals (packets of data or data packets) used to transmit or receive information. (Source: Wikipedia)

2 : Stream of events logged on a STB. (Source: TIVO)

Data Supplementation / Enrichment
A process by which additional information is appended to tuning event records. It is paramount that this process be executed in a manner that protects the identity of the underlying household. (Source: MRC)

Data Transmission
See Also: Bandwidth Data Transmission, Digital Communications, Digital Transmission
The process of sending digital or analog data over a communication medium to one or more computing, network, communication or electronic devices. (Source: Techopedia)

Data Type
The various data that are delivered via the Set-Top Box or other sources like the television remote. Examples include: Linear, DVR, VOD, ELECTRONIC PROGRAM GUIDE, ITV, Remote Control.

2 : One type of viewer-generated activity measured on a Set-Top Box, including: keystream data (i.e., button pushes via a remote), interactive data (i.e., response measurement from interactive applications and ad enhancements), linear viewing data (i.e., channel changes), and explicit interest data (i.e., information provided by the viewer to an interactive application, such as stock symbols, favorite sports team, or yellow pages search terms). (Source: FourthWall Media)

NOTE – MSO, Satco, Telco, remote are all data sources that create data types.

NOTE – Other types of data are third party data sources that are used on segmentation. (Source: Invidi)

NOTE – No remote data is available, except on TIVO, but may be available through more advanced boxes and not through legacy boxes. (Source: FourthWall Media)

Data Utilization
The process of effectively accessing, processing, analyzing and otherwise using data to improve understanding of all aspects and projections from the data.

Data Warehouse
Houses all data that comes through the bidder and puts it in digestible form for our clients in reporting. (Source: Mediamath)

Data Warehousing
Data storage in large scale facilities, such as a bonded third-party data backup facility.
NOTE – Both the EBIF collection engine and collection server of FourthWall Media’s Event Stream Collector, deployed in MSOs like Charter, cache up to 7 days' worth of second-by-second measurement data (linear channels, keystream, explicit interests, and interactive) in the event of a network or server outage preventing transmission of the data to the data warehouse. This applies to all STBs, including legacy STBs. (Source: FourthWall Media)

**Dating**
(Sales Promotion) A type of trade promotion in which the retailer is allowed to buy a certain amount of product from the manufacturer and then pay for that product over a prolonged period of time.
(Retailing) The dates in which discounts can be taken or the full invoice amount is due.
(Source: MASB)

**Daughter Window**
An ad that runs in a separate ad window associated with a concurrently displayed banner. In normal practice, the content and banner are rendered first and the daughter window appears thereafter.
(Source: IAB)

**DAR abbr Day-After Recall**
See Also: Recall Day -After
A form of testing that asks the respondents to recall and verbalize the message they were exposed to the day before. Because this test is conducted on a natural setting in the field it is thought to provide a more realistic response profile.

2 : A method of testing the performance of an ad or a commercial whereby members of the audience are surveyed one day after their exposure to the ad or commercial in a media vehicle to discover how many of the audience members remember (unaided and aided) encountering that specific ad or commercial. (Source: MASB)

NOTE – Recall scores depend on the influence of the programs in which the ad appears. Hence the scores may vary in different programs. Also, if the respondents are aware that they will be tested on the next day, the participants shall pay more attention on the commercials. Naturally, the recall test result shall not reflect the actual level of recall. (Source: BusinessManagementIdeas.com)

**Daypart**
A method to divide the viewing day into logical sections based on viewer behavior and often by length of time and days to distinguish certain types or genres of content / programming and audiences from other times of day.

2 : A section of a day, used for measuring audience ratings on TV. The cost of buying advertising varies according to the daypart selected. (Source: StateoftheMedia.org)

3 : The time segments that divide the TV day for ad scheduling purposes. These segments generally reflect a television station's programming patterns. Comparison of audience estimates between dayparts may indicate differences in size and composition of available audience. While dayparts may vary by market, station and affiliation, the most common dayparts* are:
- **Early Morning** 5:00am-9:00am
- **Daytime** 9:00am-3:00pm
- **Early Fringe** 3:00pm-5:00pm
- **Prime** 8:00pm-11:00pm (Mon -Sat), 7:00pm11:00pm (Sunday)
- **Late News** 11:00pm-11:30pm
- **Early News** 5:00pm-7:00pm
Late Fringe 11:30pm-2:00am
Prime Access 7:00pm-8:00pm
Overnight 2:00am-5:00am

*Eastern Time
(Source: TVB)

2: These are the parts of the day that the linear TV schedule is divided into (prime, morning, early fringe, etc.) Dayparts are used to advertise to different audiences at different times of day. (Source: TVSquared)

NOTE – While there are industry standard dayparts, dayparts often vary by network for sales and scheduling purposes.

Daypart Index
The share of viewing to a channel in a given daypart divided by the share of the same channel in the reference daypart. (Source: TNS)

Dayparting
Refers to the ability to specify different times of day-or day of week-for ad displays, as a way to target audiences more specifically. An option that limits viewing or serves of specified ads based on day and time factors. (Source: MASB)

Days Sales Outstanding
The measurement of how long it takes to collect an outstanding invoice to a client from the time the invoice is billed to the time it is collected. (Source: Mediamath)

Deadpan
A type of creative tonality used in advertising that is characterized by the use of humor in a manner that is deliberately without expression or serious. (Source: ProjectOAR)

Deal
An agreement between buyer and seller that has a specific list of deliverables.

2: A unique trading arrangement between a buyer and seller in a confined, programmatic environment. (Source: OpenX)

3: An inducement such as a price reduction, free goods offer, or other special offering made by a seller to a channel member or the ultimate consumer, generally for a limited period of time. (Source: MASB)

Dealer Imprint
A local retailer’s identification and contact information (name, address, telephone number) added to a manufacturer’s advertisement or commercial. (Source: MASB)

Dealer Listing
That part of a manufacturer’s advertisement or commercial that lists local retailers who carry the advertised product. (Source: MASB)
Dealer Loader
A premium or other reward that is used to encourage a retailer to develop a special display or product offering. Commonly, the item is a reusable product that forms the basis for the display. When the event is over, the retailer is allowed to keep the premium. (Source: MASB)

Dealer Tie-In
A manufacturer-sponsored sales promotion activity, such as a contest, sweepstakes, use of in-store display materials, or sampling, in which retailers actively participate in some way and are mentioned in the manufacturer’s advertising (which may take the form of cooperative advertising) of the sales promotion; can also refer to any listing or mention of retailers in a manufacturer’s advertising; sometimes referred to as a dealer imprint or dealer listing. (Source: MASB)

Deal ID aka Deal Identifier
A system generated number assigned to an automated ad buy that identifies the buyer and the publisher. (Source: Hubspot)

2 : A unique string of characters that is used in a private marketplace to match up specific buyers and sellers based on a number of rules they have agreed on previously. They grant buyer/ATD/DSP access to ad placements or data that a publisher exclusively makes available to them. Specifically, if a buyer and seller decide on a deal with specific prices, inventory and data, that information can be programmed into a Deal ID. It allows a private exchange to work more like a direct deal. (Source: Next.Srds.com)

2 : Unique identifier that associates a transaction with prearranged agreement details, typically used to increase information in a transaction or change auction outcome from strict price criteria. (Source: MAGNA Global)

3 : A unique piece of code assigned to an automated ad buy, used to match buyers and sellers individually, based on a variety of criteria negotiated beforehand. (Source: Tubemogul)

Deal Merchandise
A product that a seller may offer at a reduced price or that may have been specially bundled, processed, or manufactured for a limited period of time. (Source: MASB)

Deal Proneness
Refers to a consumer's general inclination to make product purchase decisions on the basis of whether or not a particular product is being sold under some sort of deal condition. (Source: MASB)

Debriefing
In media and market research, a discussion between the researcher(s) and study sponsors or clients following the conclusion of an experiment, focus group, survey or interview(s). This exchange helps to provide the researcher(s) with insights necessary to revise or refine the study procedure and/or improve participant experience. (Source: ProjectOAR)

Decay of Advertising Effects
Refers to the fading of memory of an ad and lack of continued response to it. Because forgetting is a controversial issue among learning theorists—some claiming that nothing is ever forgotten—the term decay of advertising effects may be more accurately described as advertising wear out, rather than the process of “forgetting.” (Source: MASB)
**Lexicon 4.0**

**Deceitful Diversion of Patronage**
A practice in which a retailer publishes or verbalizes falsehoods about a competitor in an attempt to divert patrons from that competitor. (Source: MASB)

**Decennial Census**
Another term for the U.S. Census. (Source: MASB)

**Decent Exchange**
Short for Decentralized Exchange.

**Decentralized Adjustment System**
Is one in which customers take their complaints directly to the selling department involved. Salespeople may make most of the adjustments, although the final approval of the department head or selling supervisor is often a requirement. (Source: MASB)

**Dapp** abbr Decentralized Application
In Blockchain, peer-to-peer, permissionless, censorship resistant applications. Anyone can use them and no central organization controls them. (Source: ShellyPalmer.com Blockchain Glossary)

**DAO** abbr Decentralized Autonomous Organization
An algorithmic organization that has a set of rules encoded in a smart contract that stipulates who can execute what behavior or upgrade. A DAO commonly includes a governance token. (Source: ShellyPalmer.com Blockchain Glossary)

**DEX** abbr Decentralized Exchange
In Blockchain, a platform that facilitates token swaps in a noncustodial fashion. The two mechanisms for DEX liquidity are order book matching and AMM. (Source: ShellyPalmer.com Blockchain Glossary)

**DeFi** abbr Decentralized Finance
A system by which financial products become available on a public decentralized blockchain network, making them open to anyone to use, rather than going through middlemen like banks or brokerages. (Source: Investopedia)

2: A financial infrastructure that does not rely on a centralized institution such as a bank. Exchange, lending, borrowing, and trading are conducted on a peer-to-peer basis using blockchain technology and smart contracts. (Source: ShellyPalmer.com Blockchain Glossary)

**NOTE –** Unlike a bank or brokerage account, a government-issued ID, Social Security number, or proof of address are not necessary to use DeFi. More specifically, DeFi refers to a system by which software written on blockchains makes it possible for buyers, sellers, lenders, and borrowers to interact peer to peer or with a strictly software-based middleman rather than a company or institution facilitating a transaction. (Source: Investopedia)

**Decentralized Management**
The practice of delegating decision-making authority to lower levels of management and, in some cases, to non-managers authorized to make decisions, such as salespeople. (Source: MASB)
Decentralized Sales Organization
Where each division has its own sales force. This is appropriate when company divisions sell different products to different markets through different channels, and when the divisions are large enough to afford their own sales forces. (Source: MASB)

Deceptive Advertising
The unethical sales practice of advertising with the intention of misleading consumers by making false claims, failing to make full disclosure (withholding information), or providing inaccurate information. (Source: MASB)

Deceptive Pricing
Savings claims, price comparisons, “special” sales, “two-for-one” sales, “factory” prices, or “wholesale” prices are unlawful if false or deceptive. When these terms are used, the terms and conditions of the sale must be made clear at the outset. False pre-ticketing—the practice of marking merchandise with a price higher than that for which it is intended—is also unlawful. (Source: MASB)

Decider
Another term for Buying Roles. (Source: MASB)

Decision Calculus Model
A quantitative model of a process that is calibrated by examining subjective judgments about outcomes of the process (e.g., market share or sales of a firm) under a variety of hypothetical scenarios (e.g., advertising spending level, promotion expenditures). Once the model linking process outcomes to marketing decision variables has been calibrated, it is possible to derive an optimal marketing recommendation. (Source: MASB)

Decision Maker
Traditionally, a consumer is the ultimate user or consumer of goods, ideas, and services. However, the term also is used to imply the buyer or decision maker as well as the ultimate consumer. A mother buying cereal for consumption by a small child is often called the consumer although she may not be the ultimate user. (Source: MASB)

Decision Making
Another term for Adaptive Planning. (Source: MASB)

Decision Support System
(Marketing Research) A coordinated collection of data, system tools, and techniques with supporting software and hardware by which an organization gathers and interprets relevant information from business and the environment and turns it into a basis for making management decisions. (Models) A system, usually based on a model and computer software package, that describes the implications of specific marketing decisions and/or recommends specific marketing actions, using a set of input information. This information may either reside permanently in the DSS or be input for the particular scenario of interest (or both). The information can consist of primary information (e.g., sales and cost information from company records, or subjective judgments by managers about the likely impact of increased advertising spending) and/or secondary information (e.g., sales of competitors’ products from a syndicated database constructed via store audits). An important aspect of many decision support systems is the facilitation of “what if” analyses (i.e., the sensitivity of optimal marketing strategy to the assumptions in the input information). (Source: MASB)

Decision Variables, Marketing
Another term for Marketing Decision Variables. (Source: MASB)
Decline
Another term for Product Life Cycle. (Source: MASB)

Decoder
A system, application or hardware that de-encrypts encrypted signals so it is viewable. Signals are encrypted to save space and / or to feed to certain subscribers. Modems often serve as decoders.

2 : Programming is usually encoded to save space and is compressed. The end user needs a decoder to uncompress the incoming data so it can be viewed on the television. (Source: itvdictionary.com)

3 : Term sometimes used for Set-Top Box. (Source: itvt.com/glossary)

4 : An electronic device used for converting a scrambled TV signal into a viewable picture. (Source: TVB)

Decoding
See Also: Encoding
The process of de-encrypting special codes so that the content is viewable by all. The process of decoding can also remove security features and anonymization protection.

2 : In semiotics it is reading the text by unpacking the signs it is made of. (Source: OpenTextBC.ca)

DTS abbr Dedicated to Sound
A series of multichannel audio technologies owned by DTS, Inc. (formerly known as Digital Theater Systems), an American company specializing in digital surround sound formats used for both commercial/theatrical and consumer grade applications. (Source: Wikipedia)

Deduction
Discounts applied by a customer to an invoice, adjusting for goods damaged in shipment, incorrect deliveries, late deliveries or, in some cases, for products that did not sell as well as hoped. Deductions might not be recorded in a way that can be analyzed, and they are often the subject of disputes. (Source: MASB)

Deductive Research
A form of media and market research that involves developing a research hypothesis based on one or more existing theories, and then designing a market research strategy to test the proposed hypothesis. See also "Inductive Research." (Source: ProjectOAR)

Deduplication
Removing duplicate entries or events in a data set or across a group of compiled datasets.

2 : Part of a periodic and systematic database revision process that consists of merging or deleting duplicate entries, leaving behind just one copy to avoid the multiple sending of a message to the same addressee, with the resulting risk of saturation and rejection. Database management programs exist that perform this operation automatically. (Source: Zorraquino)

NOTE – Quality programmatic buying is dependent on getting accurate and useful data sets, and deduplication is often a step in that process. (Source: Mediamath)
Deep Learning
See Also: Deep Structured Learning, Hierarchical Learning, Deep Machine Learning
Considered a new area of machine learning. A branch of machine learning based on a set of algorithms that attempt to model high-level abstractions in data by using multiple processing layers, with complex structures or otherwise, composed of multiple non-linear transformations.
(Source: Wikipedia)

Deep Link
A type of link that send users directly to an app instead of a website or a store. They are used to send users straight to specific in-app locations, saving users the time and energy locating a particular page themselves-significantly improving the user experience. These links can also be set to direct users to specific events or pages, which could tie into specific campaigns.
(Source: Adjust.com)

Deep Linking
The process of facilitating deep links. Deep linking does this by specifying a custom URL scheme (iOS Universal Links) or an intent URL (on Android devices) that opens your app if it's already installed.
(Source: Adjust.com)

2: Refers to the act of creating hyperlinks to a web page other than a website’s homepage.
(Source: MASB)

Deep Machine Learning
See Also: Deep Learning, Deep Structure Learning, Machine Learning, Hierarchical Learning
Another term for Deep Learning

Deep Structured Learning
See Also: Deep Learning, Hierarchical Learning, Deep Machine Learning
Machine Learning
A branch of machine learning based on deep analytics and algorithms for high level, complex abstractions. Another term for Deep Learning

Default Ad
A backup advertisement that runs in place of any non-compliant ad discovered on a verified brand campaign.
(Source: Mediamath)

2: Ad networks use this term to describe the ads served to fill unsold inventory space. These usually include lower-paying, non-paying or community service ads. Members of larger ad networks are usually offered a choice of defaults should they fail to sell all of their inventory.
(Source: OpenX)

Default Page
The index page in your site’s directories (e.g., ‘index.html’). This information allows the browser to reconcile entries such as ‘http://www.example.com/’ and ‘http://www.example.com/index.html’, which are in fact the same page. Only a single default page should be specified.
(Source: MASB)

Deferred Billing
A billing method that enables customers to buy merchandise and not pay for it for several months, with no interest charge.
(Source: MASB)

Deferred Deep Link
A form of deep linking that leads users who click on a promotion (paid or owned) to a specific page inside an app they haven't yet installed.
(Source: AppsFlyer)
Deferred Discount
Another term for Cumulative Quantity Discount. (Source: MASB)

Deficiency
The point at which the performance of a guaranteed ad unit is lower than the agreed contracted amount causing an under-delivery of an audience. Makegood inventory is usually added to the contract to make up for under-delivery deficiencies.

DeFi Crypto
A form of DeFi using cryptocurrency. Most run on the Ethereum blockchain.

Defi Legos
See Also: Decentralized Exchange
In Blockchain, the idea that combining protocols to build a new protocol is possible. Sometimes referred to as DeFi Money Legos or composability. DEX.
(Source: ShellyPalmer.com Blockchain Glossary)

Deflation
An economic condition characterized by a continuous downward movement of the general price level.
(Source: MASB)

DOT abbr Deformable Object Technology
Virtual objects which bend and deform appropriately when touched. depth cueing: Use of shading, texture, color, interposition, or other visual characteristics to provide a cue for the distance of an object from the observer. (Source: freeflyvr)

De-identify
See Also: Anonymization
A series of systems, processes and controls that remove personally identifiable data components from a data set thereby eliminating or reducing the likelihood that certain characteristics or attributes, whether by themselves or in combination with other information, can be mapped to specific identifiable individuals.

Delete From Saved List
Deletes a video from viewer's saved list.

Delisting
Another term for Ban. (Source: MASB)

Deliverability
An indicator used to account for the amount of email messages sent during an email marketing campaign that reach the inboxes of destination email accounts. (Source: Zorraquino)

NOTE – It is estimated that over 20% of all emails sent during bulk mailing do not reach their destination due to bouncing, both hard and soft, to antispam security measures. To increase delivery rates it is essential that emails are legitimizied, gaining user's prior approval for their inclusion on a mailing list via subscription, otherwise security software may give false positives, erroneously classifying emails as spam, and even including a campaign on a blacklist. (Source: Zorraquino)
DAP *abbr* Deliver At Place
Where the seller is responsible for all of the costs, losses and risks of packing and moving sold goods as well as for arranging the delivery at a specific location agreed to with the buyer.

Delivered Price
a quoted or invoice price that includes delivery costs to the FOB point, the latter being a freight terminal, warehouse, or another location commonly accepted in the particular trade or specifically agreed upon between buyer and seller. (Source: MASB)

Delivered Pricing
A form of geographical pricing in which the price quoted by the manufacturer includes both the list price and the transportation costs. In such cases, the prices are quoted as FOB destination, meaning the manufacturer bears the responsibility of selecting and paying for the method of transporting the product. (Source: MASB)

Delivery (in thousands)
An audience metric indication of how many (often in thousands) viewers or homes viewed a program or network or other piece of content.

NOTE – Number of households exposed to a spot, program, or network. (Source: TIVO)

Delivery Duty Paid
A contract under which the seller undertakes to deliver the goods to the buyer at the place he or she names in the country of import with all costs, including duties, paid. The seller is responsible under this contract for getting the import license if one is required. (Source: MASB)

Delivery Medium
The platform or device in which an end-user is exposed to ad inventory, such as television over-the-air, over-the-top, web, digital, tablet or mobile, for example.

Delivery Reliability
The degree to which a seller delivers a product according to the schedule promised at the time of sale. (Source: MASB)

Delivery-Set-Top Box
An audience metric indication how many (often in thousands) STBs tuned to a program or network or other piece of content on a specified basis (e.g., average second). (Source: TRA)

NOTE – Same TIVO note for Delivery (in thousands).

Delphi Technique
(Environment) A frequently used method in futures research to obtain the consensus opinion of a group of experts about likely future developments. A series of questionnaires is used with controlled feedback given to participants between rounds of questions. (Marketing Research) A method of forecasting that relies on repeated measurement and controlled feedback among those participating along the following lines:
(a) each individual prepares a forecast
(b) the forecasts are collected, and an anonymous summary is prepared by the person supervising the process
(c) the summary is distributed to each person who prepared a forecast
(d) those participating in the process are asked to study the summary and submit a revised forecast. The process is repeated until the forecasts converge. (Source: MASB)

**Demand Analysis**
A study of the reasons underlying the demand for a product with the intent of forecasting and anticipating sales. (Source: MASB)

**Demand Areas**
Also known as Destination Area, refers to a department in a store in which demand for products or services are created before customers get to their destination. (Source: MASB)

**Demand-Backward Pricing**
The act of setting a price by starting with the estimated price consumers will pay and working backward with retail and wholesale margins. (Source: MASB)

**Demand Density**
A measure of the extent to which potential demand for the retailer’s goods and services is concentrated in certain census tracts, ZIP codes, or other geographic parts of the community. (Source: MASB)

**Demand Factors**
The elements that determine consumers’ willingness and ability to pay for products. (Source: MASB)

**Demand Fusion**
Enables the ability to unite real-time bidding demand and ad network demand to arrive at the best price for a publisher.

**Demand, Industrial**
Another term for Industrial Demand. (Source: MASB)

**Demand-Oriented Pricing**
a method of pricing in which the seller attempts to set price at the level that the intended buyers are willing to pay. It is also called value-oriented pricing. (Source: MASB)

**Demand Partner**
A company which purchases ad inventory on an ad exchange.

**Demand-Pulled Innovation**
Also known as market- or customer-driven innovation, is caused or at least stimulated by the needs, wants, or desires of customers. This contrasts with supply-pushed innovation. (Source: MASB)

**Demand Side**
*See Also: Sell side*
In a programmatic economic model of buyers and sellers of digital advertising inventory, Demand Side is the buyer side.

**DSP abbr Demand-Side Platform**
Platform that allows buyers to automate the purchase of display, video, mobile, and search ads. There is no negotiation of rates so buyers can quickly and efficiently buy targeted impressions across a wide variety of publishers and platforms. (Source: Hubspot)
2: A technology layer that functions like a master command center for managing all auction-based media buys across ad networks, exchanges and supply-side platforms (SSP). DSPs are the main enabler of real-time bidding technology. Media buyers are able to specify their own bidding rules based on audience and site placement criteria, establish bid floors and frequency-cap the number of ads shown to a specific user across all inventory providers. (Source: Mediamath)

3: A platform or provider that allows advertisers to manage multiple ad exchange and data exchange accounts through one interface, often in real time. (Source: OpenX)

4: A tech solution to allow buyers to access inventory across multiple exchanges and from multiple media owners. (Source: MAGNA Global)

5: An abbreviation for demand-side platform. A DSP is a system that lets digital ad buyers manage multiple ad exchange and data exchange accounts through a single interface. It’s a piece of software that allows buyers to purchase advertising—generally display, video, mobile, and search ads—in an automated fashion. (Source: Cynopsis)

6: A demand-side platform (DSP) enables a marketer to utilize a single interface to perform programmatic and Real-Time Bidding media buying. A DSP allows the marketer to manage bidding on and buying ad inventory and data across multiple ad exchanges, ad market-places, and data provider accounts. (Source: Mediacrossing)

7: A technology platform that allows marketers to purchase digital media across various publisher sites, often by way of ad exchanges or networks (i.e., organizations that gather great amounts of 3rd party data). Allows marketers to target custom audience segments, using 1st, 2nd, and 3rd party data sources. (Source: ProjectOAR)

8: A type of software that allows an advertiser to buy advertising with the help of automation. Because they allow mobile advertisers to buy high quality traffic at scale with minimal friction, DSPs are a powerful marketing automation tool. There are two important stages to how a demand-side platform works. First, the advertiser uploads creative, sets up targeting and puts down a budget for their campaigns. This can all be done via the dashboard. Once the campaign creative is uploaded, the DSP scours through its network of publishers for sites and mobile apps that fit the advertiser’s criteria and makes a bid for placement. After this, the DSP resolves the bid, places the ad, and manages payment—all in a matter of milliseconds. (Source: Adjust.com)

9: Allows buyers to purchase digital advertising (including CTV), programmatically across multiple ad exchanges. When using a DSP, marketers can automate real-time buying and leverage the programmatic platform to optimize and enable audience targeting. (Source: TVSquared)

10: Also called Buy-Side Optimizer and Buy-Side Platform, has been simply defined in this manner: “a piece of software used to purchase advertising in an automated fashion. DSPs are most often used by advertisers and agencies to help them buy display, video, mobile and search ads.”[1] These complex technology platforms provide centralized and aggregated media buying from multiple sources including ad exchanges, ad networks, and sell-side platforms, often leveraging real time bidding capabilities of these sources. (Source: MASB)
Demarketing
(Economic) A term used to describe a marketing strategy when the objective is to decrease the consumption of a product. (Social Media Marketing) The process of reducing the demand for products or services believed to be harmful to society. (Source: MASB)

Demodulation
*See Also: Decoder, Heavy Lifting*
The process of turning an analog signal into a digital signal. This is what occurs on the receiving end of a transported signal. Demodulation separates the constant carrier signal from the variable data signals. This is part of what a Modem does. Video and audio streams must be de-multiplexed before they are decoded (Source: itvdictionary.com)

2 : Part of the decoding process.

Demographic(s)
Data that represents common characteristics related to a population or audience segment such as age, gender, household income, for example.

2 : Audience composition based on various socioeconomic characteristics such as age, sex, income, education, household size, occupation, etc. (Source: TVB)

3 : The measurement of a population with regard to particular traits, for example, age, location, wealth, media habits and so on. (Source: OpenTextBC.ca)

Demographic Environment
Refers to the human population characteristics that surround a firm or nation and greatly affect markets. The demographic environment includes such factors as age distributions, births, deaths, immigration, marital status, sex, education, religious affiliations and geographic dispersion - characteristics often used for segmentation purposes. (Source: MASB)

Demographic Modeling
*See Also: Demographic Weighting*
Process used to ascribe age, gender and market break characteristics based on tuning patterns from another source. (Source: Nielsen Media Research)

Demographic Weighting
*See Also: Demographic Modeling*
The process by which a demographic data set is modified so as to better replicate the characteristics of the actual demographic universe or population.

Demography
(Economic) The study of people in the aggregate, including population size, age, sex, income, occupation, and family life cycle. (Consumer behavioral) The study of population characteristics such as age distribution, income, death rate, etc. (Source: MASB)

Demonstration
Another term for Retailer Sales Promotion Demonstration. (Source: MASB)

Demultiplexing
*See Also: Decoder*
Part of the decoding process where multiplexed signals are separated.
**DoS abbr Denial of Service**
An attack on a computer system or network that causes an interruption in or suspension of an authorized user's access to that computer, system or online service.

**DoS abbr Denial-Of-Service Attack**
An attack meant to shut down a machine or network, making it inaccessible to its intended users. DoS attacks accomplish this by flooding the target with traffic, or sending it information that triggers a crash. In both instances, the DoS attack deprives legitimate users (i.e., employees, members, or account holders) of the service or resource they expected. (Source: PaloAltoNetworks)

NOTE – Victims of DoS attacks often target web servers of high-profile organizations such as banking, commerce, and media companies, or government and trade organizations. Though DoS attacks do not typically result in the theft or loss of significant information or other assets, they can cost the victim a great deal of time and money to handle. (Source: PaloAltoNetworks)

**Denotation/Denotics**
In semiotics, refers to that aspect of the sign that has a direct relationship with something real (the referent). (Source: OpenTextBC.ca)

2 : The literal meaning of a sign (e.g., the car in the advert is red). (Source: corbytechmedia.weebly.com)

**DeOptimize**
In computing it is the reversal of an optimization effort when it is realized that the previous assumptions that made the optimization function valid is actually incorrect.

**Departmentalized Specialty Store**
A term used to designate a retailer organized in the same way as a department store but handling a narrower range of merchandise. (Source: MASB)

**Department Store**
A retail establishment that carries several lines of merchandise, such as women’s ready-to-wear and accessories, men’s and boys’ clothing, piece goods, smallwares, and home furnishings, all of which are organized into separate departments for the purpose of promotion, service, accounting, and control. For Census purposes, it is an establishment normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise: furniture, home furnishings, appliances, radio and TV sets, a general line of apparel for the family, household linens, and dry goods. (Source: MASB)

NOTE – An establishment with total sales of less than $10,000,000 in which sales of any one of these groupings is greater than 80 percent of total sales is not classified as a department store. (Source: MASB)

**Deployment Reach**
See Also: Reach, Coverage Area
The unduplicated number of homes with a provider’s Set-Top Boxes as these devices are rolled out throughout a market area, footprint or population.
Depression
In business, depression is defined as a phase of the business cycle characterized by a rapid decline in gross national product and employment. (Source: MASB)

Depth Interview
Refers to an unstructured personal interview in which the interviewer attempts to get subjects to talk freely and to express their true feelings. (Source: MASB)

Descriptive Analysis
The analysis of data in such a way that helps describe, showcase or summarize data in a meaningful way such that, for example, patterns or trends might emerge from the data.

Descriptive Labeling
Refers to the use of descriptive information (e.g., name of the product, size, ingredients, use, and precautions) on labels. (Source: MASB)

Descriptive Research
A form of media and market research that aims to describe characteristics of a consumer, population or phenomenon in order to identify associations among variables. This type of research seeks to answer the 'what' question, rather than the 'how, when or why' questions. (Source: ProjectOAR)

Descriptive Statistics
See Also: Inferential Statistics
The discipline of quantitatively describing the main features or characteristics of a collection of information such as a dataset in a way that summarizes a sample of data in a descriptive manner.

DMA abbr Designated Market Area
See Also: Area of Dominant Influence (ADI)
Trademarked term for Nielsen Media Research Designated Television Market Area. Used by Nielsen Media Research to identify TV stations that best reach an area and attract the most viewers. There are 210 Nielsen DMAs in the United States and 56 metered markets as of January 2015. (Source: IAB)

2 : Used in advertising to describe a specific geographic area, generally with specific attributes that make it more/less appealing to advertisers. (Source: Mediamath)

3 : Represents an exclusive geographic area of counties in which the home market stations are estimated to have the largest quarter hour audience share (as defined by Nielsen). (Source: TVB)

4 : Geographic regions in the U.S. for the measurement of local TV. There are 210 local regions across the U.S. (Source: TVSquared)

Design System
Collection of reusable components following clear rules that can be grouped into different combinations in order to build any kind of application or website, in such a way that the design team has all of the necessary information. (Source: Zorraquino)

NOTE – It helps digital products to acquire coherence and consistency while they are growing and evolving. It ranges from colors and typefaces to code parts, also including interactions, editorial rules, or the tone and the voice of the company. Businesses such as Airbnb, Salesforce, Microsoft, or Lonely Planet have their design systems. (Source: Zorraquino)
Design Thinking
Method of generating innovative ideas, that seeks efficiency by understanding and prioritizing users actual needs. This approach employs design tools - hence its name- to creatively resolve problems, generate business models and design products and services, with a focus on the requirements of potential customer. (Source: Zorraquino)

Desktop
*See Also: Laptop*
A form of personal computer that is not easily carried, often stationary on a desk.

2 : In programmatic, a personal computer small enough to fit in one person's workspace. The majority of publishers listed in SRDS.com offer their inventory on this platform. (Source: Next.Srds.com)

Destination Areas
Another term for Demand Areas. (Source: MASB)

Destination Page
*See Also: Lead Capture Page, Landing Page*
Another term for Landing Page. (Source: MASB)

Determinism (Technological)
When particular technologies have specific impacts which directly result of their form –and so is thought to directly determine society. (Source: OpenTextBC.ca)

Deterministic
The method of attribution that uses impression-based data to match TV ad viewers to their viewing response using ID mapping technology, tying ad delivery and response to the household level. (Source: TVSquared)

Deterministic Attribution
Uses device IDs to identify the same user across different devices. Because the device ID is used, the match is 100% accurate for attribution. (Source: Kochava)

2 : The exact matching of an app install to an advertising campaign at the user level. When an app install is deterministically attributed to a campaign, there’s an assumed 100% probability that the install campaign came from a specific campaign. (Source: Algolift.com)

3 : Often referred to as First Party Data.

Deterministic Identification
Using login details to associate devices with an individual user for the purpose of identifying a user across all devices through which they access content. (Source: MAGNA Global)

Device
*See Also: Authorized Device*
In media, it is a generic term for a piece of equipment or mechanism that is adapted for a particular purpose, task or function.

Device-Agnostic
Refers to the capacity of a computing component to work with various systems without the need for special adaptations. A device-agnostic mobile app, for instance, would be compatible with most
operating systems, and might also work on different types of devices (tablets, smartphones, etc.). (Source: Cynopsis)

**Device Graph**
A profile of a single user’s digital devices, maintained by cross-device identification companies. Devices are linked either deterministically or probabilistically. (Source: MAGNA Global)

2 : A map that links individuals to all the devices they use (laptop, work computer, smartphone, etc.). Instead of counting each device as the behavior of a different person, a device graph counts them as one person, so there’s no duplication. Device graphs play a critical role in deduplicating audiences, as well as not overstating reach or understating frequency metrics. (Source: TVSquared)

**Device ID**
A buyer and seller identifier for private programmatic advertising deals. The Deal ID incorporates all of the agreed upon parameters of the agreement including: targeting, rates, and avails. (Source: Centro)

2 : A device generated ID set and/or made available by the device’s operating system. Users usually cannot control or change a device-generated identifier. Examples: MAC address, UDID. (Source: IAB Mobile App Marketing Glossary Working Group)

3 : A string of numbers and letters that identifies every individual smartphone or tablet in the world. It is stored on the mobile device and can be retrieved by any app that is downloaded and installed. Apps typically retrieve the ID for identification when talking to servers. In the context of mobile advertising, a device ID will be one of two things. Depending on your operating system, the Device ID will either be used as the identity which advertisers, marketers and other services will track when looking for a particular type of device, or for services in Google Play:
- On iOS, a device ID is called the ‘Identity For Advertisers’ (IDFA, or IFA for short).
- On Android, the device ID is the GPS ADID (or Google Play Services ID for Android). A user is able to access their GPS ADID within the settings menu under ‘Google - Ads,’ as well as reset the ID, and opt-out of ad personalization. (Source: Adjust.com)

**DIB** *abbr Device Independent Bitmap*
*See Also: BMP File Format, Bitmap Image File, Bitmap*

**Device Makers**
In computing and technology, it is the group of manufacturers who produce a range of computer electronics, specifically personal computer devices, mobile phones and tablets.

**Device Recognition**
Also referred to as Fingerprinting. A method of creating a Statistical ID, an ID derived and assigned by an algorithm to determine a device or user, based on the values or a combination of standard attributes made available by the device. This analysis is largely dependent upon device information passed in HTTP headers of ad requests, namely: device type, operating system, user-agent, fonts and IP address. Some attributes can change over time due to device changes or updates. Device Recognition can be used for attribution, frequency capping and retargeting, among other applications. (Source: IAB Mobile App Marketing Glossary Working Group)

**Device Targeting**
*See Also: Technology Targeting*
Another term for Technographic Targeting,
DevOps
A set of practices that eliminates data silos by combining software development and IT operations together.

Dialogue Balloons
See Also: Association Test
Often included in Association testing, this technique offers consumers the chance to fill in the dialogue of cartoon-like stories, much like those in the comics in the Sunday paper. The story usually has to do with a product use situation. Story construction asks consumers to tell a story about people depicted in a scene or picture. (Source: BusinessManagementIdeas.com)

NOTE – Respondents might be asked to tell a story about the personalities of the people in the scene, what they are doing, what they were doing just before this scene, what type of car they drive, and what type of house they live in. The idea is to use a less direct method to less obtrusively bring to the surface some often unconscious mapping of the brand and its associations. (Source: BusinessManagementIdeas.com)

Diagnostic Research
A broad category of advertising and market research conducted for understanding the characteristics of consumers and importantly, gaining insight into the drivers of their motivations and responses to advertising, brand, product or marketing stimuli. The term is often used in contrast to "evaluative research" which is conducted to assess behavioral probabilities, such as purchase intent and anticipated usage. (See "Evaluative Research"). (Source: ProjectOAR)

2 : A type of testing designed to improve ads. In very rare case a diagnostic test tells a creative person how to improve a commercial, however they suggest what is wrong in an ad. These tests are used to pretest television commercials at the rough stage. In a typical 30 second commercial there are numerous scenes and within each scene there are a number of elements that can be manipulated. (Source: BusinessManagementIdeas.com)

Diaries
A form of research where consumers are asked to keep a record or log of various activities such as brand purchase, brand switches and response to sales promotional campaigns. (Source: BusinessManagementIdeas.com)

Diegetic Sound
Sound that comes from the fictional world, for example the sound of a gun firing, the cereal being poured into the bowl in an advert, etc. (Source: corbytechmedia.weebly.com)

Differentiated Advantage
An advantage, or set of advantages, that a given product/brand has relative to the competition. See "Unique Selling Proposition." (Source: ProjectOAR)

Differentiated Marketing
See Also: Multisegment Marketing
A sales growth strategy in which several market niches or population segments are targeted with different products for each niche or segment. See also concentrated marketing and undifferentiated marketing. (Source: Business Dictionary)

2 : Another term for Market Segmentation Strategies. (Source: MASB)
Differentiation
Another term for Brand Differentiation. (Source: MASB)

Diffusion Model
Diffusion model (or imitation effect) represents the spread of something through a population. Diffusion models in marketing often are applied to the adoption of a new product, or the exposure of potential customers to some information about a product (e.g., an advertising message). (Source: MASB)

Digest
See Cryptographic Hsh. Also known as message digest.
(Source: ShellyPalmer.com Blockchain Glossary)

Digibabble
Erroneously ascribing magical marketing powers to digital channels.

Digital
See Also: Analog
(1) In communications and computer technology, digital refers to a method of encoding information using a binary system made up of zeroes and ones. In communications technology this takes the form of two very different electrical voltages, several volts positive and negative, to represent the two values. This substantial difference in voltages for each state makes it unlikely that minor fluctuations in voltage due to electro-magnetic interference will change the way a signal is interpreted when received. (2) Information that is encoded into bits and bytes, or packets (0s and 1s, computer binary language). Generally perceived to be an advanced communication form offering clearer signals and increased transmission capacity. (Source: Definition currently under review by CableLabs)

DAA abbr Digital Advertising Alliance
A self-regulatory group for the interactive media and marketing industry. Issues guidelines for its Self-Regulatory Principles for web and mobile to provide consumer-friendly privacy controls.

Digital Assets
A digital asset is anything that is stored digitally and is uniquely identifiable that organizations can use to realize value. Examples of digital assets include documents, audio, videos, logos, slide presentations, spreadsheets and websites. (Source: Gartner)

DBS abbr Digital Broadcast Satellite
(Same acronym for Direct Broadcast Satellite)
TV programming or other content transmitted via high-powered satellite to a dish mounted outdoors whether on a residence or a business (e.g., DIRECTV and Dish Network).

DTTV abbr Digital Cable
A generic term for cable television signal that is transmitted via digital encoding over a cable network. (Source: Definition currently under review by CableLabs)

2 : Cable television that is digitally compressed so as to offer a greater selection of content, and on-screen programming guide, VOD, HD, sharper picture quality and other advanced technological options to the viewer. Delivery of signal is through coaxial cable wired into the building. (Source: PC Mag.com)

3 : Network comprised of fiber and/or coaxial cable and used to enable cable TV service and/or two-way high-speed Internet.
Digital Commerce
An eCommerce system today includes an overarching infrastructure which includes analytics from search engines, social platforms, mobile apps, and other corners of both the internet and the world of commerce. Together, this is called Digital Commerce. (Source: TycheSoftwares)

NOTE – Knowing the vast extent of conducting business online also allows you to better prepare for marketing your business, helps you gather information about your customers’ purchase behaviors and cater to them accordingly. (Source: TycheSoftwares)

Digital Communications
See Also: Data Transmission, Bandwidth Data Transmission, Digital Transmission
The electronic transmission of information that has been encoded digitally (as for storage and processing by computers). (Source: Wordnik)

Digital Compression
See Also: Compression
An engineering technique for converting a cable TV signal into a digital format which may then be processed in a manner that requires a smaller portion of spectrum for its transmission. This compressed format allows many channels to be carried in the bandwidth normally required for one signal. This format can also be easily stored and manipulated. (Source: CableLabs)

2 : An encoding process that saves storage space and enables more channels, networks and other content to be delivered to the Set-Top Box. An encoding / decoding process that minimizes data storage and transmission sizes in STB collection engines.

Digital Converter Box
See Also: Converter Box, Digital-to-Analog Converter Box
A device that receives a digital transmission and converts that signal to analog format so that it can then be received and viewed on an analog television set. Normally does not refer to satellite. (Source: Wikipedia)

2 : An electronic device that converts the digital television signal into an analog format, making it viewable on analog TV sets. (Source: Nielsen)

Digital Design
Based on the creation and visual programming through the use of technology. Its main focus is the web design of company websites or digital businesses aimed at conveying a message or selling a product or service. Good design must prioritize user experience, usability and web navigation to meet the needs of users. Digital design can perform the same functions as graphic design, but always in digital media. (Source: Zorraquino)

Digital Display Advertising
Another term for Display Advertising. (Source: MASB)

Digital Distribution
See Also: Content Delivery, Online Distribution, Electronic Software Distribution (ESD)
The delivery or distribution of media content such as audio, video, software and video games usually over an online delivery medium, such as the Internet, thus bypassing physical distribution methods, such as paper, compact discs, and DVDs. (Source: Wikipedia)
Digital Ecosystem
Usually refers to the whole of all digital media of a brand (website, social networks, applications, etc.), which are interconnected and work simultaneously to make the digital strategy more effective. (Source: Zorraquino)

DECE abbr Digital Entertainment Content Ecosystem LLC consortium
A consortium of major Hollywood studios, consumer electronics manufacturers and retailers, network hardware vendors, systems integrators and Digital Rights Management (DRM) vendors. DECE was chartered to develop a set of standards for the digital distribution of premium Hollywood content. The consortium intends to create a set of rules and a back-end system for management of those rules that will enable consumers to share purchased digital content between a domain of registered consumer electronics devices. (Source: Wikipedia)

Digital Finance
Digital finance is the delivery of traditional financial services digitally, through devices such as computers, tablets and smartphones. Digital finance has the potential to make financial services accessible to underserved populations in areas that lacked physical infrastructure for these services. (Source: Gartner)

Digital GRP
See Also: Gross Rating Points
A gross ratings point metric that is calculated or delivered for a campaign on digital media. A comparative measure across all traditional media.

Digital Identity
A digital identity is information on an entity used by computer systems to represent an external agent. That agent may be a person, organization, application, or device. ISO/IEC 24760-1 defines identity as “set of attributes related to an entity”. (Source: Wikipedia)

Digitalization
The use and integrations of digital technologies into daily personal or business processes that can change behaviors and outlooks. In the case of business, digitalization can offer methods to provide new revenue and value-producing opportunities.

2 : The process of moving into a digital business.

Digital Locker
A technology like an Internet service that allows registered users to access music, movies, videos, photographs, games, and other multimedia files. (Source: oxforddictionaries.com)

2 : A technology used for online shopping in a secured way. (Source: www.websters-dictionary-online.org)

Digitally Enabled Platforms
Various content options such as video, VOD and gaming that are digitally enabled for greater viewer enjoyment and possible interaction.

Digital Marketing
Brand or product promotion techniques using different channels on the Internet, such as web pages, email, apps, social networks, SEM, etc. (Source: Zorraquino)
NOTE – One of the principal advantages of digital marketing over traditional marketing is the possibility it provides to measure the effectiveness of action taken, as different analytical tools can be used to obtain a large amount of data and track users movements. (Source: Zorraquino)

**Digital Media**
Includes any online or digital means of transmitting marketing communications. Digital media currently includes—but is not limited to—websites, social networking environments, search engine ads, banner ads, email communications, streaming audio and video, online gaming, and mobile services. (Source: MASB)

**Digital Media Planner**
Digital professional responsible for creating and implementing an organization’s online media plan (i.e., which digital media - online communications media, social media, apps, search engines, online TV, digital signage, etc.) are best suited for carrying out advertising campaigns so as to impact on the largest possible target audience as effectively as possible. (Source: Zorraquino)

**DOOH abbr Digital Out Of Home**
See Also: Digital Signage, Digital Signage Technology
Refers to digital media used for marketing purposes outside of the home. This excludes TV advertising and radio advertising, but includes digital signage. (Source: http://www.scala.com)

**Digital Out of Home Advertising**
Any out of home advertising (see "Out of Home Advertising (OOH)") that is digital in nature, including digital billboards, digital ads on bus shelters, in train stations and airports, or other out of home locations. (Source: ProjectOAR)

2: Digital means of communication used for commercial purposes and located in public high traffic areas. May involve screens or other interactive devices, that offer relevant content to users and seek to influence their shopping itineraries. (Source: Zorraquino)

**DPI abbr Digital Program Insertion**
The digital splicing of one Moving Pictures Experts Group (MPEG) program (typically a commercial) into another based on digital 'cues' within the MPEG transport stream. (Source: CableLabs)

2: Digital Program Insertion (DPI) allows cable headends and broadcast affiliates to insert locally-generated commercials and short programs into remotely distributed regional programs before they are delivered to home viewers. Digital Program Insertion also refers to a specific technology which allows an MPEG transport stream to be spliced into a currently flowing MPEG transport stream seamlessly and with little or no artifacts. The controlling signaling used to initiate an MPEG is referred to as an SCTE35 message. The communication API between MPEG splicers and Content Delivery Servers or Ad Insertion Servers is referred to as SCTE30 messages. (Source: Wikipedia)

**Digital Remote**
Specific to the particular platform it supports. Almost all remotes support orthogonal navigation of Up / Down / Right / Left arrows with a center Select / Ok key. Most digital remote also have a number pad (for easy channel entry) and function keys to control Channel Up / Down, Mute, Volume Up / Down, etc., Also usually have function keys for FF, REW, Pause, etc., Different access keys can also be used, like in the SA platform there are color coded shapes that do different functions, the TV Guide / Motorola navigation doesn't use these.
**DRM** *abbr* Digital Rights Management  
*See Also: Digital Transmission Content Protection*  
A coding system applied to digital content that manages the usage rights of that content. In order to present the content, the rights specified must be honored by the presenting device. This requirement is usually enforced by attaching the digital rights management (DRM) to encrypted content and protecting the information required to decode the content with keys that can only be obtained by a device authenticated by the DRM. (Source: CableLabs)

2 : The practice of technologically restricting what users can and can't do with digital media content. When a user or visitor is unable to download or copy a video or music file-access is being restricted by DRM controls. For a consumer, effective DRM restrictions can be frustrating. For a publisher, they're an absolute necessity. (Source: Cynopsis)

**Digital Satellite**  
*See Also: Digital Cable*  
Offering similar advanced television features as digital cable TV. Unlike digital cable, delivery of signal is through a satellite dish.

**Digital Scratch Card**  
Similar in principle to a physical scratch card such as a lottery card, digital scratch cards enable a user to digitally “scratch off” a surface to reveal a prize or other types of content of information.

NOTE – Originally developed for gaming sites, digital scratch cards are now available for a range of other purposes such as marketing, promotions, competitions, subscriptions, prize giveaways data capture and applications to increase brand engagement for use primarily in mobile.

**Digital Set-Top Box**  
*See Also: Advanced Set-Top Box, All-In-One Set-Top Box, Enhanced Set-Top Box, Integrated Set-Top Box, Set-Top Box, Analog Set-Top Box*  
Taking advantage of digital compression, the Digital Set-Top Box offers a higher quality signal, many more viewing choices and networks, a two-way communication (back channel) with the operator or headend and often a range of other advanced capabilities (depending on the type of digital box) such as voting and polling, T-commerce, DVR and VOD, for example.

2 : A Set-Top Box capable of decoding digitally encoded video streams (e.g., MPEG-2), and also capable of downloading and executing software applications, including an INTERACTIVE PROGRAM GUIDE, VOD Client, DVR, Advanced Advertising, Data Collection Engine, and EBIF User Agent. (Source: FourthWall Media)

3 : A hardware device that enables a television set to become a user interface to the Internet and also enables a television set to receive and decode digital television (DTV) broadcasts. (Source: searchnetworking.techtarget.com)

**Digital Signage**  
*See Also: Dynamic Signage, Narrowcasting, Slivercasting*  
A form of electronic display that shows television programming, menus, information, advertising and other messages. Digital signs (such as LCD, LED, plasma displays, or projected images) can be found in public and private environments, such as retail stores, hotels, restaurants and corporate buildings. (Source: Wikipedia)
Note: Advertising using digital signage is a form of out-of-home advertising in which video content, advertisements and messages are displayed on digital signs with a common goal of delivering targeted messages to specific locations at specific times.

Digital Signage Technology
See Also: Digital Signage
The technology behind Digital Signage. Often Digital Signage Displays are controlled by personal computers or servers by way of proprietary software programs which can be updated dynamically and have the capacity to be interactive with embedded touch screens, movement detection and image capture devices.

Digital Signal
See Also: Analog Signal
A signal that has a limited number of discrete states prior to transmission. This may be contrasted with an analog signal which varies in a continuous manner and may be said to have an infinite number of states. (Source: CableLabs)

Digital Signatures
Signatures for electronic documents to establish identity that can be used to establish legal responsibility and the complete authenticity of whatever they are affixed to -- in effect, creating a tamper-proof seal. (Source: IAB)

Digital Subchannel
See Also: Subchannel
In broadcasting, digital subchannels are a means to transmit more than one independent program at the same time from the same digital radio or digital television station on the same radio frequency channel. This is done by using data compression techniques to reduce the size of each individual program stream, and multiplexing to combine them into a single signal. The practice is sometimes called multicasting. (Source: Wikipedia)

DSL abbr Digital Subscriber Line
See Also: Asymmetric DSL, High Speed DSL, Symmetric DSL, Very High-Speed DSL Modem telecommunications technology that enables broadband, digital data to be transmitted over ordinary telephone line. DSL comes in many flavors, known collectively as xDSL.
(Source: itvt.com/glossary)

2 : A high-speed dedicated digital circuit from a given location to the telephone company’s central office, using normal copper telephone lines. DSL is the main form of consumer broadband worldwide. It is a general term that includes several variations: ADSL (Asymmetric Digital Subscriber Line), ranging up to 1.5 Mbps; HDSL (High-bit-rate Digital Subscriber Line), 1.5 Mbps; SDSL (Single-line Digital Subscriber Line), 1.5 Mbps; VDSL (Very high-data-rate Digital Subscriber Line), ranging up to 2.3 Mbps; and RDSL (Rate Adaptive Digital Subscriber Line), various speeds. (Source: IAB)

Digital Sweatshop
See Also: Electronic Sweatshop, Playbourer, Gold Farming
Considered a byproduct of crowdsourcing, it is similar to physical sweatshops which are exploitative places of employment that violate two or more federal or state labor laws such as extending the working day without overtime and avoiding minimum wages for task oriented, repetitive work. The
The distinction between a physical sweatshop and a digital sweatshop is that digital sweatshops employ a digitally-based workforce via the internet and may involve higher level aptitude and work, such as creating a video, but still with meager payout.

**DTA abbr Digital Television Adaptor**  
*See Also: Set-Top Box, Cable Converter*  
A digital-to-analog converter box that converts an analog signal into a digital signal.

**DTTV abbr Digital Terrestrial TV**  
*See: Digital Cable*  
Often considered the same as Digital Cable. An advancement in terrestrial analog television which has a land-based signal broadcast. Digital Terrestrial uses less spectrum and offers more capacity and a higher quality picture than analog. It uses aerial broadcasts to a conventional antenna instead of a cable connection or a satellite feed.

**Digital-to-Analog Converter Box**  
*See: Digital Converter Box*  
A device which accepts digital encoded television broadcasts and converts them to display on an analog television set. (Source: CableLabs)

**Digital Tokens**  
*See Also: Tokens, Electronic Tokens*  
Serves as an electronic or physical key to access digital information or other proprietary content that is security protected or encrypted.

**Digital Transformation**  
The reinvention of an organization based on the use of technology. It involves the application of technologies such as big data, cloud computing, artificial intelligence, the internet of things, social networks, mobile apps, etc. It usually involves changes in the organization regarding people, processes and strategies. (Source: Zorraquino)

**Digital Transmission**  
*See Also: Bandwidth Data Transmission, Data Transmission, Digital Communication*  
The physical transfer of data (a digital bit stream or a digitized analog signal) over a point-to-point or point-to-multipoint communication channel. (Source: Wikipedia)

**DTCP abbr Digital Transmission Copy Protection technology**  
*See Also: Digital Rights Management*  
A digital rights management technology for content protection that encrypts interconnections between devices.

**DTV abbr Digital TV or Digital Television**  
*See Also: Digital Cable*  
DTV is a more advanced television delivery system (than analog) that offers higher quality signals, high definition and enables the viewer to receive significantly more channel choices and user interface software such as a DVR and VOD. Unlike analog, digital signal are compressed, expanding the number of channels four or five-fold and enabling internet connectivity.

2: Generic term that refers to all digital television formats, including high-definition television (HDTV) and standard definition television (SDTV). (Source: TVB)
Digital Twins
A digital replica of a physical-world asset or process that integrates data from both the digital and material worlds, enabling companies to run virtual simulations before committing to physical-world actions. (Source: McKinsey)

DMU abbr Digital Universe
See Also: Universe
The total number of Digital Set-Top Box homes or boxes for a data provider, MSO, Satco, Telco.

DVD abbr Digital Versatile Disk
DVD, which once stood for Digital Video Disk or Digital Versatile Disk, is optical disk storage technology. A DVD holds a minimum of 4.7GB (gigabytes) of information on one of its two sides, or enough for a 133-minute movie. With two layers on each of its two sides, it will hold up to 17 gigabytes of video, audio, or other information. (Source: TVB)

Digital Video
This refers to any type of video that is produced and published on a digital platform. Unlike cross-platform TV, digital video is not necessarily professionally produced and thus does not offer the same level of brand safety to advertisers. YouTube videos uploaded by users are arguably the most popular form of this. (Source: TVSquared)

DVB abbr Digital Video Broadcasting
A standards-based software layer developed by members of the DVB that allow ITV producers to develop applications that will run on all DVB-compliant Set-Top Boxes. Also, a digital television standards development body with its primary influence in Europe. Standards developed include digital broadcasting for cable, satellite, and digital terrestrial. (Source: itvt.com/glossary)

DVR abbr Digital Video Recorder
See Also: Personal Video Recorder
It is a device that enables a viewer to record video that can be viewed at a later time and with trick play functionality.

2: A device that allows a user to record programming to a hard drive to be watched at a later time available as a standalone device or through the Set-Top Box offered by a cable satellite or Telco service provider. (Source: Nielsen)

3: A high-capacity hard drive that is embedded in a Set-Top Box, which records video programming from a television set. These DVRs are operated by personal video recording software, which enables the viewer to pause, fast forward, and manage all sorts of other functions and special applications. (Source: itvt.com/glossary)

4: A device that records video in a digital format to a disk drive or other memory medium within a device. The term includes stand-alone Set-Top Boxes, portable media players (PMP) and software for personal computers which enables video capture and playback to and from disk. (Source: IAB)

5: A high-capacity hard drive that is embedded in a set-top box, which records video programming from a television set and enables the viewer to pause, fast forward, and store TV programming. (Source: IAB)

6: Refers to “digital video recorder,” also known as “personal video recorder.” A DVR or PVR records broadcasts on a hard disk drive which can then be played back at a later time (this is known as “time
shifting”). A DVR often enables smart programming, in which the device records an entire series or programming defined by keywords, genre, or personnel; and offers pause control over “live” broadcasts. (Source: TVB)

**Digital Video Server**
A robust, dedicated computer at a central location that receives command requests from the television viewer through a video-on-demand application. Once it receives this request, it then instantly broadcasts specific digital video streams to that viewer. (Source: IAB)

**DVR Viewing Through A Standalone**
*See Also: DVR*
DVR Standalones are self-contained digital recorders that compress multiple facilities into a standalone single box. An example is a TIVO box.

2 : Standalone also refers to units that are not acquired through an operator and can be used with different signal sources. (Source: TIVO)

**DVR Viewing Through Remote Server**
*See Also: DVR, Digital Video Server*
DVRs located on a remote server which stores all recorded content remotely by the operator or service provider. These DVRs have all the functionality and flexibility of a DVR box or a DVR in a Set-Top Box without the in-home DVR hardware.

NOTE – Currently offered by MSO Cablevision.

**DVR Viewing Through STB**
*See Also: DVR*
DVR capability available through a Set-Top Box. Subscribers to the DVR service are able to record video that can be viewed at a later time either linearly or with trick play.

**Digital Video Server**
*See Also: DVR*
A robust dedicated computer at a central location that instantly broadcasts specific digital video streams to a television viewer upon receiving command requests through a Video On-Demand application. (Source: Nielsen)

2 : A robust, dedicated computer at a central location that receives command requests from the television viewer through a Video On-Demand application. Once it receives this request, it then instantly broadcasts specific digital video streams to that viewer. SeaChange and Concurrent are examples of companies that provide this kind of equipment and software services. (Source: itvt.com/glossary)

NOTE – An ad inserter is a DVS and works with linear TV. (Source: Invidi)

**Digital Wallet**
*See Also: E-Wallet*
The electronic equivalent of a wallet for e-commerce transactions. Also called an "e-wallet," it holds credit card data and passwords for logging into Web sites. The wallet data may reside in the user's machine or on the servers of the wallet service. When stored in the client machine, the wallet may use a digital certificate that identifies the authorized card holder. Windows Live ID, Yahoo! Wallet and Gator's eWallet are examples of digital wallets. (Source: www.pcmag.com)
Digital Watermarking
See Also: Watermark, Ad-ID, Metadata, Program Code, Fragile Watermarking, Robust Watermarking
The process of embedding information into a digital signal in a way that is difficult to remove. The signal may be audio, pictures or video, for example. If the signal is copied, then the information is also carried in the copy, so it prevents copyright infringement. A signal may carry several different watermarks at the same time.

D-WoM abbr Digital Word of Mouth
See Also: Blogger Outreach
The use of digital technology, such as Blogger Outreach, to develop buzz and chatter about a product, service or experience by influencers under the service of marketers and advertisers.

Dime Store
Another term for Variety Store. (Source: MASB)

Diminishing Marginal Returns
Another term for Law of Diminishing Returns. (Source: MASB)

Diminishing Marginal Utility
Another term for Law of Diminishing Marginal Utility. (Source: MASB)

Diminishing Returns
Another term for Law of Diminishing Returns. (Source: MASB)

Diminishing Utility
Another term for Law of Diminishing Marginal Utility. (Source: MASB)

Direct Account
Another term for House Account. (Source: MASB)

DBS abbr Direct Broadcast Satellite
(Same acronym for Digital Broadcast Satellite)
Satellites powerful enough (approximately 120 watts on the Ku-band) to transmit a signal directly to a medium or small receiving dish (antenna) at 18" and 3 feet in diameter. DBS does not require reception and distribution by an intermediate broadcasting facility and transmits directly to the end user. (Source: itvt.com/glossary)

2 : Satellite broadcasts intended for home reception also referred to more broadly as direct-to-home signals. (Source: IAB)

3 ; Television technology that delivers signals directly from a satellite to a home through the use of a small (usually 18") dish. (Source: TVB)

Direct Cognitive Response
Responses given by a respondent that are directly relevant to the material being presented, and presumably would increase the persuasive power of that information. (Source: ProjectOAR)

Direct Incentive
A payment or fee associated with a specific user action intended to be a reward for positive behavior. (Source: ShellyPalmer.com Blockchain Glossary)
NOTE – For example, suppose a collateralized debt obligation becomes undercollateralized. The condition does not automatically trigger liquidation. An externally owned account must trigger the liquidation, and a reward (direct incentive) is given for triggering the liquidation. (Source: ShellyPalmer.com Blockchain Glossary)

Direct Inventory
A designation for inventory that has a direct integration with the independent ad tech platform Appnexus. (Source: Mediamath)

Direct Mail Advertising
Consists of mailers, flyers, catalogues, letters, offers and other advertising materials sent directly to people via postal mail. Along with e-mail marketing, it is a form of 1:1 marketing. Because these materials are highly targetable and because their impact has been relatively easy to measure (compared to other forms of advertising) via test/control designs, these campaigns have historically made use of segmented/personalized messaging as well as extensive testing of creative/content. (Source: ProjectOAR)

Direct Marketing
(Retailing) A form of non-store retailing in which customers are exposed to merchandise through an impersonal medium and then purchase the merchandise by telephone or mail. (Channels of Distribution) The total of activities by which the seller, in effecting the exchange of goods and services with the buyer, directs efforts to a target audience using one or more media (direct selling, direct mail, telemarketing, direct-action advertising, catalog selling, cable selling, etc.) for the purpose of soliciting a response by phone, mail, or personal visit from a prospect or customer. (Source: MASB)

Direct Marketing Association
Trade association for users and suppliers in the direct, database and interactive marketing fields. (Source: Mediamath)

DMA abbr Direct Memory Access
A feature of computer systems that allows certain hardware subsystems to access main system memory (RAM) independently of the central processing unit (CPU). (Source: Wikipedia)

DM abbr Direct Message
A direct message on social media is a private message sent directly to a user’s inbox. DMs exist in contrast to public forms of interaction on social media like commenting on an image or posting on a user’s timeline. (Source: Falcon.io)

Direct Order Campaign
See Also: Private Market, Preferred Look Market, Open Market, Programmatic Guarantee Market
A type of sales or advertising campaign which seeks a consumer purchasing action (such as an order, a visit to a store or Web site, or a request for further information) from a selected group of consumers in response to a communication from the marketer. (Source: searchcrm.techtarget.com)

DPP abbr Direct Product Profitability
a profitability metric for retail products and categories. In measuring DPP, retailers factor in such line items as storage, handling, and manufacturer’s allowances, warranties, and financing plans into calculations of earnings on specific product sales. DPP is a theoretically powerful measure of profit
that has fallen out of favor, but it may be revived in other forms such as activity-based costing (ABC).
(Source: MASB)

**Direct Response**
A form of advertising that encourages the viewer or user to elicit some type of response whether to phone, click or email, for example.

2 : As opposed to 'branding', direct response advertising is designed to elicit a specific response. (Source: Mediamath)

3 : Advertising that seeks direct and prompt response from the viewer by means of exhibiting telephone numbers, box numbers, or other means of getting the viewer to order or inquire about objects shown. (Source: TVB)

4 : A type of advertisement which encourages an immediate behavioral response, such as seeking more information or making a purchase immediately from the advertiser, without having to go to a physical location. Direct mail, email marketing, and telemarketing are examples of this form of marketing, though it can also include advertising on other platforms, such as television, that provide a mechanism for immediate purchase. (Source: ProjectOAR)

**Direct Response Advertising**
Advertising that is geared toward soliciting an immediate response from customers, typically communicating a promotion or offer, with an urgent call to action, while making use of a "1-800 number" or "promotion code" so that the impact of the advertising can be directly measured. This form of advertising may take the form of a mailer, a TV ad, a display ad or any other format. (Source: ProjectOAR)

2 : An approach to the advertising message that includes a method of response such as an address, telephone number, or interactive television screen, whereby members of the audience can respond directly to the advertiser in order to purchase a product or service offered. Direct response advertising can be conveyed to members of a target market by a wide variety of advertising media, including television, radio, magazines, mail delivery, etc. (Source: MASB)

**Direct ROI**
The ability to ascertain the return on investment from campaigns that reach out directly to and seeks a response or action from the consumer such as an order, a visit to a store or Web site, or a request for information.

**Direct Selling**
(Sales) A marketing approach that involves direct sales of goods and services to consumers through personal explanation and demonstrations, frequently in their home or place of work. (Retailing) The process whereby the firm responsible for production sells to the user, ultimate consumer, or retailer without intervening middlemen. (Source: MASB)

**Direct Sold**
Inventory sold directly by the publisher to an advertiser, whereas remnant inventory is sold by a third party. (Source: OpenX)

**D2C abbr Direct To Consumer**
The direct to consumer or D2C model is the direct sales model which is characterized by selling and managing a sale directly rather than through an intermediary. The main advantages of this sales
model are the direct connection with the customer and having greater control of the business. (Source: Zorraquino)

2 : A term used to describe marketing communications that are aimed at patients (consumers) rather than to doctors and other healthcare professionals. The Food and Drug Administration (FDA) is responsible for DTC advertising regulation. (Source: MASB)

**Direct Traffic**
*See Also: Bookmark*
Visitors to a site or webpage that arrived there without a referral site. Examples include typing in the exact URL or clicking on a bookmark.

**Direct Tune**
Messages that can appear on an overlay, such as billboards, that are interactive and enable viewers to clickthrough and view a video that provides more information.

NOTE – Also known as Telescoping. (Source: FourthWall Media)

**Disappearing Content**
Sometimes called ephemeral content, refers to posts on social media that delete themselves automatically after a set amount of time has passed. Instagram and Snapchat Stories are notable examples, as these sets of photos and videos disappear after 24 hours. In social media marketing, disappearing content is used to be spontaneous and timely while motivating users to engage through FOMO. (Source: Falcon.io)

**Discount**
Refers to a price reduction offered by a seller to a buyer (for example, a cash discount or a trade discount). (Source: MASB)

**Discount Code**
In eCommerce, a discount code is also called as a Coupon code or Promo code. These codes consist of letters and numbers which are computer-generated and used to activate discounts or special offers on the site. (Source: TycheSoftwares)

NOTE – These are available via email or advertisements and are to be entered in the respective promotional box on the website (shopping cart or checkout page) to avail the discount. Example-A retailer might send promotional email to special customers offering them a 10% discount on using a discount code: WER56D while making a purchase on his site. So when the customer enters the code on the cart page before making the payment, he can avail a 10% discount on the whole order. This in turn is a vital marketing strategy to attract more traffic on the site. These are available via email or advertisements and are to be entered in the respective promotional box on the website (shopping cart or checkout page) to avail the discount. Example-A retailer might send promotional email to special customers offering them a 10% discount on using a discount code: WER56D while making a purchase on his site. So when the customer enters the code on the cart page before making the payment, he can avail a 10% discount on the whole order. This in turn is a vital marketing strategy to attract more traffic on the site. (Source: TycheSoftwares)

**Discounted Present Value**
Another term for Net Present Value. (Source: MASB)
Discounted Value
Another term for Net Present Value. (Source: MASB)

Discount Rate
A percentage rate which is charged by the acquiring banks for processing the merchant’s transactions. This charge is a small percentage of each purchase and it depends on several factors like type of card, how credit card was processed and order placed, and whether CVM or AVS were used. (Source: TycheSoftwares)

2 : The interest rate used in discounted cash flow (DCF) analysis to determine the present value of future cash flows. (Source: MASB)

Discourse
The topics, language and meanings or values behind them within a media text. The discourse of lifestyle magazines, for example, tends to revolve around body image and narcissism. (Source: corbytechmedia.weebly.com)

Discovery Engine
The next generation of search engine where searches are based on similar but not exact concepts or topics. These engines rank the Web by "similar-to" metrics rather than by strict popularity which enables the user to discover pages based on relevancy.

Discrepancy
A difference between station billing and the original order; requires a discussion between the buyer and the station before the invoice is paid. (Source: TVB)

Discrete Choice Analysis
A form of trade-off analysis in which discrete options are presented to respondents to evaluate. Discrete choice does not necessarily follow a traditional factorial design, in which at least one level of every factor is exposed to the respondent. Discrete choice analysis has the distinct advantage of presenting real-world options to consumers and so has become one of the more widely used trade-off methodologies. (Source: ProjectOAR)

Discriminant Validity
A criterion imposed on a measure of a construct requiring that it not correlate too highly with measures from which it is supposed to differ. (Source: MASB)

Disengagement
In advertising and marketing, a lack of excitement, interest, attention or involvement aroused by an ad or ad campaign, either expressed consciously in response to questions, or non-consciously as observed through the measurement of the body's response (see "Consumer Neuroscience") at the time of exposure. See also "Engagement." (Source: ProjectOAR)

Disjunctive Rule
See Also: Conjunctive Rule, Lexicographic Rule, Noncompensatory Rule
A type of Noncompensatory Rule. Suggests that consumers establish acceptable standards for each criterion and accept an alternative if it exceeds the standard on at least one criterion. (Source: MASB)
**Disk Drive**  
*See Also: Optical Drives, Floppy Drives, Hard Disk Drives*  
Hardware that is a randomly addressable and rewritable storage device that allows the computer to read from and write to computer disks.

**DOS abbr Disk Operating System**  
The first widely-installed operating system for personal computers.

**Display (Point-of-Purchase)**  
Another term for In-Store Advertising. (Source: MASB)

**Display Advertising (Digital)**  
Another term for Display Advertising Digital. (Source: MASB)

**Display Advertising (Point-of-Purchase)**  
Another term for In-Store Advertising. (Source: MASB)

**Display Advertising**  
*See Also: Banner Ads*  
A form of online advertising where an advertiser's message is shown on a destination web page, generally set off in a box at the top or bottom or to one side of the content of the page. (Source: IAB)

2 : Image-based advertising that appears on web pages and typically involves the uses of banners, text, logos, photographs, and rich media. (Source: Mediamath)

3 : A form of online advertising where an advertiser's message is shown on a web page, generally set off in a box at the top or bottom or to one side of the content of the page. (Source: Tubemogul)

4 : Usually any advertisement other than a classified or video advertisement. Display ads are generally several columns wide and often contain color, graphics, and pictures. They are assembled or typeset by the advertiser and supplied to the printer or publisher. (Source: Mediacrossing)

5 : Also known as Display Ad, a type of online advertising that comes in several forms, including banner ads, rich media and more. Unlike text-based ads, display advertising relies on elements such as images, audio and video to communicate an advertising message. (Source: ProjectOAR)

**Display Device**  
*See Also: Display Technology*  
A computer output surface and projecting mechanism that shows text and often graphic images to the computer user, using a cathode ray tube (CRT), liquid crystal display (LCD), light-emitting diode, gas plasma, or other image projection technology. The display is usually considered to include the screen or projection surface and the device that produces the information on the screen. (Source: http://whatis.techtarget.com)

NOTE – In some computers, the display is packaged in a separate unit called a monitor. In other computers, the display is integrated into a unit with the processor and other parts of the computer. (Some sources make the distinction that the monitor includes other signal-handling devices that feed and control the display or projection device. However, this distinction disappears when all these parts become integrated into a total unit, as in the case of notebook computers.) Displays (and monitors) are also sometimes called video display terminals (VDTs). The terms display and monitor are often used interchangeably. (Source: http://whatis.techtarget.com)
Display Inventory
Units of display advertising that can include banner ads and rich media and uses elements such as images, audio and video to communicate an advertising message.

Display Overlay Impressions
The number of iTV-enabled STBs or households displaying an iTV application such as a RFI (Request For Information) or a polling / trivia survey for a specified campaign or period of time. (Source: Canoe)

Display Overlay Retention
The ability of an iTV display overlay to hold on to its tuned audience through the length of its time appearing on-screen and/or to a sequential second or third display overlay. For example, for polling and trivia, the portion of audience who answer the poll or trivia question and who also stay tuned for the poll or trivia responses. (Source: Canoe)

Display-Related
Digital media advertising formats, including banners, video and social (i.e., all digital advertising formats except Search). “Display-Related” is the addressable universe for programmatic development. (Source: MAGNA Global)

Display Remarketing
Display campaigns that target people based on specific past actions. The most common example is display advertising that targets people who have visited a brand's website, using images or offers relevant to recently researched or shopped items. It may consist of targeting only or targeting coupled with custom creative/messaging. (Source: ProjectOAR)

Display Technology
See Also: Display Device
The underlying technology behind a display device.

NOTE – Recent technological innovations, such as ultra-high-definition display technology, enable a higher quality image with greater sharpness, detail and color quality using pixels that are eight times smaller than those on a regular computer display.

Display URL
The URL that search engine users see in a PPC ad. It helps users to anticipate the content of the landing page. (Source: MASB)

Disruption
In media, it is the introduction of new technology, software or hardware that changes the normal flow of business or established forms of human media behavior or consumption.

Disruptive Innovation
Disruptive innovation, a term introduced by Clayton Christensen in 1995[1], “describes a process by which a product or service takes root initially in simple applications at the bottom of a market and then relentlessly moves up market, eventually displacing established competitors.” It is defined in the Harvard Business Review as: “a process whereby a smaller company with fewer resources is able to successfully challenge established incumbent businesses. Specifically, as incumbents focus on improving their products and services for their most demanding (and usually most profitable) customers, they exceed the needs of some segments and ignore the needs of others. (Source: MASB)
NOTE – Entrants that prove disruptive begin by successfully targeting those overlooked segments, gaining a foothold by delivering more-suitable functionality-frequently at a lower price. Incumbents, chasing higher profitability in more-demanding segments, tend not to respond vigorously. Entrants then move upmarket, delivering the performance that incumbents’ mainstream customers require, while preserving the advantages that drove their early success. When mainstream customers start adopting the entrants’ offerings in volume, disruption has occurred. (Source: MASB)

**Dissociative Group**
A reference group that an individual does not want to join or be similar to. (Source: MASB)

**Dissolve**
In film and video editing, an effect whereby one image or scene gradually fades into, or transitions into, another image or scene. See “Fade.” (Source: ProjectOAR)

**DPO** *abbr*
Distinct Point of Origin
A unique address from which a browser connects to a Web site on the Internet. (Source: IAB)

**Distress Merchandise**
Distress (or unfashionable) merchandise refers to goods that are (or soon will be) past the point where they can be sold at anything close to normal prices. This includes perishable, unfashionable, damaged, and unseasonal merchandise that still may have some market value. (Source: MASB)

**DCS** *abbr*
Distributed Control Systems
A computerized control system for a process or plant usually with many control loops, in which autonomous controllers are distributed throughout the system, but there is no central operator supervisory control. This is in contrast to systems that use centralized controllers; either discrete controllers located at a central control room or within a central computer. The DCS concept increases reliability and reduces installation costs by localizing control functions near the process plant, with remote monitoring and supervision. (Source: Wikipedia)

**DDoS** *abbr*
Distributed Denial of Service
A type of computer system attack where a multitude of compromised systems, which are often infected with a virus, malware or a trojan, are used to target and attack a single system causing a Denial of Service (DoS).

**Distributed Infrastructure**
A broad description for the full array of object-oriented and other information technologies from which the software architect can select. (Source: Informit.com)

**Distribution**
The methods by which media products are delivered to audiences, including the marketing campaign. These methods will depend upon the product (for example, distribution companies in the film industry organize the release of the films, as well as their promotion). (Source: corbytechmedia.weebly.com)

2 : Refers to the act of marketing and carrying products to consumers. It is also used to describe the extent of market coverage for a given product. In the 4Ps, distribution is represented by place or placement. (Source: MASB)
Distribution Channel
A distribution (or marketing) channel is the path traveled by a product from the manufacturer-through any middlemen-to the end user. A channel includes all the activities involved in transferring the ownership of goods from the point of production to the point of consumption. (Source: MASB)

Distribution Coverage
Another term for Distribution Metrics. (Source: MASB)

Distribution Metrics
They quantify the availability of products sold through retailers-usually as a percentage of all potential outlets-and reveal a brand’s percentage of market access.[1] Popular measures of distribution coverage include:
- Numeric distribution
- All commodity volume (ACV) distribution
- Product category (PCV) distribution
- Total distribution
- Distribution velocity
(Source: MASB)

Distribution Velocity
Is typically sales per point of ACV or PCV distribution. It tells the business how well its product is selling when it is on the shelf (i.e., available to customers). Distribution velocity = Sales ÷ Distribution (Source: MASB)

Diversification
Where media organizations who have specialized in producing media products in one form move into producing content across a range of forms. (Source: corbytechmedia.weebly.com)

Diverted Goods
Another term for Diverted Merchandise. (Source: MASB)

Diverted Merchandise
Products shipped to one customer that are subsequently resold to another customer. For example, if a retail drug store overbuys vitamins at a promotional price, it may ship some of its excess inventory to a dollar store. (Source: MASB)

DNS Root Zone
See Also: Root Zone, Subdomain
Also known as Root Zone, it is the top-level domain categorization of the hierarchical Domain Name System of the global internet. Examples include .com and .org.

DNS Tunneling
Exploits the DNS protocol to tunnel malware and other data through a client-server model. (Source: PaloAltoNetworks)

NOTE – The attacker registers a domain, such as badsite.com. The domain’s name server points to the attacker’s server, where a tunneling malware program is installed. The attacker infects a computer, which often sits behind a company’s firewall, with malware. Because DNS requests are always allowed to move in and out of the firewall, the infected computer is allowed to send a query to the DNS resolver. The DNS resolver is a server that relays requests for IP addresses to root and top-level domain servers. The DNS resolver routes the query to the attacker’s command-and-control
server, where the tunneling program is installed. A connection is now established between the victim and the attacker through the DNS resolver. This tunnel can be used to exfiltrate data or for other malicious purposes. Because there is no direct connection between the attacker and victim, it is more difficult to trace the attacker’s computer. (Source: PaloAltoNetworks)

**Doing it for the ‘gram**
When someone participates in an activity solely to post an image or Story of said activity on their Instagram feed, a.k.a. “showing off.” (Source: Blog.Hootsuite.com)

**DD 5.1 abbr Dolby Digital 5.1**
A standard for compressed digital audio from Dolby Laboratories. Dolby Digital encodes 5.1 channels of digital audio (Left, Right, Center, Left Surround, Right Surround, and a Bass Channel). Dolby Digital is used in film, on DVD, in the Grand Alliance High-Definition Television (GA-HDTV) standard, and some laser discs.

**Dollar Market Share**
Another term for Market Share. (Source: MASB)

**Dollar Store**
Another term for Variety Store. (Source: MASB)

**Dolly Shot**
Display of a scene while moving forward or backward. See also pan shot and track shot. (Source: freeflyvr)

**Domain**
A group of unique sites or web pages that begin with the same domain.suffix address. For example, netratings.com. Usually represents a site and can include multiple subdomains. (Source: Nielsen)

2 : Another term for Absolute URL. (Source: MASB)

**Domain Forwarding**
Also known as URL or website forwarding, is a means of redirecting web traffic, allowing a web page to be accessed from multiple domains or URLs. (Source: MASB)

**Domain Name**
*See Also: Unresolved IP Addresses*
The unique name that identifies an Internet site. (Source: IAB)

2 : A unique name which is a part of the network address that locates an organization or other entity on the Internet. You can find a domain name on the address bar of the web browser while visiting the website. Domain names are formed by rules and procedures of the Domain Name System (DNS) which is a naming system that provides addresses to web servers and web pages. Any name registered in the DNS is a domain name. For instance, a few of the domains to list are as below:
- gov: Government agencies
- edu: Educational institutions
- org: Organizations (nonprofit)
- com: Commercial business
(Source: TycheSoftwares)
Note – Every domain name consists of one top or high-level and one or more lower-level designators. Top-level domains (TLDs) are either generic or geographic. Generic top-level domains include .com (commercial), .net (network), .edu (educational), .org (organizational, public or non-commercial), .gov (governmental), .mil (military); .biz (business), .info (informational), .name (personal), .pro (professional), .aero (air transport and civil aviation), .coop (business cooperatives such as credit unions) and .museum. Geographic domains designate countries of origin, such as .us (United States), .fr (France), .uk (United Kingdom), etc. (Source: IAB)

Domain Name Service
See Also: Domain Name, Domain Name Services
Resolves IP address disputes and queries.

DNS abbr Domain Name System
A hierarchical distributed naming system for computers, services, or any resource connected to the Internet or a private network. It translates computer host names into an IP address which is a series of numbers. For example, the domain name www.example.com translates to the addresses 192.0.43.10. (Source: Wikipedia)

Domain Parking
The practice of recovering inactive Internet domains for the purpose of using them to run adverts from advertisers that are thematically related to its name, taking advantage of any traffic that may visit the website. Each redirected visitor to an advertiser's website by an advert earns a commission for the owner of the original domain and for the company providing the service. (Source: Zorraquino)

Dongle
A security key. A small hardware device that plugs into the serial or USB port of a computer. Its purpose is to ensure that only authorized users can use certain software applications.

Doorway Page
Another term for Gateway Page. (Source: MASB)

Doppler Effect (VR)
An apparent increase in the frequency of sound or light as its source approaches an observer or a decrease if it moves away. (Source: freeflyvr)
**Double Blind Match**  
*See Also: Anonymization, De-Identify*  
Blind matching is a form of viewer / consumer anonymization which prevents data from being identified with specific homes or viewers. Double blind matching insures that both the source and the destination of the datapoints are completely anonymous to each other.

2 : The process by which two parties share data with personally identifiable information, using a third-party for matching. It is considered compliant with privacy rules and policies. (Source: TVSquared)

**Double Blind Test**  
A research technique where information that could introduce bias is withheld from both the participants and the researcher. In market research, this often refers to a product test where both the researcher administering the test and the participants are unaware of the complete identity of the products being tested. (Source: ProjectOAR)

**DINK abbr Double Income, No Kids**  
Denotes a household consisting of two working adults with no children. This population market segment is often targeted by marketers due to its higher percentage of discretionary income. (Source: MASB)

**Double Opt-In**  
Permission marketing procedure implemented by some companies for security reasons, to complement conventional opt-in forms. After requesting their email address be added to a mailing list, a potential subscriber receives a verification message in their inbox asking them to perform one final action to confirm their voluntary subscription. They will similarly be asked to confirm their subscription before reading the emails they are sent. The mechanism makes it impossible to enter a recipient on a list without their consent. (Source: Zorraquino)

**Double Spend**  
A problem that plagued digital currency initiatives in the 1980s and 1990s: perfect copies can be made of a digital asset, so it can be spent multiple times. The Satoshi Nakamoto white paper in 2008 solved this problem using a combination of blockchain technology and proof of work. (Source: ShellyPalmer.com Blockchain Glossary)

**Double Tap**  
Another way to refer to “liking” a post, especially on Instagram, where double tapping an image is the method for “liking” it. Sometimes brands invite followers to “double tap” their post in order to increase engagement. (Source: Blog.Hootsuite.com)

**Double Truck**  
A newspaper ad unit that uses two facing full pages, including the gutter or fold. (Source: is.com/glossary/)

**Down Convert**  
Refers to the conversion of a high-resolution broadcast to a lower, standard resolution broadcast that any TV can display.

**DL abbr Downlink**  
The action of transmitting an analog or digital signal to a satellite dish receiver on earth via a transponder on a satellite. (Source: itvt.com/glossary)
2: Pertaining to cellular networks, the radio downlink is the transmission path from a cell site to the cell phone. Traffic and signaling flows within the base station subsystem (BSS) and network switching subsystem (NSS) may also be identified as uplink and downlink. (Source: Wikipedia)

4: Pertaining to a computer networks, a downlink is a connection from data communications equipment towards data terminal equipment. This is also known as a downstream connection. (Source: Wikipedia)

**Download**

Occurs when a user downloads an app from an app store environment to their device but does not necessarily launch or open the app. (Source: IAB Mobile App Marketing Glossary Working Group)

2: Refer to digital files or data that are transferred from one device to another. Monitoring downloads is a way of tracking engagement. Downloads reflect the success of organizations at getting their application, files, or other data distributed to users. (Source: MASB)

**Downloadable Add-ons**

*See Also: Plug-in*

Refers to a product designed to complement another product.

NOTE – Add-on products are also available for software applications. For example, there are add-on report generation programs that attach to popular database products such as dBASE, giving them additional report-generation and graphics capabilities. The terms add-on and add-in are often, but not always, used synonymously. The term add-in can refer to individual chips you can insert into boards that are already installed in your computer. Add-on, on the other hand, almost always refers to an entire circuit board, cartridge, or program. (Source: Webopedia)

**DLC abbr Downloadable Content**

Additional content created for a released video game, distributed through the Internet by the game's official publisher. Can be of several types, ranging from aesthetic outfit changes to a new, extensive storyline, similar to an expansion pack. As such, DLC may add new game modes, objects, levels, challenges or other features to a complete, already released game. (Source: Wikipedia)

**Download Charges**

Monetary charges associated with downloading a file from a commercial online service. (Source: AAI.ie)

**Down Round**

A round of financing where a company’s valuation is reduced in its latest funding round so that investors purchase stock from a company at a lower valuation than that of earlier investors.

NOTE – This can impact many Silicon Valley start-ups.

**Downstream**

*See Also: Downlink*

To send information from the network to the user. (Source: itvt.com/glossary)

**Doxing**

To dox (or doxx) someone is to publicly identify or publish private information about that person—especially as a way of punishing the person or getting revenge. Unlike the person who’s doxed, the
one doing the doxing can remain anonymous, though often that person is known. (Source: Merriam-Webster.com)

2 : Doxing is the (very frowned-upon) practice of searching for and publishing the personal information of a private individual. Doxers use these attacks as a means to threaten or intimidate their targets. (Source: Blog.Hootsuite.com)

Drama
A type of advertising genre that portrays life or tells a story designed to invoke some emotion through a series of events. Story structures typically have a clear beginning, middle and end and attempt to take the viewer on a journey that is relevant to the brand, product or service. (Source: ProjectOAR)

Drift
See Also: Clock Drift, Clock Slippage, Frequency Drift
When a tuner mistakenly tunes into another, therefore inaccurate frequency. There is also "clock drift" where the Set-Top Box (or computer) clock deviates off from actual time.

NOTE – How do we know when this occurs and then how to compensate in measurement?

Drill Down
When an online user accesses more and more pages of the Web site (i.e., he or she) goes deeper into the content of the site. (Source: IAB)

Driver
The factors that intervene in form of barriers or motivators in the consumer's purchasing decision. The different types of drivers include functional, emotional and experiential drivers. (Source: Zorraquino)

2 : Is causally antecedent to the variable of interest. Drivers can be under the control of the marketers, indirectly influenced by marketing decisions, or due to external factors. For example, advertising might be a driver of brand preference either directly or indirectly. (Source: MASB)

Drive Time
The dayparts used in radio to signify primary listening being done in cars. Generally considered to be Monday-Friday 6-10 a.m. and 3-7 p.m. (Source: AAI.ie)

Drop In Ad
A local commercial inserted into a national program, or more generally, an advertising message inserted into a larger advertisement, as for a local dealer or retailer, or a phrase, such as a public service slogan, or symbol; also called a hitchhike ad. (Source: TVB)

Drop Off Rate
See Also: Incompletes, Abandonment Rate
The percentage of people that don't do what you like them to do, but do stay on your website. (Source: Onlineoptimizers.eu)

Drop Out Rate
See Also: Attrition Rate, Drop-off Rate
In media and marketing research, the percentage of qualified participants who are recruited to and start a research study, but do not complete it. Dropout rates can be influenced by a number of factors, including the length of the study, amount of incentive and the participant's interest in the research topic. (Source: ProjectOAR)
**Dropshipping**

A type of eCommerce arrangement where the goods are directly shipped from the manufacturer to the retailer or customer. This retail fulfillment method deals in direct delivery of goods without having to store or stock them. (Source: TycheSoftwares)

NOTE – There are 2 ways in which shop owners can make arrangement for shipping the products: 1. There are merchants who have tie ups with manufacturers and they make an arrangement in such a way that they do not store or own an inventory. Instead the merchant purchases the goods as needed from the third-party (manufacturer or wholesaler) to fulfill order requirements. 2. There are merchants who partner themselves with suppliers or manufacturers and gives the shipping address to them so that they can ship the product directly to the customer upon request. Such a fulfillment strategy opted by shop owners saves them from tracking inventory and incur loss if the items did not make complete sale. (Source: TycheSoftwares)

**DINK**

*abbr* Dual Income, No Kids

Another term for Double Income, No Kids. (Source: MASB)

**Dual Tuners**

*See Also: Multi Tuners*

A Set-Top Box that has two outputs so that two televisions are served by the same Set-Top Box.

2 : Refers to a STB or DVR that has two tuners allowing for recording of two programs simultaneously or viewing one program live while recording another. (Source: TIVO)

**Dubbing**

In film and video editing, a post-production process in which secondary audio recordings are "mixed" with the original production sound, in order to create the final soundtrack. This is most commonly used outside the industry to refer to replacement of spoken language audio with foreign-language voices, but within the industry, the term holds the broader definition of any audio re-mixing. (Source: ProjectOAR)

**Dummy Layout**

A preliminary layout for an online or printed ad, brochure, poster, or other advertising material showing the position and size of the headlines, subheads, body copy, and artwork. (Source: MASB)

**Duo**

*See Also: Allo*

A Google video calling app usable on both Android and iOS systems, any range of connection and internationally.

NOTE – Like Allo, Duo is based on the phone number, allowing the ability to reach anyone in one’s phonebook. Knock Knock feature shows a live video preview of the caller before the recipient picks up. Duo calls are in HD video (up to 720p) and audio and is optimized to work well even on limited bandwidth. Also features the ability to seamlessly transition calls between cellular and Wi-Fi. All calls on Duo are end-to-end encrypted.

**Duopoly**

An instance where two stations in the same designated market area are owned by the same party. Though once forbidden by the FCC, the rules surrounding duopolies have been relaxed in recent years. (Source: TVB)
2 : Describes market situation in which there are only two marketers of an economic good, while demand conditions remain competitive. A duopoly is a specific type of oligopoly. (Source: MASB)

**Duplicate Response**
The instances when an authenticated household, individual or device reacts to or attempts to react to an interactive session more than once.
(Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Duplicate Responses - Device**
The number of times an authenticated device reacts to an interactive session. Currently associated with a TV connected to a set-top. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Duplicate Responses - Individual**
The number of times an authenticated member of a household reacts to an interactive session (FUTURE METRIC) (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Duplicate Response-Household**
The number of times an authenticated iTVHH reacts to an interactive sessions. Currently associated with a TV connected to a set-top. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Duplicate Tuning Record**
A data condition in which a meter or reporting system provides an exact copy of a tuning record or event. (Source: Nielsen)

**Durable Goods**
Durable goods (or hard goods) are products with a life span of at least three years. (Source: MASB)

**Duration**
The length of a particular event. In linear tuning statements, the duration is the contiguous time for which a particular channel was selected. (Source: Nielsen)

2 : The total duration of seconds in a spot. Tuning duration record provided by the operator. (Source: Kantar Media Audiences)

3 : In advertising and marketing, the length with respect to video and other ad formats that "play" over time. Common ad lengths for TV and video are 0:06, 0:15, 0:20, and 0:30, although many others are possible. Videos over 1:00 in length are sometimes referred to as "long-form video."
(Source: ProjectOAR)

Note – Due to channel change Latency, channel change gaps, and the uncertainty of event reporting times in a STB, all of which may vary from STB to STB and channel to channel, accurate measurement of duration on a STB requires time synchronization, collection of STB timing data, and appropriate editing rules. (Source: FourthWall Media)

**Duration In Seconds**
See Also: Duration
The smallest increment of time that a Set-Top Box can provide for data. The collection of these seconds of data into portions of time indicate the duration.

2 : The total duration of seconds in a spot. (Source: Kantar Media Audiences)
**Duration of a Web Page Viewed**
Average duration of time that a web page was viewed per person over the specified reporting period. (Source: Nielsen)

**Dwell Filtration Standard**  
*See Also: Dwell Time*  
An industry agreed upon standard (not yet in existence) minimum level of average seconds of tuning duration before a tuning event will be saved in STB memory and sent upstream for tabulation. (Source: TRA)

NOTE – There is a difference between a one second and a five, ten etc., second standard. How is surfing calculated below the sub five second level? How to agree upon the standard?

NOTE – TRA does not recommend any Dwell Time filtration when collecting tuning data.

**Dwell Time**  
*See Also: Dwell Filtration Standard*  
The amount of time a home or Set-Top Box spends on a channel - presumably viewing or interacting - with a piece of content such as a program, channel or network as indicated through the Set-Top Box.

2 : The period of time that a user spends viewing a channel, estimated from the time between channel changes. The amount of time of a contiguous tuning event. (Source: Nielsen)

3 : Dwell Time refers to the amount of time that the Set-Top Box must be tuned to a specific channel in order to report a viewing session. Set by Pay TV Operator. Once minimum Dwell Time had been reached, the viewing record is captured back to the initial second. (Source: Kantar Media Audiences)

4 : Dwell Time is set by the software in the STB, and is controlled by the operator, not by Rentrak. Often for reasons of network bandwidth, operators tend to set Dwell Times at 5 or 20 seconds. From a pure data perspective, it would be best to have short Dwell Times, but operators are necessarily concerned about network loading. Fortunately, the viewing that is excluded by a 5- or even 20-second Dwell Time is negligible in terms of total hours and average audience. (Source: Rentrak)

5 : TRA uses at least eleven seconds. TRA recommends zero Dwell Time Filtration. TRA data suppliers use zero in one case and at least eleven seconds in the other case and TRA algorithms make the data consistent by estimating what is going on during the filtered gaps. (Source: TRA)

6 : FourthWall Media collects all events, irrespective of Dwell Time, on all advanced and legacy Set-Top Boxes. Dwell Filtration Standards may be applied after the fact to the collected data, if needed. (Source: FourthWall Media)

NOTE – What is considered acceptable Dwell Time and what constitutes Latency?

NOTE – Nielsen uses the term “Dwell Times" to describe tuning event intervals. Dwell Times are impacted by “Latency”. Kantar Media Audiences says that Dwell Times are set by the Middleware. Kantar Media Audiences’ Middleware delivers in ten second increments (for Charter) and five seconds (for Direct) but delivers second-by-second data going back to the first second if there is viewing. Gaps of ten seconds are called surfing.

NOTE – No Dwell Time filtration for TIVO, every second is measured and counted.
**DASH** *abbr Dynamic Adaptive Streaming*
*See Also: Rich Media*
In rich media services, it is standardization of streaming services over HTTP so that content in various formats and from various originations can be received and utilized on all possible platforms.

**DAI** *abbr Dynamic Ad Insertion*
*See Also: Dynamic Advertising, Advanced Advertising, Ad Stitching, Dynamic Ad Insertion, Server-Side Ad Insertion*
The ability of advertisers to upload and insert targeted ads into video content quickly and frequently.

2: The process by which an ad is inserted into a page in response to a user's request. (Source: IAB)

3: Expands advanced advertising opportunities by allowing advertisers to target ads that can be swapped in and out of VOD content. (Source: Tubemogul)

NOTE – Previously ads were inserted in advance and could not be changed once inserted into the program. Now with the advanced technology, ads can be swapped out immediately.

**Dynamic Ad Placement**
A process that allows alteration of specific ads placed on a page based on any data available to the placement program. Simply, it allows for multiple ads to be rotated through one or more spaces. In more sophisticated examples, the ad placement could be affected by demographic data or usage history for the current user. (Source: IAB)

**DAU** *abbr Dynamic Ad Units*
A form of interactive advertising where ad units with advanced elements such as Gaming, Geo-Targeting, Voting, Polling or Sweepstakes etc., can be delivered immediately and selectively, depending on the target home or viewer. (Source: Mercury Media)

2: Advertising content that is not static, often changing in appearance or position. (Source: Nielsen)

NOTE – EBIF-based Interactive Advertising typically generates response data that contains a unique identifier associated with each ad placement. Additionally, FourthWall Media’s AdWidgets return a code that identifies the specific Dynamic Ad Unit variation. (Source: FourthWall Media)

NOTE – Visible World’s technology does enable tracking of each specific ad version that is delivered, even for Dynamic Ad Units (that use our system) And DAUs can be customizable in real-time. (Source: Visible World)

**Dynamic Advertising**
*See Also: Advanced Advertising*
The ability to update which ad or version of a commercial is displayed in real-time or near-real-time basis using automated data feeds (e.g., changes in local TV ads based on local weather conditions or inventory data). (Source: Visible World)

**DART** *abbr Dynamic Advertising Reporting and Targeting*
DoubleClick is a subsidiary of Google which provides development and ad serving services, acting as a third-party ad server, used commonly by both publishers and advertising clients to manage online advertising campaigns.
Dynamic Allocation
See Also: DoubleClick For Publishers, Enhanced Dynamic Allocation, Dynamic Memory Allocation
A process that enables greater real time auction bidding competition for publishers for their inventory impressions between Ad Exchange and all of the other demand partners set up interconnectedly inside their DFP because sequential bidding is disrupted.

2 : Alternatively referred to as a heap allocation; when referring to computer memory, a dynamic allocation is the computer memory process of allocation and de-allocation segments of memory. (Source; Computerhope)

3 : When referring to a network or network device, dynamic allocation or a dynamic IP address is the automatic assignment of an IP addresses by the network. For example, an IP addresses being assigned by DHCP. (Source; Computerhope)

Dynamic CPM
Dynamic and effective are interchangeable - both refer to a live metric in a live campaign (vs. a target or hypothetical goal) (Source: Mediamath)

Dynamic Creative
Several different creatives and choosing the most appropriate one for the user through some automated means such as audience segmentation, or creating new creatives on the fly based on products the user has browsed in the past or some other components. An advertiser might also wish to serve dynamic creatives that change based on frequency and recency or other non-user-based criteria. (Source: Mediamath)

2 : Refers to video ad creative that's customized in advance and/or is able to be transformed upon delivery. The “transformation” in question would be geared toward more precise targeting of audience segments. Customization features might include delivering a specific combination of ad content, such as background images, copy, and the color and size of a call-to-action button. (Source: Cynopsis)

Dynamic Creative Optimization/ Dynamic Creative Service
A technology that gives media buyers the capability to perform dynamic creative optimization. (Source: Mediamath)

Dynamic Editing
Opposite of pre-defined, set parameters for data editing rules. Dynamic editing allows the system to compensate for unanticipated, changeable content conditions. It can remove or recalculate certain elements as part of the editing process. An example is the special dynamic capping edit undertaken for football overruns. (Source: Kantar Media Audiences)

Dynamic Frequency Capping
See Also: Capping, Frequency Capping
A program that has the ability to dynamically, in real-time, monitor and cap the number of ad messages a viewer receives via addressable advertising. (Source: Visible World)

DHTML abbr Dynamic Hypertext Markup Language
An extended set of HTML commands which are used by Web designers to create much greater animation and interactivity than HTML. (Source: IAB)
Dynamic Insertion
See Also: Time Shifted Commercial Substitution
The ability to insert different content, usually different ads, within other content, often in real-time. Used to insert more relevant or targeted advertising for a specific zone, neighborhood, zip code, etc.

2: The ability to show a specific user a specific ad, typically because of the characteristics of that user. (Source: MAGNA Global)

Dynamic IP Address
An IP address (assigned by an ISP to a client PC) that changes periodically. (Source: IAB)

Dynamic Lighting
Changes in lighting effects as objects or the observer move. dynamics: The rules that govern all actions and behaviors within the environment. (Source: freeflyvr)

Dynamic Memory Allocation
The task of fulfilling an allocation request by locating a block of unused memory of sufficient size. (Source: Wikipedia)

NOTE – Memory requests are satisfied by allocating portions from a large pool of memory called the heap or free store. At any given time, some parts of the heap are in use, while some are "free" (unused) and thus available for future allocations. (Source: Wikipedia)

Dynamic Pricing
The ability of an SSP to sell inventory at a price that matches and changes with market demand. A publisher can choose to set up floor (or a minimum, the opposite of dynamic pricing) or allow the impression to go to the highest bidder based on timing and its particular data attributes. (Source: Mediamath)

DPA abbr Dynamic Product Ads
Ad templates that are personalized according to the individual consumer’s data: making them more useful, more welcome, and significantly more effective. (Source: Adjust.com)

NOTE – DPAs are assembled programmatically in real-time-using all relevant data that you have on a consumer to effectively personalize the advertisement. For example, if a user browses your running shoes collection before closing the app, a DPA showing your running shoes will at some stage encourage them to continue where they left off. (Source: Adjust.com)

Dynamic Rotation
The delivery of ads on a rotating, random basis so that users are exposed to different ads and ads are served in different pages of the site. (Source: IAB)

Dynamic Routes
URLs that send users to predefined destinations based on device platform, OS (Operating System) version, location, and a variety of other defined targeting criteria. (Source: Kochava)

Dynamic Signage
See Also: Digital Signage, Narrowcasting, Slivercasting
A form of narrowcasting where video content is displayed in public places such as malls, airports and doctors’ offices, for example.
Dynamic VOD
The addition of interactive content into Video On-Demand such as addressable advertising capability.

Dynamic VOD Ad Insertion
See Also: Dynamic Ad Insertion
With the improved technology, it is the ability to insert household specific advertising messages within a VOD session while the VOD session is being streamed in real-time. Therefore a more relevant advertising spot is served to the viewer based on the specific content, location, demographics and household preferences and across multiple platforms.

Early Adopter
A type of Adopter Category. Early adopters (representing 10-15 percent of consumers) follow innovators and precede the early majority. Their role is to be opinion leaders and have influence over the early majority. They pay attention to what the innovators have discovered and find a practical use for the innovation. They then communicate to their followers the usefulness of the new product. (Source: MASB)

Early Evening Newscasts
Local affiliate newscasts between 5 and 7 p.m. in the Eastern and Pacific zones and 6 to 8 p.m. in the Mountain and Central zones. (Source: StateoftheMedia.org)

Early Majority
A type of Adopter Category. Early majority (representing 35 percent of consumers) is preceded by early adopters and innovators. The early majority like to await the outcome of product trial by the two earlier groups, yet are not as slow to adopt as the next two groups, late majority and laggards. The early majority carefully observe the early adopters, but wait to adopt innovative products until they are sure they will get value from them. (Source: MASB)

Early Markdown
A markdown taken early in the season or while the demand for the merchandise is still relatively active. (Source: MASB)

Early Morning News
Local newscasts before national morning news programming on ABC, CBS and NBC and newscasts on Fox and unaffiliated stations that air on 4:30 to 5 a.m. (Source: StateoftheMedia.org)

Earned Content
Content created and shared to social and digital platforms by fans of a marketer's message-as opposed to the marketer itself. (Source: Cynopsis)

Earned Leads
The sales leads a company receives through a combination of paid media across all platforms (such as advertising), owned media (content assets) and earned media (such as public relations, webinars, social creation and sharing).
**Earned Media**
Traditionally considered public relations, it is any content that is created about a media business, content provider, marketer or brand that wasn’t directly created or commissioned by that entity.

2 : Involves positive publicity gained through promotional efforts other than advertising. Word of mouth, social sharing via Facebook, Twitter, YouTube, and other social sites creates viral sharing, creating earned media. Ultimately, getting press coverage is one of the truest forms of substantial earned media. Additionally, chatter and distribution among blogs and forums also contributes to your earned media efforts. (Source: CardinalDigitalMarketing)

3 : Essentially PR-now with a 2.0 twist: the coverage you get as a result of public, media and today also blogger and influencer relations efforts. (Source: i-scoop.eu)

**EBITA** *abbr* Earnings Before Interest, Taxes, Depreciation & Amortization
A measure of profitability from operations when removing interest, income taxes, depreciation and amortization from the net income. (Source: Mediamath)

**eBay**
An online auction service provided by a multi-national eCommerce corporation that facilitates buying and selling processes. The company uses an electronic platform to allow consumers and businesses to buy and sell wide range of goods and services worldwide. (Source: TycheSoftwares)

NOTE – On eBay website, sellers pay a fee for listing their products and a percentage of the sale of the item on eBay with an option to either Buy the product or Auction it. Payments on the site are usually made through PayPal or other payment options and then the merchandise is shipped to the buyer. (Source: TycheSoftwares)

**EBIF User Agent**
The software platform/middleware deployed on both legacy and advanced Set-Top Boxes to execute applications written with conformance to the EBIF standard. (Source: FourthWall Media)

**eBook**
A book composed in or, if a printed book, converted to a digital format that is then accessible on a computer or handheld device designed specifically for this purpose.

2 : A dedicated device for reading electronic versions of printed books.

3 : eBook is short for “electronic book.” This is a digital file, such as a PDF or EPUB, for reading on a computer, mobile device, or dedicated eBook reader. (Source: Blog.Hootsuite.com)

**eBox**
In computing, an electronic box that includes capacitive discharge ignition and computer-controlled devices.

2 : A home system enabling the management of domestic customized modules such as lighting, blinds, heating, air conditioning and timers etc. with the ability to view and remotely manage all of the information virtually.
EBusiness
The transfer of data from one computer to another. When computers connect, trading partners can conduct business transactions electronically. EBusiness promises a more efficient procedure for processing Spot TV buys electronically. (Source: TVB)

2 : e-Commerce (electronic commerce) and e-business (electronic business) are terms which refer to a wide variety of Internet-based business models. Typically, an e-commerce strategy incorporates various elements of the marketing mix to drive users to a website for the purpose of purchasing a product or service. (Source: MASB)

eCash
Was a digital-based system that facilitated the transfer of funds anonymously. A pioneer in cryptocurrency, its goal was to secure the privacy of individuals that use the Internet for micropayments. (Source: Investopedia)

Echo Boomers
See Also: Generation Y
Another term for Millennials.

Ecolabel
A voluntary method of environmental performance certification and labelling that is practiced around the world. An ecolabel identifies products or services proven environmentally preferable overall, within a specific product or service category. (Source: MASB)

Ecolabelling
Another term for Ecolabel. (Source: MASB)

E-Commerce
The process of selling products or services via the Web. (Source: IAB)

2 : Refers to the process of buying and selling products using the Internet as a medium. The term also covers business transactions, which typically consist of the exchange of value (e.g. monetary means, information) between organizations or individuals in return for products or services. (Source: elogic.co)

3 : Another term for e-business. (Source: MASB)

NOTE – The first safe purchase online was done through the retail platform NetMarket on August 11, 1994, which is considered the beginning of ecommerce. Since then, many online marketplaces and retailers, such as Alibaba, Amazon, and eBay, have increased the number of products to purchase online faster and simpler. Apart from that, the development of marketplaces allows customers to shop e-commerce sites globally with international delivery and minimized expenses. (Source: elogic.co)

E-Commerce Platform
A software application that allows online businesses to manage their website, marketing, and sales operations. (Source: elogic.co)

NOTE – There are many different ecommerce platforms in the market. Every platform has its own advantages and disadvantages, and business owners choose one according to their requirements, such as looks, capacity, and scalability. Creating the requirements for the future online store at the planning stage will help you determine:
- The budget of the e-commerce project
- The functionality of the site
- The scalability and flexibility of the system
- The project time frame
- The cost of development
- The cost of licenses
- The cost of technical support and development of the online store in the future, etc.

(Source: elogic.co)

**Ecommerce Remarketing**
Techniques, strategies and possibly automated technologies used by marketers and online merchants to re-contact website visitors who do not make a desired action on the website such as when they abandon their shopping cart in the hopes of converting them into a paying customer.

**Economic And Technical Position**
*See Also: Competitive Position*
A type of Competitive Position. Economic and technological position is a relative cost position, capacity utilization, technological position, and patented technology, product or process. (Source: MASB)

**Economic Determination**
The theory of history that looks for economic conditions to explain society and culture. (Source: OpenTextBC.ca)

**Economic Profit**
A measure of net operating profit after tax (NOPAT), adjusted for cost of capital. Unlike percentage measures of return (e.g., ROS or ROI), economic profit is a dollar metric. It reflects not only the “rate” of profitability but also the size of the business (sales and assets) (Source: MASB)

**Economic Shoppers**
Are those who try to maximize the ratio of total utility and dollars of expenditure. (Source: MASB)

**Economic Value Added**
Another term for Economic Profit. (Source: MASB)

**Economic Well-Being**
Another term for Consumer Sentiment. (Source: MASB)

**Economy Pack**
A merchandising phrase pointing out savings by combining several products (or additional volume of the same product) at a single price in one wrapping. Sometimes referred to as bundling. (Source: MASB)

**eCPM**
Short for Effective Cost per Thousand. A metric for measuring advertising revenue generated across various marketing channels, calculated by dividing total earnings by the total number of impressions in thousands. (Source: Tubemogul)

**Edge Analytics Computing**
So-named to distinguish it from the concept of cloud computing, where all of the work is carried out in centralized, often off-site data centers to be consumed on local terminals through APIs and dashboards. With edge, the computational heavy-lifting is carried out as close as possible to the point
where the data is collected, often within the data-collecting device itself. Applications for edge computing exist in high-concept technology use-cases such as self-driving cars—where the cars themselves need to be able to make a decision on whether they are in a dangerous situation and should take evasive action, without having to send everything they know off to a data center and wait for the result to come back. (Source: Bernard Marr via LinkedIn)

NOTE – Edge computing means decisions can be taken more quickly and reduces bandwidth taken up sending information backwards and forwards from the cloud. It also has exciting applications as diverse as space travel (allowing unmanned spacecraft to take more decisions for themselves, rather than having to send information back to a base station before action can be taken) and health tech. Think of remote patient monitoring devices that could alert the wearer, as well as doctors or carers, when it senses something might be wrong while being respectful of privacy. (Source: Bernard Marr via LinkedIn)

**Edge Rank**
Algorithm used by Facebook to determine the scope and visibility of a publication (i.e., it is responsible for defining which users will have access to a particular content on the wall). (Source: Zorraquino)

NOTE – The Facebook algorithm has been at the center of much controversy following its update in January 2018, as it reduced the organic visibility of page posts as compared to profile posts. (Source: Zorraquino)

**Editing**
The way in which the shots move from one to the other (transitions) (e.g., fade, cut, etc.). Fast cutting may increase the pace and therefore the tension of the text, for example. (Source: corbytechmedia.weebly.com)

**Editing Rules**
A predetermined set of rules governing how raw data collected is modified to ensure it is complete, accurate and consistent. Editing rules may be used to check that essential fields are populated, verify values fall within pre-established limits, or identify the existence of duplicate records, among other things. (Source: MRC)

**Editorial Calendar**
A way to define and control the publication of content and to keep track of what to write and when to write it. This is mainly used by businesses, publications and bloggers that help them control publishing of content on different medium like newspaper, magazine, blogs etc. (Source: TycheSoftwares)

NOTE – This publishing process helps anyone who publishes information to any platform like print, online, video, etc. to keep content marketing organized and on schedule. Thus you can plan future issues and keep hold on prospective assignments. (Source: TycheSoftwares)

**Editorial Content**
Any written, visual display or other presentation of information that is posted or published, online or offline, that is designed to educate, inform or entertain an audience. Editorial content is often used to distinguish it from paid or sponsored materials. (Source: ProjectOAR)
Effective CPA (Cost Per Action)
A calculated metric that tells the advertiser what the cost per action would have been compared to other types of actions.

2 : Actual CPA in a live flight (as opposed to CPA, which is a target) (Source: Mediamath)

Effective CPC (Cost Per Click)
A calculated metric that tells the advertiser what the cost per click would have been compared to other purchased metrics.

Effective CPE (Cost Per Event)
A calculated metric that tells the advertiser what the cost per event would have been compared to other events.

2 : Actual CPE in a live flight (as opposed to CPE, which is a target) (Source: Mediamath)

Effective CPM (Cost Per Mille)
A metric that tells a publisher what he or she would have received if they sold advertising inventory on a CPM basis. (Source: OpenX)

2 : Another term for Cost Per Impression. (Source: MASB)

Effective CPM (Cost Per Thousand)
See Also: Targeted Effective CPM, Cost Per Effective Impression
The cost per thousand impressions achieved against a traditional audience segment(s) broadly defined in terms of age and/or gender. (Source: Visible World)

2 : Can also be known as eCPM

3 : Actual CPM in a live flight (as opposed to CPM, which is a target) (Source: Mediamath)

4 : Another term for Cost Per Impression. (Source: MASB)

Effective Frequency
See Also: Reach & Frequency, Targeted Effective Frequency, Frequency Cap, Frequency Curves
The percentage of the audience segment that are exposed to a commercial. (Source: Visible World).

2 : The concept of effective frequency rests on the assumption that for an advertisement or campaign to achieve an appreciable effect, it must attain a certain number of exposures to an individual within the specified time period. Specifically, effective frequency is defined as the number of times a certain advertisement must be exposed to a particular individual in a given period to produce a desired response. (Source: MASB)

Effective Reach
Is defined as the number of people or the percentage of the audience that receives an advertising message with a frequency equal to or greater than the effective frequency. That is, effective reach is the population receiving the “minimum” effective exposure to an advertisement or campaign. (Source: MASB)
**Effectors**
Interfacing devices used in virtual environments for input/output, tactic sensation and tracking. Examples are gloves, head mounted displays, headphones, and trackers. egocenter: The sense of one’s own location in a virtual environment. (Source: freeflyvr)

**Efficiency**
The relationship of media cost to audience delivery. (Source: TVB)

**eForm**
Provide a user interface to data and services, typically through a browser-based interface. E-forms enable users to interact with enterprise applications and the back-end systems linked to them. (Source: Gartner)

2 : An electronic form that is filled out by a user and sent over a network. They are typically used to place orders or provide feedback. eForms can be placed on web pages or in Java applets and usually contain text boxes, buttons, and other components. (Source: AAI.ie)

**Egocenter**
A point of reference usually located between the eyes. In virtual reality it is the absolute judgement of distances and visual directions of objects.

**Egosurf**
To search the internet for instances of one’s own name or links to one’s own website. (Source: blog.hubspot.com)

**Eighty-Twenty Principle**
The Eighty-Twenty Principle (also known as the 80/20 Rule or Pareto Principle) describes a situation in which a disproportionately small number (e.g., 20 percent) of salespeople, territories, products, or customers generate a disproportionately large amount (e.g., 80 percent) of a firm’s sales or profits. This phenomenon is observed across multiple disciplines and suggests a focus on the percentage that produces the majority of output. (Source: MASB)

**E-learning**
Refers to the electronic media and information and communication technologies (ICT) in education. Provides numerous types of media that deliver text, audio, images, animation and streaming video, and includes technology applications and processes such as audio or video tape, satellite TV, CD-ROM, and computer-based learning. (Source: Mediamath)

**ECG abbr Electrocardiography**
See Also: Biometrics
A measurement of the heart’s electrical activity. In media and market research, ECG is most commonly used to derive heart rate (see "Heart Rate") as an indicator of emotional engagement or cognitive effort. Also referred to as EKG/Electrocardiography. (Source: ProjectOAR)

**EKG abbr Electrocardiography**
See Also: ECG/Electrocardiography

**EDA/Electrodermal Activity**
See Also: Galvanic Skin Response (GSR)
EEG *abbr* Electroencephalography
A direct, non-invasive, and safe technique used to measure multiple dimensions of the brain's electrical activity in one or more regions. This method is used to derive key measures of information processing such as emotional engagement and memory activation. These measures are used for evaluating creative concepts, TV-radio-print-internet advertising, video-print-email promotions, packaging, in-store displays and point-of-sale materials, sensory studies (such as food/beverage consumption) and evaluating brand associations. (Source: ProjectOAR)

**Electromagnetic Spectrum**
The full range of electromagnetic energy that can be radiated, as defined by frequency (f), or wavelength, which is the inverse of frequency. In terms of frequency, the spectrum begins at almost zero (0) and extends to infinity. In terms of wavelength, the spectrum begins at almost zero and extends to infinity, but in reverse. The portion of the spectrum currently usable for telecommunications includes electricity, radio, and infrared light.
(Source: http://computer.yourdictionary.com)

**Electronic Business**
Another term for e-Business. (Source: MASB)

**Electronic Commerce**
Another term for e-Business. (Source: MASB)

**EDI *abbr* Electronic Data Interchange**
The electronic transmission of information such as data or video between two companies.

**EMM *abbr* Electronic Mobile Measurement**
Formerly known as On Device Meter, Electronic Mobile Measurement is a comprehensive mobile metering and reporting solution. It provides audience measurement and analytics for Android and iOS mobile devices. This project is a foundational part of Nielsen's 3-screen reporting (measurement across TV, Internet, and Mobile). Coupled with the current NetView capabilities, this program will allow our Watch and Buy clients to analyze internet and application usage across the entire digital landscape. (Source: Nielsen)

**EMG *abbr* Electromyography**
*See Also: Facial Action Coding Systems (FACS)*
A measure of the electrical activity produced by skeletal muscles. In media and market research, EMG is most commonly a direct quantification of facial muscle activity often used as an alternative to camera-based solutions and software that measure facial muscle activity in the evaluation of emotional expression. Also referred to as "Facial EMG/Electromyography." (Source: ProjectOAR)

**EPG *abbr* Electronic Programming Guide**
*See Also: Interactive Programming Guide*
An electronic program guide is an application that displays television program information, including program name, start time, and duration. (Source: CableLabs)

2 : Same as an Interactive Programming Guide. Enables digital television viewers to search, filter and customize program listings and access content. (Source: mcobject.com)

3 : An on-screen guide of television programming and other On-Demand content and services which users may navigate and select by means of their Remote Control or similar device. (Source: Nielsen)
4: Often refers to the scrolling non-interactive guide like the TV Guide Channel.

5: An application that allows the viewer to interactively select their television programming. The development of applications enhancing the EPG such as dynamic video selection, recording options and more, is a high growth area. Currently, the EPG allows the viewer to also access summaries of shows, the ability to set recording times, show program length and names of crew members, as well as the ability to select content via categories. More advanced EPG (also called Interactive Programming Guides -IPGs) applications enable the viewer to select shows to record over several weeks every time a show or a selected movie star appears on the schedule. Ultimately, EPGs will enable the TV set to learn the viewing habits of its user and suggest viewing schedules. (Source: itvt.com/glossary)

**ESD** abbr Electronic Software Distribution
See Also: Content Delivery, Digital Distribution, Online Distribution
A solution devised by software producers, meant to allow users to download software products over the Internet (i.e., electronically) as opposed to delivering the software on physical media (e.g., CDs, DVDs). (Source: Wikipedia)

**Electronic Sweatshop**
*See Also: Digital Sweatshop, Playbourer, Gold Farming*
Also known as a Digital Sweatshop, it is a pejorative term describing a company or entity that exploits digital workers by under-paying them, extending the hours of their workday without commensurate compensation or other violations of federal or state Labor Laws.

**Electronic Tokens or ETokens**
*See Also: Digital Tokens, Security Tokens*
Electronic equipment that acts as a digital key or currency. It provides a secure way of accessing valuable content or data.

**eWOM** abbr Electronic Word of Mouth
A form of marketing that focuses on online person-to-person communication with the intent to create buzz and possibly become viral.

**eleet**
*See Also: Leet*
Another term for Leetspeak where ASCII characters replace Latinate letters. Example is eleet may be spelled 31337 or 3l33t.

**Eligible Participant**
*See Also: Qualified Participant*

**Email**
Short for ‘electronic mail’ and is referred to as a method of exchanging digital messages to a specified individual or group of individuals using digital devices such as computers, tablets and mobile phones. An email may contain text, files, images, or other attachments sent through a communication network that requires an email address which is unique to the user. (Source: TycheSoftwares)

2: An online communication format that involves sending digital messages from an author to one or more recipients (i.e., email addresses) across the internet or other computer networks. Email marketing is simply “marketing via email. (Source: MASB)
NOTE – The first email was sent by Ray Tomlinson in 1971 and 1997 marked the substantial use of email. These messages are usually encoded in ASCII text. (Source: TycheSoftwares)

**Email Address**
An electronic “mailbox” to which email is delivered via the internet or other computer network. (Source: MASB)

**E-mail Advertising**
Banner ads, links or advertiser sponsorships that appear in e-mail newsletters, e-mail marketing campaigns and other commercial e-mail communications. Includes all types of electronic mail (e.g., basic text or HTML-enabled). (Source: IAB)

**E-mail Bounce**
*See Also: Bounce*
An e-mail that cannot be delivered to the mailbox provider and is sent back to the e-mail Service Provider that sent it. (Source: IAB)

NOTE – A bounce is classified as either hard or soft. Hard bounces are the failed delivery of e-mail due to a permanent reason, such as a non-existent address. Soft bounces are the failed delivery of e-mail due to a temporary issue, such as a full inbox or an unavailable ISP server. (Source: IAB)

**E-mail Campaign**
An advertising campaign distributed via e-mail. (Source: IAB)

**Email Click-Throughs**
Another term for Click-Through-Rate. (Source: MASB)

**E-mail Inbox**
Within a mailbox provider, the default, primary folder that stores delivered e-mail messages. (Source: IAB)

**E-mail Mailbox Provider**
The e-mail program, and by extension the server, that hosts the targeted e-mail address. (Source: IAB)

**E-mail Marketing**
A type of marketing outreach consisting of sending email messages to customers and prospects. (Source: ProjectOAR)

2 : The sending of email messages to a series of users registered in a database. The objectives of email marketing are of a commercial nature, to achieve sales, or registrations, etc. The approach can be used to strengthen the relationship with existing customers (gain their loyalty by using welcome messages, periodic information bulletins about new products or services, exclusive promotions, responses to questions, etc.) and to the trust of potential customs, by entering into a personalized dialogue with them. (Source: Zorraquino)

3 : A form of marketing using email as the delivery system.

NOTE – The emailing enables products or services to be promoted using highly segmented and customized campaigns, it is a very cheap and direct practice because the addressee quickly receives the message and, it is also easy to complement with detailed tracking of its effectiveness, via real-
time results analysis (open rate, CTR, persons that have registered with our service, persons that have purchased, etc.). But is massive and indiscriminate use is not recommended, it is essential to have the audience's permission and approval as subscribers before including it in a mailing list to avoid becoming spam, otherwise, addressees may become unhappy and add it to a blacklist. (Source: Zorraquino)

**E-mail Preview Pane**
A small window within a mailbox provider that allows the user to view some e-mail content without opening the e-mail. (Source: IAB)

**ESP abbr E-mail Service Provider**
A business or organization that provides the e-mail campaign delivery technology. ESPs may also provide services for marketing, advertising and general communication purposes. (Source: IAB)

**E-Marketing (Electronic Marketing)**
The process of marketing a product or service and driving sales though electronic efforts using the Internet.

**Embargo**
Refers to the prohibition of shipment of goods or services to designated countries. (Source: MASB)

**Embed**
An embed is a social post or other digital content displayed within another piece of content using digital embedding tools. Most social networks offer native tools to embed their content in blog posts or webpages using a piece of code. Properly embedded content retains the original content of the post, as well as links to the original post and the creator's profile. (Source: Blog.Hootsuite.com)

**Embedding**
Placing a code within the HTML of a page or site.

**EMEA**
International businesses located in Europe, the Middle East and/or Africa.

**Emoji**
A small digital image or icon or groups of images or icons used in text fields that are used to symbolically express an idea, emotion, state of mind, etc., from the sender in an electronic communication without using words.

2. A set of tiny graphics used in digital channels from text messages to social media. They evolved from emoticons (such as the smiley face) made using characters on the standard keyboard. Emojis first appeared in the late 1990s. In 2010, the Unicode Consortium approved Google's proposal to standardize emoji characters. iOS and Android both have built-in emoji keyboards. (Source: Blog.Hootsuite.com)

**Emote**
Short for Emoticon

**Emoticon**
Short for "emotion icon", also known simply as an emote, is a pictorial representation of a facial expression using characters-usually punctuation marks, numbers, and letters-to express a person's
feelings, mood or reaction, or as a time-saving method. Early emoticons were the precursors to modern emojis, which are ever-developing predominantly on iOS and Android devices. (Source: Wikipedia)

NOTE – Used to express emotions without words. For example, this winking face ;-) indicates “I'm joking”, this sad face :-( expresses sadness or “I'm sulking”. If this makes no sense, turn your head sideways and look again. Also known as a “smiley”. (Source: AAI.ie)

Emotional
A type of advertising genre that intends to create a bond between product and consumer by appealing to consumers' intuitive feelings, such as joy, sympathy, sadness and anger. (Source: ProjectOAR)

Emotional Appeals
See Also: Rational Appeals
Messages used in advertising that relate to a consumers' social or psychological needs. These messages use feelings, poignancy, humor, excitement and other engaging tactics to evoke emotional responses in consumers, thereby playing into people's desire for love, belonging, security, self-esteem and status, and connecting those positive feelings with a given brand, product or service. (Source: ProjectOAR)

Emotional Benefit
In advertising and marketing, an expression of the implied attributes or features of a brand, product or service, often conveyed in ad that uses emotional (vs. rational) appeals. Ads that convey an emotional benefit are used to elicit an emotional response in consumers, such as feelings of happiness or nostalgia resulting from the purchase or use of the advertised brand, product or service. (Source: ProjectOAR)

Emotional Icon
An emoticon

Emotionally Neutral
In media and market research, the state of consumer response to an advertisement or other marketing stimuli in which there is an absence of a defined or measurable emotional response (see "Emotions"). (Source: ProjectOAR)

Emotional Response
A physiological and involuntary response to exposure to a stimulus that starts in the brain and typically affects other mechanisms such as heart rate, facial muscles and perspiration. Emotional response is of high interest to advertisers and marketers because emotion is accepted as being a critical driver of brand perceptions and behavior. It can be measured through human observation (human coding), as well as by EEG, facial coding, and biometrics. (Source: ProjectOAR)

Emotional Trigger
A discrete event or stimulus, such as a specific sound or image, that acts as an emotional cue for people and elicits a predictable emotional response from them (see "Affective Response"). Emotional triggers are typically based on past experiences with the same or a similar event or stimuli. They may be specific to a given individual or culturally shared. In advertising and marketing, an emotional cue may be used intentionally in order to emotionally engage people. (Source: ProjectOAR)
Emotion Analytics
Research that measures or describes emotional states or reactions in terms of observational methods (such as neuroscience or facial coding) or with subjective, self-reported experience. (Source: ProjectOAR)

Emotion Recognition
Methods for identifying emotions using observational or neuromeric measures, rather than direct questioning. These methods may use facial and physical cues or voice inflections to infer a person's emotional state. (Source: ProjectOAR)

Emotions
See Also: Core/Basic Emotions
In physiology, a relatively brief, coordinated response of the human nervous system in reaction to a stimulus of relevance. Emotions play a substantial role in the human decision-making process, and as such, play an important role in advertising and marketing. Emotional responses include different components, including the subjective experience on a conscious level (often referred to as a feeling, behavioral expressions (see "Facial Coding"), and neurological and physiological changes on a nonconscious level. Consumers' emotions can be measured using a variety of conscious and nonconscious methodologies. (Source: ProjectOAR)

Employee Advocacy
When co-workers at your company support and promote your brand on social media. This may include sharing branded content, amplifying your company's brand message, or frequently liking and commenting on company posts. One study found that branded messages obtained 561% more reach when shared by employees than when posted through branded channels. (Source: Falcon.io)

2 : Employee advocacy is what happens when employees share their passion for their workplace on social media. This can take several forms. Employees might share specific details about a new product launch, or they might give a behind-the-scenes look at company culture. An organized employee advocacy program can help employees to promote your brand effectively while maintaining company guidelines. (Source: Blog.Hootsuite.com)

Employee Discount
A discount from retail price offered by a general merchandise retailer to employees. It is a kind of retail reduction from the point of view of accounting. (Source: MASB)

Empty Nest Stage
See Also: Family Life Cycle
A form of Family Life Cycle. (Source: MASB)

Emulated Device
A program or device that enables a computer system to behave like another device. An emulator essentially allows one computer system (aka "the host") to imitate the functions of another (aka "the guest"). With the help of an emulator, a host system can run software, programs, which are designed for the guest system. The result is an emulated device (also known as a simulated device), often (but not exclusively) a non-mobile device that is mimicking the functionality of a mobile device. This system is used by developers to test the functionality of their apps, but can also be abused by fraudsters to attempt to steal marketers’ ad spend. Also known as a Device Emulator. (Source: Adjust.com)
Encoder
See Also: Codec
An encoder is hardware or software that places special code onto content for the purposes of identification, standardization, speed, anonymization, measurement or security.

2: A hardware or software service that inserts a code or watermark into an audio or video signal. (Source: Nielsen)

3: A hardware or software application used to compress audio and video signals for the purpose of streaming. (Source: IAB)

Encoding
See Also: Decoding
The process of putting a special code, often a sequence of characters (letters, numbers, punctuation, and certain symbols) into a specialized format for efficient transmission, storage, privacy protection, security or measurement.

2: The process of compressing and separating a file into packets so that it can be delivered over a network. (Source: IAB)

Encoding/Decoding Model
Any piece of information can be encoded in multiple ways, and every message has more than one meaning-meaning-making is not in nature but is cultural. (Source: OpenTextBC.ca)

2: Media producers encode messages and meanings in products that are decoded, or interpreted, by audiences (Hall audience theory). (Source: corbytechmedia.weebly.com)

Encryption
See Also: Custom Encryption
A protection procedure where an algorithm is inserted into a process or dataset that will allow access to the content only to those who have the security key.

2: “A form of encoding transmitted data for security purposes. It normally requires the decryption “key” to decipher the transmission upon receipt. The level of security is dependent on the complexity of the key used. A method used to translate plaintext into ciphertext.” (Source: CableLabs)

3: “A process used to obfuscate information often used with MAC ID and / or system supplied keys.” (Source: Nielsen)

4: Securing digital information so that it is unreadable without the use of digital keys. (Source: IAB)

End Cap
An end cap (also known as an end-of-aisle display or end display) is a point-of-purchase display located at the end of a shopping aisle in a store. Considered a prime location, this spot is often used for high margin products to induce impulse purchases. (Source: MASB)

End Date
The agreed upon and negotiated date that a campaign is scheduled to end.
End Display
Another term for End Cap. (Source: MASB)

Endless Chain Method
A method of prospecting in which a salesperson asks customers to suggest other customers who might be interested in the salesperson's offerings. (Source: MASB)

End-of-Aisle Display
Another term for and End Cap. (Source: MASB)

Endorsement
An endorsement is a form of recommendation on LinkedIn. A fellow LinkedIn user can endorse you for specific skills simply by clicking an endorse button. These endorsements then appear on your profile and help demonstrate credibility in your areas of expertise. (Source: Blog.Hootsuite.com)

2 : The overt and explicit support for goods or services, usually from an individual or organization (e.g., a celebrity, an expert, an authority figure or a consumer) speaking about the brand on behalf of the marketer. (Source: MASB)

Endpoint
A remote computing device that communicates back and forth with a network to which it is connected. Examples of endpoints include Desktops, Laptops, Smartphones, Tablets, Servers, Workstations, Internet-of-things (IoT) devices. (Source: PaloAltoNetworks)

NOTE – Endpoints represent key vulnerable points of entry for cybercriminals. Endpoints are where attackers execute code and exploit vulnerabilities, as well as where there are assets to be encrypted, exfiltrated or leveraged. With organizational workforces becoming more mobile and users connecting to internal resources from off-premises endpoints all over the world, endpoints are increasingly susceptible to cyberattacks. (Source: PaloAltoNetworks)

EDR abbr Endpoint Detection and Response
Endpoint detection and response platforms help security teams find suspicious endpoint activity to eliminate threats quickly and minimize the impact of an attack. Refers to a category of tools used to detect and investigate threats on endpoints. EDR tools typically provide detection, investigation, threat hunting, and response capabilities. (Source: PaloAltoNetworks)

NOTE – Endpoint detection and response has become a critical component of any endpoint security solution because there’s simply no better way to detect an intrusion than by monitoring the target environment being attacked, and the telemetry collected by an EDR platform enables full triage and investigation. Traditional endpoint detection and response (EDR) lays the foundation for protecting organizations, but addressing today's security challenges requires the unified view provided by XDR. (Source: PaloAltoNetworks)

End Sizes
See Also: Fringe Sizes
Another term for Fringe Sizes. (Source: MASB)

End User
a person or organization that consumes a good or service that may consist of the input of numerous firms. For example, an insurance company may be the end user for a keyboard for a personal computer, originally produced for and sold to the personal computer manufacturer. (Source: MASB)
Engagement
The amount of attention and involvement a viewer gives to content. The greater the attention and involvement, the more likely that viewer will retain memories and will feel more predisposed to that content, whether a program, commercial, product or a video.

2: In advertising and marketing, a level of interest, attention or involvement aroused by a marketing stimulus or product, either expressed consciously in response to questions, or non-consciously as observed through measurement of the body's response through Consumer Neuroscience at the time of exposure. (See also "Disengagement"). (Source: ProjectOAR)

3: In mobile marketing, an engagement is the name for an interaction between a user and a mobile application. Engagement is measured by examining multiple metrics in tandem to produce a picture of how users are interacting with an app, including retention, usage figures, session lengths and session counts. (Source: Adjust.com)

4: Consumer’s degree of commitment with our brand. To achieve strong engagement, a reciprocal and solid relationship with the customer must be created, so they feel part of the brand. (Source: Zorraquino)

5: A general term for measures of the rate of audience interaction with media content as exhibited through various actions. For social media, engagement is often measured in terms of associated user activity with published, branded, user-created content including likes, comments, mentions and shares. For cross-media video, engagement is often measured in terms of clicks, the length of time viewed, and completed view rates. For traditional print, engagement can be measured in terms of readership, coupon clipping, and QR code scans. (Source: MASB)

NOTE – Engagement measures are often seen as precursors of commitment to the featured brand as they indicate a change from passive content consumption to more active involvement with branded content. If the experience is positive, engagement can lead to greater brand engagement. (Source: MASB)

NOTE – Other in-app numbers, such as how an app is used (in-app events triggered) and how usage is affected by advertising campaigns, can also be used to assess user engagement levels. Mobile advertisers also consider engagement within the context of mobile advertising. This includes measuring how users engage with mobile campaigns, as well as running campaigns designed to specifically increase or recommence engagement with an app. (Source: Adjust.com)

Engagement Channel
A channel that is effective for generating various types of responses from users, such as a click, form-fill, purchase, a search, and more. (Source: Centro)

Engagement Marketing
A marketing strategy focused on the customer and their experiences, such that value is added to a product via how they experience its purchase and consumption. (Source: Zorraquino)

Engagement Metric
Indicator or KPI measuring the degree of commitment and the level of interaction of the audience with the content published by a brand. Examples of engagement metrics are, for example, the pages viewed by users, the time they remain on a website, the comments on a post, or the number of subscribers, in the case of websites or blogs. In the case of Twitter, engagement metrics are deemed
to be the number of replies, retweets, quotes, and favorites. On Facebook, likes, comments, and shares are measured. And on Instagram, likes and comments are assessed. In e-mail marketing, the most popular engagement metrics are the open rate and the unsubscribe percentage.
(Source: Zorraquino)

Engagement Rate
What percent of total impressions for an ad were hovered on, clicked within. (Source: Mediamath)

2 : A social media metric that tells you much a post is motivating people to interact with it. It’s defined as (number of people who engaged with your post / number of people who saw your post) x 100%. Typically, a higher engagement rate means your post was more compelling (or at least more likely to provoke a response). Engagement rate is difficult to compare across social networks, as what counts as an “engagement” and what counts as “seeing your post” is different on each network. “Seeing your post” could refer to reach or impressions, while “engagements” may include likes, comments, shares, reactions, and more. (Source: Falcon.io)

Enhanced Content
Universally used button (typically RED) that is both on-screen and on the remote to signal that there is interactive (value added) content associated with the program. Does not have to be branded to a specific provider. ITV content is mandated to use it, mostly seen in Europe on the BSkyB Platform.

NOTE – See http://www.broadbandbananas.com/vvenhanced.html for examples of this kind of "universal" button usage.

Enhanced Dynamic Allocation
See Also: Dynamic Allocation
A feature, along with dynamic allocation, which give AdX, Google’s ad exchange, an opportunity to beat other demand in the ad server, even if it’s not its turn. (Source: AdExchanger)

ETV abbr Enhanced TV
A general term that refers to interactive services and applications provided in conjunction with video programming. ETV is used in particular in reference to Two-Screen Solutions TV + PC services. Generally users of these ETV services have their TV and computer in the same room, and navigate their web browser to a particular program-specific Web site that is synchronized to the live program by the broadcast TV network. Alternatively, some computers have TV tuner cards, or some TVs offer web browsers.

2 : A specification by CableLabs which allows deployment of interactive content on "thin-clients" such as the Motorola DCT 2000 (with over 15M platforms deployed) and Scientific Atlanta Explorer 2000 as well as OpenCable (OCAP) host devices. (Source: Unisoft)

3 : A type of interactive television technology which allows content producers to send data and graphical "enhancements" through a small part of the regular analog broadcast signal called the Vertical Blanking Interval. These enhancements appear as overlays on the video and allow viewers to click on them if they are watching TV via special set-top box/software services. (Source: IAB)

EBIF abbr Enhanced TV Binary Interchange Format (EBIF Enabled STBs)
A multimedia content format specification that supports the efficient interchange, distribution and decoding of an ETV application across the cable industry’s universe of both legacy and advanced set-top boxes that support the Tru2way® specification. (Source: Definition currently under review by CableLabs)
2: Standard Set-Top Box software that enables advanced TV applications (including interactivity and addressability). Industry standard for all STB manufacturers.

3: A CableLabs defined standard interactive application format for software and data, adopted by all the large MSOs and many smaller operators. EBIF applications and data are interpreted by EBIF User Agent software deployed by MSOs in STBs. EBIF is the emerging standard for the implementation of interactive advanced advertising, programming enhancements, and third-party software (e.g., TV Widgets). (Source: FourthWall Media)

NOTE – Hand in hand with the EBIF standard is the CableLabs Application Messaging (AM) standard, which defines how EBIF programs and data are packaged and transmitted to and from Set-Top Boxes, and how bound applications (e.g., interactive advertising enhancements embedded in a video spot) are “triggered” for execution. (Source: FourthWall Media)

Enhanced TV Set-Top Boxes
See Also: Advanced Set-Top Box, Digital Set-Top Box, All-In-One Set-Top Box, Integrated Set-Top Box, Set-Top Box
Another name for an Advanced Set-Top Box. These boxes all have backchannel return path as well as online and VOD capabilities.

NOTE – Also known as Smart TV Set-Top Box, Thick Boxes.

Enhancement
An interactive application that runs in synchronization with linear video. The interactive application is typically delivered as an EBIF application and executed by the EBIF User Agent on the Set-Top Box. Examples of Enhancements include overlay of RFI with a spot ad. A CableLabs standard. (Source: FourthWall Media)

Enigma Code
A narrative device which increases tension and audience interest by only releasing bits of information, for example teasers in a film trailer or narrative strands that are set up at the beginning of a drama/film that make the audience ask questions; part of a restricted narrative. A newspaper headline may intrigue us to read on. (Source: corbytechmedia.weebly.com)

ECM abbr Enterprise Content Management
A formalized means of organizing and storing an organization’s documents, and other content, that relate to the organization’s processes. The term encompasses strategies, methods, and tools used throughout the lifecycle of the content. (Source: Wikipedia)

DBMS abbr Enterprise Database Management system
A group of computer programs that manage databases that are supervised by database administrators. The structure of the management system can impact usability, response time and flexibility.

ERP abbr Enterprise Resource Planning
A category of business-management software—typically a suite of integrated applications—that an organization can use to collect, store, manage and interpret data from many business activities, including: product planning, purchase, manufacturing or service delivery. (Source: Wikipedia)

EIDR abbr Entertainment Identifier Registry
Entertainment Identifier Registry (EIDR) is “a universal unique identifier system for movie and television assets. It’s similar to the UPC code of the packaged goods industry in that it generates a
unique identifying code for each asset. From top level titles, edits, and DVDs, to encodings, clips and mash-ups, EIDR provides global unique identifiers for the entire range of audiovisual object types that are relevant to entertainment commerce. The registry's flexible data model supports complex relationships that exist between various assets and is interoperable with other standard and proprietary identifier schemes. The Entertainment Identifier Registry Association is a not-for-profit industry association that was founded by Movielabs, Cablelabs, Comcast and TiVo to meet a crucial need across the entertainment supply chain for universal identifiers for a broad array of audio-visual objects. These founding members are also members of the Board of Directors which governs the registry.” (Source: MASB)

Environment
In VR terms, this is a computer-generated model that can be experienced by an observer as if it were a place. exoskeleton: mechanically linked structure for control of a feedback from an application. (Source: freeflyvr)

Ephemeral Content
See Also: Disappearing Content
A form of rich media that is only accessible temporarily (usually 24 hours) before it disappears forever. It can take many forms, including photos, live-stream videos, product demos, narrative stories, and more. (Source: Instapage)

Episodic Memory
Memory of autobiographical events (e.g., times, places, emotions) that can be explicitly stated or recalled. It is the collection of past personal events and experiences at a particular time and place. It is a type of long-term memory related to events, such as the first day of school or a friend's wedding. (Source: ProjectOAR)

Equal Time
The FCC’s Equal Opportunities Rule (part of Section 315 of the Communications Act) states that if a broadcast station or cable system gives or sells time to one candidate for public office, it must offer equivalent time to other candidates. News shows are exempt. (Source: TVB)

Equal Weighting
See Also: Ad Delivery Mode
An ad delivery method for which the Ad Server evenly distributes impressions between ads in the line item.

Equilibrium
In relation to narrative, a state of balance or stability (in Todorov's theory the equilibrium is disrupted and ultimately restored). (Source: corbytechmedia.weebly.com)

Equitable Distribution
In media, it is the fair and even disbursement of ad inventory for a negotiated and agreed upon campaign or campaigns.

Equitable Rotation
In media, it is the scheduling and airing of advertising time throughout the programming day that represents a fair rotation or distribution of ad messaging through-out the agreed dayparts and time periods.
**Equity**  
*See Also: Brand Equity*  
(Finance) The monetary value of an asset (i.e., property, business, or other entity) less the value of all its liabilities (any amounts owed on the asset).  
(Marketing) See brand equity. (Source: MASB)

**Equity Crowd Funding**  
*See Also: Crowd funding, Hyper Funding, Crowd Financing*  
Often used interchangeably with Crowd funding where many small contributors or investors fund a project, program, idea, business or campaign, for example, via the internet, however this form of funding is considered an investment which also provides an equity stake for the contributor.

**Equity Token**  
A type of cryptocurrency that represents ownership of an underlying asset or a pool of assets.  
(Source: ShellyPalmer.com Blockchain Glossary)

**E-Radio**  
Another term for Internet Radio.

**e-Service Innovation**  
Another term for Service Innovation. (Source: MASB)

**eSports**  
Short for Electronic Sports. A multiplayer video game played competitively for spectators and fans, typically by professional gamers. (Source: Oxford Dictionary)

**Esteem Needs**  
Another term for Maslow’s Hierarchy of Needs. (Source: MASB)

**ETH abbr Ether**  
Ethereum’s cryptocurrency in blockchain. (Source: ShellyPalmer.com Blockchain Glossary)

**Ethereum**  
Second-largest cryptocurrency blockchain, which has existed since 2015. The currency is known as ether (ETH). Ethereum has the ability to run computer programs known as smart contracts. Ethereum is considered a distributed computational platform. (Source: ShellyPalmer.com Blockchain Glossary)

**Ethereum 2.0**  
A proposed improvement on the Ethereum blockchain that uses horizontal scaling and proof-of-stake consensus. (Source: ShellyPalmer.com Blockchain Glossary)

**ERC-20 Ethereum Request for Comments (ERC)**  
Related to defining the interface for fungible tokens. Fungible tokens are identical in utility and functionality. The US dollar is fungible currency in that all $20 bills are identical in value and 20 $1 bills are equal to the $20 bill. (Source: ShellyPalmer.com Blockchain Glossary)

**ERC-721. Ethereum Request for Comments (ERC)**  
Related to defining the interface for nonfungible tokens. Nonfungible tokens are unique and are often used for collectibles or specific assets, such as a loan. (Source: ShellyPalmer.com Blockchain Glossary)
ERC-1155. Ethereum Request for Comments (ERC)
Related to defining a multi-token model in which a contract can hold balances of a number of tokens, either fungible or non-fungible. (Source: ShellyPalmer.com Blockchain Glossary)

Ethernet
A networking technology that links computers together in local area networks. (Source: IAB)

Ethical and Responsible AI
The ethical application of Artificial Intelligence so that human or systemic biases can be mitigated or lessened.

NOTE – Today, it's clear that AI has the potential to change many aspects of how the world works, so the key ethical questions relate to how technology can be used to help us solve the biggest problems facing the world, such as curing disease, reducing poverty, protecting the environment and driving human progress. AI technology is expensive, and there are only a limited number of humans with the skill to deploy it, so the need to ensure these resources are dedicated to applications that will truly be valuable to people and the planet has led to the emergence of organizations such as the Partnership on Artificial Intelligence to Benefit People and Society - founded by tech giants including Google, Microsoft, and Apple. Most forward-thinking organizations involved with AI now often have ethics boards dedicated to ensuring that nothing they do could be perceived as having harmful effects, and this will become increasingly common. (Source: Bernard Marr via LinkedIn)

Ethical SEO
See Also: White Hat SEO
search engine marketing using only techniques and strategies that search engines consider to be acceptable. (Source: Searchenginejournal)

Ethnocentric
A belief in the superiority of one's own ethnic group or culture. For example, a newspaper will be more concerned to cover stories that are closely related to the reader and their concerns. Tabloid and local papers only tend to cover international news stories if they can relate them specifically to their readers. (Source: corbytechmedia.weebly.com)

Ethnographic Research
The qualitative study of human behavior in its most natural and typical context. It consists of observation methods, often employing the use of videotaping consumers. Ethnographic researchers immerse themselves in the lives or situation they are studying to gain a comprehensive, close understanding of why people make the decisions they do: how they identify a need or a want, how they gather information to inform their options, and how they decide what actions to take. (Source: ProjectOAR)

Ethos
The beliefs, values and customs of, for example, media organizations. In television, for example, what the channel believes in and what it sees as its role. The ethos is usually set out in the channel's charter. (Source: corbytechmedia.weebly.com)

EISS abbr ETV Integrated Signaling Stream
A protocol used to transport ETV applications. The protocol integrates application signaling and media content timelines to allow for their synchronized delivery in a single MPEG stream. (Source: Definition currently under review by CableLabs)
ETV User Agent
Client software that interprets and presents ETV applications. An ETV User Agent processes ETV EISS application signaling and consumes ETV EBIF content. ETV User agents are typically implemented as native applications on legacy cable set-top boxes and as Java applications on Tru2way® receivers. Wikipedia provides a definition of the general term 'User Agent'.
(Source: Definition currently under review by CableLabs)

Eurostore
Another term for Variety Store. (Source: MASB)

Evaluation
Another term for Brand Evaluation. (Source: MASB)

Evaluative Research
Research to assess the performance or outcomes of a specific initiative, program or advertising campaign, against objectives or external criteria. In advertising, this usually means confirming that a proposed ad or concept meets its objectives, or meets prescribed benchmark levels on performance indicators, such as consumer attention, memory, perception of the message, opinions or intentions toward the brand. (Source: ProjectOAR)

Even Delivery
Refers to the delivery of ads during a flight at a consistent rate, rather than, for example, increasing or decreasing. (Source: Mediamath)

Even Pricing
See Also: Odd-Even Pricing
Refers to a price ending in a whole number or in tenths (e.g., $0.50, $5.00, $8.10, $75.00).
(Source: MASB)

Event Based Logging
The collection, tracking and storing of user activity events.

2 : Logging actions on TIVO based on events taken by the STB. (Source: TIVO)

3 : The events do not have to be viewer initiated. An ad insertion can be an event.
(Source: Invidi)

EDA abbr Event-Driven Architecture
Also known as Event-Drive Software Architecture is a software architecture and model for application design. With an event-driven system, the capture, communication, processing, and persistence of events are the core structure of the solution. This differs from a traditional request-driven model.
(Source: Redhat.com)

Event-Driven Software Architecture
Also known as Event-Drive Architecture, software that detects and uses events to trigger and communicate between decoupled services and is common in modern applications built with microservices. An event is a change in state, or an update, like an item being placed in a shopping cart on an e-commerce website. (Source: Amazon.com)
**ERP abbr Event Related Potentials**
Electrophysiological responses (changes in brain voltage) that can be tied to exposure to specific stimuli, as measured via EEG. The term is also commonly used to refer to the measurement technique and/or specific analysis used to capture and interpret the data. They are used in neuroscience research to capture responses to stimuli that may be unobservable in standard behavioral and/or self-report methods. (Source: ProjectOAR)

**Event Reporting Latency**
*See Also: Latency*
The time offset between the actual occurrence of an event on a Set-Top Box (e.g., channel change, Remote Control key press, etc..) and the reception of that event signal by the collection engine. For example, consider channel change Latency. Not only is this affected by Set-Top Box type, resident application type and version, and other factors, but the exact moment in that Latency period when the event is reported to the Collection Engine varies based on these same factors. One STB may have a three second channel change Latency, and the channel change event is signaled at the start of those three seconds. Another STB may have a two second channel change Latency, but the channel change is signaled at the end of the Latency period. Collection engines must measure and account for such discrepancies on a STB-by-STB basis (e.g., via Clock Sychronization).
(Source: FourthWall Media)

**Events**
Events are asynchronous communication between applications and the OpenCable system on which they are being executed. They provide communication between solution elements. An event may also refer to a unit of programming, such as a movie, an episode of a television show, a newscast or a sports game. (Source: CableLabs)

2 : Actions performed by users within an app, such as completing a level or making a purchase. Any and all actions within apps can be defined as an event. These can be tracked with your mobile measurement partner (MMP) to learn how users interact with your app. (Source: Adjust.com)

**Event Trackers**
Primarily used for click-through tracking today but also for companion banner interactions and video session tracking. (Source: Mediamath)

**Event-Triggered Email**
An automated email message which is sent to the list of subscribers when a particular event occurs. The events are determined from the information the subscriber has entered while registering on the site. For instance, a special message or discount coupon is sent to a subscriber on their birthday or anniversary date which was provided by them at the time of registering. (Source: TycheSoftwares)

NOTE – Triggered based emails have proved to be advantageous in email marketing as it makes the customer feel valued and helps in retaining them. (Source: TycheSoftwares)

**Evergreen Content**
In content marketing, evergreen content is content that ages well and maintains its value over time. Evergreen content is ideal for recycling and repurposing on social media since it does not lose relevance based on the date it's posted. For example, an article on the challenges of being a social media marketer is more likely to be evergreen than an article about Tik Tok's latest feature update. (Source: Falcon.io)
2 : Timeless content that stands the test of time without becoming obsolete, as it is not related to current events. Its importance lies in the fact that it can generate visits continuously over time, not just at a specific moment, thereby increased website traffic and positioning. (Source: Zorraquino)

**Ever-Rising Thresholds**
Refers to the minimum threshold of financial return required to receive marketing funds, and this threshold is typically raised year over year. (Source: MASB)

**Everyday Low Price**
(Retailing) A policy or strategy of retail pricing whereby presumably low prices are set initially on items and maintained from period to period, as opposed to the occasional offering of items at special or reduced sales prices. (Sales Promotion) A pricing approach in which the product is offered to retailers and consumers at a consistently low cost rather than reducing price periodically through sales promotion activities. (Source: MASB)

**Evoked Set**
*See Also: Consideration Set*
The responses (e.g., brands) that spontaneously come to a research participant's mind when asked open-ended questions (see "Questions, Open-Ended") about a topic or category (e.g., questions about product/brand awareness, opinion, usage). (Source: ProjectOAR)

2 : Another term for Competitive Brands. (Source: MASB)

**E-Wallet**
*See Also: Digital Wallet*
Another term for a digital wallet.

**Exact Commercial Ratings**
A rating based on the audience to a national commercial based on viewing from reported exact second start of the commercial to the exact end of the commercial. Able to be reported in Rentrak’s TV Essentials Service due to the stability generated by its millions of reporting homes. (Source: Rentrak)

**Exchange**
A technology/business model where vendors in the digital ecosystem place themselves as a middleware solution for the direct purpose of driving market liquidity between the demand and the publisher side. The primary purpose of improved liquidity through exchanges has been a solution for managing lower middle and long-tail publisher inventory. (Source: Mediamath)

2 : Technology platform that facilitates the buying and selling of ad inventory using various methods of purchase other than traditional I/O. (Source: MAGNA Global)

**Exchanged Bid Management**
*See Also: Prospecting*
The act of managing the buying and selling of ad inventory on an exchange.

**Excluded Keywords**
Another term for Negative Keywords. (Source: MASB)
Exclusion Criteria
In media and market research, the characteristics that disqualify individuals from participating in a study, because these characteristics do not align with the target population of interest (see "Sample Population") as outlined in the research brief (see "Research Brief"). (See also "Inclusion Criteria"). (Source: ProjectOAR)

Exclusivity
An agreement between a content provider and an advertiser where that advertiser has exclusive presence within the agreed commercial pod. That is, none of that advertiser’s competitors will run within the commercial pod where the advertiser’s message will appear.

Execution
The act of creating and serving an ad. It can refer to the ad itself or the campaign as a whole. (Source: Centro)

Exemplary
A type of advertising genre or executional component that tells a story or depicts a brand's benefits as best in class or above the competition. (Source: ProjectOAR)

Exhibition
Where and how the audience consume the text. E.g., film in a cinema, video game on a console. (Source: corbytechmedia.weebly.com)

Exit Rate
The percentage of visitors that leave a site from a certain page. (Source: Onlineoptimizers.eu)

Expandable Ads
Rich media ads that can be enlarged to dimensions beyond the initial dimensions of the placement they fill on the webpage. The user initiates expanding events, sometimes after the ad initially expands briefly on its own to catch the user’s attention. (Source: IAB)

Expandable Banners
A banner ad which can expand to as large as 468 x 240 after a user clicks on it or after a user moves his/her cursor over the banner. (Source: IAB)

Expanded Dimensions
The secondary dimensions of an expanding ad unit (after the ad is expanded). Initial dimensions are fit to the dimensions of the placement. Then, either by auto-play or by user interaction, the ad unit expands to its secondary dimension. (Source: IAB)

Expansion Board
*See Also: Add-on Board*
Another term for an add-on board.

Expansion Bus
*See Also: Bus, Internal Bus, Address Bus, Data Bus*
A collection of wires, also known as a bus, that enables expansion boards to access the CPU and memory.
Experience Curve Analysis
Involves the application of the experience curve effect, to understand the following:
- How the components of the total cost of a company's product are affected by cumulative experience
- The relationship of industry experience and average industry prices and costs
- How competitive cost comparisons relate to current costs of direct competitors to their cumulative experience.
(Source: MASB)

Experience Curve Effect
Refers to the systematic decline in the cost per unit that is achieved as the cumulative volume (and therefore experience) increases. There are three sources of the experience curve effect:
- Learning (the increasing efficiency of labor that arises chiefly from practice)
- Technological improvements (including process innovations, resource mix changes, and product standardization)
- Economies of scale (increased efficiency due to size)[1]
(Source: MASB)

Experiential Commerce
Another term for Experiential Retail

Experiential Marketing
a marketing approach that directly engages consumers and invites and encourages them to participate in a branded experience. According to the Association of National Advertisers (ANA), experiential marketing includes events and more individual experiences, such as a demonstration of a product's performance, extra care/personal connection, and grassroots events. Its importance lies in its ability to stimulate an emotional connection and reinforce an essence of the brand. Examples include sponsorship and sampling. (Source: MASB)

Experiential Retail
See Also: Experiential Commerce
A type of retail marketing whereby customers coming into a physical retail space are offered experiences beyond the traditional ones (such as in a clothing store: browsing merchandise, advice from live human salespeople, dressing rooms and cashiers). (Source: Wikipedia)

Experimental Design
See Also: A/B Testing
The set-up of a research study in which one or more elements being studied (e.g., exposure to a test ad) are controlled or manipulated among randomly assigned groups so that observed differences between the groups can be attributed to those elements (e.g., the test ad) rather than other possible variables. (Source: ProjectOAR)

Expert Systems
(Model) Interactive computer systems that, by applying a variety of knowledge elements (e.g., facts, rules, models) within a specified domain, can solve a problem with an expertise comparable to that of an acknowledged human expert. As part of the developments in artificial intelligence, expert systems have been developed in various fields (marketing, medicine, defense, manufacturing, etc.) (Marketing Research) A computer-based artificial intelligence system that attempts to model how experts in the area process information to solve the problem at hand. (Source: MASB)
**EL15 abbr Explain Like I'm 5**
A shorthand request via email, text, or other communication form to please explain the message using simple terms and simple ideas.

**Explicit**
A broad term used to convey the understanding of something as directly stated. In media and market research, the term is often used as shorthand for market research techniques that involve directly asking people why they do what they do and relies solely on what participants are able or willing to report. (Source: ProjectOAR)

2 : Within the creative genre, a type of advertising genre or executional component where the appeal or benefits are clearly stated or explained [rather than implied (see "Implicit (creative genre")]. (Source: ProjectOAR)

**Explicit Interest Data**
Data provided voluntarily by viewers while interacting with (EBIF) applications running on the Set-Top Box. For example: product keywords entered into “eBay on TV,” service keywords entered into “Yellow Pages on TV,” portfolio stock symbols entered into “Stock Tracker Widgets,” favorite NFL teams / players entered into “Fantasy Football Tracker.” (Source: FourthWall Media)

**Exploratory Research**
Research designed to explore a topic or develop a hypothesis. Exploratory research involves collecting preliminary (early stage) data or insights on any given topic to generate insights, guide product development, form a strategy and/or provide feedback on consumer behavior and language. Exploratory methods are typically qualitative (e.g., in-depth interviews, focus groups, social media listening) but can include analysis of secondary data sources, or quantitative methods designed to explore new opportunity areas. (See "Qualitative Research"). (Source: ProjectOAR)

**Exposure**
The action of showing a user, visitor or viewer a piece of content such as a video, program and/or an ad.

2 : A person's physical contact with an advertising medium or message. It can be in visual and/or audio form. (Source: TVB)

3 : Any opportunity for a reader, viewer, or listener to see and/or hear an advertising message in a particular media vehicle.” (Source: MASB)

**Exposure Effectiveness**
The impact of ad exposure on key outcomes. Impact could be assessed through various methodologies, for example qualitative research, survey research or neuroscience research. Researchers may look at the impact of a single exposure, or the impact of multiple exposures. Related to "Wear-In/Wear-Out Profile." (Source: ProjectOAR)

**Expressed Guarantee**
Another term for a Guarantee. (Source: MASB)

**EDTV abbr Extended Definition TV**
An American Consumer Electronics Association (CEA) marketing shorthand term for certain digital television (DTV) formats and devices. (Source: Wikipedia)
2 : Television in which (a) improvements are made to the standard National Television System Committee (NTSC) television system, (b) the improvements are receiver-compatible with the standard NTSC television system, and (c) the improvements modify the standard NTSC television system emission standards. Note 1: EDTV improvements may include (a) a wider aspect ratio, (b) a higher picture definition than NTSC definition, and (c) any of the improvements used in improved-definition television (IDTV). Note 2: When EDTV signals are transmitted in the 4:3 aspect ratio, it is referred to as "EDTV." When transmitted in a wider aspect ratio, it is referred to as "EDTV-Wide." (Source: US Government)

**XDR** abbr *Extended Detection and Response*
*See Also: Endpoint Detection and Response*
A new approach to threat detection and response, a key element of defending an organization’s infrastructure and data from damage and misuse. (Source: PaloAltoNetworks)

**Extensible Markup Language**
A richer more dynamic successor to HTML utilizing SGML or HTML type tags to structure information. XML is used for transferring data and creating applications on the web. (Source: Mediamath)

2 : Another term for XML. (Source: MASB)

**Extensive Problem Solving**
In the choice process, extensive problem solving includes those consumer decisions requiring considerable cognitive activity, thought, and behavioral effort as compared to routinized choice behavior and habitual decision making. This type of decision making is usually associated with high-involvement purchases and when the customer has limited experience with the product category. (Source: MASB)

**External Identifier**
A free-form reference ID. For example, “Debbie's Account.” (Source: OpenX)

**EOA** abbr *Externally Owned Account*
An Ethereum blockchain account controlled by a specific user. (Source: ShellyPalmer.com Blockchain Glossary)

**External Validity**
The degree to which the result of a study (survey, focus group, test) reflects the entire target group in the population. (Source: ProjectOAR)

2 : One criterion by which an experiment is evaluated; the criterion refers to the extent, to what populations and settings, to which the observed experimental effect can be generalized. (Source: MASB)

**Extra**
Additional (typically free) material used to promote content (free, subscription or pay). (e.g., alternate endings, "Behind the Scenes" footage, “The Making Of…” programming).

**ETL** abbr *Extract Transform and Load*
The process of extracting data from various outside sources, transforming the data into more useable forms and then loading it onto a platform. Always done electronically - never manually - and often involving data aggregation and standardization.
Extranet
See Also: Intranet
An intranet that is partially accessible to authorized outsiders via a valid username and password. (Source: IAB)

Eyeball in the Hand
A metaphor for visualized tracking where the tracker is held in the hand and is connected to motion of the projection point of the display. (Source: freeflyvr)

Eyeballs
Slang term for audience; the number of people who view a certain website or advertisement. (Source: IAB)

Eye Clearance
The most accurate figure of merit used to describe the HMD positioning relative to the eye. (Source: freeflyvr)

Eye-Movement Camera
See Also: Eye Tracking, Physiological Techniques, Tachistoscope
A device that video-records eye movements to study rapid foveal fixations during perceptual, cognitive, or social information processing. (Source: dictionary.apa.org/)

NOTE – Viewers are seated in front of a desk with a large mechanical device. While they are viewing test ads, a sensor directs an almost invisible beam of infrared light at one of the viewer’s eyes. The beam follows the viewer’s eye and superimpose the path the eyes follow onto a layout of the ad. An analyst is then able to determine which element in the ad first received the viewers’ attention (that is dominant point of entry), which path the viewer followed next within the ad and finally, how much time each element was viewed. (Source: BusinessManagementIdeas.com)

Eye Tracking
A form of neuroscience analysis which concentrates on the measurement of eye movements such as the point of gaze (where one is looking) or the motion of an eye relative to the head in order to ascertain interest and engagement, for example.

2: Similar to headtracking, but instead reads the position of the users’ eyes versus their head. (Source: TechRepublic)

3: Measurement of the direction of gaze. (Source: freeflyvr)

4: A technology used to precisely measure the location of fixations of participants’ eyes, as well as the nature of subtle eye movements, to understand the location and direction of visual focus to a stimulus. Often used in combination with other technologies, such as EEG (see "Electroencephalography (EEG)"), eye tracking can be used in testing video advertising, digital or print ads, web design, packaging and in shopper studies. (Source: ProjectOAR)

4: This technique allows knowledge and analysis of the visual behavior of users when they visit a website. It can ascertain where they look, for how long, and in what order, all of which information is very useful for better adapting the design and the structure to users’ behavior patterns. (Source: Zorraquino)
NOTE – For example, there’s a Head Mounted Display called FOVE that integrates eye tracking into their headset. In their demo, the user can aim a weapon (it looks like a laser) by looking in a different direction. Alternatively, a game like Rocket Toss relies on the user aiming with his or her head to determine the direction of rings. (Source: TechRepublic)

**Eye Tracking Research**
Media and market research using eye-tracking in isolation or in combination with other methodologies. (Source: ProjectOAR)

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**Facebook**
A popular, free, online social networking service where people can create profiles, connect with family and friends, share photos, videos, send messages, and get updates and otherwise engage in social connector activities via the internet on any platform or device.

**Facebook Ads**
Facebook advertising platform or tool used to conduct advertising campaigns as part of the largest social network in the world, as well as on Instagram, Messenger, and now also on applications and websites external to Facebook through Audience Network. (Source: Zorraquino)

NOTE – Facebook allows various kinds of advertising which are classified by the platform as video, image, collection, canvas, sequence, and presentation. Its advantages include that it allows high audience segmentation and those budgets of all kinds are welcome. (Source: Zorraquino)

**Facebook Marketplace**
Space made available by Facebook to its users, both individuals and companies, allowing them to buy and sell their products and services within the social network. This marketplace is integrated with Messenger, where interested parties can agree the conditions under which they are going to carry out the transaction. Products can be filtered by location, category, or price. It is available for cellphones, tablets, and computers, but does not offer payment or delivery options. (Source: Zorraquino)

**Facebook Workplace**
Marketed as Workplace from Facebook and formerly Workplace by Facebook, it is an online collaborative software tool developed by Facebook, Inc. It facilitates online groupwork, instant messaging, video conferencing, and news sharing. (Source: Wikipedia)

2 : Collaborative platform launched by Facebook in 2016, similar to Slack, that offers social network features in a corporate environment. It allows to manage groups, chat with colleagues or share documents. It is considered Facebook's enterprise communication platform. (Source: Zorraquino)

**Facepalm**
A gesture in which the palm of one's hand is brought to one's face as an expression of dismay, exasperation, embarrassment, etc. (Source: https://blog.hubspot.com/marketing/weird-tech-words-dictionary)
Face Validity
Sometimes called logical or surface validity, refers to the degree to which a test subjectively appears to measure the variable or construct that it is supposed to measure. That is, it is merely a subjective, superficial assessment of whether the measurement procedure you use in a study appears to be a valid measure of a given variable or construct. (Source: MASB)

Face Value
The printed financial value of a coupon (actual savings). The face value can be either a specific monetary amount, a percentage discount, or combination offer with another product. (Source: MASB)

FACS abbr Facial Action Coding System
In media and market research, a system for analyzing facial expressions to infer emotion. FACS identifies and classifies facial expressions into core emotions. The term "FACS/Facial Action Coding System" is often used interchangeably with the term Facial Coding. (Source: ProjectOAR)

Facial Coding
See Also: fEMG/Facial Electromyography
A measurement of the movements of the facial musculature with the goal of capturing expressed emotion. In media and market research, the most common variant uses camera-based computer vision to measure participants' faces while experiencing a marketing stimulus such as video advertising, video promotions or program content. Software based algorithms are then used to evaluate the type of facial response (such as happy, sad, angry, fearful, disgust). Also referred to as "Facial Expression Analysis." The term "Facial Coding" is often used interchangeably with the less preferred term "FACS/Facial Action Coding System." (Source: ProjectOAR)

fEMG abbr Facial EMG/Electromyography
See Also: EMG/Electromyography
fEMG is used to measure which facial muscles are being contracted, by measuring the underlying electrical activity of one or more sets of activated muscles (under contraction). In doing so, it helps to understand the expressed emotion on an individual's face. fEMG is typically a more sensitive measure than FACS, but it does require the use of sensors and cables, whereas FACS only requires a trained observer or camera. (Source: ARF)

Facial Expression Analysis
See Also: Facial Coding

Facial Recognition
The technology that enables the identification of a person by biometric imaging of a digital image or video frame from a video source.

Facial Recognition System
A computer application capable of identifying or verifying a person from a digital image or a video frame from a video source. In media it is becoming a commercial identification and marketing tool. (Source: Wikipedia)

Facilitated Chat
Where a host or facilitator controls the messages that appear on the chat screen. Usually used when there is a guest speaker. Facilitated chats provide an orderly environment for the guest speaker and ensure that she is not overwhelmed with dozens of questions all being asked at once. (Source: AAI.ie)
Facilitating Agent
A business firm that assists in the performance of distribution tasks other than buying, selling, and transferring title (e.g., bank, transportation company, warehouse). (Source: MASB)

Facilitator Led
The practices or training and learning material between an instructor and learners, either individuals or groups. (Source: Mediamath)

Facing
A frontal view of a single package of a product on a fully stocked store shelf. (Source: MASB)

Fact
See Also: Factoid
An irrefutably true piece of information.

Factoid
See Also: Fact
An invented fact believed to be true because it appears in print. (Source: Merriam-Webster.com)

2 : A brief or trivial item of news or information. (Source: Oxford Dictionary)

3 : An assumption or speculation that is reported and repeated so often that it becomes accepted as fact. (Source: Oxford Dictionary)

Factoral Design
an experimental “analysis of variance” technique that allows researchers to study the effects of two or more variables simultaneously; each level of each variable or factor is analyzed with each level of every other factor. (Source: MASB)

Factor Analysis
A body of statistical techniques concerned with the study of interrelationships among a set of variables, none of which is given the special status of a criterion variable. This technique allows researchers to investigate concepts that are not easily measured directly by collapsing a large number of variables into a few interpretable underlying factors. (Source: MASB)

Factory Outlet Center
A shopping center that specializes in manufacturers’ outlets that dispose of excess merchandise or that may serve as an alternate channel of distribution. (Source: MASB)

Factory Pack
The multiple packaging of one product, or of one product and another product of the same firm, or one product and a sample or premium. The packaging is done at the factory and arrives in the trade channel already in the promotional form. (Source: MASB)

Fact Sheet
Another term for Backgrounder Sheet. (Source: MASB)

Fad
Refers to a product (e.g., unique doll based a popular movie franchise) whose popularity is intense but temporary. A fad comes in fast, receives much attention and publicity, and goes out fast. The time
period is highly variable, and a fad can repeat at intervals of several years (as the hula hoop does). (Source: MASB)

**Fade**

In film and video editing, the term may refer to a "dissolve" (where one image gradually dissolves into, and is replaced by another) or to a "fade in" (where a blank screen gradually transitions to be replaced by an image or scene) or to a "fade out" (where an image or scene gradually transitions to be replaced by a blank screen). These may be used to create different effects (for example, the effect of time passing when used in a montage). (Source: ProjectOAR)

**Failed Lead to Conversion**

The total number of leads that don't move to conversions for a specific session or campaign. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Failure Mode**

The range of ways that a machine or computer could fail to perform. Can be caused by premature operation, faulty timing, failure to stop at prescribed time, failure during the normal operation, overuse, overload or damaged equipment.

**FMEA abbr Failure Mode Effects Analysis**

An analysis tool that offers a series of steps to take for collecting knowledge about possible points of failure in a design, manufacturing, machine, process, etc.

**Failure To Transfer**

*See Also: Abandonment*

Content requested by a browser fails to transfer if the page is abandoned by the browser which requested it or if the server is unable to send the complete page, including the ads (known as an error or a communications error). (Source: IAB)

**Fair Market Price**

The price of something at which both a seller and a buyer are willing to strike a deal. (Source: Mediamath)

**Fair Market Value**

The price at which a brand would change hands between a willing buyer and a willing seller. (Source: MASB)

NOTE – The American Institute of CPAs (AICPA) defines the term as “the price, expressed in terms of cash equivalents, at which property would change hands between a hypothetical willing and able buyer and a hypothetical willing and able seller, acting at arm’s length in an open and unrestricted market, when neither is under compulsion to buy or sell and when both have reasonable knowledge of the relevant facts. (Source: MASB)

**Fair Share Draw**

The assumption that a new product will capture sales (in unit or dollar terms) from existing products in direct proportion to the market shares held by those existing products. (Source: MASB)

**Fair Trade Laws**

Permitted suppliers of branded goods to impose resale price maintenance contracts fixing minimum retail prices. The Consumer Goods Pricing Act of 1975 outlawed such practices. (Source: MASB)
Fake Installs
A mobile ad fraud tactic. It’s accomplished by fraudsters who use device emulation software in virtualized environments (on server hardware) to fake installs. (Source: Adjust.com)

False Clicks
See Also: Click Fraud
Accidental or intentional form of internet fraud where clicks occur on a pay per click online ad that is not from a legitimate user or potential customer.

False Negative
See Also: False Positive
In data analysis and processing, when an indicator erroneously reports an instance as normal but the actual results are not normal. When there is a problem with data but the analysis reports the data as free of error. Opposite of false positive.

2 : Commercial email message that evades antispam filters and, not being identified as such, reaches users' inbox. To avoid the recurrence of false negatives, most email providers today implement opt-ins and incoming message blocking. (Source: Zorraquino)

False Positive
See Also: False Negative
A mistake in processing or interpretation of data where actual results are normal but the interpreted results are not normal. Within virus protection, for example, software that looks for "virus-like behavior" will register false problems - viruses where none exist. Opposite of false negative.

2. False positives mean cases where TV set is off but STB is on. Specific to STB data. (Source: TRA)

3 : Occurs when account security software makes a mistake and, perhaps due to the inclusion of certain words or symbols, classifies a legitimate email message as potential spam, not allowing it to pass through the inbox filter. (Source: Zorraquino)

FPA abbr False Positive Algorithm
See Also: Capping
Another term for Capping, False Positive Algorithm (FPA) is a more inclusive term which may include rules other than a simple capping. (Source: TRA)

Family
See Also: Ad Campaign
Also called an Ad family. It is a collection of one or more ad creatives. (Source: IAB)

2 : In marketing, a family is defined as a group of at least two people in a household based on marriage, cohabitation, blood relationships or adoption. By contrast, a household is composed of one or more people who occupy a single housing unit. (Source: MASB)

Family Brand
Also referred to as umbrella branding, refers to when a manufacturer uses the same brand name on two or more individual products. The product group may or may not be all of that firm’s product line. The individual members of the family may also carry individual brands to differentiate them from other family members. (Source: MASB)
**Family Decision Making**
Encompasses the processes, interactions, and roles of family members involved in making decisions as a group. (Source: MASB)

**Family Life Cycle**
A concept that describes changes in a family over time. Families account for a very large percentage of all consumer expenditures. Much of this spending is systematic and stems from natural needs that change as a family unit goes through its natural stages of life. These range from the young single (or unattached adult) stage and the newly married stages, to the full nest as the children are born and grow, to the empty nest and the final solitary survivor stage. Each transition prompts changes in values and behavior as well as in income and consumption. (Source: MASB)

**Family Packaging**
Refers to the use of one design or other key packaging element to integrate the packaging of two or more individual items (for example, a personal care line that includes shaving cream, after-shave and antiperspirant). The packages clearly belong to one set, but there are usually some individualizations, especially in brand name. (Source: MASB)

**Family Roles**
Roles are the patterns of needs, goals, beliefs, attitudes, values, and behavior that are expected of an individual occupying a particular position in society. Family roles are the behavior that is expected of people in standard situations. (Source: MASB)

**Fan**
A fan is someone who likes your Facebook Page. “Fan” is sometimes used more generally to refer to someone who follows you on any social channel, but only Facebook officially uses this term. (Source: Blog.Hootsuite.com)

2 : From fanatic. Someone who is attached to a particular media text.

**Fan Base**
A community of admirers for a particular entity, content, network, persona etc. (Source: IAB)

**Fandom**
The collective social world that fans ‘inhabit’. (Source: OpenTextBC.ca)

**Fan Gate**
Refers to a custom “welcome tab”, also known as a “reveal tab” on Facebook. (Source: Pamannmarketing)

**Fan-Gating**
*See Also: Like-Gating*
Refers to the process of creating two versions of a tab on your [Facebook] page—one that’s shown to users who already Like your page and one to those who have not Liked the page. (Source: Social Media Examiner)

**Fashion**
An accepted and popular style. (Source: MASB)
Fashion Coordination
The function of analyzing fashion trends in order to ensure that the merchandise offered for sale in various related apparel departments is of comparable style, quality, and appeal. (Source: MASB)

Fashion Cycle
Refers to the process by which a particular design, activity, color, etc., comes into some popularity and then phases out. This cycle of adoption and rejection is quite similar to the product life cycle, but the fashion cycle uses different terms to describe its phases:
- Distinctiveness phase, in which the style is eagerly sought
- Emulation stage, in which its popularity grows
- Economic stage, in which it becomes available at lower prices to the mass market.
(Source: MASB)

Fashion Electronics
See Also: Fashion Technology, Wearable Gadgets, Wearable Device, Wearable Technology, Tech Togs, Wearables
Another term for wearables where clothing is infused with technology or software.

Fashion Product
A subcategory of a shopping product. This subcategory contains items that are wanted by consumers for their fashion aspects. (Source: MASB)

Fashion Technology
See Also: Fashion Electronics, Wearable Gadgets, Wearable Device, Wearable Technology, Tech Togs, Wearables
The technology that infuses clothing with software or technology enabling the collection of user data or further enabling the comfort of the wearer, for example.

Fast Food Outlet
Another term for Quick-Service Restaurant. (Source: MASB)

Fast Forward
See Also: Trick Play, Fast Forward Enabled, Fast Forward Denied
One trick play mode of the DVR or PVR or TIVO which speeds up the video, often through commercials as part of Commercial Avoidance.

2: Allows viewer to go ahead to later portion of programming; image remains on screen throughout.

NOTE – If viewed in the fast forward mode is there any credit given to the network or program for commercial viewing? Some studies indicate that viewers still retain some amount of ad information while viewing in the fast forward mode.

Fast Forward Denied
See Also: Fast Forward, Fast Forward Enabled
The total number of HH or Set-top boxes who attempted to Fast forward through a DAI asset but were denied this functionality. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

2 : As a metric, it is the total universe of households in a given footprint where Fast Forward is disabled. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)
Fast Forward Enabled
See Also: Fast Forward, Fast Forward Denied
The total number of HH that are capable and allowed to perform fast forward functionality.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

2 : As a metric, it is the total universe of households in a given footprint that where consumers can actually initiate a fast forward action during a dynamic ad or programming view.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

FMCG abbr Fast-Moving Consumer Good
Another term for Packaged Goods. (Source: MASB)

Fat Finger
Refers to clumsy or inaccurate typing, typically resulting from one finger striking two keys at the same time. As a verb, it is type (something) inaccurately by striking two keys at the same time with one finger. "you may have fat-fingered your password" (Source: Oxford Dictionary)

Faucet
A smart contract that mints “test ETH” (a valueless version of Ethereum’s cryptocurrency) for use on a Testnet. (Source: ShellyPalmer.com Blockchain Glossary)

Faulting
See Also: Flagged Fault, Gaps, Non-Response Bias, Un-Flagged Fault
Lapses and drops in data transmittal and receiving. In Set-Top Boxes, faults can include signal drops or any interrupted flow of signal to or from the box. Flagged faults are apparent in the data output. Un-Flagged faults must be ascertained through experience, algorithms or other methods. Faults from buffering can cause duplicative data records.

Favorites
Saving preferred channels and or programs to a list for later recall and linear viewing or recording.

2 : Favorite was the term Twitter originally used to indicate Likes. Favorites were indicated with a star icon. However, Twitter now uses a heart icon and uses the term likes, in line with other social networks. (Source: Blog.Hootsuite.com)

Fear Appeals
An approach to creative that seeks to evoke fear in consumers in order to persuade them to avoid something or take a certain course of action; commonly used in public service and political ads.
(Source: ProjectOAR)

FOMO abbr Fear of Missing Out
A psychological result of the social media age, it is a pervasive apprehension that others might be having more rewarding experiences from which one is absent. Social angst characterized by a desire to stay continually connected with what others are doing.

2 : On social media, FOMO is the feeling users get when seeing posts about events or opportunities they want to be a part of. Social media marketers often use FOMO to their advantage by making exclusive or limited-time offers that users need to jump on quickly to avoid missing.
(Source: Falcon.io)
Feature
In magazine terms, the main, or one of the main, stories in an edition. Features are generally located in the middle of the magazine, and cover more than one or two pages. (Source: corbytechmedia.weebly.com)

FCC abbr Federal Communications Commission
Federal Communications Commission - Federal governmental agency responsible for the regulation of television in the United States.

2 : An independent United States government agency, directly responsible to Congress. The FCC was established by the Communications Act of 1934 and is charged with regulating interstate and international communications by radio, television, wire, satellite and cable. The FCC's jurisdiction covers the 50 states, the District of Columbia, and U.S. possessions. (Source: TVB)

Feed
On social media is a generic term for the stream of content you see from other users. On most social networks, the feed functions as a homepage and is the most common way to see people’s posts and engage with them. (Source: Falcon.io)

2 : A feed is an updated list of all the new content posted by the accounts a user follows on social media. Rather than being purely chronological, most social media feeds are controlled by an algorithm. (Source: Blog.Hootsuite.com)

3 : Files generated by certain websites that are used to distribute their content towards other services or pages (i.e., they are used to supply up-to-the-minute information to the subscribers of the said feed). By using a feed-reader, anyone can keep abreast of new publications without having to access each digital publication because information of interest can be channeled towards one single repository. (Source: Zorraquino)

NOTE – RSS (Really Simple Syndication) and ATOM are two feeds formats used. (Source: Zorraquino)

Feed Algorithm
See Also: Algorithm, Newsfeed Algorithm, Social Media Algorithm
A compilation of rules and data that make decisions about what users want to see on the platform. The social media sites create unique algorithms for every person who uses the site which means no two people will have the exact same social media news feed. (Source: blog.hubspot.com)

Feedback
In virtual reality, an output device that transmits pressure, force or vibrations to provide the VR participant with the sense of resisting force, typically to weight or inertia. This is in contrast to tactile feedback, which simulates sensation applied to the skin. (Source: freeflyvr)

Feeling State
The connection between an emotional response (see "Emotions") and a specific feeling. (Source: ProjectOAR)

Fiat Currency
Uncollateralized paper currency, which is essentially an IOU by a government. (Source: ShellyPalmer.com Blockchain Glossary)
Fiber
Hardware technology for transmitting data and content via optic cable lines.

Fiber Optic Cable
Strands of glass used to transmit data, encoded as light, at extremely high data rates. Fiber optics is widely deployed in backbone data networks today and is beginning to be used for last-mile broadband connections as well. (Source: IAB)

FiOS abbr Fiber Optics
See Also: Optic Fiber
A data communications service provided by Verizon that uses fiber optic cables to transfer data. Since fiber optic technology sends data via pulses of light, it is the fastest method of transferring data. (Source: www.techterms.com)

FTTH abbr Fiber to the Home
Advanced, next generation data networking infrastructure being deployed by some telcos and other companies to provide faster broadband Internet connectivity and other services. (Source: IAB)

FTTP abbr Fiber to the Premises
See: Fiber Optics
A service that brings fiber optic data transmission to residential homes as well as businesses. (Source: Techterms)

FOV abbr Field of View
The angle of degrees in a visual field. Having a higher field of view is important because it contributes to the user having a feeling of immersion in a Virtual Reality experience. The viewing angle for a healthy human eye is about 200 degrees. The bigger that angle is, the more immersive it feels. (Source: TechRepublic)

2 : The angle in degrees of the visual field. Since a human’s two eyes have overlapping 140-degree FOV, binocular or total FOV is roughly 180 degrees in most people. A feeling of immersion arises when the FOV is greater than roughly 60 to 90 degrees. (Source: freeflyvr)

Field Work
Research conducted outside the agency (i.e., in the “field”), usually in the home or site of consumption. Its purpose is to learn from the experiences of the consumer and from direct observation. Consumers live real lives, and their behavior as consumers is intertwined throughout these real lives. (Source: BusinessManagementIdeas.com)

NOTE – This general type of research uses prolonged observation and in-depth study of individuals or small groups of consumers, typically in their own social environment. This work is usually accomplished through field work, or going to where the consumer lives and consumes. (Source: BusinessManagementIdeas.com)

15 Minute CVI
See Also: Commercial Video Index
Ratio of commercial rating to 15 minutes program rating (audience retention) available at spot level. Commercial rating / program rating for the fifteen minutes surrounding the spot. This normalizes CVI for any dramatic fluctuations in viewing throughout the program. (Source: TIVO)
File Requests
In the context of displaying digital content, the browser loads code that contains instructions about where to retrieve files such as text, images, videos, and any other components that contribute to the display experience. Each time the browser must retrieve content from another server, a file request is made. Too many file requests may reduce page load performance. (Source: IAB)

FTP abbr File Transfer Protocol
A network protocol that facilitates the exchange of data files from one host to another. (Source: MRC)

Fill Rate
The ratio of ad requests that are successfully filled in relation to the total number of ad requests made, expressed in percentage. (Source: Tubemogul)

2 : An app metric which measures ad network performance. Fill rate is calculated by dividing the number of ad impressions an app shows by the number of times an app has requested an ad from an ad network. Fill rate = impressions / ad requests. (Source: is.com)

Film Noir/Cult Film
In the realm of creative genre, a type of advertising genre inspired by 1940's and 1950's film noir cinema. The genre is characterized by elements such as a thriller or detective storyline, cynical characters, and a mood of pessimism, fatalism, and menace. This genre is usually produced in black and white rather than color, with a 1940's-1950's feeling.” (Source: ProjectOAR)

Film Strip
A length of film containing a series of transparencies saved on a strip and used for projection.

2 : An IAB Universal Brand Package ad unit template that is 350×3000 pixels, divided into five 350×600-pixel segments that scroll by user interaction though a 350×600-pixel placement “window.” (Source: IAB)

Filter
A filter is a photo effect that can be applied to images before publishing them, from simple black-and-white or sepia to flower crowns and puppy ears. Filters are available on Instagram, Snapchat, Facebook Messenger, and many other apps with camera integrations. (Source: Blog.Hootsuite.com)

Filtering
The process of removing robotic activity and error codes from measurement records to make the remaining records representative of valid human Internet actions. (Source: IAB)

Filtration Guidelines
IAB voluntary guidelines for removing non-human activity in the reported measurement of ad impressions, page impressions, unique visitors and clicks. (Source: IAB)

Final Response Count
See Also: Lead Count, Total Leads
The total number of final actions, including leads that are generated from a single interactive TV application. Also known as Total Count. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)
**Fintech abbr Financial Technology**  
A general term that refers to technological advances in finance. It broadly includes technologies in the payments, trading, borrowing, and lending spaces. Fintech often includes big data and machine learning applications. (Source: ShellyPalmer.com Blockchain Glossary)

**FVB abbr Financial Value of Brand**  
Refers to an assessment of a brand's total monetary worth at a given moment in time. Unlike brand equity, it is only expressed in monetary terms. The method chosen for the financial value calculation or estimate depends on whether the purpose of the valuation is to:  
- Acquire the brand  
- Sell the brand  
- Lease the use of the brand, or  
- Attribute its contribution to monetary returns.  
The most popular monetary brand valuation methods are the cost approach, market approach and income approach. (Source: MASB)

**Finding**  
Information that is discovered as a result of a research study or investigation. The term "Finding" should not be confused with the term "Insight." Findings are measured through research, are informative and are generally considered synonymous with the word result. Insights are deduced from research findings. (Source: ProjectOAR)

**Fingerprinting**  
See also Signature, Watermarking, Fragile Watermarking, Robust Watermarking  
The technique in which the software identifies, extracts and then compresses characteristic components of a video, enabling that video to be uniquely identified by its resultant “fingerprint”.  

2 : Also referred to as Device Recognition.  
(Source: IAB Mobile App Marketing Glossary Working Group)

Note: Fingerprinting differs from a watermark in that fingerprinting does not add any new information to the content. It merely uses the asset's current features and characteristics to create a prototype identification that can then be compared to other content fingerprints on file to see if there is a match.

**Finish-Testing**  
See Also: Copy Testing

**Finstagram**  
The term is a mixture of words 'fake' and 'Instagram' (i.e., a fake Instagram account that is only shared with close friends under a pseudonym), to share more "realistic" photos, without retouching or with a comic tone. (Source: Zorraquino)

NOTE – The account, also known as a Finsta, is created in parallel to a public Instagram account under the user's real name, and containing more aesthetic and aspirational content. (Source: Zorraquino)

**Fintech**  
Acronym form by the words finance and technology, used to refer to companies and businesses that use technology -mainly digital- to develop new financial products and services. (Source: Zorraquino)
Firewall
A security barrier controlling communication between a personal or corporate computer network and the Internet. A firewall is based on rules which allow and disallow traffic to pass, based on the level of security and filtering a network administrator wishes to employ. (Source: IAB)

2 : Much like a fire-resistant wall helps keep flames from spreading in a building, a firewall in a computer network (hardware, software or both) acts as a barrier to prevent unauthorized access to the network. It does this by proactively monitoring all incoming and outgoing traffic as well as applying and enforcing an organization's security policies. (Source: PaloAltoNetworks)

FWaaS abbr Firewall As A Service
Enables firewalls to be delivered as part of a company’s cloud infrastructure. (Source: PaloAltoNetworks)

Firmware
Fixed, small programs that internally control low level devices such as a Remote Control or a digital Set-Top Box.

First Interaction Attribution Model
Similar to Last Interaction, in that it gives 100% of the credit to one single click/interaction. First Interaction (also called "First-Click") gives all of the credit for a conversion to your business' first interaction with the customer. (Source: AgencyAnalytics)

NOTE – For instance, if a customer first finds your business on Pinterest, then Pinterest gets all of the credit for any sale that happens after that interaction. It doesn't matter if the customer found you on Pinterest, then clicked a display ad a week later, and then went to your site directly. Pinterest, in this example, gets the full credit. (Source: AgencyAnalytics)

First Look
When a publisher offers inventory to more than one ad network, it provides it to one network first, and then follows with the other networks if the first network passes. (Source: Hubspot)

2 : When the media seller gives certain buyers priority in access to inventory. (Source: Next.Srds.com)

3 : An agreement in which a buyer has priority access to inventory in an auction environment. (Source: MAGNA Global)

4 : In programmatic video, refers to a situation in which the media-seller gives certain buyers first priority in access to ad inventory. For instance, a publisher selling its inventory through two ad networks might give the first ad network a chance to buy the inventory first. If the network passes, the publisher would then offer the inventory to other buyers. (Source: Cynopsis)

First Party Cookies
See Also: Cookies, Third Party Cookies
A cookie that is created and stored by the website you are visiting directly. It allows site owners to collect customer analytics data, remember language settings, and carry out other useful functions that help provide a good user experience. (Source: Epsilon)
First Party Data
See Also: Third Party Data, Second Party Data
Data owned by the advertiser; may include Customer Relationship Management (CRM) data from a customer database like Salesforce, data collected from the advertiser's website, or offline data. (Source: GABBCON, Global Audience Based Business Conference)

2 : Data gathered by website owners about their visitors' behaviors. This is the most valuable type of data because of the quality and accuracy and because the company owns it. It may include subscription, social, and CRM data. (Source: Hubspot)

3 : Information compiled about visitors' direct relationships with particular sites. (Source: Cynopsis) which can be shared explicitly (i.e., signing up for an email list, filling out a form or survey, etc.) or implicitly (i.e., information about past web surfing habits, site visits, etc.). (Source: Mediacrossing)

4 : The data owned by a brand, including CRM data, subscription data, social data and other data from a brand’s site and apps. (Source: MAGNA Global)

5 : Data directly collected by a brand-typically through e-commerce sites and company websites-about the actions their users take while on that site. (Source: Tubemogul)

NOTE – Targeting in a post-cookie world, the pros and cons of household-level data according to the ARF are - Pros: Consent, accuracy, helpful for measurement and handy as a truth set to train machine learning models. Cons: Scale and potential privacy concerns. (Source: Schiff, A. (2021, May 18). 6 Types of Post-Cookie Data That Will Still Be Available After 2022. Ad Exchanger.)

First Platform
See Also: Third Platform, Second Platform, Fourth Platform
Beginning in the 1950s and characterized by mainframe/terminal computer systems.

First Right of Refusal
See Also: Preferred Deals, Private Access, Unreserved Fixed Rate Digital Media Inventory
Also known as First Refusal, it is the opportunity offered to an advertiser to extend sponsorship rights of a program or vehicle before it is offered to another advertiser. (Source: AAI.ie)

First Screen
See Also: Second Screen, Second Screen Apps
The primary screen used by a viewer to view content. Often the primary screen is the television set.

First World Problem
A relatively trivial or minor problem or frustration (implying a contrast with serious problems such as those that may be experienced in the developing world). (Source: blog.hubspot.com)

Fish Tank VR
The ego center of an observer looking “through” a computer monitor to a virtual outside world using a stereoscopic display system. That is, to a person looking through a stereo “window” to a virtual “outside”, the person imagines him/herself to be in a fish tank. (Source: freeflyvr)

5G
See Also: 4G
In telecommunications, 5G is the fifth-generation technology standard for broadband cellular networks, which cellular phone companies began deploying worldwide in 2019, and is the planned
successor to the 4G networks which provide connectivity to most current cellphones. 5G networks are cellular networks, in which the service area is divided into small geographical areas called cells. All 5G wireless devices in a cell are connected to the Internet and telephone network by radio waves through a local antenna in the cell. (Source: Wikipedia)

NOTE – The main advantage of the new networks is that they will have greater bandwidth, giving higher download speeds, eventually up to 10 gigabits per second (Gbit/s). Due to the increased bandwidth, it is expected the networks will increasingly be used as general internet service providers for laptops and desktop computers, competing with existing ISPs such as cable internet, and also will make possible new applications in internet of things (IoT) and machine to machine areas. 4G cellphones are not able to use the new networks, which require 5G enabled wireless devices. (Source: Wikipedia)

Five and Dime
Another term for Variety Store. (Source: MASB)

Fixation
A metric related to eye tracking (see "Eye Tracking") that corresponds to the amount of time that the eye stops on a focal point, allowing the brain to process information. (Source: ProjectOAR)

**FC abbr Fixation Count**
*See Also: Fixations Before*
A metric related to eye tracking (see "Eye Tracking") that measures the number of fixations (see "Fixation") within an area of interest (see "AOI / Area of Interest"). (Source: ProjectOAR)

Fixations Before
*See Also: AOI / Area of Interest, Fixation Count*
A metric related to eye tracking that refers to the number of times a research participant fixates on other stimuli before fixating on an area of interest. (Source: ProjectOAR)

Fixation Time
In media, it is the amount of time a viewer, user or potential consumer holds a visual gaze on a particular focal point. It is assumed that the higher the fixation time, the more attentive or engaged the viewer is.

Fixed Cost
A pricing model that calculates cost as a total for the entire lifetime of the line item. A fixed price is assigned for the total impressions delivered throughout the duration of the line item’s flight. No revenue attribution is calculated for this pricing model. (Source: OpenX)

2 : Costs that are not dependent on the level of goods or services produced by the business. They tend to be time-related, such as salaries or rents being paid per month, and are often referred to as overhead costs. In a survey of nearly 200 senior marketing managers, 60% responded that they found variable and fixed costs very useful. (Source: MASB)

Fixed Position
An advertising position which remains fixed over time, such as the inside cover of a magazine. (Source: AAI.ie)
Fixed Pricing
In programmatic, a pricing model and agreement in which an ad buyer and seller determine a flat price the buyer will pay for the inventory or deal. This is stated within the contract as in contrast to an auction environment where the highest bidder wins. (Source: Next.Srds.com)

FTFY abbr Fixed That For You
According to How To Geek, the abbreviation FTFY stands for “fixed that for you.” This phrase is most commonly used on social media sites like Reddit and Twitter in order to make jokes or make fun of someone else’s opinion or grammar. Most often, this term is used sarcastically, though there may be situations in which someone means it genuinely. (Source: TheWordCounter)

Flagged Fault
See Also: Faulting, Gaps, Un-Flagged Fault
Obvious, standard lapses or gaps in data transmission, output or receiving.

Flame
An inflammatory opinion or criticism distributed by e-mail or posted on a newsgroup or message board. (Source: IAB)

Flame Bait
An inflammatory post that is designed to provoke a flame war or flame responses. (Source: AAI.ie)

Flame On and Off
Hotifiers that surround a flame message and let readers know that the message they are reading is a flame. (Source: AAI.ie)

NOTE – Although you don't see these as much as you used to, they would most commonly be used by an individual known to a particular online group who wishes to do a little ranting and then return to the topic at hand. Note that the original usage of “flame on” was derived from Marvel Comics’ Human Torch character. (Source: AAI.ie)

Flame War
A series of public posts in which people flame one another rather than contribute useful information. (Source: AAI.ie)

Flash™
Adobe’s vector-based rich media file format which is used to display interactive animations on a Web page. (Source: IAB)

2 : Software and tools developed by Adobe used to build, generate, and play animated files. Also used to define the creative files generated by the program. In order for Flash files to execute in a browser, the Flash player plug-in must be installed. However, Flash development tools can also generate files in HTML5 format so that no plug-in is required for execution. (Source: IAB)

Flash Ads
Adobe’s rich media file format, which is used to display interactive animations on the Web. Depending on the ad's design, an entire Flash ad can be animated, or just part can be while the other remains static. Publishers usually limit the file size of a Flash ad and the number of times or length of time the animation can loop. (Source: Next.Srds.com)
Flash Downloading
The ability to automatically send software upgrades to a Set-Top Box network. (Source: itvt.com/glossary)

Flash Loan
An uncollateralized loan with zero counterparty risk and zero duration. A flash loan is used to facilitate arbitrage or to refinance a loan without pledging collateral. A flash loan has no counterparty risk because, in a single transaction, the loan is created, all buying and selling using the loan funding is completed, and the loan is paid in full. (Source: ShellyPalmer.com Blockchain Glossary)

Flash Recognition Training
Another term for a Tachistoscope. (Source: MASB)

Flash Swap
Feature of some DeFi protocols whereby a contract sends tokens before the user pays for them with assets on the other side of the pair. (Source: ShellyPalmer.com Blockchain Glossary)

NOTE – A flash swap allows for near-instantaneous arbitrage. Whereas a flash loan must be repaid with the same asset, a flash swap allows the flexibility of repaying with a different asset. A key feature is that all trades occur within a single Ethereum transaction. (Source: ShellyPalmer.com Blockchain Glossary)

Flash Unit
An ad/creative that utilizes flash (i.e., contains animation or some sort of interactive functionality) vs. a static banner (Source: Mediamath)

Flat Rate
The price charged for advertising space or time that does not include discounts based on the quantity of space or time purchased by the advertiser. (Source: MASB)

Fleet
A Tweet that disappears after 24 hours. “Fleets” are also known as Twitter’s version of “Stories.” (Source: Blog.Hootsuite.com)

Flier
A flyer or flier (also handbill, circular or leaflet) is a printed promotional piece or advertisement that may be left for pick up in a public location, handed out to individuals in a store or on the street, distributed door-to-door, or sent by mail. (Source: MASB)

Flight
A period of time within a campaign in which a certain amount of money will be spent to accomplish a certain goal. (Source: Mediamath)

2 : A scheduling tactic that alternates periods of advertising with periods of no activity. (Source: TVB)

Flight Dates
An agreed upon advertising message delivery interval that specifies the maximum life span of an item or service offering.
NOTE – If the impression goal is met before the end of the flight, the line item becomes unavailable. Flight dates must fall within order dates. (Source: OpenX)

**Flighting**

*See Also: Flight, Ad Scheduling*

In advertising, the practice of running advertising in defined time windows; also refers to the dates and times at which ads in a campaign are scheduled to air or be published in the media vehicles in which they are placed in a media plan. Also referred to as Media Scheduling. (Source: ProjectOAR)

**Flip Book**

An interactive publication that looks like a real publication. These publications are generally created with HTML5 and feature page turning sound effects and shadows. This format replaces traditional digital PDFs as they are more attractively designed, responsive and available on all devices. (Source: Zorraquino)

**Flixtape**

A new Netflix feature that enables viewers to compile movies and shows into shareable playlists.

**Floating Ads**

An ad or ads that appear within the main browser window on top of the Web page's normal content, thereby appearing to "float" over the top of the page. (Source: IAB)

**FLoC**

Google's alternative to third-party cookies and is based on machine learning. This will allow the browser, any browser, to anonymously study how users are browsing and then group them in 'cohorts'. (Source: tech.Hindustantimes.com)

2. FLoC is Google's acronym for a Federated Learning of Cohorts. It is said to be an experiment by Chrome to get usable data yet preserve privacy.

NOTE – Google wants FLoC to replace the traditional way of tracking people on the internet: cookies. These little bits of text and code are stored on your computer or phone by your browser, and they help websites figure out if you've visited before, what your site preferences are, where in the world you're based, and more. (Source: Wired)

**FLoC Blocker**

Currently, an Amazon effort to hack and disrupt Google FLoC by turning it off and/or holding back certain data from the tracker to possibly yield disinformation.

**Flog**

Variant of astroturfing that involves maintaining a false blog which, despite its apparently conventional content, is used by a company as a platform for publishing concealed advertising taking advantage of the credulity of unaware users. Its goal may be to promote certain opinions or generate viral content and memes that attract traffic. (Source: Zorraquino)

**Floodlight**

A tag container, created by DoubleClick to house multiple tags. (Source: Mediamath)

**Floor**

The minimum acceptable price for an ad unit or to bid on an impression.
Floor Price
See Also: Floor

Floppy
Also called a diskette or disk, is a type of disk storage composed of a disk of thin and flexible magnetic storage medium, sealed in a rectangular plastic carrier lined with fabric that removes dust particles. (Source: Wikipedia)

FDD abbr Floppy Disk Drive
The computer hardware computer that is used to save to, read and write upon a floppy disk.

Flow Chart
A media schedule calendar which dimensionalizes media activity over time, usually a year. (Source: AAI.ie)

Flutter
A popular open-source UI software development kit created by Google that is used to write applications for a variety of operating systems with a single codebase. (Source: Kochava)

Flyer
See Also: Flier
Also handbill, circular or leaflet is a printed promotional piece or advertisement that may be left for pick up in a public location, handed out to individuals in a store or on the street, distributed door-to-door, or sent by mail. (Source: MASB)

FOB Destination
A shipping term that indicates the seller pays the freight to the destination. Title does not pass until the merchandise reaches its destination; thus, the seller assumes all risks, loss, or damage while goods are in transit, except for the liability of the carrier. (Source: MASB)

FOB Origin
A shipping term that indicates the seller pays the freight to the destination. Title does not pass until the merchandise reaches its destination; thus, the seller assumes all risks, loss, or damage while goods are in transit, except for the liability of the carrier. (Source: MASB)

Focalism
See Also: Bias, Anchoring

Focus Group
A market research methodology for collecting qualitative data that involves small groups of people, typically 4 to 20, who participate in a discussion about a product, service, media content or advertising, led by a moderator. Discussions typically focus on a set of predetermined topics informed by the research brief. Traditional focus groups are conducted in a central location but are also increasingly done online. Also referred to as Interview, Focus Group or Interview, In-Depth Group. (Source: ProjectOAR)

2 : A brainstorming session with 6 to 12 target customers who have been brought together to come up with new insights about the good or service. With a professional moderator guiding the discussion, the consumers are first asked some general questions; then, as the session progresses, the
questioning becomes more focused and moves to detailed issues about the brand in question. (Source: BusinessManagementIdeas.com)

3: A technique used to gather opinions from a representative segment of the market based on the brand target. The working methodology involves gathering a group of between six and twelve people to discuss a subject, product or service under the direction of a moderator. Practical conclusions can be drawn based on the group's honest answers. (Source: Zorraquino)

NOTE – Advertisers tend to like focus groups because they can understand them and observe the data being collected. While focus groups provide an opportunity for in depth discussion with consumers, they are not without limitations. But even multiple focus groups represent a very small sample of the target audience, and advertisers must remember that generalization is not the goal. The real goal is to get or test a new idea and gain depth of information. Greater depth of information allows for a greater understanding of the context of actual usage and its subtleties. (Source: BusinessManagementIdeas.com)

Focus Group, Bulletin Board
A type of focus group that is conducted via an online discussion forum. (Source: ProjectOAR)

Focus Group Discussion
Refers specifically to the conversation in a focus group. (Source: ProjectOAR)

Focus Group, Exploratory
A type of focus group that is conducted during the exploratory phase to help researchers define a marketing problem and generate hypotheses to be used in subsequent studies. (Source: ProjectOAR)

Focus Group Facility
An office or location within a building where focus groups are conducted. A focus group facility typically includes one or more large conference rooms in which the discussion among the participants occurs in one room, and observers sit in an adjacent room and watch through a one-way mirror. (Source: ProjectOAR)

Focus Group, Global
A type of focus group that is conducted in multiple countries. These focus groups can be conducted by several in-person moderators working independently, or these groups can be conducted via the internet in multiple countries simultaneously. (Source: ProjectOAR)

Focus Group, Internet
A type of group discussion that is conducted online, rather than in a physical location also known as a Central Location Test (CLT). These sessions are led by a moderator and participants provide input and answers, as well as interact by typing in a chat interface. Also referred to as Focus Group, Online. (Source: ProjectOAR)

Focus Group Moderator
A person who leads a focus group discussion in a reflective, nondirective manner. The role of the moderator is to not influence the outcome but to ensure that all the topics outlined in the research brief are discussed by the group, and the views of each participant are voiced as clearly as possible. The moderator typically follows a sequence outlined in a moderator's guide. (Source: ProjectOAR)
Focus Group, Moderator's Guide
A document (typically in detailed outline form) containing question areas and individual probes, that will be asked of participants in a focus group or an in-depth interview. This often includes specific exercises (on pen and paper), procedures for exposing stimuli, and an exploration of attitudes, beliefs, behaviors and experiences. The moderator's guide is developed in conjunction with the client. While detailed by design, it must be flexible and adapt to the dynamics of each individual focus group. (Source: ProjectOAR)

Focus Group, Online
See Also: Focus Group, Internet

Focus Group, Teleconference
See Also: Focus Group, Telephone

Focus Group, Telephone
A type of focus group that is conducted over the telephone, as opposed to having all participants together in the same physical location or on an online forum also referred to as a Focus Group, Internet. Also referred to as Focus Group, Teleconference. (Source: ProjectOAR)

Focus Group, Two-Way
A type of focus group in which the participants are broken into two groups. One group actively discusses the topic (as defined by the research brief) while the other group observes them. The observing group then discusses what they learned during the observation of the first group. (Source: ProjectOAR)

Focus Group, Video
A type of focus group that is 1) conducted via a webcam or smartphone camera rather than in a physical location or 2) conducted in a facility and broadcasted to clients, sponsors or other invited parties, in distant locations. The term Focus Group, Video is often used interchangeably with Focus Group, Videoconference. (Source: ProjectOAR)

Focus Group, Videoconference
A type of focus group that is conducted over live video transmission. In the situation where participants cannot be in the same physical location, video transmission has the added benefit of participants and the focus group moderator being able to see each other, as opposed to a focus group via telephone. The term Focus Group, Videoconference is often used interchangeably with Focus Group, Video. (Source: ProjectOAR)

Fold
The line below which a user has to scroll to see content not immediately visible when a Web page loads in a browser. Ads or content displayed — above the fold are visible without any end-user interaction. Monitor size and resolution determine where on a Web page the fold lies. (Source: IAB)

2 : Where a given page ends on the user’s screen so you would have to scroll past this point to see the rest of the page. (Source: Mediamath)

Follower
A user on social media who has subscribed to see your posts in their feed. Both personal and business accounts can have followers. Your number of followers, or follower count, is a key metric for seeing how your audience on social media is growing or shrinking over time. (Source: Falcon.io)
2 : User of social networks that decides to follow the publications of another user –person, brand or institution– in a certain social platform. (Source: Zorraquino)

**Follow Friday (#FF)**
Follow Friday is a hashtag used to highlight some of one’s favorite Twitter accounts. Including someone in a #FF post is a way of recommending their account to your followers. (Source: Blog.Hootsuite.com)

**Footfall**
Another term for Traffic and Foot Traffic. (Source: MASB)

**Footprints**

*See Also: Coverage Area, Census, Universe*
A term used to define a logistical area in a region covered by a cable, Telco or satellite operator, though not necessarily every home in that area is served directly by them. (Source: Nielsen)

2 : Often interchangeable with the terms Census or Universe, a footprint is the distribution area of an operator whether MSO, Telco or Satco.

3 : Same as the universe. The number of homes reached by the data provider whether local, national or subset like residential. (Source: Kantar Media Audiences)

4 : Where the operator has boxes (coverage area). Where the processor has access to the viewing or activity information. (Source: Rentrak)

5 : This term is also used to define the amount of space a particular piece of software or hardware takes up inside a Set-Top Box. (Source: Nielsen)

6 : A term used to describe the TIVO DVR base. (Source: TIVO)

7 : A term used to define a logistical area in a region covered by a cable or satellite operator, though not necessarily served directly by them. This term is also used to define the amount of space a particular piece of software or hardware takes up inside a Set-Top Box. (Source: itvt.com/glossary)

8 : Total coverage area encompassing where a Service Provider’s VOD service is offered. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**NOTE – Census vs. Footprint vs. Universe vs. Population vs. Coverage Area**

**NOTE – The issue of “Polling” vs. “Census” data where polling data is a subset of the full footprint. Data processors have no control over the amount of data they can receive from an operator. Therefore some data are census and some are a subset of the full footprint. Since sampling methodologies vary from operator to operator, the data must be used directionally until there is a census (or a consensus) for all data sets.**

**Foot Traffic**
Foot traffic (a.k.a. footfall) is the measure of the number of visits to a retail space, a critical metric for store managers. Various mechanical and electronic devices are available to track customers entering a space and their movements within the space. In digital marketing, website traffic refers to the number of visits a website receives. (Source: MASB)
**Forced Exposure**
Showing advertising or other media stimuli to research participants in a contrived way so that it is unavoidable, such as a non-skippable video ad or a display ad shown in a lab setting, as part of a research protocol. This is in contrast to participants being exposed to advertising in a natural setting or environment. (Source: ProjectOAR)

**Forecasted Clicks**
The number of clicks that have been booked to deliver for a campaign. (Source: OpenX)

**Forecasted Conversions**
The number of conversions that have been booked to deliver for a campaign. (Source: OpenX)

**Forecasted Impressions**
The number of impressions that have been booked to deliver for a campaign. (Source: OpenX)

**Forecasting Model**
Another term for a Marketing Forecasting Model. (Source: MASB)

**Forensic Watermarking**
*See Also: Digital Watermarking*
Also called a Digital Watermark, is a sequence of characters or code embedded in a digital document, image, video or computer program to uniquely identify its originator and authorized user. (Source: whatis.techtarget)

**Fork**
In the context of open-source code, an upgrade or enhancement to an existing protocol that connects to the protocol’s history. A user has the choice of using the old or the new protocol. If the new protocol is better and attracts sufficient mining power, it will win. Forking is a key mechanism to assure efficiency in DeFi. (Source: ShellyPalmer.com Blockchain Glossary)

**Form**
Type of media products, for example magazine, computer game, newspaper, advert. (Source: corbytechmedia.weebly.com)

**Form Analysis**
Web analytics technique that consists of studying abandonments that occur when completing a form. Upon detailed inspection it is possible to detect what specific fields are problematic for users, potential presentation errors, imprecise descriptions of certain requirements, etc., faults that may be resolved by optimizing form usability and thereby facilitating the purchase or subscription process. (Source: Zorraquino)

**Form Conventions**
What we expect to see within a media form. E.g. Masthead, coverlines and puff are magazine form conventions. (Source: corbytechmedia.weebly.com)

**Formula Selling**
An approach in which the sales presentation is designed to move the customer through the stages in the decision-making process such as get the customer's attention, develop interest, build desire, and secure action (AIDA). (Source: MASB)
Forward Integration
See Also: Integration
A form of Integration. Forward integration is where the company acquires one or more of its buyers (e.g., wholesalers or retailers when the buyer is not the "ultimate buyer") (Source: MASB)

Forward Link
See also: Downlink, Uplink, Reverse Link
The link from a fixed location like a base station to a mobile user. If the link includes a communications relay satellite, the forward link will consist of both an uplink (base station to satellite) and a downlink (satellite to mobile user).

Forward Vertical Integration
See Also: Vertical Integration
A form of Vertical Integration. Forward vertical integration, manufacturers might acquire or develop wholesaling and retailing activities. (Source: MASB)

4D Bioprinting
See Also: 4D Printing, Active Origami, Shape-Morphing Systems

4D Printing abbr 4-Dimensional Printing
See Also: 4D Bio Printing, Active Origami, Shape-Morphing Systems
Uses the same techniques of 3D printing through computer-programmed deposition of material in successive layers to create a three-dimensional object. However, in 4D printing, the resulting 3D shape is able to morph into different forms in response to environmental stimulus, with the 4th dimension being the time-dependent shape change after the printing. It is therefore a type of programmable matter, wherein after the fabrication process, the printed product reacts with parameters within the environment (humidity, temperature, voltage, etc.) and changes its form accordingly. (Source: Wikipedia)

Four-Firm Concentration Ratio
See Also: Three-Firm Concentration Ratio

4G
See Also: 3G, WIMAX, HSPA
The fourth generation of cellphone mobile communication standards, considered faster than 3G.

4K Ultra HD
4K Video has a resolution of 3840 pixels × 2160 lines (or 8.3 megapixels, with an aspect ratio of 16:9).

NOTE – As its “Ultra HD” moniker would suggest, 4K video is, well, ultra-high definition. In fact, it’s the highest definition video format commonly used by consumers. An increasing number of devices and services, including Netflix, are starting to make use of 4K video. Will it truly catch fire with in the digital video market? Time will tell. (Source: Cynopsis)

Four Ps
Another term for Marketing Mix where the four-factor classification is called the 4 Ps: price, product, promotion, and place (or distribution). (Source: MASB)
**Fourth Estate**
Most commonly refers to the news media. More recently this has developed to include new media under titles such as ‘Networked Fourth Estate’, which differs from the traditional ‘press’ to include the internet and involves a diverse set of participants, potentially everyone, in a many-to-many scenario. (Source: OpenTextBC.ca)

**Fourth Platform**
*See Also: First Platform, Second Platform, Third Platform*
Still in the conceptual phase, it is the next step in digitized solutions for media, data, processes and other intelligence accessed from cloud to multiple devices. Some say it is the Internet of Things with wearables, intelligent home appliances and self-driving cars, for example leading to the opportunity to truly innovate in the material world once well-run clouds are built out and Big Data analytics capabilities are fine-tuned.

NOTE – The fourth platform is ambient computing, which strong components that turn network potential from our favorite ecosystems into data, and then data into knowledge, and make it as easy as just thinking about it. The next generation commercial ecosystems will even augment time and thought for us, even predicting what we’ll need before we figure it out ourselves. (Source: dionhinchcliffe.com)

4320p
*See Also: Ultra-High Definition, Ultra HD Television, UHDTV, Ultra HD, UHD-1, UHD, Super Hi-Vision*
Another term for Ultra-High Definition reflecting one of the two HD television standards - 8K UHD (4320p). The other standard is 4K UHD (2160p).

**Fox Stations**
Not associated with a network news division, Fox stations generally counter-program their network affiliated (ABC, CBS, NBC) stations within their market. This means they air news during network newscasts in the morning (while Good Morning America, CBS Early and Today are on) and evening (World News, Nightly News and Evening News) and for late news during the last hour of primetime (10 p.m. in the Eastern and Pacific time zones and 9 p.m. in the Central and Mountain time zones). (Source: StateoftheMedia.org)

**Fractal**
A self-similar graphical pattern generated by using same rules at various levels of detail. That is, a graphical pattern that repeats itself on a smaller and smaller scale. (Source: freeflyvr)

**Fractional Attribution**
When credit is given to multiple sources for an install. (Source: Adjust.com)

NOTE – Single source attribution methods such as first and last click attribution gives 100% credit to one source. Fractional attribution is an alternative approach, acknowledging more than one advertisement’s contribution to an install. Each time an ad influences the user, this is called a touchpoint. With fractional attribution, the impact of each ad is measured. By tracking every touchpoint that influenced the user, that measurement can be used to attribute partial credit to any number of publishers, from the very first interaction to the user’s conversion. This is called the user’s journey to install. (Source: Adjust.com)
Fragile Watermark
See Also: Robust Watermarking, Digital Watermarking, Watermark, Lossy Compression
A watermark that allows some level of tampering, or would resist tampering only up to a certain, predetermined extent.

Fragmentation (of Audience)
The increasing number of audience subdivisions which, together, constitute total TV usage. Television audiences are said to be fragmented, for example, across a broad spectrum of video sources: multiple broadcast networks, cable networks, syndicated programs, DBS services, VCR and video game usage, Internet usage, etc. (Source: TVB)

Frame by Frame Diagnostics
Frequently used to help marketers understand why a television commercial has not tested very well. These tests can provide clues as to which parts of a commercial are connecting with viewers and which parts of a commercial do not. Frame-by-Frame tests evaluate consumers reactions to the individual scenes in the advertisement. The consumers are invited to a mini theatre to view a series of commercials. (Source: BusinessManagementIdeas.com)

Frame Rate
The number of frames of video displayed during a given time. The higher the frame rate, the more high-quality the image will be. (Source: IAB)

2 : The rate at which video frames or animated images display as the video or animated file executes, measured as the number of frames per second (fps). (Source: IAB)

Frames
See Also: Nonqualifying Page Impressions
Multiple, independent sections used to create a single Web page. (Source: IAB)

Note – Each frame is built as a separate HTML file but with one "master" file to control the placement of each section. When a user requests a page with frames, several files will be displayed as panes. Sites using frames report one page request with several panes as multiple page requests. IAB ad campaign measurement guidelines call for the counting of one file per frame set as a page impression. (Source: IAB)

FPS abbr Frames Per Second
FPS is an acronym for Frames Per Second, the metric used to indicate the frame rate of animated or video creative content. (Source: IAB)

Framing
The production and dissemination of messages and texts highlight, emphasize or obscure some aspects of the message over others. Episodic framing is where an issue is approached in terms of a specific event or episode. Thematic framing approaches an issue as part of a continuing topic or theme, rooted within wide social trends or functions. (Source: OpenTextBC.ca)

Franchise
An entire series of, for example, a film including the original film and all those that follow (e.g., Avengers, Fast & Furious, Harry Potter). (Source: corbytechmedia.weebly.com)
Franchise System
Another term for Contractual Vertical Marketing System. (Source: MASB)

Fraud
See Also: Social Media Fraud
In media, the act of deceiving users, visitors, consumers or advertisers through the use of spam or deceptive links.

FAST abbr Free Ad-Supported Streaming TV
Streaming services such as Roku, Amazon and Tubi that stream the kind of programming that people normally would have to pay to watch on TV, like old shows and movies available on demand, and/or combine a mix of TV and digital video programming into TV-like linear channels. (Source: Digiday)

FAS abbr Free Alongside Ship
Under a free alongside ship, or FAS, contract the seller must place goods alongside, or available to, the vessel at the named port of shipment and pay all charges up to that point. The seller’s legal responsibility ends once he or she has obtained a clean wharfage receipt. This term can be used only for sea or inland waterway transport. (Source: MASB)

Freebie Marketing
Marketing practice that exploits the freebie concept as a hook for increasing visitor numbers; consists of including promotional freebies on a website as a value added to regular content. It is important that the gifted applications or objects maintain a certain relationship with the site content and are identifiable, and also creative and original. (Source: Zorraquino)

Freebie Marketing
The use of freebies as a promotional tool is known. (Source: Zorraquino)

Freebies
Fee applications that are offered from a website as gifts. They can take any form as long as they are small in size to facilitate their download, for example, wallpapers, icons, blog templates, mobile phone tones, exclusive tunes, etc. (Source: Zorraquino)

Free-Form Layout
Refers to a store design used primarily in specialty stores or within the boutiques of larger stores that arranges fixtures and aisles in an asymmetrical pattern. (Source: MASB)

Freemium
A business model by which a product or service (typically a digital offering such as software, media, games or web services) is provided free of charge, but a premium is charged for advanced features, functionality, or virtual goods. (Source: Wikipedia)

2 : A business model based on offering users a fully functional service or product for free, along with another premium option in which the customer can acquire greater advantages or benefits than with the free product or service. This model has an important viralization component and fulfills marketing functions by attracting users interested in the product or service. It is a system with a great capacity of loyalty, since customers previously evaluate the product or service and choose to consume it. (Source: Zorraquino)
**FOB abbr Free on Board**
A term used in U.S. and international commercial law. After the letters FOB, there is generally a designation of a place where title and control pass to the buyer. For example, FOB plant means that the control and title to the goods pass to the buyer at the seller’s plant origin. For a more detailed description, see the Wikipedia entry for FOB (shipping). (Source: MASB)

**FOD abbr Free On-Demand**
*See Also: VOD*
A Video On-Demand service that is free for the subscriber as part of their service subscription.

2 : Complimentary viewing of a selection of On-Demand ad supported and other programming

NOTE – This is solely an industry versus a consumer-facing term.

**Freeware**
Exclusive software application distribution system, whereby applications can be downloaded from the Internet for use during an unlimited period of time. A variant of shareware that is totally free, and as such tends to include a license that enables its free redistribution, but not its modification or sale. (Source: Zorraquino)

**Freight Tariff**
A published set of rates for transportation and distribution services. (Source: MASB)

**FAK abbr Freight-of-all-Kinds Rate**
A mixture of different products are delivered in a combination to a single or limited number of destinations. Rather than determine the classification and rate for each product, an average rate is applied for the total shipment. This simplifies paperwork associated with the bill of lading and freight bills. (Source: MASB)

**Frequency**
*See Also: Reach & Frequency*
The average number of times the unduplicated homes reached are exposed to a schedule of content whether an ad, a program, a video or a schedule of spots.

2 : The number of times a complete electromagnetic wave cycle occurs in a fixed unit of time, usually one second. The rate at which a current alternates, measured in Hertz on a telecommunications medium. (Source: CableLabs)

3 : The number of times an ad is delivered to the same browser in a single session or time period. A site can use cookies in order to manage ad frequency. (Source: IAB)

4 : How often an ad is shown in a certain period, such as 24 hours. Advertisers often want to limit frequency to avoid overexposure. (Source: Mediamath)

5 : The average number of times an accumulated audience has the opportunity to be exposed to advertisements, a particular program, or program schedule, within a measured period of time. Reach x Frequency = Gross Rating Points. (Source: TVB)

6 : Using specific media, how many times, on average, the individuals in your target audience should be exposed to your advertising message. It takes an average of three or more exposures to an advertising message before consumers take action. (Source: Mediacrossing)
7: The number of times individuals or households are exposed to an ad message, campaign, or media vehicle. (Source: ProjectOAR)

8: For viewers, this is how many times they are exposed to a specific ad. From a TV advertisers’ perspective, it’s the number of times their ad repeats over a set amount of time. (Source: TVSquared)

9: Measures the average number of exposures received by the portion of the defined population that was “reached” (i.e., received at least one exposure to the advertising or campaign) being assessed. Average frequency (#): The average number of impressions reached per individual. Impressions (#) = Reach (#) x Frequency (#) (Source: MASB)

**Frequency Capping**

*See Also: Capping, Reach & Frequency, Targeted Effective Frequency, Frequency Curves*

The ability to regulate and cap the number of ad messages a Set-Top Box, viewer or home receives for addressable advertising. (Source: Visible World)

2: A method of controlling how many times a specific user is served an ad. (Source: Hubspot)

3: Exercising control over the rate at which a certain ad is served to a user. (Source: Mediamath)

4: Using cookies to track the impression count of ads served and stop any given ad being shown to a single visitor more than the set number of times. (Source: OpenX)

5: Limiting the total number of exposures a single consumer can have to media creative in a time period. Frequency capping across screens refers to having a single cap value that applies to any exposure, regardless of screen. (Source: MAGNA Global)

**Frequency Curves**

*See Also: Reach & Frequency, Targeted Effective Frequency, Frequency Capping, Frequency Distribution*

A graph that represents a smooth distribution of data points, like a Bell Curve.

**Frequency Distribution**

Percent of households that received the number of impressions defined in that frequency level during the campaign. For example "Freq 1..3" would include all households that saw between one and three advertisement airings for the campaign. Freq 1… - The number of households that received the number of impressions defined in that frequency level during the campaign. (Source: TRA)

**Frequency Domain**

*See Also: Spread Spectrum, Jamming*

A unique plane on part of the spectrum where an entity’s signal can reside. How much of the signal resides on a specific frequency.

**Frequency Drift**

*See: Clock Drift, Drift, Clock Slippage*

When a tuner mistakenly tunes into another, therefore inaccurate frequency. There is also "clock drift" where the Set-Top Box (or computer) clock deviates off from actual time.

**FAQ**

*abbr Frequently Asked Questions*

An online document that contains a list of most common questions and answers for the site, service or on a certain subject.
2: Commonly used abbreviation for “Frequently Asked Questions.” Most Internet sites will have an FAQ page to explain what is included and how to use the site’s features. (Source: MASB)

**Fresnel Zone**
The radio signal width between any two antennas is not perfectly straight and uniform, as if it were a beam of light. Instead as the signal propagates away from the transmitting antenna, it widens towards the center point between the two antennas and then narrows again as it approaches the receiving antenna. This limits the usefulness of satellite dish antennas in locations where there is extremely limited open sky for signal reception. The signal path through space must be clear not only for direct line of sight, but must also be clear for the expanding Fresnel zone, which may be several meters larger in diameter than the ground-based satellite dish. (Source: Wikipedia)

**Frictionless Marketing**
A theoretical trading environment where all costs and restraints associated with transactions are non-existent. (Source: Investopedia)

**Friend**
A friend is a person that you connect with on Facebook. Unlike a fan or follower, a friend is a two-way connection—both you and your friend have to endorse the relationship. Facebook business pages cannot have “friends,” only fans or followers. (Source: Blog.Hootsuite.com)

**Fringe Sizes**
Also known as end sizes or out sizes are sizes that are either very large or very small. If offered at all, they are usually offered in very limited depth because of the thin market demand for them. Some stores specialize in fringe sizes (e.g., a big and tall store or a plus-size women’s store). (Source: MASB)

**Front Loading**
To concentrate costs or benefits of a financial obligation or deal in an early period. (Source: Mediamath)

**Front Page**
Another term for a Homepage. (Source: MASB)

**Frustum of Vision**
Three-dimensional field of view in which all modeled objects are visible. (Source: freeflyvr)

**Fulfillment**
In eCommerce terminology, fulfillment is also called as Order fulfillment and referred to as a sequence of steps a company undertakes to process the order from the point of sale to the delivery of goods with customer satisfaction. (Source: TycheSoftwares)

**Full Funnel**
Whether in marketing, analytics or attribution, it is a process that tracks all stages of the consumer journey holistically from the top to the bottom of the funnel.

**Full Funnel Measurement**
The measurement of the entire consumer journey from the initially contact or message to the completion of the purchase.
**Full-Line Sales Organization**
In a full-line sales organization, each company or division salesperson sells all products to all accounts in a geographic territory. This is an appropriate strategy when the product line is not large, is nontechnical, and is sold through one channel of distribution. It is a lower cost strategy than specializing by product, market, or type of account. (Source: MASB)

**Full Launch**
The commercial offering of a product for an entire national market or for an entire targeted market geography, as opposed to test marketing. (Source: LawInsider)

**Full Nest Stage**
A type of Family Life Cycle. Family life cycle is a concept that describes changes in a family over time. Full Nest Stage refers to the cycle when there are children filling the household.

NOTE – Families account for a very large percentage of all consumer expenditures. Much of this spending is systematic and stems from natural needs that change as a family unit goes through its natural stages of life. These range from the young single (or unattached adult) stage and the newly married stages, to the full nest as the children are born and grow, to the empty nest and the final solitary survivor stage. Each transition prompts changes in values and behavior as well as in income and consumption. (Source: MASB)

**Full-Page Ad**
An ad that covers an entire page (in print) or webpage (in display advertising).

**Full Position Ad**
An ad in a newspaper that is bordered by non-ad content to increase the viewability of the ad for readers. (Source: ProjectOAR)

**Full Power TV Station**
Any analog television station operating on channels 269 that is not licensed as a Class A, Low Power TV, TV translator, or TV booster. (Source: TVB)

**Fully Addressable Ads**
*See Also: Advanced Advertising*
More targeted than a Zone ad, fully addressable ads offer advertisers personalized, almost one-to-one advertising opportunities - the ability to finely target viewer segments based on attributes including consumer preferences and propensities.

**Functional Benefit**
*See Also: Informational Advertising*
In advertising and marketing, the attributes or features of a brand, product or service, often described in its ads, that explicitly and directly help the consumer accomplish something, as opposed to more intangible reasons that the brand/product/service might appeal to consumers. (Source: ProjectOAR)

**Functional Discount**
Another term for Trade Discount. (Source: MASB)
**fMRI abbr Functional Magnetic Resonance Imaging**
A non-invasive technique used to measure which regions or structures of the brain are active during the completion of a specific task. This technique is used by researchers to make inferences about the areas of the brain involved in different kinds of human cognition, emotion and behavior. (Source: ProjectOAR)

**Funnel**
The conceptual construct that is used as a guide for marketing and sales to track the consumer journey from first contact inception to last touchpoint in the completion of the transaction.

**Funnel Analysis**
A funnel analysis is a method of understanding the steps required to reach an outcome on a website and how many users get through each of those steps. A typical funnel chart transforms data to make it easier to visualize how many users are getting through each stage in the funnel. (Source: Chartio)

**Funnel Drop Off**
*See Also: Abandonment Rate*
A measurement of the number of visits/visitors who left a conversion process (funnel) without completing it. Some of the commonly used conversion funnels are eCommerce shopping carts, registration forms or lead forms. (Source: rohankapooronline.com)

**Funnel Management Process**
*See Also: Innovation Funnel*

**Fusion Team**
A multidisciplinary team that blends technology or analytics and business domain expertise and shares accountability for business and technology outcomes. (Source: Gartner.com)

**Future Metric**
A metric that will be desired and reported in the future when it can be recorded and reported. Examples include metrics from devices other than a set-top, such as tablets, phones, etc. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Galley Proof**
A printed or electronic copy of the individual pages of an ad, brochure, poster, or other printed material used for final proofreading of the text before publication. (Source: MASB)

**Gallows**
In the creative genre, an approach to advertising creative that deploys dark or black comedy to generate attention to a brand or product. The dark humor often takes on a taboo subject or exaggerates a common topic to an absurd extreme. (Source: ProjectOAR)

**GSR abbr Galvanic Skin Response**
A measurement of the electrical property of human skin, typically interpreted as an indicator of arousal. Changes in response may occur when people are exposed to stimuli that are novel, highly relevant, high in information content, or rich in sexual or emotional associations (see "Emotions").
Also referred to as "Skin Conductance Response" or "EDA/Electrodermal Activity." (See also "Biometrics") (Source: ProjectOAR)

Galvanic Skin Response Meter
*See Also: Galvanic Skin Response (GSR)*
A device to measure skin conductance. (Source: ProjectOAR)

Game
*See Also: Contest*
Another term for Contest. (Source: MASB)

Game Bundles
Offer users the option to buy several game apps in a single purchase. (Source: is.com)

NOTE – Game bundles originated in the PC world and have made their way to mobile. Oftentimes associated with puzzle, arcade, and logic games, we are starting to see game bundles appear in more genres such as saga, action, and RPG games. Developers can create game bundles for paid or free apps offering an auto-renewable subscription or a one-time payment upon installing to access all the games in the bundle. Game bundles are available for Android and iOS. (Source: is.com)

Gametech
Also known as Game Technology, refers to dedicated solutions and services that are used throughout a game’s lifecycle and are built especially for the purpose of game development. This is in contrast to products which can be used by game developers but weren’t built with them in mind. (Source: is.com)

Gamification
The integration of gaming mechanics, software, attributes or dynamics into a media platform, content or program with the intent of making the interface or content more engaging to the user.

2 : Use of techniques, dynamics and mechanics from the games world in other contexts, to motivate or modify user conduct. In online marketing it is a widely used technique for attracting the target audience, generating engagement or customer loyalty. (Source: Zorraquino)

Gaming
Refers to playing electronic games, whether through consoles, computers, mobile phones or another medium altogether. (Source: Technopedia)

NOTE – Gaming is a nuanced term that suggests regular gameplay, possibly as a hobby. A person who is into gaming is often called a gamer or hardcore gamer. (Source: Technopedia)

Gamma Distribution
*See Also: Negative Binomial Distribution Model*
A probability mixture model which is used to mathematically describe the frequency and timing of product purchases and is primarily applied to frequently purchased consumer goods. (Source: MASB)

Gap Analysis
Tool use to easily identify points that are susceptible to improvement within a content strategy. That is, enable the effectiveness of content to be measured, analyzing content that generates the most
interest and creating or improving existing content based on each stage of the conversion funnel. And all for the purpose of gaining customer loyalty via rational and emotional content. (Source: Zorraquino)

**Gaps**
*See Also: Faulting, Flagged Faults, Un-Flagged Faults*
Segment of time in which the state of a Set-Top Box is unknown and no data is being reported. (Source: Nielsen)

**Garbology**
The study of consumer behavior and preferences for foods and products by examining disposed goods and other items found in the trash and garbage. (Source: MASB)

**Gas**
A fee required to execute a transaction and to execute a smart contract. Also known as Gas Prices and Gas Fees. (Source: ShellyPalmer.com Blockchain Glossary)

**Gaslighting**
A form of psychological manipulation in which a person or a group covertly sows seeds of doubt in a targeted individual or group, making them question their own memory, perception, or judgement. It may evoke changes in them such as cognitive dissonance or low self-esteem, rendering the victim additionally dependent on the gas lighter for emotional support and validation. Using denial, misdirection, contradiction and disinformation, gaslighting involves attempts to destabilize the victim and delegitimize the victim's beliefs. (Source: Wikipedia)

**Gatekeeper**
*See Also: Buying Roles*
The people responsible for deciding the most appropriate stories to appear in newspapers. They may be the owner, editor or senior journalists. They will only let the stories most appropriate for the ideology of the paper 'through the gate'. (Source: corbytechmedia.weebly.com)

2 : Another term for Buying Roles. (Source: MASB)

**Gateway Page**
A web page specifically created in order to obtain rankings within the natural listings of a search engine. These pages generally are filled with keywords and are meant to funnel surfers into the main website. This practice is generally considered an outdated spam tactic. This term is not to be confused with a "landing page." (Source: MASB)

**Gateways**
A network node that provides a connection or entry way to another network. An example is an ISP which connects the computer to the internet.

2 : Deployed routers (Source: Visible World)

**Gating**
*See Also: Content Gating*
Creating requirements or some type of information from a visitor, viewer or user in order to access desired content or action.
2 : Internal MM meeting that occurs when a new campaign is initiated to discuss the campaign, client, any changes/issues that need to be addressed. (Source: Mediamath)

Gaze Control
In virtual or augmented reality, gaze control refers to a user’s ability to control an interface and navigate an experience by looking in a certain direction. A headset generally directs gaze control by picking up on movements from the neck and head; some of the most sophisticated headsets can even pick up on eye movements. (Source: Cynopsis)

Gaze Mapping
A method used in eye tracking analysis (see "Eye Tracking") that aggregates the visual attention of multiple participants, to show the general order of focal eye movement from one area of interest to another. (Source: ProjectOAR)

Gender
Gender refers to socio-cultural constructs that lead us to think of men and women in a particular way. It is not the biological sex of the person and so is a cultural construct. (Source: OpenTextBC.ca)

General Costs
Another term for Common Costs. (Source: MASB)

GDPR abbr General Data Protection Regulation
Legal framework that sets the procedures for the collection and processing of data from individuals in the European Union. The GDPR affects all companies that work with data of European citizens. (Source: Zorraquino)

GIVT abbr General Invalid Traffic
See Also: Invalid Traffic, Sophisticated Invalid Traffic
Includes traffic identified through routine and list-based means of filtration-such as bots, spiders, other crawlers; non-browser user agent headers; and pre-fetch or browser pre-rendered traffic. (Source: MRC)

2 : Traffic identified through routine means of filtration executed through application of lists or with other standardized parameter checks. Key examples of GIVT include: Known Data Center Traffic, Bots, spiders and other crawlers, Activity-based filtration, Non-browser user-agent headers or unknown browsers, Pre-fetch or browser pre-rendered traffic. (Source: MRC)

General-Line Wholesaler
A wholesaler who carries a complete stock of one type of merchandise, corresponding roughly to a substantial majority of the total merchandise requirements of customers in a major line of trade or industry classification. (Source: MASB)

General Merchandise Store
An establishment primarily selling household linens and dry goods, and either apparel and accessories or furniture and home furnishings. Establishments that meet the criteria for department stores, except as to employment, are included in this classification. Included for Census purposes are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales, if sales of the smaller of the two lines in combination with dry goods and household linens accounts for 20 percent of total sales. (Source: MASB)
General Merchandise Wholesaler
Carries a variety of goods for retailers in several distinct and unrelated merchandise lines. (Source: MASB)

GPRS abbr General Packet Radio Service
Digital mobile radio technology permitting moderate data rates along with voice communication. Evolution from the GSM standard. (Source: IAB)

General Sales Manager
Has overall responsibility for corporate, group, or division sales. Sales management at this level is concerned with developing sales policies, strategies, and plans that support the overall marketing plan. In a small company the general sales manager may supervise all salespeople directly. As the number of salespeople increases, however, supervision of salespeople must be delegated to field sales managers. In a functionally organized company, the general sales manager reports to the marketing manager or the chief executive. In a divisionalized corporation, the general sales manager reports to the division marketing manager or to the division manager. In a divisionalized company with a centralized sales organization, the general sales manager reports to the chief executive or to a group executive. (Source: MASB)

General Store
An establishment primarily selling a general line of merchandise, the most important being food. The more important subsidiary lines are notions, apparel, farm supplies, and gasoline. Sales of food account for at least one-third and not more than two-thirds of total sales. This establishment is usually located in rural communities. (Source: MASB)

Generation Stream
Refers to the generation that was born in the streaming era of media.

Generation Y
See Also: Echo Boomers
Another term for Millennials.

Gen X abbr Generation X
The generational group that follows the baby boomers and precedes the millennials. This generation comprises people born between 1965 and 1980 and is characterized by being the generation of grunge. However, this generation, formerly known as the "Peter Pan generation", is now characterized by being made up of adults with active, balanced and happy lives. (Source: Zorraquino)

Gen Z abbr Generation Z
Also known as centennials or post-millennials, is the generational group comprising people born between approximately 1994 and 2010. This generation is characterized by being true digital natives, as they were born at the height of the internet boom or have used the internet from a very young age and are therefore comfortable surrounded by technological devices and use social media intensively. (Source: Zorraquino)
Generative AI
Generative artificial intelligence refers to programs that make it possible for machines to use things like text, audio files and images to create content. (Source: Cramer.com)

Generic Advertising
An approach to preparing advertising messages that concentrates on the customer benefits that apply to all brands in a product category, as opposed to benefits that are unique to specific brands. (Source: MASB)

Generic Brand
Is one that is referred to only by its generic class (e.g., drip-grind coffee, barber shop). Other products have both an individual brand and a brand-generic classification (Maxwell House Drip-Grind Coffee, Maurice’s Barber Shop). Generic brand products are often thought to be unbranded, but their producer or reseller name is usually associated with the product, too. This approach is usually associated with food and other packaged goods, but many other consumer and industrial products and services are marked as generics. (Source: MASB)

Generic Corpus
The body of films from a particular genre. Frankenstein, Dracula, Psycho, Halloween, Scream are all part of horror's generic corpus. (Source: corbytechmedia.weebly.com)

Genericize
A colloquial term used to describe what happens to a brand name when it becomes so well recognized by consumers that the brand serves as the overall category name. Examples include such brands as Kleenex, Xerox, Scotch tape, Jell-O, Post-it notes, and Band-Aid. (Source: MASB)

Generic Strategies
Generic strategies are generalized plans that work across a range of industries and markets. They provide management with a set of strategic options, one (or a combination) of which can be chosen for application in a specific situation. Generic strategies do not provide the detail needed to execute the strategy in a specific situation. (Source: MASB)

gTLD abbr Generic TLD
See Also: Top Level Domain, country level TLD
Top-level internet address that identifies the site as belonging to a particular domain class. Examples are .com (commercial), .net (internet service providers) and .gov (US government).

Genre
Media texts can often be grouped into genres that all share similar conventions. Horror is a film genre, as are sport magazines, etc. (Source: corbytechmedia.weebly.com)

Gen Xers
Members of Generation X typically noted for high levels of education, entrepreneurism, self-reliance and skepticism toward political and social institutions. They are also referred to as “The Lost Generation”, and “Doers.” (Source: MASB)

Geoblock
Technology that blocks users from certain countries bound by regulation that precludes the application. (Source: ShellyPalmer.com Blockchain Glossary)
Geocentric Orientation
See Also: World Orientation
Based upon the assumption that there are similarities and differences in the world that can be understood and recognized in an integrated world strategy. The geocentric orientation or world orientation is a synthesis of the ethnocentric orientation (home country) and polycentric orientation (host country). (Source: MASB)

Geodemography
Refers to demographic consumer behavior and lifestyle data segmented by arbitrary geographic boundaries that are typically quite small. (Source: MASB)

Geo-Fencing
See Also: Location-Based Mobile Ads, Addressable Advertising
An opt-in mobile feature where a user indicates interests. When they are in the geographic vicinity of something pertaining to those interests they are fed a text message about it. Currently fencing is capable within 1/2-mile radius of an urban store and one mile radius of suburban store. A form of mobile advertising.

Geographical Indication
A mark that identifies a good or service as originating in the territory of a country, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good or service are essentially attributable to its geographical origin. Typically, a geographical indication includes or consists of the name of the place of origin. Examples: Colombia-Colombian Coffee, Scotland-Scotch Whisky, India-Darjeeling Tea, Madhubani Paintings, Idaho-Idaho Potatoes. (Source: MASB)

Geographic Targeting
See Also: Geotargeting
The process of identifying a brand’s geographic areas of opportunity, or the markets (DMAs) in which advertising is most likely to produce sales. Geographic targeting combines demographic and sales data to reach high potential customers. (Source: TVB)

2 : A targeting dimension that describes a viewer's physical location, such as their city or state. (Source: OpenX)

Geographic Weighting
The statistical readjustment of a sample - whether homes or Set-Top Boxes - to better replicate the actual universe footprint and improve projections from the data.

Geo-Marketing
See Also: Geo-Targeting, Internet Marketing, Zoning
The method of determining the geographic location of a website visitor and delivering different content to that visitor based on his or her location, such as country, region/state, city, metro code/zip code, organization, IP address, ISP or other criteria. (Source: Wikipedia)

2 : A discipline that studies location-based marketing. Geomarketing analyzes how geographic variables affect interactions between companies and customers, in order to improve segmentation and increase the chances that company's content reaches the right consumer at the right time. These geographic variables can be both small and large scale. (Source: Zorraquino)
**Lexicon 4.0**

**Geosynchronous Orbit**
When launched, a satellite orbit around the Earth with a speed that allows the satellite to make a complete orbit of the Earth exactly every 24 hours. As such, they are in the same position relative to the Earth at all times, barring any unforeseen problems. This means that satellite dishes only have to be aimed at the satellites they use one time, making the whole system possible. (Source: Essortment)

**Geotag**
A specific location added to a photo, video, or other social media post. Geotags can expose your posts to more people, since content is often searchable by location. (Source: Blog.Hootsuite.com)

**Geo-Targeting**
See Also: Zoning, Geo-Marketing, Geographic Targeting
Displaying (or preventing the display of) content based on automated or assumed knowledge of an end user's position in the real world. Relevant to both PC and mobile data services. (Source: IAB)

2: Sometimes used interchangeably with Zoning, involves the practice of reaching a geographically-defined universe through market-specific local broadcasts, cable zones, addressability, creative versioning (AdTag / AdCopy), or household aggregation. (Source: GABBCON, Global Audience Based Business Conference)

3: The method of identifying the location of your website visitor in order to deliver precise targeted content to that visitor. (Source: Mediamath)

4: In online marketing, refers to determining the geographical location of Internet users (such as their country, region, state, city, or even zip code) and then delivering ad content to them based on where they are. If you've ever seen a display ad for an event or merchant in your city or town, odds are you've been geotargeted. (Source: Cynopsis)

5: Showing ads to people based on their mobile device’s location, ZIP code information they submit when registering a site/service or GPS coordinates collected by site/service. (Source: Tubemogul)

6: In social media marketing, geotargeting is the technique of adjusting your ad content based on the location of a user. In Facebook ads manager, users can be included or excluded from a target audience based on their region, country, state, city, postal code, or address. This means advertisers can create and target ad sets to appeal to users in a certain geographic location. (Source: Falcon.io)

7: Geotargeting, within digital marketing, it is a tool or resource that allows the user to be presented content adapted to the preferences of their current or past geographical location. It is an important factor in improving companies' conversion ratios, since it offers customers relevant information based on their geographical locations. (Source: Zorraquino)

8: Involves the delivery of digital ads specific to the geographic location of the searcher. Geo targeting allows the advertiser to specify where ads will or won’t be shown based on the searcher’s location, enabling more localized and personalized results. (Source: MASB)

**Gesture**
Hand motion that can be interpreted as a sign, signal, or symbol. (Source: freeflyvr)
GG
GG is an acronym that means "good game," and is usually said at the end of online multiplayer games. Saying GG at the end of games is considered good sportsmanship, and in some games, can even earn you rewards. (Source: www.BusinessInsider.com)

Ghosting
The practice of ending a personal relationship with someone by suddenly and without explanation withdrawing from all communication. (Source: Oxford Dictionary)

Gigabyte
A unit of data measurement, computer memory or storage capacity.

NOTE – One gigabyte equals 1000 megabytes. (Source: IAB)

Gigaflop
A unit of computing speed equal to one billion floating-point operations per second. (Source: blog.hubspot.com)

Gwei abbr Gigawei
Is 1,000,000,000 wei. Wei, as the smallest (base) unit of ether (ETH), is what Sats (aka satoshi) are to bitcoin. (Source: ShellyPalmer.com Blockchain Glossary)

GIT
In computing, it is software for tracking changes in any set of files, usually used for coordinating work among programmers collaboratively developing source code during software development. Its goals include speed, data integrity, and support for distributed, non-linear workflows (thousands of parallel branches running on different systems). (Source: Wikipedia)

Give-Away
Gifts that are included free of charge when placing an order. Serve as incentives, value added aimed at increasing response rates. (Source: Zorraquino)

Glass Box
See also Arbitrage, Transparency, Black Box, White Box
Similar to a White Box.

Glass-Level
Manufacturer-level measurement of content that has played from any source, so long as it is delivered to a screen made by that manufacturer (e.g., Samsung Galaxy and Samsung TV). (Source: IAB)

Global Account
See Also: National Account
A national account with an international scope. (Source: MASB)

Global Brand
A brand that is marketed according to the same strategic principles in every part of the world. (Source: MASB)
Globalization
Worldwide – a media product with global reach is a product that is distributed around the world. (Source: corbytechmedia.weebly.com)

Global Strategic Partnership
See Also: Collaborative Agreement, Strategic Alliance
Another term for Collaborative Agreement. (Source: MASB)

GSM abbr Global System for Mobile Communication
See CDMA, LTE, Spectrum Spread
A competing wireless technology with CDMA. Technically, GSM is
a specification of an entire wireless network infrastructure, while CDMA relates only to the air
interface - the radio portion of the technology.

2 : The wireless telephone standard in Europe and most of the rest of the world outside North
America; also used by T-Mobile and AT&T, among other US operators. (Source: IAB)

GUID abbr Globally Unique Identifier
Persistent ID by device or household that is a unique 128-bit number. Windows based.

2 : A unique and persistent number that may be associated with a device, household or entity.
(Source: MRC)

GTAM abbr Global Television Audience Metering
A Nielsen initiative designed to improve people meter technology. The initiative includes the
development of four new audience metering technologies designed to deal with all of the conceivable
challenges involved in measuring the viewing behavior of contemporary consumer households
particularly cross platform-mobile, wireless and internet-based media with traditional television
viewing. (Source: MediaPost)

Gold Farming
See Also: Playbourer, Digital Sweatshop, Electronic Sweatshop
The act of playing a massively multiplayer online game to acquire in-game currency that other players

NOTE – People in China and in other developing nations have held full-time employment as gold
farmers. While most game operators expressly ban the practice of selling in-game currency for real-
world cash, gold farming is lucrative because it takes advantage of economic inequality and the fact
that much time is needed to earn in-game currency. Rich, developed country players, wishing to save
many hours of playing time, may be willing to pay substantial sums to the developing country gold
farmers. In 2009 the global market for gold farming was valued at around $3bn annually.
(Source: Wikipedia)

Gondola
A freestanding island-type of retail display with tiers of shelves, hooks, pegboard, etc., back-to-back.
(Source: MASB)

Goods
Products that have a tangible, physical form (in contrast to services, which are intangible).
(Source: MASB)
**Google Ads aka Google Adwords**
A form of online advertising, previously known as Google Adwords. Google Ads appear at the top of the Google search listings for your target keywords. They can also appear on other websites through the Google Display Network. (Source: Blog.Hootsuite.com)

**Google Analytics**
A free web analytic service provided by Google that allows you to link up your website for tracking web traffic and provides statistics that is useful for SEO and marketing purposes. A freemium web analytic service which was launched by google in November 2005 after acquiring Urchin. (Source: TycheSoftwares)

NOTE – Google Analytics is now the most widely used web analytics service on the Internet as it provides invaluable insights about your website that can be used for identify growth hacks. (Source: TycheSoftwares)

**Google Bomb**
*See Also: Google Washing, Link Bomb*
A Black Hat positioning technique used to associate a specific keyword with a website, although they are completely unrelated. It is a practice with both promotional and competitor discrediting applications. (Source: Zorraquino)

NOTE – Involves inserting incoming links from the largest number of sites possible to the same page, always assigning the same anchor to the link, that Googlebot will interpret as relevant and establish as valid search criteria. In theory, Googlebombing is more effective the higher the PageRank of the site the link is from, but in reality its impact has been practically eradicated since it introduced a new algorithm to combat this in 2007. (Source: Zorraquino)

**Google Cardboard**
A virtual reality feature introduced in 2014 at the I/O conference. A user's smartphone fits into the front, and the user holds the unit up to his or her face. It does not contain sensors, which makes some virtual reality purists dismiss it as too low quality, as it relies on the phone's accelerometer. Yet, it's cheap and the newer version accommodates phones with screens up to 6 inches can potentially put VR in the hands of a very wide audience. There's also the Cardboard app which can be found on the Google Play store. Cardboard units (as well as its knockoffs) can be customized and branded with company logos, meaning that they’re being used as marketing tools. Google is reportedly working on a new headset that is made of plastic and has a few sensors. (Source: TechRepublic)

**GCLID** *abbr* **Google Click Identifier**
A unique tracking parameter that Google uses to transfer information between a Google Ads accounts and a Google Analytics accounts. (Source: Kochava)

**Google Disavow Tool**
An advanced function of the Google Search Console tool, which allows incoming links to a website to be selectively disavowed or rejected where these are considered to be artificial or fraudulent, such as link farms or low-quality directories. This function instructs Google not to take into account certain links when evaluating a website, although the search engine advises using it with great care because it can affect the ranking of the website. (Source: Zorraquino)

**Google Display Network**
Google's advertising platform. A collection of websites, mobile sites and apps where ads can appear. Includes AdSense or the DoubleClick Ad Exchange.
Google FLoC  
See Also: FLoC

Google Goggles  
See Also: Bar Code, QR Codes
A visual search application for Androids and iPhones from Google that identifies objects by taking their pictures. Artworks and books are matched by their images, while stores, buildings and landmarks are identified by their image combined with the GPS and compass coordinates captured by the phone. (Source: PCMag)

Google Install Referrer
An Android-specific identifier used for ad tracking. Install referrer is a unique string sent to the Play Store when a user clicks on an ad that is similar to device IDs and other match profiles. (Source: Kochava)

Google Keywords
Ideas and phrases, which are typed into Google’s search box to find the desired information. (Source: elogic.co)

NOTE – Keywords are an integral part of every website because with the help of relevant keywords more users can be attracted to your website, which is called organic traffic. Choosing the right keywords is also important to bring the right audience to your website. For example, if you’re a restaurant owner that serves fried chicken in LA you should better avoid choosing the keywords “best chicks in LA” because it might bring the wrong audience to your website. (Source: elogic.co)

Google PageRank
The PageRank system is a set of algorithms employed by Google to determine the web popularity of each of the pages it adds to its index. In its search for objectivity, the PageRank system employs a complex and secret equation with hundreds of millions of variables, the results of which are expressed with a numeric value on a scale of 1 to 10, and this indicator that is automatically reassigned each day. This data is fundamental when determining the position of a page in the results ranking for a Google query. (Source: Zorraquino)

NOTE – To calculate this position, Google assesses, amongst other data, the quality and quantity of incoming links; those from pages with a high PR will be most valued, whilst those tagged with a noFollow attribute are automatically rejected. (Source: Zorraquino)

Google Play
Also known as Play Store, is Google’s app shop or marketplace. This service is available for those devices with the Android operating system, while on the other hand, iOS users use the App Store. (Source: Zorraquino)

Google Rich Snippets  
See Also: Rich Snippets
Rich snippets for the Google search engine. Enables the user to obtain additional information on the Google SERP and assess which page best responds to their search. (Source: Zorraquino)

NOTE – Google allows a very wide range of rich snippets, including user assessments, product pricing, maps, breadcrumbs... Google provides us all of the information necessary for their implementation and to check if we have done so correctly. (Source: Zorraquino)
**Google Trends**
Google tool that analyses a percentage of the searches carried out on Google Search in order to determine how many searches were carried out over a particular period of time. This information is provided to internet users free of charge in the form of graphs showing the frequency with which certain terms, phrases, or subjects have been searched for over that period of time, which makes it a useful instrument for finding the best keywords. (Source: Zorraquino)

**Googlewashing**
*See Also: Google Bomb, Link Bomb*
Refers to how a term's meaning can change according to the top Google search results for that term. (Source: Technopedia)

2 : Refers to the practice of causing a website to rank highly in web search engine results for irrelevant, unrelated or off-topic search terms by linking heavily. In contrast, search engine optimization (SEO) is the practice of improving the search engine listings of web pages for relevant search terms. (Source: Wikipedia)

NOTE – It is thought that this raises worries that Google's search algorithm could unintentionally support censorship.

**Google Website Optimizer**
Free Google tool used to help facilitate decision making when making changes to a web page or online marketing campaign. Different alternatives are considered and the program offers detailed reports that enable results to be compared, to optimize the content or design of the definitive version, and thereby increase the conversion rate. (Source: Zorraquino)

NOTE – Optimizer facilitates different types of experiments for individually analyzing page elements (multivariate test) or for judging it as a whole (A/B test). (Source: Zorraquino)

**Gouraud Shading**
The shading of polygons smoothly with bilinear interpolation in virtual reality. (Source: freeflyvr)

**Governance**
A process involving a cross-functional team that focuses on continuous improvement in performance regardless of turnover of individual members of the team. (Source: MASB)

**Governance Token**
In Blockchain, the right of an owner to vote on changes to the protocol. Examples include the MakerDAO MKR token and the Compound COMP token. (Source: ShellyPalmer.com Blockchain Glossary)

**Government Market**
One which includes purchases by governmental units-federal, state, and local-that procure or rent goods and services in carrying out the main functions of the government. In the United States, the federal government accounts for almost 40 percent of the total spent by all levels of government, making it the nation’s largest customer. Government agencies buy a wide range of products and services, including bombers, sculpture, chalkboards, furniture, toiletries, clothing, fire engines, vehicles, and fuel. (Source: MASB)
Grab Sampling
See Also: Accidental Sampling Convenient Sample, Opportunity Sampling
In media research it is an individual sample conveniently collected quickly without merging or adding in other samples. Equivalent to a snap shot.

Grade Labeling
See Also: Descriptive Labeling
Another term for Descriptive Labeling. Labeling where code letters or numbers are used to describe the relative quality of goods. Grade labeling is often used with perishable or semi-perishable products such as produce, meat, and eggs. (Source: MASB)

Grading
Involves the classifying of a product by examining its quality. It is often done with a program of grade labeling, though individual firms can grade their own products by a private system if they wish (e.g., Good, Better, Best). (Source: MASB)

Graphic Design
The discipline responsible for the creation of visual content, which function is to transmit or communicate a message or feeling. Unlike web design, its application is generally more offline and includes all media based on visual communication. (Source: Zorraquino)

GIF abbr Graphic Interchange Format
A standard web graphic format which uses compression to store and display images. (Source: IAB)

2 : GIF is an acronym for Graphics Interchange Format, a file format that supports both static and animated images. GIFs rose to popularity as a way to react on social media without words. Facebook and Twitter both support animated GIFs. (Source: Blog.Hootsuite.com)

GPU abbr Graphics Processing Unit
In modern computers, the GPU handles graphical processing, decreasing the processing burden handled by the CPU. (Source: IAB)

Graphic Rating Scale
One in which individuals indicate their ratings of an attribute by placing a check at the appropriate point on a line that runs from one extreme of the attribute to the other. (Source: MASB)

GUI abbr Graphic User Interface
See Also: User Interface
A more easily understandable type of user interface where icons can be used instead of text making access to various applications intuitive to the user.

2 : A way of enabling users to interact with the computer using visual icons and a mouse rather than a command-line prompt/interpreter. (Source: IAB)

3 : A type of user interface that uses images, icons, and menus to display what actions are available out of those that users can select on a device. The aim is to provide a friendly visual environment that is simple to use in order to facilitate communication between users and the computer. (Source: Zorraquino)

4 : A visual representation of functional code. It allows the average web user to interact with electronic devices using graphics rather than text. (Source: MASB)
Gray Thursday
*See Also: Black Friday*
Another term for Black Friday. (Source: MASB)

Grazing
*See Also: Surfing*
The act of constantly flipping through TV channels, watching several shows at once, brought on by the ease of Remote-Control units and the wider viewing selection offered by cable TV. (Source: Nielsen)

**GFW abbr Great Firewall of China**
The combination of legislative actions and technologies enforced by the People's Republic of China to regulate the Internet domestically. Its role in internet censorship in China is to block access to selected foreign websites and to slow down cross-border internet traffic. The effect includes: limiting access to foreign information sources, blocking foreign internet tools (e.g., Google Search, Facebook, Twitter, Wikipedia, and others) and mobile apps, and requiring foreign companies to adapt to domestic regulations. (Source: Wikipedia)

**Green Marketing**
Refers to the development and marketing of products that are presumed to be environmentally safe (i.e., designed to minimize negative effects on the physical environment or to improve its quality). This term may also be used to describe efforts to produce, promote, package, and reclaim goods in a manner that is sensitive or responsive to ecological concerns. (Source: MASB)

**Green River Ordinance**
A municipal ordinance regulating or forbidding door-to-door sales, canvassing or solicitation. The ordinance is named for Green River, Wyoming, the city in which it was first enacted (1931). (Source: MASB)

**Green (Blue) Screen**
A photographic technique in which a subject is filmed in front of a green background so as to allow matte compositing of the film with other footage. Show curators are using green screen, augmented reality and visual effects to create an illusion of a near-real event. (Source: Merriam-Webster)

2 : A backdrop of a single color in filming an ad (or content) in order to make it easier to subsequently add backgrounds, characters or other images. (Source: ProjectOAR)

**Greeter**
A person who greets customers when entering the store and provides information and/or assistance. (Source: MASB)

**Grey Hat**
*See Also: White Hat, Black Hat, Red Hat*
A computer hacker or computer security expert who may sometimes violate laws or typical ethical standards, but does not have the malicious intent typical of a black hat hacker. (Source: Wikipedia)

NOTE – The term began to be used in the late 1990s, derived from the concepts of "white hat" and "black hat" hackers.
Gridiron Pattern
Refers to a store layout of fixtures and aisles in a repetitive or rectilinear pattern, best illustrated by a variety store or the grocery department in a typical supermarket. Secondary aisles run at right angles to aisles, and each aisle is usually of the same width for its length. (Source: MASB)

Gridview
See Also: Datagrid
A graphical control element that presents a tabular view of data. A typical grid view also supports some or all of the following - Clicking a column header to change the sort order of the grid, Dragging column headers to change their size and their order, In-place editing of viewed data, Row and column separators, and alternating row background colors. (Source: Wikipedia)

Gross Additional Markup
The original amount of additional markup taken before subtraction of any additional markup cancellations to determine net additional markup. (Source: MASB)

Gross Cost of Merchandise Handled
The cost value of the opening inventory plus purchases and additions at billed cost. (Source: MASB)

Gross Cost of Merchandise Sold
The gross cost of merchandise handled less the closing inventory at cost. The gross cost of merchandise sold is subtracted from net sales to calculate maintained markup. Maintained markup is then adjusted by cash discounts and workroom costs to determine gross margin of profit. (Source: MASB)

Gross Exposures
The total number of times an ad is served, including duplicate downloads to the same person. (Source: IAB)

Gross Impressions
See Also: Delivery
The total duplicated whole number of homes, Set-Top Boxes or target audience delivered for a certain time period, daypart, program or any piece of content. Often expressed in thousands. Reach of Households in Thousands (in thousands) X The Average Frequency equals Gross Impressions.

2 : The aggregate number of households / Set-Top Boxes exposed to the schedule of spots. (Source: Kantar Media Audiences)

Gross Interaction Rate
The number of total interactions with an iTV application expressed as a percent of total households / STB universe exposed to a specific iTV campaign or period of time. (Source: Canoe)

Gross Leasable Area
The area of a shopping plaza that is assigned to stores, excluding exits, corridors, and open space. (Source: MASB)

Gross Margin
See Also: Margin
Another term for Margin. (Source: MASB)
**GMROI** _abbr_ Gross Margin Return On Inventory Investment
A profitability metric for retail products and categories. It is calculated as margin divided by the average dollar value of inventory held during a specific period of time, expressed as a “rate” or percentage. GMROI can be a vital metric in determining whether sales rates justify inventory positions. Gross margin return on inventory investment (%) = Gross margin on product sales in period ($) ÷ Average inventory value at cost ($). (Source: MASB)

**Gross Profit**
Net sales minus cost of goods sold.

The difference between the purchase price of an item and the sale price. (Source: MASB)

**GRP** _abbr_ Gross Rating Points
*See Also: Rating, Digital GRP*
The total of all the ratings for all the shows or ads bought in an advertiser’s contract reported as a gross number. Originally a television term, now it has adopted it for internet video as well leading to a cross platform measurement tool for advertisers who buy both television and online video. Reach X Average Frequency equals Total GRPs

2 : The sum of ratings achieved by a given spot or campaign utilized as a measure of advertising weight. (Source: Kantar Media Audiences)

3 : The sum of the rating points for the spots in a campaign. (Source: TRA)

4 : The sum of individual telecast ratings on a total program basis or advertiser commercial schedule, without regard to duplication. For example, 10 announcements each with a 10 rating would produce a total of 100 GRPs. (Source: TVB)

5 : A measure of the total number of impressions delivered in an advertising campaign. It is calculated as follows: Average Reach × Average frequency ×100. (Source: ProjectOAR)

6 : A metric for measuring the value of a spot according to the size of its audience. (Source: TVSquared)

7 : A term used in advertising to measure the size of an audience (or total amount of exposures) reached by a specific media vehicle or schedule during a specific period of time. It is expressed in terms of the rating of a specific media vehicle (if only one is being used) or the sum of all the ratings of the vehicles included in a media schedule. It includes any audience duplication and is equal to the reach of a media schedule multiplied by the average frequency of the schedule. GRPs (%) = Reach (%) × Average frequency (#) Alternatively, GRPs may be calculated in relation to the number of impressions: GRPs (%) = 100 x Impressions (#) ÷ Defined population (#) (Source: MASB)

**Gross Sales**
Gross sales are the sum of all sales during a time period. (Source: MASB)

**Gross Screen View**
The total number of screen views in a session or campaign. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)
Gross Session Time Spent
The total number of seconds spent by all viewers exposed to and/or engaged with the interactive session. Calculated by multiplying the viewers by the average length of screen view. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Group
A group is an online community within a social network. Groups can be public or private. Within a group, community members with a common interest can share information and discuss relevant topics. Both Facebook and LinkedIn offer groups on their platforms. (Source: Blog.Hootsuite.com)

Group Effect
See Also: Groupthink
A type of bias that occurs when participants in a group setting, such as a focus group, adapt or change their opinion or response to agree with the consensus of the group. For example, people sometimes change their responses to match or align with the majority opinion of the group, instead of expressing their own opinion. (Source: ProjectOAR)

Groupthink
A type of cognitive bias that refers to a specific phenomenon that can occur in a group setting whereby the desire for group cohesion results in a failure of members to think independently and evaluate information objectively, ultimately leading to errors in decision-making. Groupthink has relevance for any media and market research that makes use of groups, such as focus groups. (Source: ProjectOAR)

Growth
See Also: Product Life Cycle, Maturity, Introduction
Another term for Product Life Cycle. (Source: MASB)

Growth Hacking
Combination of marketing techniques used to exponentially grow the number of users or customers for a company - normally a startup with the minimum resource expenditure possible. To achieve this objective, growth hacking combines creativity, SEO, social networks, SEM, etc. and puts a lot of emphasis on web analytics to deduce if the techniques employed work or not. (Source: Zorraquino)

2 : A marketing concept that involves rapid experimentation including analytical thinking and use of social metrics to identify the most effective way to grow business and gain exposure. This term was originally coined by Sean Ellis who himself was a growth hacker and a startup extraordinaire. (Source: TycheSoftwares)

NOTE – A process where hackers find the right trick that allows accelerated and accumulative growth. Growth hackers are marketers, engineers and product managers whose objective is to grow the number of users for a specific product by specifically focusing on building and engaging the user base of a business. Best example for this is Facebook. In its early stages they had built a cross-functional growth team which was led by a growth hacker where they were responsible for making Facebook available in every language through crowdsourcing, implementing a robust system for importing email contacts etc. This process gave them a huge boost. (Source: TycheSoftwares)

Growth Loop
a holistic approach to game growth which merges the monetization and user acquisition sides of the business to create a virtuous cycle of growth. (Source: is.com)
NOTE – There are four stages to the Growth Loop:
- The first step is to acquire users, either organically or via paid channels. The goal here is to first assess the game’s marketability and second, maximize profit by acquiring users who will end up generating more revenue than they were bought for.
- The second step is to monetize users, either with in-app advertising or in-app purchases or both. The goal here is to maximize ARPU while balancing user experience.
- The third step is to analyze and then optimize that monetization strategy, using A/B testing to increase critical KPIs such as LTV and ARPU.
- The fourth step is to analyze and optimize user acquisition in order to further increase IPM (installs per thousand impressions) and maximize profit, utilizing creative optimization best practices, anti-fraud efforts, bid optimization, and more.
Then the cycle starts over again, looping back to the first step. (Source: is.com)

Guarantee
A commitment by a media company to an advertiser that the agreed upon, campaign deliverables meets what is promised in the sales contract. Should audience delivery fall short of what was estimated, the advertiser receives bonus advertising units so as to meet the agreed upon and contracted level of expected CPM or GRP’s or other campaign measurement KPIs.

2 : Describes the assurance, expressed or implied, of the quality of goods offered for sale. Expressed guarantee, with a definite promise of money back or other specific assurance, is often used as a sales aid, especially in non-store retailing. (Source: MASB)

Guaranteed Inclusion
See Also: Paid Inclusion
Another term for Paid Inclusion. (Source: MASB)

Guaranteed Line Item
A purchase that reserves inventory. (Source: OpenX)

Guerilla Marketing
An advertising campaign tactic involving the placement of often humorous brand-related messages in unexpected places either online or in the real world; intended to provoke word-of-mouth and build buzz. (Source: IAB)

2 : Set of unconventional marketing techniques that seek to obtain a high impact with minimum investment, via innovative actions that leave a memory in the target audience. (Source: Zorraquino)

3 : Describes an unconventional and creative marketing strategy intended to get maximum results from minimal resources. (Source: MASB)

Guest Blogging
A marketing strategy focused on creating content as a guest on the blog of another author with the purpose of getting a link to one’s own website. This practice redirects traffic to the website, improves link building and helps to optimize SEO positioning. (Source: Zorraquino)

Gutter
The blank space between margins of facing pages of a publication. (Source: AAI.ie)
Gzip
Automatic compression of creative assets for an ad when delivering from an ad server to a web page or application. The key difference between .zip files and gzip is that zip is used for storing files, and gzip is used for compressing files that are in transmission from one server to another. (Source: IAB)

Habit
A learned response to a stimulus that has become automatic and routine, requiring little or no cognitive effort. (Source: MASB)

Habit Formation
The process of learning a specific behavior often requiring practice or rehearsal of the response. There is considerable controversy, however, on just how much repetition or how many trials are necessary for learning to occur. It probably differs between cognitive problem solving and simple physiological or muscular reactions. (Source: MASB)

Habitual Buying Behavior
Refers to consumer decisions made out of “habit” without much deliberation or product comparison. It is usually a low-involvement purchase and involves repeatedly buying the same brand within a given product category. (Source: MASB)

Hacker
See Also: Cracker
A person who uses computers and programming language and protocols to gain unauthorized access to a computer, set of computer systems, technology, data or other proprietary properties with malevolent intent.

2 : An expert programmer who likes to spend a lot of time figuring out the finer details of computer systems or networks, as opposed to those who learn only the minimum necessary. (Source: AAI.ie)

Hackers Cyberattack
See Also: Cyberattack, Hackers
Often referred to as cybercriminals, it is a group of hackers operating with the intent to steal, alter, destroy or hold for ransom proprietary data, technology or systems via unauthorized access to a computer system.

Hadoop
Software framework that supports data intensive applications under a free license. It enables applications to work with thousands of nodes and petabytes of data. (Apache Hadoop-CIO Magazine)

Halo Effect
The tendency for an impression created in one area to influence opinion in another area. (Source: Oxford Dictionary)

2 : The tendency for positive impressions of a person, company, brand or product in one area to positively influence one's opinion or feelings in other areas. Halo effect is “the name given to the phenomenon whereby evaluators tend to be influenced by their previous judgments of performance.
or personality. The halo effect which is a cognitive bias can possibly prevent someone from accepting a person, a product or a brand based on the idea of an unfounded belief on what is good or bad. (Source: Wikipedia)

3 : A phenomenon which occurs when the perceived positive features of a particular product extend across a broader line of related products with the same brand name.

A notable example is the manner in which the popularity of Apple’s iPod generated enthusiasm for the corporation’s other products. (Source: MASB)

**Halting Problem**
A computer program in an infinite loop. (Source: ShellyPalmer.com Blockchain Glossary)

NOTE – Ethereum solves this problem by requiring a fee for a certain amount of computing. If the gas is exhausted, the program stops. (Source: ShellyPalmer.com Blockchain Glossary)

**Handbill**
*See Also: Flyer*
Another term for Flyer. (Source: MASB)

**Handle**
One’s username or nickname on social media. It is usually noted as @username. It can also be used as a personalized URL for each social network. ((Source: Blog.Hootsuite.com)

NOTE – For example, Hootsuite’s handle is @Hootsuite, and the Twitter URL is twitter.com/hootsuite. It’s a good idea to use the same handle across social networks to make it easier for potential followers to find your accounts. (Source: Blog.Hootsuite.com)

**Hands On Keyboard**
T1 clients who manage their own campaigns in T1. (Source: Mediamath)

**Hangout**
A video or voice call with one or more people using the Google Hangouts service. In 2019, Google Hangouts was divided into two products: Google Hangouts Chat and Google Hangouts Meet. Google Hangouts Meet is designed for video conferencing and includes features such as screen sharing, enabling video presentations to groups of up to 30 people. (Source: Blog.Hootsuite.com)

**Haptic Interfaces**
In virtual reality, the use of physical sensors to provide users with a sense of touch at the skin level, and force feedback information from muscles and joints. (Source: freeflyvr)

**Haptics**
While not exclusive to virtual reality, it is tactile feedback. In virtual reality, it refers to users feeling like they're touching something that's not really there. (Source: TechRepublic)

2 : Also known as touch feedback, refers to technology that recreates a sense of touch. Haptic devices might apply forces, vibrations, or motions to a user. A vibrating video game controller is a good example. Virtual reality, meanwhile, still mostly uses sight and sound. But some companies are developing haptic gloves-and even full-body haptic suits-to complement the VR experience. (Source: Cynopsis)
**Hard Bounce**
A permanent bounce. An email message that has not been delivered during an email marketing campaign because one of the email addresses it was sent to is not valid, either because it has unsubscribed, or because it was erroneously entered on the list or because it never existed. (Source: Zorraquino)

**HDD abbr Hard Disk Drive**
See Also: Optical Drives, Floppy Drives, Disk Drives
A high capacity, self-contained hardware storage device containing a read - write mechanism and one or more hard disks inside a sealed unit. Serves as a securable, rewritable, randomly addressable form of data and computer content storage while allowing the computer to read from and write to computer disks.

**Hard Goods**
See Also: Durable Goods
Another term for Durable Goods. (Source: MASB)

**Hard Launch**
See Also: Soft launch, Full Launch
The full release of a completed product in the intended, complete marketing area.

**Hard Paywall**
See Also: Paywall, Soft Paywall
A paywall that allows minimal to no access to content without a subscription.

**Hard Sell**
See Also: High-Pressure Selling
An approach to advertising creative that pushes a direct, explicit, and slightly aggressive call to action. (Source: ProjectOAR)

2: An approach in which the salesperson attempts to control the sales interaction and pressure the customer to make a purchase. It may also refer to an advertising style that is aggressive, forceful, and to-the-point in its attempt to influence the brand’s audience. (Source: MASB)

**Harmonize The Data**
See Also: Data Cleansing, Scrubbing the Data, Normalize the Data
The process of taking disparate data sets for different constituencies and blending them so as to be able to exchange and share results to all constituencies from one database. To form a uniform language for future dialog.

**Harvesting Strategy**
See Also: Cash Cow
A harvesting strategy maximizes the short-run cash flow from a business in expectation of a deterioration of market share and eventual withdrawal from the market. (Source: MASB)

Note – A brand or line of business with these characteristics is often referred to as a cash cow. The cash flow raised is directed toward other areas of business where it is needed. (Source: MASB)

**Hash**
See Also: Cryptographic Hash
Hashed ID
See Also: Anonymization, De-Identify
The result of anonymizing MAC addresses or other identifying information about the household or Set-Top Box. Results in a STB identifier per each data record that cannot be matched back to the original household, viewer or Set-Top Box.

NOTE – In some cases hashing is carried out daily which destroys ability to do Reach / Frequency / Frequency Distribution / ROI reporting because there is no persistent anonymous household identifier in those cases. (Source: TRA)

Hashing
The act of converting identifiable data or other information into a string of numbers or letters so all aspects of the individual is disguised.

2 : A way for separate companies to match their data sets without either side being able to access the other’s data. (Source: Tubemogul)

Hash Linking
Associating an identifying tag with a specific user through a cryptographic function that does not allow reversing that tag back into the identifying characteristics for that user. Current best tracking option for protecting Personally Identifiable Information. (Source: MAGNA Global)

Hash Tags
A type of label, word, phrase or metadata tag preceded by a hash or pound sign (#) that is used on social network and microblogging services to make it easier for users to identify and find messages with a specific theme or content.

2 : A way of connecting your posts on social media to other posts on the same subject or trending topic. By searching for a specific hashtag, users can find all public posts that have it. Social media marketers often follow the popularity of hashtags over time to see what’s trending on social media. (Source: Falcon.io)

Hash Value
See Also: Checksum, Message Digest
Another term for a Message Digest, they can be thought of as fingerprints for files. The contents of a file are processed through a cryptographic algorithm, and a unique numerical value—the hash value—is produced that identifies the contents of the file. If the contents are modified in any way, the value of the hash will also change significantly. Two algorithms are currently widely used to produce hash values: the MD5 and SHA1 algorithms. (Source: TrendMicro)

Head-Coupled
Displays or robotic actions that are activated by head motion through a head tracking device in virtual reality. (Source: freeflyvr)

Headend
The control center of a cable television system, where incoming signals are amplified, converted, processed and combined into a common cable along with any original cablecasting, for transmission to subscribers. The system usually includes antennas, preamplifiers, frequency converters, demodulators, modulators, processors and other related equipment. Or the central location on the
cable network that is responsible for injecting broadcast video and other signals in the downstream direction. (Source: CableLabs)

2 : The closest distribution point where a cable operator transmits content to their subscribers.

3 : The electronic control center of a cable television system- generally located at the antenna site of CATV system. The headend takes incoming signals and amplifies, converts, processes, and combines them into a common coaxial or optical cable for transmission to cable subscribers. (Source: itvt.com/glossary)

4 : The site in a cable system or broadband coaxial network where the programming originates and the distribution network starts. Signals are usually received off the air from satellites, microwave relays, or fiber-optic cables at the head end for distribution. (Source: IAB)

Headend Clock Discrepancies
See Also: Clock Drift, Clock Slippage, Drift, Frequency Drift
When the clock within the Headend slowly deviates from the actual time.

Note – Proper application of the Network Time Protocol (NTP) in Collection Servers, combined with Clock Sychronization information from the STBs can minimize STB and Headend Clock Discrepancies. (Source: FourthWall Media) This is the reason why FourthWall Media thinks content time is more appropriate for measurement than clock time.

Header Bidding
See Also: Advanced Bidding, Pre-Bidding, Holistic Yield Management, Tagless Bidding, Tagless Integration
A type of inventory bid management that allows publishers to offer first look and bid opportunity to multiple programmatic partners that is then carried through to the publishers adserver. The set-up is powered by a demand partner’s JavaScript tag that is placed on a publisher’s page (usually in the header) which requests bids from the partner before the adserver is called. This is sometimes referred to as header tag integrations or Tagless integrations. The demand partner passes their bid value (through a key value pair) into the ad tag(s) that call the adserver. A campaign with line items in the publisher’s adserver are pre-set to target to those parameters. If the demand partner’s campaign wins above all other opportunity, the partner is called to serve the ad at the price they bid to pay. (Source: Technorati)

2 : Advanced form of programmatic advertising that makes it possible for various buyers to bid for the acquisition of advertising slots in real time, instead of selling their inventory to one single buyer. Technically, the term header bidding refers to the JavaScript code introduced into the header of the media websites. This gives its name to this kind of bidding mechanism, which is carried out by way of the header of the web page, before it loads. This technology allows the publisher to sell its advertising inventory for the highest possible price. (Source: Zorraquino)

Header Image
Also known as cover photo, is the visual you place at the top of your social media profile. Often in landscape format, header images are much larger than your profile picture/avatar and can be used to introduce you or your brand to your profile visitors. They can complement your profile picture, show off your personality, or show off a product or event you’re promoting. (Source: Falcon.io)
Headline
In advertising and marketing, the most prominent text in a print, static digital or out-of-home ad. (Source: ProjectOAR)

2 : The part of the written component of a marketing communication that is meant to help attract the reader’s attention. (Source: MASB)

**HMD abbr Head Mounted Display**
The current form of hardware delivering VR experiences to users. Typically goggles or a helmet of some type, the kind that is strapped to the face or put on the head to view the Virtual Reality experience. Some have sensors for head tracking, some don't. (Source: TechRepublic)

2 : A set of goggles or a helmet with tiny monitors in front of each eye to generate images seen by the wearer as three-dimensional. Often the HMD is combined with a head tracker so that the images displayed in the HMD change as the head moves. (Source: freeflyvr)

Head Terms
Search terms that are short, popular, and straightforward (e.g., “helicopter skiing”). These short terms are called “head terms” based on a bell-curve distribution of keyword usage that displays the high numbers of most-used terms at the “head” end of the bell curve graph. (Source: MASB)

Head-Related Transfer Function
A mathematical transformation of sound spectrum that modifies the amplitude and phase of acoustic signals to take into account the shape effects of the listener’s head. (Source: freeflyvr)

Head Tracking
*See Also: Positional Tracking*
In Virtual Reality, headsets that are limited to only registering the rotations and movements of a user’s head.

2 : Refers to the sensors that keep up with the movement of the user's head and move the images being displayed so that they match the position of the head. In short, if you're wearing an Oculus Rift, for example, head tracking is what lets you look to the left, right, up, or down, and see the world that's been built in those directions. (Source: TechRepublic)

3 : Monitoring the position and orientation of the head through various tracking device. (Source: freeflyvr)

Heads-up Display
A display device that allows users to see graphics superimposed on their view of the real world. (Source: freeflyvr)

Health Care Marketing
Marketing designed to influence the behavior of target audiences in which the benefits would accrue to the target audience's physical and/or mental health. Health care marketing may be carried out by individuals, by hospitals or clinics, or by national agencies such as the National Cancer Institute. (Source: MASB)
Heap
An area of pre-reserved computer main storage memory that a program process can use to store data in some variable amount that won't be known until the program is running. (Source: Whatis.com)

Heartbeat Records
Systematic recurring reporting event used by engineers to tell if a Set-Top Box is functioning. The absence of a heartbeat record indicates that there is a problem with the box. (Source: Nielsen)

NOTE – Would this type of signal quality measurement help measure STBs that do not have backchannel?

NOTE – Not all STBs use Heartbeat Records. (Source: TIVO)

HEART Metrics
Working methodology developed by Google in order to measure users’ experience with digital products, which includes five categories with indicators (Happiness, Engagement, Adoption, Retention, Task success: HEART). Happiness measures users’ attitude towards the system; engagement evaluates the level of user involvement with the product, adoption is the number of new users for a product or a product characteristic, retention is the rate with which users return to use a product, and task success includes traditional behavior metrics in user experience. (Source: Zorraquino)

Heart Monitor
See Also: Heart Rate
A device used to measure and record heart rate. (Source: ProjectOAR)

Heart Rate
The number of times a person's heart beats in a time period, usually expressed in beats per minute. This is sometimes used in neuro scientific research. (Source: ProjectOAR)

Heatmap
A way of presenting results on research about participants' behaviors when asked to look at a static image, a video, or packaging, in which the frequency or intensity of a defined action is conveyed with different colors -- red (higher), yellow (medium), green (lower). Often used in eye tracking research to depict the distribution of fixations but can also be used in studies in which participants click on the areas within an image that catch their attention. (Source: ProjectOAR)

2 : Graphic report which shows what parts of a web page attract the most attention from users who visit it, through a color-coding system which provides a visual representation of those areas where visitors interact the most, whether by clicking, mousing-over, or browsing with the highest frequency. The aim of a heatmap is to extract useful information on the behavior of the users of a website, such as ascertaining which elements are most visible or identifying the best places to insert advertisements. (Source: Zorraquino)

Heavy Carrier
See Also: Carrier, Light Carrier, Common Carrier
A facilities-based carrier, that is, one that owns the switching and transmission systems that comprise the network it uses to provide services to its customers.
**Heavy Lifting**

*See Also: Demodualization*

The process of turning an analog signal into a digital signal. This is what occurs on the receiving end of a transported signal. Heavy Lifting separates the constant carrier signal from the variable data signals. This is part of what a Modem does. Video and audio streams must be de-multiplexed before they are decoded (Source: itvdictionary)

**HSP abbr Heavy Swing Purchasers**

Those consumers who have highly changeable purchasing patterns of behavior within a specific product category in which they buy heavily, indicating low brand loyalty in that category, and who have a propensity to sometimes switch brands, be motivated by advertising and marketing messages or other sales related messages or inducements.

2. A term coined by TRA which is a combination of two consumer purchasing categorizations - heavy overall category purchase combined with occasional purchasers of the specific brand.

3. Heavy category purchasers who have bought a brand before, are the HSPs for that brand. For most mature packaged goods brands, HSPs are the ROI Driving Target for television advertising ROI. The reason is because advertising is a "light tap" that rarely causes someone who has never bought a mature CPG brand before, to suddenly buy it; instead, TV advertising does most of its incremental sales generation for mature CPG brands by getting homes that have already made it into a brand’s consideration set (i.e., they have bought the brand before), to buy more of it than they would without advertising. HSPs are not simply ardent brand switchers. HSPs are specific to each brand, there is no such thing as (e.g., soft drink HSPs or facial tissue) HSPs (i.e., HSPs are not a category level phenomenon but they are instead a brand level phenomenon). (Source: TRA, registered term)

**Heavy Up**

An increase in advertising activity for a limited period of time so as to achieve a KPI purpose, whether reach, frequency, delivery or target audience for example.

**Heavy Usage Index**

*See Also: Weight Index*

A measure of the relative intensity of consumption. It indicates how heavily the customers for a given brand use the product category to which that brand belongs, compared with the average customer for that category. The heavy usage index yields insight into the source of volume and the nature of a brand’s customer base. The heavy usage index can be calculated on the basis of unit or dollar inputs.

\[
\text{Heavy usage index (I)} = \frac{\text{Average total purchases in category by brand customers}}{\text{Average total purchases in category by all customers for that category}}
\]

Or

\[
\text{Heavy usage index (I)} = \frac{\text{Market share}}{[\text{Penetration share} \times \text{Share of requirements}]} 
\]

(Source: MASB)

**Heavy User**

Consumer who uses or buys a product in an intensive way, that is, above average. They generally represent a third of the clients for a given brand, but generate two thirds of the benefits. For that reason, companies try to take special care of this group of users. (Source: Zorraquino)

**Hedonic Consumption**

*See Also: Hedonistic Consumption*

Another term for Hedonistic Consumption. (Source: MASB)
Hedonistic Consumption
Focuses on consumer behavior which seeks sensory pleasures or hedonistic benefits provided by interaction with goods or services. (Source: MASB)

Hegemony
Power systems-can refer to prevailing ideologies, social and political groups. (Source: OpenTextBC.ca)

2 : The dominance of one group over another, often supported by legitimating norms and ideas. For example, the dominant social position in society is taken by men and the subordinate one by women, middle classes over lower/working classes etc. (Source: corbytechmedia.weebly.com)

Herfindahl Index
A market concentration metric derived by adding the squares of the individual market shares of all the players in a market. As a sum of squares, this index tends to rise in markets dominated by large players. (Source: MASB)

Heuristic
See Also: Choice Heuristic
A way to measure a user's unique identity. (Source: IAB)

2 : Another term for Choice Heuristic. (Source: MASB)

NOTE – This measure uses deduction or inference based on a rule or algorithm which is valid for that server. For example, the combination of IP address and user agent can be used to identify a user in some cases. If a server receives a new request from the same client within 30 minutes, it is inferred that a new request comes from the same user and the time since the last page request was spent viewing the last page. Also referred to as an inference. (Source: IAB)

Hexadecimal
Using Blockchain, a counting system in base-16 that includes the first 10 numbers 0 through 9 plus the first six letters of the alphabet, a through f. Each hexadecimal character represents 4 bits, where 0 is 0000 and the 16th (f) is 1111. (Source: ShellyPalmer.com Blockchain Glossary)

Hiatus
Period in a campaign when an advertiser's schedule is suspended for a short period of time, after which the schedule resumes. (Source: TVB)

2 : A scheduled period of inactivity between advertising flights. (Source: AAI.ie)

Hidden Issue Questioning
A technique used during depth interviews (see "Interview, Depth") that aims to identify deeply personal views or concerns that would otherwise not be revealed by participants using a more direct approach. An interviewer must exercise tact in getting this kind of personal information out of the participant. (Source: ProjectOAR)

Hidden Surface
In virtual reality, a surface of a graphics object that is occluded from view by intervening objects. (Source: freeflyvr)
**Hidden Text**
A Black Hat positioning technique which consists of the inclusion on a web page of content that is hidden from regular users, but not from web crawlers which save it as normal content. (Source: Zorraquino)

NOTE – This type of text was traditionally included in the same color as the page background, or the font size reduced to microscopic proportions, making it invisible; currently more complex techniques are employed such as the use of addable attributes to avoid the text being displayed. (Source: Zorraquino)

**Hierarchical Learning**
*See Also: Deep Learning, Deep Structure Learning, Deep Machine Learning, Machine Learning*
Another term for Deep Learning

**Hierarchy of Effects Model**
Based on the premise that advertising moves consumers systematically through a series of psychological purchasing stages in the following order:
- Awareness
- Knowledge (think)
- Liking
- Preference (feel)
- Conviction
- Purchase (do)

The model was created in 1961 by Robert J Lavidge and Gary A Steiner. (Source: MASB)

**Hierarchy of Needs**
*See Also: Maslow’s Hierarchy of Needs, Psychological needs, Safety Needs, Self-Actualization Needs*
A theory proposed by Abraham Maslow in 1943 describing the order of the developmental motivations throughout the human life span. The theory suggests that individual needs develop in a sequential order ranging from basic physiological needs to the need for safety, belonging, self-esteem and self-fulfillment. Higher order of needs emerge as lower ones are satisfied. As it relates to advertising, some marketers use the theory as they consider the need states fulfilled by a particular brand, product or service. (Source: ProjectOAR)

2 : Another term for Maslow’s Hierarchy of Needs. (Source: MASB)

**HIFW**
A social media acronym meaning How I Feel When.

**HDCP** *abbr* High Bandwidth Content Protection Technology
A technology that protects high value digital content such as films and television programs against unauthorized access or copying between a set-top box or DVR and a digital TV or computer.

**HDMI** *abbr* High-Definition Multimedia Interface
A specification that combines video and audio into a single digital interface for use with DVD players, digital television (DTV) players, Set-Top Boxes, and other audiovisual devices. The basis for HDMI is High Bandwidth Digital Content Protection (HDCP) and the core technology of Digital Visual Interface (DVI). HDCP is an Intel specification used to protect digital content transmitted and received by DVI-compliant displays. (Source: CableLabs)

2 : The uncompressed audio and video digital connection standard that enables high definition.
3 : Used for transferring video data and digital audio data from a source device to a different, compatible device, such as a television or a computer monitor. For example, Google’s Chromecast and Amazon’s Fire TV Stick are widely-used HDMI-based devices. (Source: Cynopsis)

**HDTV abbr High-Definition Television**
A television display technology that provides picture quality greater than that of traditional Standard Definition (SD) and digital sound similar to that of compact discs. (Source: Nielsen)

2 : There are at least 18 different formats, but the ones most commonly in use are 1080i and 720p. CEA has established an icon which is used on HD monitors. Consistent language is critical here as well as differentiating between true HD and other formats.

3 : HDMI also allows STBs the ability to begin logging when television sets are on or off. (Source: TIVO)

4 : A higher quality signal resolution using a digital format for the transmission and reception of TV signals. HDTV provides about five times more picture information (picture elements or pixels) than conventional television, creating clarity, wider aspect ratio, and digital quality sound. (Source: itvt.com/glossary)

5 : Various technical systems providing a finer and wider TV picture and usually twice as many scanning lines as standard TV. Provides the highest quality picture and sound simultaneously with a substantial data delivery service. (Source: TVB)

**NOTE – HD vs. SD measurement**

NOTE – There are three definitions for HD content: "Native HD" - refers to content filmed in HD, and does NOT apply to converted material; "True HD" -- refers to content that is shot and mastered in HD, but may also apply to some converted material; and "HD" which applies to any kind of HD programming, including all converted content.

**HDR abbr High Dynamic Range**
Refers to viewing technology that allows for a wider and richer range of colors, brighter whites, and darker blacks. HDR content preserves details in the darkest and brightest areas of a picture that are otherwise lost. HDR content requires an HDR-enabled TV set, or the Dolby Vision. (Source: Cynopsis)

**HF abbr High Frequency**
The International Telecommunications Union (ITU) designation for the range of radio frequency electromagnetic waves (radio waves) between 3 and 30 MHz. It is also known as the decimeter band or decimeter wave as its wavelengths range from one to ten decameters (ten to one hundred meters). Frequencies immediately below HF are denoted medium frequency (MF), while the next band of higher frequencies is known as the very high frequency (VHF) band. The HF band is a major part of the shortwave band of frequencies, so communication at these frequencies is often called shortwave radio. Because radio waves in this band can be reflected back to Earth by the ionosphere layer in the atmosphere—a method known as "skip" or "skywave" propagation—these frequencies are suitable for long-distance communication across intercontinental distances. The band is used by international shortwave broadcasting stations (2.310 - 25.820 MHz), aviation communication, government time stations, weather stations, amateur radio and citizens band services, among other uses. (Source: Wikipedia)
High-Low Pricing
See Also: Hi-Lo Pricing
Another term for Hi-Lo Pricing. (Source: MASB)

Highly Targeted Networks
See Also: Long Tail Channels
A Rentrak term for Long Tail Channels which are smaller, often unmeasured-by-Nielsen networks. (Source: Rentrak)

High-Pressure Selling
See Also: Hard Sell
Another term for Hard Sell. (Source: MASB)

HSD abbr High Speed Data
Data that originate from broadband sources.

HDSL abbr High Speed Digital Subscriber Line
See Also: Assymetric DSL, Digital Subscriber Line, Symmetric DSL, Very High-Speed DSL
A type of DSL that Transmits 2 Mbps bi-directional signals over one or two twisted copper pairs. HDSL is used in applications such as corporate Internetworking, video conferencing, and remote data center access. (Source: itvt.com/glossary)

NOTE – Often referred to as High Bit Rate Digital Subscriber Line.

HSPA abbr High Speed Packet Access
See Also: 3G, 4G, WIMAX
A wireless broadband standard consisting of a group of high-speed 3G and 4G data services available to GSM carriers worldwide.

HVA abbr High Value Audience
A specific person or a segment of an audience on whom the majority of the profit, success and often the survival of a business depends. HVAs can be a large percentage of the business revenue or a single influencer whose satisfaction, or lack thereof, can cause more customer loss than that one person.

Hi-Lo Pricing
See Also: High-Low Pricing
The opposite of everyday low pricing. In Hi-Lo pricing, retailers and manufacturers offer a series of “deals” or "specials"-times during which prices are temporarily decreased. One purpose of Hi-Lo pricing and other temporary discounts is to realize price discrimination in the economic-not the legal-sense of the term. (Source: MASB)

History List
A menu in a web browser which displays recently visited sites. The same mechanism makes it possible for servers to track where a browser was before visiting a particular site. (Source: IAB)

Hit
The point at which users access a Web site and their computer sends a request to the site’s server to begin downloading a page. (Source: IAB)
2: The record of a single online transaction event stored in a log file. One page view may contain multiple hits, one for each image on a web page. (Source: Mediamath)

3: Each file request (image, sound...) made by a browser to a server when loading the same web page. Sometimes erroneously used as an indicator of web page popularity, however the number of components that make up a web page varies enormously, and therefore it is preferable to use the number of impressions as a measure. (Source: Zorraquino)

NOTE – Each element of a requested page (including graphics, text, and interactive items) is recorded by the site's Web server log file as a "hit." If a page containing two graphics is accessed by a user, those hits will be recorded once for the page itself and once for each of the graphics. Webmasters use hits to measure their servers' workload. Because page designs and visit patterns vary from site to site, the number of hits bears no relationship to the number of pages downloaded, and is therefore a poor guide for traffic measurement. (Source: IAB)

Hitchhike Ad
Another term for a Drop In Ad.

Holistic Yield Management
See Also: Advanced Bidding, Pre-Bidding, Header Bidding, Tagless Bidding, Tagless Integration
The effort to maximize publishers’ overall revenue by finding the best possible supply allocation (inventory) to traditional demand sources (performance and direct campaigns) where the allocation system simultaneously takes all demand sources-performance networks, direct buyers and programmatic – into account as a whole to assess which provides the best opportunity for each impression. (Source: Smartadserver)

Homage
A form of intertextuality where something or someone is paid tribute to.
(Source: corbytechmedia.weebly.com)

Home Page
See Also: Main Page, Index Page
The page designated as the main point of entry of a Web site (or main page) or the starting point when a browser first connects to the Internet. (Source: IAB)

2: The main, introductory page of a website. It can also be referred to as the front page, index page, or main page. The term can also refer to the webpage a user sets up as the start-up page for their Internet browser. (Source: MASB)

NOTE – Typically, it welcomes visitors and introduces the purpose of the site, or the organization sponsoring it, and then provides links to other pages within the site. (Source: IAB)

Honey Wagon
In media production, it refers to a dressing room trailer. (Source: The Hollywood Reporter)

Honorarium
See Also: Incentive

Hops
The excursion of a radio wave the earth to the ionosphere and back to the Earth. The number of hops indicates the number of reflections from the ionosphere. (Source: Wikipedia)
2 : A similar excursion from an earth station to a communications satellite to another station, counted similarly except that if the return trip is not by satellite, then it's only a half hop. (Source: Wikipedia)

3 : A waveform transmitted for the duration of each relocation of the carrier frequency of a Frequency-hopping spread spectrum system. (Source: Wikipedia.org)

4 : To modify a modulated waveform with constant center frequency so that it frequency hops. (Source: Wikipedia)

5 : With routing a distance in terms of topology and of a length that may be not specified topographically (i.e., one hop is the step from one router to the next), on the path of a packet on any communications network (on the Internet often discovered with pings or traceroutes). The hop count then is the number of subsequent steps along the path from source to sink. The term "hop" can be seen in some networking-based courses referred as "Hand Over Point" in routing terminology. (Source: Wikipedia)

**Horizontal Ad Location**
An ad location that informs the advertiser where on the page the ad will appear. This could include "top," "middle," "right," "center," etc. (Source: Next.Srds.com)

**Horizontal Integration**
*See Also: Integration, Vertical Integration*
Where a company produces goods or services at the same part of the supply chain, sometimes risking a monopoly as the company expands horizontally.

2 : Where a media conglomerate is made up of different companies that produce and sell products across multiple media industries. For example a company with divisions in film, TV, magazines newspaper. (Source: corbytechmedia.weebly.com)

3 : Another term for Integration. (Source: MASB)

**Horizontal Projection**
Statistical restructuring of a dataset or sets into complete household estimates.

**Horizontal Scaling**
In Blockchain, an approach that divides the work of the system into multiple pieces, retaining decentralization but increasing the throughput of the system through parallelization. This is also known as sharding. (Source: ShellyPalmer.com Blockchain Glossary)

**Host**
*See Also: Server*
Any computer on a network that offers services or connectivity to other computers on the network. A host has an IP address associated with it. (Source: itvt.com/glossary)

2 : Set-Top Box or receiver containing and executing the OpenCable Application Platform implementation. It is also host to the CableCARD device. (Source: IAB)

3 : Any computer on a network that offers services or connectivity to other computers on the network. A host has an IP address associated with it. (Source: IAB)
4 : A chat term for someone who is managing a chat. Hosts often act as referees and have the power to turn participants into spectators and vice versa. (Source: AAI.ie)

**Hosted Software**
Along with On-Demand Software and Web-Based Software, another term for Software as a Service. One of the three main categories of cloud computing.

**Host Initiated**
Any activity that is auto-initiated. (Source: IAB)

**Host-Initiated Sub-load**
The additional file limit allowed for rich media and Rising Star units that is auto-initiated one second after the domContentLoadedEventEnd occurs (web page content has been loaded) on the host computer or device. (Source: IAB)

**Hotlists**
Pull-down or pop-up menus often displayed on browsers or search engines that contain new or popular sites. (Source: IAB)

**Hot Spot**
Area of an ad that is clickable or is able to be interacted with. (Source: IAB)

2 : An area of an ad unit, which when rolled-over/rolled-on by the user’s cursor, such rollover triggers an event (i.e., expand ad). The hotspot should never be larger than 1/4th the size of the original (collapsed) ad unit. The trigger event should not occur unless the user’s cursor rests in the hotspot zone for at least 1-second. Hotspots should never initiate audio (audio should only be initiated by a click). When hotspots are used, the trigger event should stop immediately upon the user’s cursor leaving the hotspot zone (i.e., ad collapses), and the ad unit should return to its original state. (Source: IAB)

**House Account**
An important client, usually large, that is handled directly by executives or home-office personnel, rather than an account executive (advertising) or field sales force (sales). (Source: MASB)

**House Ads**
Ads for a product or service from the same company. (Source: IAB)

2 : Ads that promote the host website’s features and services. They are a way to fill unsold inventory. (Source: OpenX)

**HH abbr Household**
*See Also: Family*
Defined as the subscriber and his / her co-habitants at a single physical address where video service is being delivered. (Source: IAB)

2 : An individual who has contracted with a MVPD to receive cable services. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

3 : Another term for Family. (Source: MASB)
Household Addressable TV Advertising

*See Also: Addressable Advertising, Advanced Advertising*

“A form of Advanced and Addressable Advertising where a single ad placement can simultaneously feed different ads or versions of the same commercial to different households based on the attributes of the household. To protect consumer privacy, no viewing or personal information should be used in Household Addressable TV Advertising. Using a blind-match process, a trusted third party facilitates a linkage between the operator subscriber, advertiser and third-party databases, while removing any personally identifiable information (PII), to create a campaign targeting database that is rich in data to identify and construct target segments of households, while ensuring consumer privacy protection. As such, data used for Household Addressable TV Advertising follows best practices associated with consumer privacy protection in direct marketing campaigns.” (Source: Visible World)

Household Addressable Programmatic TV

Method by which ads are served directly to the households in which the target audience resides. (Source: MAGNA Global)

Household Demographics

Persons residing in a household. Often expressed as gender and within a standardized and generally accepted range of ages.

2 : Ability to report VOD metrics by demographic characteristics, ex: age, gender, language, income, kids, etc. A demographic type associated with a particular household based on the geographical location of that household, as defined by vendors of demographic information. Future methodologies for identifying demographic characteristics beyond a zip code basis need to be developed in compliance with MVPD privacy policies. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Household Identifier

*See Also: Identifier*

A unique, persistent, anonymous HH ID (such as an encrypted account number) to identify different households when calculating unique viewing metrics. It is specific to that household. The methodology for generating a Unique Household ID is subject to compliance with MVPD privacy policies. Future methodologies for ensuring uniqueness across MVPDs (i.e., no two HH IDs are the same) need to be developed. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Household ID

*See Also: MAC Address*

A unique code assigned to a household by the platform provider. (Source: Nielsen)

Household-Level Data

In media measurement, it is the data information derived from polling on a complete household as a sum unit rather than on an individual level.

NOTE – Targeting in a post-cookie world, the pros and cons of household-level data according to the ARF are: Pros – Enhanced reach and has worked well enough on TV for years. Cons – Diminished personalization and potential privacy risks associated with cross-device tracking methods that use device fingerprinting. (Source: ARF)

Household Psychographics

Ability to report metrics (such as VOD) by behavioral or lifestyle characteristics such as Attitudes, Interests, Activities, Opinions, Behavioral patterns, Habits, Lifestyle, Perception, Hobbies. One
method of ascertaining psychographic profile associated with a particular household is based on the geographical location of that household, often by zip code. Future methodologies for identifying psychographic characteristics beyond a zip code basis need to be developed in compliance with MVPD privacy policies. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Household Rating**
*See Also: Rating*
The percentage of homes or Set-Top Boxes tuned into a program, daypart, time period for a certain length of time out of all homes or Set-Top Boxes in their respective universes whether in use at the time or not.

2 : The percentage of Households within a sample or population or a census that is watching a program, or during a time period or an ad or any piece of content out of the measured population or census. (Source: Nielsen)

**Household Rating Index**
*See Also: Rating*
The ratio between the Household Rating of the selected target group and the Household Rating for the entire population of households. (Source: TRA)

**Household Rating for Target**
*See Also: Rating*
The household rating for the selected target group (Source: TRA)

**Household Rating for Total**
*See Also: Rating*
The household rating for the entire population of households. (Source: TRA)

**HUT abbr Household Using TV**
In any universe, footprint or census, the number or percentage of homes using television at a certain time on the basis of a specific metric type (e.g., average second). (Source: TRA)

2 : A Nielsen term indicating how many television homes in the population, expressed in thousands or as a percentage, have their set turned on (in use) at a specific time or for a specific program.

3 : The percentage of all television households in a survey area with one or more sets in use during a specific time period. (Source: TVB)

**House Style**
The aspects that make a magazine recognizable to its readers every issue. The house style is established through the choice of color, the layout and design, the font style, the content and the general 'look' of the publication. (Source: corbytechmedia.weebly.com)

**House-To-House Salesperson**
*See Also: Canvasser*
Another term for Canvasser. (Source: MASB)

**HPPtv**
*See Also: Unifi TV*
The former name of Unifi TV, a Telekom Malaysia IPTV service.
HTC Vive
A virtual reality company that is a partnership between hardware maker HTC, and video game maker Valve, powered by the SteamVR platform. It has two wireless hand controllers, and three sensors called lighthouses, to be placed in the room. It provides a full room experience. Users can stand up and move around a set space as they interact with their games and apps. Requires a powerful PC to run. (Source: TechRepublic)

HTML Email
Email that is formatted using HTML, as opposed to plain text. Using HTML provides more flexibility with email’s format and appearance, but not all email systems can process it. (Source: MASB)

HTML5
An acronym for Hypertext Markup Language, version 5. HTML5 extends earlier versions to include tags for processing video, audio, canvas, and other embedded audio and video items without requiring proprietary plug-ins and APIs. HTML5 has been used as an alternative to developing and executing interactions similar to those using Adobe Flash but with very different technology. (Source: IAB)

HTML Tags
See Also: HTML, Markup Language, Hyper Text Markup Language
Another term for HTML. (Source: MASB)

HLS abbr HTTP Live Streaming
An HTTP-based media streaming communications protocol implemented by Apple Inc. It works by breaking the overall stream into a sequence of small HTTP-based file downloads, each download loading one short chunk of an overall potentially unbounded transport stream. As the stream is played, the client may select from a number of different alternate streams containing the same material encoded at a variety of data rates, allowing the streaming session to adapt to the available data rate. At the start of the streaming session, it downloads an extended M3U playlist containing the metadata for the various sub-streams [that] are available. See http://en.wikipedia.org/wiki/HTTP_Live_Streaming for more information. (Source: IAB)

H.264
A video coding format that uses a block-oriented, motion-compensation-based video compression standard. H.264/MPEG-4 AVC is one of the most common formats used for recording, compressing, and distributing video content. (Source: IAB)

Hub
See Also: Headend
Device used to connect segments of a network. A hub offers bandwidth on demand to shared resources vs. being fixed to all accessible ports. A signal distribution point for part of an overall system. Larger cable systems are often served by multiple hub sites, with each hub in turn linked to the main headend with a transportation link such as fiber optics, coaxial super trunk, or microwave. A hardware device that interconnects computers on a Local Area Network and acts as a central distribution point for the communications lines. (Source: CableLabs)

HCI abbr Human-Computer Interaction
Is the discipline that is dedicated to the study of how interaction between people and technology occurs, with the aim of improving this relationship through design. The goal is to increase team productivity while providing users with a safe, comfortable, and satisfactory experience. (Source: Zorraquino)
**HMI** abbr Human Machine Interface
A user interface or dashboard that connects a person to a machine, system, or device. While the term can technically be applied to any screen that allows a user to interact with a device, HMI is most commonly used in the context of an industrial process. (Source: Inductiveautomation)

**Humor**
In the creative genre, the use of comedy in advertising in order to make people feel happy and, therefore, more receptive to product messages. (Source: ProjectOAR)

**Hurdle Rate**
The established minimum rate of return at which investment is approved. (Source: MASB)

**Hybrid**
Media texts that incorporate elements of more than one genre and are therefore more difficult to classify are genre hybrids. Stranger Things, for example, is a science fiction/horror television drama. (Source: corbytechmedia.weebly.com)

**Hybrid Cloud**
*See Also: Cloud, Open Cloud, Closed Cloud*
A hybrid cloud is a composition of at least one private cloud and at least one public cloud. A hybrid cloud is typically offered in one of two ways: a vendor has a private cloud and forms a partnership with a public cloud provider, or a public cloud provider forms a partnership with a vendor that provides private cloud platforms. (Source: searchcloudcomputing.techtarget.com)

2. A cloud computing environment in which an organization provides and manages some resources in-house and has others provided externally. For example, an organization might use a public cloud service, such as Amazon Simple Storage Service (Amazon S3) for archived data but continue to maintain in-house storage for operational customer data. Ideally, the hybrid approach allows a business to take advantage of the scalability and cost-effectiveness that a public cloud computing environment offers without exposing mission-critical applications and data to third-party vulnerabilities. This type of hybrid cloud is also referred to as hybrid IT. (Source: searchcloudcomputing.techtarget.com)

**HFC** abbr Hybrid Fiber-Coaxial
A local cable TV or telephone distribution network. An HFC consists of fiber optic trunks ending at neighborhood nodes, with coaxial cable feeders and drop lines downstream of the nodes. (Source: itvt.com/glossary)

**Hybrid Pricing**
A pricing model which is based on a combination of a CPM pricing model and a performance-based pricing model. (Source: IAB)

**Hybrid STBs**
Hybrid set-top boxes are a new generation of advanced boxes that supports both traditional television content signals such as digital video broadcasting) and IP-based video from the internet. These boxes take on various forms such as Hybrid IPTV or OTT for example.

**Hybrid TV**
*See Also: Connected TV, Smart TV*
Like a Connected TV where the television set is able to receive internet content via a broadband signal in addition to the range of traditional station, broadcast and cable network signals.
Hyperautomation
A business-driven, disciplined approach that organizations use to rapidly identify, vet and automate as many business and IT processes as possible. Hyperautomation involves the orchestrated use of multiple technologies, tools or platforms, including: Artificial intelligence (AI), Machine learning, Event-driven software architecture, Robotic process automation (RPA), Business process management (BPM) and intelligent business process management suites (iBPMS), Integration platform as a service (iPaaS), Low-code/no-code tools, Packaged software, Other types of decision, process and task automation tools. (Source: Gartner)

Hyperbole
In the creative genre, an approach to advertising creative characterized by exaggerated claims of product benefits, inflated promises and extreme examples, often done for humorous effect--to draw attention to a brand, product or service. (Source: ProjectOAR)

Hyperconvergence
See Also: Convergence
A type of infrastructure system with a software-centric architecture that tightly integrates compute, storage, networking and virtualization resources and other technologies from scratch in a commodity hardware box supported by a single vendor. (Source: TechTarget)

Hyper Curation
See Also: Curation
A highly focused, niche-oriented form of content collection for a highly specific audience or interest, whether on a website, part of a blog, feed or other format or communications outlet.

Hyper Funding
See Also: Crowd funding, Equity Crowdfunding, Crowd Financing
A term often used interchangeably with equity-based funding it is the ability for many small investors and contributors to fund businesses, ideas, projects, campaigns etc. often via the internet and receive an equity stake as part of their capital investment.

Hyperlink
See Also: Link
A link from a hypertext file or document, usually via a phrase, word or image that takes the user to another location or page on the internet.

2 : A clickable link such as on a Web page or within an e-mail, that sends the user to a new URL when activated. (Source: IAB)

3 : A highlighted word or picture within a hypertext document that when clicked takes you to another place within the document or to another document altogether. (Source: AAI.ie)

4 : Refers to clickable text or graphics on a web page that takes you to another place on the same page, another page, or a whole other site. It is the single most powerful and important function of online communications. (Source: MASB)

Hyperlocal Targeting
A method for targeting ads to customers based on their vicinity or location. Targeting techniques can encompass a variety of data including geolocation, contextual element of media, user preferences and more. (Source: Centro)
HHL abbr HyperLogLog
A big data function that allows rapid visualization and processing of vast amounts of data for real-time and rapid insights. Precision accuracy is sacrificed to a small degree in order to produce an aggregated estimation. (Source: Kochava)

Hyperscale Data Center
Also known as Web-scale. A location point of computing infrastructure often associated with cloud computing and the very large data centers owned by Facebook, Google and Amazon. The architecture is typically made up of small, individual servers, called nodes, that provide compute, storage and networking.

Hypertext
Any text that contains links connecting it with other text or files on the Internet. (Source: IAB)

HTML abbr Hypertext Markup Language
See Also: SGML, XML, Markup Language, HTML Tags
A set of codes called markup tags in a plain text file that determine what information is retrieved and how it is rendered by a browser. There are two kinds of markup tags: anchor and format. Anchor tags determine what is retrieved, and format tags determine how it is rendered. Browsers receive HTML pages from the Internet and use the information to display text, graphics, links and other elements as they were intended by a Website's creator. (Source: IAB)

HTTP abbr Hypertext Transfer Protocol
The standard for exchanging files (text, graphics, and multimedia) on the World Wide Web. Or HTTP is the transport layer for HTML documents over the Internet Protocol (IP). (Source: CableLabs)

5 : The format of the World Wide Web. When a browser sees “http” at the beginning of an address, it knows that it is viewing a www page. (Source: MASB)
Hypodermic Needle Model
The theoretical model where the mass audience is regarded as passive recipients of the message that was injected (or shot) by the media. This theoretical perspective holds that by this means audiences can be manipulated to react in a predictable, unthinking and conditioned manner. Sometimes known as the “magic bullet” model. (Source: OpenTextBC.ca)

2 : Generally acknowledged to be an out-of-date passive audience/media effects theory which suggests that an audience will have a mass response to a media text. The idea is that the media product injects an idea into the mind of an audience who are assumed to be passive and as a result will all respond in the same way. (Source: corbytechmedia.weebly.com)

Hypothesis
See Also: Deductive Research, Hypothesis Testing
A theory or supposition often made on the basis of limited evidence about the possible causes of some change in a marketing variable or an explanation of some phenomenon. Hypotheses are often used as the foundation of experimental design in a research protocol to provide evidence in support of a theory or idea. (Source: ProjectOAR)

Hypothesis Testing
The research process of confirming or rejecting a proposed observation about consumers' reactions to a pre-defined stimulus or question relevant to a brand, product or service. Typically, this involves a statement that there is no difference between different groups of consumers in their responsiveness to a stimulus or no differences in consumers' responsiveness to different stimuli (a "null hypothesis"). Research is undertaken to determine whether this statement is supported. (Source: ProjectOAR)

iChannel Line-Ups
An interactive service where the viewer can construct their own program line-up based on available videos / content or videos / content that they create.

2 : A Canadian website and station.

3 : A one-way publishing and communication application. It is like subscribing to a blog but not able to comment back. You just receive the subscription content.

Icon
A small graphic image that represents a file or application and when clicked upon produces a programmed result. (Source: AAI.ie)

Iconic Triggers
Elements of an ad that are intended to stimulate memories of well-known or revered attributes such as music, images, or characters. (Source: ProjectOAR)

Iconographer
A skillful designer who elevates icon design to an art form. (Source: AAI.ie)
Iconography
A systematic analysis of the content of images (such as ads), including the subjects depicted, their composition, motifs and other artistic elements, with particular concern for their meaning or interpretation. In advertising research, the term may also refer to the use of image elements as a way to probe respondents about a theme or set of ideas or a way to represent a brand image (e.g., a researcher may ask people whether they associate a given brand with family imagery vs. nature scenery). (Source: ProjectOAR)

ID
Station identification of its call letters and location, channel or frequency. Also refers to any commercial message less than ten seconds long. (Source: AAI.ie)

Idea-Centric Creativity
Creative development centered on generating core concepts for campaign development, as opposed to specific executions or tactics. (Source: ProjectOAR)

Idea Generation
A form of strategy and brand direction which involves the process by which a group of participants creative, develop, generate and communicate generating fresh idea concepts and directions whether abstract, concrete or visual.

2 : The first stage of the new-product development process, in which product ideas are sought from various sources (e.g., R&D, market research, customers). (Source: MASB)
NOTE – Sometimes an ad agency is called on to invent new ways of presenting an advertised good or service to a target audience. The outcome might take the form of a new product launch or a repositioning strategy for an advertiser. Direct contact with and aggressive listening to the customer can fuel the creative process at the heart of any great advertising campaign. It can also be a great way to anticipate and shape marketplace trends. (Source: BusinessManagementIdeas.com)

NOTE – This stage is often called concept generation rather than idea generation, because the new product is only a concept at this time. This activity is followed by the idea screening stage. (Source: MASB)

Idea Management Funnel
A process by which ideas are generated and managed through the management process to ascertain which ideas have the best viability and success for a company.

Idea Screening
See Also: Screening of Ideas
Research methods used in advertising and marketing for testing many creative concepts in order to winnow them down to a smaller number that should be carried forward for further creative or advertising development purposes. Also referred to as “concept screening”. (Source: ProjectOAR)

2 : The stage in the new product development process which follows idea (or concept) generation. It often involves use of scoring models, checklists, or personal judgments and is based on information
from experience and market research. Considerations include strengths versus weaknesses, the company’s mission, market trends, and the product's potential return on investment. (Source: MASB)

NOTE – Screening also calls for judgments that predict the organization’s ability to make the item and its ability to market the item successfully. It culminates in directions to guide technical personnel in their concept developmental efforts. (Source: MASB)

**Ideation**

A working session with a group of two or more people, aimed at generating a range of different ideas or solutions to a marketing challenge, advertising issue, or advertising message. This is frequently done through the use of thought-provoking stimuli, to open up participants’ imaginations. Ideation sessions are typically led by a trained moderator who utilizes a variety of methods to elicit a range of responses. Ideation sessions can be conducted with consumers or with employees of companies or creative teams, to help generate new ideas. (Source: ProjectOAR)

**IAM abbr Identification Access Management**

A broad administrative area that deals with identifying individuals in a system (such as a country, a network, or an enterprise) and controlling their access to resources within that system by associating user rights and restrictions with the established identity. (Source: TechTarget)

**ID abbr Identifier**

*See Also: Household Identifier*

Like a household identifier, it is a unique code ascribed to any item such as a piece of content to distinguish it from similar items.

**IDFA abbr Identifier for Advertisers**

A random device identifier assigned by Apple to a user’s device. Advertisers use this to track data so they can deliver customized advertising. The IDFA is used for tracking and identifying a user (without revealing personal information). (Source: Adjust.com)

NOTE – The data can then be used to discover information such as which in-app events a user triggers. The IDFA can also identify when users interact with a mobile advertising campaign, provided the channel offers IDFA tracking and the advertiser tracks users who interact with as successfully. If this occurs, the IDFA can identify whether specific users click an advert for payment and attribution purposes. (Source: Adjust.com)

**IDFV abbr Identifier for Vendor**

A code assigned to all apps by one developer and is shared across all apps by that developer on the device. The value of the IDFV is the same for apps from the same developer running on the same device. A different value is returned for apps on the same device that come from different developers and for apps on different devices, regardless of the developer. (Source: Adjust.com)

**Identity**

That which connects all the disparate bits of information about a consumer in order to gain a greater knowledge of that individual. Identity creates a connection point between all consumer interactions, online and off, past and present. As such, it’s the foundation for all consumer engagements - across the web, mobile apps, stores, email, digital ads, contact centers and beyond. (Source: Signal.co)

2: Refers to how meaning is internalized by the receiver or audience, or more broadly an identity is constructed out of the characteristics that a receiver regards as important to their self-image/understanding. (Source: OpenTextBC.ca)
iOS IDFA **abbr** Identity for Advertisers
the unique identifier given by Apple to each device. Crucial for mobile attribution (i.e., tracking the user journey), its purpose is to measure user interactions with ad campaigns and track events like installs and in-app activity. This allows advertisers to understand what motivates or triggers actions from users, which informs them how to customize and optimize campaigns. It should also be noted that IDFA does not reveal personal information of the users being tracked. (Source: is.com)

**ID Graph or Identity Graph**
A diagram that enables marketers, buyers, sellers and other media companies, for example, to connect identities across disparate marketing channels and devices to one customer.

2 : A profile store that houses all the known identifiers that correlate with individual customers. A database that houses all of the known online and offline identifiers correlated with individual customers. Customer email addresses, device identifiers, phone numbers, and cookies comprise identity graphs, as well as behavior trends, such as purchase history and web browsing data. (Source: Signal.co)

3 : A database that creates linkages between all identifiers that are associated with an individual customer. These identifiers include PII and other digital and device identities such as email, username, phone number, IP address, cookies, physical address, etc. ID graphs essentially provide a demographic, geographic, behavioral, purchase and other crucial data about a customer and make that customer ‘addressable’, so you can deliver an enhanced customer experience. (Source: Toolbox.com)

NOTE – Targeting in a post-cookie world, the pros and cons of household-level data according to the ARF are - Pros: Marketers and publishers have an opportunity to rebuild their identity graphs on a stronger foundation for the long term. Cons: Identity graphs are resource intensive. (Source: Schiff, A. (2021, May 18). 6 Types of Post-Cookie Data That Will Still Be Available After 2022. Ad Exchanger.)

**Identity Hacking**
Posing as someone else. Posting anonymously or pseudonymously, usually with the intent to deceive. (Source: AAI.ie)

**Identity Resolution**
The process of collecting and matching identifiers across devices and touchpoints to build a cohesive, omnichannel view of an individual consumer, enabling brands to deliver personalized, contextually relevant messaging throughout the customer journey. (Source: Signal.co)

**Ideology**
Ideas gathered to support a particular stance or movement in the social world and can be related to a particular power aspiration. (Source: OpenTextBC.ca)

2 : A set of messages, values and beliefs that may be encoded into media products. (Source: corbytechmedia.weebly.com)

**iDisorder**
A theory that our obsession over new media devices such as smartphones lead to a range of psychiatric disorders such as obsessive-compulsive behavior and narcissism.
iFrame **abbr Inline Frame**
An HTML document embedded inside another HTML document on a website. The IFrame HTML element is often used to insert content from another source, such as an advertisement, into a Web page. (Source: whatis.techtarget.com)

2 : An HTML element that enables an entire page of HTML to be nested and displayed within the confines of another page. (Source: Mediamath)

**Ignition**
Former name of TerminalOne. (Source: Mediamath)

**Illustrations**
Artwork within a static ad, usually drawn or painted rather than a photograph. (Source: ProjectOAR)

**Image (Concept)**
The consumer perception of a product, institution, brand, business, or person, which may or may not correspond with reality. (Source: MASB)

**Image (Measurement)**
*See Also: Attitudes, Liking, and Image*
Another term for Attitudes, Liking, and Image. (Source: MASB)

**Image Ads**
Static display ads that offer no movement or user interaction. These are simple images hyperlinked to an advertiser's site and can contain a combination of still images and text. (Source: Next.Srds.com)

**Image Advertising**
A strategy employing ad creative which is designed to burnish a brand's or company's persona, to promote perceptions about its unique or special qualities, power or attractiveness, rather than focusing on the characteristics of the product. For example, ads for athletic apparel may feature the prowess of individual athletes. (Source: ProjectOAR)

**Image, Aspirational**
In the creative genre, a type of advertising genre that features characters and lifestyles that are generally desirable or enviable to consumers. In this type of genre, the desire or envy that people feel for the featured characters and lifestyles is meant to "rub off" onto the associated brand, product or service. (Source: ProjectOAR)

**Image Distance**
In virtual reality, the perceived distance to the object. (In contrast to the real object distance, if there exists a real object.) (Source: freeflyvr)

**Image Map**
A GIF or JPEG image with more than one linking hyperlink. Each hyperlink or hot spot can lead to a different destination page. (Source: IAB)

**I-Marketing**
*See Also: Online Marketing, Web Marketing*
Another term for Online Marketing. (Source: MASB)
Imitation Effect
See Also: Diffusion Model
Another term for Diffusion Model. (Source: MASB)

Imitative Strategy
Relies on the designs of other companies to create one’s own design. The imitative company also may base its accompanying product marketing strategy on the strategy of the market leader or pioneer. Imitative strategies are used frequently in the fashion goods, furniture, entertainment and food products industries. (Source: MASB)

Immersive
The observer’s emotional reaction to the virtual world as being part of it. (Source: freeflyvr)

Immersive Experience
See Also: Immersive Screentime, Immersive 3D Space, Immersive 3D Virtual Space
An illusionary new or augmented environment created through virtual or augmented reality that immerses the participant into an enhanced, engaging or satisfying set of experiences via technology.

Immersive Screentime
See Also: Immersive Experience, Immersive 3D Space, Immersive 3D Virtual Space
The time spent on screen with immersive activities.

Immersive 3D Space
See Also: Immersive Experience, Immersive Screentime, Immersive 3D Virtual Space
Also called 3D immersion, it is a computer-generated reality that projects the user into a 3D space. Using a stereoscopic headset that provides a completely immersive experience, the virtual reality (VR) system is operated by the user's head and hand movements or a physical control unit, the latter commonly used with virtual reality games. (Source: Encyclopedia2.thefreedictionary.com)

Immersive 3D Virtual Space
See Also: Immersive Experience, Immersive 3D Space, Immersive Screentime
A technology that aims to completely immerse the user inside the computer-generated world, giving the impression to the user that they have "stepped inside" the synthetic world. This is achieved by either using the technologies of Head-Mounted Display(HMD) or multiple projections. (Source: Wikipedia)

Immersive Videos
Similar term to 360 Video.

Impact
The action a viewer took after seeing a TV ad once or multiple times is the impact of that spot; this action can take place right after an ad is seen (i.e., immediate impact) or weeks to months after it ran (i.e., longer-term impact). (Source: TVSquared)

Impact Evaluation
See Also: Outcome Evaluation, Summative Evaluation
Refers to the comparison of program outcomes to original objectives. This is also known as outcome evaluation or summative evaluation. (Source: MASB)

Imperfect Competition
A competitive market situation in which there are many sellers, each of whom has a relatively small market share, offering dissimilar goods. Firms have some control—but not necessarily absolute
control-over price, by such techniques as differentiating products and limiting supply. Monopoly, oligopoly, monopolistic competition, monopsony, and oligopsony are examples of imperfect competition. (Source: MASB)

**Impermanent Loss**
In Blockchain, applies to AMM, where a contract holds assets on both sides of a trading pair. (Source: ShellyPalmer.com Blockchain Glossary)

NOTE – Suppose the AMM imposes a fixed exchange ratio between the two assets, and both assets appreciate in market value. The first asset appreciates by more than the second asset. Users drain the first asset and the contract is left holding only the second asset. The impermanent loss is the value of the contract if no exchange took place (value of both tokens) minus the value of the contract after it was drained (value of second token). (Source: ShellyPalmer.com Blockchain Glossary)

**Implementation (Strategic Planning)**
The stage in the strategic market planning process in which an action program is designed to meet the strategic objective(s) using the available resources and given the existing constraints. The action program is intended to be both a translation of a strategic plan into operational terms as well as a means by which the strategic performance may be monitored and controlled. The action plan has three major components:
- Specific tasks—what will be done including the specification of the marketing mix to be employed
- Time horizon—when it will be done
- Resource allocation and budgeting—attaching dollar figures to each income- and expense-related activity and allocating capital funds
(Source: MASB)

**Implementation (Adaptive Planning)**
The stage in the strategic market planning process in which an action program is designed to meet the strategic objective(s) using the available resources and given the existing constraints. The action program is intended to be both a translation of a strategic plan into operational terms as well as a means by which the strategic performance may be monitored and controlled. The action plan has three major components:
- Specific tasks—what will be done including the specification of the marketing mix to be employed
- Time horizon—when it will be done
- Resource allocation and budgeting—attaching dollar figures to each income- and Expense-related activity and allocating capital funds
(Source: MASB)

**Implicit**
Term used to refer to phenomena that are hidden, or not directly measurable, but often apparent via indirect assessment. For example, certain consumer motivations may not be easily measurable through direct questioning (because people are embarrassed about them or perhaps unaware of them), but these motivations may be revealed via associative or other projective techniques (e.g., see the "IAT/Implicit Association Test"). Often used interchangeably with the terms "Nonconscious," or "Subconscious." (See "Nonconscious"). (Source: ProjectOAR)

2 : In the creative genre, an advertising genre or executional component where the conscious or nonconscious appeal or benefits are implied (rather than explicitly stated) and are often based on an emotional association See Explicit (creative genre). (Source: ProjectOAR)
IAT abbr Implicit Association Test
A form of implicit response testing. (Source: ProjectOAR)

Implicit Measures
Research indicators that are intended to capture nonconscious or non-stated perceptions and reactions, for the purpose of understanding emotions and associations, particularly toward brands or in response to marketing stimuli, such as advertising. Implicit measures are obtained instead of, or in tandem with direct questioning, as a means of avoiding receiving answers that are biased by desire for social acceptability, enhanced self-perception, pleasing the interviewer and other factors. In this regard, implicit measures are often thought of as reflecting a "truer" response, because they have not been filtered by conscious influences. The most common approaches are "Implicit Response Testing" and the "IAT/Implicit Association Test." (Source: ProjectOAR)

Implicit Response Testing
A research methodology designed to measure the strength of nonconscious (see "Nonconscious") associations with brand-related stimuli. This method usually makes use of an individual's reaction time (speed of response) to a specific task as in their Reaction Time and is often used to aid in the understanding of brand associations, brand positioning, or to assess the emotional response to a brand or ad message. (Source: ProjectOAR)

Implied Warranty
A promise of performance that is extended to the customer but unstated. It usually is assumed from common practice in the trade, or suggested by statements made about the product by the seller. (Source: MASB)

Import Tariff
See Also: Tariff (Import)
Refers to the system of duties applied to goods and services from foreign countries. It may be a single rate of duty for each item applicable to all countries or groups of countries, or multiple rates for different countries or groups of countries. (Source: MASB)

Impression (Advertising)
See Also: Advertising Impression
Another term for Advertising Impression. (Source: MASB)

Impression (Internet)
See Also: Served Impression, View, Viewable Impression
“A single display of online content to a user’s web-enabled device.” It’s the number of times the ad is displayed, whether it is clicked on or not. Each display counts as a single impression. (Source: MASB)

NOTE – Because of the possibility of click fraud, robotic activity is usually filtered and excluded. Thus, a more technical definition is given for accounting purposes by the IAB, a standards and watchdog industry group: Impression is “a measurement of responses from a web server to a page request from the user browser, which is filtered from robotic activity and error codes, and is recorded at a point as close as possible to opportunity to see the page by the user.” Impressions (#) = Reach (#) x Average Frequency (#) (Source: MASB)

NOTE – Served Impressions versus Viewable Impressions: A movement is underway to move from the current standard of served impressions, to a new standard of viewable impressions. The Interactive Advertising Bureau (IAB), Association of National Advertisers (ANA), and the American
Association of Advertising Agencies (4A’s) have joined forces in an initiative called 3MS (Making Measurement Make Sense), with the purpose of better defining the value of display media. Served impressions are the current industry standard and “measure whether an ad had been served by an ad server, not if it is rendered on the screen fully enough and for a long enough time for consumers to see it.” The 3MS advocates a switch to viewable impressions. On March 31, 2014, The Media Rating Council lifted its advisory on viewable impressions and gave a “green light to the industry to begin transacting on the new metric for the first time.” (Source: MASB)

**Impressions**

*See Also: Delivery*

The delivery level of a piece of content such as video or within a time period or a daypart or a home or a Set-Top Box or a group thereof. Often expressed in thousands.

2 : The number of hits a spot received over some specified period. (Source: Kantar Media Audiences)

3 : The total number of counts for the advertisement or specified group of advertisements or for the total campaign during a specified period of time. (Source: TRA)

4 : Instances of an online advertisement for the purposes of reporting and billing. (Source: IAB)

5 : Single instance of an interactive app or assets “opportunity to be seen” on the television (TV) which can be measured for the purposes of performance analysis, reporting and billing; may be per device or per interactive TV household (iTVHH) and reported accordingly. 100,000 used as an example for calculation purposes (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

6 : A measurement of responses from a Web server to a page request from the user browser, which is filtered from robotic activity and error codes, and is recorded at a point as close as possible to opportunity to see the page by the user. (Source: IAB)

7 : A 'view' of an ad on a site. (Source: Mediamath)

8 : A single display of an ad on a web page, mobile app, or other delivery medium. An impression does not have to be viewed or clicked on to count as an impression. See also billable impression, forecasted impression. (Source: OpenX)

9 : Number of homes or individuals exposed to an advertisement or group of advertisements. (Source: TVB)

10 : A social media metric that measures how many times your post has been shown in users’ feeds. Unlike with reach, you may count multiple impressions for a single user if they have looked at your post more than once. Each social network counts impressions differently-on Facebook and Instagram a post. (Source: Falcon.io)

11 : Also known as a view-through, is when a user sees an advertisement. In practice, an impression occurs any time a user opens an app or website and an advertisement is visible. It is not to be confused with an engagement. (Source: Adjust.com)

12 : Also referred to as ad exposure data, impressions are files that detail which households were exposed to which ads. They are a critical ingredient of reporting deterministic measurement and attribution insights, including reach, frequency, incremental reach and performance outcomes. (Source: TVSquared)
Impression Cap
An integer that represents the maximum number of impressions for a line item within its flight dates. (Source: OpenX)

Impression Goal
The maximum number of impressions to deliver for a line item in a single day (per day) or over the duration of the line item's flight (total). When a line item reaches a daily impression goal, it is temporarily ineligible for ad selection. For example, if you set the daily impression goal to 5 and the line item reaches 5 impressions in a single day (e.g., on day 5 of a 20-day flight), then the line item is not available for ad serving for the rest of the day. However, the line item becomes eligible again for ad serving on day 6. When a line item reaches its total impression goal, no matter which day of the flight, it is no longer available for ad serving. (Source: OpenX)

Impression Laundering
Distinguished from spoofing by using technical measures to make an impression appear to be something it is not. Most commonly, this involves creating a shell website such as “diychef.com”, which appears to be a cooking blog, hosting a simple web page on that domain containing nothing but an ad unit, and using an IFRAME to load that web page on an unrelated website (such as piracy site “primewire.ag”). Simple automated identification of the domain of the ad will read “diychef.com”, which is technically the domain the ad is serving on, but is misleading as it is actually loaded into another site. (Source: Centro)

Impressions Management
In behavioral science, refers to the overt and the unconscious strategies we, as social individuals, deploy to try and influence how others perceive us. (Source: OpenTextBC.ca)

Impression Stacking
Loading multiple ad units on top of each other. So, while only one has any possibility of being seem, multiple impressions are generated and charged. (Source: Centro)

Impression Tracking
See Also: View Through Attribution
Another term for View Through Attribution.

Impulse Buying
See Also: Impulse Purchase
Another term for Impulse Purchase. (Source: MASB)

Impulse-Intercept Merchandise
See Also: Impulse Product
Another term for Impulse Product. (Source: MASB)

Impulse Product
See Also: Impulse-Intercept Merchandise
A convenience product (good or service) that is bought on the spur of the moment—without advance planning or serious consideration at the time (i.e., prior to which the customer had no perceived need)—and is often stimulated by point-of-sale promotion or observation. (Source: MASB)
Impulse Purchase
See Also: Impulse Buying
A purchase behavior that is assumed to be made without prior planning or thought (i.e., typically made in-store with little or no decision-making effort). Often, it is claimed, impulse buying involves an emotional reaction to the stimulus object (e.g., product, packaging, point-of-purchase display) in addition to the simple acquisition act. (Source: MASB)

Inactivity
In social media or video streaming or general online usage, it is not posting content or otherwise being active for 30 days. Reasons for inactivity can be too busy or uninterested for example.

Inactivity on the STB remote
See Also: Dwell Time, STB On TV Off, Capping
The Set-Top Box records that the TV set is in use on a channel for a period of time and the subscriber has not touched any key on the Remote to indicate presence.

NOTE – Is there viewing, avoidance or is the set off while the Set-Top Box is still on?

In-App
See Also: Mobile Programmatic
Services and features that are available from within a phone or computer application or app.

In-App Advertising
popular monetization strategy for app developers, in which app developers get paid to serve ads on their app. (Source: is.com)

In-App Bidding
A relatively new form of automated programmatic advertising in the mobile app world. App header bidding offers app developers the opportunity to achieve maximum value for each impression through an auction, in which ad sources bid for impressions in real-time. (Source: is.com)

In-App Event
An action performed by a user within an app. Events could include: installs, purchase, add to cart, and more. (Source: Kochava)

In-App Inventory
Advertising available inside of connected TV applications. Typically in-app inventory is sold by the app publisher. (Source: IAB)

In-App Purchases
Purchases made from within a mobile application typically in order to access special content or features in an app such as power-ups, restricted levels, virtual money, special characters, boosts, etc. The purchasing process is completed directly from within the app and is seamless to the user in most cases, with the mobile platform provider facilitating the purchase and taking a share of the money spent (usually in the range of 30% or so), with the rest going to the app developer.
(Source: Webopedia)

2 : Refers to the buying of goods and services from inside an application on a mobile device, such as a smartphone or tablet. In-app purchases allow developers to provide their applications for free.
(Source: Investopedia)
In (in thousands) [90s][90s]
See Also: Reach
A reach metric examining lead-in and lead-out viewing as source and destination. The number of Set-Top Boxes that were tuned to the program during the first ninety seconds of the program. A retention metric. (Source: Kantar Media Audiences)

In-Article Video
Refers to a video ad that loads and plays dynamically between paragraphs of editorial content, existing as a standalone branded message. (Source: Cynopsis)

In-App Purchase
A transaction that occurs when the user pays for additional app functionality, content, or services directly, within the app. Examples of additional content or services may include access to otherwise restricted levels in games, subscriptions to newspaper or magazine media content, or access to video streaming services. (Source: IAB Mobile App Marketing Glossary Working Group)

Inattentional (Perception, Behavior, Blindness)
The failure to notice a fully-visible, but unexpected object because attention was engaged on another task, event, or object. (Source: http://www.scholarpedia.org)

In Band
See Also: Out of Band
Downstream video delivery only. (Source: FourthWall Media)

In-Banner Video
Creatives that are played in standard banner placements rather than in video players.

2 : A video delivered as part of (inside of) the display ad creative for a given placement rather than initiating the use of a video player. (Source: IAB)

NOTE – AppNexus serves these creatives with the JW Player for Flash to enable playing in the banner placements. Any banner placement may accommodate an in-banner video creative, if allowed by the publisher. (Source: Mediamath)

Inbound Link
A link on third-party websites that points to your website. In SEO terminology, it is also known as a Backlink. Inbound links are vital for SEO as Google and other search engines consider such relevant links as a sign that the content on that page is useful. (Source: TycheSoftwares)

NOTE – This determines the Page Rank on Google which influences the position of your website in the search engine. Hence inbound links are very important to reach the majority of internet users as Google accounts for around 80% of the searches performed on the internet. (Source: TycheSoftwares)

Inbound Marketing
See Also: Outbound Marketing
Inbound marketing is a strategy that involves creating valuable content and resources that attract potential clients to your business. It is called “inbound” because the resources you create help people to discover and learn about your company themselves, rather than reaching out to them with a sales pitch. Your team can then nurture these new contacts until they are ready to become customers. (Source: Blog.Hootsuite.com)
2: A marketing strategy used to offer the best value possible to users interested in the brand, in a non-intrusive manner. The objective is to prepare the consumer for conversion into a lead and subsequently into a customer. To achieve its objective, it employs SEO-based attraction marketing, content marketing and social media marketing techniques, supported by an automation process divided into various stages (attract, convert, close and delight), depending on the qualification level of the leads, that is, depending on the user's predisposition towards making a purchase. (Source: Zorraquino)

3: Marketing in which customers initiate contact with the marketer in response to various methods used to gain their attention. These methods include email marketing, event marketing, content marketing and web design. One purpose of inbound marketing, which includes content marketing, is to establish the business as a source for valuable information and solutions to problems, thereby fostering customer trust and loyalty. (Source: MASB)

**Inbox**
*See Also: E-mail Inbox*
Same as E-Mail Box, an area within an email server or interface where in-coming email is received.

2: An inbox is the screen on which you read, organize, and respond to messages. Email inboxes are a common example. Social messaging services also use inboxes. The Hootsuite Inbox is a tool for managing public and private conversations from multiple social platforms on one screen. (Source: Blog.Hootsuite.com)

**Incentive**
Offer of a small payment, gift or opportunity to be chosen to receive a larger payment or gift to compensate study participants for their time and effort in completing a research study. Also referred to as an Honorarium. (Source: ProjectOAR)

2: A broad term used to reward productive behavior. Examples include direct incentives and staked incentives. (Source: ShellyPalmer.com Blockchain Glossary)

**Incentivized Acquisition**
A type of paid user acquisition whereby users receive a certain value exchange for installing an app. Examples of incentives may be virtual currency or a game item. (Source: IAB Mobile App Marketing Glossary Working Group)

**Incidence**
In marketing and advertising research, the proportion of people who use a particular product or share a particular characteristic (such as owning a home), often used in the context of determining the proportion of people who are expected to qualify to participate in a research study. (Source: ProjectOAR)

**Inclusion Criteria**
*See Also: Exclusion Criteria*
In media and market research, the characteristics that an individual must have in order to participate in a study. Also referred to as "Screening Criteria". These characteristics align with the target population of interest as in a Sample Population as outlined in the research brief. (Source: ProjectOAR)
Incompletes
*See Also: Drop Off Rate, Abandonment Rate*
Advertising and marketing research participants who start but do not finish a survey or any research protocol. (Source: ProjectOAR)

Increase in Sales
The increased sales, in dollars, for the designated brand between the base and report periods among reached increasers. (Source: Kantar Media Audiences)

2 : For the chosen report group, the increased sales, in dollars, for the designated brand between the base and report periods. (Source: TRA)

Increasers as Percent
The percent of households who increased spending on the designated brand between the base and report periods. (Source: Kantar Media Audiences and TRA)

Incrementality
A measurement that shows the true impact of an advertising or marketing campaign and the extent of organic traffic so as to understand the cost of each incremental conversion (an install that occurred specifically due to marketing spend) enabling the optimization of each channel. (Source: Adjust.com)

2 : Defined as a measure of supplemental business resulting from a marketing tactic or set of marketing tactics which would not have otherwise occurred. It can be stated in terms of a lift in customers, sales, revenue, or other pertinent metrics. A/B testing, AAU studies and other forms of research are often used to quantify and/or project incrementality. Incrementality is calculated by subtracting out a base level from an exposed level. Depending on the desired insight, the base level can represent either non-exposure to marketing or exposure to comparative marketing (e.g., an existing campaign). Mathematically, it can be represented in either absolute or proportional terms:

- Incrementality (absolute) = Exposed Level - Base Level
- Incrementality (proportional) = (Exposed Level - Base Level) / Base Level

For example, if brand preference of those exposed to an ad is 40 and those of a matched, unexposed control group is 30, then absolute incrementality is 10 (i.e., 40-30) and proportional incrementality is 33% (i.e., (40-30)/30). (Source: MASB)

NOTE – A common issue in the mobile marketing industry is that we can’t always distinguish our organic traffic from our paid installs. This can lead to miscalculations with our marketing spend and, in a worse-case scenario, end up leaving marketers paying for installs that would have occurred free of charge. (Source: Adjust.com)

Incremental Reach
Refers to finding incremental audiences, either unique audiences reached via CTV/OTT campaigns in addition to the audience reached by linear TV campaigns, or additional audiences reached across specific streaming publishers. Incremental reach is usually achieved by expanding the media plan to include other inventory sources not included in the original campaign. (Source: TVSquared)

ILEC *abbr* Incumbent Local Exchange Carrier
*See Also: Local Exchange Carrier*
A local telephone company in the United States that was in existence at the time of the breakup of AT&T into the Regional Bell Operating Companies (RBOCs) also known as the Baby Bells. (Source: Wikipedia)
Independent
A company that operates without the funding of a wealthy parent company. (Source: corbytechmedia.weebly.com)

Independent Film
A film made outside of the financial and creative control of a large mainstream film company. A truly independent film will be privately conceived and funded. However, few films made are really 'independent'. This more commonly refers to a film that is made by a smaller film company on a low budget. (Source: corbytechmedia.weebly.com)

IMT abbr Independent Media Trader
See Also: Media Market Maker
Arms-length buyer and seller of advertising inventory offering execution services on behalf of publishers, marketers and/or agencies, and networks. The IMT may or may not offer additional services to buyers and sellers. The media trader may trade on its own behalf and may or may not bear risk as principal. Less common, the independent media trader may also trade continuously in specific market segments as a Market Maker. In its role as Market Maker, the IMT may or may not have special privileges and/or responsibilities granted to it by the publisher, ad exchange, and/or audience or contextual data supplier. (Source: Mediacrossing)

Independent Station
Stations not affiliated with any network, usually refers to commercial stations only. (Source: TVB)

Index
The target group rating divided by the reference audience rating multiplied by 100. (Source: Kantar Media Audiences)

2 : The probability that website visitors or target audience members will exhibit a given behavior when compared to the overall online adult population. (Source: Nielsen)

Indexability
The accessibility and transparency offered by a web page to search engine web crawlers to facilitate downloading and cataloguing. A characteristic that can be strengthened by employing web optimization techniques. (Source: Zorraquino)

NOTE – Indexability determines web positioning: the more a page is indexed, the more likely a search engine is to display it amongst query results, therefore the objective of a website is to achieve full indexing, as it implies the inclusion of the entire structure, pages and content that comprise it in the search engine's database. (Source: Zorraquino)

Index-Based Targeting
Allows marketers to target based on indexed viewership data against traits like income, hobbies or food preferences. Programs with the right audience composition can then be targeted based on the index of a given characteristic. (Source: VAB)

Indexed Ratio
Network, Daypart, Program, or other measurable unit Ratings for Audience Target Segment homes divided by Network, Daypart, Program, or other measurable unit Composite Rating for Total or Currency Population homes. (Source: GABBCON, Global Audience Based Business Conference)
**Indexical Sign**
A sign which has a direct relationship with something it signifies, such as smoke signifies fire. (Source: corbytechmedia.weebly.com)

**ICS abbr Index of Consumer Sentiment**
Developed at the University of Michigan Survey Research Center to measure the confidence or optimism (pessimism) of consumers in their future well-being and coming economic conditions. The index measures short- and long-term expectations of business conditions and the individual’s perceived economic well-being.

Evidence indicates that the ICS is a leading indicator of economic activity as consumer confidence seems to precede major spending decisions. (Source: MASB)

**Index Page**
*See Also: Homepage, Main Page*
Another term for Homepage. (Source: MASB)

**Indirect Cognitive Response**
Responses to stimuli that have nothing to do with material being presented and do not increase its persuasive power. (Source: ProjectOAR)

**Indirect Representation**
When someone or something is used to represent a wider or bigger group/place/issue/ideology. (Source: corbytechmedia.weebly.com)

**Individual Brand**
A separate brand identity given to a specific, individual product, as differentiated from other products in the market and from other items in the product's own line. A trademark. Examples include Cheerios and Total cereals (General Mills) as well as Crest toothpaste (P&G). (Source: MASB)

**Individualized Television**
*See Also: Multi-Camera Angle, Mosaic*
This technology allows viewers to control camera angles during live events, select which commercials they want to watch, and generally control a selection of choices content producers provide as part of the broadcast. E-commerce and interaction with those commercials is possible. In the backend, servers collect choice information and offer viewers further selections based on those choices. This is enabled by the careful management of multiple video streams to one TV screen in which small windows capture video programming in one view. The viewer is able to switch to each window using their Remote Control one at a time. When they do so, the audio of that channel becomes active and, therefore, audible. Some applications enable other interactive graphics that overlay or sit within the frame of the screen that the viewer can also access. Companies pioneering this type of application are Sky Digital in the UK and DISH in the US. (Source: itvt.com/glossary)

**Inductive Research**
*See Also: Deductive Research*
A form of media and market research that involves gathering data on a topic of interest and looking for patterns within the data set to discover the development of a new theory. (Source: ProjectOAR)

**ICS abbr Industrial Control Systems**
A general term that encompasses several types of control systems and associated instrumentation used for industrial process control. (Source: Wikipedia)
Industrial Demand
Includes the goods and services that are required by all individuals and organizations that are engaged in the production of other goods and services. (Source: MASB)

IIoT abbr Industrial Internet of Things
Refers to interconnected sensors, instruments, and other devices networked together with computers’ industrial applications, including manufacturing and energy management. This connectivity allows for data collection, exchange, and analysis, potentially facilitating improvements in productivity and efficiency as well as other economic benefits. The IIoT is an evolution of a distributed control system (DCS) that allows for a higher degree of automation by using cloud computing to refine and optimize the process controls. (Source: Wikipedia)

2 : Refers to the extension and use of the internet of things (IoT) in industrial sectors and applications. With a strong focus on machine-to-machine (M2M) communication, big data, and machine learning, the IIoT enables industries and enterprises to have better efficiency and reliability in their operations. The IIoT encompasses industrial applications, including robotics, medical devices, and software-defined production processes. The IIoT goes beyond the normal consumer devices and internetworking of physical devices usually associated with the IoT. What makes it distinct is the intersection of information technology (IT) and operational technology (OT). OT refers to the networking of operational processes and industrial control systems (ICSs), including human machine interfaces (HMIs), supervisory control and data acquisition (SCADA) systems, distributed control systems (DCSs), and programmable logic controllers (PLCs). (Source: Trendmicro)

3 : Allows companies to integrate devices, sensors, and machines used for manufacturing processes and to enable a common platform for gathering and analyzing the data these sensors and devices record. (Source: McKinsey)

Industrial Products
Goods that are destined to be sold primarily for use in producing other goods or rendering services as contrasted with goods destined to be sold primarily to the ultimate consumer. They include accessory equipment; installations; component parts; maintenance, repair, and operating items and supplies; raw materials; and fabricating materials. (Source: MASB)

NOTE – The distinguishing characteristic of industrial goods is the purpose for which they are to be used (i.e., in carrying on business or industrial activities rather than for consumption by individual ultimate consumers or resale to them). The category also includes merchandise destined for use in carrying on various types of institutional enterprises. Relatively few goods are exclusively industrial products. The same article may, under one set of circumstances, be an industrial good, and under other conditions, a consumer good. (Source: MASB)

Industry
An area of the media such as film, TV, gaming, news, magazines, advertising etc. (Source: corbytechmedia.weebly.com)

ISCI abbr Industry Standard Commercial Identifier
A code that conforms to a standard used to identify commercials (aka "spots") aired on commercial television worldwide, for TV stations, ad agencies, video post-production houses, radio stations and other related entities to identify commercials for airing. (Source: Wikipedia)

Note – First developed in 1970 by and for American local affiliate TV stations, the TV networks that serve the affiliates, and ad agencies, to distribute commercial television advertisements more
efficiently. The ISCI coding system has been maintained and operated by the American Association of Advertising Agencies (AAAA) and the Association of National Advertisers (ANA) since 1992. Prior to then, ISCI was independently maintained by its users. An ISCI code is usually a set of 8 characters, the first four being alphabetic, and the remaining four being numeric, in the format 'ABCD1234'. The alphabetical characters usually represent the advertiser (some examples are QWAN for Wells Fargo Bank, KOCL (and more recently CL) for Coca-Cola, and PEMX for Pepsi), and the numeric characters usually represent the spot itself, with different numbers used for either different spots, or different versions of the same spot.

**In-Feed Ads**
Ads that are inserted in-between content. (Source: Cynopsis)

**Inferential Statistics**
*See Also: Descriptive Statistics*
The process of collecting, analyzing, deducing properties and otherwise using a distribution of data to make inferences, trends and projections on the population that the sample of data is thought to represent. The goal is to test hypotheses and derive estimates against the observed data subset of the larger population.

2 : Also called Inductive Statistics.

**Influenced Acquisition**
A form of app user acquisition that may appear to be organic but, upon closer investigation, was actually influenced by, or the result of other paid media efforts (ad impressions and clicks that have been delivered by ad networks and publishers who did not receive final attribution based on the last-touch attribution model). (Source: IAB Mobile App Marketing Glossary Working Group)

**Influencer**
A social media user with a significant audience who can drive awareness about a trend, topic, company, or product. From a marketer’s perspective, the ideal influencer is also a passionate brand advocate. (Source: Blog.Hootsuite.com)

2 : Person that may influence purchasing decisions in other users, thanks to their authority and credibility on social networks in relation to a specific subject. Many businesses use influencers to act as evangelists for their brands, because they can access their target quickly and relatively cheaply, compared to other channels. (Source: Zorraquino)

3 : Someone who has impact on the decisions of others. In marketing there are three types of influencers:
- Influencer (buying role): a person whose views influence other members of the buying center in making a purchase decision.
- Influencer (topical): a person with knowledge and expertise in a particular topic who is sought out for advice and guidance.
- Influencer (social media): a person who makes regular posts within social media channels through which they have established a large following of enthusiastic, engaged people who pay close attention to their views. (Source: MASB)

**Influencer Marketing**
A strategy involving collaboration with an influential person on social media (an “influencer”) to promote a product, service, or campaign. (Source: Blog.Hootsuite.com)
2: A marketing communication strategy with the objective of making a product or service known to consumers, through collaboration between brands or companies and influencers. The brands take advantage of these people of reference who stand out in the online channels to promote their product and thus improve both their engagement and their brand image. (Source: Zorraquino)

3: According to the Association of National Advertisers (ANA), influencer marketing focuses on leveraging individuals who have influence over potential buyers and orienting marketing activities around these individuals to drive a brand message to the larger market. In influencer marketing, rather than marketing directly to a large group of consumers, a brand inspires or compensates influencers (which can include celebrities, content creators, customer advocates and employees) to get the word out on their behalf. (Source: MASB)

**Infobahn**
A variant of information superhighway. Now synonymous with the Internet. (Source: AAI.ie)

**Info Banner**
*See Also: Widgets, Apps*
A television screen overlay from the ELECTRONIC PROGRAM GUIDE in the Set-Top Box. It is normally invoked by viewer pressing a key on the remote or when changing channels, and it typically displays the information about the current programming the viewer is watching. There could be advertising elements such as Banner Ads embedded in the Info Banner. (Source: FourthWall Media)

**Infodemic**
A popular term used on social media, it is misinformation online and on social media without any factual backing. (Source: TheLadders)

**Infographics**
Infographics, also called, Information Graphics are a graphical visual representations of information, data or knowledge intended to present data easily and in understandable format. These are widely used as they can quickly communicate messages or simplify the presentation of large amounts of data. (Source: TycheSoftwares)

NOTE – Infographics help present complex information quickly & clearly and are seen in public environment like traffic signs, subway maps, weather charts etc. (Source: TycheSoftwares)

**Infomediary**
Online business model dedicated to administering the abundance of information on the Internet; collects large quantities of data from diverse sources, which it analyses, filters and organizes in terms of relevance, and lastly supplies as a neutral supplier to interested parties. Tend to specialize, offering data on a specific market segment. (Source: Zorraquino)

NOTE – There are two types of infomediary, according to who their customers are: in the case of consumers, they provide a commercial process with minute detail regarding affected products or brands for consultation; in the case of businesses, they gather information on their target public and their consumption habits, to help them develop and market their products. Infomediaries earn their money from insertions made in their advertising space and the commission they earn for acting as intermediaries in the resulting transaction. (Source: Zorraquino)

**Infomercial**
A television commercial that is similar in appearance to a news program or talk show format, usually 30 minutes in length. (Source: TVB)
2: A type of video ad that uses direct response and promotes a product or service in an informative and objective-sounding manner. Infomercials are usually longer than a typical video ad (two minutes or more) and include a time-sensitive call to action. (Source: ProjectOAR)

3: Infomercials use program-length time periods to advertise products and services. This approach often includes a direct response offer to sell the advertised items directly to the public. (Source: MASB)

Info Page
See Also: ELECTRONIC PROGRAM GUIDE, INTERACTIVE PROGRAM GUIDE
A feature available on many digital Set-Top Boxes (often accessed via the Remote Control) that displays additional details for selected content. (Source: Nielsen)

Informational Advertising
See Also: Functional Benefit, Emotional Advertising
Ads that present facts and information about a product or service, rather than focusing on emotional appeal. (Source: ProjectOAR)

IT abbr Information Technology
The use of computers to store or retrieve data and information. It is typically used within the context of business operations as opposed to personal or entertainment technologies. It is considered to be a subset of information and communications technology (ICT). An information technology system (IT system) is generally an information system, a communications system, or, more specifically speaking, a computer system-including all hardware, software, and peripheral equipment-operated by a limited group of IT users. (Source: Wikipedia)

Informed Consent
In media and market research, the process by which a participant learns about and understands the purpose, benefits and potential risks of participating in a market research study, and then agrees to participate with full knowledge of possible risks and benefits. (Source: ProjectOAR)

Informers
See Also: Meformers
Those who pass along objective information and interesting facts via social media platforms such as Twitter.

IR Drivers abbr Infra-Red Drivers
Software and hardware that enables a device to receive and transmit content whether data or digital, wirelessly.

ISMS abbr Information Security Management System
See Also: Anonymization, De-identify
A system designed to ensure security controls to protect information datapoints.

ITI abbr Information Technology Industry Council
Represents the leading U.S. providers of information technology products and services. It advocates growing the economy through innovation and supports free-market policies.

Infotainment
When information and entertainment becomes the same thing. (Source: OpenTextBC.ca)
**IaaS** *abbr* Infrastructure as a Service
One of the three main categories of cloud computing, alongside Software as a Service (SaaS) and Platform as a Service (PaaS).

**In-Game Ad**
Ads embedded into a video game to promote a brand, product or service. In-Game advertising differs from advergaming, which refers specifically to a game designed to advertise a brand, product or service. (Source: ProjectOAR)

**In-Game Purchase**
Users can make in-game purchases within apps to buy virtual goods, like in-game currency, upgrades, or new levels and features. Developers use in-game purchases as a monetization strategy for maximizing app revenue and increasing the time players spend in their game. As users make purchases that enhance the gameplay experience, they are more likely to keep playing and retain for longer. (Source: is.com)

**Ingestion**
A storage system process that enables the creation of one database from several different data sources that can then be accessed through an electronic data delivery system.

2 : The process used to populate a database from various individual sources to be accessed by an electronic data delivery system. (Source: Nielsen)

3 : The process of receiving assets from the "catcher", successfully entering those assets into the systems' AMS, and making them available via a VOD system.

**In-House Agency**
A colloquial term for a department, group or person that has responsibilities typically performed by an external advertising or other MarCom agency. These functions can extend from a single capability (such as advertising creation or media planning) to, more rarely, full-service agency capabilities. (Source: MASB)

**IDO** *abbr* Initial DeFi Offering
In Blockchain, a method of setting an initial exchange rate for a new token. A user can be the first liquidity provider on a pair, such as, for example, the new token and a stablecoin such as USDC. Essentially, the user establishes an artificial floor for the price of the new token. (Source: ShellyPalmer.com Blockchain Glossary)

**Initial Dimension**
The original width and height (in pixels) of an expanding ad. Expanding ads are designed to expand to dimensions larger than the initial dimensions. (Source: IAB)

**Initial File Load**
Includes all assets and files necessary (.html, .js, .css, .woff, images, etc.) for completing first visual display of the Ad. The initial file load size of an ad is limited in order to preserve the page load performance and thus the user's web browsing experience. For non-rich media ads, the initial file load size limit is all that's allowed for the ad. (Source: IAB)
Initial Interaction
The total number of first step interactions associated with an interactive application or asset in the television programming. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Initial Markup
The difference between the merchandise cost and the original retail price placed on the goods; expressed as a percentage of the retail value. (Source: MASB)

Initiator
See Also: Buying Roles, Gatekeeper
Another term for Buying Roles. (Source: MASB)

In-Line Bidding
Exchange bidding system, which is relatively close to RTB, but still not completely real time. (Source: Mediamath)

Inline Ad
An ad format on the web or mobile consisting of text and/or an image which appears between lines of text in the page's content. (Source: ProjectOAR)

In-Market Testing
Testing of an advertising strategy, promotional offer or product that occurs in the actual marketplace (rather than in a pre-test environment with a sample population). In-market testing may be implemented in select geographic markets only, or at a national level; the defining feature is simply that it takes place in the "real" world, rather than in a test environment. (Source: ProjectOAR)

In-Memory
A new form of computing that enables faster real time processing of large datasets with many variables. Notably it does not require storage on a hard disk.

Note – Computers typically store data on the hard disk, and when you want to perform a task, it pulls out the relevant data and applications for the purpose on to the computer's main memory, which is where computations happen. With the emergence of multi-core processors and the sharp decline in prices of processors and memory, German business software maker SAP developed a technology that made it possible for even large enterprises to dispense with hard disks and store and perform all operations on the main memory. It boosted performance enormously compared to systems based on retrieving data from hard drives. (Source: Times of India)

In-Navigation Video Ad
See Also: Advanced Advertising
A video ad unit that is embedded in navigation interface or content.

Innovation Funnel
A mechanism that means a continuous stream of innovative ideas and prototypes can be screened for viability. Often also called a “funnel management process”, it's a popular approach used by many companies to decide what ideas are realistic and which aren't. (Source: MyriadAssociates)

Innovator
See Also: Adopter Categories
A type of Adopter Category. (The first 2-5 percent of consumers) are the first to adopt a new product that has been introduced into the marketplace. Innovators are venturesome and are often thought to be opinion leaders. They are interested in anything new, and are quick to adopt new and innovative
products. Note: An innovator in a given category or a related set of categories may not be an innovator in all categories. (Source: MASB)

**In-Pack Premium**
A small, often low-value gift placed inside a product package to encourage purchase or reward the purchaser. (Source: MASB)

**IPS abbr In-plane Switching**
A type of LCD display that offers better viewing angles than other types of LCD screens.

**Input Evaluation Criteria**
Objective measures of the amount of effort or resources expended by the sales force, including the number of sales calls; amount of time and time utilization; expenses; and non-selling activities such as letters written, number of phone calls made, and number of customer complaints received. (Source: MASB)

**IRL abbr In Real Life**
Used in social media, chat rooms, online gaming and other virtual environments to let others know that one is talking about something in the real world and not in the virtual world.

**In-Season Stacking Rights**
The rights to all of the episodes in the current season of a TV show so that a TV network and pay-tv distributor, for example, can stream or showcase an entire season at one time, rather than "rolling-five" rights limiting their rights to only the last five episodes of a program.

**Insert**
*See Also: Insertions*
Ad or other promotional material that is either bound into a magazine or newspaper or placed loosely within it. (Source: ProjectOAR)

**Insertion Fee**
*See Also: Listing Fee*

**Insertion Order**
A formal authorization to place advertising into a printed publication, which specifies the publication, run dates and fees. It serves as a contract between the publisher (the seller) and the media buyer. (Source: ProjectOAR)

2 : Written instructions from the advertiser or agency authorizing a publication to run a specific advertisement in a specific issue. Also specifies cost per ad and size of ad, as well as any request for special position in the publication. (Source: AAI.ie)

**Insertion**
An advertisement or other non-programming element that is added to content whether scheduled beforehand or dynamically inserted for addressable advertising.

2 : The number of times a spot aired during the time frame. (Source: Kantar Media Audiences)

3 : The actual placement of an ad in a document, as recorded by the ad server. (Source: IAB)

4 : Actual placement of an advertisement-digital or otherwise-as recorded by the publisher. (Source: Tubemogul)
**I/O abbr Insertion Order**  
In programmatic, the sales orders for a publisher's inventory that are submitted through an ad  
exchange. (Source: Hubspot)

2: Directions given by an advertiser to a company (publisher, network, agency) that lay out  
parameters for a brand campaign and ad serving specifications. (Source: Mediamath)

3: In a direct buy (agency to publisher), Traditional method of buying media inventory. (Source:  
MAGNA Global)

4: A purchase order between a seller of interactive advertising and a buyer - usually an advertiser or  
its agency. (Source: IAB)

**Insights**  
Non-obvious consumer need or motivation that defines their behavior regarding a product or brand.  
Discovering these deep needs enables innovative and more effective marketing strategies to be  
developed, as they appeal on an emotional level that more easily connects with consumers.  
(Source: Zorraquino)

2: When used in relation to social media and with a capital “I”, Insights usually refers to the analytics  
and performance statistics you can see on your Instagram profile in the Instagram app. Depending on  
the type of profile you have, Instagram Insights show you the demographics of your followers, what  
time they are most likely to be online, the reach of each post, and more. (Source: Blog.Hootsuite.com)

**Instagram**  
Online mobile photo-sharing, video-sharing and social networking service that allows users to take  
pictures and videos and share them on a variety of social networking platforms. (Source: Centro)

2: A free online photo sharing and social networking service acquired by Facebook in 2012. It is a  
social network platform for clicking, editing and sharing photographs and videos with other members  
through the Instagram website and social media sites such as Twitter, Facebook, Tumblr, Foursquare  
and Flickr. (Source: TycheSoftwares)

NOTE – Instagram app allows members to search for accounts which you want to follow or find  
photos of friends or any users by following specific hashtags. Instagram is widely used to enhance  
your original photos to make them look more professional. (Source: TycheSoftwares)

**Instagram Stories**  
Instagram stories are a feature of the Instagram social network, consisting of audiovisual content of  
all kinds but which, unlike traditional publications, are ephemeral as they disappear 24 hours after  
publication. Except if they become featured stories which, in this case, will remain saved on the  
profile. (Source: Zorraquino)

**Install**  
Occurs when the time an app is fist launched (or opened) by a hardware device. (Source: IAB Mobile  
App Marketing Glossary Working Group)

2: An install takes place when a user has downloaded an app and successfully opens it for the first  
time. Installs are a core part of the acquisition cycle. Cost Per Install (CPI) advertising is the most  
popular driver of mobile user acquisition, making tracking and quantifying install numbers essential.  
(Source: Adjust.com)
Install Referrer
An Android-specific ad tracking identifier. Like Device IDs and Device Fingerprinting, an install referrer is a unique string that’s sent to the Play Store when a user clicks on an ad. If the app is installed, the referrer is sent to the attribution partner, which looks to match the source with the install (attributing the conversion). (Source: Adjust.com)

NOTE – All data from the install referrer is located within the Play Store developer console and, when installed, Google Analytics. The install referrer is also known as Google install_referrer. (Source: Adjust.com)

IPM abbr Installs Per Mille
A metric that is used to track the number of app installs per thousand ad impressions. It is often used as part of a mobile advertising or user acquisition strategy which aims to buy new users for an app. Improved IPM has the added benefit of boosting eCPM, and ultimately the rank of the advertising campaign in advertising networks waterfalls. This in turn results in higher volumes of ad impressions and installs. (Source: is.com)

Instant Access
Refers to the section or interface in TubeMogul’s premium ad inventory marketplace where advertisers can purchase high-end inventory that is not typically found in the marketplace’s open exchange. (Source: Tubemogul)

Instant Apps
Allow users to access content from an app without installing. They are designed to save users space on their device and conveniently deep link users to an app’s specific function. They are only available for Android. (Source: Adjust.com)

NOTE – When Android instant apps were first announced, Google used a parking meter app as an example of what they have to offer. The number of users who would keep a parking meter app on their device is presumably lower than, for example, a mobile game, but its functions can be useful on certain occasions. If the user is able to access this as an instant app, they can immediately use the parking meter app’s capabilities on their device without signup or install. As long as the necessary payment details have been entered into Android pay, the user can make a purchase with just a few clicks. (Source: Adjust.com)

IM abbr Instant Messaging
A method of communicating in real-time, one-to-one or in groups over the internet. Users assemble buddy lists which reflect the availability (or presence) of people with whom they communicate. (Source: IAB)

Instant Personalization
A social layer introduced by Facebook, that is essentially a social plugin where any web developer can insert a simple piece of code to add a Facebook frame onto a page, instantly make that page social.

NOTE – Instant personalization means that if you show up to the Internet radio site Pandora for the first time, it will now be able to look directly at your Facebook profile and use public information - name, profile picture, gender and connections, plus anything else you’ve made public - to give you a personalized experience. So if I have already publicly stated through my Facebook interests page
that I like a musical artist - say, The Talking Heads - the first song I hear when I go to Pandora will be a Talking Heads song or something that Pandora thinks is similar. (Source: Gigaom)

**Institution**
A big media company that produces texts for an audience. Disney, Fox, Microsoft, Netflix for example. (Source: corbytechmedia.weebly.com)

**In-Store Advertising**
See Also: POP Advertising, POP Display, POP Display Advertising, POP Marketing, POS Display, Point-Of-Purchase Advertising, Point-Of-Purchase Display, Point-Of-Purchase Display Advertising, Point-Of-Purchase Marketing, Point-Of-Sale Display
Refers to any advertising media found inside a store which sells that merchandise, including:
- Point-of-Purchase (POP) display-a special retail exhibit of a product which may include on- and off-shelf display material or product stocking that is used to call special attention to the featured product
- Point-of-Sale (POS) display-a special retail exhibit of a product placed where the purchase occurs
Some sources classify in-store advertising as a type of out-of-home advertising. (Source: MASB)

**In-Stream**
An ad that appears within a piece of content. (Source: Tubemogul)

**In-Stream Video**
Creatives that are played in video players on web pages. They use VAST XML to ensure proper rendering in players and are shown before, in the middle of, or after other video content. (Source: Mediamath)

2 : Linear video ads that interrupt content, appearing before, during and after Internet videos. They tend to look and behave like television commercials.

**Instructional Design**
The practice of creating instructional experiences which make the acquisition of knowledge and skill more efficient, effective and appealing. The process consists broadly of determining the current state and needs of the learner, defining the end goal of instruction and creating some ‘intervention’ to assist in the transition. (Source: Mediamath)

**In-Tab**
See Also: Faulting
Set-Top Boxes or homes that return usable viewer information or usage data and are considered as part of the sample for that time frame.

2 : Whatever boxes reported data that day. (Source: Kantar Media Audiences)

3 : Number of households or DVR units represented in the sample respectively counted at 5-minute intervals throughout the day. (Source: TIVO)

**Intangible Asset**
See Also: Asset
Another term for Asset. (Source: MASB)
Integrated Databases
A method for managing data from multiple sources and combining it around some type of single ID (e.g., a single customer). Integrated databases provide marketers and other decision-makers with a unified view of these multiple, sometimes disparate, data sources. (Source: MASB)

Integrated Marketing Communication
A cohesive combination of marketing communications activities, techniques, and media designed to deliver a coordinated message to a target market with a powerful or synergistic effect, while achieving a common objective or set of objectives. (Source: MASB)

IRD \textit{abbr} Integrated Receiver / Decoder
\textit{See Also: All-In-One Set-Top Box, Advanced Set-Top Box, Set-Top Box}
An electronic device used to pick up a signal and convert the digital information transmitted in it. A consumer IRD is a Set-Top Box. A professional IRD is the interface between a receiving network (whether a satellite or Telco) and a broadcasting facility. (Source: Wikipedia)

ISDN \textit{abbr} Integrated Services Digital Network
Faster-than-dial-up connections to the Internet over copper phone wires. DSL has in large part replaced ISDN. See DSL. ISP (Internet Service Provider) - A business or organization that provides Internet access and related services, to consumers. (Source: IAB)

Integrated Set-Top Box
\textit{See Also: Set-Top Box}
The same as the All-In-One Set-Top Box

Integration
Refers to the acquisition or development of businesses that are related to the company’s current businesses as a means of increasing sales and/or profit and gaining greater control. There are three forms of integration:
- Backward integration-in which the company acquires one or more of its suppliers or develops its own supply capability in order to gain more profit and/or control
- Forward integration-in which the company acquires one or more of its buyers (e.g., wholesalers or retailers when the buyer is not the “ultimate buyer”)
- Horizontal integration-in which the company acquires one or more of its competitors.
(Source: MASB)

iPaaS \textit{abbr} Integration Platform as a Service
A suite of cloud services enabling development, execution and governance of integration flows connecting any combination of on premises and cloud-based processes, services, applications and data within individual or across multiple organizations. (Source: Gartner)

Intelligent Agents
Software tools which help the user find information of specific interest to him/her. The user’s profile is continually refined and improved based on the user’s acceptance or rejection of recommendations over time. (Source: IAB)

iBPMS \textit{abbr} Intelligent Business Process Management Suites
Combines business process management (BPM) software with additional capabilities such as artificial intelligence (AI) to help companies dynamically automate more types of start-to-finish experiences. (Source: IBM)
Intelligent Product Recommendation Systems
Also called Recommender Systems, refers to information filtering systems that have a goal to foresee user's preferences in certain products. For example, Spotify creates a new playlist of songs specifically for every user by using their lists of favorite artists and music genres. (Source: Elogic.co)

NOTE – First, there was the all-knowing store owner who would know everything about the product they sold. Prices, quality, longevity. Now, there is an AI telling the customer what they might like, based on their purchase patterns. A product recommendation system comes later, as your online store goes large scale. (Source: TycheSoftwares)

Intelligent Software
See Also: Bid Management Software
Another term for Bid Management Software. (Source: MASB)

Intentions
An attitudinal measure of customers' stated willingness to behave in a certain way. Information on this subject is gathered through such survey questions as, “Would you be willing to switch brands if your favorite was not available?” (Source: MASB)

Interaction (Response)
A form of consumer engagement where viewer takes an action with the application or asset during an interactive session. Interactions can be negative (exit, tune away) or positive (yes, request information) (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Interactive Advertising
All forms of online, wireless and interactive television advertising, including banners, sponsorships, email, keyword searches, referrals, slotting fees, classified ads and interactive television commercials. (Source: Mediamath)

IAB abbr Interactive Advertising Bureau
A non-profit trade association devoted exclusively to maximizing the use and effectiveness of interactive advertising and marketing. (Source: IAB)

Interactive Audience
The ways in which audiences can become actively involved with a product, for example by posting a response to a blog or live tweeting during a television program. (Source: corbytechmedia.weebly.com)

Interactive In-App Pre-Roll
Video ads containing rich media or interactive functionality running in-app on smartphones or tablets. Interstitial ads playing in-app expand to full screen unless viewer exits. (Source: Tubemogul)

IMU abbr Interactive Marketing Unit
The standard ad unit sizes endorsed by IAB. (Source: IAB)

Interactive Mobile Ads
A type of mobile ad unit which is designed for user interaction, requiring users to take an active role in their ad experience. There are several types of interactive ads, including interactive video ads, interactive end cards, and playable ads. Interactive ads drive higher conversion rates and retention rates, increase LTV and brand awareness, and offer unique in-ad data for advertisers. (Source: is.com)
**Interactive Pre-Roll**
In-stream video ads that play before video content and feature interactive and rich media elements, such as overlays, video galleries, microsites and/or zip code locators. (Source: Tubemogul)

**iTV abbr Interactive Television**
*See Also: Internet Television*
Any technology that allows for two-way communication between the audience and the television service provider such as the broadcaster, cable operator, set-top box manufacturer. (Source: IAB)

**Interactivity**
The prefix “inter” means ‘between’ a or ‘in the middle of a’. Activity signifies active behavior and was borrowed from the Latin word ‘agere’ in the 17th century. In the context of digital media, the concept of interactivity signifies mutual communication between sender and recipient - the “author” can become the “user” and the “user” can become the “author”. (Source: freeflyvr)

**Interaural Amplitude**
Differences between a person’s two ears in the intensity of a sound, typically due to the location of the sound. (Source: freeflyvr)

**Interaural Time**
Differences between a person’s two ears in the phase of a sound, typically due to the location of the sound. (Source: freeflyvr)

**Interaction**
When the viewer actually engages with an interactive asset or application during an interactive session. Interactions can be negative (exit, no, tune away) or positive (yes, request information, etc.) (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Interactive Advertising**
*See Also: Advanced Advertising*
Advertising that allows the viewer to interact with the message. Interaction is often via the internet but increasingly via the television screen. Further, interactive advertising on the TV is expanding to include interactive apps on companion devices such as smart phones or tablets that are being used while watching TV. These companion devices can sync their interactivity with what is on the TV screen at the same time, using Automatic Content Recognition (ACR) technologies.

2 : Also used to refer to advertising on a STB or DVR that is not the standard linear commercial spot and can include long form video, branded areas and interactive applications specific to an advertiser and use a number of entry points (from the home page, other UI dialogs, guide). (Source: TIVO)

3 : Video advertising that contains an embedded EBIF application. The EBIF application typically presents a series of overlay screens over the video, with which the viewer may interact, and then the specifics of the interaction (or lack of interaction) are measured and ultimately reported back to the advertiser. In the cable space it is EBIF once legacy is removed. DISH and Direct are different. (Source: FourthWall Media)

4 : All forms of online, wireless and interactive television advertising, including banners, sponsorships, e-mail, keyword searches, referrals, slotting fees, classified ads and interactive television commercials. (Source: IAB)
NOTE – Some interactive advertising is not actually “interactive”, but merely displays information or animation over top of the video ad and / or generates measurement data. For example FourthWall Media’s Measurement AdWidgets are invisible to the user, but track STB exposures and engagement. (Source: FourthWall Media)

**Interactive Household Addressable TV Advertising**  
*See Also: Average Exposures, Average Clicks, Average Responses*  
Household Addressable TV Advertising that enables viewer interactivity and facilitates various levels of response tracking. (Source: Visible World)

**Interactive Measurement**  
*See Also: Advanced Advertising*  
Data collected from any interactive application, including interactive enhancements to video advertising.

NOTE – CableLabs has defined the Interactive Advertising Measurement (IAM) standard for describing user interactions with simple interactive ad enhancements. Similar measurement data can often be derived from Keystream data. Additionally, FourthWall Media’s AdWidgets collect several additional metrics, including STB Exposures, Clicks, and Responses. (Source: FourthWall Media)

**IPG abbr Interactive Program Guides**  
*See Also: Electronic Program Guide, Navigator*  
Also known as EPG (Electronic Program Guide) or ESG (Electronic Service Guide), the IPG is enhanced television that offers viewers an advanced on-screen display to locate content such as available networks / channels, VOD offerings, program listings, show descriptions, schedules, ratings, genre, channel and user preferences. Offers a range of viewer services, the ability to switch to desired content, view future program offerings and implement DVR options with current and future viewing choices.

2 : Associated with Digital Cable where a viewer can interact with the guide through the remote to choose their viewing through genre, channel, time, premium, etc.,

3 : A digital guide to scheduled broadcast television or radio programs, typically displayed on-screen with functions allowing a viewer to navigate, select, and discover content by time, title, channel, genre, etc., by use of their Remote Control, a keyboard, or other input devices such as a phone keypad. (Source: IAB)

**Interactive Session**  
A segment of available interactive video content by a unique consumer, by viewing device. 12 seconds used as an example for purposes of calculation.  
(Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**iTV abbr Interactive Television**  
*See Also: Tru2way*  
The ability of viewers to interact with television content immediately as they are viewing it. There are different degrees of interactivity from very basic (channel switching) to increasingly more sophisticated (On-Demand and Telescoping).

2 : Internet TV is a Television service that is provided through the Internet.
3: In the digital cable space, iTV is the experience provided by EBIF and/or Tru2Way applications executing in the Set-Top Box. (Source: FourthWall Media)

4: Interactive TV usually means the viewer using the Remote Control to "interact" with the TV to change the available video, audio and any graphics in some way. These changes are typically made by an interactive software application running in the Set-Top Box or TV. (Source: Unisoft)

5: The ability of viewers to interact with television content immediately as they are viewing it. There are different degrees of interactivity from very basic (channel switching) to increasingly more sophisticated forms such as On Demand, request for more information, telescoping, etc. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

6: The catch-all term for adding a viewer engagement piece to television. This can include both interactive content and advertising and can be delivered in a variety of ways, including through the first- and second-screen. (Source: IAB)

7: A combination of television with interactive content. Programming can include richer graphics, one-click access to websites through TV Crossover Links, electronic mail and chats, and online commerce through a back channel. (Source: TVB)

**Interactive Television Session**
A measurable segment of available interactive content by a unique user, by viewing device. Today the viewing device is a TV connected to the set-top.
(Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Interactive TV Household (iTVHH)**
Any household in a footprint that has the ability to and is authenticated to engage with interactive content delivered to the viewing device. Currently the viewing device is a TV connected to a set-top.
(Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Note: Used as a metric, iTV Households are those that are iTV enabled via a video service provider, with televisions that are connected to a set-top. According to CTAM, future metrics will include TVs and devices that are not tethered to a set-top.
(Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Interactive Viewing Rate**
A metric which compares usage to the potential iTV customer universe either within a MVPD footprint or a DMA; based upon iTV HH data comparable to a rating. Calculated by dividing the total iTV HH by the number of HH that interacted with the session. Could be by spot, by flight, by day, week, month. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**IVG abbr Interactive Video Guard**
*See Also: Data Logging Software*
A type of data logging software for content security.

**IVOD abbr Interactive Video On-Demand**
*See Also: Video On-Demand*
Same as Video On-Demand as seen through the television, usually delivered via the Set-Top Box and its network connection and servers containing programming. Has all trick play features.
Interactivity
See Also: Interactive Television
The capability for two-way electronic communication between a viewer, user, Set-Top Box, home etc., through a piece of on-screen content that is designed to increase engagement and attention.

2: The capability for two-way user engagement with on-screen content typically using a Remote-Control device. (Source: Nielsen)

Inter-Beat Interval
The time between individual beats of the heart, often measured using ECG. The inter-beat interval (IBI) is most often measured by the time interval between R-Waves -a specific deflection in the ECG trace used to calculate heart rate. Heart Rate Variability (HRV) is a derived analysis of the variability of these intervals which looks at how heart rate changes over a period of time. (Source: ProjectOAR)

Interconnect
Two or more cable systems distributing a programming or commercial signal simultaneously. (Source: CableLabs)

2: Several cable systems joined together in a specific area for the purpose of selling advertising. (Source: Nielsen)

3: Two or more cable systems distributing a commercial signal simultaneously, and offering a multiple system buy in which only one contract need be negotiated. Interconnects can be hard, where systems are directly linked by cable, microwave relays or by satellite, and the signal is fed to the entire Interconnect by one headend; or soft, where there is no direct operational connection between the participating systems. (Source: TVB)

IBA abbr Interest Based Advertising
Also sometimes called “online behavioral advertising” - uses information gathered about a site user’s visits over time and across different websites or applications in order to help predict preferences and show ads that are more likely to be of interest to you. For example, a sporting goods manufacturer might work with an advertising network that collects and uses interest-based advertising information to deliver ads to the browsers of users that have recently visited sports-related sites, or an airline might direct ads to users that recently visited mobile travel apps. Definition from aboutads.info site: http://www.aboutads.info/how-interest-based-ads-work (Source: IAB)

Interface (VR)
A set of devices, software, and techniques that connect computers with people to perform tasks. (Source: freeflyvr)

Interface
A boundary across which two systems communicate. An interface might be a hardware connector used to link to other devices, or it might be a convention used to allow communication between two software systems. Often there is some intermediate component between the two systems which connects their interfaces together. (Source: freeflyvr)

Interference
See Also: Jamming, Natural Interference, Noise
A phenomena that causes disruption to a signal.
Interlaced Scanning
The rectangular area of the TV screen is scanned by an electronic beam (raster) as it is deflected horizontally and vertically and creates an interlaced video display we see as the TV picture. Referred to as interlaced scanning because the raster skips every second line on the first pass and then fills in those lines on a second pass. The interlaced scanning system may result in a screen flicker. (Source: itvt.com/glossary)

Intercommercial Ads
See Also: Transition Ads, Interstitial Ads, Splash Pages
A commercial, usually a video, that runs during the uploading of a webpage.

Internal Bus
See Also: Bus, Expansion Bus, Address Bus, Data Bus
A collection of wires, also known as a bus, that connects all internal computer components to the CPU and main memory.

Internal Page Impressions
Web site activity that is generated by individuals with IP addresses known to be affiliated with the Web site owner. Internal activity that is associated with administration and maintenance of the site should be excluded from the traffic or measurement report. (Source: IAB)

IRR abbr Internal Rate of Return
The percentage return made on the investment over a period of time; it is the discount rate at which the net present value (NPV) of an investment is zero. Internal Rate of Return (%) = The discount rate for which the net present value is zero for a series of future cash flows after accounting for the initial investment. Note that IRR does not describe the magnitude of return; $1 on $10 is the same as $1 million on $10 million. (Source: MASB)

Internal Validity
One criterion by which an experiment is evaluated. This criterion focuses on obtaining evidence demonstrating that the variation in the criterion variable was the result of exposure to the treatment or experimental variable. (Source: MASB)

Internet
The worldwide system of computer networks providing reliable and redundant connectivity between disparate computers and systems by using common transport and data protocols known as TCP/IP. (Source: IAB)

2 : A worldwide digital network capable of supporting shared virtual worlds. (Source: freeflyvr)

3 : A general term used to describe a global network of computers used to transmit information. The most familiar aspect of the internet is the World Wide Web, which consists of various interlinked webpages and sites. The Internet was originally developed by the U.S. military as a backup communications system in case of nuclear war. In the early 1990s, the Internet was made publicly available and its usage has since grown exponentially. (Source: MASB)

Internet Application
Software files that enable a user to navigate the internet such as receiving requests from a client, typically a Web browser, process associated code, and return data to the browser.
2: Any computer file ending in .exe that is primarily marketed for use in conjunction with the Internet. (Source: Nielsen)

NOTE – In Nielsen methodology, only “in focus” applications are counted towards reported unique audience and associated metrics. For example, if a media player launches upon system start-up, but only sits in the task bar it is not considered an active use of the application. Once a user opens any application into an “active” or in-focus window, that user is counted toward unique audience and associated metrics. Internet Application categories include the following: Instant Messengers, Media Players, Media Sharing, ISP Applications (non-browsing), Wireless content systems, Web Phones, News & Information toolbars (ESPN Bottom Line), Connected Games, Proprietary AOL, Weather, Auction Assistants, and Shopping Assistants. Although the tracking meter tracks all types of applications, many are not considered to be “Internet” applications. These include basic software such as word processing, database, project management, spreadsheet, etc., installer programs, operating systems or other system’s software (e.g., printing, cookie washers, FTP, etc.), adult and flash applications, software that exclusively sends or blocks advertising, and most games. Because the meter only tracks applications launched with an executable program ending in ”.exe” plug-ins are not tracked, and are not included in the definition of Digital Media (e.g., Google Toolbar, Yahoo Companion, embedded media players, etc.). (Source: Nielsen)

IANA abbr Internet Assigned Numbers Authority
See Also: Top Level Domain, Internet Corporation for Assigned Names and Numbers
An organization that is responsible for the global coordination of the DNS Root, IP addressing, and other Internet protocol resources, (Source: IANA.org)

Internet Bot
A software application that runs automated tasks (scripts) over the Internet. (Source: Wikipedia)

ICANN abbr Internet Corporation for Assigned Names and Numbers
See Also: Top Level Domain, Internet Assigned Numbers Authority
An organization that coordinates the Domain Name System (DNS) of the internet, Internet Protocol (IP) addresses, space allocation, protocol identifier assignment, generic (gTLD) and country code (ccTLD) top-level domain name system management and root server system management function. Once performed under U.S. Government contract by the Internet Assigned Numbers Authority (IANA), ICANN now performs the IANA function. (Source: ICANN.org)

Internet Forums
See Also: Message Board
An online discussion site where people can hold conversations in the form of posted messages. They differ from chat rooms in that messages are often longer than one line of text, and are at least temporarily archived. (Source: Wikipedia)

IID abbr Internet Identity
See Also: Online Identity, Internet Persona
A social identity that an Internet user establishes in online communities and websites. It can also be considered as an actively constructed presentation of oneself. (Source: Wikipedia)

NOTE – Although some people choose to use their real names online, some Internet users prefer to be anonymous, identifying themselves by means of pseudonyms, which reveal varying amounts of personally identifiable information. An online identity may even be determined by a user’s relationship to a certain social group they are a part of online. Some can even be deceptive about their identity. (Source: Wikipedia)
Internet Marketing
See Also: Geo-Targeting, Geo-Marketing, Zoning, Online Marketing
Refers to advertising and marketing efforts done solely over the internet to drive direct sales and sales leads via electronic commerce.

2 : Another term for Online Marketing. (Source: MASB)

IoT abbr Internet of Things
The industrialization and overall pervasiveness of the internet in everyday lives and tasks. Essentially a system of interrelated computer devices so that everyday objects have network connectivity, allowing them to send and receive data.

Internet Persona
See Also: Internet Identity, Online Identity

IP abbr Internet Protocol
A set of rules that tells the computer network how packets are addressed and routed.

IP Address abbr Internet Protocol Address
See Also: MAC Address
The identifying numbered code address of a Set-Top Box configured with a Modem for internet access.

2 : A protocol telling the network how data packets are addressed and routed. (Source: itvt.com/glossary)

3 : An internet protocol numerical address that is assigned to each computer on the Internet so that its location and activities can be distinguished from those of other computers. The format is ###.###.###.### with each number ranging from 0 through 255 (e.g., 125.45.87.204) (Source: IAB)

NOTE – The IP Address is not the MAC Address. It should be noted that the MAC Address is a unique identifier that is assigned by the manufacturer. This address is permanent. Each manufacturer is given a block of addresses that they can use. An IP address is assigned by the network provider either on a static basis or dynamically. This address is typically given to the point of access at the home –the router. The router than assigns IP addresses to the devices behind it. (Source: Invidi)

iPTV abbr Internet Protocol TV
See Also: Internet Television
Ability of either the television or the Set-Top Box to interface with the internet like a Modem offering two-way communication such as through the internet.

2 : “A term used to describe the distribution of television content via the internet.” (Source: Nielsen)

3 : A system where a digital television service is delivered using Internet Protocol over a network infrastructure, which may include delivery by a broadband connection. A general definition of IPTV is television content that, instead of being delivered through traditional broadcast and cable formats, is received by the viewer through the technologies used for computer networks. (Source: itvt.com/glossary)
4: “An interface that examines guide activities including exposure to banner ads, engagement via click-through, switch to VOD, request for information, tune to channel, record programs etc.,” (Source: Kantar Media Audiences)

5: Also referred to as Over the Top viewing. (Source: TIVO)

6: A video programming delivery infrastructure, built upon a high-speed IP data network, in which a single video channel is narrowcast to each home from the head end, and channel changes are sent to the head end to change channels. Most common among Telcos providing TV services, but commonly seen as the successor cable’s extant Hybrid Fiber-Coax (HFC) network. (Source: FourthWall Media)

7: Generally, IPTV is a system that uses Internet Protocols to render audio and video. The finer details can change depending on who’s using the term. Web users who refer to IPTV are usually talking about Web video. In that case, IPTV is a synonym for broadband, streaming, and wireless video. (Source: OMMA)

8: Internet protocol content provided by network operators and others over closed networks. Can provide a single stream to multiple clients simultaneously (multicasting).

9: A system through which television services are delivered using the Internet protocol suite over a packet-switched network such as a LAN or the Internet-as opposed to being delivered through traditional cable or satellite formats. (Source: Cynopsis)

NOTE – Incredible potential to shift viewership from cable operator signal to viewing on the internet. (Although the cable operator will control both signals and can narrow the delivery pipe or charge more for some usage.)

Internet Radio
See Also: Radio on Internet
Audio transmitted via the internet.

IRC abbr Internet Relay Chat
A facility that allows people to chat in real time. The chats, or forums, are typed remarks, and they can be either public or private. (Source: IAB)

2: A protocol that allows users to converse with others in real time. It is structured as a network of servers, each of which accepts connections from client programs. (Source: IAB)

Internet Research
Market research in which data collection is conducted online in contrast to offline research often called Central Location Testing (CLT). (Source: ProjectOAR)

Internet Scam
See Also: Scam, Romance Scam
A general way to define the different types of fraud that consumers face when using the Internet. Scammers can use a range of technical tools or ‘social engineering’ techniques to compromise consumer’s personal information with different objectives, but normally with the intention of get consumer’s money or personal information. (Source: ICPEN.org)
Internet Speed Test
An Internet speed test (also known as a broadband speed test) is a measure of the rate at which data is downloaded and uploaded. It also measures how long it takes to get a response to a signal from a device to a test server. Loading speed is measured in megabits per second, and the response time or latency is measured in milliseconds. Internet speed tests are often available as a free online tool provided by communication service providers and routing companies. (Source: Gartner)

Internet Server
See Also: Web Server
Another term for Web Server. (Source: MASB)

Internet Television
See Also: ITV Interactive TV, Internet Protocol Television, Online Television
Television provided, distributed and viewable over the internet - an open network - viewable On-Demand.

2 : The digital distribution of television content via the Internet rather than by other television systems (e.g., broadcast, cable, and satellite). (Source: MASB)

Interstital
A type of online advertising on both web pages and within mobile games that appears unexpectedly either right before or after the web content/game is displayed and blocks the content/game from being seen completely. Typically, users have to navigate past these ads to continue on to their intended activity. (Source: ProjectOAR)

Interstitial Ads
See Also: Transition Ads, Intermercial Ads, Splash Pages
Ads that appear between two content pages. (Source: IAB)

2 : Also known as transition ads, intermercial ads and splash pages. (Source: Mediamath)

3 : Ads that load between web pages without being activated by a request. (Source: OpenX)

4 : Also known as Between-the-Page. (Source: IAB)

Interruption Marketing
Promotion of a product or service through activities that may be considered to be intrusive or a nuisance (such as printed advertising, telemarketing, television advertising...), closely linked to traditional marketing. Strategies of this kind interrupt whatever the customer or potential customer (TV viewers, readers, radio listeners...) was doing at that time with the aim of making him/her focus on something else, normally with a message that is the same for the whole audience. Permission marketing has arisen in contrast to interruption marketing. (Source: Zorraquino)

Intertext / Intertextual
The multiplatform context where different media texts and technologies interact with each other. (Source: OpenTextBC.ca)

Intertextuality
Where one media text makes reference to aspects of another text within it. For example, referencing a scene from a film in a television advertisement. Audiences enjoy recognizing intertextual references. (Source: corbytechmedia.weebly.com)
**Interval Data Collection**
The frequency with which data is collected from the home. Data is often collected hourly or at fifteen-minute intervals, depending on storage capabilities. Finer resolution or more frequent data collection requires systems that will not crash or bog down. May also be impacted by stress or activity on the meter or unit.

NOTE – Different operators have differing systems and can store varying amounts of data for varying amounts of time.

NOTE – Within the digital cable environment, the limited bandwidth of the out-of-band return path (a.k.a. backchannel) has the greatest impact on the interval of data collection. The technology exists to store up to 7 days of second-by-second measurement data on even the least capable legacy Set-Top Boxes, so neither storage nor resolution need be an issue. (Source: FourthWall Media)

**Interview**
In media and market research, the exchange of information between an interviewer and research participant(s), where the interviewer asks the participant(s) one or more questions and records the answer(s). An interview can be conducted in several ways, including face-to-face, over the phone, online or through artificial intelligence enabled technology. (Source: ProjectOAR)

**Interview, Central Location**
A type of interview that is conducted face-to-face in one or more specified locations (for example, at a shopping mall or research facility) rather than at study participants’ homes. (Source: ProjectOAR)

**Interview, Central Location Telephone**
A research approach used in media and market research in which telephone interviews are conducted from a central location with multiple interviewers conducting interviews over the telephone at the same time. (Source: ProjectOAR)

**Interview, Depth**
*See Also: Interview, In-Depth*

**Interview, Door-To-Door**
A method of conducting a media or market research survey in which the participant is interviewed face-to-face by an interviewer who visits the participant's home. (Source: ProjectOAR)

**Interviewer**
The person asking participants questions in order to collect data for a market research study. (Source: ProjectOAR)

**Interviewer Cheating**
An intentional effort that can occur in the form of lying about participant qualifications to fill quotas, filling out questionnaires as fake participants and intentionally biasing answers or results. Interviewer cheating contaminates the data set and can lead to erroneous conclusions. It is a crime in some countries. (Source: ProjectOAR)

**Interviewer Effect**
*See Also: Interviewer Error*
An issue that can arise in media and advertising research in which a research participant's responses turn out to be different than they would otherwise have been, had he or she been interviewed by a
different person. This can be due to the interviewer's mannerisms, comments or characteristics, including their clothing. Interviewer effects can be deliberate but are usually inadvertent. (Source: ProjectOAR)

**Interviewer Error**
A non-sampling error resulting from a mistake made either consciously or non-consciously by an interviewer during the interview which can lead to inaccurate data. This type of error can be attributed to several factors, including but not limited to, interviewer bias, interviewer cheating, incorrect reading of questions, incorrect recording of responses or behavior that influences participants' responses in some way. Also referred to as "Interviewer Effect" or "Interviewer Variance." (Source: ProjectOAR)

**Interviewer Variance**
*See Also: Interviewer Error*
Differences between survey participants' answers that can arise due to differences between survey interviewers. (Source: ProjectOAR)

**Interview, Exit**
In media and market research, a short discussion between the researcher and study participant(s) following the conclusion of an experiment, survey or interview, with the intent of identifying opportunities to revise or refine the study design and/or participant experience. A similar process occurs with sponsors and clients called "debriefing". Can also refer to market research interviews with movie theater patrons as they are leaving the theater. (Source: ProjectOAR)

**Interview, Face-to-Face**
*See Also: Interview, Personal*
A type of interview used in media and market research that is conducted in-person where the interviewer asks the interviewee (research participant) questions face-to-face, rather than by phone. (Source: ProjectOAR)

**Interview, Focus Group**
*See Also: Focus Group, Focus Group Discussion*

**Interview, Friendship Pair**
A type of in-depth interview used in media and market research in which one interviewer addresses his/her questions at the same time to a pair of research participants who are familiar with each other. This one-to-two interview is usually used to help relax participants, to encourage more candid responses and sometimes, to explore the influence of relationships on decision making. It is also used with youth, to ensure that participants don't feel intimidated by the interview process, thus avoiding potential response bias. (Source: ProjectOAR)

**Interview, From-Home Telephone**
A type of telephone interview used in media and market research where the interviewer can call study participants from a location of their choice (for example, from their home) rather than a central location. (Source: ProjectOAR)

**Interview, Group**
*See Also: Focus Group*
Interview, Group In-Depth
See Also: Interview, Personal
An in-depth interview with more than one participant at a time. See also "Focus Group."
(Source: ProjectOAR)

Interview, In-Depth
A qualitative data collection method used in media and market research where an interviewer and research participant have a semi-structured one-on-one discussion (often with the use of an interviewer guide) to gather rich and detailed descriptive data about behaviors, attitudes and perceptions of a topic of interest. The structure allows both the interviewer and research participant the ability to probe deeper into certain points, explore additional areas and/or change the direction of the conversation if necessary. Also referred to as "Interview, Depth" or "Interview, Qualitative."
(Source: ProjectOAR)

Interview, In-Home
A research interview conducted in a participant's home. (Source: ProjectOAR)

Interview, Intercept
See Also: Central Location Test (CLT)
A type of interview used in media and market research where consumers are approached to participate in a research study in a location outside their homes or offices, such as in a store, at a shopping mall or on the street. (Source: ProjectOAR)

Interview, Mall-Intercept
See Also: Central Location Testing, Interview, Intercept
Research technique in which people are recruited in a mall to participate in a study. Mall intercepts represent one category of Central Location Testing. (Source: ProjectOAR)

Interview, One-On-One
A type of in-depth interview. (Source: ProjectOAR)

Interview, Online
A type of interview used in media and market research in which questions are asked and answers recorded through a web interface of some sort, such as email, instant messaging or a software package designed for this purpose. (Source: ProjectOAR)

Interview, On-Site
A type of interview used in media and market research that is conducted at the client’s premises, or at a location where the product or service is in operation. (Source: ProjectOAR)

Interview, Personal
See Also: Interview, Face-to-Face

Interview, Qualitative
A type of interview that is used to collect qualitative data. (Source: ProjectOAR)

Interview, Telephone
See Also: Interview, From-Home Telephone
A type of interview used in media and market research that is conducted over the telephone. The interviewer can either conduct the interview from a central location or a location of their choosing. (Source: ProjectOAR)
Interview, Telephone In-Depth
A type of in-depth interview used in media and market research that is conducted over the telephone. (Source: ProjectOAR)

Introduction
See Also: Product Life Cycle (PLC), Maturity, Growth
Another term for Product Life Cycle. (Source: MASB)

Introduction Approach
See Also: Introduction Method
Another term for Introduction Method. (Source: MASB)

Introduction Method
See Also: Introduction Approach
A method for approaching prospects in which salespeople simply state their name and the name of their company. (Source: MASB)

Inventory
Stock of goods or items in your business. It is the current quantity of products on retailer’s hand which is waiting to be sold. It is vital to keep track of inventory levels in order to make sure the goods which are not in stock are not being promoted on the store. This helps you to keep an eye on shrinkage and minimum order levels. Can be described in 2 ways as goods which are consumed by the company for selling them to the end users or raw materials which are used to manufacture finished goods. Inventory is referred to as current asset on the balance sheet of any company. Inventory is sometimes used as a collateral for obtaining financial help in some cases. (Source: TycheSoftwares)

2 : The level of physical stock held. It will typically be measured at different points in a pipeline. A retailer may have inventory on order from suppliers, at warehouses, in transit to stores, in the stores’ backrooms, and on store shelves. (Source: MASB)

NOTE – Increase in inventory is a signal to the company that its selling point is not effective and anticipated increase in sale in future is not making its desired way. Therefore many companies give ample of time in calculating the optimal level of inventory that should exist at any given point of time. On the other hand, declining inventories signal the company that there is more sales than estimated or the company has a backlog, is probably expecting lower sales or rather the company is experiencing the supply chain. (Source: TycheSoftwares)

Inventory Days
Refers to the speed with which inventory moves through the sales process. To calculate it, marketers divide 365 days of the year by the number of inventory turns, yielding the average numbers of days of inventory carried by a firm.
Inventory Days (#) = Days in Year / Inventory Turns (Source: MASB)

Inventory Turnover
See Also: Inventory Velocity
Another term for Inventory Velocity. (Source: MASB)

Inventory Turns
Refers to the number of times that inventory “turns over” in a year. It is calculated on the basis of the revenues associated with a product and the level of inventory held. Inventory Turns = Annual Product Revenues ($) / Average Inventory ($) (Source: MASB)
Inventory Velocity
See Also: Velocity, Inventory, Inventory Turnover
The time period starting with receipt of raw materials or purchased inventory and ending with the sale of the finished goods to the customer (the period over which a business has ownership of inventory). It is measured by dividing the cost of goods sold by the average inventory on hand. Inventory turnover = Cost of goods sold ($) / Average inventory on hand ($) (Source: MASB)

Investment Strategy
An investment strategy specifies:
- The requirements for funds needed to achieve the competitive advantage
- The outcomes expected from the allocation of these funds
- The broad investment choices are build, defend, or harvest market position
(Source: MASB)

Invoice Price
The price specified on the invoice for a product. This price will typically be stated net of some discounts and allowances, such as dealer, competitive, and order size discounts, but will not reflect other discounts and allowances, such as those for special terms and cooperative advertising. Therefore, the invoice price will typically be less than the list price but greater than the net price. (Source: MASB)

Involvement
See Also: Engagement
In advertising and marketing, a subjective engagement or interest that ad researchers frequently assess. It is also common for advertisers to refer to "high-involvement" categories (for example, automotive, finance) vs. "low-involvement" categories (for example, CPG categories). There are many approaches to measuring this, including both conscious and nonconscious methodologies. (Source: ProjectOAR)

Intranet
A network based on TCP/IP protocols that belongs to an organization, usually a corporation, and is accessible only by the organization's members, employees or others with authorization. (Source: IAB)

IPS abbr Intrusion Prevention System
A network security/threat prevention technology that examines network traffic flows to detect and prevent vulnerability exploits. Vulnerability exploits usually come in the form of malicious inputs to a target application or service that attackers use to interrupt and gain control of an application or machine. Following a successful exploit, the attacker can disable the target application (resulting in a denial-of-service state), or can potentially access to all the rights and permissions available to the compromised application.

In-Unit Click
See Also: Ad Click
A measurement of a user-initiated action of responding to an ad element which generally causes an intra-site redirect or content change. In-unit clicks are usually tracked via a 302 redirect. Also known as click-downs, click-ups and click-withins. (Source: IAB)

In (Units)
The number of individuals that fulfill the reach condition defined by the user in the program under study while fulfilling it in the previous program too. (Source: Kantar Media Audiences)
IVT abbr Invalid Traffic
See Also: General Invalid Traffic, Sophisticated Invalid Traffic
Any clicks or impressions on a site or content, often from non-human sources like bots or automatic clicking tools but also by fraudulent means like a publisher clicking on the ads, that may artificially inflate an advertiser's costs or a publisher's earnings, and for which sellers may decide to not charge the advertiser.

Invalid Traffic Filtration
The filtration of all non-human traffic which includes:
- Crawlers: basic and advanced crawler masquerading as legitimate user
- Malware or Malvertising: that leads to Hijacked devices or sessions and Botnets
- Data-center traffic: Using Amazon (AWS), Google, Microsoft or smaller scale data centers for Robots, Botnets & Hosting
- Hidden ads: (also called pixel stuffing or ad stacking) either placing ads in one-pixel-by-one-pixel windows or stacking layers of ads one on top of the other. Videos can also be stuffed into 1x1 or looped.
- Misattribution: Cookie stuffing, placement of alternative cookies without consent, and ad injection.
(Source: MRC)

NOTE – IVT are categorized by: General Invalid Traffic (GIVT): includes traffic identified through routine means of filtration, such as bots, spiders, other crawlers, non-browser user agent headers, etc. and Sophisticated Invalid Traffic (SIVT): includes traffic identified through advanced analytics, multipoint corroboration, human interventions, such as hijacked devices, ad tags, or creative, hidden/stacked/covered ads, invalid proxy traffic, adware, malware, misappropriated content, etc. (Source: MRC)

Inventory
The number of ads available for sale on a media outlet or platform such as a web site, television network, magazine or newspaper.

2 : The areas on the web where ads are placed. (Source: Mediamath)

3 : Refers to the amount of ad space available on a website. To calculate an accurate inventory figure, the number of possible page impressions in a certain time frame should be taken into account, as well as the number of zones available for ads to be shown per page. (Source: OpenX)

4 : The amount of ad space (or the number of advertisements) that a publisher has available to sell. While the term originated from print, it has grown to encompass ad space on the web and on apps and mobile ads. (Source: Adjust.com)

Inventory List
A list of the content available to a VOD viewer. This list will appear as choices in program guide.

Inventory Management
The ability to define advertising avails by program, by category, by provider, and in some cases by demographic. And then to specify the number of ad breaks, the placement of those ad breaks and the number of spots allowed per break.
**Inverse Kinematics**
A specification of the motion of dynamic systems from properties of their joints and extensions.  
(Source: freeflyvr)

**Invitation List**
A smallish still or animated graphic often overlaid directly onto video content. Typically used as a less-intrusive initial call-to-action. Normally when a viewer clicks or interacts with the invitation graphic, they expand into the ad’s full expression, which might be a simple auto-play video or an interactive experience. (Source: IAB)

**Invitation-Only Auction**
Auction environment comparable to open exchange, except only a select collection of buyers that have been white-listed by the media owner(s) are allowed to participate. (Source: MAGNA Global)

**Invitation-Only Auction Digital Media Inventory**
A type of inventory that is unreserved, has auction-based pricing and incorporates a one seller-to-few buyers type of participation. Other terms used in the market to describe Invitation-Only Auction Digital Media Inventory are: Private Marketplace, Private Auction, Closed Auction and Private Access. Prioritization in the ad server, the Deal ID, Data usage, Transparency to buyer and pricing floors are other things to consider as an impact to Invitation-Only Auction Digital Media Inventory. (Source: Mediacrossing)

**Invite Media**
An ad serving company with a software buying platform for agencies to run their biddable media campaigns.

**IOS Jailbreak**
The act of bypassing the restrictions Apple puts on the operating system and taking full control of the device.

**IP Address**
According to Wikipedia, an Internet Protocol address is a numerical label assigned to each device connected to a computer network that uses the Internet Protocol for communication. An IP address serves two main functions: host or network interface identification and location addressing. (Source: TVSquared)

**IP Capable**
See Also: IP Enabled
IP enabled and capable mean the same thing, which is that that the receiver is capable of hooking up to broadband.

**IP Connected**
IP connected is when the box can draw the data from that box on a daily basis and when the box is connected it can also draw from VOD assets via the internet instead of the satellite (in the case of Dish or other Satcos) as well as other types of internet content to the television. When a satellite receiver is connected to the internet, data can be exchanged such as VOD assets and viewer measurement
IP Enabled
See Also: IP Capable
Those services that use the Internet Protocol to connect users to media and products should the viewer / consumer choose to access them.

iOS abbr iPhone Operative System
Originally iPhone OS, a mobile operating system created and developed by Apple Inc. and distributed exclusively for Apple hardware. It is the operating system that presently powers many of the company’s mobile devices, including the iPhone, iPad, and iPod touch. It is the second most popular mobile operating system in the world by sales, after Android. (Source: Wikipedia)

2 : The closed operating system launched and used by Apple in its multiple devices such as iPhones, iPads or iPods. The main difference between iOS and Android is that the iOS system is closed and exclusive to Cupertino branded devices, while Android is free, open and cross-platform. (Source: Zorraquino)

Irony
In the creative genre, the use of language and imagery in advertising that normally signifies the opposite, typically for humorous or emphatic effect, and often accompanied by sarcasm. (Source: ProjectOAR)

ISCI Code
See Also: Ad Code
A legacy ad code of eight digits. Sometimes this code includes category and product information. (Source: Visible World)

Island Position
A print advertisement surrounded completely by editorial. (Source: AAI.ie)

iTV Devices
The set-tops that are iTV capable today; Future metrics will include other viewing devices. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Jamming
See Also: Frequency Domain, Spread Spectrum
A signal that intentionally introduces interference into a communication channel, either to intentionally prevent error-free reception or as a means of advising stations of some event. (Source: computer.yourdictionary.com)

2 : In local area networks (LANs), employing the carrier sense multiple access with collision detection (CSMA/CD) protocol, a station that detects a signal collision sends a jamming signal over a subcarrier frequency to advise all stations of that fact. See also CSMA/CD, frequency, LAN, signal, and subcarrier. (Source: computer.yourdictionary.com)
Java
Java is an object-oriented programming language originally developed by Sun Microsystems. It is a programming language designed for building applications on the Internet. It allows for advanced features, increased animation detail and real-time updates. Java applications can typically run on any Java Virtual Machine (JVM) regardless of computer architecture and is specifically designed to let application developers "write once, run anywhere." (Source: IAB)

Java Applets
Small applications that can be downloaded from a server and executed by Java-compatible browsers like Microsoft Internet Explorer and Netscape Navigator. (Source: IAB)

JavaScript
Common programming language for websites. (Source: Mediamath)

2: An object-oriented computer programming language commonly used in web development for creating interactive effects within web browsers. It was originally developed by Netscape. JavaScript is a scripting language where the source code is processed by the client’s web browser rather than on the web server. This means JavaScript function can run even after a webpage has been loaded and this can be done without communicating with the server. (Source: TycheSoftwares)

JavaScript Code
A type of tag that contains coding that allows for more advanced data collection.

JavaScript Libraries
A collection of pre-written code used to simplify development of web-based applications. (Source: IAB)

JSON abbr JavaScript Object Notation
A lightweight data-interchange format. It is based on a subset of the JavaScript Programming Language. (Source: Kochava)

JavaScript Tags
Tags coded in Java programming language that allows for more advanced data collection.

JavaTV
See Also: Application Program Interface
Sun invented this Application Programming Interface (API) called JavaTV, which enables the development of more complex functionality and interfaces to launch from the Set-Top Box if this Java layer is embedded in the device. (Source: itvt.com/glossary)

Jingle
Melodic, memorable tunes used in advertisements. (Source: ProjectOAR)

2: A short piece of music that is an integral part of the message in a television or radio commercial, generally including the advertising theme or slogan. (Source: MASB)

JIT Inventory
See Also: Just-In-Time Inventory
Another term for Just-In-Time Inventory. (Source: MASB)
Jobber
A middleman who buys from manufacturers (or importers) and sells to retailers (i.e., a wholesaler). In the past, the term was used to refer to a dealer in odd lots or job lots. (Source: MASB)

Job Lot
A promotional grouping of merchandise through which some vendors dispose of end-of-season surpluses and incomplete assortments. For example, a blouse manufacturer may offer, in minimum units of three dozen garments, a miscellaneous selection of different sizes and styles at one-half the original or early season wholesale price. (Source: MASB)

JPEG abbr Joint Photographic Experts Group
Standard web graphic file format that uses a compression technique to reduce graphic file sizes. (Source: IAB)

JPC abbr Joint Policy Committee
An industry committee formed with the ANA and the 4 A's.

Joint Venture
Practice whereby two or more similar online businesses form an association, sometimes creating a third business, to work temporarily on a shared strategy with a variety of objectives: generating traffic, sales, buzz, a database with new customers, exchanging advertising space on their websites, etc. Each partner contributes something the other lacks, and gain mutually by combining their efforts. (Source: Zorraquino)

Journey Mapping
The tracking and visualization of the customer journey so as to ascertain choke points, challenges, opportunities and choices that impact the customer experience from both an emotional and practical perspective.

Joystick
An input device that consists of a short lever gripped with one hand to be moved from side to side or towards and away from the person. Frequently it is used to navigate in a virtual space. (Source: freeflyvr)

Judder
Outside of virtual reality, judder is a significant shaking. But as for Virtual Reality, Oculus' CTO Michael Abrash defined it as "a combination of smearing and strobing that's especially pronounced on VR/AR HMDs." (Source: TechRepublic)

Judgment Sample
See Also: Purposive Sample, Selective Sample, Subjective Sample
A non-probability sample (often called a purposive, selective, or subjective sample) in which the sample elements are handpicked because they are expected to serve the research purpose. A disadvantage of this technique is that it is often prone to researcher bias. (Source: MASB)

Juicers
See Also: Project Beetlejuice
Those who participate in Netflix's Project Beetlejuice program.
Jump Cut
Technique of editing a video ad in which a shot abruptly transitions to another shot of the same subject from a different camera position, conveying the impression of a jump forward in time. (Source: ProjectOAR)

Jump-ins
Percentage of households that were not watching at the first second of the commercials but were watching at the last frame at the end. (Source: TRA)

Jump Page
The first page that a user arrives on after he or she has clicked on a banner ad on the Web. (Source: ProjectOAR)

Jump Page Ad
A microsite which is reached via click-through from button or banner ad. The jump page itself can list several topics, which are linked to either the advertiser's site or the publisher's site. (Source: IAB)

Junk E-mail Folder
A folder within an e-mail client or on an E-mail Service Provider server that stores e-mail messages that are identified, either by the user or by an automated spam filter, as undesired or undesirable. (Source: IAB)

Junket
A publicity device in which members of the media are brought to a company to observe the product being made, research facilities, etc.

Note: This term is more commonly used to refer to paid casino trips and movie promotions. (Source: MASB)

Jury of Executive Opinion
See Also: Jury of Expert Opinion
A research method in which the executives of a company are polled regarding a specific decision or forecast. (Source: MASB)

Jury of Expert Opinion
See Also: Jury of Executive Opinion
Another term for Jury of Executive Opinion. (Source: MASB)

Just-in-Time
A production strategy that strives to improve a business return on investment by reducing in-process inventory and associated carrying costs. (Source: Mediacrossing)

JIT Inventory abbr Just-In-Time Inventory
See Also: Quick-Response Delivery System, JIT Inventory
A finished product inventory management system that times replenishment to actual daily sales. It is designed to reduce the lead time for receiving merchandise, thereby lowering inventory investment, improving customer service levels, and reducing distribution expenses. (Source: MASB)

NOTE – Under this system, the retailer maintains lean inventories through frequent store deliveries of small lots. Point-of-sale information is exchanged daily between the retail outlet and distributors or manufacturers in order to time product delivery closer to actual demand. (Source: MASB)
Juxtaposition
Two things being seen or placed close together with contrasting effect.
(Source: corbytechmedia.weebly.com)

Keeper
In Blockchain, a class of externally owned accounts that is an incentive to perform an action in a DeFi protocol of a Dapp. The keeper receives a reward in the form of a flat fee or a percentage of the incented action. For example, the keeper receives a fee for liquidating a collateralized debt obligation when it becomes undercollateralized. (Source: ShellyPalmer.com Blockchain Glossary)

Keiretsu
A Japanese term that describes an interbusiness alliance or enterprise group. (Source: MASB)

NOTE – According to The Economist: “Keiretsu is a Japanese word which, translated literally, means ‘headless combine.’ It is the name given to a form of corporate structure in which a number of organizations link together, usually by taking small stakes in each other and usually as a result of having a close business relationship, often as suppliers to each other. “The structure, frequently likened to a spider’s web, was much admired in the 1990s as a way to defuse the traditionally adversarial relationship between buyer and supplier. If you own a bit of your supplier, reinforced sometimes by your supplier owning a bit of you, the theory says that you are more likely to reach a way of working that is of mutual benefit to you both than if your relationship is at arm’s length.” (Source: MASB)

Kerning
Refers to the degree of tightness in the space between type characters such as the individual letters in headlines, subheads, and body copy. Art directors frequently adjust the degree of closeness between type characters to give the appearance of more natural (and more readable) character and word spacing. (Source: MASB)

Key Account
One of an advertising agency’s major clients. “Key” may reflect the size of the client’s advertising budget, its profitability, percentage of total agency billings, or some other factor such as the prestige it gives to the agency that represents it. In sales, a key account is a large account-usually generating more than a prespecified annual sales level-that receives special treatment from salespeople. (Source: MASB)

Keyboard
A keyboard is a wireless device that a viewer uses to interact with various screens on their television. Not many applications supply them just yet, but some depend on them for credit card entry, email, etc,. The keyboard can be set up like a typewriter with the QWERTY format and may use control keys for jump functions. Where a wireless keyboard is not available, some applications have been including an on-screen keyboard which can either be in traditional ABCDEF listing or the QWERTY format.
Key Items
See Also: Best Sellers
The items that are in the greatest consumer demand. (Source: MASB)

KPI abbr Key Performance Indicator
See Also: Cross KPI
A defined set of raw measurement values that are fed into systems to help ascertain progress and success of a project or organization.
2 : A metric used to evaluate relative success of a campaign.
3 : A measurable value that demonstrates how effectively a company is achieving key business objectives. (Source: Tubemogul)
4 : In media and advertising evaluation, the most important metrics used by an agency or advertiser to assess the success of an ad or ad campaign. Examples of KPIs include return on investment (ROI), click-through rates or the number of likes/shares a post receives on social media. (Source: ProjectOAR)
5 : A marketing metric that reflects what is important to the organization and is used to monitor the health performance of a business, brand or service. Typically, these are metrics that can signal deviations from trends, past performance, or expected values and are used to assess reflect the progress that the entity is making toward objectives. Often KPIs are selected for display on the organization’s dashboards. (Source: MASB)
6 : In a mobile marketing context, key performance indicators (KPIs) are metrics that are used to assess the performance of a mobile application and the broader business that surrounds it. (Source: Adjust.com)
7 : A quantifiable value that shows how effectively a business is achieving its main objectives. (Source: TVSquared)
8 : An indicator that helps us measure the progress of an objective set-in advance, which enables us to quantify the degree of success of our actions. In digital marketing, KPI’s may be visits, clicks, completed forms, sales, etc. (Source: Zorraquino)

NOTE – In social media marketing, KPIs are the most important stats to track in order to see if you’re meeting the objectives of your social strategy. For example, if your primary objective on social was to raise brand awareness, post reach or ad recall lift might be your KPIs. (Source: Falcon.io)

Keystone Markup
One in which a markup of 50 percent of retail is obtained (i.e., the gross margin is equal to 50 percent of the sales price). (Source: MASB)

Keystream Data
See Also: Clickstream Data
The collected measurement of all keys / buttons pressed on a TV Remote Control, along with precise timing for each keypress. This term has been coined to resolve the ambiguity of “clickstream” which has been used in various contexts to represent linear channel change data or key press data, or both. (Source: FourthWall Media)
Key Success Factors
Factors that are necessary condition for success in a given market. That is, a company that does poorly on one of the factors critical to success in its market is certain to fail. (Source: MASB)

KVPs abbr Key-Value Pairs
A set of two linked data items: a key, which is a unique identifier for some item of data, and the value, which is either the data that is identified or a pointer to the location of that data. Key-value pairs are frequently used in lookup tables, hash tables and configuration files. (Source: searchenterprisedesktop.techtarget.com)

Keyword
See Also: Search Engine Marketing, Search Term, Keyword Phrase
Specific word(s) entered into a search engine by the user that result(s) in a list of Web sites related to the key word. Keywords can be purchased by advertisers in order to embed ads linking to the advertiser’s site within search results. (Source: IAB)

NOTE – For example, someone looking to buy coffee mugs might use the keyword phrase “ceramic coffee mugs.” Also, keywords—which trigger ad network and contextual network ad serves—are the auction components on which PPC advertisers bid for all ad groups/orders and campaigns. (Source: MASB)

Keyword Advertising
See Also: Search Engine Advertising
A form of online advertising in which an advertiser pays to have an advertisement appear in the results listing when a person uses a particular phrase to search the Web, typically by employing a search engine. The particular phrase is composed of one or more key terms that are linked to one or more advertisements. (Source: Wikipedia)

Keyword Bidding
The process of assigning bid amounts to specific advertising messages that are associated with a key word that will be used in a search process. When the criteria is matched (such as matching a search word in an online search), the bid amounts are reviewed and the highest bids are selected. (Source: eMarketingDictionary)

Keyword Cloud
A visual representation of a website’s keyword density, with the keywords with larger density being represented by larger fonts. (Source: MASB)
Keyword Density
In search engine optimization, keyword density refers to keywords as a percentage of text words that can be indexed (that is number of times a specific keyword appears divided by the total number of words on a web page). (Source: MASB)

Keyword Phrase
See Also: Keyword, Search Term
Another term for Keyword. (Source: MASB)

Keyword Planner
Free tool that allows the Google Adwords platform to research keywords. Marketing professionals use it mainly to search for new ideas for keywords and groups of advertisements, as well as to ascertain the volume of searches over time and the frequency with which the keywords are searched for. (Source: Zorraquino)

Keyword Research
The search for keywords related to a website. Analysis of keywords helps determine which ones would yield the best return on a search engine optimization (SEO) program. (Source: MASB)

Keywords Tag
A meta-tag used to define the keywords of a web page for search engines. (Source: MASB)

Keyword Stemming
An SEO tactic that involves returning to the root or stem of a word and building additional words by adding a prefix or suffix, or using pluralization. The word can expand in either direction and even add words, increasing the number of variable options. For example, from the stem word “search,” the following words could be added and included by the search engine as another version of the root word:
- Searcher
- Searches
- Searched
- Searching
- Searchable
(Source: MASB)

Keyword Stuffing
A Black Hat positioning technique which consists of the indiscriminate inclusion of keywords on a web page that it wishes to be associated with for the sole purpose of improving search engine positioning, even if this risks providing dense content that lacks meaning. (Source: Zorraquino)

2 : A SEO technique wherein a large number of keywords are loaded onto a web page to artificially increase ranking of the page in search results and drive more traffic to the site. (Source: TycheSoftwares)

3 : Generally refers to the act of adding an inordinate number of keyword terms into the HTML or tags of a web page, usually in an attempt to manipulate the ranking of the page in a search engine’s results. According to Google, “Filling pages with keywords or numbers results in a negative user experience, and can harm your site’s ranking. Focus on creating useful, information-rich content that uses keywords appropriately and in context.” (Source: MASB)
NOTE – Keyword Stuffing is considered webspam or an unethical practice due to which the website can be banned or penalized temporarily or permanently on major search engines. Now-a-days, search engines are well equipped to deal with this sort of obsolete SEO technique. For example, Google has parameters that can check for keyword stuffing which is hidden away from a casual website viewer. (Source: TycheSoftwares)

**Keyword-Targeted Ad**
*See Also: Automatic Placements*
A form of online advertising in which an advertiser pays to have an advertisement appear in the results listing when a person uses a particular phrase to search the Web, typically by employing a search engine. The particular phrase is composed of one or more key terms that is linked to one or more advertisements. (Source: Wikipedia)

**Keyword Targeting**
Involves displaying pay-per-click search ads on publisher sites across the Web that contain the keywords in a context advertiser’s ad group. (Source: MASB)

**K-Factor**
A metric which is describes the growth rate of apps. By measuring how many new users each of the existing users brings along to the app, k-factor provides insight into the effectiveness of incentives for current users to share the app with other people. (Source: is.com)

**KPS abbr Kilobits Per Second**
*See Also: Bitrate, Bits Per Second, Megabits Per Second*
A measure of bandwidth on a data transmission medium. (Source: searchnetworking.techtarget.com)

**KB abbr Kilobytes**
A multiple of the unit ‘byte’ for digital information, used to quantify computer memory or storage capacity equal to a 1,000 bytes (or technically, $2^{10} = 1,024$ bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte) (Source: IAB)

**Kinesthesis**
Sensations derived from muscles, tendons and joints and stimulated by movement and tension. (Source: freeflyvr)

**Kinesthetic Dissonance**
Mismatch between feedback or its absence from touch or motion during virtual reality experiences. (Source: freeflyvr)

**Kissmetrics**
Web analytics tool considered to be one of the main rivals to Google Analytics. Its main distinguishing feature is that it shows intelligence associated with each person or client, carrying out real-time monitoring of users who visit the website, compiling information on searches, behavior, and the conversion funnel. It is a pay tool. (Source: Zorraquino)

**Klout**
Was a social tool that gave social media users a “klout score” out of 100 to define their level of online influence (or clout). Klout shut down in 2018, but other services have emerged to fill this data gap, including Hootsuite Insights and Followerwonk. (Source: Blog.Hootsuite.com)
Knowledge
In marketing, knowledge refers to consumers' meanings or beliefs about products, brands, stores, etc., that are stored in memory. In marketing research, brand or product knowledge is defined as the percentage of surveyed customers who demonstrate specific knowledge of beliefs about a brand or product. (Source: MASB)

Knowledge (CIR)
A profound understanding (of the business process or human & customer behavior) that yields a clear prioritization of action; learning or principles that yield true predictions with unvarying uniformity. (Source: MASB)

Knowledge Function of Attitudes
Serves the individual in understanding the environment, by organizing information into an understandable or cohesive whole. It is one of the functions of attitudes proposed by the Functional Theory of Attitudes. (Source: MASB)

Knowledge Management
A system which identifies, classifies and shares information of value to an organization - both internal and external - such that it can increase its efficiency and competitiveness. (Source: Zorraquino)

KYC abbr Know Your Customer
A provision of US regulation common to financial services regulation requiring that users must identify themselves. This regulation has led to geo-blocking of US customers from certain DEX functionalities. (Source: ShellyPalmer.com Blockchain Glossary)

Kompromat
Compromising information collected for use in blackmailing, discrediting, or manipulating someone, typically for political purposes. (Source: Oxford Dictionary)

KPI Driver
See Also: Driver
Another term for Driver. (Source: MASB)

Label
The information attached to or printed directly on a product for the purpose of naming it and describing its use, its dangers, its ingredients, its manufacturer, and the like. A label is usually thought of as printed material, but labeling in the broader sense has been ruled to include spoken information and separate promotional pieces, if they serve the information purpose and are closely allied to the product. (Source: MASB)

Labeling
See Also: Label
Another term for Label. (Source: MASB)
Labeling Requirements
The minimal requirements for distinguishing an online advertisement from regular webpage content. (Source: IAB)

Laddering
See Also: Ideation, Functional Benefits, Emotional Benefits, Mean End Chain Theory
Laddering is an idea association technique used in research and ideation that assumes that tangible brand/product characteristics are associated with higher-order benefits. In this technique, people are probed about a brand or product's tangible attributes (e.g., red, beverage), then functional benefits (e.g., quenches thirst, provides nutrients), and then the emotional benefits (e.g., gives me confidence, makes me feel young). This leads ultimately to higher-order benefits (e.g., optimism, freedom). (Source: ProjectOAR)

2 : A market research technique for discovering the associations consumers have between specific product attributes and more general end states or consequences. According to the Means End Chain Theory, there is a hierarchy of consumer perceptions and product knowledge that ranges from attributes (A) to consumption consequences (C) to personal values (V), as follows:
- Attributes - At the top level of this hierarchy, attributes are most recognizable by individuals. Individuals recognize the attributes of a product or system easily. For example, “I like this car, because it is a convertible.”
- Consequences - In turn, the attributes have consequences for the individual. For example, the convertible makes its driver feel young and free. Each attribute may have one or more consequences for any given individual.
- Core values - Finally, each consequence is linked to a core value of the person’s life. For example, the sense of youth makes that driver feel attractive. (Source: MASB)

Lag
See Also: Latency
The delay between making an online request or command and receiving a response. (Source: IAB)

Laggards
See Also: Adopter Categories, Late Majority
An Anglo-Saxon term commonly used in marketing to refer to those consumers who are late adopters of a product. These consumers are characterized by being reserved when it comes to the acceptance and implementation of certain products, especially technological ones. The opposite of laggards are the early adopters. (Source: Zorraquino)

2 : A type of Adopter Category. (representing the final 5-10 percent of consumers) are the fifth, and last, group of users to adopt an innovation. Traditionalists, laggards are content with what they have, and they adopt new products unenthusiastically and only because they feel as if they have to. (Source: MASB)

Lagged Effect
See Also: Carry-Over Models
Another term for Carry-Over Models. (Source: MASB)

Lamestream
Used to refer contemptuously to the mainstream media. (Source: blog.hubspot.com)
Landed Cost Price
The quoted or invoiced price of a commodity, plus any inbound transportation charges. (Source: MASB)

Landing Page
See Also: Lead Capture Page, Destination Page
The web page to which a visitor is sent after clicking on an ad. (Source: Mediamath)

2: The first web page of a website which is advertised on the search engine that visitors arrive at, after clicking the link on the results page. This page contains data or information on the keywords searched and is usually considered as a Deal Page because visitors make up their decision to move on, from the landing page. It is a standalone page which can be reached by the visitor by clicking on the pay-per-click ads, social media links or display banners and have been designed with a specific business purpose in mind. It is also called as a ‘Lead Capture Page’ or ‘Destination page’ that appears in response to clicking on the search result. There should be no global navigation to lead to the primary website from this page in order to guide your visitors toward your intended conversion goal. (Source: TycheSoftwares)

3: The web page at which a searcher arrives after clicking on an ad. When creating a PPC ad, the advertiser displays a URL (and specifies the exact page URL in the code) on which the searcher will land after clicking on an ad in the search engine results page (SERP). Landing pages are also known as “where the deal is closed,” as it is landing page actions that determine an advertiser’s conversion rate success. Bounce rate represents the proportion of visits that end on the landing page of the website. (Source: MASB)

LPO abbr Landing Page Optimization
Group of strategies aimed at achieving the best conversion rate for a landing page. One of the most widely used tactics for optimizing such pages is A/B testing. (Source: Zorraquino)

Laptop
See Also: Desktop
A personal computer small enough and light enough to be easily carried and transportable.

Large Rectangle
See Also: Interactive Marketing Unit
An IMU size. (Source: IAB)

NOTE – The IAB’s voluntary guidelines include seven Interactive Marketing Unit (IMU) ad formats; two vertical units and five large rectangular units.

Last AdWords Click Attribution Model
A Google attribution model that credits the last AdWords click prior to conversion.

Last Interaction Attribution Model
Also referred to as "last-click" or "last-touch." As the name implies, this model gives 100% of the credit to the last interaction your business had with a lead before they convert. This is the default attribution model in most platforms, including Google Analytics. (Source: agencyanalytics.com)

NOTE – An example is: a visitor finds your website through organic search. A week later they see a Facebook Ad and click the ad. Later that day, they go to your website directly and make a purchase.
The direct traffic, in this instance, gets all of the credit for that purchase. 100% of the value is assigned to that last touchpoint. (Source: agencyanalytics.com)

**Last Non-Direct Click Attribution Model**
An attribution model that accounts for the last click prior to conversion. Considered more helpful than a standard last-click model. 100% of the value is still assigned to a single interaction. But, with last non-direct click, it eliminates any "direct" interactions that occur right before the conversion. (Source: agencyanalytics.com)

NOTE – Direct Traffic is when anyone goes directly to your site by manually entering your URL or clicking a bookmarked link, which means this visitor already knows about your company. How did they learn about your company? What prompted them to go to your website directly? By eliminating direct traffic in a last-click model, you can better assign value to the marketing channel that led to the conversion. (Source: agencyanalytics.com)

**Last-Touch Attribution**
An attribution model that gives 100% of credit to the last meaningful advertising event, generally the last ad impression, click or engagement.
(Source: IAB Mobile App Marketing Glossary Working Group)

**Late Majority**
*See Also: Adopter Categories, Laggards*
A type of Adopter Category. (representing 35 percent of consumers) is the fourth group of users to adopt an innovation. Skeptics, the late majority wait until an innovation has been accepted by a majority of consumers and the price has dropped to adopt the new product. (Source: MASB)

**Latency**
*See Also: Ad Serving, Redirect*
The lag time that occurs in the physical distribution plant and some STBs when the box changes channels or uploads so that tuning event timing relative to the same content can occur in one home at a slightly different time than in another home. Can be as much as several seconds.

2 : According to TIVO there are several types of Latency: 1. signal distribution Latency where there is a lag in transmission of the signal to the box, 2. channel change Latency which is the time between channel changes and 3. remote Latency when the remote is pressed and the action is logged. Stress loads on the Set-Top Box may impact length of Latency and logging. (Source: TIVO)

3 : The amount of time it takes for content to appear on the TV screen once distributed by the Set-Top Box. The lag time that occurs in some boxes when the box changes channels or uploads, or clock slippage. Can be as much as several seconds. (Source: Nielsen)

4 : The time it takes for a data packet to move across a network connection. (Source: IAB)

5 : The visible delay between request and display of content and ad. (Source: IAB)

6 : In virtual reality, refers to a phenomenon in which visuals don’t quite keep up with a user’s of vision when the users head is moved. The lower the amount of latency, the more realistic the experience. (Source: Cynopsis)
7: In virtual reality, it is the lag between user motion and tracker system response, sometimes measured in from as. Delay between actual change in position and reflection by the program. Delayed response time. (Source: freeflyvr)

NOTE – How is this viewing ascribed, if at all? The standard here appears to be at 5 seconds but this could vary based on the operator and their platforms.

NOTE – Lag time as the box changes channels or uploads. "I would also like to caution analysis of data at the second-by-second level. There is considerable 'drift' in STB clocks, and of more importance there are Latency delays in broadcasts across platforms. Here in Australia on fiber-optic cable that Latency is around 8 seconds (the mode). Eight seconds out in a 15-second ad is an eternity! I would recommend some sort of content matching rather than time-based matching if this is an ongoing objective." – said John Grono, GAP Research, Sydney Australia) (Source: From Weisler MediaPost article)

NOTE – Channel change Latency can be affected by the Set-Top Box type, the middleware and resident application running on the Set-Top Box, the encoding of the channel being tuned to (e.g., HD, standard definition digital, analog, encrypted, non-encrypted), and the connection between Set-Top Box and TV (e.g., HDMI, RF, S-Video). Thus, Set-Top Box timing synchronization and editing rules for channel change gaps must be applied for each Set-Top Box individually.

NOTE – Second-by-second measurement is possible if the collection engine on the STB performs time synchronization and measures and collects Latency-related STB timing data, and collection servers apply appropriate editing rules. All times are then synchronized to the content times as they appear in the As Run Logs, regardless of the various distribution and STB latencies. (Source: FourthWall Media)

NOTE – Latency sometimes leads to the user leaving the site prior to the opportunity to see. In streaming media, latency can create stream degradation if it causes the packets, which must be received and played in order, to arrive out of order. (Source: IAB)

NOTE – If you've ever tried a Virtual Reality experience and noticed that when you turn your head, the visuals don't quite keep up, that's latency. It's unpleasant, because that's not something that happens in the real world. That lag is an oft-cited complaint about VR experiences that aren't up to par for a variety of reasons. (Source: TechRepublic)

Latency Period
See Also: Conversion Latency, Marketing Attribution Latency
The time between the first time a user is exposed to an advertising message, clicks on the advert or accesses the website for a product or service and the specific instance at which the conversion occurs. One of the variables included in search funnel reports. (Source: Zorraquino)

Late News
Local affiliate newscasts from 11 to 11:30 p.m. in the Eastern and Pacific zones and 10 to 10:30 p.m. in the Central and Mountain zones. These newscasts generally follow prime-time entertainment programming and precede late-night talk shows including The Tonight Show (NBC) and The Late Show with David Letterman (CBS); ABC late newscasts are followed by Nightline. Fox stations generally air news at 10 p.m. in the Eastern and Pacific zones and 9 p.m. in the Central and Mountain zones. (Source: StateoftheMedia.org)
Latent Semantic Indexing
Uses word associations (words related to the subject of a search as opposed to the actual keywords entered) to help search engines know more accurately what a page is about. (Source: MASB)

Launch
See Also: Product Launch
Another term for Product Launch. (Source: MASB)

Launch Control
The process by which management plans for and supervises the introduction of a new product. The product’s progress is monitored against pre-established norms, variances are detected, and corrections made such that the original goals set for the product are achieved. (Source: MASB)

Law of Comparative Advantage
States that a country tends to export those economic goods in the production of which it has a comparative advantage and to import those economic goods in the production of which it has a comparative disadvantage. If a country has no comparative advantage, then it should tend to produce those products for which it has the least comparative disadvantage. (Source: MASB)

Law of Demand
States that, other things being equal, consumers will buy more of a product at a low price and less at a high price (that is, the amount of product purchased in a market varies inversely with its price). (Source: MASB)

Law of Diminishing Marginal Utility
Describes a situation in which consumption of an additional unit of a good adds less to total satisfaction or perceived value than the preceding unit. (Source: MASB)

Law of Diminishing Returns
See Also: Point of Diminishing Returns, Point of Negative Returns, Principle of Diminishing Marginal Productivity, Law of Variable Proportions
An economic concept which states that after a certain point has been reached—the point of diminishing returns—each successive application of a factor of production will add less to total output than before. (Source: MASB)

Law of Effect
See Also: Reinforcement
States that the consumer’s probability of repeating purchase of a brand would increase if he/she were satisfied with the purchase and decrease if dissatisfied. (Source: MASB)

NOTE – Law of Effect is a technical term from learning theory in psychology often credited to Thorndike. Of the several responses made to the same situation, that which is accompanied or closely followed by satisfaction, other things being equal, will more likely be repeated, and the connections learned. Those responses that are followed by punishment will be extinguished. However, whether rewards and punishment are essential for learning to occur is controversial in that many learning theorists claim that reinforcement is unnecessary. (Source: MASB)

Law of Variable Proportions
See Also: Law of Diminishing Returns, Point of Diminishing Returns, Point of Negative Returns, Principle of Diminishing Marginal Productivity
Another term for Law of Diminishing Returns. (Source: MASB)
Layar
Free mobile app which allows the addition of layers of augmented reality, using the smartphone’s
camera to display digital information in real time superimposed onto the real images being captured.
These layers of digital information can provide information on nearby cash-machines, restaurants,
public transport or tourist routes, inter alia. (Source: Zorraquino)

NOTE – In practice, the phone screen displays what is being captured by the camera and then
includes additional content in real time, so that users see the real world around them, but with
superimposed information. Layar uses the GPS receiver and the compass built into telephones to
locate the user. (Source: Zorraquino)

Lay-Away
The purchase of an article with a down payment. The store retains the article until full payment is
made, often in a series of installments. (Source: MASB)

Layer 2
A scaling solution built on top of a blockchain that uses cryptography and economic guarantees to
maintain desired levels of security. For example, small transactions can occur using a multi-signature
payment channel. The blockchain is only used when funds are added to the channel or withdrawn.
(Source: ShellyPalmer.com Blockchain Glossary)

Layout
The way in which all of the major elements (for example images, headline, logo and other graphic
elements) of a static ad are arranged for display. (Source: ProjectOAR)

2 : Refers to the format of a visual communication (for example, a magazine advertisement or a
website) that indicates where the component parts (artwork, body copy, headline, subhead,
trademark, and other graphic elements) are to be placed. (Source: MASB)

Layout and Design
The way in which a page has been designed to attract the target audience. This includes the font
styles used, the positioning of text and images and the use of color.
(Source: corbytechmedia.weebly.com)

Lead
See Also: Sales Lead
A lead is created when a prospective consumer in an iTV enabled Household (iTVHH) shows interest
in a product or service by interacting with the asset or application on the television screen, by which
authorizing the content owner to follow-up with the consumer with the offer. A lead is not a
conversion, but could be the first step to conversion where applicable.
(Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

2 : Person that shows an interest in a product, service or brand and provides their details, normally
via a contact form on a landing page. (Source: www.zorraquino.com)

3 : A marketing classification used to describe a prospective consumer or organization who
expresses interest in a business’s product or service. Businesses gain access to sales leads through
advertising, trade shows, direct mailings and other marketing efforts. One can also purchase leads
from third-party companies. It is actually a label applied to a prospect that has passed the
engagement stage and is ready to be pursued for conversion into a customer. At this stage they have
already provided their contact information and have shown interest in making a transaction.  
(Source: TycheSoftwares)

4 : Another term for Sales Lead. (Source: MASB)

Lead Capture Page  
*See Also: Destination Page, Landing Page*

Lead Count  
*See Also: Final Response Count, Total Leads*  
The number of leads that are generated from a single interactive application.

Leader  
*See Also: Leader Pricing*  
Another term for Leader Pricing. (Source: MASB)

Leaderboard  
728x90 horizontal banner ad.

Leader Pricing  
*See Also: Leader*  
The practice of knowingly and intentionally marking certain products at prices that will not yield the maximum profit return on these particular goods. The article selected for special price emphasis is identified as a leader. (Source: MASB)

Lead Generation  
Fees advertisers pay to Internet advertising companies that refer qualified purchase inquiries (e.g., auto dealers which pay a fee in exchange for receiving a qualified purchase inquiry online) or provide consumer information (demographic, contact, and behavioral) where the consumer opts into being contacted by a marketer (email, postal, telephone, fax). These processes are priced on a performance basis (e.g., cost-per-action, -lead or -inquiry), and can include user applications (e.g., for a credit card), surveys, contests (e.g., sweepstakes) or registrations. (Source: IAB)

2 : The process of collecting contact information and extracting potential sales leads. (Source: MASB)

Lead-in  
A program that immediately precedes another program on the same station or network.  
(Source: TVB)

LNA \textit{abbr} Leading National Advertisers  
A syndicated research source reporting advertisers' spending in media: network and spot TV, network radio, magazines, newspaper supplements and outdoor. (Source: AAI.ie)

Lead-in Percentage  
The flow of audience (as a percentage) from one program (or video or other content) into another that follows sequentially.

2 : The percent of Set-Top Boxes that were tuned to the program during its first 90 seconds who were also tuned to at least 90 seconds of the previous program. (Source: Kantar Media Audiences)

NOTE – Different Latency and editing rules for each processor lead to vastly different results.
Lead Magnet
Quality content that visitors to a website or blog are offered free of charge in exchange for their personal contact details, such as their e-mail address. This tool converts anonymous visitors into persons with whom direct communication is possible. Lead magnets can take a variety of forms, such as e-books, mini courses, webinars, product demos, or freemium accounts. (Source: Zorraquino)

Lead Nurturing
Strategy consisting of establishing a relationship with the lead -or registered user- offering them valuable information over time, so they can develop a relationship with our brand, until they are prepared to take a purchase decision. (Source: Zorraquino)

2 : The process of steadily communicating and developing relationships with qualified sales leads who have not yet made the decision to buy. In this process, leads are sent newsletters, content and promotional materials that keeps them engaged in an attempt to head them towards sales. (Source: TycheSoftwares)

NOTE – Email marketing is one common form of lead nurture where the aim is to provide prospects with information and answers they need during their buying journey. (Source: TycheSoftwares)

NOTE – To cultivate this lead different techniques are employed, such as the sending of customized newsletters with content of interest and communication activities via social networking sites. (Source: Zorraquino)

Lead-out
A program that immediately follows another program. (Source: TVB)

Lead-out Percentage
The percent of inherited audience flow from the prior program or other content that followed sequentially.

2 : The definition can be read as the audience that is inherited by the following program as opposed to the audience that remains at the conclusion of a program and is passed on to the next. (Source: Invidi)

NOTE – Different Latency rules.

Leads
In sales, the finding of a prospective consumer of a product or service when an individual or business shows interest and provides his or her contact information. Businesses gain access to sales leads through advertising, trade shows, direct mailings and other marketing efforts. (Source: Investopedia)

Lead Scoring
Method employed to measure interest of a lead or registered user. Within the process of lead nurturing it is important to establish how interested the user is in our products or services, and where they are in the sales funnel. If we can find this out, we will be in a position to send them the appropriate messages that will lead them to the purchasing stage. (Source: Zorraquino)

Lead Users
A small group of potential product users who need new products before the general market recognizes the need. If this need can be satisfied, the lead user expects significant benefits. Because lead users have a specific problem to be solved in their own organizations, they can provide valuable information and assistance to a product developing organization. (Source: MASB)
2: (Industrial) The buying organizations that consistently are early adopters of new technologies. Lead users have needs that will become general in the marketplace later on, benefit significantly by obtaining a solution to those needs, and often largely influence other firms’ buying decisions. For example, Intel has been a lead user of microchip production equipment. (Source: MASB)

**Leaflet**
*See Also: Flyer, Handbill*
Another term for Flyer. (Source: MASB)

**Leet (or "1337") or Leetspeak**
*See Also: eleet*
A specialized form of symbolic writing, using an alternative alphabet for many languages that is used primarily on the Internet. It uses various combinations of ASCII characters to replace Latinate letters. For example, leet spellings of the word leet include 1337 and l33t.

**Legacy Boxes**
Older versions of Set-Top Boxes with traditional functionality. Not state of the art.

2: Majority of the Set-Top Boxes currently in the consumers’ homes in the US. In the cable space in general, any Set-Top Box that’s not Tru2way enabled is a Legacy Box. (Source: FourthWall Media)

**NOTE** – Has less or different back-channel data to collect. Inability to collect all the data you can collect on the older boxes.

**NOTE** – The households that still have legacy boxes are different from those with state-of-the-art new boxes. May need to weight data for box type.

**NOTE** – FourthWall Media’s Event Stream Collector stores up to seven days of second-by-second measurement data on even the least capable legacy Set-Top Boxes, so no special treatment is required for any two-way legacy STB. Data is normally uploaded to the collection server daily, and the seven-day cache is provided merely for fault-tolerance. (Source: FourthWall Media)

**NOTE** – What is the definition of older and what is the traditional functionality? When does a box become a legacy box? (Source: Invidi)

**LOI** *abbr* Length Of Interview
The amount of time that participants need to complete an interview. Term used in both survey research and qualitative research, and abbreviated "LOI". (Source: ProjectOAR)

**Length of Screen View**
Duration of display before subscriber navigates away or the content times out. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Length-of-Tune**
The amount of time logged during a specific tuning event, often expressed as an average of all tuning event durations for a given network. (Source: Nielsen)

**Lens**
The term used on Snapchat to identify augmented reality face filters. Anyone can create a custom lens through the Snapchat Lens Studio. (Source: Blog.Hootsuite.com)
**Letterbox**  
*See Also: Widescreen*  
Letterbox is the term used when 16:9 content is viewed on a 4:3 screen. In order to display the widescreen content without distortion or missing parts of the picture, the television will place black bars at the top and bottom of the image.

**LOD**  
**abbr Level of Detail (VR)**  
A model of a particular resolution among a series of models of the same object. Greater graphic performance can be obtained by using a lower LOD when the object occupies fewer pixels on the screen or is not in a region of significant interest. (Source: freeflyvr)

**Leverage**  
In marketing, leverage is any strategic or tactical advantage used for brand growth. Optionality is one example of marketing leverage. (Source: MASB)

**Lexicographic Rule**  
*See Also: Conjunctive Rule, Disjunctive Rule, Noncompensatory Rule*  
A type of Noncompensatory Rule. Suggests that consumers rank choice criteria from most to least important and choose the best alternative on the most important criterion. (Source: MASB)

**Library**  
Typically used to describe a listing of older titles / programming available to viewers On-Demand.

**Library VOD**  
*See Also: VOD on MSO Library*  
Measurement of VOD content that may or may not have identical linear commercials or may or may not have aired on linear TV. To enable measurement, content must be encoded. (Source: Nielsen)

**Licensing**  
(STRATEGIC MARKETING) A relatively simple, low risk linkage that allows a manufacturer to “enter” new markets. It is an arrangement in which a licensee is given the right to use a process, trademark, patent, or other proprietary item for a fee or royalty. (GLOBAL MARKETING) An agreement between two companies in which the licensor grants the right to the licensee to sell a patented product in specified markets for an agreed-upon fee. It is a tool for participating in foreign markets without large capital outlays. When capital is scarce, when import restrictions forbid any means of entry, when a country is sensitive to foreign ownership, or when it is necessary to protect trademarks and patents against cancellation for non-use, licensing is a legitimate means of capitalizing on a foreign market. (SPONSORSHIP) The right to use a property’s logos and terminology on products for retail sale. Note: While a sponsor will typically receive the right to include a property’s marks on its packaging and advertising, sponsors are not automatically licensees. (Source: MASB)

**Lifecycle Stages**  
In eCommerce mainly refers to the stages a product undergoes before becoming mature. It is a course of events that brings a new product into existence by growing through the main 5 phases namely:

1) Development Phase  
2) Market Introduction Phase  
3) Growth Phase  
4) Maturity Phase  
5) Decline/Stability Phase  
(Source: TycheSoftwares)
NOTE – Lifestyle stages include first market analysis and product development, after that, release of product with high level advertising, then the eventual sales rise, thus reaching the upper bounds of demand cycle and gradually declining due to introduction of newer products. (Source: TycheSoftwares)

Lifecycle Tracking
An umbrella term that covers the measurement of a user’s ‘lifespan’ with an app. (Source: Adjust.com)

Lifestyle Analysis
See Also: Psychographics
Another term for Psychographics. (Source: MASB)

Lifestyle Research
See Also: Psychographic Research, Ethnographic Research
Analysis of consumers’ attitudes, values, opinions, hobbies, interests and overt behavior. (Source: ProjectOAR)

2 : Also known as AIO (activities, interests, and opinions) research, uses survey data from consumers who have answered questions about themselves. From the answers to a wide variety of such questions, advertiser can get a pretty good profile of the consumers they are most interested in talking to. Since the data also contain other product usage questions, advertisers can account for a consumption lifestyle as well. (Source: BusinessManagementIdeas.com)

Lifetime Customer Value
See Also: Customer Lifetime Value, User Lifetime Value
Another term for Customer Lifetime Value. (Source: MASB)

LTV abbr Lifetime Value
The cumulative revenue generated at a unique user level, through for example advertising, app purchase price, subscription revenue, and in-app purchases, which accrues to a developer or publisher over a finite period of time pre-defined by the developer or publisher. (Source: IAB Mobile App Marketing Glossary Working Group)

2 : A prediction of the net profit attributed to an ongoing relationship between customer and product. By providing a running estimate on how much a particular consumer is likely to spend on that app, LTV helps set marketing budgets and ensures that companies pursue the most effective users. (Source: Adjust.com)

2 : An estimate of the revenue generated by a customer during the time that the said customer maintains a commercial relationship with a business. This calculation is performed by applying the following formula: LTV = (average customer spend) x (number of times the customer is expected to repeat the purchase over one year) x (average length of the relationship, in months or years). (Source: Zorraquino)

Lift
The percentage gain in brand performance that can be created to a brand campaign. (Source: Mediamath)
2: The increase in effectiveness measurements (e.g., message recall) between respondents who did not view the ad and those who did. (Source: Tubemogul)

**Lightbox**
Expandable ads in various environments that provide a large-screen canvas for high-quality photos on the Google Display Network. They can include images or videos. (Source: Zorraquino)

**Light Carrier**
*See Also: Carrier, Heavy Carrier, Common Carrier*
A carrier that leases its facilities rather than owns the network it uses to provide services.

**LED abbr: Light Emitting Deode**
A semiconductor device that emits visible light when an electric current passes through it. The light is not particularly bright, but in most LEDs it is monochromatic, occurring at a single wavelength. (Source: Wikipedia)

**Like**
A form of engagement on social media. It’s a quick way of showing that you-literally-like the content posted by simply clicking a button. On Facebook, the Like button is a thumbs-up, while on Instagram and Twitter, a Like is indicated by a heart. Liking content also works like bookmarking, since you can go back later to view the content you have Liked. (Source: Blog.Hootsuite.com)

**Likeability**
Favorability or overall positive opinion. Likeability is a key diagnostic included in most ad effectiveness research. It is also frequently used in brand tracking research, product concept evaluation, and spokesperson ratings. Likeability is often measured with a rating scale; such a scale may be referred to as a hedonic scale or enjoyment scale. (Source: ProjectOAR)

**Like-Gating**
Another term for Fan-Gating. Most commonly used to increase the number of “likes” on a Facebook page.

**Likelihood-to-See**
*See Also: Opportunity-to-See*
A metric which takes into account real-time dynamics or variables that impact audience composition and behavior in proximity to the ad. (Source: OAAA)

**LAT abbr: Limit Ad Tracking**
A feature allowing users to opt-out of having an ID for Advertisers (IDFA). With this setting enabled, the user’s IDFA appears blank when tracked. This means they won’t see specific ads targeted at them because, as far as networks see, the device has no identity. (Source: Adjust.com)

**Limited Price Variety Store**
*See Also: Variety Store*
Another term for Variety Store. (Source: MASB)

**Linear**
TV advertising or programming that plays on a predetermined schedule and channel, across traditional cable and broadcast networks, qualifies as linear. (Source: TVSquared)
Linear Addressable
The addressable ad inserted into live programming. DirecTV, Dish and Cablevision’s inventory is all linear Addressable. (Source: IAB)

Linear Advertisement
See Also: Linear Television
Ads that are served and viewed in the program or video before, during or after the program - whether real-time or playback but not served On-Demand. On the internet, these ads take up the full screen rather than running in a separate window.

Linear Channel Change Data
See Also: Clickstream Data
One type of measurement data collected from Set-Top Boxes describing channel change activity and timing. It is one of the data types sometimes referred to as Clickstream Data. (Source: FourthWall Media)

Linear Interaction Attribution Model
An attribution model that splits credit for a conversion equally between all the interactions the customer had with your business. (Source: AgencyAnalytics.com)

NOTE – For instance, a customer finds you on Instagram, signs up for your email list and later clicks an email link. The next week they go to your site directly and make a $120 purchase. There are 3 touchpoints in this situation. Each touchpoint gets equal credit of 33%, or a $40 conversion value attributed to the channel when the purchase was made. (Source: AgencyAnalytics.com)

Linear Narrative
Where the narrative unfolds in chronological order from beginning to end. (Source: corbytechmedia.weebly.com)

LPCM abbr Linear Pulse-Code Modulation
See Also: Pulse Code Modulation
A specific type of PCM in which the quantization levels are linearly uniform. This is in contrast to PCM encodings in which quantization levels vary as a function of amplitude (as with the A-law algorithm or the µ-law algorithm). Though PCM is a more general term, it is often used to describe data encoded as LPCM. (Source: Wikipedia)

Linear Television or Linear TV
Programming content streamed in real-time, as scheduled by the network.

2 : Standard broadcast television that is distributed as scheduled. (Source: Nielsen)

3 : TV delivered in a standard, live broadcast, non-time-shifted or DVR’d manner. The way that people watched TV from the 1950’s through today. (Source: IAB)

4 : Live television that is watched as scheduled; stands in contrast to pre-recorded or video on demand (VOD). (Source: Tubemogul)
Linear Viewing
See Also: Linear Television
Viewing of programming or content in real-time, not delayed or played back.

NOTE – Is linear viewing the same as "live"? Opposite of On-Demand viewing.

Linear Video
See Also: Non-Linear Video
Video that is played and viewed in real-time.

2 : An ad unit type that consists of video ads that play in sequence with video content in a video player. For example, this could be pre-, mid-, or post-roll. (Source: OpenX)

Line Extension
A new product marketed by an organization that already has at least one other product being sold in that product/market area. Line extensions are usually new flavors, sizes, models, applications, strengths, etc. Sometimes the distinction is made between near line extensions (very little difference) and distant line extensions (almost completely new entries). (Source: MASB)

Line Item
The most granular level of the exchange campaign - line items are essentially instructions to buy given certain criteria. The line item contains information about which real estate to buy, what to pay for it, and what to serve on it. (Source: Mediamath)

2 : The primary unit of execution for an order, which represents a specific inventory purchase and the required conditions for ad delivery. (Source: OpenX)

Line Rate
The cost per agate line for newspapers. (Source: AAI.ie)

Line-ups - Program and Channel
See Also: Logs
The detailed schedule of the network or channel indicating which programs are airing at what time and for how long and what channel space that network occupies. Sometimes includes details like Ad Occurrences. Containing Network Carriage, Program Line-Ups and Ad Occurrences.

Link
See Also: Hyperlink
A clickable connection between two Web sites. Formally referred to as a hyperlink. (Source: IAB)

2 : Another term for Hyperlink. (Source: MASB)

Linkage
See Also: Data Integration
“Elements used to link disparate data for the purpose of integrating information (i.e., TV tuning and purchasing behavior). Common linkages are MAC ID, name, address, ZIP code or segment.” (Source: Nielsen)
Link Baiting
Strategy that combines a valuable and interesting content offer, employed as bait, with suitable promotion, employing vitality in a creative and legal manner to attract traffic and, in particular, links that help improve link popularity and thereby positioning. (Source: Zorraquino)

NOTE – It is the cheapest and most effective form of link building, although it is also the most complicated to implement. Can be implemented in many different ways, such as calls for tenders, facilitating downloadable applications, developing tutorials or recommendation lists, offering breaking news or generating debate (Source: Zorraquino)

Link Bomb
See Also: Google Bomb, Google Washing

Link Building
A SEO strategy aimed at acquiring the greatest number of incoming links possible from external pages, for the purpose of benefiting from link popularity, leading to improved positioning on search engine results pages. It employs a range of techniques such as link baiting, inclusion in telematic directories, presence on social networking sites and blogs, link exchanges and even purchases. (Source: Zorraquino)

2 : A marketing strategy to boost traffic and search engine rankings by getting other websites to link to yours. Common techniques for acquiring links as part of a link-building campaign include guest blogging and offering valuable content to repost. (Source: Blog.Hootsuite.com)

LinkedIn
The largest professional networking and employment-oriented social networking site launched on May 5, 2003. It allows you to share work-related information with registered members and get connected to other professionals. (Source: TycheSoftwares)

NOTE – Like Facebook and Myspace, LinkedIn also allows you to create a custom profile which is business-oriented rather than personal in nature. Network members are referred to as 'Connections' and membership on LinkedIn can be derived for free. (Source: TycheSoftwares)

LinkedIn Open Networker (aka LION)
Type of LinkedIn user that accept invitations without knowing the person who send the invitation, in order to increase their network of contacts. Sometimes this type of user adds the term LION to their profile. (Source: Zorraquino)

Link Farms
Black Hat technique that consists of exchanging links on a large scale between a network of websites mutually linked together for the sole purpose of improving their search engine positioning. Also refers to the purchase of incoming links associated with a desired anchor text from artificial or automated web directories. (Source: Zorraquino)

NOTE – In both cases the link originates from a group of thousands of websites without a shared subject or logical structure. The practice should not be confused with the legitimate exchange of links between friendly pages, or thematic website directories. (Source: Zorraquino)

Link Juice
SEO technique whereby authority is transferred from one web page to another by way of internal links in order to improve the ranking of the second page. (Source: Zorraquino)
NOTE – This technique is typically explained using the analogy of a glass of juice: we imagine that a website is a glass of juice (website) in which we drill a single hole (link) through which all of the liquid escapes (authority). If instead of just one hole, we drill more holes, the liquid—and the web authority—will be shared out through the various holes. This technique is based on the fact that Google ranks pages in accordance with their authority, and this is transferred from page to page via links. Google interprets each incoming link to a website as an expression of confidence accorded by the page hosting the link. (Source: Zorraquino)

**Link Popularity**
Numerical indicator that search engines award to a website when indexing it to estimate its importance on the Internet: it is one of the main factors that determine page positioning amongst search results. Its measurement varies enormously depending on the algorithms used by each search engine (Google, for example, employs the PageRank system, which is a registered trademark), although they all base their calculations on the Internet's link structure: A website's importance is interpreted to depend on the volume of external links pointing to it, in addition to the relevance of the page issuing them; incoming links from pages with higher link popularity are better rated. A high link popularity does not necessarily equate to suitable positioning; other factors also come into play such as page content or the use of suitable anchor text in the link, as it may be converted into a keyword, leading to the page being placed against an inappropriate search. (Source: Zorraquino)

**Link Sculpting**
Website positioning practice, similar to Google PageRank Sculpting, which consists of planning the appearance of a website vis-à-vis search engine web crawlers for the purpose of controlling internal link juice redistribution. (Source: Zorraquino)

NOTE – To do so it applies attributes and meta tags which stop the indexing of links that lead to duplicate content or pages the webmaster considers irrelevant for positioning. (Source: Zorraquino)

**Link Swapping**
*See Also: Reciprocal Links*
A link building tactic whereby one page includes a link to another page in exchange for that page doing the same for the first page, with the aim of improving its ranking, given the importance that Google places on incoming links. (Source: Zorraquino)

NOTE – In order for reciprocal links to be effective, it is important that they are in a highly-visible place, such as the home page, and that the websites have a similar subject-matter, among other factors. It is also important that the source website should have greater authority and that the links should be added on a gradual basis. However, some experts point out that the effectiveness of this technique is declining. (Source: Zorraquino)

**Linux**
Multi-user operating system used by many OCAP receiver manufacturers to execute their OCAP middleware implementations. (Source: IAB)

**Lip Sync (Synchronization)**
In video, the silent movement of an actor's or singer's mouth in synchronization with a recorded soundtrack. (Source: ProjectOAR)
**LCD** *abbr* Liquid Crystal Display
Also known as a projection panel. A flat panel display, electronic visual display, or video display used in hardware such as computer monitors and television sets. LCDs use the light modulating properties of liquid crystals (LCs) that change reflectively but do not emit light directly.

2 : Display devices that use bipolar films sandwiched between this panes of glass. They are lightweight and transmissive or reflective, and are often used in HMDs. (Source: freeflyvr)

**Liquidity**
Those advertising assets that can be bought and sold easily. (Source: Mediacrossing)

**LP** *abbr* Liquidity Provider
In Blockchain, a user that earns a return by depositing assets into a pool or a smart contract. (Source: ShellyPalmer.com Blockchain Glossary)

**Listed**
Indication that you have been added to a Twitter list which is a way of organizing content to make it easier to keep up with a large number of Twitter connections. (Source: Blog.Hootsuite.com)

NOTE – Being added to a Twitter list may increase your chances of being followed by the list creator’s followers. (Source: https://blog.hootsuite.com/social-media-definitions/listed/)

**Listening**
*See Also: Social Listening*

**Listicle**
A format tool by Wibbitz, a company specializing in automated news video creation, which creates videos that automatically visualize list articles.

2 : A list-based article. This type of content is often popular on social media because of its quick, easy-to-digest format. (Source: Falcon.io)

**Listing Fee**
An amount of money that online auction or trading sites charge for listing their products online. This listing fee put up by such sites depends on the value of the items to be sold as well as the starting price of these items. Also called an Insertion Fee and are generally nonrefundable. The listing fee can amount to an increase if you wish to take advantage of priority listing. (Source: TycheSoftwares)

**List of Key Items**
*See Also: Never-Out List*
Another term for Never-Out List, (Source: MASB)

**List Price**
The selling price for a good or service before any discount or reductions in price. (Source: MASB)

**Listserv**
A mailing list comprised of e-mail addresses. (Source: IAB)

**Listserver**
A program that automatically sends e-mail to a list of subscribers or listserv. (Source: IAB)
Little America
Also known as Little U.S. Refers to the method of media testing where a national campaign might be tested first in markets that are most similar demographically to the total country. (Source: AAI.ie)

Live Action
A video that records a scene as it is happening, as opposed to being pre-recorded. (Source: ProjectOAR)

Liveamatic
Video tape or other viewable media of a live endorser photographed for a proposed commercial, can be close to a finished commercial but does not necessarily use actual sets or celebrity who will be used in the actual commercial. A stage of unfinished commercials used in tests. (Source: BusinessManagementIdeas.com)

Live Capping
See Also: Capping
The agreed-upon time that measurement to a network or program is discontinued because the Set-Top Box is on but the television set is turned off during live viewing without any playback or other trick play included.

Live Plus Ratings
Nielsen Media Research term for live ratings plus seven-day DVR playback activity. (Source: TVB)

Live Plus Same Day Ratings
Nielsen Media Research term for live ratings plus DVR playback activity until 3:00 am of the same Nielsen day. Also known as Same day Ratings. (Source: TVB)

Live Ratings
Nielsen Media Research term for ratings reported as strictly live with no DVR playback activity. (Source: TVB)

Live Streaming
See Also: Streaming
Video and audio content of an event (such as a sports event) that is transmitted, delivered or received live, in real time over the internet.

NOTE – Most social networks now offer live streaming options that include the possibility to interact with viewers, who can submit written comments and questions throughout the broadcast. (Source: Blog.Hootsuite.com)

Live Viewing
See Also: Trick Play
Viewing levels without any trick play activity or viewership included.

2: Viewing at actual air time. Live viewing is defined as within five seconds of air time. This definition is used because, once outside of the five second window fast forwarding is possible. (Source: TIVO)

Local
TV advertising or programming that reaches only a specific market is considered local. It’s delivered through cable, broadcast or satellite. (Source: TVSquared)
LAN abbr Local Area Network
See Also: Wide Area Network
A computer network that spans a relatively small area. Most LANs are confined to a single building or group of buildings; however, one LAN can be connected to other LANs over any distance via telephone lines and radio waves. (Source: Webopedia)

Local Brand
See Also: Local/Regional Brand, Regional Brand
Another term for Local/Regional Brand. (Source: MASB)

LEC abbr Local Exchange Carrier
A telecommunications provider company divided into incumbent and competitive. Incumbent Local Exchange Carrier is the original carrier in a market or a footprint often once holding a monopoly on the service and subject to different regulations than CLECs. CLECs, competitive service providers, are newer providers that now compete with ILECs. (Source: Wikipedia)

Localization
The process of adapting software and its output or a product or a service to make it more relevant and appealing to a specific group, locale or population.

Local Loops
See Also: Twisted Pair
In telephony, the wired connection from a telephone company's central office in a locality to its customers' telephones at homes and businesses usually on a twisted pair. The system was originally designed for voice transmission only using analog transmission technology on a single voice channel. Today, the household's computer modem makes the conversion between analog signals and digital signals. (Source: searchnetworking.techtarget.com)

LMA abbr Local Marketing Agreement
An agreement between two owners in which one markets and sells advertising for the other. (Source: TVB)

Local/Regional Brand
See Also: Regional Brand, Local Brand
A brand that is marketed (distributed and promoted) in and/or developed for a relatively small and restricted geographical area. It may be called a regional brand if the area encompasses more than one metropolitan market. (Source: MASB)

Local Spot
The advertising purchased in a market and aimed only at the audience in that market. (Source: TVB)

Location
In programmatic, the position on the website where your ad will run. (Source: Next.Srds.com)

Location Affinities
Refers to the tendency for similar or complementary retail stores to be located in close proximity to one another. For example, furniture stores in a city may be clustered together in order to facilitate consumer comparison shopping. (Source: MASB)
LBA abbr Location Based Advertising
Advertising activity which integrates mobile advertising with geolocation services, so that personalized and relevant commercial messages are sent in accordance with the user's location. Based on LBS services, it can take the form of both banners and text messages. (Source: Zorraquino)

Location Based Mobile Ads
See Also: Geo-Fencing
Sending people ads via their cell phone usually on a opt-in basis when the cell phone user is near a particular location.

LBS abbr Location Based Service
Mobile data service related to an end user's immediate location. Examples include store or service locators and friend finders. (Source: IAB)

2 : Apps which integrate the geographical location of a mobile device (its co-ordinates) with other information on nearby services, so as to provide added value to users. Examples of LBS are mapping services, yellow pages, or navigation systems for vehicles. (Source: Zorraquino)
NOTE – Communication is carried out in real time through the device itself, which becomes a platform allowing you to view, for example, tourist information, the maximum capacity of a show that is being held in the area, how many establishments providing a particular service can be found in a particular street, or at what point along its route a particular bus finds itself. (Source: Zorraquino)

LI abbr Location Intelligence
The methodology of deriving insights from location data to answer spatial questions. LI goes beyond simple data visualization on maps, to analyzing location data as an integral part of a business or societal problem. (Source: Carto.com)

Location Mapping
See Also: Channel Mapping
Location of Set-Top Boxes and other devices throughout the home by the operator that map to the networks and services offered.

Location Targeting
A method for targeting ads to customers based on their vicinity or location. Targeting techniques can encompass a variety of data including geolocation, contextual element of media, user preferences, and more. (Source: Centro)

Locked
Content and/or channels that have been restricted from viewing via activating Parental Controls. Icon / identifier to designate that a video has been locked, or an action icon to initiate a lock for a video.

Log
Chronological record of a station's program and commercial exact air times. Network Two or more stations joined by a line to broadcast the same program from a few original studios simultaneously. (Source: AAI.ie)

Log File
See Also: Web Server Logs
A file that records transactions that have occurred on the Web server. Some of the types of data which are collected are: date/time stamp, URL served, IP address of requestor, status code of
request, user agent string, previous URL of requestor, etc. Use of the extended log file format is preferable. (Source: IAB)

2 : Another term for Web Server Logs. (Source: MASB)

**Logging Level**
The amount of information or data that is monitored in a stream where each individual log entry is marked at a certain level such as "Warning", "Error" or "Information".

NOTE – The ALL has the lowest possible rank and is intended to turn on all logging. static Level. The DEBUG Level designates fine-grained informational events that are most useful to debug an application. The ERROR level designates error events that might still allow the application to continue running. The FATAL level designates very severe error events that will presumably lead the application to abort. The INFO level designates informational messages that highlight the progress of the application at coarse-grained level. The OFF has the highest possible rank and is intended to turn off logging. The TRACE Level designates finer-grained informational events than the DEBUG. The WARN level designates potentially harmful situations.
(Source: https://logging.apache.org/)

**Logging Viewing**
See Also: Snapshot Viewing
A form of viewership tracking that actively trends viewing and tuning behavior over a period of time.

**Logical Validity**
See Also: Face Validity, Surface Validity
Another term for Face Validity. (Source: MASB)

**Login**
The identification or name used to access a computer, network or site. (Source: IAB)

**Logistics**
Management of goods and services or resources between the point of origin and the point of consumption to meet the requirements of customers or corporations. Part of supply chain management where resources like physical items such as food, materials, animals, equipment and liquids as well as abstract items such as time and information are managed. The process involves planning, implementing and controlling the effective and efficient forward and reverse flow and storage of goods and services or related information. (Source: TycheSoftwares)

**Logo**
See Also: Trademark
The emblem, image, symbol, graphic mark or other identifying visual element used by a brand, so that it can be uniquely recognized. (Source: ProjectOAR)

2 : A graphic design that is used as a continuing symbol for a company, organization or brand. It is often in the form of an adaptation of the company name or brand name or used in conjunction with the name. (Source: MASB)

**Logs - Program and Channel**
See Also: Line-ups
The delivery format of line-ups.

2 : Log(s) also used to refer to record of events from Set-Top Box. (Source: TIVO)
**Long Click**  
*See Also: Short Click*  
Depressing the mouse button longer than usual in order to invoke a menu or operation that is different than a normal, short click. Often considered a proxy for user satisfaction, the long click is used as an internal metric by Google uses to determine search success.

**Long Tail**  
*See Also: Tail Terms*  
Websites with lower impression volume and generally more specific content. (Source: Mediamath)

2 : A retail marketing term used to describe the practice where large volumes of products are sold to smaller amounts of people in contrast to selling handful of products to many people. It is actually a transition from hit-focused marketplace to millions of niche marketplace.

NOTE – This business phrase was first coined by Chris Anderson in 2004 where he described this as niche marketing in its purest form. The idea is to attract significant amount of traffic by adding up the volume of products. Best example for this practice is Amazon where millions of products are provided with only a handful of visitors every month but with a vision to gradually add up into substantial traffic flows and sales. (Source: TycheSoftwares)

**Long-Tail Ad Inventory**  
Inventory with a smaller number of impressions because of the niche audience. Automated buys allow buyers to combine long-tail inventory to reach niche audiences. (Source: Hubspot)

**Long Tail Channel**  
Long tail channels (or networks) are the smaller networks and content services offered via a content service provider. Often these networks are unmeasured by Nielsen but measurable by using Set-Top Box data and whose collective viewing may total close to a third of all viewing in a certain time period or daypart or market.

**Long Tail Keyword**  
Longer, more complex and specific keywords all from the same family which have a lower volume of searches and less competition, and which are easier to place in the Google rankings. In general terms, they tend to be more descriptive than general keywords (‘bunch of roses to your door in Almeria’ or ‘bunch of red roses to your door in Barcelona’), more natural (‘where to buy Spanish guitars in Madrid’), and sometimes even quite technical. Long tail is an expression popularized by the journalist Chris Anderson in 2014 to define the phenomenon through which, thanks to the internet, small sales of many products can be made profitable. (Source: Zorraquino)

2 : A type of keyword phrase that is more specific and usually longer than more commonly searched keywords. These keywords consists of either three or sometimes five words in the phrase and are mostly used to target niche demographics than mass audiences. (Source: TycheSoftwares)

NOTE – Long tail keywords get less search traffic but will usually have a higher conversion value. These are more specific but often less competitive than generic keywords. (Source: TycheSoftwares)

**LTE** *abbr Long Term Evolution*  
See CDMA, GSM  
An improvement on cell phone technology that enables significantly faster data rates for both uploading and downloading.
**Long-Term Memory**
In media and market research, the type of memory in which information about a brand, product, service or message to which someone has been exposed is processed, stored, and retrieved (recalled) at a later time, at least one day after exposure. Long-term memory may include episodic memory and semantic memory. Long-term memory may also be divided into explicit (conscious) and implicit (nonconscious). (Source: ProjectOAR)

**Lookalike Audiences**
A group of audiences that share similar characteristics to existing audience segments. Lookalike audiences are typically used to increase reach amongst a targeted group of individuals based on specific behaviors and demographics. (Source: TVSquared)

2 : Advanced Facebook tool that allows advertisements to be created for extra audiences that the social network identifies as being close to a business/product because they have common traits with the users of the said business or product. There are three options for doing this: one is to find people who are similar to the current customers, providing the social network with a list of e-mail addresses; the second is to identify users who are similar to the visitors of a website, using information from the Facebook pixel, and the third is to identify people who are similar to the fans of the advertiser’s Facebook profile. The advantage of Lookalike Audiences is that it allows advertisers to reach new people who use the social network and who have a higher probability of being interested in a business, given that they are similar to its current customers. (Source: Zorraquino)

**Lookalike Modeling**
Used to build larger audiences from smaller segments to create reach for advertisers. The larger audience reflects the benchmark characteristics of the original audience, known as the seed audience. In the context of marketing, lookalike modeling can be used to reach new prospects that look like a marketer's best customers. (Source: LiveRamp)

**Look-Alikes**
Also known as Audience Modeling. A data model that is built based on an advertiser's first-party data (usually from customers who visit frequently and make purchases). These attributes are then matched against a larger audience from third-party data sources to create a pool of similar and "pre-qualified" users. (Source: Centro)

**Lookback Window**
Defines how far back, from the time of install, to consider clicks and impressions for attribution. By adjusting lookback windows advertisers can customize the balance between attributed and unattributed installs and events, to serve your advertising goals. (Source: Kochava)

**Looping Requirements**
Requirements concerning the number of 'loops' or animation cycles for a given ad. (Source: Mediamath)

**Loop Layout**
*See Also: Racetrack Layout*
Used when a retailer provides a major customer aisle that begins at the entrance, loops through the store-usually in the shape of a circle, square, or rectangle-and then returns the customer to the front of the store. (Source: MASB)
Loss Leader
An item that is sold at a “loss” of markup that would normally be obtained on the particular item, for the express purpose of increasing store traffic. (Source: MASB)

Loss-Leader Pricing
The featuring of items priced below cost or at relatively low prices to attract customers to the seller’s place of business. (Source: MASB)

Lossless Compression
See Also: Lossy, Compression Algorithm
When a decompressed file is the exact same size as the original uncompressed file because no detail or content is lost in the compression-decompression process. (Source: Businessdictionary)

Lossy Compression
See Also: Lossless, Compression Algorithm
A compression technique that does not decompress data back to 100% of the original. Lossy methods provide high degrees of compression and result in very small compressed files, but can result in a certain amount of loss when they are restored. (Source: PCMag)

Note – Audio, video and some imaging applications can tolerate loss, and in many cases it may not be noticeable to the human ear or eye. In other cases, it may be noticeable, but not that critical to the application. The more tolerance for loss, the smaller the file can be compressed, and the faster the file can be transmitted over a network. Examples of lossy file formats are MP3, AAC, MPEG and JPEG.

Lost Data
See Also: Surfing
Because of Latency, there may be some viewing or tuning data that is lost and not measurable during channel surfing and other viewer behaviors.

2 : May also be caused by other issues beyond Latency (corrupt or empty records, etc.). (Source: TIVO)

Low Code Apps
Apps that require minimal hand coding.

Low Code Platform
A platform that enables fast application development and delivery with a minimum, although not an elimination of hand coding. Comparatively easy to deploy and likely to be used to develop customer-facing "systems of engagement." In addition to minimizing hand coding, they speed up application delivery by providing visual tools for the quick definition and assembly of forms and the rapid build-out of multistage workflows and allow the easy configuration of data models that help eliminate common data integration headaches. (Source: CIO Magazine)

Low-Code Tool
A software development approach that requires little to no coding in order to build applications and processes. ... These intuitive tools allow users with no formal knowledge of coding or software development to create applications for many purposes like mobile apps and business apps. (Source: Creatio.com)
LTPS \textit{abbr} Low Temperature Polysilicon
\textit{See Also: LCD, Pixel}
An advancement in LCD screen technology that uses low temperature polysilicon rather than amorphous silicon resulting in a faster, more integrated and higher resolution screen. Pixels can be closer together to achieve greater screen resolutions and higher quality images to the human eye.

\textbf{Loyalty}
A marketing concept that represents the loyalty of a customer for a particular brand, company, product or service. Loyalty consists of transforming each specific sale into a recurrent or periodic one. Generally this is achieved through loyalty programs. (Source: Zorraquino)

\textbf{Loyalty Index}
Total seconds viewed out of total seconds available. (Source: Kantar Media Audiences)

\textbf{NOTE} – Does this include multiple instances? Is there a second term or measurement for repeat viewing? (Source: Invidi)

\textbf{Loyalty Programs}
A marketing strategy that aims to build customer loyalty to a brand through various actions that generally consist of rewarding the consumer's purchasing behavior. The purpose of these rewards or prizes is to produce a sense of loyalty towards the brand in the customer. (Source: Zorraquino)

\textbf{Lua / Lua Script}
A lightweight multi-paradigm programming language designed as a scripting language with 'extensible semantics' as a primary goal. Lua is cross-platform since it is written in ISO C. Lua has a relatively simple C API, thus 'Lua is especially useful for providing end users with an easy way to program the behavior of a software product without getting too far into its innards. (Source: Mediamath)

\textbf{Luddite}
A person opposed to new technology or ways of working. (Source: Oxford Dictionary)

\textbf{Ludology}
The study of games and those who play them, relevant to video games. (Source: corbytechmedia.weebly.com)

\textbf{Lurker}
Someone who watches a social media feed or belongs to a social media group but does not engage with the content with a like or reply. (Source: https://blog.hootsuite.com/social-media-definitions/lurker/)

\textbf{Lurking}
Activity that consists of following forum discussions, or reading articles, messages, news groups and distribution lists in a passive manner, without intervening in them by providing comments, even if such sites require a prior subscription. It is a common market research approach, enabling a target audience's opinions to be surveyed. (Source: Zorraquino)
Machine Learning
See Also: Deep Learning, Automatic Learning
The scientific discipline of algorithms that can learn from data to make predictions. (Source: SAS)

2: Scientific field related to artificial intelligence that creates systems or software with the ability to learn without being explicitly programmed, i.e. automatically and without human intervention. In order to do this, they are equipped with an algorithm that analyses millions of data, discovers complex patterns in them, and then uses these to predict future behavior. (Source: Zorraquino)

MLOps abbr Machine Learning Operations
The use of machine learning models by development/operations (DevOps) teams. MLOps seeks to add discipline to the development and deployment of machine learning models by defining processes to make ML development more reliable and productive. (Source: whatis.techtarget.com)

M2M abbr Machine-to-Machine
Direct communication between devices using any communications channel, including wired and wireless. It can include industrial instrumentation, enabling a sensor or meter to communicate the information it records (such as temperature, inventory level, etc.) to application software that can use it (for example, adjusting an industrial process based on temperature or placing orders to replenish inventory). Such communication was originally accomplished by having a remote network of machines relay information back to a central hub for analysis, which would then be rerouted into a system like a personal computer. (Source: Wikipedia)

Macro
A single computer programming instruction that expands automatically into a series of multiple instructions in order to perform a particular task.

2: A command enclosed in curly braces {} that dynamically inserts attributes into a client's HTML or third-party ad creatives and click-through URLs when an ad server serves an ad. (Source: OpenX)

Macro Environment
In the field of marketing, the macro environment is the set of external factors and forces, not controlled by the company, that influence its development. It mainly includes demographic, economic, cultural, technological, legal or political elements. (Source: Zorraquino)

Macromarketing
The study of marketing processes, activities, institutions, and results from a broad perspective (such as a nation), in which cultural, political, and social as well as economic interaction are investigated. It is marketing in a larger context than any one firm. (Source: MASB)

Macrotrend
Macrotrends are global trends that last over time, affect companies and can become lifestyles in society. Macrotrends are generally predicted 2 to 3 years in advance. (Source: Zorraquino)

Magazine
A publication that is published periodically, either in print or online. In addition to the consumer cost of the magazine, they are usually financed by advertising. (Source: MASB)
Magazine Supplement
A special printed section of a magazine devoted to a particular topic that is inserted within the publication, typically containing a mix of editorial content and ads, but occasionally consisting entirely of one or the other. (Source: ProjectOAR)

Magic Wand
A three-dimensional input device used for pointing and interaction. A kind of three-dimensional mouse. (Source: freeflyvr)

Mail Bomb
The act of sending massive amounts of email to a single address with the malicious intent of disrupting the system of the recipient. Mailbombing is considered a serious breach of Netiquette and is probably illegal. (Source: AAI.ie)

Mailchimp
An email marketing service provider, which is characterized by the automation of email sending. This tool facilitates the sending of emails, as it allows you to design, execute and evaluate email marketing campaigns in a simple and intuitive way. (Source: Zorraquino)

Mailing List
An automatically distributed e-mail message on a particular topic going to certain individuals. (Source: IAB)

Mail Order
The buying of goods or services by mail delivery. The buyer places an order for the desired products with the merchant through some remote methods such as: Sending an order form in the mail, Placing a telephone call, Placing an order with a few travelling agents and paying by instalments, Filling in a form on a website or mobile app — if the product information is also mainly obtained online rather than via a paper catalogue or via television, this model is online shopping or e-commerce. Then, the products are delivered to the customer. The products are usually delivered directly to an address supplied by the customer, such as a home address, but occasionally the orders are delivered to a nearby retail location for the customer to pick up. Some merchants also allow the goods to be shipped directly to a third party consumer, which is an effective way to send a gift to an out-of-town recipient. Some merchants delivered the goods directly to the customer via their travelling agents. (Source: Wikipedia)

Mail-Order House
An establishment primarily engaged in distributing merchandise through the mail as a result of catalog orders received from customers. (Source: MASB)

Mail Questionnaire
A questionnaire is administered by mail to designated respondents under an accompanying cover letter and is returned, by mail, by the respondent to the research organization. (Source: MASB)

Main
A button on the Remote that returns to service provider's On-Demand "Main" menu page to restart from the beginning of On-Demand options.
Mainnet
The fully-operational, production blockchain behind a token, such as the Bitcoin blockchain or the Ethereum blockchain. Often used to contrast with testnet. (Source: ShellyPalmer.com Blockchain Glossary)

Main Page
See Also: Homepage
Another term for Homepage. (Source: MASB)

Maintained Item
A specific product that is continuously maintained in assortments. (Source: MASB)

Maintained Markup
The amount of markup that the retailer wishes to be maintained on a particular category of merchandise after allowing for markdowns or other reductions. The differential between the cost of goods sold and net sales. (Source: MASB)

Majority Fallacy
A marketing strategy that directs a new product to an entire market, or to the largest segment in it, solely because of its size. Today, this “shotgun” approach is felt to be almost always inferior to the alternative strategy of targeting to smaller segments. (Source: MASB)

Makegoods
Additional ad impressions which are negotiated in order to make up for the shortfall of ads delivered versus the commitments outlined in the approved insertion order or guaranteed ad campaign. (Source: IAB)

2 : A spot offered by a station in place of a regularly scheduled announcement that did not run or was improperly aired. (Source: TVB)

Mall
See Also: Shopping Mall
Another term for Shopping Mall. (Source: MASB)

Mall Intercepts
A quantitative research survey whereby respondents are intercepted in shopping malls or other public spaces. The process involves stopping shoppers, screening them for appropriateness, and either administering a survey (or interview) on the spot or inviting them to a research facility nearby to complete the interview. Mall intercepts are frequently used as a type of marketing research. (Source: Wikipedia)

2 : Interviewing the customer at the point of purchase. (Source: BusinessManagementIdeas.com)

NOTE – Mall intercepts use convenience sampling and require respondents to be in the mall while data is being collected. Surveys that take place in malls frequently under represent lower-income and elderly populations. To reduce the impact of this sampling bias, some surveys use the format of a mall intercept outside of other public locations, such as grocery stores and municipal buildings. Researchers can also administer their intercept at various times of the day or near different mall attractions to ensure as accurate a sample as possible. (Source: Wikipedia)
Mall-Type Shopping Center
See Also: Shopping Mall, Mall
Another term for Shopping Mall. (Source: MASB)

Malware
Short for malicious software, is a blanket term for viruses, worms, trojans and other harmful computer programs hackers use to wreak destruction and gain access to sensitive information. (Source: csoonline.com)

NOTE – As Microsoft puts it, "[malware] is a catch-all term to refer to any software designed to cause damage to a single computer, server, or computer network." In other words, software is identified as malware based on its intended use, rather than a particular technique or technology used to build it. This means that the question of, say, what the difference is between malware and a virus misses the point a bit: a virus is a type of malware, so all viruses are malware (but not every piece of malware is a virus). (Source: csoonline.com)

Manage and Monitor Screen
The homepage screen of TerminalOne campaigns. (Source: Mediamath)

Managed Placements
See Also: Automatic Placements
Pre-chosen webpages, videos, and apps that are specifically select to show a particular ad,

Managed Service
Practice of transferring a certain responsibility to another party. (Source: Mediamath)

Management By Exception
A leadership style in which sales managers intervene only when their salespeople have failed to meet their performance standards (e.g., a sales quota). If sales personnel are performing as expected, the sales manager will take no action. (Source: MASB)

MIS abbr Management Information Center
A set of procedures and methods for the regular, planned collection, analysis, and presentation of information for use in making management decisions. (Source: MASB)

Management of Marketing
See Also: Marketing Management
Another term for Marketing Management (Source: MASB)

MSP abbr Management Service Provider
A company that manages information technology services and/or end-user systems for other companies often under a subscription contract.

Managing Account
The account relationship established between a container account (parent) and its sub-accounts (children), which provides the parent account full read and write access its managed accounts. (Source: OpenX)

Manipulation Check
A measurement that is taken in an experiment to make sure that subjects accurately perceived the actual changes in the treatment variable. (Source: MASB)
Manual Submission
In search engine optimization (SEO), manual submission is adding a URL to search engines individually by hand. (Source: MASB)

Manual Weighting
An ad delivery method for which the ad server distributes impressions between ads in a line item based on the Ad Weight setting for each of the ads in the line item. (Source: OpenX)

MOD abbr Manufactured on Demand
In media, where individuals can order movies that are not popular or profitable enough to be mass produced for home video distribution,

Manufacturer’s Agent
An independent business person who is paid a commission to sell a manufacturer’s goods or services but does not take title to the products. (Source: MASB)

Manufacturer’s Brand
A brand owned by a manufacturer, as distinguished from a brand owned by a reseller (i.e., private brand). (Source: MASB)

Marathon Watching
See Also: Binge Viewing, Binge Watching
Also known as Binge Watching or Binge Viewing, it is the act of watching many episodes of a specific television program in succession over one period of time, usually using a DVR, VOD or streaming capabilities.

Margin
Also known as profit margin, is a measure company's profitability. It is calculated by dividing the company’s profit by its revenue and multiplying by 100 since the profit margin is always expressed as a percentage. (Source: elogic.co)

NOTE – The profit margin also serves the role of an indicator for companies to see the efficiency of its pricing strategies and how well the company controls its costs. Depending on the type of business profit margin may vary according to the competitive strategy, as well as the product mix. For example, an investor made a 10$ by making a 1$ investment. In this case, the margin is 90%, which makes a 900% profit on the $1 investment. (Source: elogic.co)

Marginal Utility
The additional perceived value or satisfaction a consumer attains due to purchasing or consuming one additional unit of a product. (Source: MASB)

Markdown
A profitability metric for retail products and categories. Markdown ($) = Initial price of SKU ($) – Actual sales price ($) and Markdown (%) = Markdown ($) ÷ Initial price of SKU ($). (Source: MASB)

Market Concentration
See also Relative Market Share
Another term for Relative Market Share. (Source: MASB)
Market Driven Innovation
*See also Demand-Pulled Innovation*
Another term for Demand-Pulled Innovation. (Source: MASB)

Market Evaluation
During market evaluation, the product concept undergoes extensive evaluation and research to determine its potential for meeting both customer needs and the company’s financial objectives (e.g., sales, market share, and return on investment). (Source: MASB)

Marketing
Marketing is the set of principles, techniques and studies through which is sought to improve the brand image and marketing of products or services. (Source: Zorraquino)

2 : Activities of a company that includes advertising, selling and delivering products to customers. Marketing is one of the premier components of Business Management where the companies look to target audiences by using slogans, endorsements or media exposure. (Source: TycheSoftwares)

NOTE – It is actually a way to create, retain and satisfy the customer by communicating with them, delivering their requirements and exchanging offerings that have value for them. This is achieved by implementing strategy that involves sales techniques, business communication and development. (Source: TycheSoftwares)

Marketing Accountability
Refers to the use of metrics to link a firm’s marketing actions to financially relevant outcomes and growth over time. This accountability allows marketing to take responsibility for the profit or loss from investments in marketing activities, and to demonstrate the financial contributions of specific marketing programs to the overall financial objectives of the firm, including brand asset value.

Return on marketing investment (ROMI), customer acquisition costs, and retention rates are examples of commonly employed marketing accountability metrics. (Source: MASB)

Marketing Analytics
Involves the discovery and communication of meaningful patterns in data from metrics like traffic, leads, sales, advertising, promotions, web activity, social media, and any other relevant marketing activity or financial data.

Marketing analytics can be defined by their use of mathematical distributions, statistical sources, or analytical techniques (e.g., regression) for their construction. These analytical techniques may represent the causal relationships among various conditions and actions taken to achieve specific business results, and are often used to inform future marketing actions. (Source: MASB)

Marketing At Retail
*See also Display Advertising (Point-of-Purchase)*
Another term for Display Advertising. (Source: MASB)

Marketing Attribution
The process of formulating the consumer journey from the first interaction or touchpoint to completion of the sales process whether it is a sale, a visit or other action, depending on the KPI.
Marketing Attribution Latency
See Also: Conversion Latency, Latency Period
The time between the first time a user is exposed to an advertising message, clicks on the advert or accesses the website for a product or service and the specific instance at which the conversion occurs. (Source: Zorraquino)

Marketing Audit
A marketing audit is a strategic tool that evaluates the degree of effectiveness of the marketing actions developed by a company, in order to improve them and thereby increase their profitability. (Source: Zorraquino)

Marketing Automation
Any process that carries out marketing activities automatically using software. Organizations and companies can use marketing automation to increase their speed of work, reduce repetitive tasks and introduce efficiencies. (Source: Adjust.com)

2 : Refers to the use of software to automate the marketing processes for effective marketing of goods and services on different online channels and automating repetitive tasks. Marketing automation is an integral component of Customer Relationship Management (CRM) where processes like customer segmentation, customer data integration, and campaign management can be carried out efficiently. This technology allows organizations to streamline and automate the marketing tasks and workflows and manage them. This helps them to increase operational efficiency and achieve the ultimate goal of growing the business revenue faster. (Source: TycheSoftwares)

Marketing Campaign
A planned set of activities designed to disseminate marketing messages for a brand, product or service through paid, earned and owned media. (Source: ProjectOAR)

Marketing Causals
A form of ROI which examines the cause and effect of certain marketing messages on individuals’ purchasing behavior.

Marketing Channel
See also Distribution Channel
Another term for Distribution Channel. (Source: MASB)

MarCom abbr Marketing Communications
Coordinated promotional messages and related media used to communicate with a market. Marketing communications messages are delivered through one or more channels such as digital media, print, radio, television, direct mail, and personal selling. (Source: MASB)

Marketing Communications Campaign
See also Campaign
Another term for Campaign (Source: MASB)

Marketing Concept
The underlying theme of or strategy behind, the message of a marketing campaign. (Source: ProjectOAR)
Marketing Database
A compendium of information on current and prospective customers that may include demographic data, psychographic data, purchase history, and a record of types and frequencies of interactions with the brand. (Source: MASB)

Marketing Decision Variables
Correspond to the major marketing functions that influence revenue and profit. They are summarized in the well-known Four P’s: product, price, promotion, and place (distribution). Other marketing decision variables may include service policies, credit, and so forth. (Source: MASB)

Marketing Forecasting Model
See Also: Model
An analytical technique that represents causal relationships among various conditions and actions taken to achieve specific business results, and forecast future outcomes of various potential actions and conditions. (Source: MASB)

MkIS abbr Marketing Information System
A set of procedures and methods for the regular, planned collection, analysis, and presentation of information for use in making marketing decisions. (Source: MASB)

Marketing Management
See Also: Management of Marketing
the process of setting marketing goals for an organization (considering internal resources and market opportunities), the planning and execution of activities to meet these goals, and measuring progress toward their achievement. The process should be ongoing and repetitive (as within a planning cycle) so that the organization may continuously adapt to internal and external changes that create new problems and opportunities. (Source: MASB)

Marketing Measurement
See Also: Measurement
Either the act of measuring something, or the data that results from measuring something. A marketing measurement may provide limited value until it is combined with other measurements to form a marketing metric. (Source: MASB)

Marketing Metric
See Also: Metric
A measuring system that quantifies a trend, dynamic, or characteristic. Often a metric is obtained by taking two or more measurements to create a value. (Source: MASB)

NOTE – In virtually all disciplines, practitioners use metrics to explain phenomena, diagnose causes, share findings, and project the results of future events.

MASB has identified ten characteristics of an “ideal metric” according to the Marketing Metric Audit Protocol (MMAP). (Source: MASB)

Marketing Mix
Set of variables available to a brand to achieve its marketing objectives. These variables, also known as the 4Ps for their initials, are product, price, place and promotion. (Source: Zorraquino)
2: A general term referring to all elements under the control of the marketing function at a company, such as the product, price, distribution, promotion, packaging, media plan and overall marketing strategy. These components are sometimes referred to as "marketing levers." (Source: ProjectOAR)

**MMM abbr Marketing Mix Modeling**
The analysis of time-series data to estimate the impact of marketing tactics on sales and to forecast in order to optimize future marketing tactics. (Source: TVSquared)

**Marketing Mix Models**
These are used to determine the optimal marketing mix. They take into account the market response to the various marketing mix elements and their interactions. These models include econometric market response models to the marketing mix variables of the firm (and its competitors) as well as microsimulation models, various optimization models, and customized applications of the analytic hierarchy process and other resource allocation models. (Source: MASB)

**Marketing Plan**
A document or presentation that sets out the strategy and planning to be carried out in order to achieve specific marketing objectives. Generally, to create this annual document, a market study, an analysis of the company's situation and an analysis of the competition are carried out in order to develop an action plan and a series of marketing strategies that are appropriate to the company's needs and that allow it to achieve the proposed marketing objectives. These plans are always adaptable and can be revised in real time. (Source: Zorraquino)

2: A blueprint for carrying out a marketing campaign. A detailed set of directives for the actions to be taken -- the media to buy, the activities to generate earned media, and the adjustments to make in owned media -- to accomplish a marketing objective for a brand. (Source: ProjectOAR)

**Market Position**
*See Also: Competitive Position*
A type of Competitive Position. A relative share of market, rate of change of share, variability of share across segments, perceived differentiation of quality/service/price, breadth of product, and company images. (Source: MASB)

**MQL abbr Marketing Qualified Lead**
A lead considered by a company's marketing team as a possible potential customer. MQLs are those leads that should be reached through marketing actions because they have shown interest in our products or services. (Source: Zorraquino)

**Marketing Research Objective**
*See Also: Marketing Research Problem*
A goal statement defining the business question to be answered and/or specific information needed to provide insight into the marketing research problem. (Source: ProjectOAR)

**Marketing Research Problem**
A statement specifying the business challenge to be solved with the help of insights from market research. (Source: ProjectOAR)
MROI abbr Marketing Return on Investment
See Also: Marketing ROI
The contribution to profit attributable to marketing (net of marketing spending), divided by the
marketing invested. MROI (%) = 100 x [((Incremental revenue attributable to marketing ($) x
Contribution margin (%)) – Marketing spending ($) ÷ Marketing spending ($) (Source: MASB)

NOTE – It is not like the other “return on investment” metrics because marketing is not the same kind
of investment. Instead of moneys that are “tied up” in plants and inventories, marketing funds are
typically “risked.” Usually marketing spending will be deemed as justified if the return is positive. The
purpose of the MROI metric is to measure the rate at which spending on marketing contributes to
profits. Marketing spending is typically expensed in the current period. (Source: MASB)

Marketing ROI
See Also: Marketing Return on Investment
Another term to Marketing Return on Investment. (Source: MASB)

Marketing Science
The application of the scientific method to marketing, for example through hypothesis testing,
statistical analysis and research replication. The objective is to provide valid and reliable scientific
learning on how marketing works. (Source: ProjectOAR)

Marketing Spending
An organization’s total expenditure on marketing activities. This typically includes advertising and
non-price promotion. It sometimes includes sales force spending and may also include price
promotions. To predict how selling costs change with sales, a firm must distinguish between fixed
selling costs and variable selling costs. Recognizing the difference between fixed and variable selling
costs can help firms account for the relative risks associated with alternative sales strategies. In
general, strategies that incur variable selling costs are less risky because variable selling costs will
remain lower in the event that sales fail to meet expectations. (Source: MASB)

NOTE – Over typical planning periods of a quarter or a year, fixed marketing costs might include:
- Sales force salaries and support
- Major advertising campaigns, including production costs
- Marketing staff
- Sales promotion material, such as point-of-purchase sales aids, coupon production, and
distribution costs
- Cooperative advertising allowances based on prior-period sales
Variable marketing costs might include:
- Sales commissions paid to sales force, brokers or manufacturer representatives
- Sales bonuses contingent on reaching sales goals
- Off-invoice and performance allowances to trade, which are tied to current volume
- Early payment terms (if included in sales promotion budgets)
- Coupon face-value payments and rebates, including processing fees
- Bill-backs for local campaigns (a bill-back requires customers to submit proof of performance
to receive payment or credit whereas an off-invoice are simply deducted from invoice totals).
These are conducted by retailers but reimbursed by national brand and cooperative
advertising allowances, based on current period sales.
(Source: MASB)
Marketing Strategy Development
The stage of the new-product development process in which a three-part marketing strategy plan is developed:
- Define product position, including target market size, structure, and purchasing behavior.
  Identify initial sales goals in terms of market share and profits.
- Specify year-one price and distribution strategy, and marketing budget.
- Describe ongoing marketing-mix strategy and future sales and profits.
(Source: MASB)

Martech abbr Marketing Technology
Marketing technology, also known as MarTech, describes a range of software and tools that assist in achieving marketing goals or objectives. (Source: MarketingEvolution.com)

Marketing Technology Stack
When a marketing team utilizes a grouping of marketing technologies. (Source: MarketingEvolution.com)

Market Maker
A company that accepts principal risk or matches a client order seeking to profit by continuously bidding to buy on “cross” tradable digital media at a lower price than the price at which he expects to sell it, or by selling the media at a higher price than he expects he can buy it back. Market makers can make money in both rising or falling markets, by taking advantage of the difference between “bid” and “offer” prices or spread. (Source: Mediacrossing)

Market Niche
Part of a market segment composed of members who exhibit uniform characteristics and needs which are not completely satisfied by the offer available on the market. Market niches represent an opportunity for businesses provided that they are large enough to make servicing them generate the necessary profitability. Normally the needs or demands of a market niche are highly specialized and can be particularly difficult to satisfy. (Source: Zorraquino)

Market Penetration
A measure of brand (or category) popularity. It is defined as the number of people who buy a specific brand or a category of goods at least once in a given period divided by the size of the relevant market population. Market penetration is one of the four growth strategies of the Product-Market Growth Matrix as defined by Igor Ansoff. It occurs when a company penetrates an existing market in which current or similar products already exist. The best way to achieve this is by gaining competitors’ customers (part of their market share). Other ways include attracting non-users of your product or convincing current clients to use more of your product/service. (by advertising, etc.) (Source: MASB)

Marketplace
A marketplace is a platform whose purpose is to bring together a multitude of buyers and sellers and intermediate between them, so products and services are sold through the marketplace, rather than directly from each seller's platform. Some of the most important international marketplaces are Amazon or Alibaba. (Source: Zorraquino)

Market Position
See also Competitive Position
Another term for Competitive Position (Source: MASB)
**Market Research**
The systematic process of gathering, recording, measuring and analyzing information, about consumers' needs, preferences, attitudes or behavior regarding a product, service, brand or advertisement. (Source: ProjectOAR)

**MROC abbr Market Research Online Community**
A panel of individuals who agree to be contacted repeatedly for their feedback and insight on a range of topics, typically in association with their use of a particular product or products from a specific manufacturer. Feedback may take the form of online discussion groups or online surveys, depending on the category. (Source: ProjectOAR)

**Market Segmentation Strategies**
Having segmented a market, the task is then to determine which segments are profitable to serve. The business can adopt one of three market segmentation strategies:
- Undifferentiated marketing, in which the business attempts to go after the whole market with a product and marketing strategy intended to have mass appeal.
- Differentiated marketing, in which the business operates in several segments of the market with offerings and market strategies tailored to each segment.
- Concentrated marketing, in which the business focuses on only one or a few segments with the intention of capturing a large share of these segments. (Source: MASB)

**Market Share**
The percentage of a market (defined in terms of either units or revenue) accounted for by a specific entity. In a survey of nearly 200 senior marketing managers, 67 percent responded that they found the “dollar market share” metric very useful, compared to 61% for “unit market share.” Marketers need to be able to translate sales targets into market share because this will demonstrate whether forecasts are to be attained by growing with the market or by capturing share from competitors. The latter will almost always be more difficult to achieve. Market share is closely monitored for signs of change in the competitive landscape, and it frequently drives strategic or tactical action. Unit market share (%) = \( \frac{100 \times \text{Unit sales (#)}}{\text{Total market unit sales (#)}} \)
Revenue market share (%) = \( \frac{100 \times \text{Sales revenue ($)}}{\text{Total market sales revenue($)}} \)
(Source: MASB)

**Market Share Rank**
The ordinal position of a brand in a market when competitors are arranged by size, with “1” being the largest. (Source: MASB)

**Market Testing**
The stage at which the product (with brand name and packaging) and marketing program are introduced into more realistic market settings. (Source: MASB)

**MarketView**
This is the name used by Nielsen//NetRatings for site classification. Includes the three levels (Parent, Brand, Channel) as well as Category and Subcategory. (Source: Nielsen)

**Markov Chain Attribution**
Markov chains, in the context of channel attribution, gives us a framework to model user journeys and how each channel factors into the users traveling from one channel to another to eventually purchase (or not). (Source: Medium.com)
Markup
Commonly refers to the practice of adding a percentage to costs in order to calculate selling prices. Although some people use the terms “margin” and “markup” interchangeably, this is not appropriate. To get a better idea of the relationship between margin and markup, a 50% markup on a variable cost of $10 would be $5, yielding a retail price of $15. By contrast, the margin on this item would be $5/$15, or 33.3%. The following table shows the relationship between markups and margins for various products retailing at $10. (Source: MASB)

Markup Language
See Also: HTML
Another term to HTML. (Source: MASB)

Masculinity
The perceived characteristics generally considered to define what it is to be a man. These can change according to sociological and cultural variations. (Source: corbytechmedia.weebly.com)

Maslow’s Hierarchy of Needs
A popular theory of human motivation proposed by humanistic psychologist Abraham Maslow in 1943 that suggests humans satisfy their needs in a sequential order beginning with physiological needs (food, water, sex) and ranging through safety needs (protection from harm), belongingness and love needs (companionship), esteem needs (prestige, respect of others), and finally, self-actualization needs (self-fulfillment). (Source: MASB)

NOTE – According to Maslow, as material wealth becomes decreasingly relevant to personal happiness, the desire for belonging, self-esteem and self-satisfaction becomes more important. He believed that people are not controlled by mechanical forces (the stimuli and reinforcement forces of behaviorism) or unconscious instinctual impulses of psychoanalysis alone. Placing actualization into a hierarchy of motivation was a groundbreaking idea. Self-actualization, as Maslow called it, is the highest drive, but before a person can turn to it, he or she must satisfy other, lower motivations like hunger, safety and belonging. The hierarchy has five levels:
- Physiological needs (hunger, thirst, shelter, sex, etc.).
- Safety needs (security, protection from physical and emotional harm).
- Social needs (affection, belonging, acceptance, friendship).
- Esteem needs (also called ego). The internal ones are self-respect, autonomy, achievement and the external ones are status, recognition, attention.
- Self-actualization needs (doing things)
(Source: MASB)

Mass Audience
The traditional idea of the audience as one large, homogenous group.
(Source: corbytechmedia.weebly.com)

MMORPG abbr Massively Multiplayer Role-Playing Game
CIM DEFINITION : Any of a variety of three dimensional, highly immersive, PC or console based video games where many players interact, competing or co-operating to achieve goals in real time. (Source: IAB)

2 : A video game that combines aspects of a role-playing video game and a massively multiplayer online game. As in role-playing games (RPGs), the player assumes the role of a character (often in a fantasy world or science-fiction world) and takes control over many of that character’s actions. MMORPGs are distinguished from single-player or small multi-player online RPGs by the number of
players able to interact together, and by the game’s persistent world (usually hosted by the game’s publisher), which continues to exist and evolve while the player is offline and away from the game.

**MOOC abbr Massive Open Online Courses**
An online class that allows students from anywhere to view lectures and receive instruction, usually for free. (Source: NY Times)

2 : A free online course of study offered over the internet with no limit on class size.

**Mass Marketing**
See Also: Undifferentiated Marketing
The advertising or promotion of a product, good or service that appeals to an entire market or a wide variety of audiences at once with one basic marketing strategy utilizing mass distribution and mass media with the expectation of appealing to as many people as possible.

**Mass Media**
See Also: Advertising Media, Media
Another term to Advertising Media. (Source: MASB)

**Master Ad Unit**
See: Ad Delivery Mode
The ad unit that anchors ad delivery for an ad unit group when a companion line item wins the impression for the master ad unit. The remaining ad units are filled with ads from the companion line item, as appropriate, based on the line item’s Companion Delivery Mode. (Source: OpenX)

**Master Headend**
See Also: Headend
A headend that collects television program material from various sources by satellite, microwave, fiber, and other means, and distributes this material to Distribution Hubs in the same metropolitan or regional area. A master headend MAY also perform the functions of a distribution hub for customers in its own immediate area. (Source: CableLabs)

**Master Services Agreement**
An agreement between a client and a supplier regarding terms of work. A master agreement permits the parties to quickly negotiate future transactions or agreements, because they can rely on the terms of the master agreement, so that the same terms need not be repetitively negotiated, and to negotiate only the deal-specific terms. (Source: Mediamath)

**Masthead**
The term used for the title on a magazine cover or newspaper front page. (Source: corbytechmedia.weebly.com)

**Match Rates**
Refers to the percent of users from a file that an on-boarder is able to find and anonymously tag with data. (Source: LiveRamp)

2 : Refers to the percentage of users from one file that you can find in another data set. As data onboarding becomes a core part of every marketer’s toolbox, knowing the match rate for your user set is critical for understanding the size of your addressable online audience. For example, let’s say your CRM has three million email addresses; if the match rate is 40%, you can expect your online audience—the number of users you can target – to be around 1.2 million users. (Source: TVSquared)
NOTE – As data onboarding becomes a core part of every marketer’s toolbox, knowing the match rate for your user set is critical for understanding the size of your addressable online audience. (Source: LiveRamp)

**MFX** *abbr* Material Exchange Format  
*See Also: AS-12, AS-03, Wrapper*  
A metatile format wrapper of data for digital video and audio media that supports a variety in and flexibility of file formats. This enables greater content integration for cross platform content integration.

**MathClarity**  
Proprietary Mediamath reporting tool within T1. (Source: Mediamath)

**MathSafe**  
Protocol for how Mediamath links to publisher partners, allowing clients to know that their creatives won’t be used and abused for any nefarious purposes on the publisher end. (Source: Mediamath)

**MathSelect**  
A list of brand-safe sites that Mediamath can publish on for clients who want to be sure that their ads are on safe sites. (Source: Mediamath)

**MathTag**  
Proprietary pixel technology that enables log-level data aggregation. (Source: Mediamath)

**Maturity**  
*See Also: Product Life Cycle*  
Another term for Product Life Cycle. (Source: MASB)

**Max File Size**  
In programmatic the largest file size that the publisher will accept for the specific creative for the ad unit they’ve made available. (Source: Next.Srds.com)

**Mean End Chain Theory**  
*See Also: Laddering*  
Another term for Laddering. (Source: MASB)

**MTTI** *abbr* Mean Time to Install  
The average time it takes a user to install and launch the app after the initial click of the advertisement. This metric is used, for example, to detect fraud (short MTTI may indicate fraud). (Source: IAB Mobile App Marketing Glossary Working Group)

**MTTR** *abbr* Mean Time to Repair  
In cable television systems, the MTTR is the average elapsed time from the moment a loss of radio frequency (RF) channel operation is detected up to the moment the RF channel operation is fully restored. (Source: CableLabs)

**Measured Ad Skipping**  
*See Also: Ad Skipping*  
Ad skipping based on actual Set-Top Box tune-away data. (Source: Visible World)
Measurement
See Also: Marketing Measurement
The process of ascertaining the level, efficacy or any other performance attribute through protocols, methodologies and data.

NOTE – As a distinction from attribution, measurement is more numbers based, aka the tangible results that stem from a campaign (i.e. how many people did an ad reach and how often); attribution is all about outcomes. (Source: TVSquared)

Measurement Development
The process of improving measurement reliability, predictive validity, sensitivity and calibration. (Source: MASB)

Measurement Error
An error that arises in a research study due to the way a phenomenon is measured, aside from a random or sampling error. An example is a scale with multiple questions that doesn't entirely capture the underlying construct. (Source: ProjectOAR)

Meatspace
The physical world, as opposed to the virtual world. "I'd like to know a little more before we get together in meatspace." (Source: blog.hubspot.com)

Mechanical Observation
A wide array of technologies used to collect data through a machine rather than a person. For example, a video camera or audiometer, which records when radio and television sets are turned on. (Source: ProjectOAR)

Mechanicals
In newspapers or magazines, the camera-ready, final layout of all elements of an ad, a pasteup of the typeset text and images on a sheet of paperboard on which directions for a printer may be written. Used for ads and artwork that are not produced on a computer. (Source: ProjectOAR)

2 : The final digital or photo-ready assembly of all of the elements of an ad, brochure, or other marketing material that is transmitted to the printer. This is also known as a paste-up. (Source: MASB)

Media
See Also: Advertising Media, Mass Media
Another term for Advertising Media or Mass Media (Source: MASB)

MAC Address abbr Media Access Control Address
See Also: Node
The Set-Top Box ID a unique identifying code by the manufacturer for each specific Set-Top Box. MAC Address indicates, among other things, address of the household (and the accompanying profile information that the provider will have for billing and home configuration).

2 : Media Access Control ID. Number unique to a specific Set-Top Box. May include a readable bar code label. (Source: Nielsen)

3. The ID that uniquely identified a network device (e.g., Set-Top Box or removable CableCard) (Source: FourthWall Media)
NOTE – A Set-Top Box may have several different MAC addresses depending on the number of network interfaces it has. For example, a Set-Top Box may have different MAC addresses, one for in-band and one for out-of-band tuner. (Source: FourthWall Media)

**Media Agency**
*See Also: Agency*

**Media Buyer**
Person within an ad agency whose role involves purchasing media inventory space upon which ads can be published.

**Media Center Set-Top Box**
*See Also: Set-Top Box*
The ability to link up the Set-Top Box to the computer so content can be viewed on the computer instead of via the television set.

2. Typically refers to devices such as the Media Center PC, Xbox 360 or PS3 that have the capability to provide linear TV services in conjunction with other forms of media entertainment such as music, video games, internet browsing, streaming videos (aka Netflix), etc. (Source: Rentrak)

3 : Media Center PC: a personal computer with a tuner and video card that allows the user to view Linear TV and often has a PVR to record programs as well. (Source: TIVO)

**Media Channel**
In advertising and marketing, any specific medium or platform used to reach a target audience with brand communication, such as print, television, the internet, or radio. (Source: ProjectOAR)

2 : The specific medium by which an advertiser's message is conveyed to its intended audience. Tradition channels include newspapers, magazines, billboards, direct mail, radio stations, and television stations. Online media channels include such communication vehicles as websites, social media, email, and search engines. (Source: MASB)

**Media Company**
A company that derives revenue from publishing content via one or more means of distribution, e.g., print publishing, television, radio, the Internet. (Source: IAB)

**Media Effects**
The theoretical perspective that sees a Causal relationship between media and audience, where the media in some way influences audiences. (Source: OpenTextBC.ca)

**Media Engagement**
*See Also: Engagement*
Another term for Engagement. (Source: MASB)

**Media Language**
The specific elements of a media product that communicate meanings to audiences, e.g. visual codes, audio codes, technical codes, language (Mise-en-scene, Camera, editing, Sound) (Source: corbytechmedia.weebly.com)
Media Market Maker (a/k/a the Independent Media Trader)
This is a new form of independent media agency/media trading desk that may or may not use its client’s money to buy media and audience data and charges a transparent cost-plus fee. A media market maker may use its own capital to buy media at its own risk seeking to resell this media to a buyer for a profit. With sufficient volume of transactions, a media market maker can be successful on thinner profit margins than most other market participants. The effect of this risk-bearing role is to significantly narrow the spread between what the advertiser pays for a given result and what publishers receive for delivering the ad opportunity. Moreover, the market making role of a media market maker ensures the likelihood of higher fill rates and eCPMs for publishers. (Source: Mediacrossing)

Media Mix
The distribution of time and money allocated among TV, radio, print and Internet advertising that makes up the total advertising budget of an advertiser, agency or media buyer. (Source: TVB)

2 : A combination of media used for a particular schedule / campaign (Source: Nielsen)

MOD abbr Media on Demand
A media distribution system that allows users to access video, audio, and other types of content without the constraints of a predetermined release schedule. MOD content is available to the user at the time of their choosing. (Source: MASB)

Media Optimization
See Also: Optimization, Campaign Optimization
Media optimization involves the use of models that require the input of media audience and cost data for all qualified measured media vehicles, and the input of the brand’s requirements in terms of budget, target audience, reach / frequency, and other factors. The models typically involve a complex set of equations which considers all of this input, and outputs one or more “best schedules” within the pre-determined budget and timing constraints. (Source: TRA)

Media Outlet
An organization that regularly produces information, news, entertainment and ad messages; including print publications, electronic newsletters, websites, billboard, radio stations, as well as broadcast and cable TV stations. (Source: ProjectOAR)

Media Owner Cooperative
Partnership between media owners through which they offer premium inventory in controlled auction environments; typically affiliated with a supporting tech platform. (Source: MAGNA Global)

Media Ownership
When a conglomerate own smaller companies in various media industries. (Source: corbytechmedia.weebly.com)

Media Plan
See Also: Media Planning
An overview of all active brand campaigns including current strategies as well as real-time media buys. (Source: Mediamath)

2 : The strategy and detailed allocation of advertising placement in specific media and media vehicles, usually designed to reach a target audience. Often includes multiple media channels. (Source: ProjectOAR)
3: A tool used to plan communications strategically. It allows to organize campaigns and define the actions to be carried out in a way that helps to reach the largest number of people within a target audience. (Source: Zorraquino)

**Media Planning**
*See Also: Media Plan*
Involves the determination of advertising objectives, advertising strategies and advertising tactics relating to the advertising media to be used by specific clients. A media plan includes a statement of objectives, target market definition, types of advertising media to be used, and the amount of resources to be allocated to each (the media mix), and a specific time schedule for the use of each media vehicle. (Source: MASB)

**Media Platform**
The range of different ways of communicating with an audience, for example newspapers, the Internet, and television. (Source: corbytechmedia.weebly.com)

**MRC abbr Media Rating Council**
A non-profit industry association established in 1964 composed of leading television, radio, print and internet companies, as well as advertisers, advertising agencies and trade associations whose goal is to ensure measurement services that are valid, reliable and effective. The MRC performs audits of Internet measurements as well as traditional media measurements. (Source: MRC)

2: A body whose mission is to secure audience measurement that is valid, reliable, and effective. (Source: Tubemogul)

**Media Savvy**
Able to understand how the media works and is able to use and manipulate the media to their own advantage. (Source: Mediacrossing)

**Media Spend**
The amount of money that an advertiser is willing to spend on a media or advertising platform whether in a campaign, flight or interval of time.

**Media Strategy**
*See Also: Flighting*
A critical part of the marketing/communications plan that offers detailed recommendations for how the advertisement will be delivered and identifies the reasoning behind those recommendations to effectively reach the brand’s target as defined. A media strategy includes spending levels, periods of time over which the advertising will be delivered and the media channels which will be used. (Source: ProjectOAR)

**Media Synchronization**
*See Also: Synchronization*
Adjusting the relative timing of different streams of content so that they align and can be consumed in real time.

**Media Target**
*See Also: Target Audience, Target Market*
Mediation
See Also: Ad Mediation
The way in which a media text is constructed in order to represent a version of reality; constructed through selection, organization and focus. (Source: corbytechmedia.weebly.com)

Mediation Platform
Mediation platforms centralize access to multiple ad networks in one SDK integration, leveraging an optimization algorithm to determine which mediated ad network can fill the app developer’s inventory with the highest CPM. (Source: Adjust.com)

Media Trading Desk
A media trading desk is typically a service-based organization that provides a managed service layer overlaying or interfacing to one or a number of demand-side platforms (DSP) or trading platforms. Through the trading desk, the marketer or its representative media agency can programmatically obtain audience-based, bid-based, and guaranteed ad inventory. (Source: Mediacrossing)

Media Vehicle
A specific television program, digital media, newspaper, magazine, radio station, outdoor advertising location, etc., that can be employed to carry advertisements or commercials (or any other marketing communications). For example, The New Yorker magazine is a media vehicle in the magazine category of advertising media. (Source: MASB)

Media Weight
The total impact of an advertising campaign in terms of the number of commercials, insertions, reach or frequency achieved, etc. (Source: Nielsen)

Medium
A channel or system of communication, information, or entertainment – compare mass medium. (Source: Merriam-Webster)

2 : A publication or broadcast that carries advertising. (Source: Merriam-Webster)

3 : A mode of artistic expression or communication. (Source: Merriam-Webster)

4 : The plural of Media. (Source: ProjectOAR)

Medium Rectangle
300x250 online ad unit. An IAB standard.

Meformers
See Also: Informers
Those who use social media platforms such as Twitter to pass along information only about themselves.

Mb abbr Megabit
See Also: Bitrate, Kilobits Per Second, Bits Per Second
$10^6$ bits of information (usually used to express a data transfer rate; as in, $1$ megabit / second = $1$Mbps). (Source: itvt.com/glossary)
**MB abbr Megabyte**
A multiple of the unit ‘byte’ for digital information, used to quantify computer memory or storage capacity equal to 1,000 kilobytes (or technically, $2^{20} = 1,048,576$ bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte) (Source: IAB)

**MEG Stream Data**
Data streams that are transferred at a high-speed and controlled by the clock in the system generating the data. Used to transfer HDTV application, for example. The exact rate can vary for different data streams of the same size.

2 : Cisco term for Mega Event Generator.

**MGM abbr Member Get A Member**
Type of marketing strategy focused on facilitating clients or members of an organization to bring new members or customers. They usually offer an advantage or a prize to the person acting as a promoter, which can be a discount, a gift or some other type of recognition. (Source: Zorraquino)

NOTE – The specialists distinguish this type of campaigns from the "refer-a-friend" strategies, in which the people who bring new clients do not necessarily have to be, themselves, previous clients. (Source: Zorraquino)

**Meme**
An idea, behavior, or style that spreads from person to person within a culture. It acts as a unit for carrying cultural ideas, symbols, or practices that can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable phenomena with a mimicked theme. Supporters of the concept regard memes as cultural analogues to genes in that they self-replicate, mutate, and respond to selective pressures. (Source: Wikipedia)

2 : Memes on social media are funny pieces of text, videos, or images that go viral and let users get in on the joke by creating their own variations and sharing them. (Source: Falcon.io)

3 : An online meme is a joke or comment made for sharing on social networks. It usually appears in the form of a graphic or GIF with text above the image or superimposed. (Source: Blog.Hootsuite.com)

**Memorability**
Being remembered, or the ability to memorize the processes and features offered by a website or application after leaving it and then returning to it after a time. It is one of the principles of usability described by Jakob Nielsen. (Source: Zorraquino)

**Memory**
In media and market research, the process of storing and retrieving discrete pieces of information about a brand, product, service or message. Memory can be measured in several ways, including conscious methodologies such as the self-reporting of recall of specific stimulus features, or nonconscious methodologies such as Electroencephalography (EEG). (Source: ProjectOAR)

**Memory Activation**
The activity of the neural circuits related to memory processes in the brain. Memory activation includes both the formation and retrieval of memories and involves multiple brain areas. In advertising and marketing, memory activation can reflect message engagement and increase the
probability that the ad or other marketing communication has had an impact on brand perceptions and desirability. (Source: ProjectOAR)

**Memory Chips**
An integrated circuit made out of millions of capacitors and transistors that can store data or can be used to process code. Memory chips can hold memory either temporarily through random access memory (RAM), or permanently through read only memory (ROM). Memory chips come in different sizes and shapes. Some can be connected directly while some need special drives. Memory chips are essential components in computer and electronic devices in which memory storage plays a key role. (Source: Techopedia)

**Memory Encoding**
See Also: Memory Activation
The process of memory formation in the brain for future use. (Source: ProjectOAR)

**Memory Structures**
The process of forming, storing and retrieving memory, both in the brain and artificially with computers or data bases. How we remember things is based upon a complex brain structure that processes information of all types, including sensory, emotional and cognitive responses to experiences. Part of the "structure" of memory refers to the different types which are classified as "short term" (e.g., what you had for breakfast this morning) "long term" (e.g., your favorite teacher in high school) and "sensory" (e.g., how sand feels on your toes). (Source: ProjectOAR)

**Mention**
The act of tagging a user in a social media message. Sometimes called @ mentions, these usually trigger a notification for that user and allow your audience to click through to their bio or profile. (Source: Blog.Hootsuite.com)

**Menu-Driven Interface**
See Also: User Interface, Command-Driven Interface
A type of user interface in which you select command choices from various menus displayed on the screen. (Source: Webopedia)

**Merchandise**
(noun) Goods to be bought or sold. (verb) To promote the sale of goods (see merchandising) (Source: MASB)

**Merchandise Shopping**
See Also: Comparison Shopping
Another term for Comparison Shopping. (Source: MASB)

**Merchandising**
The set of commercial techniques applied at the point of sale in order to achieve more sales, improve customer relations and enhance brand image. (Source: Zorraquino)

2 : A term of many varied and not generally adopted meanings. It may relate to the promotional activities of manufacturers that bring about in-store displays, or identify the product and product line decisions of retailers. (Source: MASB)

**Merchant**
A business unit that buys, takes title to, and resells merchandise. (Source: MASB)
Merchant Account
A type of business bank account that allows businesses to accept and process payments through debit or credit cards. Therefore a merchant account is an agreement between a retailer, the merchant bank and payment processor to settle transactions via debit or credit cards. (Source: TycheSoftwares)

NOTE – Merchant accounts are a must for online businesses which means if you want to operate an eCommerce business that allows card payments, then you need at least one internet merchant account to serve the purpose. First, the money of the purchased goods get deposited in the merchant account and then eventually gets transferred to the business bank account. This transfer usually occurs on daily or weekly basis. (Source: TycheSoftwares)

Merchant Middleman
A middleman who buys goods outright and takes title to them. (Source: MASB)

Merchant Wholesaler
A wholesaler who takes title to the products it sells. (Source: MASB)

Mere-Exposure Effect
Tendency for people to feel positively toward a brand, product or service solely because of repeated exposure to it. (Source: ProjectOAR)

Merger
The joining together of two or more independent business organizations into a single entity. (Source: MASB)

Merit Action
The action that a visitor must take in the funnel in order to receive a conversion credit.

Message
The underlying idea or theme that an ad or ad campaign is intended to convey to the target. (Source: ProjectOAR)

Message Argument
A statement of the customer benefit and the specific product performance characteristic that delivers that benefit. (Source: MASB)

Message Board
See Also: Internet Forum

Message Digest
See Also: Hash Value, Checksum
A cryptographic hash function containing a string of digits created by a one-way hashing formula. (Source: Technopedia.com)

NOTE – Message digests are designed to protect the integrity of a piece of data or media to detect changes and alterations to any part of a message. They are a type of cryptography utilizing hash values that can warn the copyright owner of any modifications applied to their work. Message digest hash numbers represent specific files containing the protected works. One message digest is assigned to particular data content. It can reference a change made deliberately or accidentally, but it
prompts the owner to identify the modification as well as the individual(s) making the change.
Message digests are algorithmic numbers. (Source: Technopedia.com)

**Message Recall**
A measurement used to evaluate an ad’s effectiveness at driving a viewer’s ability to remember a brand or the message. (Source: Tubemogul)

**Messaging Apps**
Software that allows the exchange of instant written (text) messages between two or more people over the internet using different devices.
NOTE – Although the term may refer to instant messaging or e-mail software, it often refers to the texting app built into every cellphone and smartphone or to a third-party app that is used in lieu of the carrier’s app. (Source: YourDictionary)

NOTE – Examples include Kik, GroupMe and Twitter

**Messenger**
Facebook’s instant messaging app. Originally called Facebook Messenger; the app allows Facebook users to send direct messages to each other through a mobile device. Users can also use Messenger through a desktop web browser. (Source: Blog.Hootsuite.com)

**Metaball**
A surface defined about a point specified by a location, a radius, and an “intensity.” When two metaballs come in contact, their shapes blend together. (Source: freeflyvr)

**Metadata**
*See Also: Ad-ID, Data About Data, Digital Watermarking, Metadata, Program Code, Watermark*
Bits and packets of data that can be used for a variety of purposes including market positioning, advertiser commercial tracking, viewership etc., Data that assigns meaning to other data.

2 : The information used in describing VOD assets, including marketing and functional information.

3 : Data that’s typically used to describe the property of a piece of content such as broadcast programming, VOD, interactive applications, advertising enhancements. (Source: FourthWall Media)

4 : Data that provides information about other data. In the media ecosystem, metadata generally refers to information about content, such as title, sources, actors and other attributes. Measurement data may be associated with content metadata to provide context to the measurements. (Source: MRC)

5 : This includes descriptions of the characteristics of information, such as quality, origin, context, content and structure. (Source: Mediamath)

**Metallic Distortion**
In virtual reality, it is the noise interference or degraded performance in electromagnetic trackers when used near large metallic objects. (Source: freeflyvr)

**Metaphor**
In the creative genre, a type of executional component used in advertising that leverages figures of speech or images to help explain an idea or comparison through a symbolic representation which is not literally applicable to a brand, product or service. For example, an advertisement for a headache
remedy that shows jackhammers hovering in the background to represent the feeling of a headache. (Source: ProjectOAR)

**Metaphor Technique**
See Also: Storytelling Technique
A method used in a research interview that employs the use of multiple images to explore hidden thoughts and underlying cognitive patterns that lead to the customers’ feelings, attitudes and views. Often involves the use of participant collages, either during the research interview (based on images provided by the moderator) or in an at-home exercise that is brought in for discussion. (Source: ProjectOAR)

**Meta Tag**
Contain text that describe the content of a web page. The `<meta>` tag is a section of code that appears in the `<head>` portion of an html document, which is used to describe the document and its style attributes, but does not appear on the web page itself. (Source: MASB)

**Meta Title**
The meta title is the HTML tag used to designate or set the title of a page. Meta titles are generally visible in blue and in the form of a title when searching in search engines and are characterized by being the place where you click to access a page. (Source: Zorraquino)

**Metaversal**
Pertaining to the Metaversa

**Metaverse**
A philosophical underpinning of virtual reality; Forbes defines it as a "collective virtual reality," but there's plenty of debate about what that applies to and really, what exactly that is. (Source: TechRepublic)

2 : A collective virtual shared space, created by the convergence of virtually enhanced physical reality and physically persistent virtual space, including the sum of all virtual worlds, augmented reality, and the Internet. The word "metaverse" is made up of the prefix "meta" (meaning beyond) and the stem "verse" (a backformation from "universe"); the term is typically used to describe the concept of a future iteration of the internet, made up of persistent, shared, 3D virtual spaces linked into a perceived virtual universe. (Source: Wikipedia)

**Metering / Meter**
Any automatic recording device which, when connected to a television set, will monitor the tuning status of that TV set (set on/off, time, duration and channel). (Source: Nielsen)

**Methodological Pluralism**
See Also: Pluralistic Research
Recognizing, understanding and using a range of methodologies other than one's own preferred methodology.

**Methodology**
The employment of specific procedures, protocols or techniques used to identify, select, process, analyze the information and results regarding a specific subject. Quality methodology lends to validity and reliability.
Metric
See Also: Marketing Metric
Another term for Marketing Metric. (Source: MASB)

MMAP abbr Metric Audit Protocol
The Marketing Accountability Standards Board’s formal process for connecting marketing activities to the financial performance of the firm.

The process includes the conceptual linking of marketing activities to intermediate marketing outcome metrics to cash flow drivers of the business, as well as the validation and causality characteristics of an ideal metric. Cash flow both short-term and over time is the ultimate metric to which all activities of a business enterprise, including marketing, should be causally linked through the validation of intermediate marketing measures.

The process of validating the intermediate outcome measures against short-term and/or long-term cash flow drivers is necessary to facilitate forecasting and improvement in return. “Intermediate marketing outcomes” refer to measures such as sales volume, price premium, and market share. (Source: MASB)

Metrics
See Also: Vanity Metrics
A calculate-able compendium of measurable data points delivered in standardize-able, reproducible solutions.

2 : Information and data that is either provided by the publisher or a third party in order to give buyers more information about the site, its visitors and site usage. (Source: Next.Srds.com)

3 : A social media metric is a statistic that measures the performance of posts, ads, or overall account. (Source: Falcon.io)

4 : A quantitative measure of social media success based on real numbers that can be tracked and measured over time.

NOTE – Vanity metrics include ego-boosting engagement statistics like comments, shares, and likes. Other metrics, like conversion rate, can help prove social return on investment. (Source: Blog.Hootsuite.com)

Metro Area
A U.S. Government definition; the counties that comprise each Standard Metropolitan Statistical Area. (Source: TVB)

MSA abbr Metropolitan Statistical Area
A freestanding metropolitan area surrounded by non-metropolitan counties, including a large central city or urbanized area of 50,000 or more people. (Source: MASB)

Microblogging
Online publishing of very brief, spontaneous posts to a public Website, usually via a mobile device or wirelessly connected laptop. (Source: IAB)
Microcopy
Small fragments of text which, located at a critical location on our website or app - such as a purchase or subscription form – help eliminate any potential doubt and provide precise instructions so that users can complete the task required. In the case of purchasing forms, strategically positioned microcopy can help reduce the shopping cart abandonment rate. (Source: Zorraquino)

Micro Environment
Set of elements, internal or close related to the company, that can directly influence their market decisions. It includes elements such as suppliers, intermediaries, customers, competitors and other factors specifically related to the market in which the company operates. (Source: Zorraquino)

Micromarketing
See Also: Niche Marketing
An approach to advertising that tends to target a specific group of people in a niche market. (Source: Investopedia)

Micro Moments
Occur when people reflexively turn to a device – increasingly a smartphone – to act on a need to learn something, do something, discover something, watch something, or buy something. They are intent-rich moments when decisions are made and preferences shaped. (Source: Google)

Microsegmentation
An approach to market segmentation in which a business’ customers are grouped into segments based on their geography, demographics, lifestyle, and behavior. This allows the marketer to target each group (or even individuals) based on their specific wants and needs. (Source: MASB)

Microsite
A highly customized website (internet) or channel (television) destination.

2 : An overlay application, possibly implemented in EBIF, that provides multiple pages of text and graphics describing an advertised product or service. Clickable soft buttons for additional functions may also be provided (e.g., Click-To-Call, telescope to long form video advertising, Bookmark, request further information, etc.). (Source: FourthWall Media)

3 : Multi-page ads accessed via click-through from initial ad. The user stays on the publisher's Web site, but has access to more information from the advertiser than a display ad allows. (Source: IAB)

4 : A web page or a small cluster of pages that acts as a supplement to the primary website. It is a specific content site which is designed to live outside of the company parent website and has a separate URL than its homepage. Also called a Minisite and used for branding or promotion purpose. For example, some companies use them to highlight a specific campaign or target specific buyer personas while others use them to narrate a short story or to inspire a specific call-to-action. (Source: TycheSoftwares)

NOTE – Such sites usually comprises of Tweet and Follow Us buttons that work as call-to-action with no navigation bar or any links to go to other websites. Microsites have less complicated design and have specific targeted information that serves the purpose. (Source: TycheSoftwares)

NOTE – MicroSite is one of the types of AdWidget templates provided to advertisers in FourthWall Media's AdWidgets System. (Source: FourthWall Media)
Microtrend
Microtrends are one-off, short-lived trends in specific markets or sectors. Microtrends are renewed at a faster rate than macrotrends and are generally local in scope. (Source: Zorraquino)

Midday
Local newscasts that normally air between noon and 1 p.m. Part of the daytime programming daypart. (Source: StateoftheMedia.org)

Middleman
(Retailing) A business concern that specializes in performing operations or rendering services directly involved in the purchase and/or sale of goods in the process of their flow from producer to consumer. (Channels of Distribution) An independent business concern that operates as a link between producers and ultimate consumers or industrial users. There are at least two levels of middlemen: wholesalers and retailers. (Source: MASB)

MOFU abbr Middle of the Funnel
Second stage of the sales funnel, where potential buyers have already discovered what they want and travel down the funnel to reach the intermediate part, where they weigh up different options. At this stage, more specialist content is required, in exchange for which users supply their data and become a lead. This is an audience that is more decided and that has shown an interest, and they need to be shown the benefits of the product or service. (Source: Zorraquino)

2 : Refers to a stage where marketers publish and distribute content that align to a buyer’s needs in order to engage them with your brand. Here there are 3 phases before you can achieve your business goal which are:
- 1) Marketing the relevant products or features
- 2) Measuring the prospect’s willingness to buy
- 3) Heading the right prospects closer to purchase
This is also called as Sales Funnel or a Buying Funnel. The Mid-Funnel tactics include Email Marketing, Marketing Automation, Webinars etc. (Source: TycheSoftwares)

Middleware
General term for software programming that serves to connect to or communicate between two or more software applications so they can exchange data.

2 : Software that resides on a Set-Top Box that enables viewer measurement and advanced advertising capabilities, including interactivity and addressability. Middleware software additionally enables Set-Top Box data to be sent back to the distributor platform or to third party research companies. (Source: Nielsen)

3 : In the digital cable context, it is a standard software platform on which MSO and 3rd party applications can execute identically, irrespective of STB or operating system software. The emerging standards are now EBIF for all STBs, and also Tru2Way on advanced STBs. (Source: FourthWall Media)

NOTE – Middleware sits between the system software (OS or firmware) and the application. (Source: Invidi)
Middleware Layer
See Also: Middleware
Another name for Middleware since Middleware is a layer on the system applications that form the Set-Top Box.

MPU abbr Mid-Page Unit
Same as a medium rectangle ad – a banner (advertisement) size of (w) 300 x (h) 250 (in pixels).

Mid Roll Advertising
See Also: Video On-Demand Advertising, Pre-Roll, Post-Roll
Ad content that is inserted within a program as in the middle of the video, in On-Demand content.

1 : An advertisement that is played at point(s) defined after the beginning and before the end of the VOD content that a viewer requests.

2 : Form of online video ad placement where the ad is played during a break in the middle of the content video. (Source: IAB)

3 : A linear video spot that appears in the middle of the video content. (Source: Mediamath)

Mid-Tier Inventory
Inventory that is considered neither premium (the best) or remnant / bottom tier (the worst).

Millennial
Generation immediately prior to Generation X that tends to include those between 1982 and 2000, although there is no consensus regarding dates. This generation is characterized by its intensive use of social networks, Smartphones and a strong attachment to technology. (Source: Zorraquino)

2 : The generation born between approximately 1980 and 1994. Millennials are typically noted for computer literacy, racial and ethnic diversity, and a lack of brand loyalty. Other terms for this group include “Echo Boomers” and “Generation Y.” (Source: MASB)

Mind Cloning
A digital copy of your mind outside your body as part of virtual reality.

Mind Copying
Another term for Mind Uploading.

Mind Loading
Also known as Virtual Mind Loading. Refers to the uploading of fact databases directly into the human brain to avoid the monotony and drudgery of traditional education.

Mind Transfer
Another term for Mind Uploading.

Mind Uploading
The hypothetical process of scanning mental state (including long-term memory and "self") of a particular brain substrate and copying it to a computational device, such as a digital, analog, quantum-based or software-based artificial neural network. The computational device could then run a simulation model of the brain's information processing, such that it responds in essentially the same
way as the original brain (i.e., indistinguishable from the brain for all relevant purposes) and experiences having a conscious mind. (Source: Wikipedia)

**Miner**
In Blockchain, miners cycle through various values of a nonce to try to find a rare hash value in a proof-of-work blockchain. (Source: ShellyPalmer.com Blockchain Glossary)

NOTE – A miner gathers candidate transactions for a new block, adds a piece of data called a nonce, and executes a cryptographic hashing function. The nonce is varied and the hashing continues. If the miner “wins” by finding a hash value that is very small, the miner receives a direct reward in newly minted cryptocurrency. A miner also earns an indirect reward, collecting fees for the transactions included in their block. (Source: ShellyPalmer.com Blockchain Glossary)

**Miner Extractable Value**
The profit derived by a miner. For example, the miner could front run a pending transaction they believe will increase the price of the cryptocurrency (e.g., a large buy). (Source: ShellyPalmer.com Blockchain Glossary)

**Minification**
The practice of removing unnecessary characters from code to reduce its size, removing unnecessary spacing, and optimizing the CSS code; thus improving load times. (Source: IAB)

**Minimal Effects Model**
A variety of media effects where the influence is not powerful enough to entirely overturn audience reaction. The flipside of this is the strong effects model where the media influence is strong enough to alter audience reactions. (Source: OpenTextBC.ca)

**Minimum Bid**
The minimum price that must be bid for an offered impression package to be accepted by the seller.

**Minimum Bid Formula**
*See Also: Ad Position, Keyword-Targeted Ad Eligibility*
One of four different parts to a quality score that are formulated in different ways. Minimum Bid Formula is the click through rates of the advertisement in the past. (Source: Brickmarketing)

NOTE – The four parts of the ad quality score are minimum bid, ad position, keyword-targeted ad’s eligibility and whether an ad will appear on a page or not. Includes the click-through rates, the relevance of the keywords used on the advertisement to the group the advertisement belongs to, The quality of the advertisement landing page, the account history, which is measured by click through rates and the keywords used. Other relevant factors to Google.com or whichever search engine is being used to get a quality score. (Source: Brickmarketing)

**Minimum Buy**
A requirement by some content providers, publishers or programmatic partners for a minimum spend on an order for an advertiser to purchase inventory on their platforms or services or space on their website or on a specific ad unit.

**Mint**
In Blockchain, an action that increases the supply of tokens and is the opposite of burn. Minting often occurs when a user enters a pool and acquires an ownership share. Minting and burning are
essential parts of noncollateralized stablecoin models (i.e., when stablecoin gets too expensive more are minted, which increases supply and reduces prices). Minting is also a means to reward user behavior. You mint NFTs as well as cryptocurrencies created in many Layer 2 solutions. (Source: ShellyPalmer.com Blockchain Glossary)

**Mirror Site**
A server which contains a duplicate of another WWW or FTP site. Mirror sites are created when the traffic on the original site becomes too heavy for a single server. Often mirror sites are located in different geographic areas allowing users to choose the site closest to them. (Source: AAI.ie)

**Misappropriated Content**
The unauthorized use of another entity's name, likeness, content or identity without permission, resulting in harm to that person or business entity.

**Mise-En-Scene**
In analysis of moving image products, how the combination of images in the frame creates meaning; how individual shots in a film or photograph have been composed. (Source: corbytechmedia.weebly.com)

**Misrepresentation**
Certain social groups (usually minority groups) may be represented in a way that is inappropriate and not based on reality. (Source: corbytechmedia.weebly.com)

**Misshipments**
Shipments that fail to arrive on time or in the proper quantities. (Source: MASB)

**MR abbr Mixed Reality**
Usually refers to a hybrid environment, merging real and virtual worlds, to produce new environments and visualizations where physical and virtual elements co-exist in real time and interact in a single, end-user experience. (Source: ProjectOAR)

**Mixing**
The editing process in which sounds are combined in an audio or video ad. (Source: ProjectOAR)

**MMAP Metric Catalog**
A listing of marketing metrics that provide detailed documentation regarding the psychometric properties of the measures and specific information with respect to reliability, validity, range of use, sensitivity – particularly in terms of validity and sensitivity with respect to financial criteria. (Source: MASB)

NOTE – Most commercial providers offer little detail about their measures. Most of the publicly available information focuses on integrated suites of products and services with little technical information or reference to characteristics of specific measures that would allow profiling according to MMAP. MMAP Characteristics: MASB has identified ten characteristics of an "ideal metric":
- Relevant: addresses and specific pending action
- Predictive: accurately predicts outcome of pending action
- Objective: not subject to personal interpretation
- Calibrated: means the same across conditions, categories, and cultures
- Reliable: dependable and stable over time
- Sensitive: identifies meaningful differences in outcomes
- Simple: uncomplicated meaning and clear implications
LEXICON 4.0

- Causal: course of action leads to improvement
- Transparent: subject to independent audit
- Quality assured: formal and on-going processes to assure the previous 9 characteristics.

(Source: MASB)

Mnemonic
See Also: Memory Encoding
In advertising and marketing, a memory device that aids memory formation and information retention. Examples include patterns of letters, associations, songs, rhymes, images or phrases that assist in remembering something. (Source: ProjectOAR)

Mobile
A small, handheld computing device, that usually has a touch-display screen and/or a mini keyboard. While all publishers do not currently offer ad inventory on mobile, this number is increasing over time. (Source: Next.Srds.com)

2 : Media that is consumed outside of stationary traditional channels including tablets, cellular devices and laptops. (Source: Mediacrossing)

Mobile Ad Fraud
The attempt to defraud advertisers, publishers or supply partners by exploiting mobile advertising technology. The objective of fraudsters is to steal from advertising budgets. Types of mobile ad fraud include click spam, click injection and SDK spoofing. (Source: Adjust.com)

NOTE – Mobile ad fraud can take a number of different forms, from faked impressions, click spam or faked installs. For example, fraudulent publishers seeking to benefit from false impressions may stuff adverts into a single pixel, or deliberately align an advert out of view to generate views or impressions that never took place. (Source: Adjust.com)

Mobile Advertising
Advertising that is displayed on mobile phones. (Source: ProjectOAR)

Mobile Ad Viewability
An advertising metric that aims to track only impressions that can actually be seen by mobile users. (Source: Cynopsis)

NOTE – The Media Rating Council recently proposed guidelines stipulating that a viewable impression has taken place after fifty percent of a mobile ad has been viewable to a user for either one second (for static ads) or two seconds (for video ads). (Source: Cynopsis)

Mobile App
See Also: Smartphone App
A software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers. (Source: Techtarget)

Mobile App Ads
Advertising that appears within apps.

NOTE – App developers looking to earn revenue from ads typically partner with a mediation platform that aggregates various ad networks and integrate its SDK into their tech stack. The mediation platform will use its waterfall, in-app bidding, or hybrid monetization technology to automatically find
the highest bidding ad network, and serve the ad in the developer’s app. The app developer chooses at what points the ads appear in their app, which types of ad units are shown, and the frequency and timing between each one. These variables – placement, frequency, and timing between each ad – are crucial parts of a developer’s monetization strategy and should be A/B tested rigorously. Developers earn money from ads after their users view them or complete a specific action. For system-initiated mobile app ads like interstitials, developers earn revenue when an impression is registered, in other words when users view the ad. For user-initiated mobile app ads, like rewarded videos, developers earn revenue once the video is completed. (Source: is.com)

**Mobile App Engagement**  
Measures the degree of user interaction with an app. (Source: is.com)

**Mobile App Growth**  
Encompasses the marketing strategies for retaining an app’s user base and acquiring high quality users who generate more revenue than they were bought for in the long term. Optimizing mobile app growth strategy will ensure that the app stays relevant in this competitive landscape. (Source: is.com)

**Mobile App Marketing**  
A type of marketing that aims to drive app installs or higher user engagement or revenue from existing app users. (Source: IAB Mobile App Marketing Glossary Working Group)

**Mobile App Metrics**  
*See Also: App Metrics*

**Mobile App Retention**  
Refers to an app’s ability to keep users coming back, and is important because it shows app developers exactly what day in the app lifecycle users begin dropping off and offers insight as to why some don’t return. (Source: is.com)

**Mobile App User Acquisition Marketing**  
A form of marketing that aims specifically to drive app installs. (Source: IAB Mobile App Marketing Glossary Working Group)

**Mobile Attribution Manipulation**  
The deliberate and fraudulent practice of unnecessarily serving mobile ads to users who are close to conversion, thus misattributing credit for conversions and app installs. (Source: is.com)

NOTE – The culprits subsequently make money from app-install revenues and inflated mobile ad spend. Attribution fraud is a common mobile ad fraud practice and can affect a significant amount of mobile ad spend. (Source: is.com)

**Mobile Attribution Window**  
The time period advertisers pre-set in which publishers can claim credit for a conversion and ultimately be attributed for the install. The attribution window, or conversion window, begins the moment the ad is served – from there, the publisher has a pre-defined number of days or hours in which they can be attributed for the conversion, and get paid by the advertiser. (Source: is.com)

**Mobile Bid Adjustments**  
Allows advertisers to increase or decrease their bids for ad groups or campaigns in order to change how frequently their ads are viewed, according to where, when, and how people search. (Source: is.com)
**M-Commerce** *abbr Mobile Commerce*
Short for Mobile Commerce, it is the ability to conduct monetary transactions via a mobile device, such as a WAP-enabled cell phone. (Source: IAB)

2 : Term to designate electronic commerce where the transactions are carried out using a mobile telephone or other wireless mobile device, irrespective of whether the purchase is made through a browser or a native app. (Source: Zorraquino)

3 : Refers to the use of wireless handheld devices for buying and selling of goods and services online. These wireless electronic devices are mobile phones, smart phones, tablets or personal digital assistants (PDAs). (Source: TycheSoftwares)

NOTE – Mobile commerce was originally coined by Kevin Duffey at the launch of the Global Mobile Commerce Forum in 1997, where he mentioned about delivery of eCommerce capabilities in the consumer’s hand via wireless technology. It simply means ‘A retail outlet in a customer’s pocket.’ (Source: TycheSoftwares)

**Mobile CPA (Cost Per Action)**
A pricing model used in mobile marketing and user acquisition campaigns that stands for Cost Per Action. Running with this pricing model, advertisers choose a post-install action to measure and only pay for users who complete that action – for example, registering, making a first purchase, reaching a certain level, or signing up for a free trial. (Source: is.com)

**Mobile CPI (Cost Per Install)**
A pricing model in which app advertisers pay each time a user installs their app from their ad. Ultimately, CPI mobile advertising is used to ensure that developers are not paying for installs that never get opened. CPI can also determine the success and sustainability of a campaign. (Source: is.com)

**Mobile Delivery Platform**
The middlemen that help mobile operators (such as Verizon) and device manufacturers (such as Samsung) connect advertisers with users of mobile devices. For mobile advertisers, mobile delivery platforms provide an opportunity to diversify their marketing basket, so they’re not relying solely on traditional channels such as Facebook and Google, and reach users at valuable moments. (Source: is.com)

**Mobile Device ID**
A unique customer identifier used to distinguish a mobile device. It could be an IDFA (Identifier for Advertisers) or an Android Ad Id. (Source: Google)

**Mobile DTV**
Technology that allows the transmission of over-the-air broadcast programming to cellphones and other hand-held devices. (Source: StateoftheMedia.org)

**Mobile Game Business Models**
A monetization strategy developers use to drive revenue for their app. They can either choose to monetize through a one-time payment, in-app purchases (also known as microtransactions), or via ad monetization. One-time payments relate to premium paid apps, essentially meaning users get your game for an upfront price. In-app purchases and ad monetization offer a more recurring revenue stream, increasing user engagement, platform experience, and in-game earnings. (Source: is.com)
Mobile Game Marketing
The effort to craft a holistic marketing plan and execution for a mobile app game.

NOTE – You must first know your target audience. With an audience in mind, start marketing your game with a soft-launch, essentially releasing your app to a lucky few in advance of a full launch. You can also push it on social media, contact the press to write content such as blogs and app reviews, and create a landing page to funnel users to your app. Utilize these techniques as the foundation for a solid mobile game marketing campaign. (Source: is.com)

Mobile Game Monetization
The effort by which game developers monetize their product. There are various forms of app monetization, including in-app ads, in-app purchases, one-time payments, and subscriptions. (Source: is.com)

mGDN abbr Mobile Google Display Network
An inventory of mobile websites that serve Google ads. It is best used for text and banner ads. (Source: Kochava)

M-Marketing abbr Mobile Marketing
Relates to any promotional activity that takes place on smartphones and other handheld devices, including tablets and other cell/mobile phones. Mobile marketing aims to reach an audience of mobile users through methods such as mobile-optimized ads, push notifications and mobile applications. (Source: Adjust.com)

2 : The use of mobile devices as a means of advertising, that establishes a commercial communication channel between users and advertisers. This type of platform offers advantages such its lower cost of action, the possibility of segmentation, immediate communication and its scope, given users tend to take their mobile devices with them at all times. (Source: Zorraquino)

3 : Includes advertising, apps, messaging, mCommerce and CRM on all mobile devices including smart phones and tablets. (Source: MASB)

NOTE – Most current investment in mobile marketing is spent on developing sponsored download applications and SMS and MMS marketing, although the innovation possibilities with less traditional strategies are enormous, for example the practice of LBA or proximity marketing. (Source: Zorraquino)

Mobile Marketing
Any marketing activity that uses mobile devices – smartphones, tablets, apps, consoles, smartwatches, inter alia – as a communication channel. It forms part of the overall marketing plan and covers both the design and the implementation and performance of the actions. The growing use of these devices (in the case of smartphones their use is practically universal in countries such as Spain) has given rise to this new branch of marketing. Advertising within an app, the sending of SMS messages, or advergaming are all examples of mobile marketing. (Source: Zorraquino)

MMA abbr Mobile Marketing Association
Industry trade organization dedicated to facilitating the growth of advertising on mobile phones Minimize- indicates that the user clicks or otherwise activates a close control which fully dispatches the ad from the player environment. (Source: IAB)

NOTE – May not apply to non-overlay ads. (Source: IAB)
MMP abbr Mobile Measurement Partner
An independent third-party platform that tracks, organizes, and visualizes mobile app data to give marketers a unified view of campaign performance across channels and partners. (Source: Kochava)

Mobile Optimization
A practice of ensuring that your visitors who are accessing the website through mobile devices have a brilliant user experience, both practically and visually. This is achieved by optimizing the website content in such a manner that the visitors can accomplish what they want to do on their mobile devices. (Source: TycheSoftwares)

NOTE – Mobile optimization involves reformatting the website by keeping larger navigation buttons, only having purpose rich content and optimized images that fits well on any handheld devices. This helps larger mobile audiences to remain engaged while making the key buying decision. (Source: TycheSoftwares)

Mobile Pre-Roll
Video ads with standard functionality, such as click throughs, running on smartphone or tablet devices. Can be in-stream or in-app. (Source: Tubemogul)

Mobile Programmatic
See Also: In-App
Programmatic buying on mobile platforms.

Mobile Qualitative
Research conducted via mobile devices, such as smart phones or tablets, using qualitative research methods. It often allows for text, photo and video to be incorporated into research questions and responses. (See "Qualitative Research"). (Source: ProjectOAR)

MRAID abbr Mobile Rich Media Ad Interface Definition
An industry standard API for rich media ads running in mobile applications (http://www.iab.net/mraid). It provides banner ads with a standard way to expand/collapse banners and handle other situations that are not possible in a mobile application environment. (Source: IAB)

2 : MRAID is a protocol that enables communication between an ad and a mobile application in order to execute interactions such as geolocation, ad resizing, and accelerometer functions among others. (Source: IAB)

3 : The standard for creating rich-media ads on mobile. Allows apps to show the user all types of ad formats within mobile devices. (Source: Digiday)

Mobile Robot
A robot that is capable of moving in the surrounding (locomotion). Mobile robotics is usually considered to be a subfield of robotics and information engineering. A spying robot is an example of a mobile robot capable of movement in a given environment. Mobile robots have the capability to move around in their environment and are not fixed to one physical location. (Source: Wikipedia)

NOTE – Mobile robots can be "autonomous" (AMR – autonomous mobile robot) which means they are capable of navigating an uncontrolled environment without the need for physical or electro-mechanical guidance devices.[4] Alternatively, mobile robots can rely on guidance devices that allow them to travel a pre-defined navigation route in relatively controlled space.[5] By contrast, industrial
robots are usually more-or-less stationary, consisting of a jointed arm (multi-linked manipulator) and gripper assembly (or end effector), attached to a fixed surface. The joint-arm are controlled by linear actuator or servo motor or stepper motor. (Source: Wikipedia)

**Mobile TV**
The ability to view television content or other video on a mobile device.

**Mobile User Acquisition**
Involves running paid advertising campaigns to acquire new users, with the goal being to maximize profit by acquiring users who eventually monetize for more than they were purchased for. (Source: is.com)

**Mobisodes**
A shorted, condensed episode of a full-length television program created specifically for viewing on the screen of a mobile phone or over the internet and usually lasting between 30 seconds and five minutes.

**MobiTV**
A service that lets you watch live TV on your mobile phone.

**Moblog**
Moblog term, was born from the fusion of the English words 'mobile' and 'blog'. It is used to encompass all dynamic and updatable content in the form of video, audio, photography and text oriented to be displayed on mobile devices. It is a service similar to a blog whose content is accessible and publishable from any type of device. (Source: Zorraquino)

**Mockup**
In the development of digital products, whether web pages or applications, it is commonplace to prepare a mock-up, which is a visual, graphic, and static representation of the design. This model normally includes texts, typefaces, color palettes, icons, and other elements that are close to the final version, so that this can be shown to customers and users and from which they then give feedback. (Source: Zorraquino)

NOTE – It does not go as far as the final detail, which would be a prototype, but it does have the look & feel and the features of the product. In an ideal digital project, it would be one of the four prototype stages: sketching, wireframing, mock-ups, and functional prototype. (Source: Zorraquino)

**Modal Dispersion**
The signal degradation or distortion mechanism that occurs in multimode fibers and other waveguides, in which the signal is spread in time because the propagation velocity of the optical signal is not the same for all modes. (Source: Wikipedia)

**Modal Stitchaway Second**
The second during which the highest number / percentage of households switched away from a commercial, which can be used to identify creative weak spots or suspected creative weak spots. (Source: TRA)

**Modeled Characteristics**
A household or person characteristic derived from a modeling process, typically to describe a behavior or demographic characteristic. (Source: Nielsen)
Model (VR)
A computer-generated simulation of something real. Motion parallax: A means whereby the eyes can judge distance by noticing how closer objects appear to move more than distant ones when the observer moves. (Source: freeflyvr)

Model
See Also: Marketing Forecasting Model
Another term for Marketing Forecasting Model. (Source: MASB)

Modeling
A process used to define and analyze data requirements needed to support the business processes within the scope of corresponding information systems in organizations. Therefore, the process of data modeling involves professional data modelers working closely with business stakeholders, as well as potential users of the information system. (Source: Mediacrossing)

ModelOps
Short for AI model operationalization, is focused primarily on the governance and life cycle management of a wide range of operationalized artificial intelligence (AI) and decision models, including machine learning, knowledge graphs, rules, optimization, linguistic and agent-based models. Core capabilities include continuous integration/continuous delivery (CI/CD) integration, model development environments, champion-challenger testing, model versioning, model store and rollback. (Source: Gartner)

Modem
See Also: Modulation, De-Modulation
A data communications device. Modem is a combination of two words, modulate and demodulate. Strictly speaking, a Modem is a device that accepts a digital signal, then converts or modulates it into an analog signal that another Modem can convert back, or demodulate into digital form again. A Modem’s speed and dependability are adversely affected by electro-magnetic interference, or static. (Source: CableLabs)

2 : A device which transfers digital signals to analog signals and vice versa suitable for sending across phone or cable lines. (Source: IAB)

Mode Of Address
The way in which a media text 'speaks to' its target audience. For example, teenage magazines have a chatty informal mode of address; the news has a more formal mode of address. (Source: corbytechmedia.weebly.com)

Modified Rebuy
See also Buy Classes
Another term for Buy Classes. (Source: MASB)

Modulation
See Also: Decoder, Demodulation, QAM, Baseband, Multiplexing
The process of turning a digital signal into an analog signal.
Moments of Truth
Moments of truth are the critical points of contact or interaction between the company and the customer. These points of contact are decisive in the customer experience, as they are highly emotionally charged and are what ultimately decide customer loyalty. (Source: Zorraquino)

Monadic Test
See Also: Sequential Monadic Test
In media and market research, a research protocol in which a participant is exposed to a single creative execution or concept, followed by a series of questions solely on that stimulus, rather than multiple executions of an ad presented simultaneously or sequentially. This allows a comparison of the executions between (versus within) participants. This type of design is considered to be closest to a real-world exposure. (Source: ProjectOAR)

Monetization
Monetization is the process of converting existing traffic being sent to a particular website into revenue. Some ways of monetizing a website are by implementing Pay per click (PPC) and Cost per impression (CPI/CPM) advertising. Or by driving conversions. (Source: Mediacrossing)

MongoDB Cloud
One of several database types to arise in the mid-2000s under the NoSQL banner. Instead of using tables and rows as in relational databases, MongoDB is built on an architecture of collections and documents. Documents comprise sets of key-value pairs and are the basic unit of data in MongoDB. Collections contain sets of documents and function as the equivalent of relational database tables. (Source: searchdatamanagement.techtarget.com)

Monitoring
See Also: Social Media Monitoring

Monitors
Computer hardware. A display screen to provide visual output from a computer, cable box, video camera, VCR or other video generating device.

NOTE – Computer monitors use CRT and LCD technology, while TV monitors use CRT, LCD and plasma technologies. (Source: Wikipedia)

Monomode
Another term for single mode fiber.

Monopolistic Competition
A type of imperfect competition in which many sellers, each with a relatively small market share and with differentiated products (i.e., not perfect substitutes for each other), compete for consumer patronage. In monopolistic competition, sellers often emphasize marketing variables other than price. The term originated with Harvard economist Edward Chamberlain in the 1930s. (Source: MASB)

Monopoly
(Environments) A market situation where one firm markets all the goods or services and can influence price. (Economic) The complete control of an economic good for which there is no substitute. (Source: MASB)
Monopsony
A condition in which a single buyer controls a market including many sellers of a particular product, driving market prices down. (Source: MASB)

Mono Tasking
See Also: Multitasking
The opposite of multitasking, concentrating on solely one task at a time. Thought to be more efficient and productive.

Montage
Putting together of visual images to form a sequence. Usually used to condense a long period of time over a few minutes. (Source: corbytechmedia.weebly.com)

MAU abbr Monthly Active Users
The total number of unique users launching an app per month, expressed as a metric. (Source: IAB Mobile App Marketing Glossary Working Group)

MRR abbr Monthly Recurring Revenue
Referred to as a Predictable Revenue. A revenue/income that any business is liable to receive every month consistently. (Source: TycheSoftwares)

NOTE – This acts as a by-product of a subscription business which implies billing takes place on monthly basis. The simple way to calculate your MRR is to multiply your total number of paying users by the Average Revenue Per User (ARPU). (Source: TycheSoftwares)

Mood
Defined as 1) a sustained emotional state that can color or impact a consumer's attitudes toward a brand, product, service or ad; and 2) a way to categorize creative genres based on the feelings they intend to evoke as in Mood/Evocative creative genres. Depending on a consumer's mood in the moment when exposed to brand communications in an advertising exposure, his/her reactions and responses may differ. (Source: ProjectOAR)

Mood/Evocative
In the creative genre, a type of advertising genre or executional component that is designed to provoke a strong emotional response through associations that relate the brand, product or service to imagery, stories or characters. (Source: ProjectOAR)

Moore's Law
A key observation regarding the growth in computer power experienced over the past several decades. (Source: IAB)

NOTE – Gordon Moore of Intel stated that the speed of semiconductor processors doubles every 18 months. So far this has remained true. (Source: IAB)

moov atom
A video data object in a media file used to execute the video. The moov (or movie) atom should be placed at the beginning of a video file to ensure proper execution. (Source: IAB)

Moral Panic
An instance of public anxiety or alarm in response to a problem regarded as threatening or dangerous to society. (Source: corbytechmedia.weebly.com)
Moribund Effect
Results from an established accounting practice by which the value of a brand that is acquired, measured and added to the balance sheet by a company cannot be increased no matter how well the brand might perform after its acquisition. (Source: MASB)

NOTE – According to the Oxford English Dictionary, “moribund” can mean “lacking vitality or vigor.” That is the sense in which the word is being used; i.e. the recorded brand value can be misleading as it can make a growing brand appear stagnant. (Source: MASB)

Morning News
Local newscasts before or following national morning news programming on ABC, CBS and NBC and newscasts on Fox and unaffiliated stations that air any time between 5 and 8 a.m. (Source: StateoftheMedia.org)

Mosaic TV
See Also: Picture In Picture
The ability to display several thumbnail views on a television screen all at the same time. Offers the ability to simultaneously view several channels at one time as a separate channel itself.

2 : A feature available on digital systems in which multiple channels are displayed in boxes on a single screen. Considered a separate channel. Audio is credited for measurement. (Source: Nielsen)

Motion Platform
A controlled physical system that provides real motion to simulate the displayed motion in a VR world. (Source: freeflyvr)

Motivation
See Also: Consumer Motivation, Hierarchy of Needs

Motivational Intensity
In marketing and advertising, a measure of the strength of valence in response to a marketing stimulus. According to modern psychology, motivational intensity is one of the dimensions that makes up affective response. (Source: ProjectOAR)

Motivational Research
The practice of investigating consumers’ underlying motives (nonconscious) for taking or not taking certain actions. Can be used to understand the degree to which an ad encourages or discourages certain types of behaviors. (Source: ProjectOAR)

Mouse
See Also: Clicking
Also known as a computer mouse, an input device for a computer that moves along a flat surface or is embedded into a laptop keyboard to move the on-screen cursor to different items on the screen. The plural for Mouse is Mice.

Mouse-off
The act of a user moving the cursor away (off) from the hot spot of an ad. Mouse-off by a user may trigger an event, such as collapsing an expanding panel or stopping any animation in progress. (Source: IAB)
Mouseover
The process by which a user places his/her mouse over a media object, without clicking. The mouse may need to remain still for a specified amount of time to initiate some actions. (Source: IAB)

2 : The act of a user moving the cursor and resting it on the hot spot of an ad for at least one second. Mouse-over may trigger an event such as expanding the ad or initiating an animated sequence within the ad. Mouse-over may NOT initiate audio play. (Source: IAB)

2 : Refers to the movement of the mouse by the user on a certain area of a website, which immediately causes an action. To move the mouse over an expandable ad, for example, creativity is displayed in visual format. (Source: Zorraquino)

Mouse Potato
A person who spends large amounts of time operating a computer. (Source: Oxford Dictionary)

Mouse Tracking
A research approach to assess responses to ads or content on desktop or laptop computers in which the path of the cursor on a participant's screen is recorded, in order to evaluate the ease with which the ad/content can be navigated and the degree to which it holds the participant's attention. (Source: ProjectOAR)

Mousetrapping
See Also: Trap Website
Marketing tactic that consists of using ploys on the browser designed to keep visitors trapped on a website, often by disabling the 'Back' button or by generating endless pop-up windows. (Source: Zorraquino)

MOD abbr Movies On-Demand
See Also: On-Demand
Request viewing of a selection of movie programming with full pause, fast forward and rewind functionality for a per transaction charge.

Movie / TV Ratings
Icon / identifier to designate the rating assigned to the programming along movie / TV standards.

MPEG abbr Moving Pictures Expert Group
Set of standards created by the Moving Pictures Experts Group for the encoding and compression of signals, whether video or audio, for such content as movies and television.

2 : A voluntary body, which develops standards for digital, compressed moving pictures and associated audio. (Source: CableLabs)

3 : 1 1/4 broadcast quality which translates to 352 x 240 pixels. Typically compressed at 1.5 Mbs. (Source: itvt.com/glossary)

4 : The file format that is used to compress and transmit movies or video clips online. (Source: IAB)

5 : A set of standards for audio and video compression and transmission established by the Moving Picture Experts Group. (Source: IAB)
MPEG-DASH
An acronym for MPEG Dynamic Adaptive Streaming over HTTP. This adaptive streaming technique allows for a streaming experience using progressive download of several small chunks of video at different bitrates. An HTTP-connected video player (the client) detects the bandwidth at each chunk of time (about 3-5 seconds) and determines which quality level to download and play for the small duration allotted. (Source: IAB)

MPEG-2
See Also: MPEG
Similar to MPEG-1, but includes extensions to cover a wider range of applications. MPEG-2 translates to 704 x 480 pixels at 30 frames per second in North America and 704 x 576 fps at 25 fps in Europe. Typically compressed at higher than 5 Mbs. The primary application targeted during the MPEG-2 definition process was the all-digital transmission of broadcast TV quality video. (Source: itvt.com/glossary)

MP3
See Also: Codec
Codec most commonly used for digital music online. Generic term for any digital music file, regardless of codec used to create or play it.

MP4
A digital multimedia format used to store video and audio, but may also include features such as subtitles, chapter details, and other data related to the video or audio file. The filename extension for MPEG-4 files is .mp4. (Source: IAB)

MSO Data
See Also: Data Type
The information that a cable operator maintains on its customer base.

2 : Frequently used to refer to electronic information such as tuning records of Set-Top Boxes.

Mullet Strategy
“Business in the front. Party in the back.” Coined by the Huffington Post where the front pages of content look professional and business-like while the secondary or back pages are more informal, open to and allowing for user feedback, play, argument and venting.

NOTE – The mullet strategy is here to stay because the best way for web companies to grow traffic is to let the users have control, but the best way to sell advertising is a slick, pretty front page where corporate sponsors can wistfully admire their brands. (Source: Buzzfeed News)

Multi-Bidding
A technique used by an exchange to inflate its chance of winning a bid for an impression by placing multiple bids on the same piece of inventory. That makes its chances of winning that impression higher and so increases its match rates. (Source: Digiday)

Multi-Camera Angle
See Also: Individualized Television, Mosaic, Multi-Screen
This technology allows viewers to control camera angles during live events, select which commercials they want to watch, and generally control a selection of choices content producers provide as part of the broadcast. E-commerce and interaction with those commercials is possible. In the backend, servers collect choice information and offer viewers further selections based on those choices. This
is enabled by the careful management of multiple video streams to one TV screen in which small windows capture video programming in one view. The viewer is able to switch to each window using their Remote Control one at a time. When they do so, the audio of that channel becomes active and, therefore, audible. Some applications enable other interactive graphics that overlay or sit within the frame of the screen that the viewer can also access. Companies pioneering this type of application are Sky Digital in the UK and DISH in the US. (Source: itvt.com/glossary)

**Multicasting**

*See Also: Advanced Advertising*

Multicasting refers to sending the same message or content to a group whereas "broadcasting" refers to sending the same message or content to everyone connected to a network, regardless of who wants to see or hear it. (Source: itvdictionary)

1. Sending a message to multiple devices on the network by a host. (Source: CableLabs)
2. A method for the efficient delivery of information to a group of destination simultaneously, often used for streaming media and internet television applications. (Source: Nielsen)
3. Broadcasting several programs at once via DTV on a single channel. A viewer might be able to receive two programs at the same time, and choose the program preferred. (Source: TVB)

NOTE – The targeting mechanism provided by the AdWidgets System from FourthWall Media is an example of Multicasting, allowing interactive applications (i.e., AdWidgets) to be targeted to any subset of STBs in the footprint. (Source: FourthWall Media)

**Multi-Channel**

The process of feeding content and buying of inventory across any channel (web, mobile, social, email, etc.) and any format (banners, rich media, video, etc.).

**Multi-Channel DOOH**

*See Also: Digital OOH*

Allows marketers to directly communicate with consumers who are located within a certain radius to deliver offers that can be redeemed at point of sale.

**Multichannel Inheritance**

Enables users to determine what channels / programs viewers are coming from or going to on a commercial by commercial or pod basis. It answers the question “when did they leave and where did they go?” (Source: TNS)

**Multichannel Marketing**

Refers to the practice of interacting with customers using a combination of indirect and direct communication channels. (Source: Sas.com)

**Multi-Channel Operator**

*See Also: Multiple Systems Operator, Multiple Service Operator*

Video content and service providers usually referred to as MSOs, Satellite companies (Satcos) and Telephony companies (Telcos).
Multichannel Retail
Multichannel retail is an approach in which retailers offer consumers multiple options for how and where they make purchases. Channels include bricks and mortar locations, websites, telephone and email orders and catalog sales as well as hybrid models like click and collect. (Source: whatis.techtarget.com)

MVPD abbr Multichannel Video Programming Distributor
A service provider delivering video programming services, usually for a subscription fee (pay TV). These operators include cable television (CATV) systems, direct-broadcast satellite (DBS) providers, and wireline video providers, including Verizon FiOS and competitive local exchange carriers (CLECs) using IPTV. (Source: IAB)

2 : An entity such as a cable operator, a BRS/EBS provider, a direct broadcast satellite service, a television receive only satellite program distributor, or a satellite master antenna television system operator, that makes available for purchase, by subscribers or customers, multiple channels of video programming. (Source: TVB)

3 : A cable or satellite service that provides and packages multiple TV channels. For example, Comcast, Cox, Spectrum, DIRECTV and DISH. Meanwhile, a virtual MVPD (vMVPD) is an OTT service that provides content from broadcast and cable networks, plus streaming providers. Among the largest are Sling TV, YouTube TV and Hulu. Other vMVPDs, like fuboTV and PhiloTV, are also making a play at market share. (Source: TVSquared)

Multicultural Research
A type of research focused on understanding how members of a particular ethnic group, nationality, cultural affinity or race are similar to or different from members of other ethnic groups, nationalities or races. Used to understand differences in such groups’ responses to advertising or usage of products or the ways in which specific ethnic groups, nationalities or races respond to advertising targeted to them. (Source: ProjectOAR)

MDA abbr Multi-Dimensional Analysis
See Also: Data Dimensions
A data analysis process that takes into account many different data relationships, grouping data together into data dimensions and measurements.

MDS abbr Multidimensional Scaling
A data visualization technique used to represent relationships between stimuli (ads, concepts) and their evaluation by respondents, based on multiple questions or observed data and plotted into a multi-dimensional space (i.e., 3D). (Source: ProjectOAR)

MFA abbr Multi-Factor Authentication
See Also: Two-Factor Authentication
A security system that requires more than one method of authentication from independent categories of credentials to verify the user’s identity for a login or other transaction. (Source: TechTarget)

Multimedia
The term refers to a combination of media and content (e.g., text, audio, moving images, still images, animation, video, webcasts, streaming video, podcasts) that are delivered electronically. (Source: MASB)
MHP abbr Multimedia Home Platform
See Also: Digital Video Broadcasting
The Multimedia Home Platform consists of an MHP viewer terminal, including all possible low-to-high functionality implementations, its associated peripherals, and the in-home digital network. (Source: CableLabs)

Multimedia Journalist
A backpack journalist, one-man band, mobile journalist (“mo-jo”). A local news reporter who performs a range of tasks related to the reporting, shooting and editing of news stories for broadcast, Web or mobile content delivery. The availability and ease of use of inexpensive video cameras, laptop editing applications, and cost cutting has spurred an increase in the use multimedia journalists. (Source: StateoftheMedia.org)

MMS abbr Multimedia Messaging Service
More complex variant of SMS that enables a maximum of 300 kB of text, images, sound and video to be incorporated in each message. If the destination device lacks the necessary playback technology, a text message is sent containing a link that can be used to open the multimedia message on the Internet. (Source: Zorraquino)

MMS Marketing abbr Multimedia Messaging Service Marketing
Mobile marketing practice, that consists of distributing information or promotional content multimedia (MMS) message. Can be used as a suitable strategy to complement campaigns in other media, either segmented (database) or mass mailing, although its repeated use may be construed as spam. Low cost compared to a phone call, and advertisers ensure receipt and storage in the addressees inbox. (Source: Zorraquino)

Multimode Fiber
See Also: Single Mode Fiber
Optical fiber that is designed to carry multiple light rays or modes concurrently, each at a slightly different reflection angle within the optical fiber core. Its transmission is used for relatively short distances because the modes tend to disperse over longer lengths. (Source: searchnetworking.techtarget.com)

Multi-Platform
See: Cross Platform
In marketing it is using several forms of media to advertise a brand or product.

2 : In measurement it is the ability to garner user, consumer or viewer information from several different advertising or media platforms for a campaign.

NOTE – Also used to refer to different STB platforms or legacy and new platforms in field. (Source: TIVO)

Multiplatform Storytelling
See Also: Transmedia Storytelling
The technique where digital technology is used to tell a single story across multiple platforms.

NOTE – From a production standpoint, it involves creating content that engages an audience using various techniques to permeate their daily lives. In order to achieve this engagement, a transmedia production will develop stories across multiple forms of media in order to deliver unique pieces of
content over multiple channels. Importantly, these pieces of content are not only linked together (overtly or subtly), but are in narrative synchronization with each other. (Source: Wikipedia)

**Multiple Basing-Point Pricing System**
In this pricing system, several locations are designated as basing points. The choice of a basing point is the point that yields the lowest delivered cost to the buyer. (Source: MASB)

**Multisegment Marketing**
*See Also: Differentiated Marketing*
A marketing strategy that uses several different advertising messages in order to target several specific consumer or audience segments for the same product, good or service.

**Multi-Stranded Narrative**
When a narrative has more than one central storyline, sometimes they interlink and overlap. (Source: corbytechmedia.weebly.com)

**Multi-touch Attribution**
An attribution model that gives fractional credit to all advertising events that occur within a campaign, across channels, platforms and formats. There are different approaches within a multi-touch attribution model, as weighting of the credit among events can be done based on various pre-determined rules or tallied using specialized computer algorithms. (Source: IAB Mobile App Marketing Glossary Working Group)

**Multiple Authentication**
*See Also: Authentication*
A security system that requires more than one form of authentication, offering the potential for greater security. An example is a password, pin number and a token to validate the identity of the user.

**MDU abbr Multiple Dwelling Unit**
A location where many households reside such as an apartment building (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**MSP abbr Multiple Service Provider**
*See Also: Multiple Systems Operator, Multi-Channel Operator*
A company that contracts with a subscriber to provide media services such as television, telephone and internet.

**MSO abbr Multiple Systems Operator**
*See Also: Multiple Service Provider, Multi-Channel Operator*
Companies that own and operate a number of individual cable systems in the US and Canada.

1 : A cable company that serves multiple cable systems. Commonly accepted as a definition of large cable companies. (Source: Nielsen)

3 : A generic industry acronym for a cable TV system operator; more correctly, any cable network operator with more than one cable TV system. (Source: IAB)

**Multiplexing**
*See Also: Demultiplexing, Modulation, Baseband*
The process by which analog signals or digital data streams are combined into one signal over a shared delivery or end user interface.
2 : The simultaneous transmission through digital compression technology of multiple television programs on the same channel, in traditional cable terms, multiplexing refers to the use of two or more channels to present the same line-up at different times. (Source: Nielsen)

**MIME** abbr **Multi-Purpose Internet Mail Extensions**
A method of encoding a file for delivery over the Internet. (Source: IAB)

**MR-DVR** abbr **Multi-Room DVR**
DVR service that allows viewers to watch recorded content in multiple rooms. (Source: Nielsen)

**Multi-Screen**
Playing a role in the fragmentation of viewer attention, multi-screen refers to the range of viewing / interacting platform choices available to the viewer - usually TV, Web and Mobile. (Source: Mercury Media)

**Multi-Set**
A home or other measurable venue with more than one television set. Some of these secondary and tertiary sets may or may not have a digital cable box.

**Multi-Set Edit**
Editing rules or assignment rules for homes with more than one STB.

2 : Credit HUT once yet credit multiple simultaneous viewing sources in the home. In TRA procedure, each Set-Top Box is credited to a channel and to HUT second-by-second, as is each internally analyzed household with each household tuning second counted only once to HUT. (Source: TRA)

**Multitasking**
*See Also: Simultaneous Media Usage, Mono Tasking*
When viewers or consumers perform several tasks simultaneously such as texting on a mobile device, viewing a television program, or other non-media related tasks. Said to reduce attention, retention and engagement.

2: The concurrent performance of several jobs on a computer or multiple tasks at the same time.

**Multi-Touch Attribution**
A style of modeling that tries to give credit to multiple touchpoints in the consumer media journey, rather than simply awarding all credit for an action to the most recent media seen by that consumer (that is called last-touch attribution). (Source: MAGNA Global)

2 : Also known as multi-channel attribution, determines the value of every touch point on the way to a conversion. Rather than giving all the credit to one ad, multi-touch attribution gives credit to every advertising channel interacted with on the customer journey. (Source: Adjust.com)

**Multi-Tuner**
*See Also: Dual Tuners*
Can be used to refer to a Set-Top Box that has two or more tuners or two or more outputs so that two or more televisions are served by the same Set-Top Box. Can hook up to four televisions on some dual tuner STBs.
2: A Set-Top Box containing more than one television tuner enabling the user to simultaneously view and record content from different tuning sources. (Source: Nielsen)

3: STB or DVR with more than one tuner that allows viewing and recording (potentially of multiple channels) at once. May also be used with thin client STBs that do not have a tuner. (Source: TIVO)

NOTE – Multi-Tuner does not require multiple outputs. It is typically available in DVRs allowing the subscriber to watch a show while recording another or to simultaneously record two shows. (Source: Invidi)

**MVT abbr Multivariate Testing**
Test in which multiple versions of the same website are compared, changing different variables or elements (banner, buttons…) so as to determine which combination is the most effective. Although the A/B test and the multi-variant test have a similar purpose, the latter is better suited to comparing the usability of website containing a larger quantity of elements, given that more variables can be introduced for testing. (Source: Zorraquino)

**Musical**
In the creative genre, a type of advertising genre that uses popular or other music in an effort to elicit familiarity or nostalgia or some emotional connection to the brand, product or service. (Source: ProjectOAR)

**Mute**
*See Also: Commercial Avoidance, Trick Play*
Can be done in live mode or one possible trick play mode where the sound is lowered to an inaudible level. Is considered part of Commercial Avoidance.

2: A social media feature that allows you to edit users out of your feed without unfollowing or unfriending them. They still see that you are connected, and you can still interact, but you don’t see any of their activity in your timeline. (Source: Blog.Hootsuite.com)

**MVPD Data Stream**
Represents the set of continuous data collected from STBs and associated ancillary information under the control of the MVPD as part of its processing. Data streams can represent linear or time-shifted data. (Source: MRC)

**MXF Wrapper Technology**
*See Also: Transcoding, Wrapper*
A technology application that enables data from various sources, formats and types to be integrated across platforms.

**Naked Domain**
*See Also: Domain*
An internet name without the www as a prefix.
Naked Link
A posted and visible link in the text of a web page for which the anchor text is the URL itself and that directs to a website. (Source: MASB)

NIL abbr Name, Image and Likeness
Three elements of the right of individuals to control the deployment of their identity and association in commerce. (legally known as the “right of publicity”). (Source: MASB)

NOTE – Marketers have added influence to the three elements to create the expanded term NILI, which recognizes student athletes as influencers within their communities, both offline and online. The size and composition of their audience is an important consideration in determining if the student athlete is a good fit for a brand sponsorship and is an important consideration in determining an appropriate compensation level. (Source: MASB)

NILI abbr Name, Image, Likeness and Influence
See Also: Name, Image and Likeness
Another term for Name, Image and Likeness. (Source: MASB)

Name Testing
Research whose objective is to determine the name for a new product or service among a set of alternatives, to find which resonates most strongly with its target consumers. (Source: ProjectOAR)

Nano
Extremely small. When quantifiable, it translates to one-billionth, as in the nanosecond. (Source: Whatis.techtarget.com)

Nanomaterials
Materials of which a single unit small sized (in at least one dimension) between 1 and 100 nm which is the usual definition of nanoscale. (Source: Wikipedia)

NOTE – Nanomaterials are slowly becoming commercialized and beginning to emerge as commodities. (Source: Wikipedia)

Nanomaterials Research
Takes a materials science-based approach to nanotechnology, leveraging advances in materials metrology and synthesis which have been developed in support of microfabrication research. Materials with structure at the nanoscale often have unique optical, electronic, thermo-physical or mechanical properties. (Source: Wikipedia)

Nano-toons
A daily webcomic about NaNoWriMo created by Debbie Ridpath Ohi and Errol Elumir.

Narrative
The 'story' that is told by the media text. All media texts, not just fictional texts, have a narrative. Most narratives are linear and follow a specific structure. (Source: corbytechmedia.weebly.com)

Narrative Device
A technique used to help tell part of a story. Common devices include: Flashbacks, dramatic irony, foreshadowing, pathetic fallacy etc. (Source: corbytechmedia.weebly.com)
Narrow AI  
*abbr* Narrow Artificial Intelligence  
*See Also: Artificial Intelligence, Weak AI, Strong AI*  
AI focused on one narrow task. (Source: Wikipedia)

Narrowcasting  
*See Also: Slivercasting*  
Choosing and feeding out different content to different segments of viewers based on demographic, geographic or lifestyle profiles.

2 : A term also used to describe cable networks and their position in the marketplace vis a vis broadcast networks. Cable networks generally program and appeal to special interest sub-sets (and therefore narrow and niche segments) of the viewing population such as music or gardening or cooking, for example.

Narrow Product Class  
*See Also: Product Class*  
Another term for Product Class. (Source: MASB)

National  
TV advertising that reaches markets across the entire U.S. is considered national; this heightened exposure usually costs more money than local. (Source: TVSquared)

National Account  
*See Also: Global Account*  
A prospect or customer with locations in several sales territories that are sold, using a coordinated national strategy rather than strategies that focus on specific locations. (Source: MASB)

National Account Manager  
An account executive responsible for coordinating the sales effort directed toward a national account. (Source: MASB)

National Advertising  
An ad campaign placed on media outlets that are distributed across the country, such as broadcast television networks, national (as opposed to regional) cable networks, websites, social media, search engines and national (as opposed to local or regional) consumer magazines. (Source: ProjectOAR)

2 : Any advertising that is placed by a company, organization, or individual that operates on a national or regional (multi-state) basis. Some advertising may be placed directly with local advertising media, but it is more likely that this advertising would be part of a nationwide advertising effort. (Source: MASB)

National and Local Projectability  
The ability on both a national and local level to estimate viewing and usage performance based on a sample.

NAB  
*abbr* National Association of Broadcasters  
A nonprofit organization supported by TV and radio broadcasters whose purpose is to demonstrate to legislative bodies and other interested parties that broadcasters can maintain adequate standards without government interference. (Source: TVB)
**National Brand**
A brand that is marketed nationally, contrasting with regional and local brands. It usually is advertised and owned by a manufacturer, though neither is necessary (e.g., Kmart’s brands are obviously national, even international). (Source: MASB)

**National Rate**
The price charged national advertisers for space and time in local advertising media.

Traditionally, newspapers, radio, and television stations have charged higher rates for national advertising than for local advertising. (Source: MASB)

**National Roll Up**
National roll up is the process of matching time zone and local schedules to produce reliable and accurate national program and spot measurement. Unscheduled delays, differences in markets are accounted for by using as-run data as well as auditing spot start times with our fast forward data (does viewership line up as expected with spots at higher fast forward periods). (Source: TIVO)

**National Spot**
A form of broadcast advertising in which national advertisers, through their agency or buying service, select their target markets and stations to fit their marketing needs. The station usually has a contract with a rep firm to represent it to ad agencies. (Source: TVB)

**NTSC**
*abbr* National Television Systems Committee
Committee that defined the analog, color television, broadcast standard used today in North America. The standard TV format for North American television transmission is named after this standards committee; the format is 525 lines in a 4-MHz video bandwidth. All TV sets sold in North America are compatible. (Source: CableLabs)

2 : The organization that developed the analog television standard currently in use in the U.S., Canada, and Japan. Now generally used to refer to that standard. The NTSC standard combines blue, red, and green signals modulated as an AM signal with an FM signal for audio. (Source: TVB)

**Native Advertising**
A form of advertising that is presented as editorial content. Often the native content is indicated as such by a label that says “sponsored” or “promoted,” but other than this native ads look just like organic social content.

2 : An ad format that must be created specifically for one media channel in terms of the technical format and the content (both must be native to the channel on which they appear and unable to be used in another context). (Source: Harvard Business Review)

3 : Deployment of a paid message, typically within online media outlets, which is placed in a context that follows the natural form and function of the surrounding content. The intended effect is to blur the lines between advertising and content to generate more attention and engagement. (Source: ProjectOAR)

4 : Paid media designed to match the content of a media source. An example of mobile native advertising would be paid video content on the YouTube app. This media is designed to match the visual design and function of natural content, appearing in your feed of recommended videos. (Source: Adjust.com)
NOTE – Native advertising on social media is the method of showing paid content to users in a way that looks organic. Promoted Facebook posts and promoted tweets are good examples of native ads, as they appear similar to standard posts in users’ feeds while having their reach extended with an ad budget. A recent study found that consumers looked at native ads 53% more often than display ads. (Source: Falcon.io)

**Native Application**
Typically an application which is written for the operating system of a receiver (Set-Top Box) rather than the middleware standard that may also be running on the receiver. ETV User Agents are implemented as native applications. (Source: Unisoft)

**Native Channel**
A channel dedicated to native content of various lengths across all available platforms,

**Native HD**
*See Also: High-Definition Television*
Refers to content filmed in HD, and does NOT apply to converted material.

**Native Placements**
Ads that match the form, feel, and function of the content of the platform on which they appear. (Source: Centro)

**Native Programmatic**
Sponsored content bought and sold programmatically. Thought to offer highly targeted advertiser long form content to specific audiences.

**Native Video**
An extended format that belongs to the paid advertising technique known as native advertising. These videos aim to mimic the advertised message in the context in which it appears, in order to be less intrusive and generate higher quality clicks. (Source: Zorraquino)

**Natural Interference**
*See Also: Jamming, Interference, Noise, Atmospheric Interference*
Electromagnetic interference with a signal that is causes by natural disturbances or phenomena that occurs outside the atmosphere of the earth.

**NOD abbr Naturally Occurring Data**
Data that are being collected anyway before being used for research purposes, such as set-top box data, point of purchase scanner records and other household level purchase data already collected for non-research purposes. (Source: TRA, trademarked term)

**Natural Observation**
A research method in which researchers watch and record consumers in their "natural environment" – the environment in which they live, work, play or shop. (Source: ProjectOAR)

**Natural Results**
Links displayed automatically on query results pages which have only been ranked by search engine algorithms. A website's positioning can be affected via SEO techniques, but a paid link will never be included amongst natural results. (Source: Zorraquino)
Navigation
Signifies the definition of and adherence to a course and is derived from the Latin “navigare” which can be translated as steering, sailing or travelling. The same symbols are used on the Internet as in real space – though virtual navigation involves the “re-configuring” (i.e., production) – of a time process. (Source: freelyvr)

2 : Elements of a website (e.g., menus and hyperlinks) that facilitate movement from one page to another. (Source: MASB)

Navigation (VR)
Purposeful motion through virtual space. (Source: freelyvr)

Navigation Display Ad
Non-video ad unit that is embedded in navigation interface or content; may include ability to click to video ad.

Navigator
See Also: Electronic Programming Guide, Interactive Program Guide
Similar to EPG or IPG, a navigator may offer some additional services and applications outside of the core TV guidance functionality including VOD services, virtual channel, customer care. (Source: FourthWall Media)

Navigator DoubleVerify
A platform tool that helps networks and platforms control their advertising and buying environment. Offers brand protection, insights on publishers being added to a network or platform’s business, recommendations on other sites to add that meet required quality levels, monitoring and tracking ad tags to identify problems and prevent fraud and misuse of tags.

NCC Media
NCC Media is the ad sales, marketing and technology organization that represents MVPDs in every U.S. market. NCC Media meets marketers’ needs to target consumer prospects efficiently and effectively in the communities where they live. (Source: MRC)

NFC abbr Near Field Communication
See Also: Bar Codes
A low power technology for phones that beams and receives wireless information from up to four inches away. Provides a scanning capability for bar codes.

2 : Short range wireless transmitting technology that connects a smartphone to a receiver to transfer data (CIO Magazine)

Near Live Viewing
See Also: Trick Play
One possible trick play mode where viewing is paused for a short period of time so the viewer can watch in replay mode as close as possible to the live airing, without viewing being live.

2 : Time-shifted viewing within one hour of air time. (Source: TIVO)

NOTE – Is a one second delay considered a "near live" viewing?
Near-Pack Premium
A gift or other item generally too large to be included with or in the product package that is offered as an inducement to purchase. Commonly, the premium is placed near the product’s in-store location. (Source: MASB)

Needle Drop
A version of a music album that has been transferred from a vinyl record to digital audio or other formats. (Source: Wikipedia)

Need Satisfaction Selling
A type of customized sales presentation in which the salesperson first identifies the prospective customer’s needs and then tries to offer a solution that satisfies those needs. (Source: MASB)

Need State
In marketing, a set of conditions at a specific point in time under which consumers are subject to psychological or physiological requirements or urges that a product, brand, service or media content may help to satisfy. (Source: ProjectOAR)

Need vs. Want
The difference between what consumers must have in order to be healthy, productive or psychologically whole and what they merely desire but could forego without suffering any ill effects. (Source: ProjectOAR)

Negative Advertising
See Also: Negative Appeal
Advertising messages that emphasize unfavorable portrayals of a brand’s competitor(s). (Source: ProjectOAR)

Negative Appeal
See Also: Negative Advertising
An ad message that seeks to persuade potential customers by highlighting the risks of choosing alternative brands. (Source: ProjectOAR)

Negative Binomial Distribution Model
See Also: Gamma Distribution
Another term for Gamma Distribution. (Source: MASB)

Negative Interaction Rate
See Also: Negative Interaction Total
The number of negative interactions as a percentage of impressions. Calculated by dividing the negative interactions by the total number of impressions. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)
Negative Interaction Total
See Also: Negative Interaction Rate
The total number of instances when the "exit", "no" "tune away" and "cancel" option is chosen by the viewer after the initial appearance of an interactive application on the TV screen. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Negative Keywords
Keywords that are filtered out to prevent ad serves on them. This avoids irrelevant click-through charges (e.g., for products that you do not sell). (Source: MASB)

NOTE – Microsoft adCenter (now called Bing Ads) has also called them “excluded keywords.” Formatting negative keywords varies by search engine; but they are usually designated with a minus sign. (Source: MASB)

Neighborhood Shopping Center
The smallest type of shopping center, typically with about 50,000 square feet of store area but ranging from about 30,000 square feet to 100,000 square feet. It provides for the sale of convenience goods (food, drugs, and sundries) and personal services that meet the daily needs of an immediate neighborhood trade area. A supermarket is the principal tenant. This is one of several standard classes of shopping centers recognized by the Urban Land Institute. (Source: MASB)

Net Audience
See Also: Reach, Net Reach, Net Unduplicated Audience
Another term for Reach. (Source: MASB)

Net Cost
Advertising rates which do not include advertising agency commission and/or include discounts. (Source: AAI.ie)

Netlag
A condition that occurs on the Internet in which response time is greatly slowed due to heavy traffic. (Source: AAI.ie)

Net Lingo
The slang commonly used on the Internet. (Source: AAI.ie)

Netiquette
A term that is used to describe the informal rules of conduct ("do's and don'ts") of online behavior. (Source: IAB)

2 : The correct or acceptable way to use the internet. (Source: blog.hubspot.com)

3 : Network etiquette, or the set of informal rules of behavior that have evolved in Cyberspace, including the Internet and online services. (Source: AAI.ie)

Netnews
The content of USENET. Network a group of computers or devices that are connected together for the exchange of data and sharing of resources. (Source: AAI.ie)
**Net Paid Circulation**
A term used by ABC for the circulation of a publication for which at least 50% of the subscription or newsstand price has been paid. (Source: AAI.ie)

**net.police**
Those who feel it's their appointed role to flame perceived violations of Netiquette. (Source: AAI.ie)

**NPV abbr Net Present Value**
This term or discounted value measures the value of a stream of future cash flows after accounting for the time value of money.
- Purpose: Net present value – along with payback and internal rate of return – is one of three metrics commonly used to evaluate return on investment over multiple periods. The purpose of the NPV metric is to summarize the value of cash flows over multiple periods. NPV accounts for the fact that on a per-dollar basis, cash flows received in the future are less valuable than cash in hand.
- Construction: Net present value ($): The present (discounted) value of future cash inflows minus the present value of the investment and any associated future cash outflows.
(Source: MASB)

**Net Price**
The actual price paid for a product by customers after all discounts and allowances have been factored in. (Source: MASB)

**Net Profit**
A measure of the profitability of a venture after accounting for all costs. In a survey of nearly 200 senior marketing managers, 91% responded that they found the “net profit” metric very useful.
- Purpose: How does a company decide whether it is successful or not? Probably the most common way is to look at the net profits of the business. Given that companies are collections of projects and markets, individual areas can be judged on how successful they are at adding to the corporate net profit.
- Construction: Net profit: To calculate net profit for a venture (such as a company, division, or project), subtract all costs, including a fair share of total corporate overheads, from the gross revenues or turnover.
Net profit ($) = Sales revenue ($) – Total costs ($)
(Source: MASB)

NOTE – Net profit is a measure of the fundamental profitability of the venture. It is the revenues of the activity less the costs of the activity. The main complication is when profit needs to be allocated across ventures. Although it is theoretically possible to calculate profits for any sub-venture, such as a product or region, often the calculations are rendered suspect by the need to allocate overhead costs. Because overhead costs generally don’t come in neat packages, their allocation across ventures is not an exact science. (Source: MASB)

**NPS abbr Net Promoter Score**
*See Also: Willingness to Recommend*
A metric that measures the willingness of customers to recommend company’s products or services to others. This determines customer loyalty for a company’s brand, products or services. (Source: TycheSoftwares)

2 : Another term for Willingness to Recommend. (Source: MASB)
NOTE – This metric was developed by management consultant Fred Reichheld of Bain & Company in collaboration with the company Satmetrix in 2003 with an intention to determine the customer satisfaction score. Net Protector Score depends upon the perspective of company’s customer base which could be either promoters, passives and detractors. A simple question: ’Would you like to share your experience of transacting with the company with your friends or colleagues? can help gauge the willingness of your customer base in promoting your company’s product or services. (Source: TycheSoftwares)

**Net Radio**

See Also: *Radio on Internet*

Similar term to Internet Radio.

**Net Reach**

See Also: *Reach, Net Audience, Net Unduplicated Audience*

Another term for Reach. (Source: MASB)

**Net Surfing**

Browsing or exploring a network or the World Wide Web to find places of interest, usually without a specific goal in mind. Analogous to channel surfing with a TV remote control. (Source: AAI.ie)

**Net Unduplicated Audience**

See Also: *Reach, Net Reach, Net Audience*

Another term for Reach. (Source: MASB)

**Network**

A connecting system which allows simultaneous telecasting of a single origination by a number of stations. (Source: TVB)

**NAI abbr Network Advertising Initiative**

A cooperative group of network advertisers which has developed a set of privacy principles in conjunction with the Federal Trade Commission. (Source: IAB)

2 : An online advertising industry association focused on consumer education about online behavioral advertising (OBA). (Source: Mediamath)

NOTE – The NAI provides consumers with explanations of Internet advertising practices and how they affect both consumers and the Internet. See networkadvertising.org for more information. (Source: IAB)

**Network Affiliated Station**

Local television stations affiliated with one of the four major national broadcast networks, ABC, CBS, Fox and NBC. (Source: StateoftheMedia.org)

**Network Based Targeting**

See Also: *Client Based Targeting*

Feeding the same ad to a network of viewers as opposed to being able to target ads to specific households or Set-Top Boxes, which is Client Based Targeting. (Source: BigBand Networks)

NOTE – Network based targeting is already a method of TV ad targeting that is done by selecting which ad to run on a selected set of networks. Probably should include a definition for Day / Day-part
Based Targeting which involves a method of TV ad targeting that is done by selecting which ad to run on selected days / dayparts. (Source: Visible World)

**Network Broadcast**
A term that traditionally refers to a television program distributed by and aired on one or more of the commercial broadcast networks (for example, ABC, CBS, Fox, NBC and Univision) as opposed to Cable Television. (Source: ProjectOAR)

**Network Configuration Data**
*See Also: MAC Address*
Changeable datapoints that are provided by the network. Can include such identifiable user elements as IP Address, or MAC ID or Channel Map.

**nDVR abbr Network DVR**
A digital recording device application that is located at the operator's location and not as a box in the subscriber's home.

2: A DVR that resides on a network at a distributor’s plant. Users do not need any additional hardware in the home in order to use DVR features. (Source: Nielsen)

**Networked Liquidity**
The idea that any exchange application can lever the liquidity and rates of any other exchange on the same blockchain. (Source: ShellyPalmer.com Blockchain Glossary)

**Network Fabric**
*See Also: Switching Fabric*
An underlying computer architecture that enables the effective trafficking of signals, feeds, content or other applications that travel through the operating system.

**Networking**
Activity that consists of extending our network of professional contacts, for the purpose of detecting possible customers, collaborators or contractors. The use of professional social networks, such as LinkedIn, has ensured that Internet networking is a strategy that is widely used by businesses to locate business opportunities. (Source: Zorraquino)

**NPB abbr Network Packets Brokers**
Ist category of compact, hardware-based, rack-mounted devices that negotiate network traffic from various ports, offering a new approach for handling and manipulating network packets. NPBs optimize the access and visibility of traffic from one or many network links to monitoring, security and acceleration tools.

**Network Segmentation**
An architectural approach that divides a network into multiple segments or subnets, each acting as its own small network. (Source: PaloAltoNetworks)

**NSS abbr Network Switching Subsystem**
*See Also: Base Switching Subsystem*
Part of the GSM core network that manages call switching and other mobile phone functions. It allows mobile devices to communicate with each other in multiple unfixed locations.
NTP  
**abbr Network Time Protocol**
*See Also: Coordinated Universal Time Code*
A protocol that uses algorithms to synchronize the time of a computer clock or other electronic devices with an internal clock with other devices within a network. Uses Coordinated Universal Time Code (UTC) to help in the synchronization of time often to a fraction of a millisecond.

**Neural Engagement**
*See Also: Electroencephalography (EEG)*
The amount of attention a research participant dedicates to a stimulus, as measured by EEG electroencephalographic monitoring. (Source: ProjectOAR)

**Neural Net**
*See Also: Artificial Neural Network*
Generally thought of as the central nervous system or either animals (biological) or machines (artificial).

**Neuroeconomics**
An interdisciplinary field that uses a combination of economics, neuroscience and psychology to understand and explain human decision making. (Source: ProjectOAR)

**Neuromarketing**
In advertising and marketing, a field that applies methods and principles from consumer neuroscience to market research. (Source: ProjectOAR)

2 : Techniques belonging to neuroscience applied to the world of marketing. Through neuromarketing, the functioning of the brain is studied in consumer purchasing decisions, that is, it analyzes how advertising stimuli impact the response offered by the brain. (Source: Zorraquino)

**Neuromorphic Computing**
Uses the human brain as a model for hardware and computing platforms, semiconductor technologies, chip design, architectures and algorithms in order to increase the performance and energy efficiency of computing systems, including mobile and edge applications. (Source: Fraunhofer.de/en)

**Neuroscience**
In media, it is the implementation of neural science precepts to measure physiological changes in such areas as skin, eye, heart, brain functions in response to content, particularly advertising in order to gauge unspoken engagement and attention, for example.

**Neutral Facial Coding**
*See Also: Facial Coding, Emotionally Neutral*
A metric used in facial coding to indicate the lack of a clear emotional expression. (Source: ProjectOAR)

**Never-Out List**
Includes key items (best sellers) that are listed separately from a model stock plan or basic stock list, or that are especially identified on the basic stock list by colored stars or other suitable means. It is sometimes referred to as a list of key items, checking-list item, or best-seller list. (Source: MASB)
New
In Video On-Demand, New is the Icon / identifier to designate that programming has recently become available for viewing. Length of time for "new" is configurable by MSO to allow for content differences (e.g., episodic TV vs. movies, or other considerations).

Newbies
An inexperienced, naïve newcomer to a particular activity such as involving new technology.

New Buy GRP
TRA metric in the context of a rebuy. Refers to gross ratings points in the improved buy based on TRA. (Source: TRA)

New Buy TRP
TRA metric in the context of a rebuy. Refers to target rating points in the improved buy based on TRA. (Source: TRA)

New Fronts
See Also: Upfronts
As with the Upfronts, it is an annual sales initiative where new digital media companies present their new programming content and inventory for sale for the full upcoming season. Run by the IAB.

Newly Married Stage
See Also: Family Life Cycle
Another term for Family Life Cycle. (Source: MASB)

NPD abbr New Product Development
The overall process for developing a new product, although the exact stages in this process may vary by company. According to Kotler and Keller, the major steps include the following:
- Idea generation
- Idea screening
- Concept development and testing
- Marketing strategy development
- Business analysis
- Product development
- Market testing
- Product commercialization
These stages are roughly sequential but may in some cases occur simultaneously. Occasionally the term’s meaning is restricted to that part of the process done by technical (e.g., research and development) departments. New-product development concerns activity within an organization, in contrast to the acquisition of finished new products from outside. (Source: MASB)

New Product Forecasting Model
Used to forecast the performance (e.g., trial, repeat, sales, share) of new products and services and include three major types of models:
- Those based on management subjective estimates;
- Those based on analogy to a similar product that had been previously introduced To the market; and
- Those based on consumer studies.
(Source: MASB)
New Reach
See Also: Reach & Frequency
TRA metric in the context of a rebuy. Refers to the percentage of households that the ad schedule would reach in the new buy. (Source: TRA)

News Agenda
The list of stories that may appear in a particular paper. The items on the news agenda will reflect the style and ethos of the paper. (Source: corbytechmedia.weebly.com)

News Clip
A type of film presentation in which editorial content is controlled by the sponsor. It is provided to broadcast media for their use as deemed appropriate. (Source: MASB)

Newsfeed
See Also: Web Feed
A continuous transmission of newly updated content or data, to web sites, social sites, blogs or other online services through a provider through a subscription.

2 : The Facebook term for the screen that shows all the latest updates posted by people the user follows. On other social networks, this is simply called the feed. (Source: Blog.Hootsuite.com)

3 : Also called a Web Feed. A service by which users are provided with frequent transmission of data consisting of news updates. These are received by subscribers in XML format as summaries or links of updates about those people who are in your friend’s list as well as the odd advertisement. (Source: TycheSoftwares)

NOTE – On the Facebook social networking site, a News Feed is a list of updates on your own Facebook home page. There are different news feed formats like RSS and its different versions as well as ATOM. (Source: TycheSoftwares)

Newsfeed Algorithm
See Also: Algorithm, Feed Algorithm, Social Media Algorithm

Newsgroup
See Also: Usenet
An electronic bulletin board devoted to talking about a specific topic and open to everybody. Only a handful of newsgroups permit the posting of advertising. (Source: IAB)

2 : Another term for Usenet. (Source: MASB)

Newsjacking
See also Trendjacking
The technique of hopping on current events with your social media content. Social media managers often engage in newsjacking to seem timely and relevant while gaining exposure by tying their content to key hashtags and conversations around the latest news. (Source: Falcon.io)

2 : Also known as trendjacking, newsjacking is the act of referencing a news story or trending topic in order to connect with the audience following that story. Hashtags are a common way to attach content to breaking news. Newsjacking only works if there is a close tie to the story in question. (Source: Blog.Hootsuite.com)
3: Marketing technique that consists of using current events or situations for the purpose of deviating audience attention towards brands and obtaining notoriety. To achieve this, it is necessary to generate content that is relevant and interesting to the public, but also important to consider the risks involved, as a poorly planned activity may pose severe problems for the brand. The term comes from the fusion of the word news (news, in English) and the verb hijack (appropriation or abduction, also in English). (Source: Zorraquino)

**Newsletter**
Information publication sent at a certain frequency to a mailing list of subscribers. User consent, through the selection of subjects of interests, lessens the sensation of intrusion, leading businesses, companies and institutions to adopt the newsletter as a means for providing news to their customers, members or employees. (Source: Zorraquino)

**Newspaper Advertising**
Advertising that appears in a publication that is issued every day or every week containing news about a particular community that is published online or printed on paper but is not bound by staples or stitching of any kind. (Source: ProjectOAR)

**Newspaper Supplement**
A special printed section of a newspaper devoted to one specific topic, inserted within or accompanying the newspaper, typically containing a mix of editorial content and ads, but occasionally consisting entirely of one or the other. (Source: ProjectOAR)

**News Value**
In the creative genre, an ad message intended to capture consumers’ attention or interest by providing new and relevant information, such as a new product or offer. (Source: ProjectOAR)

**News Values**
The factors that influence whether a story will be picked for coverage. (Source: corbytechmedia.weebly.com)

**New Task Purchase**
*See Also: Buy Classes, Modified Rebuy*
Another term for Buy Classes. (Source: MASB)

**Next Generation Computing**
*See Also: Quantum Computing, Neuromorphic Computing*
The next phase of computing that surpasses the current conventional computing technologies. Attributes include greater speed and performance increased miniaturization and energy efficiency.

**Niche**
The Twitter-owned influencer program where brands can also include user-generated tweets from creators. (Source: Cynopsis)

**Niche Audience**
A relatively small audience with specialized interests, tastes, and backgrounds. (Source: corbytechmedia.weebly.com)
Niche Marketing  
See Also: Micromarketing  
Marketing that focuses on promoting products or services for a market niche or minor defined market the needs of which are not being properly met, instead of targeting the general public. This formula requires finding a balance between market specialization and profitability, i.e. niches must be big enough to make supplying their needs an economically-profitable activity. (Source: Zorraquino)

NMR abbr Nielsen Media Research  
A firm involved in local and national measurement of the TV audience; also involved in other research activities. (Source: TVB)

NOCR abbr Nielsen Online Campaign Ratings  
Nielsen Online Campaign Ratings (NOCR) is an online measurement that provides advertisers with Internet audience reach and frequency data comparable to Nielsen's television ratings, including Gross Rating Points (GRPs). (Source: Nielsen)

NSI abbr Nielsen Station Index  
Local market audience measurement reports. (Source: TVB)

NTI abbr Nielsen Television Index  
National network audience measurement reports. (Source: TVB)

No Cap  
See Also: Cap, All Cap  
In social media, refers to telling the truth.

No-Code Tool  
A software development platform that allows and enables even non-technical employees to build and deploy their own applications without writing a single line of code. (Source: Xplenty)

Node  
See Also: Zone, MAC Address  
Point in a cable television system that interconnects traditional coaxial cable and fiber-optics. The place where an optical signal is converted to a radio frequency (RF) signal, or vice versa. (Source: CableLabs)

2 : In Set-Top Box measurement it is the level of sample or census size of less than a certain number of television homes for Set-Top Box data measurement or reporting purposes. Granularity from Zone level to Node to a household level to a set level.

3 : In computing, a node is a unique processing location device that has a unique identifier such as MAC Address.

4 : In a digital cable context, a node is the switching station that converts the fiber optic signal from the head end into the electrical signal transmitted over coaxial cable on the proverbial “last mile” of a Hybrid-Fiber-Coax (HFC) distribution network. Ideally, such a node services approximately 500 homes, but in practice nodes may service up to 1000 to 1500 homes. The return path bandwidth is shared by all homes in a node. (Source: FourthWall Media)

5 : A computer on a network that has a full copy of a blockchain. (Source: ShellyPalmer.com Blockchain Glossary)
Nofollow
A HTML attribute developed by Google which, when added to an outgoing page link URL, enable it to be automatically ignored by the Google webcrawler (Googlebot) when indexing the website. Tagged links do not affect the websites PageRank, for example, avoiding blogs from being affected by any potential spam that may be included amongst its comments. (Source: Zorraquino)

NOTE – The nofollow tag is used in web positioning so that the source page does not transfer link juice to the recipient of the link. (Source: Zorraquino)

No-Follow Link
An element that instructs the search engines bots not to follow the link. This means it’s a notification to search engines saying ‘Do not count this link’ so that they will not crawl the link and pass any link juice to it. When No-Follow link is used there is no boost in the Page Rank and does not help page’s placement in the SERPs. A no follow link is created with the no follow link HTML tag, which looks like this: `<a href="http://www.website.com/" rel="nofollow">Link Text</a>` (Source: TycheSoftwares)

Noindex
HTML attribute very similar to nofollow. In this instance it is used to indicate to Googlebot (but not other search engines) that it may consider the tagged link and follow it, but must not index it. Generally used to stop access to duplicated website content. Whereby a preferred version can be selected for publication amongst the search results. (Source: Zorraquino)

NOTE – The effectiveness of this attribute cannot be guaranteed, as other sites may be linking to the same page without using tags. (Source: Zorraquino)

Noise
See Also: Jamming, Spectrum Spread, Interference, Natural Interference
As applied to Set-Top Box data measurement, noise is the ancillary, unmeasurable points of data that create large margins of error in measurement. It is said to result from having too small a sample size. "Noise" diminishes as the dataset moves from a sample to a full all-inclusive census.

2 : The word “noise” is a carryover from audio practice. Refers to random spurts of electrical energy or interference. May produce a “salt-and-pepper” pattern over the picture. Heavy noise is sometimes called “snow.” (Source: CableLabs)

3 : Any extraneous factor or random variability that could affect the results or accuracy of market or media research. (See also "Random Error" and "Systematic Error.") (Source: ProjectOAR)

Nom
An exclamation used to express pleasure at eating, or at the prospect of eating, delicious food. (Source: blog.hubspot.com)

Nonce (Number Only Once)
A counter mechanism for miners as they cycle through various values when trying to discover a rare cryptographic hash value. (Source: ShellyPalmer.com Blockchain Glossary)

Noncompensatory Rules
See Also: Conjunctive Rule, Disjunctive Rule, Lexicographic Rule
In evaluating alternatives, noncompensatory rules suggest that positive and negative consequences of alternatives do not compensate for each other. Types of noncompensatory rules include the Conjunctive Rule, the Disjunctive Rule, and the Lexicographic Rule. (Source: MASB)
Nonconscious
Term used to refer to processes that occur automatically, outside of a person's conscious awareness. May include shifts in attention, thoughts, emotions and even behaviors (e.g., fidgeting). Often used interchangeably with the terms "Automatic" and "Implicit," though some researchers use these terms slightly differently. (Source: ProjectOAR)

Nonconscious Measures
Indicators that capture responses, such as emotions and attitudes toward brands, advertising, products, experiences and marketing stimuli that dwell in the nonconscious, meaning that they are either too fast or too complex to put into words or are in a form that may be biased if attempts were made to measure them through direct questions. (See also "Nonconscious" and "Implicit Measures"). (Source: ProjectOAR)

Noncumulative Quantity Discount
A discount granted for volume purchased (measured either in units or dollars) at a single point in time. (Source: MASB)

Non-Demographic Sectors
Whereas demographics include age and sex, non-demographics includes those factors that are not ascribed to demography such as technology and genetics, for example.

Non-Digital
Not having digital capabilities such as a wide choice of viewing channel options, DVR and On-Demand. Similar to analog.

Non-Diegetic Sound
Sound that comes from outside the fictional world, for example a voiceover, romantic mood music etc. (Source: corbytechmedia.weebly.com)

NFT abbr Non-Fungible Token
A non-fungible token as defined by ERC-721 and ERC-1155 is a unique token often used for collectibles or specific assets, such as a loan. On chain. Slang term used to describe transactions reflected on a blockchain. (Source: ShellyPalmer.com Blockchain Glossary)

2 : A unit of data stored on a digital ledger, called a blockchain, that certifies a digital asset to be unique and therefore not interchangeable. NFTs can be used to represent items such as photos, videos, audio, and other types of digital files. Access to any copy of the original file, however, is not restricted to the buyer of the NFT. While copies of these digital items are available for anyone to obtain, NFTs are tracked on blockchains to provide the owner with a proof of ownership that is separate from copyright. (Source: Wikipedia)

Non-Guaranteed Line Item
Fourth priority buying model, which does not reserve inventory. AKA “remnant line item.” (Source: OpenX)

Non-Human Traffic
Ad impressions made by bots. (Source: Hubspot)

Non-Incentivized Acquisition
A form of paid acquisition, in which users do not receive any value exchange for installing an app. (Source: IAB Mobile App Marketing Glossary Working Group)
Non-Linear Ads
Ads that run at the same time as the programming and allows viewers to choose between watching the ad or the program. Can include In-Program Ad placement or Banners and Skins.

2. This usually refers to time shifted ad content either front loaded to a DVR, accessed via the internet, or long form VOD ad content (pre or post rolled) such as movie trailers or auto ads) etc., (Source: Rentrak)

3. Ads that are not inserted in the linear TV programming, e.g. pre-roll ads in VOD. (Source: FourthWall Media)

Non-Linear Narrative
Here the narrative manipulates time and space. It may begin in the middle and then include flashbacks and other narrative devices. (Source: corbytechmedia.weebly.com)

Non-Linear Programming
See Also: Non-Linear TV, Linear, Video On-Demand
As opposed to Linear Television which is fed and viewed in real-time, Non-Linear Programming is advanced, interactive and is consumed at will by the viewer or consumer. Non-traditional ways of presenting television programming opposite of appointment-based television. Video On-Demand is one form of non-linear programming.

2. Programming that is made available to a viewer upon request. Non-linear programming implementations include network-based VOD and DVR, local DVR, Home Networked file streaming, Web Video, and others. (Source: MRC)

Non-Linear TV
See Also: Non-Linear Programming
Same definition as Non-Linear Programming.

Non-Linear Video
See Also: Linear Video
Content that is played back not in real-time.

2. An ad unit type that consists of video ads that play during video content in a video player. (Source: OpenX)

Nonmophobia aka Nomophobia
Short for “no mobile phone phobia”, it is the irrational fear of losing or being without one’s cellphone.

2. Fear of losing or forgetting one’s mobile phone, or of being outside of the phone’s signal area. From no more (phone phobia). (Source: NY Times)

Non-Probability Sample
A sample that relies on personal judgment somewhere in the element selection process and therefore prohibits estimating the probability that any population element will be included in the sample. (Source: MASB)

Nonprofit Marketing
Type of marketing specialized in developing communication and sale strategies for third sector organizations: NGOs, Foundations, Non-profit associations, charities, etc. (Source: Zorraquino)
Nonqualifying Page impressions
See Also: Frames
Page impressions which should be excluded from traffic or measurement reports, such as unsuccessful transfers of requested documents, successful transfers of requested documents to a robot or spider, and/or pages in a frame set. (Source: IAB)

Non-Registered User
Someone who visits a Web site and elects not to, or is not required to, provide certain information, and hence may be denied access to part(s) of the site. (Source: IAB)

Non-Remnant Inventory
Inventory sold directly by a publisher to an advertiser. Remnant inventory is usually sold by a third-party. (Source: Centro)

Non-Responding Boxes
See Also: Faulting
Set-Top Boxes that, because of a (temporary) problem, do not report any data back to the data provider.

Non-Response Bias
The lack of or under-representation of a specific segment of the viewing audience or the sample which can lead to erroneous research conclusions about overall behavior because the omitted segment has different viewing behaviors or patterns than the rest of the population. This can be due to such things as equipment malfunction or failure or a lack of cooperation by the viewer / subscriber.

NOTE – Does not exist in STB data? Non-response bias can exist in STB data if the sample of STBs is not representative of the targeted audience. However, in as much as the STB data enabled households are representative of the targeted segment, it should overcome issues of non-response bias. (Source: Visible World)

Non-Secure Site
See also: Secure Site
A Http type of site, as opposed to Https, the is less secure to protections from hacking and malware.

NOTE – Really only relevant in terms of pixel creation: Media operations create either a secure or non-secure pixel, depending. (Source: Mediamath)

Non-Smooth Pacing
See Also: Smooth Pacing
A pacing configuration that delivers 95 percent of the goal impressions by the halfway mark for the line item’s date range. (Source: OpenX)

Non-STB TVs
Those, often older, televisions that do not have a Set-Top Box attached to it. These televisions are often located in parts of the home like the children's room, kitchen, garage or attic where viewing is limited to analog signals or the television only is attached to a playback device. This sub-set of television sets are not counted in the Set-Top Box data because there is no return path data available from their viewing usage. Said to currently represent 10% of all US TV households and is continuing to diminish.
Non-Streaming Video

*See Also: Streaming Video*

Video that must be completely downloaded first before it can be viewed. Therefore the video is not delivered in real-time. The video may be delivered via a download link that requires a certain type of media player. Form of internet delivery via a computer.

NOTE – Video can be delivered via download to a STB or DVR. (Source: TIVO)

Non-Traditional Out-of-Home

*See Also: Traditional Out-of-Home*

Out-of-home advertising that appears on the range of unusual or unique platforms, often digital but can also be analog.

Nonverbal Communications

A means of conveying a message in a video or TV ad by the gestures, body language, actions and appearance of the actors, rather than the words they speak. (See "Biometrics").

(Source: ProjectOAR)

No Play

*See Also: Perfect Play*

A TRA metric – How many households tuned to the program before and after the ad but did not tune into the ad. (Source: TRA)

Normalize (the Data)

*See Also: Data Cleansing, Scrubbing the Data, Harmonize the Data*

The process of organizing data in various groupings so as to eliminate redundancy.

2: In creating a database, normalization is the process of organizing it into tables in such a way that the results of using the database are always unambiguous and as intended. Normalization may have the effect of duplicating data within the database and often results in the creation of additional tables. (While normalization tends to increase the duplication of data, it does not introduce redundancy, which is unnecessary duplication.) Normalization is typically a refinement process after the initial exercise of identifying the data objects that should be in the database, identifying their relationships, and defining the tables required and the columns within each table. (Source: searchsqlserver.com)

Norms

A statistical data set that typically uses the average value of the results of any research methodology over time as a standard by which new data collected, using the same methodology, can be compared. Norms are often used for copy testing methodologies or attitude tracking studies, to statistically compare the results of a new ad test to a historic data set. (See also "Benchmark(s)"). Benchmarks can be proprietary or public depending on the type of benchmark data being evaluated. (Source: ProjectOAR)

Nostalgia

In the creative genre, a type of advertising genre or executional component that is designed to evoke sentimentality (see "Sentimental") for the past. This is typically a place, period or experience with which consumers may have positive personal associations. (Source: ProjectOAR)
Noticeability
The degree to which consumers or participants recognize the brand being advertised, or the degree to which an ad is able to be readily observed in a cluttered ad environment. (Source: ProjectOAR)

Notification
A message or alert indicating new social media activity. For example, if somebody Likes one of your Instagram photos, you can receive a notification on your phone that lets you know. (Source: Blog.Hootsuite.com)

NSFW
An abbreviation of the phrase “not safe for work” to describe explicit inappropriate digital content.

Null Hypothesis
The premise that serves as the basis for a test of statistical significance, typically the assumption that there is no change in a particular measure or no difference between different groups or different stimuli, such as ad executions; for example, in a copy test of different possible ad executions, the null hypothesis would be that none of the ad executions performs any better than any others. (Source: ProjectOAR)

Number of Insertions
The number of airing instances of the advertising creative contained in the report group. (Source: TRA)

Number of Spots in Original Buy
A TRA metric – The number of spots that aired in the original campaign. (Source: TRA)

Number of Spots in New Buy
A TRA metric in the context of a new buy – The number of spots that would air in the new campaign. (Source: TRA)

Number of Telecasts
The number of times a program aired during the measurement period of the report. (Source: Kantar Media Audiences)

Number of Viewing Sessions Per Day
Average number of viewing sessions per day among viewers. (Source: Kantar Media Audiences)

Numeric Distribution
Based on the number of outlets that carry a product – outlets that list at least one of the product’s stock-keeping units (SKUs). It is defined as the percentage of stores that stock a given brand or SKU within the universe of stores in the relevant market. Distribution metrics quantify the availability of products sold through retailers, usually as a percentage of all potential outlets. Often, outlets are weighted by their share of category sales or all-commodity sales.
- Purpose: Numeric distribution measures a firm’s ability to convey a product to its customers in terms of total number of outlets carrying the brand.
  The main use of metric distribution is to understand how many physical locations stock a product or brand. This has implications for delivery systems and for the cost of servicing these outlets.
- Construction: To calculate numeric distribution, marketers divide the number of stores that stock at least one SKU of a product or brand by the number of outlets in the relevant market:
Numeric Distribution (%) = 100 x Number of outlets carrying brand (#) ÷ Total number of outlets (#)
(Source: MASB)

OAM abbr Object Access Method
A file access method designed for the storage of large numbers of large files, such as images.
(Source: Wikipedia)

Objective-and-Task Budgeting
Objective-and-task budgeting is an advertising budget method in which advertising expenditures are determined on the basis of a specific audit of the resources needed to achieve the specific objectives and tasks outlined in the advertiser's media plan. (Source: MASB)

Objectives
See Also: KPI
The goal of an advertising campaign whether it is sales, traffic, attention, awareness etc. measurable with metrics and data.

2 : In social advertising, objectives are the results you want to achieve through your ad campaign. These objectives are used to determine which key performance indicators to follow and optimize ad spend. In Facebook Ads Manager, you can select from a variety of marketing objectives including traffic, engagement, conversions, brand awareness, and more. (Source: Falcon.io)

3 : In marketing, the result to be achieved within a period of time, by employing the resources available. For an objective to be valid, it must comply with a series of characteristics, termed SMART: specific, measurable, achievable, realistic, time based. If we wish to find out if the actions we perform are moving us towards our desired objective, we must monitor them using KPIs.
(Source: Zorraquino)

OLE abbr Object Linking and Embedding
One of two standards. (The other being Open Doc). A proprietary technology developed by Microsoft that allows embedding and linking to documents and other objects. Designed to help programmers develop components that can work together.

Objects (VR)
Discrete 3-D shapes within the virtual world that a user can interact with. (Source: freeflyvr)

Observation Error
A nonsampling error that arises because inaccurate information is secured from the sample elements or because errors are introduced in the processing of the data or in reporting the findings.
(Source: MASB)

Observation
A method of data collection in which the situation of interest is watched and the relevant facts, actions, or behaviors recorded. (Source: MASB)
Observational Error
In research, the difference between the actual value for an individual and the value recorded in the research data set. (Source: ProjectOAR)

Observation Room
A room adjacent to a room for a focus group (see "Focus Group") through which clients can watch the group through a one-way mirror, without being seen. Also referred to as "Viewing Facility." (Source: ProjectOAR)

Observer Effect
The possibility that the presence or characteristics of a researcher who is observing a participant could have an inadvertent impact on the participant's verbal or neurological responses. (Source: ProjectOAR)

Obsolescence
The act or process of a product's becoming out-of-date, discarded, no longer in use. The rejection is for some reason other than being worn out or inoperable. It may apply to an individual item or to all of the items in a given class or group. (Source: MASB)

NOTE – The active verb form, less widely acceptable, is “to obsolete” or “to make obsolete.” (Source: MASB)

Obstructed Views
The Set-Top Box indicates a viewing session where the set is tuned to a channel but viewer cannot view any of the channel content because they have not subscribed to that channel. Tuning onto a channel that is displaying a slide saying that the network is subscription only.

Occipital Cortex
The back of the brain receiving retinotopic projections of visual displays. (Source: freeflyvr)

Occlusion
In virtual reality, the hiding of an object or a portion of an object from sight by interposition of other objects. (Source: freeflyvr)

Ockham’s Razor
This is a philosophical principle that states that the simplest solution or answer is often the best. Scientists use it as a general rule for the development of theoretical models, but it can also be applied to many fields of knowledge, such as linguistics, computer science, statistics, or economics. (Source: Zorraquino)

NOTE – In user experience, applying Ockham’s Razor means that where there is more than one design that is functionally the same, the simpler one should be chosen. This principle is attributed to the English Franciscan friar William of Ockham (1280-1349). (Source: Zorraquino)

Oculus Rift
A virtual reality company that started as a Kickstarter project. Facebook bought the company in 2014 for $2 billion. In the past several years, Oculus released two developer kits and demoed different prototypes. The consumer version of the Rift started shipping in the spring of 2016. The Rift is considered high-end VR and requires a fairly strong PC in order to run. Next, Oculus will release its
natively-built hand controllers, called Touch. Until then, units will ship with Xbox One wireless controllers. (Source: TechRepublic)

**Odd-Even Pricing**
*See Also: Odd Price*
A form of psychological pricing that suggests buyers are more sensitive to certain ending digits. (Source: MASB)

NOTE – Odd price refers to a price ending in an odd number (e.g., 1, 3, 5, 7, 9), or to a price just under a round number (e.g., $0.89, $3.99, $44.98). Even price refers to a price ending in a whole number or in tenths (e.g., $0.50, $5.00, $8.10, $75.00). (Source: MASB)

**Odd Lot**
Refers to dealing with broken lots or unbalanced assortments reduced in price for quick turnover. (Source: MASB)

**Odd Price**
*See Also: Odd-Even Pricing*
Another term for Odd-Even Pricing. (Source: MASB)

**Offer**
Refers to the terms and conditions (price, quantity, delivery date, shipping costs, guarantee, etc.) under which a product or service is presented for sale to potential customers in direct response advertising. (Source: MASB)

**Off-Invoice Allowance**
A type of trade sales promotion in which the manufacturer offers the retailer a reduction on the product price at the time of billing, generally for a limited period of time. (Source: MASB)

**Off-Page Optimization**
*See Also: On Page Optimization*
Refers to all the measures taken external to the actual website in order to improve its position in search rankings. Off-Page Optimization is a long-term process and includes acquiring many high-quality backlinks (incoming links) to your page from the authority sites. (Source: TycheSoftwares)

NOTE – This usually does the background work for better search results and builds your online reputation. This technique involves not only getting back-links from other sites but also includes other practices like social networking, social bookmarking, blogs, videos etc. Typically, off page optimization includes:
- Creation of links on third-party websites
- Placement of keywords/website name/webpage in anchor text of links created
- Generation of links on authoritative websites
- Creation of links on social media networks
- Submission of website to search engines and web directories
(Source: TycheSoftwares)

**Off-Price Shopping Center**
A shopping center specializing in off-price retail tenants such as T.J. Maxx or Burlington Coat Factory. (Source: MASB)
Off-Retail Percentage
The markdown as a percentage of the original price.
For example, an item originally retails for $10 and is marked down to $5; the off-retail percentage is 50%. (Source: MASB)

Offline
As an adjective, not connected to a computer network. As an adverb, not here or not now, as in “Let's take this discussion offline.” Often used to indicate that a topic should be discussed privately rather than in a public forum. (Source: AAI.ie)

Offline Attribution
Identifying a set of consumer actions or events based on offline sales or activities such as purchases from brick-and-mortar stores.

Offline Data Aggregators
Compiling information from databases that are not controlled by or directly connected to a computer or external network.

Off-Site Measurement
*See Also: On-Site Measurement*
When a site forwards its log files to an off-site Web research service for analysis. (Source: IAB)

Oligopolistic Competition
A market condition in which only a few large sellers vie and collectively account for a relatively large market share. It differs from a monopoly in that there must be at least two sellers. (Source: MASB)

Oligopolistic Environment
A market situation in which only a few large firms compete in either buying or selling in the market.
(Source: MASB)

Oligopoly
When a handful of dominant, powerful companies control an industry. (Source: corbytechmedia.weebly.com)

2 : A market situation in which there are there are a small number sellers (but at least two). (Source: MASB)

Oligopsony
A market situation in which there are few buyers but potentially a large number of sellers. (Source: MASB)

Omission Error
In media and market research, an occasion in which someone or something important is erroneously excluded from consideration when it would ideally have been included. This may involve failure to include individuals in a research project who are actually in the target market, failure to have a control cell for comparison, failure to include an important variable in a statistical model or failure of a participant to provide a complete answer to a question. (Source: ProjectOAR)

Omnibus
A study in which the questionnaire consists of a mix of questions from multiple clients, or a body of work about a particular subject that encompasses multiple studies. (Source: ProjectOAR)
**Omnibus Panel**
*See Also: Panel (Omnibus)*
A sample of respondents who are measured repeatedly over time but on variables that change from measurement to measurement. (Source: MASB)

**Omni Channel**
A multichannel approach to sales that seeks to provide the customer with a seamless shopping experience whether the customer is shopping online from a desktop or mobile device, by telephone or in a bricks and mortar store. (Source: TechTarget)

2 : Integrated view of all channels through which a brand interacts with its customers, so that the customer who initiates their communication by one channels can easily end it by any other. The omnichannel experience means that all channels are as connected as if there were only one. (Source: Zorraquino)

**Omni-Channel Management**
Refers to giving the user a seamless shopping experience. (Source: TycheSoftwares)

NOTE – You know the thing Amazon does, where your wish list or cart from one device appears in another? That’s omni-channel, your next step in eCommerce marketing and targeting. It involves ensuring that whether the customer comes to your store offline or online, via a mobile app or the website, the shopping experience should remain the same. (Source: TycheSoftwares)

**Omni Channel Marketing**
A marketing strategy that targets consumers across all channels and devices as part of a seamless and consistent customer experience. An omni-channel strategy accounts for the likelihood that a consumer’s path to purchase may begin on one channel and/or device (for instance, a brand’s website on a desktop PC) and move to another channel and/or device (for instance, an ad on a mobile Facebook app). An omni-channel strategy operates under the assumption that, if marketers place their products in front of consumers on multiple channels and devices as part of one fluid experience, those consumers will be more likely to make a purchase. (Source: Cynopsis)

**On-Demand**
*See Also: Video On-Demand*
The ability for a viewer to pro-actively choose and view a piece of video content at their convenience through special channels on their television. Content is served and viewed upon request.

2 : A selection of channels designated for requestable commercial content.

3 : An entertainment service that allows viewers instant access to content such as movies, cable series, original programs, educational programming, premium channels, news, sports and more. Programming from the content provider is delivered by the consumer's cable operator. The On-Demand content can be free, subscription based, or paid for on a transactional basis. Consumers control what they watch and when, with features such as play, pause, fast-forward, rewind, stop and resume. Preferred to “Video On-Demand.”

4 : Unbound EBIF applications are sometime called On-Demand Applications. (Source: FourthWall Media)

5 : The ability to request video, audio, or information to be sent to the screen immediately by clicking something on the screen referring to that choice. (Source: IAB)
On-Demand Software
Along with Web-Based Software and Hosted Software, another term for Software as a Service.

ODM abbr On Device Meter
See Also: Electronic Mobile Measurement
An old term for Electronic Mobile Measurement.

One-Hundred-Percent Location
The “best” retail site in a major business district (i.e., the one with the greatest exposure to a retail store’s target market customers, sales are highest, and/or the highest land values and rents).
(Source: MASB)

One-Price Policy
Dictates that, at a given time, all customers pay the same price for any given item of merchandise.
(Source: MASB)

One-Price Retailer
A store that offers all merchandise at a fixed price, the same to all customers, as opposed to bargaining or negotiating a price. (Source: MASB)

One-Stage Area Sampling
See Also: Area Sampling, Two-Stage Area Sampling
Another term for Area Sampling. (Source: MASB)

One-Stage Cluster Sampling
See Also: Cluster Sample, Two-Stage Cluster Sampling
Another term for Cluster Sample. (Source: MASB)

OTO abbr One Time Only
In program content, usually referring to a TV or radio special program. (Source: AAI.ie)

1 x 1 Gif
See Also: Tracking Pixel Tag, Pixel Tag, Clear gif
An embedded image similar to a Web Beacon.

1×1 Transparent Pixel
An unseen tag loaded onto the web.

One to One Interview.
A form of research testing where one person interviews one respondent often in a face-to-face meeting but, increasingly, via the internet.

One to One Marketing
Marketing discipline focused on analyzing customer data to offer messages, products or services designed specifically for each particular client, according to their preferences. (Source: Zorraquino)

Online
1) Currently connected to a host, opposite of offline. 2) Referring to anything connected to a computer network. (Source: AAI.ie)
OLAP abbr Online Analytical Processing
A category of software tools that enable a user to provide and perform multi-dimensional analysis of data stored in a database and provides the capability for complex calculations, trend analysis, and sophisticated data modeling.

NOTE – OLAP is part of the broader category of business intelligence, which also encompasses relational database, report writing and data mining.

Online Banner Ads
See Also: Banner Ads

OBA abbr Online Behavioral Advertising
See Also: Interest Based Advertising
A broad set of activities and recommended compliances that companies engage in to collect information about any user’s online activity, such as webpages visited, and use it to push more relevant ads or content to that user.

Online Behavioral Advertising Compliance
A set of requirements formed and forwarded by the Digital Advertising Alliance that informs consumers about data practices through clear, meaningful and prominent notices. These include: 1) Display the Advertising Option Icon 2) Prove disclosure on data collection practices, 3) Provide method for users to opt out and 4) Provide evidence of compliance.

Online Chats
may refer to any kind of communication over the Internet that offers a real-time transmission of text messages from sender to receiver. Chat messages are generally short in order to enable other participants to respond quickly. (Source: Wikipedia)

Online Data Aggregators
The searching, gathering, mining and collecting of information and data via online internet sources for a business objective.

Online Distribution
See Also: Content Delivery, Digital Distribution, Electronic Software Distribution (ESD)
The process of disseminating content and messages via the internet. Can include electronic press releases, social media, blogs, search engines, browsers and widgets, for example.

Online Identity
Also called online identity or internet persona is a social identity that an Internet user establishes in online communities and websites. It can also be considered as an actively constructed presentation of oneself. Although some people choose to use their real names online, some Internet users prefer to be anonymous, identifying themselves by means of pseudonyms, which reveal varying amounts of personally identifiable information. An online identity may even be determined by a user’s relationship to a certain social group they are a part of online. Some can even be deceptive about their identity. (Source: Wikipedia)

Online Marketing
See Also: Web Marketing
Refers to tools and methodologies for advertising and marketing promotion efforts using the internet to drive direct sales via electronic commerce, in addition to sales leads from websites or emails.
2: A type of marketing that combines traditional marketing principles and practices with the interactive features of the Internet, for the purpose of delivering need-satisfying products and services to consumers; organizations conducting marketing by communication with consumers on the Internet. (Source: MASB)

**Online Merged With Offline**

It evolves around technology-driven sales and cost efficiency. The merges enable offline retailers to tap into existing e-commerce platform instead of building their own. It allows for better utilization of the last-mile delivery network, driving unit cost down. (Source: LinkedIn)

**OMO abbr Online Merged With Online**

A retail marketing concept that has emerged over the last years that incorporates offline business with online business, thus creating more business opportunities and consumption patterns. (Source: Zorraquino)

NOTE – It is a retail marketing concept that has emerged in recent years that incorporates offline business with online business, thus creating more business opportunities and consumption patterns. What this marketing concept aims to do is to go beyond omni-channel and move towards omni-platform. This concept has been boosted by the increased use of smartphones, online payment systems, sensors and advances in technologies such as AI. Human behavioral data, online and offline, is combined to provide more personalized recommendations. In addition, the overall customer experience is enhanced by seamlessly integrated online and offline components. (Source: Zorraquino)

**OPA abbr Online Privacy Alliance**

A group of corporations and associations who have come together to introduce and promote business-wide actions that create an environment of trust and foster the protection of individuals' privacy online. (Source: IAB)

**OPA abbr Online Publishers' Association**

A trade association representing a segment of online publishers. (Source: IAB)

**Online Radio**

Another term for Internet Radio.

**Online Reputation**

Indicator for the prestige of a product, advertiser or brand on the Internet. Beyond the control and influence of the affected organization, it is users in general (customers or not) who massively and unpredictably construct an online reputation by expressing their experiences, recommendations and judgement on forums, social networking sites, blogs, etc. The spontaneous nature of such messages, formulated by another consumer, generally in a position of trust, grants them a degree of validity and credibility that cannot be obtained by any advertising format. (Source: Zorraquino)

**ORM abbr Online Reputational Marketing**

Practice that consists of continuously monitoring and analyzing an advertiser's online reputation, whilst aiming to influence any content that may affect it. Should negative information go viral and appear in the media it may negate any investment and work put into brand construction, therefore the ultimate objective of ORM is proactive: cultivate a positive predisposition amongst users and attempt to ensure opinions coincide with the company's interests. (Source: Zorraquino)
Online Research
See Also: Focus Group, Internet, Survey, Online
The practice of collecting information from people by asking them questions through surveys, focus groups, ongoing interactive communities and/or quick polls via the Internet. (Source: ProjectOAR)

Online Television
See Also: Internet Television
Another term for Internet Television. (Source: MASB)

On Order
A situation in which the retailer has ordered merchandise and it has not been received – it is considered to be on order and thus a commitment against a planned purchase figure. Thus, the open-to-buy figure is affected by the amount of the on-order dollars. (Source: MASB)

On-Pack Premium
A gift attached to the product or product package in some way such as banding, taping, or other adhesive. It is used to influence product purchase or reward the purchaser. (Source: MASB)

On-Page Optimization
See Also: Off-Page Optimization
Refers to all the measures taken within the website in order to improve the web page listing or position in search rankings. It is one of the very first step of SEO that can help you increase your overall CTR (Click-Through-Rate) ratio. (Source: TycheSoftwares)

NOTE – On-Page Optimization includes optimizing the web content, improving the meta description and title tags as well as HTML code and keyword placement. This not only helps getting good page ranking on search engines but also increases overall readability of the site. (Source: TycheSoftwares)

On Percentage
The result of multiplying together the complements of a given series of discount percentages.

To find the net merchandise price, the list price is multiplied by the on percentage. (Source: MASB)

OSI abbr On-Schedule Indicator
A column in the Order Summary report that indicates the percentage of delivered impressions for a line item relative to the impression goal and the time elapsed in a campaign. It is defined by the following calculation: OSI = impressions-to-date/((impression_goal/(end_date – start_date + 1)) * flight_time-to-date) (Source: OpenX)

Onserts
A format of advertising in a magazine in which the advertising material is attached to the front or back cover of the magazine or inside the packaging of the magazine sent to subscribers. (Source: ProjectOAR)

On-Site Measurement
See Also: Off-Site measurement
When a server has an appropriate software program to measure and analyze traffic received on its own site. (Source: IAB)
Open Account
See Also: Open Credit
The sale of goods on credit. The seller gives the buyer no written evidence of indebtedness. (Source: MASB)

OAR abbr Open Addressable Ready
Project OAR is an open technology standard developed by VIZIO to enable Dynamic Ad Insertion (DAI) in broadcast television on VIZIO TV sets and potentially those from other OEMS. The standard includes the use of video fingerprinting, ad signaling technology and the use of Ad-ID to recognize, insert and measure replacement ads.

2 : A consortium of content-driven media companies that is dedicated to establishing an addressable advertising standard focusing on standardizing technologies such as watermarking decisioning, measurement and demand.

Open Ad Exchange
Also known as Open Marketplace or Open Auction, it is an ad buying and selling environment in which the publisher allows buyers to access their inventory. This is usually remnant or unsold inventory. The exchange does not buy impressions up-front, but impressions are still bought and sold on an impression level. There is usually no direct relationship between the buyer and seller in an exchange model so it may be a blind transaction. Further, advertisers may not know which publishers they are buying from (and vice versa) because they may be transacting through a DSP and the publisher may be transacting through an SSP. (Source: Next.Srds.com)

Open Auction
Transaction environment in which any brand can bid for offered inventory with few if any controls and little to no transparency. (Source: MAGNA Global)

2 : Similar to an Open Ad Exchange

Open Auction Digital Media Inventory
A type of inventory that is unreserved, has auction-based pricing and incorporates a one seller-to-all buyers type of participation. Other terms used in the market to describe Open Auction Digital Media Inventory are: Real-time Bidding (RTB), Open Exchange and Open Marketplace. Prioritization in the ad server, the Deal ID, Data usage, Transparency to buyer and pricing floors are other things to consider as an impact to Invitation-Only Auction Digital Media Inventory. (Source: Mediacrossing)

Open Bid
See Also: Bidding
Another term for Bidding. (Source: MASB)

Open Billboard
A brief announcement, usually 3, 5 or 10 seconds in length, and usually earned by advertisers paying extra for the program being ordered that appears at the opening of a broadcast program.

OCAP abbr Open Cable Application Platform
See Also: Tru2Way
A standards-based software technology platform that enables two-way interactive services on the television and other devices within a cable system. This platform enables consumer electronics, programming, and cable companies to deliver interactive services, programming, and advertising on retail and cable devices. (Source: Definition currently under review by CableLabs)
2: An operating system layer designed for consumer electronics (like a Set-Top Box) that connect to a cable television system where the cable company can control what programs run on the viewers device. (Source: Wikipedia)

3: The old name for tru2way. (Source: FourthWall Media)

**Open Captioning**
*See Also: Closed Captioning, Captioning*
A form of text captioning where the text is a permanent part of the video or visual picture, as opposed to Closed Captioning which is turned on and viewable at the discretion of the viewer.

**Open Credit**
*See Also: Open Account*
Another term for Open Account. (Source: MASB)

**ODBC abbr Open Database Connectivity**
An open, standard database access method developed by the SQL Access group in 1992. The goal of ODBC is to make it possible to access any data from any application, regardless of which database management system (DBMS) is handling the data. (Source: Webopedia)

**Open Dating**
The practice of putting onto a product package information that reveals the date beyond which it should no longer be sold or used. This may also be referred to as the sell by, best by, or use by date. This applies primarily to perishable products (i.e., those that lose some important attribute over time while awaiting sale in the channel between maker and user). Open dating is common to certain industries (for example, dairy products and pharmaceuticals) and is sometimes mandated by law. (Source: MASB)

**ODP abbr Open Directory Project**
The largest non-automated web directory on the Internet. (Source: Zorraquino)

**Open Doc**
*See Also: OLE*
One of two standards (the other being OLE) that is designed to help programmers develop components that can work together.

**Open Exchange**
*See Also: Open Market, Open Auction, RTB*
The most standard and unrestricted way to buy inventory. An Open Exchange allows many buyers to bid on the inventory of many publishers in an auction environment. (Google AdX is an example.) Publishers can participate on a blind basis (the buyer doesn’t know the publisher). Publishers may also choose to use block lists so that certain advertisers can’t buy their inventory. Most Open Exchanges operate on a 2nd price auction model (the winner pays equal to the second highest amount that was bid). (Source: adtechdaily)

2: An open digital advertising marketplace for aggregated inventory from multiple partners where buyers can bid either manually or programmatically to purchase impressions. (Source: Tubemogul)

NOTE – When an advertiser seeks the most cost-effective way to buy, Open Exchanges are a good option. They’re fully automated and so avoid the manual headaches of PMPs. The Open Auction also
gives access to the largest audience — meaning a sophisticated bidder can happily pick and choose the best impressions. (Source: adtechdaily)

**Open Innovation Funnel**
A form of processing ideas for products and services that uses both internal and external sources for information, knowledge and expertise. It adds a 'permeable boundary' between the business and the external environment.

**Open Market**
*See Also: Private Market, Preferred Look Market, Programmatic Guarantee Market, Direct Order Campaign*
An unrestricted competitive market where price of goods and services is governed by the forces of demand and supply and not by manipulation by special interest groups, cartels or governments.

**Open Order**
An order sent by a store to a market representative to be placed with whatever vendor the latter finds can best fill it. In department store buying, it is the authority granted to a resident buyer to purchase merchandise required by the store. (Source: MASB)

**Open Rate**
The percent of email recipients who open an email message from a sender. Additionally, open rate may also refer to the percent of recipients who open an email attachment. (Source: ProjectOAR)

2 : Key performance indicator or KPI measuring the percentage of subscribers who have actually opened an e-mail during an e-mail marketing campaign. (Source: Zorraquino)

3 : The highest one charged for space or time by an advertising vehicle. (Source: MASB)

**Open Source**
Software that is available for public uses where the original source code is made freely available and may be redistributed and modified.

**Open Source Wrappers**
*See Also: Wrappers*
Programmatic header wrappers that are open source, that is freely available for public use and can be modified and redistributed.

**OTB abbr Open To Buy**
Refers to the residual balance of current purchase allotments (i.e., total planned purchases for a period, less receipts and merchandise on order). (Source: MASB)

**Open Web**
*See Also: Social Web*
A de-centralized world community where anyone can create a website or web service and browsers can work, unfettered with many locations, entities and companies without limitation. Other components include transparency, compatibility of code, open standards and sources, fluid two-way communication, integration and ease of use for the end users.

**Open World**
In an open world computer game the player can move freely though the virtual world and is not restricted by levels and other barriers to free roaming. (Source: corbytechmedia.weebly.com)
OpenX Market Rule
Enables OpenX Ad Server, Bidder, and SSP customers to specify what inventory is eligible for RTB buyers to purchase. Publishers can use this tool to set specific criteria for selling their inventory, such as: inventory targeting, floor price, and ad quality filters. (Source: OpenX)

OS abbr Operating System
The software that manages hardware and resources on a computer. Applications use the operating system to make requests for services and interact with the computer’s devices. Or the software that controls the underlying hardware, performs the most basic functions for managing the resources of the hardware, and provides services to other software such as applications. (Source: CableLabs)

2: The most important program on a computer. Once loaded, it performs basic tasks and manages all other programs and resources in a computer.

3: A set of programs that manage computer hardware resources and provide common services for application software. A vital component of the system software in a computer system. Application programs require an operating system which are usually separate programs, but can be combined in simple systems. (Source: Mediamath)

Operational Marketing
The operational marketing is the marketing slope in charge of implementing sales actions and tactics in order to meet the KPIs established by strategic marketing. It is a short-term vision of marketing, that works on channels, media and products and which, for example, is in charge of packaging or advertising campaigns, among other actions. (Source: Zorraquino)

OT abbr Operational Technology
Hardware and software that detects or causes a change, through the direct monitoring and/or control of industrial equipment, assets, processes and events. (Source: Wikipedia)

NOTE – The term has become established to demonstrate the technological and functional differences between traditional IT systems and Industrial Control Systems environment, the so-called "IT in the non-carpeted areas". Examples of operational technology include:
- Programmable logic controllers (PLCs)
- Supervisory control and data acquisition systems (SCADA)
- Distributed control systems (DCS)
- Computer Numerical Control (CNC) systems, including computerized machine tools
- Scientific equipment (e.g., digital oscilloscopes)
- Building Management and Building Automation Systems (BMS)/(BAS)
- Lighting controls both for internal and external applications
- Energy monitoring, security and safety systems for the built environment
- Transportation systems for the built environment
(Source: Wikipedia)

Opinion
A belief or emotionally neutral cognition that an individual holds about some aspect of or object in the environment. Those things he/she “knows” to be true have been defined as knowledge and those things he/she “thinks” are true or he/she is “pretty sure are true” are defined as opinions. (Source: MASB)
Opinion Leaders
People in society who may affect the way in which others interpret a particular media text. With regard to advertising, this may be a celebrity or other endorser recommending a product. (Source: corbytechmedia.weebly.com)

Opportunity Sampling
See Also: Accidental Sampling Convenient Sample, Grab Sampling
A research study recruitment technique that uses people from a target population available at the time and willing to take part. (Source: SimplyPsychology.org)

NOTE – An opportunity sample is obtained by asking members of the population of interest if they would take part in your research. An example would be selecting a sample of students from those coming out of the library. (Source: SimplyPsychology.org)

OTS abbr Opportunity to See
See Also: Advertising Impression, Page Display
When a page is successfully displayed on the user's computer screen. (Source: IAB)

2 : This term is used when quantifying how many exposures/average frequency a campaign should be planned to (i.e., over the duration of the campaign an average person in our target audience should have the OTS 3 or more commercials). (Source: Nielsen)

3 : Indicates how often, on average, a person has come into contact with a certain advertising medium. Along with the Gross Rating Point (GRP) and other data, the OTS is used to measure the success of advertising campaigns. (Source: en.ryte.com)

4 : Another term for Advertising Impression. (Source: MASB)

OCR abbr Optical Character Recognition
An industry-wide classification system for coding information onto merchandise. It enables retailers to record information on each SKU when it is sold and to transmit the information digitally. (Source: MASB)

ODD abbr Optical Drives
See Also: Hard Disk Drive, Floppy Drives, Disk Drives
In computing, a disk drive that uses laser light or electromagnetic waves within or near the visible light spectrum as part of the process of reading or writing data to or from optical discs. (Source: Wikipedia)

Optical Fiber
See Also: Fiber Optic
Refers to the medium and the technology associated with the transmission of information as light pulses along a glass or plastic strand or fiber. Carries considerably more information than conventional copper wire and is in general not subject to electromagnetic interference and the need to retransmit signals.

Optimal Sequencing
In media it is the process of formulating the best sequential roll out of messages across platforms to best reach, engage and attract viewers and consumers.
Optimistic Rollup
In Blockchain, a scaling solution whereby transactions are aggregated off-chain into a single digest that is submitted to the chain on a periodic basis. (Source: ShellyPalmer.com Blockchain Glossary)

Optimization
See Also: Media Optimization, Campaign Optimization, Bandwidth Optimization
In a media buy the ability to reach as many of consumer segments as possible in a buy for the least amount of money. In Set-Top Box data, the ability to improve a system's efficiency by reducing run time, improving memory capability or increasing Bandwidth etc.

2 : The process of seeking out the best possible inventory to drive ROI for campaigns. Optimization can refer to pacing, pricing strategy, (increasing or decreasing 3rd party data usage), or any other campaign variables that can be adjusted to become more efficient. (Source: Mediamath)

3 : Term used for a method of media planning using computer programs that develop the optimum media mix to spend advertising dollars most effectively. These media modeling systems allocate using media audience and cost data for all measured media vehicles plus the brand's requirements in terms of budget, target audience, reach & frequency goals and other factors. Television optimizers identify the combination of programs, dayparts and stations that will optimize reach at the lowest cost. (Source: TVB)

4 : Optimization refers to the process of improving a creative element, target definition, media plan or other advertising component – typically through repeated iterations of quantitative testing and/or analysis. Optimization is intended to identify the best or most efficient plan or solution to achieve goals. In research, optimization also refers to a class of research methods designed to identify the optimal combination of features, benefits or communication points that maximize interest in a product or service. (Source: ProjectOAR)

5 : Making the insights gleaned from measurement and attribution actionable to consistently improve reach and outcomes for TV campaigns. (Source: TVSquared)

NOTE – We'd argue definition of optimization is much broader. For example, it is the ability to continuously tune targeting based on feedback to drive optimal ROI. (Source: Visible World)

Optimization Pixel
Installed across an entire site and used to better identify ideal targets in prospecting and site-retargeting campaigns. (Source: Rubicon)

Optimize
See Also: Social Media Optimization
In media, the process of maximizing the value and delivery of an advertising campaign by modifying the mix of media outlets and platforms based on the estimated audiences and costs of each outlet.

2 : Rearrange or rewrite (e.g., data, software, etc.) to improve efficiency of retrieval or processing.

Opt-In
See Also: Permission Marketing, Opt-In Email, Opt-Out
A form of consumer choice requiring that consumers affirmatively give permission for their information to be used for specific purposes. In the absence of affirmative permission, the information gatherer may assume the information cannot be used for those purposes.
2: Refers to an individual giving a company permission to use data collected from or about the individual for a particular reason, such as to market the company's products and services. See permission marketing. (Source: IAB)

3: The process by which a user agrees to receiving messages from a company. Opt-in messages, therefore, cannot be considered as spam. (Source: OpenX)

4: Procedure used in permission marketing whereby a user voluntarily consents to having their email address included in a mailing list, generally by completing a subscription form. In the case of commercial communications, mailings are only legal when expressly requested by the user. (Source: Zorraquino)

**Opt-In E-mail**
See Also: Opt-in, Opt-Out, Permission Marketing
Lists of Internet users who have voluntarily signed up to receive commercial e-mail about topics of interest. (Source: IAB)

**Optionality**
See Also: Real Options
The availability of further opportunities after an initial investment has been made. In marketing, optionality refers to opportunities to leverage investments in a marketing asset, such as a brand name, customer franchise, or distribution network. Optionality is also known as real options and is one form of marketing leverage. (Source: MASB)

NOTE – In the case of a brand, it is the use of the brand name beyond the initial covered products through a brand or line extension. The goal is to use the existing brand’s awareness, associations, and preference to enable the newly branded product to penetrate the market more quickly and for less cost than through development of its own stand-alone brand. Optionality became especially important with digital business transformations. Many brands executed their optionality by using existing branding for their new digital offerings. An example is Netflix extending its brand from a DVD subscription service to an online streaming content service. Examples of optionality include: licensing, line extensions (Source: MASB)

**Opt-Out**
See Also: Opt-In, Opt-In Email
A form of consumer choice requiring consumers to affirmatively decline permission for their information to be used for specific purposes. In the absence of such affirmative notification, the information gatherer may assume that it can use the information for other purposes

2: When a company states that it plans to market its products and services to an individual unless the individual asks to be removed from the company's mailing list. (Source: IAB)

3: The process by which a user elects to stop receiving messages from a company. If a user continues to receive messages after opting out these messages can be considered to be spam. (Source: OpenX)

4: Procedure used in permission marketing whereby a user leaves a mailing list. A user included in a mailing list must be given the option to request their exclusion from that list when they no longer wish to receive further commercial communications. (Source: Zorraquino)
Oracle
A method whereby information is gathered outside of a blockchain. Parties must agree on the source of the information. (Source: ShellyPalmer.com Blockchain Glossary)

Oracle Public Cloud
An application development platform solutions delivered entirely through the Internet on a subscription-based billing method from Oracle Corporation. (Source: Technopedia)

NOTE – Oracle's public cloud solution provides enterprise-class applications, middleware services and databases managed, hosted, patched and supported by Oracle itself. The services offered under Oracle public cloud are, Fusion CRM and HCM Cloud, Social Network Cloud, Database Cloud and Java Cloud and being hosted at Oracle's datacenters by default, possess a scalable, flexible and secure architecture. (Source: Technopedia)

Orbit
A scheduling method in which the advertiser's commercials are rotated among different programs and/or time periods; this may also be called a rotation. (Source: TVB)

Orchestration
See Also: Data Orchestration
A process carried out by a piece of software that takes siloed data from multiple data storage locations, combines it, and makes it available to data analysis tools. (Source: Segment.com)

Order
See Also: Buy
In Video On-Demand, Order starts playback for transaction-oriented pay content.
2 : An order is calculated whenever the subscriber initiates a new Rental Period. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)
3 : The top-level demand-side component in an ad server, which represents the summary for an advertiser’s inventory purchase to run a marketing campaign. (Source: OpenX)

Order Book Matching
In Blockchain, a process in which all parties must agree on the swap exchange rate. Market makers can post bids and asks to a DEX and allow takers to fill the quotes at the pre-agreed price. Until the offer is taken, the market maker has the right to withdraw the offer or update the exchange rate. (Source: ShellyPalmer.com Blockchain Glossary)

Order Fulfillment
A process that every organization undergoes for delivering goods to end users. Order fulfillment refers to the steps involved in this process from the point of sale until delivery of the order. Steps involved in this process are: Receiving, Inventory Storage, Order Processing, Shipping and Returns Processing. (Source: TycheSoftwares)

NOTE – An example is as follows: Consider any fast food joint that receives an order for delivering food items to the customer’s doorsteps. The order fulfillment process starts at the point the fast food joint received a call from the customer for placing an order. Then the joint processes this request which means prepares the food items to be delivered. It is then packed and put into a bag, given to the delivery boy to get it sent to the customer. When the order is delivered and transaction is completed, that marks the end of the order fulfillment process. (Source: TycheSoftwares)
Orders
A billable On-Demand transaction for an asset during the lease / rental window.

Organic Acquisition
A form of user acquisition that occurs when there is no attribution link/tag associated with the conversion. (Source: IAB Mobile App Marketing Glossary Working Group)

Organic Install
Any install of an app that’s not attributed to a specific install source. This means that any install which can’t be tracked from performance marketing or advertising sources is considered to be organic. (Source: Adjust.com)

2 : An app install that happens as the result of a user choosing to install an app on their own, either from actively browsing and searching in an app store, or through word of mouth. (Source: is.com)

NOTE – Organic installs cannot be attributed to a mobile ad campaign. Nevertheless, organic installs can be affected by targeted and aggressive mobile advertising campaigns, where the increased visibility and brand awareness drive a lift in organic installs too. Organic installs are important because organic users tend to be the most active, and therefore have higher app retention rates. (Source: is.com)

OLED abbr Organic Light-Emitting Diode
See Also: Pixel, LCD
A technology that creates displays that are less power hungry and more efficient than existing LCD technologies. Unlike LCD, OLED pixel sites use organic materials that produce their own light, removing the need for a backlight. Initial OLED devices were somewhat prone to performance degradation over time, which is one of the reasons they did not start replacing LCD displays on a wide scale in mobile devices until late 2008. (Source: http://www.mobileburn.com)

Organic Reach
See Also: Viral Lift, Viral Reach, Social Lift, Paid Reach
Represents the number of unique people who saw your content in their news feed, ticker or on your social media or site page without paid promotion. (Source: simplymeasured.com)

NOTE – People find social content organically through their own feeds – either from companies whose accounts they’ve liked themselves, or through content shared by friends or connections. If someone visits your social profile based on a search or any other non-paid referral, this is also organic reach. (Source: Blog.Hootsuite.com)

Organic Traffic
Refers to website traffic deriving from search results that haven’t been paid for or sponsored by the publisher. (Source: Cynopsis)

2 : Organic traffic is the main type of unpaid web traffic characterized by coming from search engines and web directories. To increase organic traffic, it is necessary to implement a strategy and SEO actions. Other types of web traffic are: paid traffic, direct traffic and referral traffic. (Source: Zorraquino)

Original Buy GRP
The amount of grps in the original advertiser buy in the context of a rebuy. (Source: TRA)
Original Buy TRP
The amount of TRPs in the original advertiser buy in the context of a rebuy. (Source: TRA)

OEM *abbr* Original Equipment Manufacturer
Refers to a company that produces parts and equipment that may be marketed by another manufacturer. (Source: Wikipedia)

2 : An organization that purchases industrial goods in order to incorporate them into other products that are sold in the industrial market (business market) or ultimate consumer market. (Source: MASB)

NOTE – For example, IBM, acting as an OEM, buys microprocessors for its personal computers from Intel. (Source: MASB)

NOTE – However, the term is also used in several other ways, which causes ambiguity. It sometimes means the maker of a system that includes other companies’ subsystems, an end-product producer, an automotive part that is manufactured by the same company that produced the original part used in the automobile's assembly, or a value-added reseller. (Source: Wikipedia)

NOTE – Microsoft is a popular example of a company that issues its Windows operating systems for use by OEM computer manufacturers via the Bundling of Microsoft Windows. OEM product keys are priced lower than their retail counterparts, especially as they are purchased in bulk quantities, though they use the same software as retail versions of Windows. They are primarily for PC manufacturer OEMs and system builders, and as such are typically sold in volume licensing deals to a variety of manufacturers (Dell, HP, ASUS, Acer, Lenovo, Wistron, Inventec, Supermicro, Compal Electronics, Quanta Computer, Foxconn, Pegatron, Jabil, Flex, etc.). These OEMs commonly use a procedure known as System Locked Pre-installation, which pre-activates Windows on PCs that are to be sold via mass distribution. These OEMs commonly bundle software that is not installed on stock Windows on the images of Windows that will be deployed with their PCs (appropriate hardware drivers, anti-malware and maintenance software, various apps, etc.). (Source: Wikipedia)

Original Reach
*See Reach & Frequency*
The percentage of households in the report group that the ad schedule reached in the original buy in the context of a rebuy. (Source: TRA)

Out (In Thousands) [90s][90s]
*See Also: Multichannel inheritance*
The number of Set-Top Boxes that stayed tuned to the network to be counted in the first 90 seconds of the following program. A retention metric. (Source: Kantar Media Audiences)

Outage
*See Also: Reboot*
When a system or a STB is unavailable to do its required function because of a (temporary) problem.

Outbound Marketing
Marketing strategy that consists of launching unidirectional messages to the audience, hoping to gain their attention. Characterized by interrupting the user, either in the form of an advert in the press, radio or television: advertising email, banner, telephone call, etc. It is the opposite of inbound marketing. It is the opposite of inbound marketing. (Source: Zorraquino)
2: A newer term for traditional marketing coined when the term inbound marketing came into popular use. In outbound marketing, the marketer initiates contact with the customer through methods such as TV, radio and digital display advertising. It is often used to influence consumer awareness and preference for a brand. (Source: MASB)

**Outcome Evaluation**
*See Also: Impact Evaluation*
Another term for Impact Evaluation. (Source: MASB)

**Outcomes**
The ability to tie TV ads to business performance, proving that TV campaigns drive immediate response and longer-term brand and sales impact. (Source: TVSquared)

**Outcomes-Based Buying**
The practice of utilizing performance-based metrics (i.e. awareness, conversions, sales, etc.) to measure success of a media plan or buy. Programmatic Linear TV: TV advertising that leverages data to automate targeted ad delivery based on viewing behaviors. (Source: VAB)

**Outdoor Advertising**
A form of static or digital advertising that is displayed out-of-home in public places, not including stores. Billboards located on the sides of roads, advertisements placed in bus shelters and posters in train stations are all examples of outdoor advertising. (Source: ProjectOAR)

**Outlet Error**
The degree to which people who shop at different stores exhibit markedly different responses to a creative execution or exhibit a substantially different pattern of purchase response based on the program types in which they see this commercial execution. (Source: TRA)

NOTE – TRA has yet to observe or quantify this hypothetical type of error; TRA hypothesis is that such error is minimal based on homogeneity of response to creative across shoppers at different stores; to be studied.

**Out-of-Band**
*See Also: In-Band*
Return channel stream, interactive, upstream. (Source: FourthWall Media)

**OOH abbr Out-of-Home Advertising**
Commercial messages placed in public environments that can only be seen by consumers when they are outside of their homes. Examples include: roadside billboards, ads on bus shelters, ads in airports or train stations, and ads in waiting rooms or shopping malls. (Source: ProjectOAR)

2: Refers to any advertising media found outside of the home but typically not inside a store which sells that merchandise (see in-store advertising). Common locations for out-of-home advertising include high traffic areas like highways, busy streets, airports, train stations, stadiums and cinemas. (Source: MASB)

NOTE – Traditionally, out-of-home advertising has included visual static signage such as posters, billboards and ads on street furniture (e.g., benches and bus stop shelters); however, there has been a gradual movement from static to dynamic signage which includes movement and customizes content shown based on environmental factors and even viewer interaction. (Source: MASB)
**OOH Marketing** abbr Out-of-Home-Marketing
Refers to any marketing that reaches consumers outside the home. In the digital age, an OOH campaign can be shockingly sophisticated, making use of tools such as advanced data and location-based targeting. (Source: Cynopsis)

**Out-of-Home Viewing**
Any viewing that is done outside of the primary residence, currently measured home whether in a bar, hotel, office, group home, dorm, second home, vacation home etc., Currently not measured by Nielsen (although Nielsen has an expanded college dorm sample).

**Out of Stock**
See Also: Out-Of-Stocks, Stock-Outs
Out of stock at the store level means a given, normally stocked product is not available at a specific time. Out-of-stocks (or stock-outs) quantify the number of retail outlets where an item is expected to be available for customers but is not. It is typically expressed as a percentage of stores that list the relevant item.
Out-of-stocks (%) = Outlets Where Brand or Product is Listed But Unavailable (#) ÷ Total Outlets Where Brand or Product is Listed (#) In addition, three outlet weighting methods can be applied to the calculation:
- Numeric: outlets are unweighted
- ACV (all commodity volume): outlets weighted by total sales of all commodities
- PCV (product category volume): outlets weighted by sales of a specific product category, such as toilet paper. (Source: MASB)

**Out-Of-Stocks**
See Also: Out Of Stock, Stock-Outs
Another term for Out Of Stock. (Source: MASB)

**Output Evaluation Criteria**
Objective measures of sales force performance including number of orders; average size of orders; number of canceled orders; and number of active, new, lost, overdue, and prospective accounts. (Source: MASB)

**Output To Input Ratio**
See Also: Ration of Output To Input
Another term for Output To Input Ratio. (Source: MASB)

**Out Sizes**
See Also: Fringe Sizes
Another term for Fringe Sizes. (Source: MASB)

**Out Source**
Refers to a company’s practice of hiring an additional workforce from outside to provide a certain service on a contract basis in order to reduce its operating costs. Usually, companies hire personnel from outside (i.e. outsource) to perform tasks done by their in-house workers. (Source: elogic.co)

NOTE – In comparison with an in-house staff, outsourced employees can perform a wide range of tasks, from customer support to manufacturing, and are considered more cost-effective. (Source: elogic.co)
Out-Stream Video Advertising
Video ad units that aren’t tied to content. An out-stream ad can run between paragraphs of text, on the side of a page, etc. (By comparison, in-stream video ads appear before, after, or in the middle of a piece of video content). For advertisers, one appealing aspect of out-stream ads is that they can guarantee 100% viewability. (Source: Cynopsis)

Outtakes
Video clips from programming or ads that were removed from the final versions shown to the public. (Source: ProjectOAR)

Overage
The amount by which a physical inventory exceeds the book inventory figures, as opposed to shortage. (Source: MASB)

Overall Plan
See Also: Campaign Index
Calculated as a weighted average across all networks/dayparts where the weights are the relative percentage of demo impression delivery. (Source: GABBCON, Global Audience Based Business Conference)

Overhead
Cost that cannot be directly tied to any specific project, product, or division. The classic example would be the cost of headquarters staff. (Source: MASB)

Overlay Ad
An ad that appears on top of a content page. (Source: Hubspot)

Overlays
See Also: Bugs
Visual baseline pop-ups added to a TV commercial reflecting the call-to-action prompts with instructions on how to use the remote for interactivity. According to the IAB, Overlays are clickable banner ads that appear on the bottom 20% of the video window. (Source: Mercury Media)

2: Overlays also used to refer to STB screens that have transparency and are displayed over video. (Source: TIVO)

3: The individual pages or screens displayed by an EBIF application over top of video. In some context, “overlay” is used to describe an entire EBIF application, regardless of the number of actual pages or screens it displays. (Source: FourthWall Media)

4: A media element that ‘floats’ above other content. This could be text floating over video, or an expanding banner ad expanding over page content. (Source: Mediamath)

5: An ad unit that displays over the webpage content briefly when initiated. (Source: IAB)

6: A digital ad format in which the ad appears in the foreground, overlapping the primary content. When overlay ads are video ads, viewers can watch the primary content and the ad at the same time. Overlay ads often allow the viewer the option to close and/or click the ad for additional information. (Source: ProjectOAR)
**Overnights**
Audience data provided by Nielsen or Arbitron or other television measurement services to metered market clients the day after the broadcast. (Source: AAI.ie)

**Overrecruit**
The practice of calling on more people than needed for participation in focus groups or other research protocols in order to prepare for the probability that not all of the recruited participants will complete the research. (Source: ProjectOAR)

**Overstored**
A market condition that exists when a geographic market area has too many stores to yield a fair return on investment for many of them. (Source: MASB)

**OTA abbr Over The Air**
Can either mean terrestrial television signals that are not transmitted digitally or, with cell phones, the ability to distribute and upgrade software wirelessly.

2 : Households that receive broadcast signals only on their television sets, with no connection to cable, satellite or another form of Alternate Delivery System (ADS). An individual, operating TV set in the home can also be designated as OTA if it has no such connection as described above. (Source: Rentrak)

3 : Also known as terrestrial television, a wireless broadcast of television using antennas. (Source: TVB)

**OTT abbr Over The Top**
When the TV receives a signal that is irrespective of the Set-Top Box.

2 : Content viewed that is delivered via broadband streaming or download. (Source: TIVO)

3 : Refers to content accessed via the internet without the involvement of a television service provider. OTT includes Subscription Video-on-Demand (SVOD) services like Netflix, as well as free ad-supported services like Hulu. (Source: Tubemogul)

4 : Refers to any streaming service that delivers content over the internet. The service is delivered “over the top” of another platform, hence the moniker. (Source: Adjust.com)

5 : Any streaming media service that is offered directly to viewers via the Internet and thus bypasses traditional cable, broadcast and satellite TV platforms. The content is typically accessed via websites, computers, apps, digital media players or smart TVs. Players include Hulu, Amazon Prime, Tubi or Netflix. Contrary to popular belief, OTT is not named after the 1987 Sylvester Stallone arm-wrestling masterpiece of the same name. (Source: TVSquared)

**OTT Box abbr Over the Top Box**
See Also: Streaming Box
Also known as a Streaming Box, an after-market device that viewers can use to connect their TV to the internet, allowing them to access app content. (Source: IAB)
OTT Devices *abbr* Over The Top Devices
Refer to devices that deliver media (in this case, video) to consumers without the involvement of an MVPD content distributor. Some of the most common OTT devices include Roku, Chromecast, and Apple TV. (Source: MAGNA Global)

OTT *abbr* Over-the-Top Media
Streaming services offered directly to viewers over the Internet. OTT bypasses cable, broadcast and satellite television platforms that traditionally act as a controller or distributor of such content. (Source: MASB)

NOTE – The term is currently most synonymous with subscription-based video on demand services that offer access to film and television content. This can include both linear television streams as well as time-shifted programs and made-for-stream content. Typically this is streamed over the public Internet, rather than a closed, private network with proprietary equipment such as set-top boxes. Over-the-top media can be accessed by a variety of devices including personal computers, mobile devices (such as smartphones and tablets), digital media players (including video game consoles), and televisions with integrated smart TV capabilities or set-top boxes/dongles. (Source: MASB)

Ownable
See Also: *Unique Selling Proposition (USP)*
Term used in branding and marketing to describe any strategic or tactical phenomenon that is not branded or trademarked per se, but still uniquely associated with a particular brand, or so strongly or consistently established that it effectively prohibits use by another brand. For example, for the jewelry brand Tiffany, the light blue color used in its packaging may be said to be "ownable."
(Source: ProjectOAR)

O&O *abbr* Owned and Operated Stations
Refers to a television or radio station that is owned by the network with which it is associated. This distinguishes such a station from an affiliate, whose ownership lies elsewhere other than the network it is linked to. (Source: Wikipedia)

2 : A television station owned and operated by a national network. (Source: TVB)

Owned Media
Any properties that you own, such as your business' physical location, banners, your website, blogs and social media pages. Your email, webinars, e-learning/online training, mobile site, and any physical or virtual events are also part of your owned media. (Source: CardinalDigitalMarketing)

2 : What you "control" and create: from blogs and your website to papers etc. An area where content marketing focuses on a lot. (Source: i-scoop.eu)

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Pacing
How quickly (or slowly) the fulfillment of an advertising buy is occurring to deliver the targeted demographic at the agreed upon price and delivery level.
2 : The speed at which an ad server spends the client's money on an ad exchange by buying ads. (Source: Mediamath)

**Pacing Model**
Indicates how an ad server distributes impressions for a guaranteed – volume goal line item during its flight, either smooth or non-smooth. With smooth pacing, the ad server evenly distributes impressions. With non-smooth pacing, the ad server distributes impressions based on the configuration. (Source: OpenX)

NOTE – In non-smooth pacing, the default, delivers 95 percent of the impressions by the midpoint of the line item’s flight. (Source: OpenX)

**Package**
*See Also: Packaging*
A collection of inventory, channels, networks or other criteria that collectively effectively targets the desired viewer, user or consumer.

2 : A bundle of targeting criteria for similar inventory segments which you can offer at a predetermined price (typically to facilitate regular sales efforts) and automatically create line items from in an ad server. (Source: OpenX)

3 : A combination of commercial units offered as a group to an advertiser. A package is generally priced more attractively than the collective costs for each commercial unit. A package may also be called a rotation or scatter plan. (Source: TVB)

4 : Another term for Packaging. (Source: MASB)

**Packaged Goods**
Packaged goods, consumer packaged goods (CPGs) or fast-moving consumer goods (FMCGs) all refer to goods that are:
- Usually sold in smaller packages,
- Carry a low unit price,
- Are distributed through food and drug retailers,
- Are heavily promoted (usually in mass media), and
- Are bought and consumed frequently.
(Source: MASB)

**Packaged Software**
An application program developed for sale to the general public. Packaged software is designed to appeal to a large audience of users, and although the programs may be tailored to a user's taste by setting various preferences, it can never be as individualized as custom-programmed software. (Source: PCMag)

**Package Tier**
A collection of specific viewing channels or content by a provider that is sold separately from other channels or content.
Packaging
See Also: Package
Refers to the container used to protect, promote, transport, and/or identify a product. The package may vary from a plastic band wrap to a steel or wooden box or drum. It may be primary (contains the product), secondary (contains one or more primary packages), tertiary (contains one or more secondary packages). Also, the process by which packages are created. (Source: MASB)

Packets
See Also: Traceroutes
Parts of a web transmission such as an email, that is collected into smaller bytes of information in order to enable faster transmission of the data, content or information. Packets carry the web information via protocols.

2 : A packet is the unit of data that is routed between an origin and a destination on the Internet or any other packet-switched network. When any file (e-mail message, HTML file, Graphics Interchange Format file, Uniform Resource Locator request, and so forth) is sent from one place to another on the Internet, the Transmission Control Protocol (TCP) layer of TCP/IP divides the file into "chunks" of an efficient size for routing. Each of these packets is separately numbered and includes the Internet address of the destination. The individual packets for a given file may travel different routes through the Internet. When they have all arrived, they are reassembled into the original file (by the TCP layer at the receiving end). (Source: searchnetworking.techtarget.com)

Packet Sniffer
A program used to monitor and record activity and to detect problems with Web transactions on a network. (Source: IAB)

Packet Switch Network
A digital networks communications method in which relatively small grouped units of transmitted data, called packets, are routed through a network based on the destination address contained within each packet. Breaking communication down into packets allows the same data path to be shared among multiple simultaneous sessions by users in the network.

PACT Principles
See Also: Copy Testing
Another term for Copy Testing. (Source: MASB)

Page
A document having a specific URL and comprised of a set of associated files. A page may contain text, images, and other online elements. It may be static or dynamically generated. It may be made up of multiple frames or screens, but should contain a designated primary object which, when loaded, is counted as the entire page. (Source: IAB)

PBW abbr Page Black and White
In print media, those items that contain no color except black and white.

Page Display
See Also: Opportunity to See
When a page is successfully displayed on the user’s computer screen. (Source: IAB)

P4C abbr Page Four Color
In print media, those items that contain the full color spectrum.
Page Impression

See Also: Page View
A measurement of responses from a Web server to a page request from the user's browser, which is filtered from robotic activity and error codes, and is recorded at a point as close as possible to the opportunity to see the page by the user. See iab.net for ad campaign measurement guidelines. (Source: IAB)

Page Load Time
Refers to the amount of time it takes for a webpage to load in a browser window. Images and videos – and therefore ads – often slow down load time. As a result, slow load times are often cited as a major motivator in consumers’ installation of ad blockers. (Source: Cynopsis)

PageRank
The Google Search algorithm developed at Stanford University for placing importance on pages and websites. At one point, PageRank was a major factor in rankings. Today it is one of hundreds of factors in the algorithm that determines a page’s rankings. (Source: MASB)

PageRank Sculpting
SEO technique consisting of the planned distribution of the noFollow attribute, which stops Googlebot from indexing links that a webmaster considers to be irrelevant for the positioning of their website, for the purpose of optimizing final PageRank and controlling its distribution. (Source: Zorraquino)

Page Request
The opportunity for an HTML document to appear on a browser window as a direct result of a user's interaction with a Web site. (Source: IAB)

Page Skin

See Also: Ad Skin, Page Skin, Background Skin, Wallpaper
Similar to a Skin.

Page Tag

See Also: Web Beacon, Beacon, Web Bug, Tag, Tracking Bug
Similar to a Web Beacon or Web Bug, hidden embedded software that enables tracking of a piece of online content such as a web page.

Page View

See Also: Page Impression
When the page is actually seen by the user. Note: this is not measurable today; the best approximation today is provided by page displays. (Source: IAB)

2 : What is displayed each time a browser requests a web page. One pageview might register as multiple hits on the server because pages can contain more than one element, such as several banners. (Source: OpenX)

3 : Indicator for the number of times a web page is fully loaded from the web server by the browser for a single user within a specific period of time. The indicator includes all hits for a particular page, and does not count them separately. (Source: Zorraquino)

4: A request to a web browser to load a single HTML page. The number of page views in a given time period is used as a measure of website traffic. (Source: MASB)
NOTE – Since pageviews do not account for browsers that are set to disable images, they are an unreliable way of gauging the success of a campaign. (Source: OpenX)

**Paid Acquisition**
A form of user acquisition that results from paid media campaigns. (Source: IAB Mobile App Marketing Glossary Working Group)

**Paid Circulation**
Refers to the number of copies that are purchased by readers. (Source: MASB)

**Paid Clickbait**
*See Also: Clickbait*
Internet based content links, designed through salacious, sensational other eye catching technique to encourage visitors to click on the content. Paid clickbait is advertiser sponsored and designed to maximize the number of clicks for revenue generation purposes.

**Paid Content**
*See Also: Paid Services*
Content on the internet, such as graphics, text, video, music and downloads, for example, that is only paying customers can access, utilize and see.

**Paid Inclusion**
*See Also: Search, Contextual Search, Paid Listing*
Search that guarantees that a marketer’s URL is indexed by a search engine. The listing is determined by the engine’s search algorithms. (Source: IAB)

2 : Refers to the process of paying a fee to a search engine in order to be included in that search engine’s search results. (Source: MASB)

NOTE – Paid inclusion does not impact rankings of a web page; it merely guarantees that the web page itself will be included in the index. These programs were typically used by websites that were not being fully crawled or were incapable of being crawled, due to dynamic URL structures, frames, etc. (Source: MASB)

**Paid Listings**
*See Also: Search, Contextual Search, Paid Inclusion*
Text links appear at the top or side of search results for specific keywords. The more a marketer pays, the higher the position it gets. Marketers only pay when a user clicks on the text link. (Source: IAB)

**Paid Media**
Any form of advertising – print, radio, online, direct mail and in-store media – that you are paying money for in order to promote your business. This can also include SEM and PPC services, in platforms such as Google AdWords, and Microsoft Ad Center (Bing Ads on the Yahoo! Bing Network), as well as social media marketing services through Facebook, Twitter, Google+, Pinterest, and LinkedIn. (Source: CardinalDigitalMarketing)

2 : Advertising such as magazine advertising, sponsored initiatives, display ads, PPC ads etc. (Source: i-scoop.eu)
POE abbr Paid Owned Earned Media
Also known as Converged Media, it is an advertising campaign containing paid, owned and earned media.

Paid Placements
In the context of online search engines, results or listings that are promoted or paid. Advertisers can purchase these placements such that they are keyword-dependent, so the advertiser's brand/product is shown in a premium position or ranking--relative to other brands/products, when consumers search certain keywords. (Source: ProjectOAR)

Paid Reach
The number of unique people who saw your paid content. (Source: Simplymeasured)

Paid Search
See Also: Sponsored Search, Search Engine Marketing
A type of contextual advertising where Web site owners pay an advertising fee, usually based on click-throughs or ad views to have their Web site search results shown in top placement on search engine result pages. Some search engines will make it easy for users to determine which search results are natural and which are paid, while others will mix the results making it more difficult for users to determine which are the paid search results. (Source: Webopedia)

Paid Search Retargeting
Retargeting users who conduct a given search. (Source: Mediamath)

Paid Services
See Also: Paid Content
Online services, such as content (music, video, text, graphics and downloads, for example) or subscriptions that is only paying customers can access, utilize and see.

Paid Traffic
The type of web traffic characterized by the fact that it comes from paid promotions or advertisements, such as Google Ads or Facebook Ads. Other types of web traffic are: organic traffic, direct traffic and referral traffic. (Source: Zorraquino)

Paired-Comparison Test
See Also: Statistical Significance, Hypothesis Testing
(1) A research technique in which participants are asked their preference between two stimuli (e.g., ads, messages, products or brand names) on one or more dimensions; or (2) A means of determining whether an observed difference between two samples or sub-groups can be regarded as statistically significant. (Source: ProjectOAR)

Pan
The angular displacement of a view along any axis of direction in a three-dimensional world. (Source: freeflyvr)

Panel
See Also: Consumer Panel
In marketing and advertising research, a group of consumers or any other population of interest, from whom data are collected periodically over time. (Source: ProjectOAR)
Panel, Consumer
A group of individuals selected to provide their opinions and/or track their purchasing behavior on a regular, ongoing basis. Panelists selected are representative of a target group or total population and provide personal and household information (such as demographics) to serve as sample selection criteria for individual research studies. Panelists often take inventory of the brands, products or services they purchase using handheld and mobile scanners, and record key information about their purchases such as price, quantity and location purchased. (Source: ProjectOAR)

Panel, Continuous
A consumer panel comprised of the same consumers that participate repeatedly over time, allowing researchers to gather trended information. (Source: ProjectOAR)

Panel Data
See Also: Census, Opt-In
A selected cross section of opt-in consumers or viewers whose behavior and usage is measured over a period of time as a group or set of sub groups with the intent to form opinions and trends about their behaviors.

Panel, Diary
A type of consumer panel where participants keep a log of their behavior (such as purchases or media consumption) over a period of time. (Source: ProjectOAR)

Panel, Internet
A type of consumer panel in which participants access surveys online and/or agree to have their online behavior tracked. (Source: ProjectOAR)

Panel, Mail
A type of consumer panel where participants agree to complete a certain number of surveys by mail. (Source: ProjectOAR)

Panel Match
The process of matching STBs, homes or customer records from one dataset to another. (Source: Nielsen)

Panel (Omnibus)
See Also: Omnibus Panel
Another term for Omnibus Panel. (Source: MASB)

Panel Research
Research conducted among a panel of individuals or households that leverages the ability to obtain longitudinal data, such as purchasing information, repeatedly over time from consumer panel members. Also referred to as "Panel Study." (Source: ProjectOAR)

Panel Study
See Also: Panel Research
Panel, Telephone
A consumer panel where participants complete surveys over the telephone. Also referred to as Survey, Telephone. (Source: ProjectOAR)

Panel Tenure
The length of time a panelist remains in a research panel. Panel tenure has been proven to be related to the level of interest in new product ideas and a willingness to complete certain types of survey research. (Source: ProjectOAR)

Panel (True)
See Also: True Panel
Another term for True Panel. (Source: MASB)

Pan Shot
Display of a scene while moving about any axis. See also dolly shot and track shot. (Source: freeflyvr)

Parallax
The difference in viewing angle created by having two eyes looking at the same scene from slightly different positions, thereby creating a sense of depth. (Also referred to as binocular parallax.) (Source: freeflyvr)

Parallax Effect
The parallax effect is a widespread web design trend that simulates the scrolling of objects on a website at different speeds. It is the responsible for making the background and the content move at different speeds. This adds value to the scroll, surprises the user and gives dynamism to the webs. (Source: Zorraquino)

Parallel Barter
See Also: Counterpurchase, Parallel Trading
Another term for Counterpurchase. (Source: MASB)

Parallel Pricing
The practice of following the pricing practices of other organizations, particularly competitors. (Source: MASB)

Parallel Trading
See Also: Counterpurchase, Parallel Barter
Another term for Counterpurchase. (Source: MASB)

Parasite Store
A term describing a retailer that lives on existing traffic flow that originates from circumstances other than its own promotional effort, store personality, merchandising effort, or customer service. (Source: MASB)

Parent
A company that owns enough voting stock in another firm to control management and operations by influencing or selecting its board of directors.

NOTE – For Nielsen measurement purposes, the Parent company is a consolidation or group of domains and URLs that are owned by the company, the company’s subsidiaries and operating units. In addition, a Parent may be an organization, government agency, private group, corporation, or other
institution, which has controlling interest in each domain and URL with in the consolidation. If a Parent or subsidiary wishes to include domains and sites which are not controlled or owned by them, then proof of ownership or letter of traffic transfer must be on file with Nielsen and signed by a legal officer of the controlling interest of a domain. There must be a legitimate and reasonable business reason for this request. (Source: Nielsen)

**Parent Account**  
*See Also: Child Account*  
In database management, a relationship between two files. The parent file contains required data about a subject, such as employees and customers. The child is the offspring; for example, an order is the child to the customer, who is the parent. (Source: YourDictionary)

**Parental Controls**  
A feature on devices such as computers and on services such as television delivery that enable parents or guardians set restrictive controls for children’s content consumption and device use.

**Parent Company**  
The company that own a smaller company (e.g., Microsoft are Mojang’s parent company)  
(Source: corbytechmedia.weebly.com)

**Parietal Cortex**  
An area of the brain adjacent and above the occipital cortex, though to process spatial location and direction information. (Source: freeflyvr)

**Parity Claims**  
*See Also: Advertising Claim*  
A form of ad lingo. In advertising and marketing, a statement used to establish the equivalence of one brand, product or service with another, with respect to a reasonably defined attribute of interest. For example, "Nobody does it better." (Source: ProjectOAR)

**Parody**  
In the creative genre, a type of advertising genre or executional component that includes ironic, satiric or other deliberate exaggeration for comic effect. This typically involves imitation through mocking, ridiculing or drawing negative attention. (Source: ProjectOAR)

2 : A form of intertextuality where the original text is exaggerated for comical effect.  
(Source: corbytechmedia.weebly.com)

**Parteo Principle**  
*See Also: Eighty-Twenty Principle*  
Another term for Eighty-Twenty Principle. (Source: MASB)

**Partially Integrated Division**  
Contains production and marketing functions except for sales. Personal selling is provided by a centralized sales organization selling the products of two or more divisions.

A centralized sales organization can be more cost effective when the divisions produce products that are sold to similar markets through the same channels of distribution. (Source: MASB)
Partial Play
See Also: Perfect Play
The viewing of an ad not in its entirety. This may be due to a late start, an early exit, or both. (Source: Invidi)

2 : How many households tuned to part of an ad airing. (Source: TRA)

Partial Shipment
Also called as Part Shipment which is a special kind of distribution process where the delivery of a shipment takes place in more than one consignment. (Source: TycheSoftwares)

NOTE – In this shipment, the permission must be given by the customer for delivery of a part of total quantity of an order. Only then the partial shipment is considered acceptable, upon which various codes are given to the customer for order tracking. (Source: TycheSoftwares)

Participant
Individuals who are invited to take part in a research study and agree to participate. Also referred to as Study Participant. (Source: ProjectOAR)

Participant Fatigue
See Also: Respondent Fatigue
The tendency for some study participants’ attention or motivation to lapse after a certain amount of time when completing a questionnaire or other research protocol. (Source: ProjectOAR)

Partner
Media partners own advertisement space in some capacity, selling space (known as inventory) to advertisers for a limited time. In mobile marketing, partners own in-app and web traffic. They are integrated into apps on which they sell advertising. By integrating into more apps, partners expand the reach of their advertising capabilities. (Source: Adjust.com)

Party Selling
A direct-selling approach that involves demonstrating and selling products to a group of consumers attending a party at a neighbor's or friend’s house. A practice in which salespeople arrange to have a party in a home, at which merchandise is demonstrated to a group of the host’s or hostess’ friends. (Source: MASB)

Pass-Along Audience
Readers of magazines or newspapers who did not purchase the publication. Also called Secondary Audience. (Source: AAI.ie)

Passed
Households that can easily (and inexpensively) be connected to a multi video programming provider. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Passive Audience
The idea (now widely regarded as outdated) that audiences do not actively engage with media products, but passively consume and accept the messages that producers communicate. (Source: corbytechmedia.weebly.com)
Passive People Meter
See Also: Metering / Meter
A camera-like Nielsen measurement box attached to televisions in the household that measure tuning and viewing passively – that is, without the panelist having to do any action such as pressing buttons to indicate attendance in front of the set.

Password
See Also: Personal Identification Number
A group of letters and/or numbers which allow a user access to a secured Web site. (Source: IAB)

2 : A secret code that you utilize along with your user ID in order to log on to a network. (Source: AAI.ie)

Paste-Up
See Also: Mechanical
Another term for Mechanical. (Source: MASB)

Pastiche
In the creative genre, a type of executional component used in advertising that leverages imitation as a way to applaud or celebrate. Similar to parody but instead of using imitation to mock or ridicule, this genre uses imitation to applaud. (Source: ProjectOAR)

2 : A form of intertextuality where ideas, visual styles have been copied or imitated. (Source: corbytechmedia.weebly.com)

Patent
Provide the owner the exclusive legal right to produce and sell the invention for a period of seventeen years. Patents are considered incentives to inventors, and the law recognizes the inherent inconsistency between antitrust laws, which are designed to foster competition, and patent laws, which restrict competition. An invention is patentable if it is a useful, novel, and nonobvious process, machine, manufacture or composition of matter. (Source: MASB)

Patent Troll
A pejorative term that refers to a person or company that attempts to enforce patent rights against accused infringers that go far beyond the patent's actual value or contribution to the patented property.

NOTE – Patent trolls often do not manufacture products or supply services based upon the patents in question. (Source: Wikipedia)

Path
See Also: Absolute URL, Protocol, URL
The hierarchical description of where a directory, folder, or file is located on your computer or on a network. (Source: AAI.ie)

2 : Another term for Absolute URL. (Source: MASB)

Patriarchal Culture
A society or culture that is male dominated. (Source: corbytechmedia.weebly.com)
Patronage Discount
*See Also: Cumulative Quantity Discount*
Another term for Cumulative Quantity Discount. (Source: MASB)

Pause
*See Also: Trick Play*
A trick play mode where the viewer can temporarily stop the video and then restart to continue viewing.

2: Stops selection for a predetermined amount of time (configurable by MSO) and allows consumer to resume playback from that point.

3: A video, animation or audio control that enables users to stop the video, animation, or audio from playing until the user is ready to resume play. (Source: IAB)

**PAR abbr Pay After Reading**
A business model and the principle for paid Internet content that gives users access to content and information not made public and not free of charge. Payment occurs after the downloading or reading of the material.

**Payback**
A simple calculation of the length of time taken to return the initial investment.
  - **Purpose:** Payback – along with net present value and internal rate of return – is one of three metrics commonly used to evaluate return on investment over multiple periods. This simple return calculation favors projects with quick returns rather than long-term success.
  - **Construction:** Payback (t) = Time (usually in years) required to generate the undiscounted cash flow to recover the initial investment
(Source: MASB)

**Pay For Performance**
*See Also: Pay for Performance Advertising*
Another term for Pay For Performance Advertising. (Source: MASB)

**Pay-For-Performance Advertising**
*See Also: Pay for Performance*
A pricing model in which payment from an advertiser is based on specific performance results such as new leads, purchases, coupons printed, etc. (Source: MASB)

**Pay-For-Play**
Option to view programming with commercials on a free-of-charge basis or charging for the content when it is commercial-free.

**NOTE** – Pay for play should either be on a subscription basis or on a pay per view basis. (Source: Invidi)

**Payload Based Signature**
Signatures that detect patterns in the content of the file rather than attributes, such as a hash, allowing them to identify and block altered malware. (Source: PaloAltoNetworks)
PCI Compliance *abbr* Payment Card Industry Compliance
Payment card industry compliance, or PCI compliance, refers to the number of technical and operational standards, which are followed by businesses to ensure a safe payment environment and protect credit card data provided by cardholders and which is transmitted through multiple card processing transactions. In general, PCI compliance is approved by credit card companies and discussed in credit card network agreements. (Source: elogic.co)

NOTE – The development of the standards for PCI compliance is the responsibility of the PCI Standards Council, Card Association Network, and the National Automated Clearing House (NACHA). These standards are later applied for merchant processing. (Source: elogic.co)

Payment Gateway
A software that facilitates payment transaction by transferring information to Acquiring Banks and transmits responses from Issuing Banks like transaction approved or declined. It is a merchant service that allows a merchant to accept credit card and other forms of electronic payments. Payment gateways help to protect sensitive information by encrypting the data they transmit to merchants and payment processors. (Source: TycheSoftwares)

NOTE – When referring to payment gateways used for Internet transactions, it may also be called an IP payment gateway. Popular payment gateways include PayPal/Braintree, Stripe, and Square. (Source: TycheSoftwares)

Payment Service Provider
A third party that partners with Acquiring Banks to offer Merchants the capability to accept and facilitate payments, also known as PSP. An online service for accepting electronic payments by using various payment methods like credit card, direct debit, bank transfer, and real-time bank transfer based on online banking. (Source: TycheSoftwares)

Payout Budgeting
An advertising budget method in which advertising expenses are treated as part of the investment required to establish a new product. (Source: MASB)

PPC *abbr* Pay-Per-Click
*See Also: Cost Per Click*
An advertising pricing model in which advertisers pay agencies and/or media companies based on how many users clicked on an online ad or e-mail message. (Source: IAB)

2 : An internet advertising pricing model in which advertisers pay agencies and/or media companies based on how many users clicked on an online ad or email message.

NOTE – Cost per click (i.e., the amount spent to get an advertisement clicked) is the metric used by advertisers to determine this model’s effectiveness. (Source: MASB)

Pay-Per-Click (PPC) Marketing
PPC is also termed as CPC which means Cost Per Click. It is a form of advertising when the advertiser pays only when his ad is clicked and his prospect is successfully directed to his website. An online advertising model where you bid on specific keywords and pay every-time someone clicks on the advert and gets directed to your website. (Source: TycheSoftwares)

NOTE – Google’s AdWords platform is the best example of Pay-Per-Click promotion. (Source: TycheSoftwares)
Pay-Per-Impression
See Also: Cost Per Thousand
An advertising pricing model in which advertisers pay based on how many users were served their ads. (Source: IAB)

Pay Per Install
A pricing model in which advertisers pay for every install their ad campaign generates. (Source: is.com)

NOTE – If Advertiser X allocates budget for a $0.80 bid to show their ad at the end of a device update experience for the specific user group they’re targeting, and the campaign generates 8,000 installs, then the advertiser will pay ($0.80 x 8,000) = $6,400. (Source: is.com)

PPL abbr Pay-Per-Lead
See Also: Cost Per Lead
An advertising pricing model in which advertisers pay for each “sales lead” generated. For example, an advertiser might pay for every visitor that clicked on an ad or site and successfully completed a form. (Source: IAB)

2 : Form of digital advertising contract whereby the advertisers undertake to pay for each potential customer. For example, an advertiser may pay for each visitor who clicks on an advertisement or website and then fills out a form or downloads an informative document in exchange for supplying his/her details. (Source: Zorraquino)

PPS abbr Pay-Per-Sale
See Also: Cost Per Sale
An advertising pricing model in which advertisers pay agencies and/or media companies based on how many sales transactions were generated as a direct result of the ad. (Source: IAB)

2 : Most commonly used method of payment in affiliate marketing, whereby the advertiser pays a commission to the website owner whenever a user first of all clicks on an affiliate link or on a banner on which it is being promoted and then buys a product or places an order. Cookies are used to establish the validity of the transaction. (Source: Zorraquino)

PPV abbr Pay Per View
See Also: Video On-Demand
Also known as Transactional VOD (aka TOD). A form of Video On-Demand that charges for individual program offerings such as concerts or boxing events.

2 : A system in which payment is made for a single showing of a program. Subscribers of the pay television company can phone in their “orders” prior to a showing, activate the system – that is, clear the scrambled channel – or press a button to utilize two way equipment that activates the system. (Source: TVB)

Pay Television aka Pay TV
Home television programming for which the viewer pays by the program or by the month; also called pay television, subscription television (STV), or tollTV. Pay television includes over-the-air transmission (with scrambled signals) and cable transmission (pay cable). (Source: TVB)
Paywall
See Also: Hard Paywall, Soft Paywall
A point of entry on a website or webpage that restricts the access of that content to only those who have paid either through a subscription or other type of payment.

Pay What You Can
Often used synonymously with Pay What You Want, it is more often used to apply to a charitable effort or social-good use and based more on ability to pay, rather than a willingness and ability to pay.

PWYW abbr Pay What You Want
See Also: Co-pricing
A pricing strategy where buyers decide what price they want to pay for a given piece of content, usually online. A buyer centered form of participatory pricing also referred to as co-pricing.

Pay With A Tweet
Social payment system for acquiring a digital service which consists of paying by promoting the product – normally e-books, films, or music – on Twitter by tweeting about it. There is no monetary outlay in the strict sense of the word, but rather the parties swap favors, whereby the user obtains the service in which he/she was interested in exchange for providing online reputation.
(Source: Zorraquino)

PC Time Spent (Average Usage)
Average time spent during active computer sessions per person for the specified reporting period.
(Source: Nielsen)

P2P abbr Peer-to-Peer
The transmission of a file from one individual to another, typically through an intermediary.
(Source: IAB)

NOTE – Individuals sharing files via P2P do not necessarily know one another, rather applications like BitTorrent manage file transmissions from those who have part or all of the file to those who want it. (Source: IAB)

Peer-to-Peer Encryption
See Also: Trusted Peer-to-Peer Encryption
The ability to secure peer-to-peer communications via encryption technology.

Pending
This notification will display instead of a price when a rate is still being established.
(Source: Next.Srds.com)

Penetration
See Also: Market Penetration
A proportion of households owning televisions or subscribing to cable. (Source: TVB)
2: The degree to which a medium or vehicle has coverage in a specific area. Can also refer to the effectiveness of advertising's impact on consumers. (Source: AAI.ie)

**Pent-Up Demand**
Refers to times when demand for a product is unusually strong given the general public’s return to consumerism following a period of decreased spending. (Source: MASB)

**People Meter**
An electronic metering device attached to a TV set to measure tuning status (set on/off, channel, time, and duration of tuning) as well as demographic data (who is watching). Household members and their guests push buttons to identify themselves. (Source: Nielsen)

**Perceived Quality/Esteem**
*See Also: Relative Perceived Quality*
A measure of attitude involving consumer rating (often on a scale of 1–5 or 1–7) of a brand’s product compared to others in its category or market. (Source: MASB)

**Perceived Value for Money**
A measure of attitude in which a rating is assigned by consumers (often on a scale of 1–5 or 1–7) when survey respondents are asked their level of agreement with such propositions as, “This brand usually represents a good value for the money.” (Source: MASB)

**Percentage Margin**
*See Also: Margin, Unit Margin*
Another term for Margin. (Source: MASB)

**Percentage of Commercial Seconds**
The percentage of a daypart or program devoted to commercial time. (Source: Kantar Media Audiences)

**Percent Change**
Percent increase or decrease in Network's household audience between the first and last frame of this advertisement in the context of audience retention. (Source: TRA)

**Percent Change GRP**
The percent change between the GRPs in the original buy and the new buy in the context of a rebuy. (Source: TRA)

**Percent Change in Number of Spots**
Percent change in number of spots between the original buy and the new buy in the context of a rebuy. (Source: TRA)

**Percent Change in Reach**
*See Also: Reach & Frequency*
The percent change in reach between the original buy and the new buy in the context of a rebuy. (Source: TRA)

**Percent Change in TRP**
The percent change between the TRPs in the original buy and the new buy in the context of a rebuy. (Source: TRA)
Percent Increase in Revenue
The percent of increased total sales for the designated brand between the base and report periods in the context of a rebuy. (Source: TRA)

Percent of Households Visiting a Screen
In Interactive measurement it is the unique households that visited a feature as a percentage of the unique HHs for the entry point. (Source: Kantar Media Services)

Percent-of-Sales Budgeting
An advertising budget method in which advertising expenses are established as a fixed percentage of past, current, or future sales levels. (Source: MASB)

Percent Target Reach
A metric based on the demographic and purchaser target selections; this is the percentage of households that were exposed to the advertisements defined in the campaign at least once (commercial reach). For program reach, percentage of such target households that were exposed to any program in the schedule for at least six minutes. (Source: TRA)

Perceptual Mapping
See Also: Psychographics, Multidimensional scaling
A class of visualization methods designed to compare brands, products, services or ads along two or more dimensions, such as attribute ratings, psychographics, or other descriptive characteristics, based on participants' answers to questions about their perceptions. (Source: ProjectOAR)

Perfect Competition
A market model that assumes pure competition plus perfect knowledge, perfect freedom of movement, and perfect substitutability of the factors of production. (Source: MASB)

Perfect Play
A percentage of the households tuned to the first second of the commercial that stayed tuned to the end. [Note that the reports do not document how many households or how many times a household jumped in to an ad and then switched away from the ad before its end (Partial Play) or how many households tuned to the program before and after the ad but did not tune to the ad (No Play). (Source: TRA)

Performance
How well a campaign or ad drove outcomes, behaviors or usage within a specific audience are all considered performance. (Source: TVSquared)

Performance Lift
The amount that a key performance indicator (KPI) rises due to an ad or campaign. It is usually calculated following exposure to the ad or campaign as the difference compared to a control group or rate of change compared to a prior exposure. (Source: ProjectOAR)

Performance Marketing
See Also: Results Marketing
Refers to marketing techniques and campaigns by which the advertiser pays only for results. Performance marketing is an important part of digital marketing due to the tracking capabilities of the Internet. This can be measured by:
- Cost per action or CPA (any action agreed by publisher and advertiser)
- Cost per sale or CPS (flat fee or sales commission)
- Cost per lead (often based on filled webforms)
- Cost per click
(Source: Mediacrossing)

2 : Digital marketing model whereby the advertiser only pays the agency if the agreed objectives are met. In performance marketing, the supplier and the advertiser execute an agreement setting out very specific and well-defined objectives, in accordance with which the marketing company only earns payment when those previously-agreed results are obtained. These objectives may include a subscription to a blog or a newsletter, the registration of a new user, or a sale. (Source: Zorraquino)

**Performance Pricing Model**
*See Also: See Cost Per Action, Cost Per Click, Cost Per Load, Cost Per Order, Cost Per Sale, Cost Per Transaction*

An advertising model in which advertisers pay based on a set of agreed upon performance criteria, such as a percentage of online revenues or delivery of new sales leads. (Source: IAB)

**PI abbr Per Inquiry**

Agreement between a media owner and an advertiser where the advertiser pays the owner for advertising on the basis of the number of inquiries or completed sales from the advertising. (Source: AAI.ie)

**Periscope**

Twitter-owned live-streaming app that enables sharing of live stream video from the phone. Considered a “live video streaming platform”, enabling users to transmit, en masse, a live recording to all of one’s Periscope and Twitter followers.

NOTE – Periscope will soon archive its broadcasts, enabling users to watch past streams. In addition, Periscope is adding discovery features, enabling users to search for shows. Finally, Periscope will be adding broadcast support for DJI drones. (Source: Cynopsis, 2016)

**Permissioning**

The act of gaining access to a consumer's or viewer's personal information via an interactive, often opt-in approval process.

NOTE – There is a requirement is that any audience measurement must abide by the notice and permission obligations of the stringent privacy laws under which cable, telephone and satellite companies operate.

**Permission Marketing**
*See Also: Opt-In*

When an individual has given a company permission to market its products and services to the individual.

**Perpetual Futures Contract**

In Blockchain, similar to a traditional futures contract, but without an expiration date. (Source: ShellyPalmer.com Blockchain Glossary)

**Persistent Cookie**

Small applications or software that remain in a client hard drive until they expire (as determined by the website that set them) or are deleted by the end user. (Source: IAB)
Persistent STB / Household Identifiers
"Codes in the clickstream that identify the individual STB and the household across time (hence, persistent). Through anonymization and / or records separation, such identifiers do not identify individual households. Having these persistent ID’s enables the tracking of reach and frequency which not all Return Path Data services can do." (Source: Kantar Media Audiences)

Personal Data Aggregators
Those companies that mine, process, gather and collect personal information attached to an individual. It is said that aggregating this data will enable anonymization of identifiable data points to individuals.

Personal Disposable Income
Current money income less all taxes and money spent for the purchase of necessities. (MASB)

PII abbr Personally Identifiable Information
Data that can be used to identify a specific individual. This includes names, addresses, email addresses, phone numbers, among others. There are various processes to anonymize PII that are used in audience targeting and tracking. (Source: MAGNA Global)

2 : Personally Identifiable Information; digital information that can be used, on its own or together with other information, to track back actions to a specific, known individual. (Source: Tubemogul)

Personal Identifiable Information (PII) Ingestion
See Also: Anonymization
The ability to accumulate and aggregate hashed or encrypted personal identity information as part of the Set-Top Box data and measurement processing.

PIN abbr Personal Identification Number
See Also: Password
A group of numbers which allow a unique user access to a secured Web site and/or a secure area of a Web site. (Source: IAB)

PIV abbr Personal Identity Verification
See Also: Authentication
Accumulated data that are used to help identify consumers, users or viewers to verify the legitimacy of the data and overcome fraud.

Personalization Technique
See Also: Anthropomorphic
An exercise used in focus groups, in-depth interviews or other research, in which participants are asked to describe a brand as if it were a person. (Source: ProjectOAR)

PII abbr Personally Identifiable Information
See Also: Anonymization, De-identify
Information that reveals the identity of an individual subscriber, either alone or in combination with other information.

2 : “Any piece of information which can be used independently or with other sources to uniquely identify an individual.” (Source: Nielsen)
3: “Any information about an individual maintained by an agency, including (1) any information that can be used to distinguish or trace an individual's identity, such as name, social security number, date and place of birth, mother's maiden name, or biometric records and (2) any other information that is linked or linkable to an individual such as medical, educational, financial and employment information.” (Source: NIST, Guide to Protecting the Confidentiality of PII)

4: Refers to information such as an individual's name, mailing address, phone number or e-mail address. (Source: IAB)

5: As used in information security, information that can be used on its own and/or with other information to identify, contact, or locate a single person, or to identify an individual in context. (Source: Mediamath)

6: Data about an individual that would enable the possessor of such data to determine who that individual is, such as their name, address, phone number, Social Security number or names of family members. May have specific legal definition in some jurisdictions or applications. (Source: ProjectOAR)

7: Any data that could potentially identify a specific individual. Information that can be used to distinguish one person from another, and can be used for deanonymizing previously anonymous data, can be considered PII. (Source: TVSquared)

PPM abbr Personal People Meter
Hardware currently being tested by Arbitron. The PPM is a pager sized device that is worn by consumers throughout the day to automatically detect inaudible codes that radio and television broadcasters and cable networks embed in the audio portion of their programming. (Source: TVB)

PVR abbr Personal Video Recorder
See Also: Digital Video Recorder
A consumer device which uses a hard disk drive to record television programs based on the user's preferences. Also provides pause of live television feature. Or a set of equipment that allows a user to time shift television without removable media. (Source: CableLabs)

2: Older term for a DVR.

3: Digital devices that use a hard drive instead of videotape as the recording medium. PVRs blend the features of a VCR with the programmability and storage of a computer. (Source: TVB)

Personification
The attribution of a personal nature or human characteristics to something nonhuman, or the representation of an abstract quality in human form. (Source: Oxford Dictionary)

PUR abbr Persons Using Radio
The percent of the area's population listening to radio at a specific time. (Source: AAI.ie)

PUT abbr Persons Using Television
The percentage or delivery of viewers from a specific age and gender group who are using television at a certain time or day out of all available sets within that population.

2: Individuals rating (Source: Kantar Media Audiences)
3: A measurement of the total number of people in the target audience who are watching television for five minutes or longer during an average quarter-hour. PUT is generally expressed as a percent. (Source: TVB)

**PVT abbr Persons Viewing Television**
Also referred to as Persons Using Television, The percent of individuals viewing all television stations during a specific time period, indicating total viewing to TV in general, not to a specific program or station. (Source: AAI.ie)

**Perspective**
The rules that determine the relative size of objects on a flat viewing surface to give the perception of depth. (Source: freeflyvr)

**Persuasion**
In media and marketing research, a positive change in a measure of behavioral intent (e.g., purchase intent, willingness to consider) based on a stimulus (i.e., an advertisement, concept description, or other form of communication) above and beyond a pre-established baseline level. (Source: ProjectOAR)

**PRP abbr Persuasion Rating Point**
See Also: Persuasion Rating Point
A combination of the gross rating points (GRPs) placed behind an advertising execution and that execution’s persuasive power over a specific time period. (Source: MASB)

NOTE – PRPs are used in media planning to increase marketing return by determining the optimal allocation of GRPs for each advertisement based on their ability to deliver selling power. (Source: MASB)

**Persuasive Rating Point**
See Also: Persuasion Rating Point
Another term for Persuasion Rating Point. (Source: MASB)

**Per 30 Days**
In programmatic, a pricing method offered by some publishers, which gives advertisers a fixed rate for running their ad on a publisher’s site for 30 days. (Source: Next.Srds.com)

**Petabyte**
A unit of storage information equal to one quadrillion bytes, or 1024 terabytes. (Source: Wikipedia)

**P14**
A TRA metric - Ratings based on the viewing of program content within 14 days (two weeks) of the original broadcast. (Source: TRA)

**Phablet**
A smartphone having a screen which is intermediate in size between that of a typical smartphone and a tablet computer. (Source: blog.hubspot.com)

**Phantom Vibration Syndrome**
Also known as Vibranxiety, it is the feeling of a mobile phone vibration on your person without any phone.
**Phishing**
*See Also: Smishing*
A form of fraud, usually sent via an electronic communication, that attempts to acquire personal information such as passwords, bank account numbers and credit card numbers by posing as a legitimate source, business or organization. The recipient is fooled into believing that the request is from a trustworthy source for an honest purpose.

**Phone Widgets**
A type of mobile app that is always active on your cell phone’s home screen, unlike regular apps which must be tapped to launch. (Source: is.com)

**Phong Shading**
A method for calculating the brightness of a surface pixel by linearly interpolating points on a polygon and using the cosine of the viewing angle. Produces realistic shading. (Source: freeflyvr)

**Photoboard**
*See Also: Storyboard*
A sequence of photos, often with direction and dialogue, roughly depicting scenes, copy and shots proposed for a video ad. A photoboard provides an early representation of the concept for a video ad, before further development. (Source: ProjectOAR)

**Photocall**
Term coined from combining the words ‘photograph’ and ‘call’ and which is used to refer to the privileged space set aside at an event or occasion specially prepared so that celebrities or well-known personalities can pose for the media. It is a public-relations set-piece aimed at providing visibility to the organizers and sponsors of the event, whose logos normally appear on the backdrop in front of which the guests pose. (Source: Zorraquino)

**Photomatic**
*See Also: Animatic, Voiceover*
A lesser state-of-finish than a full-production, full-motion video commercial, using still photos instead of drawings or animation. It is designed to represent the progression of a story being told by the advertiser in a series of scenes. There is typically voiceover included. (Source: ProjectOAR)

**Photometric**
Film or videotape of a series of photographs with audio used to represent a proposed commercial. It is one of the stages of unfinished commercials used in tests. (Source: BusinessManagementIdeas.com)

**PPG abbr Photoplethysmography**
A biometric measurement of blood flow near the surface of the skin, used in a research setting as an indicator for arousal. The technology comes from clinical research, optically sensing changes in light absorption, in response to the fluctuation in blood volume below the skin, typically at the fingertip(s) or earlobe(s). (Source: ProjectOAR)

**Photo Realism**
An attempt to create realistic appearing images with great detail and texture. (Source: freeflyvr)

**Phygital Experience**
Marketing strategies that bring together the physical and the digital in such a way that integrated ecosystems are envisaged which link brands and audiences. They habitually combine traditional
media with digital formats. The use of beacons, smart testers, or virtual-reality contributes to the creation of a phygital experience in which the physical and the digital merge. (Source: Zorraquino)

**Physiological Needs**
*See Also: Maslow’s Hierarchy Of Needs, Safety Needs, Self-Actualization Needs*
Another term for Maslow's Hierarchy Of Needs. (Source: MASB)

**Physiological Reaction Technique**
*See Also: Eye Tracking, Facial Coding, Electroencephalography (EEG)*
Any research method that is based on physiological measures, such as EEG analysis, eye tracking, facial coding. (Source: ProjectOAR)

**Physiological Techniques**
These techniques are designed to measure the physiological responses of the viewer’s sensory system. Two most commonly used devices are the tachistoscope, or t-scope and eye-movement camera. (Source: BusinessManagementIdeas.com)

**Picture Completion Test**
*See Also: Sentence Completion*
A form of projective testing that presents drawings of familiar objects with features missing and asks participants to recognize, specify and complete the picture with the missing parts.

**Picture In Picture**
*See Also: Mosaic TV*
TV display in which one video source is embedded in a window overlaying the primary viewing source. (Source: Nielsen)

2 : Also referred to as Picture in Graphic when presented in interactive (UI) screens. (Source: TiVO)

**Piece Goods**
Cloth fabrics sold from the bolt at retail in lengths specified by the customer. (Source: MASB)

**Piggyback**
The back to back scheduling of two or more brand commercials of one advertiser in network or spot positions. (Source: TVB)

**Piggybacking**
Tags that are chained together through a process called “piggybacking” enables tags to be appended to existing tags already in place on the website without making any changes to the page code. Piggybacking can add dozens of tags to a site and introduce services that the site owner may not be aware are on the site. (Source: Signal.co)

**Piggyback Beacon**
A named code snippet returned to the browser when a user triggers another beacon it is associated with. (Source: OpenX)

**Piggyback Pixel**
An image tag or code that redirects a user’s browser to another pixel not directly placed on the publisher page. (Source: Mediamath)
Pilot
A sample of a proposed television series. (Source: AAJ.ie)

Pilot Experiment
See Also: Pilot Study

Pilot Study
In media and market research, a small, early stage study used to evaluate (and potentially improve) a research methodology or study design before conducting a later stage and more large-scale study. Also referred to as Pilot Test and Pilot Experiment. (Source: ProjectOAR)

Pilot Test
See Also: Pilot Study

Pin
The name of a post on Pinterest made up of a picture and a description. When clicked, a Pin directs users to the source URL of the image. Other users can like or Repin your Pins. Users can also organize Pins by theme or event into collections. (Source: Blog.Hootsuite.com)

Ping
An electronic pulse sent to a Set-Top Box to garner data through the backchannel.

2: A computer network administration utility used to test whether a particular host is reachable across an Internet Protocol (IP) network and to measure the round-trip time for packets sent from the local host to a destination computer, including the local host's own interfaces. (Source: Wikipedia)

3: A network utility used to test whether a computing device is reachable via an Internet Protocol (IP) network, and measure round trip communication time. In practice, no other data is transmitted via "ping". (Source: FourthWall Media)

Pinned Post
A social media post saved to the top of your page or profile on Facebook or Twitter. Pinning a post is a great way to feature an important announcement or highlight some of your best content. (Source: Blog.Hootsuite.com)

Pinterest
A free online website service that requires registration to use and enables subscribers to upload, save, sort, and manage images—known as pins—and other media content (e.g., videos) through collections known as pinboards. It acts as a personalized media platform.

Pirate
In media it is someone who illegally makes copies of a product, content, invention or any other form of proprietarily owned formats without permission for the purposes of selling or distribution.

2: A person or organization that illegally makes television or radio broadcasts. (Source: Merriam-Webster Dictionary)

Pirate Radio
The unlicensed broadcast of FM radio, AM radio, or short wave signals over a wide range often by amateurs and not in accordance with FCC regulations. In some cases radio stations are deemed
legal where the signal is transmitted, but illegal where the signals are received—especially when the signals cross a national boundary.

**Piracy**
The illegal copying, distribution, downloading, installing or other use of software, content or other licensed material without owning or paying for it.

**Pipeline Sales**
Sales that are required to supply retail and wholesale channels with sufficient inventory to make a product available for sale. (Source: MASB)

**Pitch**
In advertising, an agency's presentation of its capabilities and ideas to a client in order to win an account or its presentation of a concept (see "Advertising Concept/Ad Concept") for an advertising campaign or marketing plan. (Source: ProjectOAR)

**Pitcher**
See Also: Catcher
A hardware product that is used to distribute Video On-Demand assets to an MSO and/or aggregator. The Video On-Demand assets are sent to the catcher.

**Pitch (VR)**
The angular displacement of the lateral axis about a horizontal axis perpendicular to the lateral axis. (Source: freeflyvr)

**Pixel**
See Also: OLED, LCD, Resolution, Retina Display
A pixel is a single point, or dot, in a digital photograph or on a mobile phone (or other) display. The number of pixels in an image or display that make up the X and Y axes are often referred to as the resolution. (Source: www.Mobileburn.com)

2 : A picture element (single illuminated dot) on a computer monitor. The metric used to indicate the size of Internet ads. (Source: IAB)

3 : Piece of code on a page that interacts with a user’s cookies to track who the visitor was. (Source: Mediamath)

4 : A contraction of picture element, a pixel refers to a single point in a graphic. Ad units are typically measured in pixels, for example the default 468×60-sized banner. (Source: OpenX)

5 : The smallest unit of measure for graphical elements in digital imagery, used as the standard unit of measure for ad creative (i.e. 300×250 pixels). Pixels may also represent x/y coordinates relevant to a given space, such as the browser window, an application workspace or the user’s computer screen. (See also “Tracking Pixel”) (Source: IAB)

6 : In virtual reality, the smallest element of a display that can be adjusted in intensity. (Source: freeflyvr)

**Pixel Based Tracking**
The process of using a 1X1 pixel transparent gif to track a visit or event on a webpage, to track ad impressions or to track opening for an email. On webpages, pixel tracking is an alternative to JavaScript tracking. Used in classic web analytics when JavaScript is not used or to complement,
event tracking on webpage for analytics, conversion tracking by marketing vendors and affiliate platforms, for cookie pooling in retargeting, for opening measurement in email campaign. (Source: Signal.co)

**Pixel Density**
The number of pixels displayed on the screen within an inch (pixels per inch or PPI) or within a centimeter (pixels per centimeter or PPCM). Screen pixel density varies by device with older monitors displaying 67 – 130 PPI. Mobile devices often exceed that at 300+ PPI. Pixel density of 163 PPI is referred to as pixel density of 1 according to the IAB. (Source: IAB)

**Pixel Fire**
Also referred to as ‘postback’ or ‘callback’. (Source: IAB Mobile App Marketing Glossary Working Group)

**Pixel Implementation**
The act of placing a pixel in a strategic manner.

**Pixel-Perfect**
The consideration of every detail, down to individual pixels, as opposed to designing things with all kinds of anti-aliasing and compression artifacts. (Source: Quora)

**Pixel Placement**
Process by which pixels are placed within the HTML code of a given website.

**Pixel Tag**
See Also: Tracking Pixel Tag, 1×1 gif, Clear gif
An embedded image similar to a Web Beacon.

2 : A piece of code embedded on a website and used to capture viewership data pertaining to content and advertising, as well as consumer/visitor usage and behavior. (Source: TVSquared)

**Placement**
See Also: Distribution, Screen Location, Position
Where the ad is on the page, such as above the fold (ATF) or below the fold (BTF). This is also referred to as “screen location” or “position.” (Source: OpenX)

2 : Another term for Distribution. (Source: MASB)

**Plaintext**
See Also: Ciphertext, Cleartext
Ordinary, readable text that a sender wishes to transmit to a receiver.

**Planning**
See Also: Scheduling
The process of deciding which type of media or program should be used in order to reach a client’s target audience. Planning software systems are tools for pre- and post- buying, that proposes the network or program against the proposal criteria, provides analysis against media metrics – CPM / CPP, optimizes the network / program selection, tracks program performance against the metrics, and interfaces to the traffic and billing system for scheduling and billing.
**Platform**
The type of computer or operating system on which a software application runs, e.g., Windows, Macintosh or Unix. (Source: IAB)

2 : The various device types a publisher has chosen to make its ad inventory available on. (Source: Next.Srds.com)

3 : The movement in the marketing automation space for the creation of stacks of technology that solve many issues in one self-service platform: RTB, data management, tag management, brand protection. (Source: Mediamath)

4 : The medium used to consume a text. Historical platforms such as newspapers and radios are less popular today with the rise of platforms such as computers, mobile phones, tablets etc. (Source: corbytechmedia.weebly.com)

NOTE – The term social media platform is often used to mean the same thing as “social media network” or “social media channel”. However, a social media platform is technically the software behind a social network, including its API, backend, and markup language. The phrase “social media management platform”, meanwhile, refers to a set of software tools that help SMMs organize their social media accounts. (Source: Falcon.io)

**PaaS abbr Platform as a Service**
One of the three main categories of cloud computing, alongside Software as a Service (SaaS) and Infrastructure as a Service (IaaS).

**P3P abbr Platform for Privacy Preferences Project**
A browser feature that will analyze privacy policies and allow a user to control their privacy needs. (Source: IAB)

**Platform Provider**
Any supplier of subscription voice, video or data services typically a cable MSO, satellite operator or telecommunications company. (Source: Nielsen)

**Platform Software**
*See Also: Middleware*
Part of the computer architecture. Software (such as drivers, an operating system or firmware) that is required in order to run applications.

2 : In the digital cable context, the emerging standard application platforms are EBIF, for all Set-Top Boxes, and Tru2way for Advanced Set-Top Boxes. (Source: FourthWall Media)

**Platform (VR)**
Individual or shared virtual reality displays built into physical mockups of vehicles and other physical settings. (Source: freeflyvr)

**Play**
A video, animation or audio control that enables a user to initiate (or avoid initiating) the video, animation or audio of an ad. (Source: IAB)
Playable Mobile Ads
Ad units which offer users a snippet of interactive gameplay, letting users try out the advertised app before installing. Playable mobile ads fall under the interactive advertising category, and provide users with an immersive and enjoyable ad experience. (Source: is.com)

Playback
See Also: Trick Play
Part of Trick Play where pre-recorded content or video is viewed at the convenience of the viewer through the use of a recording device like a DVR.

NOTE – Issues on how to measure and what standards to apply. Is one second delay time shifted? What is the greatest delay in acceptable measurable playback (30 days)?

Playbourer
See Also: Digital Sweatshop, Electronic Sweatshop, Gold Farming
A form of employment, possibly exploitative, where workers are hired to play online games and earn virtual goods that are then sold to other players who can better afford to pay for but cannot afford the time to play.

NOTE – "It is just like working in a factory, the only difference is that this is the virtual world," says Li Hua. "The working conditions are hard. We don't get weekends off and I only have one day free a month. But compared to other jobs it is good. I have no other skills and I enjoy playing sometimes." (Source: Guardian.co.uk)

Play For Pay
See Also: Video On-Demand
Where a viewer is compensated for viewing content or video.

Play Install Referrer API
Allows ad attribution providers, publishers and advertisers to determine which referrer was responsible for sending the user to Google Play for a given app install. (Source: Kochava)

Playlist
In production, it relates to multiple content pieces being edited / stitched together to form one complete asset. Playlist is also a constructed compound asset consisting of at least one feature (possibly multiple features) and zero, one or more inserts played out in a specified sequence as if were a single asset. It is a logical (not physical) grouping of assets identified by metadata.

Plist (Property List File)
Short for information property list file, is a file that configures a mobile app and tells it how to run. (Source: Kochava)

NOTE – SKAdNetwork and the Plist Publishers need to add every SKAdNetwork ID of the partners they work with into their list to receive SKAdNetwork postbacks. Every app Information Property List File needs to be updated manually. If publishers do not do update their app(s), their partners may not receive credit for that ad and may no longer bid for their inventory. (Source: Kochava)
Plug-In
See Also: Add-on
A program application that can easily be installed and used as part of a Web browser. Once installed, plug-in applications are recognized by the browser and their function integrated into the main HTML file being presented. (Source: IAB)

Pluralistic Research
See Also: Methodological Pluralism
Combines different research methods and analyses within the same study, with the philosophy that many methods are better than one.

Plurality
In a media context, this refers to a range of content to suit many people.
(Source: corbytechmedia.weebly.com)

Plus-One Dialing
A technique used in telephone interviews in which a single randomly determined digit is added to numbers selected from the telephone directory to find and include non-listed numbers in the sample.
(Source: MASB)

Plus Size
See Also: Fringe Sizes, End Sizes
Another term for Fringe Sizes. (Source: MASB)

Pocketpiece
Nielsen’s weekly reports providing audience estimates for all network and syndicated programs in booklet form. (Source: AAI.ie)

Pocket Price
See Also: Net Price
Another term for Net Price. (Source: MASB)

Pod
See Also: Commercial Pod
A collection of non-programming content whether commercials, billboards, PSAs, etc., that are inserted as a block of seconds or minutes, before during or after a program.

2 : A group of commercials, promos or announcements contained in a television program break.
(Source: Nielsen)

Podcast
An episodic series of spoken word digital audio files that a user can download to a personal device for easy listening. (Source: Wikipedia)

NOTE – Streaming applications and podcasting services provide a convenient and integrated way to manage a personal consumption queue across many podcast sources and playback devices.
(Source: Wikipedia)

Pod Length
See Also: Pod
The duration of non-programming content that airs during a program break. (Source: Nielsen)
**Pod Number**  
*See Also: Pod*  
Where the commercial pod is located within an episode, program or time period.

2 : The relative position of a pod within a given telecast. (Source: Nielsen)

**Pod Position**  
*See Also: Pod*  
The position of an individual advertisement within a certain commercial pod.

2 : The sequential location of an individual commercial within a pod. (Source: Nielsen)

**Pointcasting**  
*See Also: Narrowcasting*  
Ability of marketer or advertiser to talk one-to-one with consumer or viewer. It is one-to-one narrowcasting.

**Point of Diminishing Returns**  
*See Also: Law of Diminishing Returns, Point of Negative Returns, Principle of Diminishing Marginal Productivity*  
Another term for Law of Diminishing Returns. (Source: MASB)

**Point of Negative Returns**  
*See Also: Law of Diminishing Returns, Point of Diminishing Returns, Principle of Diminishing Marginal Productivity*  
Another term for Law of Diminishing Returns. (Source: MASB)

**POP abbr Point of Purchase**  
*See Also: Point of Sale*  

**Point-of-Purchase Advertising**  
*See Also: In-Store Advertising, POP Advertising, POP Display, POP Display Advertising, POP Marketing, POS Display, Point-Of-Purchase Display, Point-Of-Purchase Display Advertising, Point-Of-Purchase Marketing, Point-Of-Sale Display*  
Advertisements displayed in a location at which consumers can buy the products being advertised, typically consisting of posters, kiosks, signs or screens in retail establishments. Also known as point-of-sale advertising. (Source: ProjectOAR)

2 : Another term for In-Store Advertising. (Source: MASB)

**Point-Of-Purchase Display**  
*See Also: In-Store Advertising, POP Advertising, POP Display, POP Display Advertising, POP Marketing, POS Display, Point-Of-Purchase Advertising, Point-Of-Purchase Display advertising, Point-Of-Purchase Marketing, Point-Of-Sale Display*  
Another term for In-Store Advertising. (Source: MASB)

**Point-Of-Purchase Display Advertising**  
*See Also: In-Store Advertising, POP Advertising, POP Display, POP Display Advertising, POP Marketing, POS Display, Point-Of-Purchase Advertising, Point-Of-Purchase Display, Point-Of-Purchase Display Advertising, Point-Of-Purchase Display Marketing, Point-Of-Sale Display*  
Another term for In-Store Advertising. (Source: MASB)
Point-Of-Purchase Display Marketing
See Also: In-Store Advertising, POP Advertising, POP Display, POP Display Advertising, POP Marketing, POS Display, Point-Of-Purchase Advertising, Point-Of-Purchase Display, Point-Of-Purchase Display Advertising, Point-Of-Purchase Display Marketing
Another term for In-Store Advertising. (Source: MASB)

POS abbr Point-Of-Sale
Also called Point of Purchase (POP) and refers to as a place where sales are carried out. It is a point at which a customer makes a payment to the merchant in exchange for goods or after provision of a service. (Source: TycheSoftwares)

NOTE – A Point-Of-Sale (POS) terminal is a computerized replacement for a cash register that has the ability to record and track customer orders, process credit and debit cards, connect to other systems in a network and manage inventory. (Source: TycheSoftwares)

Point-Of-Sale Display
See Also: In-Store Advertising, POP Advertising, POP Display, POP Display Advertising, POP Marketing, POS Display, Point-Of-Purchase Advertising, Point-Of-Purchase Display, Point-Of-Purchase Display Advertising, Point-Of-Purchase Display Marketing
Another term for In-Store Advertising. (Source: MASB)

Point Of Sale Systems
Relates to an area, where customers can pay for products. For physical stores, it is a cash desk, which is often located near the store’s exit. There are also points of purchase for hospitality businesses, such as restaurants and hotels, which are often a reception desk for hotels and self-checkout terminals for restaurants. (Source: elogic.co)

NOTE – In general, there are two major kinds of business, which require POS systems that are retail stores and hospitality businesses. Retail stores usually require a computerized network with several checkout terminals and barcode scanners, depending on the size of the store and its average number of visitors. Apart from that POS systems in the case of grocery stores in particular also require scales with a digital terminal in order for customers to obtain a barcode for fruits, vegetables, and products sold by weight. In the hospitality business, you require a more interactive POS system. For example, restaurants often change their season menus or customers require an order without a specific ingredient or want their orders to be delivered to them, therefore the POS system should be customizable for dynamic changes and allow customers to place orders and pay for their bills electronically. If we’re speaking about hotels, POS systems can be connected not only to terminals, which receive confirmations of visitor’s reservation but are also connected to electrical appliances, such as fridges, TVs, etc. (Source: elogic.co)

Point Of View
Work slang for individual perspective on a given issue. (Source: Mediamath)

Point-to-Point
See Also: Video On-Demand
Communication connection between two end-points or nodes.

Poka-yoke
Poka-yoke is a quality technique of Japanese origin that is used to avoid the appearance of defects in products and processes. By extension, it also defines any mechanism that assists in preventing an
error before it arises, such as the system that warns of a weight overload in a lift and stops it from operating, or the device that stops a cash machine from dispensing money until the user has taken back his/her card. (Source: Zorraquino)

**Polite File Load**
Withholding a portion of the total ad creative file size (besides any initial file load size) from loading on a page until publisher content has loaded. With the release of the Display Creative Guidelines in 2015, polite file load has been replaced by the “Host-initiated subload.” (Source: IAB)

**Political Bias**
Where a newspaper may show support for a political party through its choice of stories, style of coverage, cartoons, etc. It may be subtle and implicit or explicit as in the case of the tabloid newspapers on election day. (Source: corbytechmedia.weebly.com)

**Political Ecology**
Explores the connection between nature, culture and media, the ways in which human relations and politics affect and impact upon the environment, which in turn conditions our understandings of nature. A political ecology of media seeks to explore the multiplicity of ways in which media condition our preconceptions of what nature is. (Source: OpenTextBC.ca)

**Polkadot**
A sharded blockchain protocol that lets multiple blockchains communicate and work together efficiently, allowing them to split heavy workloads and prevent bottlenecks.
(Source: Technopedia.com)

NOTE – At its core, Polkadot protocol is a translation architecture that allows users to combine, decentralize, and scale blockchains as needed. Since networks comprised of a single blockchain are limited in the number of transactions they can process in a set period of time, they were impossible to implement into real-world applications without the use of Polkadot. (Source: Technopedia.com)

**Poll**
A survey used either to obtain information about the public's opinions or as a device to engage consumers, by asking them to vote on a question posed purely for entertainment value.
(Source: ProjectOAR)

**Polling (in Interactive Advertising)**
*See Also: Advanced Advertising*
The ability of the viewer to access surveys via the television remote and register their opinion.

2: Refers to voting and polling activities via interactive applications in STBs (Source: Rentrak)

**Polling (in STB or Household)**
The constant pinging of a Set-Top Box to determine signal readiness and quality.

**Polycentric Pricing Policy**
*See Also: Adaptation Pricing Policy*
Another term for Adaptation Pricing Policy. (Source: MASB)

**Polygon**
A display element that consists of an area enclosed by a set of by a set of broken straight lines.
(Source: freeflyvr)
Pool
See Also: Commercial Pool
Another term for Commercial Pool. (Source: MASB)

Pool Out
In advertising, an execution created within a campaign theme, using the same strategy and general approach. For instance, all ads within an M&M's campaign may build upon the same big idea and utilize talking M&M’s, the same tag line, tonality and message. (Source: ProjectOAR)

POP Advertising
See Also: In-Store Advertising, POP Display, POP Display Advertising, POP Marketing, POS Display, Point-Of-Purchase Advertising, Point-Of-Purchase Display, Point-Of-Purchase Display Advertising, Point-Of-Purchase Marketing, Point-Of-Sale Display
Another term for In-Store Advertising. (Source: MASB)

POP Display
See Also: In-Store Advertising, POP Advertising, POP Display Advertising, POP Marketing, POS Display, Point-Of-Purchase Advertising, Point-Of-Purchase Display, Point-Of-Purchase Display Advertising, Point-Of-Purchase Marketing, Point-Of-Sale Display
Another term for In-Store Advertising. (Source: MASB)

POP Display Advertising
See Also: In-Store Advertising, POP Advertising, POP Display, POP Marketing, POS Display, Point-Of-Purchase Advertising, Point-Of-Purchase Display, Point-Of-Purchase Display Advertising, Point-Of-Purchase Marketing, Point-Of-Sale Display
Another term for In-Store Advertising. (Source: MASB)

POP Marketing
See Also: In-Store Advertising, POP Advertising, POP Display, POP Display Advertising, POS Display, Point-Of-Purchase Advertising, Point-Of-Purchase Display, Point-Of-Purchase Display Advertising, Point-Of-Purchase Marketing, Point-Of-Sale Display
Another term for In-Store Advertising. (Source: MASB)

Population
See Also: Footprints
A subset of a footprint or census where a group displays similar qualities or characteristics.

2 : Total count of households or persons within a defined geography or coverage area. (Source: Nielsen)

3 : Refers to the totality of persons that conform to some designated specifications or live in a particular area. (Source: MASB)

Population Specification Error
See Also: Sample Design Error
A type of sample design issue in which the researcher selects an inappropriate sample population (see "Sample Population") from which to obtain information or data. For example, a study of children for a product typically selected by parents. (Source: ProjectOAR)
Pop-Under Ad
Ad that appears in a separate window beneath an open window. Pop-under ads are concealed until the top window is closed, moved, resized or minimized. (Source: IAB)

2: An ad that appears behind an Internet user's current browser window, which appears on the screen after the current browser window and possibly others have been closed. (Source: ProjectOAR)

3: An internet ad that displays in a new browser window behind the current browser window. Pop-under ad windows typically are smaller and do not offer the standard navigation tools of a standard browser window. (Source: MASB)

Pop-Up Ad
See Also: Daughter Window
An ad that appears in a separate window on top of content already on-screen. Similar to a daughter window, but without an associated banner. (Source: IAB)

2: Any advertising experience where visiting a website in an initial browser window initiates a secondary browser window to deliver an ad impression directly above the initial browser window. (Source: IAB)

3: Forms of online advertising intended to attract web traffic or capture email addresses. (Source: Tubemogul)

4: An ad that appears on the screen in a separate window while a consumer is on the internet, typically on top of the web page that was originally on the consumer's screen. (Source: ProjectOAR)

5: An internet ad that displays in a new browser window. Pop-up ad windows typically are smaller and do not offer the standard navigation tools of a standard browser window. (Source: MASB)

Pop-Up Transitional
Initiates play in a separate ad window during the transition between content pages. Continues while content is simultaneously being rendered. (Source: IAB)

NOTE – Depending primarily on line-speed, play of a transitional ad may finish before or after content rendering is completed. (Source: IAB)

PDF abbr Portable Document Format
A digital format developed by Adobe used primarily for distributing digital text files. Files with a .pdf extension can be viewed and printed consistently by anyone, regardless of platform. (Source: IAB)

Portal
A Web site that often serves as a starting point for a Web user's session. It typically provides services such as search, directory of Web sites, news, weather, e-mail, homepage space, stock quotes, sports news, entertainment, telephone directory information, area maps, and chat or message boards. (Source: IAB)

2: Polygons or icons that a user can pass through in a virtual space to automatically load a new world or execute a user-defined function. A three-dimensional version of an interactive icon in multimedia. (Source: freeflyvr)
Portfolio Tests
A testing method where a number of dummy advertisements are put in a folio along with the advertisement to be tested. The views and impression on the advertisement copies shown are collected from selective respondents. (Source: BusinessManagementIdeas.com)

Portrait
An IAB Rising Star ad unit template that uses up to three interactive modules chosen (by the ad designer) from a variety of modular application options in a 350×1050 pixel space. (Source: IAB)

POS Display
See Also: In-Store Advertising, POP Advertising, POP Display, POP Display Advertising, POP Marketing, Point-Of-Purchase Advertising, Point-Of-Purchase Display, Point-Of-Purchase Display Advertising, Point-Of-Purchase Marketing, Point-Of-Sale Display
Another term for In-Store Advertising. (Source: MASB)

Position
See Also: Screen Location, Placement
Where the ad is on the page, such as above the fold (ATF) or below the fold (BTF). (Source: OpenX)

Positional Tracking
See Also: Head Tracking
In virtual reality, refers to a headset’s ability to recognize its exact spatial position, registering forward, backward, upward, downward, rightward, and leftward movements. (Source: Cynopsis)

NOTE – At the moment, mobile phone-based VR systems like the Samsung Gear VR and the Google Cardboard are not powerful enough for positional tracking (though some companies are trying to change that). A higher-end headset like the HTC Vive, which is powered by an advanced computer rather than a mobile phone, does have positional tracking capabilities. (Source: Cynopsis)

Position Based Attribution Model
Also called U-shaped attribution, this model splits the credit for a sale between a prospect's first interaction with your brand and the moment they convert to a lead. 40% of the credit is given to each of these points, with the remaining 20% spread out between any other interactions that happened in the middle. (Source: AgencyAnalytics.com)

NOTE – For example, if a prospect first makes contact with your business through a Google search, looks at your Facebook page, and later signs up for your email newsletter, the first and third touches each receive 40% of the credit, and the Facebook visit receives the remaining 20%. (Source: AgencyAnalytics.com)

Positioning
See Also: Brand Positioning
Another term for Brand Positioning. (Source: MASB)

Positioning Research
See Also: Brand Positioning
Strategic research designed to understand how people perceive a brand, product or service relative to competitors or to the category, and/or to identify the best way for a brand/product to communicate its value and most important aspects (attributes, benefits, etc.) in the marketplace. Methodologies vary and commonly include focus groups, surveys, and analysis of syndicated data. (Source: ProjectOAR)
Position Sensor
A tracking device that provides information about its location and/or orientation. (Source: freeflyvr)

Positioning Statement
See Also: Positioning Research
In advertising and marketing, a statement that defines how a given product or brand provides value relative to competitive companies or products. (Source: ProjectOAR)

Position Trigger
A hotspot, sensitive spot, or button that causes a change in the computer program when touched in some way. (Source: freeflyvr)

Positive (In Facial Coding)
A metric used in facial coding evaluating the presence of a smile, reflecting a positive emotional response such as joy or happiness. (Source: ProjectOAR)

Positive Interaction Rate
The number of positive interactions as a percentage of impressions Calculated by dividing the positive interactions by the total number of impressions. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Post
Any social media status update, photo, or video, or an item shared on a blog or forum. (Source: Blog.Hootsuite.com)

Postback
Also referred to as ‘pixel fire’ or ‘callback’ is a string of information that an advertiser sends to a network/agency/partner through a specific URL that contains information about the conversion or post-install event pertinent to the network for tracking, optimization or billing purposes. (Source: IAB Mobile App Marketing Glossary Working Group)

Postback Conversion
A string of information that is sent to a network’s specific URL that contains information about the conversion pertinent to the network. (Source: Kochava)

Postback Event
A string of information that is sent to a network’s specific URL that contains information about the post-install event pertinent to the network. (Source: Kochava)

Post Buy Analysis
An analysis of schedule performance after it runs; offers a means of measuring a media buy as run versus goal or original estimate of achievement. (Source: TVB)

Post Click
Time after a user clicks on an ad. (Source: Mediamath)

Post Click Attribution
Based on the general notion that the last advertising medium to persuade a consumer to click on an ad will receive credit for the entire sale. (Source: Mediamath)
**Postcode Analysis**  
*See Also: Zip Code Analysis*  
Another term for Zip Code Analysis. (Source: MASB)

**Poster Panel**  
The standard outdoor advertising display unit, usually 25' x 12'. Showing a group of outdoor boards which provide a certain percent coverage of a market, usually purchased in increments of 25 (e.g. a #25 showing, a #50 showing, a #75 showing, a #100 showing). (Source: AAI.ie)

**Post Impression**  
Time after a user has seen an ad. (Source: Mediamath)

**Post Impression Attribution**  
Similar term to Post View Attribution.

**Posting**  
An entry on a message board, blog, or other chronological online forum. (Source: IAB)

**Post-install Event**  
A Post-install Event is any action taken by the user after the user has installed the app.  
(Source: IAB Mobile App Marketing Glossary Working Group)

2: Any user action or event that happens during usage of an app, after the app has been installed.  
(Source: is.com)

NOTE – Post-install events can include events and actions such as app launches, completing registration, watching an in-app advertisement, making an in-app purchase, reaching the next level in a game, and more. The term is often used in the context of a cost-per-engagement and cost-per-action pricing model, or mobile campaigns in which advertisers can choose a post-install event to measure user engagement and only pay for the users who engage in that specific app event.  
(Source: is.com)

**Post Logs**  
A list of spots that have aired, post-log files contain details on creatives, programs, networks, dayparts, impressions and costs. (Source: TVSquared)

**Postmaster**  
The name given to the person in charge of administrating email for a particular site. According to convention, mail sent to postmaster@foo.com should be read by a real live person. (Source: AAI.ie)

**Postmodernism**  
Anything that challenges the traditional way of doing things, rejecting boundaries between high and low forms of art, rejecting rigid genre distinctions, pastiche, parody, intertextuality, irony, and fragmentation. (Source: corbytechmedia.weebly.com)

**Post-Roll**  
*See Also: Pre-Roll, Mid-Roll*  
An ad that runs after a Video On-Demand.
2: A form of online video ad placement where the advertisement is played after the content video plays. (Source: IAB)

3: A linear video spot that appears after the video content completes. (Source: Mediamath)

4: The streaming of a mobile advertising clip after a mobile TV/video clip. The mobile advert is usually 10-15 seconds. (Source: Tubemogul)

**Post-Testing**  
*See Also: Pre-Test/Pre-Testing, Copy Testing*  
The evaluation of the impact of an advertisement or advertising campaign either during or after it is released in the market. (Source: ProjectOAR)

2: Refers to testing at the end of the campaign whereas concurrent testing is done for an ongoing campaign. (Source: BusinessManagementIdeas.com)

**Post View**  
*See Also: Post Impression*  
Time after having seen an ad. (Source: Mediamath)

**Post View Attribution**  
Refers to the situation in which a customer views an ad, then completes the goal action at a later time - this action will still be 'attributed' to the ad itself, even though the viewer did not immediately take action after the impression. (Source: Mediamath)

**Post View Test**  
Test to gauge the after-the-fact effect of a user viewing an ad impression. (Source: Mediamath)

**Potential**  
The total number of people in a given geographical area who conform to a specific definition. Population potentials are derived from the latest census figures. (Source: Nielsen)

**Potty/Gross**  
In the creative genre, the use of crude portrayals (e.g., bodily functions, disgusting situations) in advertising as a way to persuade respondents to consider a brand. Can be considered a form of humor by some. (Source: ProjectOAR)

**Pound Shop**  
*See Also: Variety Store*  
Another term for Variety Store. (Source: MASB)

**Power Editor**  
a feature allowing for bulk management and editing of campaigns. Large advertisers use Power Editors for their advanced features. (Source: Kochava)

**Pragmatic Validity**  
*See Also: Predictive Validity*  
Another term for Predictive Validity. (Source: MASB)
Pre-Bidding
See Also: Advanced Bidding, Header Bidding, Holistic Yield Management, Tagless Bidding, Tagless Integration
Enabling through negotiation to bid in advance of an auction, sometimes to obtain more favorable pricing or to shut out a competitor.

Pre-Caching
See Also: Cache, Caching
Storing advertising or content in a computer's RAM or hard disk memory before it is displayed on the user's screen, rather than at the time that it plays, to reduce delays in rendering. (Source: IAB)

Precision Targeting
A highly focused form of consumer profiling, assessment and reach in order to deliver more relevant content or messaging to the potential customer.

Predictive Analytics
See Also: Predictive Marketing
A technique based on the analysis of data in order to know in advance the behavior of our consumers and thus be able to persuade them through marketing actions. (Source: Zorraquino)

Predictive Marketing
See Also: Predictive Analytics

Predictive Validity
See Also: Pragmatic Validity
An approach to validation of a measure based on the usefulness of the measuring instrument as a predictor of some other characteristic or behavior of the individual. It is sometimes called pragmatic validity or criterion-related validity. (Source: MASB)

Preemption
An omission of an announcement from a previously confirmed broadcast schedule; the advertiser is either offered a makegood or takes a credit. (Source: TVB)

2 : The substitution of one advertiser's local TV commercial by another advertiser paying a higher price for the spot, or by a different program of interest. (Source: AAI.ie)

Preference Management
A form of marketing outreach from a company, brand or other entity where consumers make the decision on which type, topics, channel and frequency of communication they prefer to receive.

Preference Test
A type of consumer research in which the participant is presented a choice among one or more ads or brands and is asked to indicate the one they prefer. (Source: ProjectOAR)

Preferred Deals
See also; Private Access, First Right of Refusal and Unreserved Fixed Rate Digital Media Inventory

Preferred Look Market
See Also: Private Market, Programmatic Guarantee Market, Direct Order Campaign, Open Market
A marketplace of programmatic buying and selling that enables buyers to gain a “first look” at all available inventory.
Preferred Position
An ad's location in a printed publication, television program, or radio broadcast that is thought to attract more reader, viewer or listener attention. Examples include the back or inside front cover of a magazine or the first commercial within a commercial pod. Publishers sometimes charge a premium or higher advertising rate for the preferred position. (Source: ProjectOAR)

Preloaded Apps
mobile apps which are installed and licensed on new devices before they’re purchased. In other words, they’re apps that new device owners can interact with right out of the box. (Source: is.com)

Premium
A type of inventory found on well-known and well-respected publisher sites. This type of inventory is media inventory that achieves ROI and is considered of high value to an advertiser. (Source: Mediacrossing)

Premium Content
TV programming that is professionally produced in a brand-safe manner and typically has an established, loyal audience (i.e. it’s a popular show). For this reason, these shows are very appealing to advertisers for reach and brand recognition. (Source: TVSquared)

Premium Exchange
See Also: Premium Marketplace
An exchange with only "premium" inventory supply. Offers all of the automation of an Open Exchange and none of the manual work of PMPs with only "premium" supply sources. Buyers often get first-look privilege with the supply sources that they bring on board and they’re designed to avoid the more manual workflow of PMPs — no deal negotiations, advertiser approvals, etc. (Source: adtechdaily)

NOTE – Premium Exchanges make sense whenever you want to augment reach and frequency to the open market without sacrificing quality. Premium Exchanges are structured in a more automated fashion than PMPs (no manual workflow) and can also be more cost effective. (Source: adtechdaily)

Premium Inventory
Ad space on a site that a publisher has deemed higher-quality, and subsequently attempts to sell it at a higher price. Inventory could be deemed premium because it’s above-the-fold, on a popular section of the site or for other reasons. Historically, this inventory was sold through the publisher's direct sales team, though now, it's also being sold more often on direct guaranteed platforms. (Source: Next.Srds.com)

2 : Also known as guaranteed inventory, this is publisher inventory made available through direct channels. (Source: Mediamath)

Premium Marketplace
Similar term to Premium Exchange.
**Premium On-Demand**
*See Also: Subscription On-Demand*
Preferred consumer term for impulse viewing of a selection of programming with full pause, fast forward and rewind functionality for a flat monthly charge.

**Premium Remnant**
An oxymoron that describes advertising inventory that is essentially remnant (unsold or unsellable) but purchase through programmatic means, that is, auctioning and automation.

**PVOD abbr Premium Video on Demand**
A version of TVOD which allows customers to access video-on-demand content sooner than they would have been able to otherwise – often feature films made available alongside, or in place of, a traditional release in movie theaters – but at a much higher price point. (Source: Wikipedia)

**Pre-Press Proof**
*See Also: Ad Prototype, Press Proof*
The early stages of a print ad.

2 : A pre-publication draft of a print advertisement (for example, for a magazine or newspaper) that is used as a color reference guide and sample of printing to finalize adjustments, prior to starting the print job. The draft is used to make final approvals and is expected to be identical to the finished print job. (Source: ProjectOAR)

**Pre-Roll**
*See Also: Post-Roll, Mid-Roll*
An ad that runs before a Video On-Demand.

2 : A form of online video ad placement where the advertisement is played before the content video plays. (Source: IAB)

3 : An in-stream video ad that occurs before the video content the user has requested. (Source: Mediamath)

4 : A video advertisement that appears directly preceding an online video. Common formats include :15, :30 and :60 lengths. (Source: Tubemogul)

5 : Video ad that plays prior to online video content (for example, a clip or program) the user has selected. (Source: ProjectOAR)

**Presence**
A feeling of being immersed in an environment, able to interact with objects there. A defining characteristic of a virtual reality system. (Source: freeflyvr)

2 : If virtual reality strives to take users and immerse them in new environments, presence is what's achieved when that happens. It is when users feel like they're there, wherever "there" is. (Source: TechRepublic)

3 : In virtual reality, it refers to a user's perception of being physically present in a virtual world – a state of consciousness where the VR experience appears and feels real. If you've designed a virtual reality experience that elicits a true sense of presence in users, it's safe to say you've done your job well. (Source: Cynopsis)
Present Value
See Also: NPV abbr Net Present Value
Another term for Net Present Value. (Source: MASB)

Press Proof
The penultimate draft (see "Pre-Press Proof") of a print advertisement (for example, for a magazine or newspaper) which provides the last opportunity for making adjustments, prior to a sending a print to press. (Source: ProjectOAR)

Pre-Test/Pre-Testing
See Also: Copy Testing, PACT Principles
In marketing and media research, (a) a preliminary test to assess a product concept or advertisement with a sample market or small group--prior to a full-scale launch, with the aim of identifying any need for adjustment; (b) a preliminary test of a research instrument in order to identify areas that need to be modified, prior to launching a full-scale study. (Source: ProjectOAR)

2: In advertising research, before the advertisement is released for full run in a medium, these tests are conducted to make modifications or improvements. (Source: BusinessManagementIdeas.com)

PGP abbr Pretty Good Privacy Encryption
See Also: Anonymization
Software that offers authentication and the ability to encrypt and decrypt data points.

Preview
A Preview is something that a content provider produces to promote a particular piece of content. Previews are usually: 30 seconds to 1 minute long, and are most often excerpted from Trailer material provided by the studios for that asset.

Price
The formal ratio that indicates the quantity of money, goods, or services needed to acquire a given quantity of goods or services. It is the amount a customer must pay to acquire a product. Along with product, place, and promotion, it is one of the 4Ps of Marketing (Source: MASB)

Price Discrimination
See Also: Price Tailoring
Within a Pay What You Wish pricing model, when there is a perceived different in price value among potential users or subscribers. For those with a perceived higher valuation, these potential users could pay more for a product or service.

Price Floor
The lowest price a seller will accept for impressions. (Source: Hubspot)

Price Per Statistical Unit
Average prices represent, quite simply, total sales revenue divided by total units sold. Many products, however, are sold in multiple variants, such as bottle sizes. In these cases, managers face a challenge: they must determine “comparable” units. Average unit price can be calculated by weighting different unit selling prices by the percentage of unit sales (mix) for each product variant. If we use a standard, rather than an actual mix of sizes and product varieties, the result is price per statistical unit. (Source: MASB)
**Price Premium**  
*See Also: Price Versus Competition, Relative Price*  
The percentage by which a product’s selling price exceeds (or falls short of) a benchmark price.  
(Source: MASB)

**Price Sensitivity**  
Refers to the degree to which demand for a given product is affected by a change in its price.  
(Source: MASB)

**PSM**  
**abbr** Price Sensitivity Meter  
*See Also: Van Westendorp Price Model*  
Refers to a research method for establishing the range of prices that customers are willing to pay for a product.  
The technique was introduced as the Van Westendorp Model by Dutch economist Peter van Westendorp in the 1970s. (Source: MASB)

**Price Tailoring**  
*See Also: Price Discrimination*  
The practice of charging different buyers different prices for the same quantity and quality of product.  
Marketers have invented a variety of price discrimination tools, including coupons, rebates, and discounts. All are designed to exploit variations in price sensitivity among customers. Whenever customers have different sensitivities to price, or different costs to serve, the astute marketer can find an opportunity to claim incremental value through price tailoring. (Source: MASB)

**Price Threshold**  
Refers to the lowest and highest price that customers are willing to pay for a particular good or service. (Source: MASB)

**Price Versus Competition**  
*See Also: Price Premium*  
Another term for Price Premium. (Source: MASB)

**Pricing**  
The rate and pricing model the content provider or publisher accepts for a specific ad unit.

**Pricing Control**  
A tool for the creation and management of pricing, whether the implementation of the lowest acceptable price (a price floor) or the highest acceptable price (a price ceiling).

**Pricing Model**  
The process of assigning a cost value to a line item or piece of inventory. Models can include cost per thousand (CPM) or cost per click (CPC), for example.

**Primary Brand**  
*See Also: Brand Extension, Secondary Brand*  
Another term for Brand Extension. (Source: MASB)
Primary Data
See Also: Primary Research
Information that is collected through original research, such as surveys or focus group discussions. In contrast to primary data, secondary data refers to information that has been previously collected and published by an external source (such as historical records). (Source: ProjectOAR)

Primary Demand
The demand for a general product category, as contrasted with the selective demand for a branded product marketed by a specific firm or brand. (Source: MASB)

Primary Merit Action
The primary action by which the success of a given campaign is primarily measured. (Source: Mediamath)

PMSA abbr Primary Metropolitan Statistical Area
An area of at least one million people that includes a large urbanized county or a group of counties that have strong economic and social ties to neighboring communities. (Source: MASB)

Primary Research
See Also: Primary Data
Original quantitative or qualitative research conducted to solve a specific problem (such as survey research or focus group testing). This is contrasted with secondary research, which refers to the analysis of information from previously conducted and published research projects. (Source: ProjectOAR)

Principle of Diminishing Marginal Productivity
See Also: Law of Diminishing Returns, Point of Diminishing Returns
Another term for Law of Diminishing Returns. (Source: MASB)

Principle of Proportion
In creative design, the belief that the relationship among design elements, in terms of scale/size, has an impact on consumer perception and responsiveness. This principle suggests, for example, that artwork showing a large head on a small body will have a different impact on a viewer than artwork depicting a small head on a small body. (Source: ProjectOAR)

Principle of Rhythm
In creative design, the belief that elements like pattern, spacing and repetition can create a sense of movement, speed, cadence and/or pacing. (Source: ProjectOAR)

Principle of Simplicity
In creative design, the belief that creative work should be edited, refined and stripped of complex concepts and elements as much as possible, without sacrificing the overall impact. (Source: ProjectOAR)

Principle of Unity
In creative design, the belief that all elements in a piece of creative work relate to one another and should work together harmoniously. Unity is often said to be achieved when the elements of a composition (line, shape, color, etc.) complement one another, rather than compete against each other for attention. (Source: ProjectOAR)
Principle of Variety
In creative design, the belief that elements in a piece of creative work should be varied through juxtaposition and contrast to generate interest and attention. For example, this principle holds that a visual design that uses a combination of straight lines and curved lines may be more compelling than a design that uses straight lines alone. (Source: ProjectOAR)

Print Ad
See Also: Print Media
An ad that appears in any portable print medium, such as a newspaper, magazine, flyer, direct mail (rather than on television, radio or the internet). (Source: ProjectOAR)

Print Media
See Also: Print Ad
An advertising and marketing medium consisting of printed material and publications, including newspapers, magazines, classifieds, circulars, journals, yellow pages, brochures and catalogs. (Source: ProjectOAR)

Privacy Compliant
A company's accordance with established personal information protection guidelines, specifications or legislation. Privacy compliance has become a prevalent business concern due to an increasing number of regulations designed to protect unauthorized access to personally identifiable information. (Source: TechTarget)

Privacy By Design
Building in a concern for consumer privacy from the start of a venture whether expressly required or not.

PLI abbr Privacy Leadership Initiative
A partnership of CEOs from 15 corporations and 9 business associations using research to create a climate of trust that will accelerate acceptance of the Internet and the emerging Information Economy, both online and offline, as a safe and secure marketplace. (Source: IAB)

Privacy Policy
A statement about what information is being collected; how the information being collected is being used; how an individual can access his/her own data collected; how the individual can opt-out; and what security measures are being taken by the parties collecting the data. (Source: IAB)

Privacy Seal Program
A program that certifies the Web site owner complies with the site’s proposed policy. Examples include TRUSTe and BBBOnline. (Source: IAB)

Private Access
Preferred Deals,
See also; Private Access, First Right of Refusal, Unreserved Fixed Rate Digital Media Inventory
Refers to a section or interface in TubeMogul's inventory marketplace where advertisers can negotiate private deals with premium inventory providers or upload their own pre-negotiated inventory streams into the TubeMogul platform. (Source: Tubemogul)
Private Ad Exchange
An ad exchange through which a publisher can directly auction and sell its ad inventory retaining more control over bid selection, setting dynamic reserves, and limiting potential buyers including by invitation only auctions. A private ad exchange is an auction marketplace that a publisher can exclusively sell some or its entire ad inventory combined with its own proprietary data sets to obtain better bids and therefore improve revenues and yield using programmatic media channels. (Source: Mediacrossing)

Private Auction
Similar to Private Marketplace.

Private Brand
Brand is owned by a retailer as distinguished from a brand owned by the manufacturer (i.e., manufacturer's brand). (Source: MASB)

PCM abbr Private Click Measurement
With the release of iOS 14.5, PCM, or private click measurement, will measure ad clicks across websites and from iOS apps to websites while maintaining the privacy of the user. (Source: Kochava)

Private Cloud
See Also: Hybrid Cloud, Cloud, Private Cloud, Virtual Private Cloud
A proprietary network or a data center that supplies hosted services to a limited number of people. (Source: searchcloudcomputing.techtarget.com)

Private Exchange
Where publishers can control what advertisers buy their inventory and prevent the reselling of their impressions. (Source: Hubspot)

2 : Similar to Private Marketplace. A publisher-owned ad exchange through which media buyers can purchase impression-level inventory, often in real time. As the name implies, private exchanges are private in the sense that publishers can choose which media buyers, agencies or other inventory providers they invite to access their inventory. Oftentimes, publishers use a supply-side platform (SSP) to power their private ad exchange. (Source: Mediamath)

Private Market
See Also: Preferred Look Market, Programmatic Guarantee Market, Direct Order Campaign, Open Market
Similar to a Private Exchange where pre-selected or pre-authorized advertisers can participate in a specific publisher's programmatic marketplace.

PMP abbr Private Marketplace
See Also: Private Auction, Private Exchange, Closed Auction
Private marketplace is a type of programmatic advertising market. It refers to an RTB, invitation-only, auction environment for digital advertising that leverages publishers' online ad inventory, typically to a select number of advertisers. Inventory is bought and sold at an impression level and it is a one-on-one deal between publisher and buyer, facilitated through a private marketplace such as Rubicon Project. It also allows publishers to monetize their inventory more efficiently and place rules around who can purchase impressions. (Source: Next.Srds.com)
2: Characterized by one-one and one-many type transactions. Usually operated by one or a few large enterprises and is open to the enterprises(s)’ strategic trading partners along its entire supply chain. (Source: Mediamath)

3: Where either one or a small handful of media owners offer inventory via programmatic methods but with either limited invites for specific brands or pre-arranged pricing. (Source: MAGNA Global)

4: The inventory transaction is within an auction environment but the buyers need to be approved by the publisher and there is typically pre-negotiated pricing (i.e. a CPM floor). Prioritization is typically one level above the open auction and there’s manual workflow involved in setting up a PMP. The terms of the deal must be negotiated between the buyer and seller (CPM floors, placements, etc.) and the advertiser must be approved. When this happens a unique identifier that represents the terms of the agreement between the buyer and seller (the Deal ID) is generated to represent the deal. This offers the benefits of high-value placements, access before the inventory hits the Open Exchanges and the opportunity to gain additional reach (access to users who might not be found across the Open Exchanges). Also offers exclusive and/or “premium” access at a lower price than one would get with Programmatic Guaranteed. (Source: adtechdaily)

5: A bid-based media planning and buying arrangement that is restricted to selected inventory and a select buyer group. (Source: ProjectOAR)

**Private Marketplace Exchange**
A way for online publishers to sell their excess display advertising space while maintaining control over their ad inventory and prices. These networks cut out the middleman, allowing advertisers to buy unsold inventory directly from premium publishers. Also known as Private Ad Exchanges or Private Ad Networks. (Source: Mediamath)

**Private Transaction**
Transaction between one buyer and one seller where each is known to the other. (Source: MAGNA Global)

**Privileged Credentials or Identities**
Logins to systems and software that enables unrestricted access to a privileged class of users (such as IT personnel) to view and change data, alter configuration settings and run programs, databases, middleware and other applications involving sensitive information and computing resources.

**PIM abbr Privileged Identity Management**
Elevated permissions, such as software use special passwords that go beyond individual user credentials, that monitor and protect superuser accounts (such as IT personnel) in an organization’s IT environment.

**Privileged Spectator Position**
Where the camera places the audience in a superior position within the narrative. The audience can then anticipate what will follow. (Source: corbytechmedia.weebly.com)

**Probabilistic**
This refers to the use of complex algorithms and statistical models to attribute response to spots based on their level of probability. (Source: TVSquared)
**Probabilistic Data**
Data that is collected from many sources which is then connected and analyzed based on relational patterns therefore assuming the likelihood of a certain relationship and outcome.

**Probabilistic Identification**
Using an algorithm that combines non-personally identifiable information to associate devices with an individual user for the purpose of identifying a user across all devices through which they access content. (Source: MAGNA Global)

**Probability Based Sample**
A random selection method to create a sample that best replicates the greater census. Each selection in the sample must have the same probability of being chosen for sample selection. (Source: SocialResearchMethods.net)

**Probability Sample**
A sample in which each population element has a known, nonzero chance of being included (compared to non-probability sample). (Source: MASB)

**Problem-Solution**
In the creative genre, an approach to advertising that communicates how the experience or attributes of a product, brand or service will solve a consumer's specific need or challenge. This approach is classic and often considered to be both direct and effective. Sometimes this structure is as obvious as “Raid Kills Bugs Dead.” At other times, the approach is subtler. (Source: ProjectOAR)

**Problem Solution Approach**
*See Also: Problem-Solution*
A creative approach in which an ad first identifies the customer's problem and then offers an alternative solution using the product being sold (Source: ProjectOAR)

**Process Audit**
*See Also: Audit*
The third party validation of internal control processes associated with measurement. (Source: IAB)

2: An examination of results to determine whether the activities, resources and behaviors that cause them are being managed efficiently and effectively. A process audit is not simply following a trail through a department from input to output - this is a transaction audit. (Source: Transition-Support.com)

**Processing**
To operate on computer data or other information through the use of a computer program.

**Processing Power**
The speed, ability and extent of a computer to process data and other information. Often called CPU.

**Processing Speed**
The speed by which a computer can process data and other information.

**Product**
A bundle of attributes (features, functions, benefits, and uses) capable of exchange or use; usually a mix of tangible and intangible forms. Thus, a product may be an idea, a physical entity (a good), or a service, or any combination of the three. It exists for the purpose of exchange in the satisfaction of
individual and organizational objectives. While the term “products and services” is occasionally used, product is a term that encompasses both goods and services. (Source: MASB)

**Product Approach**
A method used by salespeople to approach prospects in which salespeople demonstrate the product features and benefits as they walk up to the prospects. (Source: MASB)

**Product Asset**
*See Also: Asset*
Whether pertaining to physical, virtual, digital, content or any other form of item ownership, that which constitutes a valued item.

**PAM abbr Product Asset Management**
The management of valued items of any form in order to protect, maintain and maximize their worth across the organization, dynamically to accelerate every stage of the product design, development and execution process.

**Product Attribute**
Distinct from brand attributes, product attributes describe the qualities of shared characteristics across multiple brands in the same category. For example, most toothpaste brands come in a tube, most paper towels come in rolls, and most cold beverages come in cans. None of these necessarily help consumers distinguish between brands. (Source: ProjectOAR)

2 : The characteristics by which products are identified and differentiated. Product attributes usually comprise features, functions, benefits, and uses. (Source: MASB)

**Product Audit**
To analyze the movement of advertised brand from the points of purchase. (Source: BusinessManagementIdeas.com)

2 : A form of quality control where a product is assessed through its continuum of stages to assure quality control, adherence to standards and metrics for both internal and external clients.

**PCV abbr Product Category Volume**
*See Also: Weighted Distribution*
The weighted measure of distribution based on store sales within the product category. Product category volume is a refinement of all commodity volume (ACV). It examines the share of the relevant product category sold by stores in which a given product has gained distribution. Product Category Volume (PCV) Distribution (\%) = 100 \times \frac{\text{Total Category Sales of Outlets Carrying Brand} (\$)}{\text{Total Category Sales of All Outlets} (\$)} \text{Product Category Volume (PCV) Distribution (\$) = Total Category Sales of Outlets Carrying Brand (\$)} (Source: MASB)

**Product Class**
A group of products that are homogeneous or generally considered as substitutes for each other. The class is considered as narrow or broad depending on how substitutable the various products are. For example, a narrow product class of breakfast meats might be bacon, ham, and sausage. A broad product class would include all other meat and meat substitutes even occasionally sold for breakfast use. (Source: MASB)
Product Commercialization
A stage (usually the last) in the development cycle for a new product. Commonly, it is thought to be all the activities involved in introducing the product into the marketplace. Activities that are involved with commercialization include manufacturing and distribution, as well as promotion. (Source: MASB)

Product Deletion
See Also: Abandonment, Product Elimination
Another term for Abandonment. (Source: MASB)

Product Demonstration (Advertising)
An approach used in advertising in which a product is shown to potential customers with the aim of introducing, describing or promoting the product. May also refer to a live interactive experience in a store or other environment for similar purposes. (Source: ProjectOAR)

Product Demonstration (Creative)
In the creative genre, a type of advertising genre showing the use of a product with the goal of creating awareness or enticing consumers to purchase, based on some implied or explicit benefit or value. (Source: ProjectOAR)

Product Development
The stage involving engineering and design of the physical product. (Source: MASB)

Product Elimination
See Also: Abandonment, Product Deletion
Another term for Abandonment. (Source: MASB)

Product Image
See Also: Brand Image
The mental impression and emotions conveyed by a product to consumers, shaped by their experiences, the product's marketing, and the opinions of others. (Source: ProjectOAR)

Production
The process by which media products are constructed. (Source: corbytechmedia.weebly.com)

2. Refers to the addition of utilities to goods or the rendering of services possessing utility. (Source: MASB)

NOTE – In marketing, it specifically refers to the creation of form utility, i.e., all activities used to change the appearance or composition of a good or service with the intent of making it more attractive to potential and actual users. (Source: MASB)

Production Value
In ad lingo, the combined technical qualities of the methods (lighting, sound), materials, skill and degree of professionalism used in producing an ad. (Source: ProjectOAR)

Productivity
The outcome of your resources versus the input, such as revenue per employee or the ratio of your revenue per employee to the average salary of your employee. (Source: Bajwa, R. (2021). 6 KPIs to Monitor the Success of Your Business, Advertising Week 360. AW360.)
**Product Knowledge**
See Also: Knowledge
Another term for Knowledge. (Source: MASB)

**Product Launch**
Involves introduction of a new product to market, usually accompanied by advertising and other marketing communications. (Source: MASB)

**PLC** *abbr Product Life Cycle*
See Also: Maturity
Product or service evolution from its launch on the market to its discontinuation. Four stages are discernible: introduction, growth, maturity and decline. (Source: Zorraquino)

2 : The four stages that a new product is thought to go through from birth to death: introductory, growth, maturity, and decline. Controversy surrounds whether products do indeed go through such cycles in any systematic, predictable way. (Strategic Marketing) The product life cycle (PLC) has four premises:
- Products have a limited life
- Product sales pass through distinct stages, each stage having different implications for the seller
- Profits from the product vary at different stages in the life cycle
- Products require different strategies at different stages of the life cycle

NOTE – Marketing strategies must be adapted at each stage and the most appropriate strategy employed according to the product's position in its life cycle. (Source: Zorraquino)

**Product Life Cycle Stages**
Introduction—the slow sales growth that follows the introduction of a new product, Growth—the rapid sales growth that accompanies product acceptance, Maturity—the plateauing of sales growth when the product has been accepted by most potential buyers, Decline—the decline of sales that results as the product is replaced (by a substitute) or as it goes into disfavor. (Source: MASB)

**Product Management Organization**
See Also: Brand Management Organization
Another term for Brand Management Organization. (Source: MASB)

**Product Manager**
See Also: Brand Manager
Another term for Brand Manager. (Source: MASB)

**Product-Market Growth Matrix**
Another term for the Ansoff Matrix. A strategic planning tool developed in 1957 by Igor Ansoff to help firms recognize if there was any advantage to entering a market. The four growth strategies in the Product-Market Growth Matrix are:
- Market penetration (existing markets, existing products)
- Product development (existing markets, new products)
- Market development (new markets, existing products)
- Diversification (new markets, new products)
(Source: MASB)
Product Placement
Brand/product exposure, demonstration or endorsement within the context of regular TV programming, typically paid for by the featured brand/product. Product placement can take a variety of forms (for example, a car brand shown and mentioned repeatedly, a skincare product shown onscreen but not explicitly talked about, or a one-time product review of a health supplement). See also “branded entertainment,” which is a related term referencing full-length custom content created partially or entirely by a brand/advertiser as a marketing vehicle (for example, entire TV episodes or short films). (Source: ProjectOAR)

Product Positioning
See Also: Brand Positioning, Positioning
Another term for Brand Positioning. (Source: MASB)

Products
Media texts, including television programs, magazines, video games, newspapers etc. as well as online, social and participatory platforms. (Source: corbytechmedia.weebly.com)

Product Trials
Clickable overlays or enhancements that allow viewers to opt-in to product trials, test drives or other activities.

Professional Participant
Someone who belongs to a number of panels and participates in a lot of surveys for financial gain, usually without regard for whether he or she answers questionnaires truthfully. Such individuals compromise the quality of the data collected. Also referred to as "professional respondent." (Source: ProjectOAR)

Profiling
The practice of tracking information about consumers' interests by monitoring their movements online. Can be done without using any personal information, but simply by analyzing the content, URLs, and other information about a user's browsing path/click-stream. (Source: Mediamath)

2 : The practice of tracking information about consumers' interests by monitoring their movements online. This can be done without using any personal information, but simply by analyzing the content, URL's, and other information about a user's browsing path/click-stream. (Source: IAB)

Profitability Metrics
See Also: SKU Profitability, Retail product and category profitability
Another term for SKU Profitability. (Source: MASB)

Profit-Based Sales Targets
See Also: Target Revenue, Target Volume
In launching a program, managers often start with an idea of the dollar profit they desire and ask what sales levels will be required to reach it. Target volume (#) is the unit sales quantity required to meet an earnings goal. Target revenue ($) is the corresponding figure for dollar sales. Both of these metrics can be viewed as extensions of break-even analysis. (Source: MASB)

NOTE – Increasingly, marketers are expected to generate volumes that meet the target profits of their firm. This will often require them to revise sales targets as prices and costs change. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found the “target revenues” metric very useful, while 70 percent found the “target volumes” metric to be very useful. Target
Volume (#) = \[\text{[Fixed costs ($)} + \text{Target Profits ($)}\] + \text{Contribution per Unit ($)}\) and Target Revenue ($)
\[= \text{Target Volume (#)} \times \text{Selling Price per Unit ($)} \text{or Target Revenue ($)} = 100 \times \{\{\text{Fixed Costs ($)} + \text{Target Profits ($)}\} + \text{Contribution Margin (\%)}\}\] (Source: MASB)

**Profit Margin**

*See Also: Margin*

Expressed as a percentage of selling price turned into profit. It is used to measure how well the company can control its cost. The higher the profit margin is, the better the company is thought to control costs. (Source: TycheSoftwares)

NOTE – Profit margin can be calculated using the following formula: Profit Margin = (Total Sales – Total Expenses)/Total Sales
Investors use profit margin to compare companies in the same industry or between industries to determine which are the most profitable ones. (Source: TycheSoftwares)

**Program**

Time between the As-Run start time and As-Run end time of the program block. Program is defined as both programming and commercial spot seconds within an episode. (Source: TIVO)

**Program Codes**

*See Also: Ad-ID, Data About Data, Digital Watermarking, Metadata, Program IDs, Watermark*

Unique identifiers in the audio and video signals that are added to programming and ads that make them easier to track and measure. Also Program IDs.

**Program CPM**

The cost of reaching 1000 impressions of a certain marketing target or audience for the program being measured.

2 : Shows the cost per 1000 impressions total and/or target for the program using the cost data specified by the client or the cost data for the program in this channel/time interval. (Source: TRA)

**Program Guide**

*See Also: Interactive Program Guide*

Program Guide generically means a guide to TV shows, which used to be primarily in print.

**Program IDs**

*See Also: Ad-ID, Data About Data, Digital Watermarking, Metadata, Program Codes, Watermark*

Unique identifiers in the audio and video signals that are added to programming and ads that make them easier to track and measure.

**PLC abbr Programmable Logic Controllers**

An industrial computer that has been ruggedized and adapted for the control of manufacturing processes, such as assembly lines, machines, robotic devices, or any activity that requires high reliability, ease of programming, and process fault diagnosis. (Source: Wikipedia)

**Programmatic**

*See Also: Advanced TV*

TV inventory planned, bought and sold on impressions using system automation with the use of advanced audience data, facilitating value and operational efficiency for both the buy and sell side. (Source: GABBCON, Global Audience Based Business Conference)
Programmatic simplifies the ad planning and buying process by using data and analytics to serve ads to the right audience at the right time. Programmatic is a TV ad buy that uses data and automation to target consumers efficiently at a very granular level. (Source: TVSquared)

**Programmatic A/B Testing**
Automation of testing of different versions of an advertisement to determine the highest performing ads and to remove ineffective versions. (Source: Hubspot)

**Programmatic Ad Buying**
The use of software to purchase digital advertising, as opposed to the traditional process that involves RFPs, human negotiations and manual insertion orders. (Source: Tubemogul)

**Programmatic Advertising**
Refers to the automation of buying and selling digital media. Advertisers use programmatic technology to more efficiently buy or bid on digital ad inventory, with less (and sometimes no) direct communication with people. It reduces much of the manual back and forth that come with the middle steps of buying and selling, including IOs. (Source: Next.Srds.com)

**Programmatic Attribution**
Using automated methods to understand which combination of marketing contact points are contributing to a goal and using this information to optimize the campaign and reallocate budget. (Source: Hubspot)

**Programmatic Buying**
Buying through automated means; for example by setting up a campaign in an RTB exchange or other automated system. This is opposed to more manual buys where you are in contact with a sales team, or other 'offline' mechanism. (Source: Mediamath)

2 : The buying and selling of ad inventory in an automated fashion. In the context of this report, it encompasses both RTB and non-RTB methods. (Source: MAGNA Global)

**Programmatic Creative**
Gives buyers the ability to create separate creative and copy which are then matched programmatically to find the most effective combination. (Source: Hubspot)

**Programmatic Direct**
*See Also: Automated Guaranteed, Programmatic Premium, Programmatic Guarantee, Programmatic Reserved*
Allows buying and selling of media through a web interface. This allows advertisers to automate direct buys. (Source: Hubspot)

2 : A generic term for non-RTB programmatic transactions that is being replaced by more specific terms as non-RTB technology matures. (Source: MAGNA Global)

3 : An ad-buying process that provides automation of guaranteed deals. (Unlike programmatic real-time bidding, there is no auction, and no need to bid.) With programmatic direct, inventory availability and price are made directly available to buyers. The transaction phase of a direct sale is automated, and campaign delivery is automated through integration with a publisher’s ad server. (Source: Cynopsis)
4: An ad buy done directly between a publisher and advertiser through automated programmatic ad-buying systems. (Source: Tubemogul)

Programmatic Guarantee Market
*See Also: Private Market, Preferred Look Market, Direct Order Campaign, Open Market*
Inventory not bought programmatically but executed in the cloud.

2: Sellers and buyers negotiate a buy with a set price and run date completed outside of an auction. (Source: Hubspot)

NOTE – It’s never an auction environment. Prioritization is typically at the highest level - the same as other direct deals and/or sponsorships. This probably doesn't sound much like programmatic advertising but typically the RFP process is automated. Programmatic Guaranteed matters whenever you're focused on strict brand safety, inventory control, high-value placements, etc. (Source: adtechdaily)

Programmatic Guarantee Via API of Publishers’ Ad Servers
*See Also: Automated Guaranteed, Programmatic Premium, Programmatic Direct, Programmatic Reserved*
The programmatic automation of direct sales based on publishers ad servers’ API.

NOTE – IAB members set a standard: OpenDirect, in order to standardize these API and accelerate the development of these technologies. Publishers can then package and market their inventories with guaranteed volume. Within a buying interface, buyers can directly access publishers packaged inventories. In the same way as with an e-commerce website, they can search and filter throughout publishers offers according to their desired criteria: site, format, device, targeting, pricing, etc. They can then benefit from publishers ad server capabilities to check available inventory, send booking request, traffic the campaign and access reports, all that from a single interface. On their side, publishers can accept or refuse booking requests, validate creative files and even propose discounted price. They keep control on their inventory while leveraging additional sales. (Source: blog.smartadserver.com)

Programmatic Guarantee Via the Deal ID
*See Also: Automated Guaranteed, Programmatic Premium, Programmatic Direct, Programmatic Reserved*
A form of programmatic buying and selling that is essentially a guaranteed deal.

NOTE – Publishers and buyers negotiate a fixed price for a reserved inventory. In the RTB platform, the publisher links a deal to a reserved inventory. This solution can only be implemented in a holistic platform like Smart RTB+ as the publisher has the full vision on what he sold directly through the traditional ad server and programmatic performances. It is the first level because the transaction is processed with a solution initially designed for real time bidding but pushed to its limits to support “direct sales”. (Source: blog.smartadserver.com)

Programmatic Marketing
A fully formed idea that programmatic media buying best practices and technology originally developed for computerized buying of online display advertising can be applied beyond display advertising or even beyond paid media to embrace all digital marketing activities. Programmatic marketing is about data and algorithmically driven targeting and campaign management being applied in an integrated fashion across all paid, earned, and owned digital and screen based marketing activity. (Source: Mediacrossing)
2 : A term that covers a wide range of technologies that automatically trigger the buying, placement, and optimization of marketing communications through machines, replacing traditional human-controlled methods (although human skills are used in “programming” the rules that trigger the automatic transactions). (Source: MASB)

NOTE – Common forms of programmatic marketing include RTB or real-time bidding (historically associated with remnant inventory), retargeting of internet users based on previous behavior, shopping cart abandonment email campaigns, and recommendation systems. (Source: MASB)

Programmatic Media
In media planning and buying, any media inventory that is purchased or sold "automatically" (meaning executed by software algorithms on a transaction platform) based on specific parameters that are pre-designated by the marketer (e.g., price ranges, target audience). Programmatic buying and selling occurs via algorithmically based, real-time bidding. It is not uncommon for the same media publishers to sell inventory both programmatically and non-programmatically. (Source: ProjectOAR)

Programmatic Media Buying
Fully automated buying and selling of digital media using disparate data and typically algorithmically driven trading systems with direct access to publisher ad servers, ad exchanges, supply side platforms, demand side platforms, trading desks and other auction based electronic marketplaces, sellers and buyers. Programmatic trading can be real-time or forward sold. (Source: Mediacrossing)

2 : The use of automated technology for media buying (the process of buying advertising space), as opposed to traditional (often manual) methods of digital advertising. Programmatic media buying utilizes data insights and algorithms to serve ads to the right user at the right time, and at the right price. (Source: Adjust.com)

Programmatic Non-Reserved
A typical automated buy, similar to an open auction, in which relatively anyone can bid to buy ad space that is for sale. (Source: Tubemogul)

Programmatic Partner
Ad tech companies that have entered into a business relationship with a company in the programmatic buying and selling media space.

Programmatic Premium
See Also: Automated Guaranteed, Programmatic Guarantee, Programmatic Direct, Programmatic Reserved
Technologies that increase the efficiency of buying and selling premium advertising. Others think programmatic premium suggests a focus on exchange, trading desk or marketplace executions.

2 : Automated access points to a publisher’s inventory where the publisher is getting paid more because the advertiser is getting more value – viewability, preferential treatment or ‘premium placement. (Source: QuadrantOne)

Program Pricing
The pricing strategy for content. Set initial price based on recent demand for same or similar programs and then track sales and demand for each episode of each program into the future. Regularly adjust program prices to ensure programs are not under-utilized or sold too cheaply. (Source: Nielsen)
Programmatic Reserved
See Also: Automated Guaranteed, Programmatic Guarantee, Programmatic Direct, Programmatic Premium
Same term as Programmatic Premium.

Programmatic Selling
The practice of using a DSP to automate the sale of media assets. (Source: Mediamath)

PTV abbr Programmatic TV
A technology that enables brands and agencies to buy TV ads programmatically – using software. (Source: Tubemogul)

Programmatic Trading
The practice of fully automating both the buying and selling of online media so that machines are talking to machines with no human intervention. (Source: Mediamath)

Programmatic Universe
Total banner display spend plus total video spend. (Source: MAGNA Global)

Program Percentage %
A Kantar metric - Total duration of program time as a percentage of total (program + commercial) time. (Source: Kantar Media Audiences)

Program Rating
See Also: Rating
The percent of viewers or homes who viewed a program in a certain time period for a certain length of time out of the entire universe of homes or viewers.

2 : The average number of units that viewed the program in which the spot aired expressed as a percent of the designated universe. (Source: Kantar Media Audiences)

3 : Program rating defines the average per-second audience for the specified program. Rating is calculated as the total tuned seconds divided by the total possible tuned seconds for the content and time period specified. (Source: TRA)

4 : TIVO reports Average Program - Second level Ratings for all programs on 112 networks. Program ratings defined as the average program second. Rating is calculated as the total viewed seconds divided by the duration of the specified period times multiplied by the in-tab. (Source: TIVO)

Progress Bar
A video or animation control that shows users the progression of the video or animation in relation to its total duration. (Source: IAB)

Progressive Editing
See Also: STB on / TV off
SOSO (STB on / TV off) guidelines that do not require a specific channel knowledge and could, only on the basis of available STB data, determine when a STB statement requires capping and by how much. Progressive editing levels are proportional to the length of the raw viewing statement. The longer the viewing session is, the greater the probability it will be edited. (Source: Kantar Media Audiences)
**Progressive Loading**  
See Also: Rewarded Video  
Where a rewarded video is always available to play with zero latency, even just after another rewarded video closes. (Source: is.com)

**Progressive Load Video**  
A distribution method for serving video files in which the video file downloads progressively into the cache of a user’s computer, much the same way images and other content elements are downloaded. HTML5 files use progressive download for video files, but streaming methods can be simulated using adaptive bit streaming technologies such as HLS and MPEG-DASH. (Source: IAB)

**Project Beetlejuice**  
See Also: Juicers  
A Netflix research initiative that pays individual respondents to view content (both movies and TV series) and choose their favorite still images and videos to help in content curation by subscribers.

**Projection**  
See Also: Weighting  
An estimate. A statistical application in which a sample's characteristics are modeled to match the overall population or universe to make it more accurate.

**Projection Television**  
Large screen sets, now mostly HDTV. Includes front and rear projection televisions.

**Projective Techniques**  
A group of techniques used primarily in qualitative marketing research. These techniques are designed to draw out deep feelings and motivations that may be embarrassing, undesirable and/or buried in people's nonconscious. In projective techniques, people are exposed to ambiguous stories, images or other stimuli, and asked to say what comes to mind, or to make interpretations of the stimuli. (Source: ProjectOAR)

2 : Designed to allow consumers to project thoughts and feelings (conscious or unconscious) in an indirect and unobtrusive way onto a theoretically neutral stimulus. Projective techniques share a history with Freudian psychology and depend on notions of unconscious or even repressed thoughts. Projective techniques often consist of offering consumers fragments of pictures or words and asking them to complete the fragment. (Source: BusinessManagementIdeas.com)

NOTE – The most common projective techniques are association tests, sentence or picture completion, dialogue balloons, and story construction. While there is little doubt that people can, and do, project, the trustworthiness, validity, and usefulness of these techniques are often suspect. (Source: BusinessManagementIdeas.com)

**Project OAR**  
See Also: Open Addressable Ready  
A consortium of networks, ad-tech companies and agencies led by Vizio that was launched in March 2019 to enable addressable ads for linear and on-demand video on smart TVs. (Source: MediaPost)

2 : Project OAR, which stands for Open Addressable Ready, is a consortium led by Vizio that has set out to bring programmers, agencies and ad-tech companies together for standardized addressable television and to develop a solution for owners of TV ad inventory. (Source: Fierce Video)
NOTE – Through Project OAR's technology, a media owner watermarks its inventory, and when an addressable ad is ready to run, a Vizio TV reads that watermark and swaps in the targeted ad in real time. (Source: Adweek)

**Promo Code**
*See Also: Discount Code, Coupon Code*

**Promote**
A term used in different contexts by the various social networks, but it always indicates some form of payment to gain access to a wider audience than could be achieved through organic content. (Source: Blog.Hootsuite.com)

NOTE – Facebook uses the term “boost” for promoting a specific post, but “promote” to describe promoting a Page. Twitter offers promoted Tweets, promoted accounts, and promoted trends. There’s also Promote Mode, an automated ad program on Twitter. (Source: Blog.Hootsuite.com)

**Promoted Tweet Carousel**
A new ad unit enabling brands to compile up to twenty of their tweets (including their ads) into one slideshow format that users can swipe through. Photos and videos can both be used. Brands can even use tweets from regular users – but only if they get explicit permission. (Source: Cynopsis)

**Promotion**
In the creative genre, a marketing element that encompasses activity to support a product through non-advertising channels, such as sponsorships, joint programs for product tie-ins, product samples, and other incentives; or paid messaging focused on discounts or deals. (Source: ProjectOAR)

NOTE – Promotion keeps the product in the minds of the customer and helps stimulate demand for the product. Promotion involves ongoing advertising and publicity (mention in the press). The ongoing activities of advertising, sales and public relations are often considered aspects of promotions. (Source: BusinessManagementIdeas.com)

**Promotion Marketing**
According to the Association of National Advertisers (ANA), promotion marketing includes tactics that encourage short-term purchase, influence trial and quantity of purchase, and are very measurable in volume, share and profit. Examples include coupons, sweepstakes, rebates, premiums, special packaging, cause-related marketing and licensing. (Source: MASB)

**Promotions Campaign**
*See Also: Campaign, Marketing Communications Campaign*
Another term for Campaign. (Source: MASB)

**Prompts**
*See Also: Show Cards*

**Proof**
*See Also: Press Proof, Pre-Press Proof*
An early or late draft of a print advertisement (for example, for a magazine or newspaper) which provides an opportunity for making adjustments prior to sending a print ad to press. (Source: ProjectOAR)
Proof of Purchase
An element of the product or package that is used as evidence that the consumer has purchased the product. Common proofs of purchase are labels, boxtops, barcodes, ingredient listings, etc. (Source: MASB)

PoS  abbr Proof of Stake
In Blockchain, an alternative consensus mechanism, and a key feature of Ethereum 2.0, in which the staking of an asset on the next block replaces the mining of blocks as in proof of work. (Source: ShellyPalmer.com Blockchain Glossary)

NOTE – In proof of work, miners need to spend on electricity and equipment to win a block. In proof of stake, validators commit some capital (the stake) to attest that the block is valid. Validators make themselves available by staking their cryptocurrency and then they are randomly selected to propose a block. The proposed block needs to be attested by a majority of the other validators. Validators profit by both proposing a block as well as attesting to the validity of others' proposed blocks. If a validator acts maliciously, there is a penalty mechanism whereby their stake is slashed. (Source: ShellyPalmer.com Blockchain Glossary)

PoW  abbr Proof of Work
Originally advocated by Back in 2002, PoW is the consensus mechanism for the two leading blockchains: Bitcoin and Ethereum. Miners compete to find a hash, which is hard to find but easy to verify. Miners are rewarded for finding the cryptographic hash and using it to add a block to the blockchain. The computing difficulty of finding the hash makes it impractical to go backward to rewrite the history of a leading blockchain. (Source: ShellyPalmer.com Blockchain Glossary)

Propagation
The process of moving assets throughout an MSO. For example, an MSO may receive an asset at a single site, then it push or propagate the assets throughout the geography (a DMA for example) to other head ends within its system.

PIV  abbr Proportion of Viewers Viewing
See Also: Viewers Per Thousand Viewing Households
The proportion that a specific audience watches of a channel, network, time period or any video content out of an average 1000 homes.

Prospect
A potential qualified customer who has the willingness, financial capacity, authority, and eligibility to buy the salesperson's offering. (Source: MASB)

Prospecting
See Also: Exchanged Bid Management
Basic bid strategy by which ads are served to a general group of users in order to determine which end users will convert best. (Source: Mediamath)

Prosumer
Prosumer is a concept created by merging the terms producer and consumer. This new type of consumer is characterized by producing content related to a brand. These contents are based on the consumers' user experience with products and include all kinds of information derived from their use and personal opinions. In some cases, this type of consumer, comes to propose and even implement improvements in certain products. (Source: Zorraquino)
Protagonist
The main character who the story is centered around (usually the hero).  
(Source: corbytechmedia.weebly.com)

Protocol
See Also: Absolute URL, Path, URL, Transmission Control Protocol, Internet Protocol Address
In information technology, a protocol is the special set of rules that end points in a telecommunication connection use when they communicate. Protocols specify interactions between the communicating entities.  
(Source: searchnetworking.techtarget.com)

2 : A uniform set of rules that enable two devices to connect and transmit data to one another. Protocols determine how data are transmitted between computing devices and over networks. They define issues such as error control and data compression methods. The protocol determines the following: type of error checking to be used, data compression method (if any), how the sending device will indicate that it has finished a message and how the receiving device will indicate that it has received the message. Internet protocols include TCP/IP (Transfer Control Protocol/Internet Protocol), HTTP (Hypertext Transfer Protocol), FTP (File Transfer Protocol), and SMTP (Simple Mail Transfer Protocol).  
(Source: IAB)

3 : Another term for Absolute URL.  
(Source: MASB)

Providers
Set-Top Box data providers are the companies - usually MSO, Satellites and Telcos - who are the origination point of the data collection cycle. For consumers and viewers it is the generic term for the companies - usually MSO operators, Satellites and Telcos - who provide the Set-Top Box, Modem and transmission service of content to the home.

Proximity Marketing
Sending of relevant information or content directly to the Smartphones of users who are within an accessible distance of the transmission point. Data is normally transmitted via Bluetooth.  
(Source: Zorraquino)

NOTE – Proximity marketing is mainly used at the point of sale and is a very effective technique, as the user receives information within the campaign's sphere of interest.  
(Source: Zorraquino)

Proxy Bid
An implementation of an English second-price auction used on eBay, in which the winning bidder pays the price of the second-highest bid plus a defined increment. It differs from a Vickrey auction in that bids are not sealed; the "current highest bid" (defined as second-highest bid plus bid increment) is always displayed.  
(Source: Wikipedia)

NOTE – When you win the auction with proxy bidding you pay only the lowest possible winning bid, which may not necessarily be your maximum bid.  
(Source: Sedo)

Proxy Servers
Intermediaries between end users and Web sites such as ISPs, commercial online services, and corporate networks. Proxy servers hold the most commonly and recently used content from the Web for users in order to provide quicker access and to increase server security.  
(Source: IAB)
P-Service Innovation
See Also: Service Innovation
Another term for Service Innovation. (Source: MASB)

Pseudocode
An informal program description that does not contain code syntax or underlying technology considerations. Pseudocode summarizes a program’s steps (or flow) but excludes underlying details. (Source: Technopedia.com)

Pseudonymization
A data management and de-identification procedure by which personally identifiable information fields within a data record are replaced by one or more artificial identifiers, or pseudonyms. A single pseudonym for each replaced field or collection of replaced fields makes the data record less identifiable while remaining suitable for data analysis and data processing. (Source: Wikipedia)

NOTE – Pseudonymization (or pseudonymization) can be one way to comply with the European Union's new General Data Protection Regulation demands for secure data storage of personal information. Pseudonymized data can be restored to its original state with the addition of information which then allows individuals to be re-identified, while anonymized data can never be restored to its original state. Pseudonymization is a method and technique used by security experts or government officials to hide the personally identification information in order to maintain data structure and privacy of information. Some common examples of sensitive information include: postal code, location of individuals, names of individuals, race and gender, etc. (Source: Wikipedia)

Pseudonymous Data
Information that no longer allows the identification of an individual without additional information and is kept separate from it. In exchange for the lower level of privacy intrusion, the applicable requirements are less stringent. (Source: hldataprotection.com)

Psychographics
See Also: Lifestyle Research
Audience analysis on the basis of psychological factors such as lifestyles, values, and interests and how they affect purchase behavior. (Source: TVB)

2: A way of describing individuals or groups based on psychological dimensions, rather than demographic, geographic or product purchase dimensions. Psychographic dimensions can include beliefs, attitudes, interests and motivations which may be helpful in understanding consumer motivation, buying behavior and response to advertising. (Source: ProjectOAR)

3: Refer to techniques that investigate how people live, what interests them, and what they like. It is also called lifestyle analysis or AIO because it relies on a number of statements about a person’s activities, interests, and opinions. (Source: MASB)

Psychographic Research
See Also: Lifestyle Research
A type of media and market research that examines consumers' beliefs, attitudes, motivations, interests, habits, and other psychological traits and characteristics. Psychographic information is helpful in understanding consumer buying behavior, responses to advertising creative and explaining “why” consumers act the way they do. (Source: ProjectOAR)
Psychological Tests
In advertising research, tests that undertake various research methodology like word association, sentence completion, depth interviewing etc. to tease out subconscious or non-expressed attitudes and opinions. (Source: BusinessManagementIdeas.com)

Psychometrics
A field of study concerned with the theory and technique of psychological measurement. As defined by the US National Council on Measurement in Education (NCME), psychometrics refers to psychological measurement. Generally, it refers to the specialist fields within psychology and education devoted to testing, measurement, assessment, and related activities. (Source: Wikipedia)

P3
A TRA metric - Ratings based on the viewing of program content within 75 hours of the original broadcast. (Source: TRA)

Public Cloud
See Also: Hybrid Cloud, Cloud, Private Cloud, Virtual Private Cloud
A cloud computing service that sells its cloud services to anyone on the Internet. (Source: searchcloudcomputing.techtarget.com)

Publicist
The person responsible for managing the publicity program for a product, service, or organization. (Source: MASB)

Publicity
The non-paid-for communication of information about the company or product, generally in some media form. (Source: MASB)

Public Relations
Refers to that form of communication management that seeks to make use of publicity and other nonpaid forms of promotion and information to influence the feelings, opinions, or beliefs about the company, its products or services, or about the value of the product or service or the activities of the organization to buyers, prospects, or other stakeholders. (Source: MASB)

PSA abbr Public Service Announcements
Ad messages in the public interest disseminated by the media without charge, with the objective of raising awareness, changing public attitudes and behavior towards a social issue. (Source: Wikipedia)

2 : In the creative genre, a type of advertising genre that serves to inform or educate the general public on a specific topic often related to social, economic or environmental issues. Public Service Announcements normally come from government agencies or non-profits rather than for-profit brands, and media placements are often donated rather than purchased. (Source: ProjectOAR)

3 : An advertisement, commercial, or promotional message that is carried by the media at no cost, as a public service to its readers, viewers, or listeners. (Source: MASB)

Public Service Broadcaster
A radio and television broadcaster that is financed by public money (e.g. the BBC's license fee in the UK) and is seen to offer a public service by catering for a range of audiences and providing information, as well as entertainment. (Source: corbytechmedia.weebly.com)
Publisher
An individual or organization that prepares, issues, and disseminates content for public distribution or sale via one or more media. Push advertising - pro-active, partial screen, dynamic advertisement which comes in various formats. (Source: IAB)

2: Any website that produces content and sells advertising inventory. Company/organization that owns/has access to online real estate, upon which it publishes ads to make money. (Source: Mediamath)

3: Organizations that deliver content or a service to users. In many cases publishers depend on selling advertising mixed in with their content in order to fund the development and delivery of the content or services. In some other cases, advertising is a source of additional revenue. Publishers have traditionally directly sold their best quality advertising spots or space, whereas those that can’t be sold directly are often sold through third party resellers such as ad networks. More recently they are sold through supply-side platforms that place the publishers advertising in electronic marketplaces on their behalf. As marketers move more and more toward automated or programmatic media buying, so are publishers as they are adapting and learning how to effectively list their ad inventory in programmatic channels. (Source: Mediacrossing)

4: In mobile marketing, a publisher provides the capability and inventory that allows advertisers to run ads in their apps or on mobile sites. This can mean a publisher can be a website or an app. Publishers sell space on their property to buyers (app developers) and agencies (companies managing ad campaigns for advertisers). (Source: Adjust.com)

PIB abbr Publishers Information Bureau
A syndicated source of monthly reports on advertising activity in major consumer magazines, reported by product or service category. (Source: AAI.ie)

Publisher’s Statement
A notarized statement from the publisher of total circulation, geographic distribution, method of getting subscriptions, etc. (Source: AAI.ie)

Pull Advertising
Primarily a digital marketing term that refers to advertising placed in response to interest exhibited by individual audience members. Examples are search advertising, retargeting etc. that place a product in the consumer’s path-to-purchase when they are thought to be actively looking for it. (Source: MASB)

Pulling
See Also: Back Channel
Opposite of "pushing" out content or signals from the operator to the viewer. Advanced Set-Top Boxes can also "pull" data such as usage and viewership from the home or Set-Top Box back to the headend and operator. Back Channels give the capability of both pushing and pulling data and content.

NOTE – Not all boxes pull data and have back channel. Missing viewership for measurement purposes.

Pull Inventory
See Also: Push and Pull Inventory Replenishment, Push Inventory
Another term for Push and Pull Inventory Replenishment (Source: MASB)
Pull Marketing
Describes marketer efforts and expenditures to influence consumer and customer demand and preference for marketer products. Examples are mass media advertising, distribution of coupons through mass media vehicles, and promotions targeted at consumers such as events and public relations efforts. (Source: MASB)

PCM  abbr Pulse Code Modulation
See Also: Bitstream, Linear Pulse-Code Modulation
A method used to digitally represent sampled analog signals. It is the standard form of digital audio in computers, compact discs, digital telephony and other digital audio applications. In a PCM stream, the amplitude of the analog signal is sampled regularly at uniform intervals, and each sample is quantized to the nearest value within a range of digital steps. (Source: Wikipedia)

NOTE – A PCM stream has two basic properties that determine the stream's fidelity to the original analog signal: the sampling rate, which is the number of times per second that samples are taken; and the bit depth, which determines the number of possible digital values that can be used to represent each sample. (Source: Wikipedia)

Pump
The VOD pump is the server which streams video to the viewer on request.

Pump and Dump
See Also: Rug Pulls
When a group of investors colludes to run up the price of an asset, such as equities or cryptocurrencies, with the intent of selling it quickly at the inflated price once more naive investors enter to buy the investment.

Pupil Dilation
A physiological response of the sympathetic nervous system (SNS) that changes the diameter of the opening in the center of the iris of the eyes of a participant. It is sometimes used within consumer neuroscience research as a biometric measure of arousal. (Source: ProjectOAR)

Pupilometry
See Also: Biometrics
The measurement of changes in pupil size and reactivity in response to fluctuations in light intensity, used as an indicator of arousal in response to a marketing stimulus. (Source: ProjectOAR)

Purchase Data
The information collected about consumer spending habits, often in dollars, used to help track ROI and advertising campaign efficiency and success.

Purchase Discount
See Also: Cash Discount, Sales Discount
Another term for Cash Discount. (Source: MASB)

Purchase Influence
See Also: Buying Influence
Purchase Intent
See Also: Purchase Intention
In market research, a participant's likelihood to purchase a brand, product or service. Marketers usually measure purchase intent with a numerical scale to assess how effective their advertising and other marketing communications are at driving the sales of a brand, product or service. Also referred to as Purchase Interest and Buying Intent. (Source: ProjectOAR)

Purchase Intention
See Also: Purchase Intent
A specific measure or rating of consumers’ stated purchase likelihood. Information on this subject is gathered through survey respondents’ reactions to such propositions as, “It is very likely that I will purchase this product.” The implication is inherent desire independent of distribution influence including availability and in-store factors. (Source: MASB)

PRPs abbr Purchaser Rating Points
Gross Rating Points among the chosen purchaser target. (Source: TRA, registered term)

Purchasing Decision Process
Collection of stages through which consumers pass when deciding on the acquisition of goods or services. There are different models, but according to the one described by Philip Kotler, there are five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. (Source: Zorraquino)

Pure Competition
A market model in which:
- A lower price is the only element that leads buyers to prefer one seller to another (i.e., all sellers are offering identical products).
- The amount that each individual seller can offer constitutes such a small proportion of the whole, that acting alone it is powerless to affect the price.
(Source: MASB)

Pure Program Rating
See Also: Rating
A program content rating excluding any non-programming elements such as commercials, billboards and PSAs. The percent of viewing to the programming content only out of all sets or homes in the universe (or footprint or population or census or sample) with non-programming content excluded.

2 : Time between the As-Run start time and As-Run end time of the program block, excluding non-program content. Rating of program seconds only, excluding commercial seconds. Pure Program is defined as just the program content or program seconds of an episode. Spot, PSA and Promo seconds are excluded. (Source: TIVO)

Purple Cow
A marketing concept developed by marketer and entrepreneur Seth Godin that states that companies must build things that standout, are really different and are worth noticing right into their products or services.
Purposive Sample
See Also: Judgment Sample, Selective Sample, Subjective Sample
Another term for Judgment Sample. (Source: MASB)

Push Advertising
A digital marketing term that refers to advertising and promotion aimed at a target audience through traditional media “push” when there is no indication of interest from individual audience members. (Source: MASB)

Push And Pull Inventory Replenishment
See Also: Pull Inventory, Push Inventory
In supply chains, a push approach refers to pushing inventory through from suppliers to channel members based on demand forecasts so that the channel takes most of the inventory risk. A pull approach refers to the channel member pulling inventory from the supplier with “at-once orders” based on actual demand. (Source: MASB)

Pushdown
An IAB Rising Star ad unit template designed for rich interaction in a space similar to, but larger than, an expanding leaderboard, with initial dimensions of 970×90 pixels and expanded dimensions of 970×415 pixels. When the ad is expanded, it “pushes” page content down rather than displaying over the top of page content as most expandable ads do. (Source: IAB)

Pushdown Ad
An ad on a site that moves all content on a page lower in order to create additional space for an ad unit, diminishing the viewer’s experience.

Pushing
See Also: Back Channel
Opposite of "pulling" in viewer information and usage. "Pushing" out content can take place on any type of Set-Top Box - advanced or not, It is the delivery of content through the Set-Top Box to the home or viewer.

Push Inventory
See Also: Push and Pull Inventory Replenishment, Pull Inventory
Another term for Push and Pull Inventory Replenishment. (Source: MASB)

Push Marketing
Describes marketer efforts and expenditures to influence channel member stocking and promotional efforts. These might include sales force, trade promotions, funds paid to resellers or sales people for specific promotions. (Source: MASB)

Push Notification
Messages that can be sent directly to a user’s mobile device. They can appear on a lock screen or in the top section of a mobile device. An app publisher can only send a push notification if the user has their app installed. (Source: Adjust.com)

2 : Immediate notifications or messages sent directly from a remote server to a device with a specific app installed. Generally, this type of messages usually have a pop-up format and are frequent in those smartphones which have social networking apps installed and the push notifications option activated. These notifications can also be found in gaming apps or when visiting a website. (Source: Zorraquino)
NOTE – If you have installed the app and have enabled push notifications, they can be sent by the app publisher at any time. Push notifications can be sent without the app requiring the user’s contact information (note that the app must first ask the user for permission in order to send push notifications). (Source: Adjust.com)

pwn
Script kiddie jargon meaning to compromise or control another computer (server or PC), web site, gateway device, or application. It is synonymous with one of the definitions of hacking or cracking. (Source: Wikipedia)

2 : A leetspeak slang term derived from the verb own, as meaning to appropriate or to conquer to gain ownership. The term implies domination or humiliation of a rival, used primarily in the Internet-based video game culture to taunt an opponent who has just been soundly defeated. (Source: Wikipedia)

QAM Tuner
See Also: Bandwidth Optimization, Switched Digital Video
A device in some digital televisions or other devices that enables direct reception of any unscrambled digital cable channels with the use of a Set-Top Box. QAM stands for quadrature amplitude modulation, the format by which digital cable channels are encoded and transmitted via cable television providers. QAM that uses 6 MHz bandwidth carries 38.47 Mbp/s @256QAM (Source: Wikipedia)

Qip Boxes
See Also: QAM, Internet Protocol
A hybrid Set-Top Box from Motorola that offers QAM and IP at the same time and connects through the internet.

Q-Sort
A data collection technique in which participants are asked to rank and sort a series of statements or images. Typically, participants are given a set of cards (each with a different word, phrase, description or picture) and asked to sort them according to a question or rule. This approach is used to better understand how consumers group, categorize and rank-order different brands, products, services and other phenomena. Data from a Q-Sort is often useful for perceptual mapping purposes. (Source: ProjectOAR)

Q Sort Technique
A method of sorting a number of statements by placing statements into categories to determining the relative ranking of stimuli by individuals and in deriving clusters of individuals who display similar preference orderings of stimuli. (Source: MASB)

QuadrantONE
QAM abbr Quadrature Amplitude Modulation
A method of modulating digital signals onto a radio-frequency carrier signal involving both amplitude and phase coding. A modulation scheme used by telecommunications providers. More advanced modulation offers increased capacity (e.g., 256 QAM offers greater capacity/transmission speeds than 64 QAM). (Source: Definition currently under review by CableLabs)

2 : The format by which digital cable channels are encoded and transmitted via cable television providers. QAM tuners can be likened to the cable equivalent of an ATSC tuner which is required to receive over-the-air (OTA) digital channels broadcast by local television stations; many new cable-ready digital televisions support both of these standards. (Source: Wikipedia)

Qualified Lead
Referred to as a prospect that has expressed interest in buying your product and passes a set of lead qualifications in order to progress towards becoming a customer. This is a part of lead tracking system where the visitor has demonstrated interest in the website’s content to become a Qualified Lead. (Source: TycheSoftwares)

NOTE – Visitor’s interest for building a relationship can be drawn from the following instances:
- Visitor may have filled in a web form
- Downloaded web content
- Signed up for a newsletter
- Virtually placed items in a shopping cart.
Each type of the above interaction helps to determine where the visitor is in the buying cycle or not. (Source: TycheSoftwares)

Qualified Participant
An individual who meets all of the basic requirements for inclusion in a study sample and is therefore able to participate in the research protocol. Also referred to as "Eligible Participant." (Source: ProjectOAR)

Qualified, Target and Served Markets
See Also: Served Market
A business develops, manufactures, and markets products appropriate to a selected segment of the market. The market for which the product is developed is called the qualified market and the market that is targeted in marketing efforts is called the target market. The overlap between the ‘qualified market’ and the ‘target market’ represents the served market. (Source: MASB)

Qualifying
The process of determining whether a person or group has the characteristics needed to be classified as a prospect. (Source: MASB)

Qualitative Data
In media and market research, data that are produced through the application of qualitative research methods. Qualitative data can be coded for analyses or reported in the language of the participant. Also refers, more recently, to data on the volume of social media posts about a product, brand, or ad and the sentiments expressed in those posts. (Source: ProjectOAR)

Qualitative Research
See Also: Focus Groups, Ethnology, Exploratory Research, Quantitative Research
Research that gathers descriptive or conceptual information, rather than numeric or statistical data. Common qualitative research methodologies include focus groups, ethnographies and in-depth
interviews. These methodologies are often juxtaposed with quantitative methodologies such as surveys. (Source: ProjectOAR)

**Quality Assurance**
Term used to describe the pages on the client site that lead into the final goal page. (Source: Mediamath)

2: The systematic measurement, comparison with a standard, monitoring of processes, and associated feedback loop that confers error prevention. (Source: MASB)

**QC abbr Quality Control**
A function located somewhere in or close to the operations unit.

For goods, the process involves statistical sampling and measurement of parts of the output from manufacturing. For services, quality control involves actual field sampling of ongoing operations. (Source: MASB)

**Quality Discrimination**
See Also: Versioning
The process by which consumers self-direct themselves into categories based on preferences or behaviors. For example, consumers who are willing to pay more for a product versus those who are more price conscious.

**Quality Index**
See Also: Ad Quality Score, Quality Score
Yahoo’s term for an Ad Quality Score.

**Quality Of Life**
Refers to a sense of well-being about a person’s or society’s way of life and lifestyle, often estimated by social indicators. Governing factors include income, wealth, safety, recreation facilities, education, health, aesthetics, leisure time, etc. (Source: MASB)

**Quality Level (of Media)**
See Also: Quality Score
Refers to the substantive level of efficacy in content. Attributes can include honesty, word craft, objectivity and reliability.

**QoS abbr Quality Of Service**
A set of technologies that work on a network to guarantee its ability to dependably run high-priority applications and traffic under limited network capacity. QoS technologies accomplish this by providing differentiated handling and capacity allocation to specific flows in network traffic. This enables the network administrator to assign the order in which packets are handled, and the amount of bandwidth afforded to that application or traffic flow. (Source: PaloAltoNetworks)

NOTE – Measurements of concern to QoS are bandwidth (throughput), latency (delay), jitter (variance in latency), and error rate. This renders QoS of particular importance to high-bandwidth, real-time traffic such as voice over IP (VoIP), video conferencing, and video-on-demand that have a high sensitivity to latency and jitter. These applications, with minimum bandwidth requirements and maximum latency limits, are called “inelastic.” (Source: PaloAltoNetworks)
Quality Score
See Also: Quality Index, Quality Level
Ranking system used by search engines such as Google, Yahoo, or Bing to assess the quality of advertisements, key words, and destination pages. It consists of a score from 1 to 10, with 10 being the highest, which determines in what position the advertisement will be shown and the price that the advertiser will have to pay for every click. Among the many factors that affect this score are the percentage of clicks expected, the relevance of the advertisement wording, the experience of the destination page, and the performance history of the advertiser. (Source: Zorraquino)

2 : A number assigned by Google to paid ads in a hybrid auction that, together with maximum CPC, determines each ad’s rank and SERP position. It reflects an ad’s historical CTR, keyword relevance, landing page relevance, and other factors proprietary to Google. Yahoo! refers to their version of the “Quality Score” as a Quality Index. Both Google and Yahoo! display 3- or 5-step indicators of quality evaluations for individual advertisers. (Source: MASB)

Quantitative Data
In media and market research, data that describes or characterizes certain attributes of a phenomenon of interest that can be expressed numerically as through a scale measurement. Quantitative data is often collected through survey research with a population large enough for statistical analysis. Can also refer to media and market research data with large numbers of records. (Source: ProjectOAR)

Quantitative Research
See Also: Qualitative Research
Research that uses numeric data from measurement, observation or secondary sources, to produce mathematically supported conclusions or inferences that can be generalized to a larger population or condition. The term quantitative implies not only that the variables are numeric, but also that they are observed in sufficient number to support the conclusions -- typically meaning at least 30 observations, more commonly 100 or more. (Source: ProjectOAR)

Quantity Discount
A reduction in price for volume purchases. (Source: MASB)

Quantum Computing
See Also: Next Generation Computing, Neuromorphic Computing
An area of computing focused on developing computer technology based on the principles of quantum theory (which explains the behavior of energy and material on the atomic and subatomic levels). (Source: Investopedia)

NOTE – Computers used today can only encode information in bits that take the value of 1 or 0—restricting their ability. Quantum computing, on the other hand, uses quantum bits or qubits. It harnesses the unique ability of subatomic particles that allows them to exist in more than one state (i.e., a 1 and a 0 at the same time). (Source: Investopedia)

Quarter Hour Audience
Individuals viewing a station at least five minutes in a specific 15minute period. (Source: TVB)

Queries per Second
A common measure of the amount of search traffic an information retrieval system, such as a search engine or a database, receives during one second. (Source: Mediamath)
Query
A request for information, usually to a search engine. (Source: IAB)

2 : A general question posed to a person or group over the Internet. Internet users are generally so helpful that if one asks an appropriate query to the correct discussion group, one will often receive many useful responses. One caveat: it is necessary to find and read the appropriate FAQ document first. Failure to do so would be considered a waste other people's time and bandwidth. Also, a request for specific information from a database. (Source: AAI.ie)

3 : I includes the keyword or keyword phrase a searcher enters into a search field, which initiates a search and results in a search engine results page (SERP) with organic and paid listings. (Source: MASB)

Question, Closed-Ended
In media and market research, questions that provide a set of pre-coded answers that research participants can choose from (for example, yes/no, scale from 1 to 10, yellow/green/blue/red, excellent/good/fair/poor, etc.). Advantages of using closed-ended questions include, among others, the ability of participants to answer questions quickly and the ability of researchers to code and statistically analyze answers more easily, compared to open-ended questions. Also referred to as Question, Fixed-Alternative, Question, Structured or “Structured Response. (Source: ProjectOAR)

Question, Dichotomous
A type of closed-ended question used in media and market research in which the study participants are asked to choose one of two fixed answers per question (for example, Yes/No, True/False or Agree/Disagree). (Source: ProjectOAR)

Question, Direct
See Also: Question Indirect
In media and market research, a question in a research instrument designed to elicit information about an individual’s own thoughts, feelings and behaviors, in contrast to those of other people. With an indirect question, participants are asked to answer from the perspective of others. (Source: ProjectOAR)

Question, Double-Barreled
In media and market research, a question asked of participants that is comprised of two separate questions or addresses more than one issue but allows only one answer. For example, asking a participant “Do you think this product is interesting and useful?” Also referred to as Question, Double-Direct. (Source: ProjectOAR)

Question, Double-Direct
See Also: Question Double Barreled

Question, Fixed-Alternative
See Also: Question Closed-Ended

Question, Indirect
See Also: Question Direct
In media and market research, a question that asks participants to answer on behalf of other people (for example, discuss the behavior of a friend) as opposed to a direct question that asks participants to answer about themselves. Indirect questions are often used to make inferences regarding a participant's attitudes, beliefs or values toward a topic of interest. (Source: ProjectOAR)
Question, Leading
A type of question used in media and market research that suggests, distorts or implies the desired answer by the way the question is sequenced, structured or worded. Usually it is asked unintentionally, with the results collected for the question likely to be inaccurate. However, sometimes leading questions are asked intentionally to examine logic patterns and emotional content surrounding specific scenarios, possible choices and answers. (Source: ProjectOAR)

Question, Loaded
A type of question which, deliberately nor non-deliberately, is based on a presumption that may not be true. The classic example is “when did you stop beating your wife?” It is based on the implicit presumption that the wife was beaten. A more subtle example would be "What do you love most about brand X?" when, in truth, the participant loves nothing about it. (Source: ProjectOAR)

Question, Multi-Coded
See Also: Question Multi-Punch
A type of closed-ended question used in media and market research in which the study participants can choose one or more listed answers. (Source: ProjectOAR)

Question, Multiple-Choice
See Also: Question, Closed-Ended
A type of closed-ended question used in media and market research, in which the study participant can choose only one answer from the multiple answers available per question. (Source: ProjectOAR)

Question, Multi-Punch
See Also: Question Multi-Coded
A type of closed-ended question used in media and market research which allows study participants to select more than one of the multiple listed answers. Usually accompanied by the instruction "Check All That Apply" or "Select all that apply.") (Source: ProjectOAR)

Questionnaire
A predefined set of printed, written or oral questions that are asked in a research study. Questionnaires may contain multiple-choice questions, free response questions or other question types. Questionnaires often include researcher instructions on how the questions should be administered and how data should be recorded. (Source: ProjectOAR)

2 : A document that is used to guide what questions are to be asked of respondents and in what order, and sometimes lists the alternative responses that are acceptable. (Source: MASB)

Question, One-Sided
See Also: Question Leading
A type of leading question used in media and market research that presents participants with one potential answer choice or one perspective on an issue, without offering alternatives. For example, "Are you a Republican?" is a one-sided question, since Democrats and other political parties are excluded. (Source: ProjectOAR)

Question, Open-Ended
See Also: Question Closed-Ended
In media and market research, questions that allow research participants to reply using their own words, instead of selecting from a pre-coded answer. Advantages of using open-ended questions include, among others, the ability of participants to include more detail in their response and the
ability of researchers to have a better understanding of a participants' true feelings on a topic, compared to closed-ended questions. Open-Ended responses are often referred to as "verbatim responses". (Source: ProjectOAR)

**Question, Scaled-Response**  
*See Also: Scale Measurement*  
Questions in a research study whose response options are in the form of a scale from highest to lowest, most to least, etc. or vice versa. (Source: ProjectOAR)

**Questions, Screening**  
*See Also: Inclusion Criteria*  
The initial questions asked to assess eligibility to participate in a research study on the basis of desired qualifications (e.g., demographics, psychographics, product usage, etc.) (Source: ProjectOAR)

**Question, Single Response**  
*See Also: Questions Multiple Response*  
A type of question used in media and market research that asks study participants to provide a single answer, as opposed to allowing for multiple responses. (Source: ProjectOAR)

**Question, Structured**  
*See Also: Question Closed-Ended*  

**Question, Subjective**  
*See Also: Attitude Research*  
Question about opinions, attitudes or feelings, rather than facts or behaviors. (Source: ProjectOAR)

**Question, Unbiased**  
A type of question used in media and market research that is phrased in order to avoid participant responses that are biased or are influenced in some way. Unbiased questions are used to minimize error and obtain the most accurate results. (Source: ProjectOAR)

**Question, Unstructured**  
*See Also: Question Open-Ended*  

**Quick Cutting**  
In ad lingo, an editing technique used in video ads in which several shots or scenes of a brief duration (3 seconds or less) are shown consecutively. (Source: ProjectOAR)

**QR Codes**  
*abbr Quick Response Codes*  
*See Also: Bar Code, Google Goggles*  
A two-dimensional matrix bar code that is used to identify products. It can store up to 4,296 alphanumeric or 7,089 numeric characters. Depending on the level of error correction applied, it can restore from seven to 30% of the missing data. (Source: PCMag)

2 A machine-readable two-dimensional barcode consisting of an array of black and white squares. It is typically used for storing URLs and to provide easy access to information through a smartphone. (Source: TycheSoftwares)

Note – Created by Japanese Denso Wave, Inc. and standardized by ISO, Japanese Industrial Standard (JIS), JEIDA and AIM, QR codes are increasingly used to identify the URL of a company's...
Web site so that mobile phone users can photograph the code and retrieve information about the organization. Some companies have created billboard-sized QR codes for this purpose. To promote the use of its Android phone visual search application, in 2009, Google sent more than 100,000 custom-coded QR codes to U.S. establishments. It suggested they place the code in a prominent location for "mobile tagging." (Source: PCMag)

NOTE – These are more useful than any standard barcodes because they can store and digitally present data including URL links, geo coordinates, text etc. and can be easily scanned by modern cell phones. (Source: TycheSoftwares)

**Quick-Response Delivery System**
*See Also: Just-In-Time Inventory*
Another term for Just-In-Time Inventory. (Source: MASB)

**QSR abbr Quick-Service Restaurant**
A food retailing institution featuring a very limited menu, precooked or quickly prepared food, and take-out operations. (Source: MASB)

**Quidnunc**
Someone who wants to know the latest news or gossip.

**Quintiles of Viewing**
Five equal proportions of the population derived from a ranking of their time spent viewing over a period of time range from 'light' (Q1) through to ‘heavy’ (Q2) viewers. (Source: Nielsen)

**Quota**
(Global marketing) A trade term that denotes a specific numerical or value limit applied to a particular type of good either in the case of exports or imports. (Sales) A target level of performance and/or activity that the salesperson is expected to achieve. A quota can be established for various performance measures such as sales, gross margin, or new accounts and can be used in a variety of sales management functions including forecasting sales, motivating salespeople, and evaluating their performance. (Source: MASB)

**Quota Sample**
A non-probability sample that is selected to represent the proportion of individuals in the overall population with respect to certain characteristics. (Source: MASB)

**Quotation**
A promise from a potential supplier stating the supplier’s willingness to supply and deliver the item(s) required (by a potential buyer) within a certain period of time at a certain price. It is a response to a buyer’s request for quotation. (Source: MASB)

**R**
A free open source language used in Big Data statistical analysis. Used for statistical computing and graphics, it compiles and runs on a wide variety of UNIX platforms, Windows and MacOS.
RACE Framework
Strategic planning process which, when applied to digital marketing, allows an action plan to be structured in accordance with the purchasing stage of users. RACE is the acronym formed of the four stages that define this model (Reach, Act, Convert, Engage). In the Reach stage, the priority aim is to promote the brand; in the Act stage, the aim is to generate quality interactions with the target; this is followed by the Convert stage, where these leads need to be converted into buyers in order to conclude the sale, and finally the last stage, Engage, where customer loyalty is generated and a long-term relationship is built. This model establishes a set of general objectives from which new smaller targets will emerge which are simpler to attain, measure, and control. (Source: Zorraquino)

Racetrack Layout
See Also: Loop Layout
Another term for Loop Layout. (Source: MASB)

Rack Jobber
See Also: Service Merchandiser
Another term for Service Merchandiser. (Source: MASB)

Rack Mounting
Part of a multiple server installation where computers must work together in close proximity.

NOTE – Rack mounting simply refers to the fact that the systems are placed in an equipment rack. (Source: Invidi)

Radio Advertising
See Also: Audio Advertising

RF abbr Radio Frequencies
The frequencies of the electromagnetic spectrum associated with radio waves, rather than electricity, light, x-rays, gamma rays, or cosmic rays. (Source: computer.yourdictionary.com)

2 : The term may also be used to contrast wireless transmission systems that do not require line of sight with those that do. For example, an RF remote control does not require line of sight to the device it is controlling. (Source: PCMag.com)

ROI abbr Radio On Internet
Audio service transmitted via the internet.

Radiosity
A diffuse illumination calculation system for graphics based on energy balancing that takes into account multiple reflections off many walls. (Source: freeflyvr)

Radio Wrap-Around
The radio equivalent of a video news release, a radio story lasting 90 seconds or less and including an announcer who introduces sound bites from one or more news sources. (Source: MASB)

Raincheck
A promise given to customers when merchandise is out of stock to sell them merchandise at the sale price when the merchandise arrives. (Source: MASB)
Rain Fade
The interference with satellite communications due to moisture and various forms of precipitation (such as rain or snow) in the signal path between end users or ground stations and the satellite being utilized. The effects are less pronounced on the lower frequency 'L' and 'C' bands, but can become quite severe on the higher frequency 'Ku' and 'Ka' band. (Source: Wikipedia)

RAM abbr Random Access Memory
The type of memory that contains data, text or other information that is stored temporarily and can be over-written, modified or erased.

Random Digit Dialing
A technique used in telephone interviews in which the numbers to be called are randomly generated. (Source: MASB)

Random Error
See also Systematic Error
An inherently unpredictable and generally uncontrollable fluctuation in a metric in media and market research. Also referred to as "noise" or "unsystematic error." Can be contrasted with systematic error. (Source: ProjectOAR)

Randomize
A methodological procedure where the selection of items, order of questions, or order of response choices to a closed-ended question or presentation of stimuli, is done without predetermined structure or pattern. The idea is to order or present alternatives with no set determination of what follows what. In essence, the desire is to leave order to chance as a means of eliminating bias in research. An everyday example would be shuffling a deck of cards. (Source: ProjectOAR)

Randomized Response Model
An interviewing technique in which potentially embarrassing and relatively innocuous questions are paired, and the question the respondent answers is randomly determined. (Source: MASB)

Random Sample
See Also: Simple Random Sample
Another term for Simple Random Sample. (Source: MASB)

Ransomware
A type of malicious software called malware that is covertly installed on a computer or website without the owners knowledge or intention. The malware then prevents or restricts access to the infected target – usually the computer system, data, files or other information - until a ransom, usually a sum of money, is paid to remove the restriction.

RaaS abbr Ransomware As A Service
A business model used by ransomware developers, in which they lease ransomware variants in the same way that legitimate software developers lease SaaS products. (Source: Crowdstrike)

Raster Graphic
A dot matrix data structure that represents a generally rectangular grid of pixels (points of color), viewable via a computer display, paper, or other display medium. Raster images are stored in image files with varying dissemination, production, generation, and acquisition formats. (Source: Wikipedia)
Rate
(Advertising) The cost of a unit of space or time in an advertising media vehicle. (Physical Distribution) A charge usually expressed in dollar terms for the performance of some transportation or distribution service. (Source: MASB)

Rate Card
The list of advertising prices and products and packages offered by a media company. (Source: IAB)

2 : In programmatic, a listing of the prices of advertising on a publisher’s or seller’s website. (Source: Hubspot)

3 : Publishers compile rate cards to list prices for advertising on their sites. Larger sites usually give rates on a CPM basis. Technical details regarding banner size and positioning may also be included. (Source: OpenX)

4 : A printed listing of the charges associated with different amounts of time or space, different placements in the vehicle, and other conditions of sales. Often rate cards serve as a starting point for negotiation, in the fashion of the sticker price on new car. (Source: MASB)

Rate Differential
The difference between the local advertising and national advertising rates charged by a local media vehicle. (Source: MASB)

Rate Of Return Pricing
A method of determining prices by adding a markup that will produce a predetermined return on investment. (Source: MASB)

Rate Regulation
The process by which rates are administered. In a highly regulated economy, this could include extensive rules and policies on pricing and related services. Regulation occurs at the federal, state, and local levels. (Source: MASB)

Rating
See Also: Household Rating
The percentage of a sample or population or a census that is tuned to a program, or during a time period an ad or any piece of content out of the entire population or census. Types of ratings include household, Set-Top Box, program, dynamic viewer segment etc., as well as types of viewing whether "live," linear or playback.

2 : The audience tuned to a channel program or spot in a given time frame divided by the selected universe. This is not reach based. (Source: Kantar Media Audiences)

3 : Rating defined as the average second viewed. It is calculated as the total viewed seconds divided by the duration of the specified period times multiplied by the In-Tab. Can be calculated by delay of viewing (live, near live, same day, within three days, within seven days) (Source: TIVO)

4 : A percentage of total households or population owning TVs who are tuned to a particular program or station at a specific time (e.g., a six rating for women 18-49 means 6 percent of all women 18-49 in the defined geographic area were viewing that station or program). (Source: TVB)
5. Traditionally, TV advertising has been bought and designed around ratings – “audience measurement” segmentation (take that phrase with a grain of salt) developed by Nielsen. (Source: TVSquared)

6. The percentage of the total potential audience who are exposed to a particular media vehicle. In television, a rating is the number of households with their television sets tuned to a particular program for a specified length of time divided by the total number of households that have television (e.g., Nielsen Ratings). In print media, ratings are computed using survey data about actual readership rather than information about circulation. (Source: MASB)

NOTE – Standardization - What is "live" viewing? Nielsen uses twenty-five seconds of viewing while TIVO counts viewing within 5 seconds of the originating time.

NOTE – In order to gauge viewership, the boxes are “pulled” at a certain point in time. The channel that the box is turned to at that moment is the channel that gets credit for the viewership. Box pulls might be regarded as ratings (in the case of a partial footprint), delivery or perhaps a new metric?

NOTE – "If you don’t have an element of time, you don’t have rating. Ratings are much more about time than they are about the population. There has to be some element of 'average quarter hour' or 'average minute' or similar, or it’s not a rating." (Source: Glenn Enoch, ESPN,)

**Rating Points**
*See Also: Rating*
The aggregated total of ratings, whether a gross rating point (GRP) or a Targeted Rating point (TRP).

2. The same as GRPs (Source: TRA)

3. A value equal to one percent of a population or universe. (Source: TVB)

4. The reach of a media vehicle as a percentage of a defined population. For example, a television show with a rating of 2 reaches 2% of the population. (Source: MASB)

**Rating Scale**
Provides a list against which the advertisements are rated. It helps to single out good and bad elements of an advertisement. (Source: BusinessManagementIdeas.com)

**Rational Appeals**
Messages used in advertising that focus on the consumer’s practical, functional or utilitarian needs for a brand, product or service. Often discussed as an alternative to Emotional Appeals. (Source: ProjectOAR)

**Ratio of Output to Input**
*See Also: Output To Input Ratio*
An objective measure of sales force performance that incorporates common ratios used to evaluate salespeople. This ratio divides the amount of output a salesperson or sales force is generating by the inputs (resources expended). (Source: MASB)

**Ray Tracing**
A technique for displaying a three-dimensional object with shading and shadows by tracing light rays backward from the viewing position to the light source. (Source: freeflyvr)
Reach
See Also: Unduplicated Audience, Cume, Net Audience, Net Reach, Net Unduplicated Audience, Unduplicated Audience
The amount of unduplicated homes or audience, expressed either as a percentage or in thousands who have viewed or tuned at least once during a time period or program or any piece of content.

2 : Unique users that visited the site measured over the course of the reporting period, expressed as a percent of the universe for the demographic category. (Source: IAB)

3 : The total number of unique users who will be served a given ad. Real time - events that happen live at a particular moment. When one chats in a chat room, or sends an instant message, one is interacting in real time. (Source: IAB)

4 : Unique users that visited the site over the course of the reporting period, expressed as a percent of the universe for the demographic category; also called unduplicated audience. The total number of unique users who will be served a given ad. (Source: Mediamath)

5 : The number of unduplicated households or people exposed to a program, group of programs, or an advertiser's schedule over a specific time period. Reach x Frequency = Gross Rating Points. (Source: TVB)

6 : Refers to the total number of people who have been exposed to a social post or ad. (Source: Blog.Hootsuite.com)

7 : A common metric used to measure the number of people or households exposed to an ad. (Source: TVSquared)

8 : Metrics quantify the number or percentage of individuals in a defined population who receive at least one exposure to an advertisement. The AMA defines reach as “the number of different persons or households exposed to a particular advertising media vehicle or a media schedule during a specified period of time. It is also called cumulative audience, cumulative reach, net audience, net reach, net unduplicated audience, or unduplicated audience. Reach is often presented as a percentage of the total number of persons in a specified audience or target market.” Impressions (#) = Reach (#) x Frequency (#) (Source: MASB)

NOTE – This metric does not necessarily indicate that all of these people have actually seen your content. They could have scrolled right past it, for instance. Reach simply indicates that the content appeared in the user’s social feed at least once. Social media analytics tools usually report organic reach and paid reach as two separate metrics. (Source: Blog.Hootsuite.com)

Reach %
See Also: Cume %
The percentage of unduplicated homes, Set-Top Boxes or viewers who have viewed or tuned at least once during a time period or program or any piece of content.

Reach (in thousands)
See Also: Cume (in thousands)
The total number of unduplicated homes, Set-Top Boxes or viewers who have viewed or tuned at least once during a time period or program or any piece of content.
3 : The total number of people who have contacted at least once during a plan. An item is a daypart, program, spot. (Source: Kantar Media Audiences)

4 : A social media metric that tells you how many people have seen your post. It differs from impressions in that even if a user sees your post multiple times, they still only count as one person reached. Reach is an important metric for understanding how large the audience for your content is and measuring your progress toward spreading brand awareness. (Source: Falcon.io)

Reach and Frequency
In Interactive measurement, it is the measurement of the unduplicated total visits as well as duration for the entry point and overall interactive experience. (Source: Kantar Media Services)

2 : The number of different people who are exposed to an advertising message at least once while frequency is the number of times they have been exposed to the message. (Source: Mediamath)

Reach Extension
Audience Extension. A process by which a publisher helps advertisers find more targeted audiences, besides the ones already visiting a publisher’s owned and operated properties, on other sites. In this case, the publisher would be selling ad inventory on other sites to the marketer. (Source: Centro)

Reaction
See Also: Social Media Reactions
A form of engagement. In addition to Likes, reactions include Love, Ha-ha, Wow, Sad, and Angry. Each of these reactions is indicated by an emoji.
(Source: Blog.Hootsuite.com)

Reaction Time
See Also: Response Time
The elapsed time between a participant's exposure to a stimulus and his or her response to it.
(Source: ProjectOAR)

Readers Per Copy
Average number of readers for one copy of a newspaper or magazine. (Source: AAI.ie)

Reading “The Z”
The method of reading through a print advertisement. Starting in the top left and following a Z line down to the bottom right of the image. Key elements of the advert are placed at each point of the Z.
(Source: corbytechmedia.weebly.com)

ROM abbr Read Only Memory
The type of memory that contains permanently stored data that a processor can read but cannot modify.

Realism
A style of presentation that claims to portray 'real life' accurately and authentically. (Source: corbytechmedia.weebly.com)

RSS abbr Really Simple Syndication
The process for publishing content on the Internet that facilitates distribution of that content flawlessly and easily into other environments or platforms.
RSS / RSS Readers *abbr* Really Simple Syndication
A process for publishing content on the Internet that facilitates moving that content into other environments. For example, top news stories on a newspaper website can be published as an RSS feed and pulled into and delivered via a Web portal site. RSS Readers are software programs or websites that enable users to subscribe to one or more RSS feeds, delivering content and information from multiple sources into a single user interface and environment. (Source: IAB)

Real Options
See Also: Optionality
Another term for Optionality. (Source: MASB)

Real-time
Events, content, advertising or actions that happen live / in the moment.

RTB *abbr* Real Time Bidding
See Also: Ad Exchanges
A market exchange for advertising where online content owners and publishers auction off their ad inventory at an individual impression level and in real time. This has led to a rise in specialist network optimizers known as ad exchanges.

2 : Bidding system that enables offers for inventory, from multiple buyers, on an impression by impression basis creating a marketplace for advertisers to bring their own audience/customer data to TV advertising. (Source: GABBCON, Global Audience Based Business Conference)

3 : The buying and selling of ad impressions through ad exchanges and platforms. Price is determined by immediate demand. Real-time bidding works within milliseconds -- a person visits a website and their information is given to an ad exchange where an auction for that impression occurs. (Source: Hubspot)

4 : The process by which inventory requests are managed in a real-time environment. (Source: Mediamath)

5 : Refers to the auctioning of online inventory within an ad exchange. Buyers will bid for impressions based on the value of users, while sellers will set pricing floors and award impressions to the highest bidder. The auction process takes place within milliseconds, which is where the phrase “real-time” comes from. (Source: Cynopsis)

6 : Where an impression is offered through an auction where bid price is the most important (but not only) characteristic used to select a winning buyer. (Source: MAGNA Global)

7 : A technology that uses highly specific data, algorithms and automation to enable marketers to bid on ad inventory in microsecond auctions. During the time in which a user’s web page loads—in anywhere from 100 to 160 milliseconds—the marketer places a bid on a particular ad impression, which is then served to the user once the page is loaded. Using data related to the user’s cookie in addition to other sources, the marketer is able to track the user and match them with available ad impressions. This allows for the delivery of the marketer’s message directly to the consumer in a live setting. (Source: Mediacrossing)

8 : A form of programmatic buying where display ad inventory is bought by agencies and / or advertisers and sold by publishers through an online media exchange with auction pricing in real time.
It takes place one ad impression at a time, sometimes in 1/3 of a second. RTB is impression-by-impression buying and valuation, with cost efficiency. (Source: Next.Srds.com)

9 : Auctioning online inventory within an ad exchange. Buyers bid for the impression based on the value of the user, whereas the seller sets pricing floors and awards the impression to the highest bidder. The auction process takes place in milliseconds, which is why the process is referred to as “real-time.” (Source: OpenX)

10 : A subcategory of programmatic media buying. It refers to the practice of buying and selling ads in real time on a per-impression basis in an instant auction. This is usually facilitated by a supply-side platform (SSP) or an ad exchange. (Source: Adjust.com)

NOTE – The targeting and metrics involved deliver advertisers greater granularity. However, much of RTB is done blindly without the buyer knowing who will be running ads on their site and vice versa. Another disadvantage is that much of the inventory that is sold is remnant. (Source: Next.Srds.com)

NOTE – In linear TV, this does not result in instant ads like in the digital marketplace. For linear TV, the ad delivery is subject to the cycle of a TV traffic system, most likely resulting in daily not-real time delivery. (Source: Cynopsis)

RTB abbr Real Time Buying
The ability of ad inventory buyers to purchase ad time and space dynamically in real-time.

Real-Time Customization
It is the ability to customize an advertising campaign dynamically in real-time so it is more effective and impactful. (Source: Visible World)

RTG abbr Real-Time Guaranteed
A programmatic direct deal type that allows a buyer and a publisher to commit to a flexible guarantee for the purchase of inventory and a buyer-defined audience. (Source: OpenX)

Real-Time Imaging
Graphics or images synchronized with real-world time and events. reality engine. A computer system for generating virtual objects and environments in response to user input, usually in real time. (Source: freeflyvr)

Real-Time Marketing
The practice of using a current event or popular trend to connect with an online community. (Source: https://blog.hootsuite.com/social-media-definitions/)

2 : A strategy that consists in creating and publishing attractive content for a brand in real time, linking it to some relevant event or news item, so that it can become well-known and go viral on social media. It requires a lot of creativity, agility, and ingenuity, because in order to become relevant the message must be linked to what is happening at that very moment. Its advantages include that it is fresh and has a wide reach for very little cost. (Source: Zorraquino)

Real-Time Selling Rule
Enables Ad servers, Bidders, and SSP customers to specify what inventory is eligible for RTB buyers to purchase. Publishers can use this tool to set specific criteria for selling their inventory, such as: inventory targeting, floor price, and ad quality filters. (Source: OpenX)
NOTE – Called “OpenX Market Rule” for OpenX products. (Source: OpenX)

Real Time (VR)
Action taking place with no perceptible or significant delay after the input that initiates the action. (Source: freeflyvr)

Reattribution
The attribution of a re-install (or opening event) to a user who hasn’t used an app in an extended period of time. A reattribution signals that a user has returned to your app due to a retargeting campaign. (Source: Adjust.com)

Reattribution Window
Following on from the term ‘reattribution’, a reattribution window is the period of time in which an inactive user can be reattributed when they re-open an app. (Source: Adjust.com)

Reboot
See Also: Outage
A readjusting of the Set-Top Box where the box is turned off and then on to help recalibrate it. All data can be lost during a reboot.

Recall
Measures of memory used as an indicator of exposure, awareness or knowledge of a brand, ad, campaign or specific message or offer. (Source: ProjectOAR)

Recall, Claimed
The number or percent of people who say (claim) they remember an ad, without subsequently validating that claim by reporting more specific memories of the ad. (Source: ProjectOAR)

Recall, Copy Point
Recall of specific messages or informational elements (i.e., "copy points") from an ad. (Source: ProjectOAR)

Recall, Day-After
Measurement of TV or radio ad recall the day after an initial ad exposure, in a controlled test or following the first live exposure on air. Widely used in the industry for decades to evaluate communication effectiveness. (Source: ProjectOAR)

Recall Measurement
In media and market research, a method used to measure awareness of a brand or advertisement by evaluating the participants' ability to correctly identify something they may have read, heard or seen following exposure to the brand stimuli or advertisement. Recall measurement can be done with or without the use of prompts or cues. Also referred to as "Recall Test." (Source: ProjectOAR)

Recall, Proven
The number or percentage of people who confirm their memory of an ad by correctly describing any creative or informational elements unique to it. Similar to Related Recall, Proven Recall is usually limited to unique elements that differentiate the ad from others. (Source: ProjectOAR)
**Recall, Related**  
*See Also: Recall Proven*  
The number or percentage of people who confirm the memory of an ad by correctly describing any creative or informational elements related to it. Similar to Proven Recall, Related Recall may include descriptions that are correct, though not necessarily unique to the ad in question.  
(Source: ProjectOAR)

**Recall, Spontaneous**  
*See Also: Aided Ad or Brand Recall Awareness*  
A measure of unaided recall, in response to a generic prompt or category, without reference to a specific brand or ad. (Source: ProjectOAR)

**Recall Test**  
*See Also: Recall Measurement, Unaided Recall*  
A test of advertising effectiveness in which a sample of audience members are contacted at a specific time after exposure to a media vehicle and asked to recall advertising messages they remember seeing and/or hearing in the media vehicle. It is called unaided recall if there is no prompting with elements of the ads or commercials being examined. With prompting, the results are called aided recall. (Source: MASB)

**Recency**  
A concept forwarded by Irwin Ephron which held that ad impressions closest to the time of purchase are the most powerful. The concept of reaching consumers at the right time -- when they're in the market to buy -- was key, as opposed to simply reaching them often.

2 : Refers to the length of time since a customer's last purchase. Firms in non-contractual situations with identifiable customers will count customers of various recencies. (Source: MASB)

NOTE – Mr. Ephron would later liken frequency to crabgrass, theorizing that advertisers were helping spawn ad avoidance with plans that carelessly inundate the same people with the same ads over and over. (Source: AdAge)

**Recency Capping**  
The process by which an advertiser's message would be monitored and capped based on the last time the user had seen an impression from that campaign.

2 : A way to space out the showing of an ad over time. (Source: Mediamath)

**Recently Telecast VOD**  
VOD content that is identical to live linear telecast (including all national commercials and Nielsen watermarks). Viewing of content within 7 days of telecast credits to Nielsen linear telecast audience estimates. (Source: Nielsen)

**Reception Studies**  
The study of receivers of media texts. (Source: OpenTextBC.ca)

**Reciprocal Links**  
*See Also: Link Swapping*
Recognition
The number or percent of people who claim to remember an ad or campaign to which they have previously been exposed, when presented with an ad from the campaign or elements of it. Recognition is an aided measure of memory or awareness. (Source: ProjectOAR)

Recommendation
Algorithmic suggestions made by major social networks for people to follow, pages to like and posts to read. Recommendations provide another mode of discovery for online businesses seeking further engagement. (Source: BigCommerce.com)

Recommender System
Another name for a Recommendation Engine.

Recorded Event
See Also: Trick Play
A piece of content that is or has been recorded and is available for playback.

Rectangle
180x150 online ad unit.

Recurring Billing
Another term for Recurring Payment.

Recurring Payment
See Also: Recurring Transaction
Also known as Recurring Billing, refers to the process of merchants taking money from consumers with their pre-agreed consent for a product or service with a fixed time schedule (once a week, twice a month, etc.). Examples of recurring payments are bills, subscriptions, and recurring donations. (Source: elogic.co)

Recurring Transaction
See Also: Recurring Payment
A transaction in which the customer has given permission to the merchant to charge for goods/services on a prearranged schedule. You give your card details to the company and authorize them to make series of payments without having to give consent again and again. (Source: TycheSoftwares)

NOTE – Recurring transaction takes effect for goods or services where purchases are repeatedly and regularly made, often on a monthly basis. For instance, paying cable bills, cell phone bills, gym membership fees, utility bills and magazine subscriptions. (Source: TycheSoftwares)
Re-Direct  
*See also* Ad Serving, Latency  
When used in reference to online advertising, one server assigning an ad-serving or ad-targeting function to another server, often operated by a third company. For instance, a Web publisher's ad management server might re-direct to a third-party hired by an advertiser to distribute its ads to target customers; and then another re-direct to a "rich media" provider might also occur if streaming video were involved before the ad is finally delivered to the consumer. In some cases, the process of re-directs can produce latency. (Source: IAB)

Redirect URL  
Another term for Click URL or Tracking URL

Red Tops  
Slang term for UK tabloid newspapers with a red masthead. (Source: corbytechmedia.weebly.com)

Re-Edit  
The act of modifying advertising elements after an initial edit with the aim of improving the advertisement's performance. (Source: ProjectOAR)

Reels  
Reels are a feature of Instagram social media, which consists of the creation of short videos up to 15 seconds, popularized and implemented on the platform following the success of Tik Tok. (Source: Zorraquino)

Re-Engagement  
The practice of serving ads to users who have already shown intent to convert via a previous engagement (e.g., by clicking on an ad). They appear across the web and in-app, keeping brands in front of bounced visitors to bring them back (and ultimately convert). (Source: Adjust.com)

Refer-A-Friend  
*See Also:* Referral Marketing  
Referral marketing, also called refer-a-friend marketing, uses the influence of existing customers to encourage new customer acquisition. Referrals work because people tend to trust recommendations from someone they know. (Source: ReferralRock.com)

Reference Data  
Information that may be associated with tuning event records during the enrichment process. An example would be program schedule data. (Source: MRC)

Referral  
A lead for a prospect given to the salesperson by an existing customer. (Source: MASB)

Referral Approach  
A method used by salespeople to approach prospects in which the salesperson uses the name of a satisfied customer or friend of the prospect to begin the sales presentation. (Source: MASB)

Referral Fees  
Fees paid by advertisers for delivering a qualified sales lead or purchase inquiry. (Source: IAB)
Referral Link
See Also: Referring Page
A referring page, or referral link is a place from which the user clicked to get to the current page. In other words, since a hyperlink connects one URL to another, in clicking on a link the browser moves from the referring URL to the destination URL. Also known as source of a visit. (Source: IAB)

Referral Marketing
See Also: Refer-a-Friend
A form of marketing where an existing customer recruits their friends, acquaintances and relatives to the business, product or service.

2 : Strategy based on making a satisfied customer act as a prescriber and/or ‘advocate’ for a brand on the market, thereby giving rise to a new cycle. Examples of recommendation marketing are techniques such as pay with a tweet, where the prescriber is remunerated, or spontaneous recommendation activities by customers, such as when videos go viral. (Source: Zorraquino)

Referring Page
See Also: Referral Link
Another term for a Referral Link. (Source: IAB)

2 : The web page a visitor was viewing before clicking on a hyperlink and arriving at the current page. (Source: OpenX)

Refresh
To clear the screen or part of the screen and redraw it again. (Source: AAI.ie)

Refresh Rate
See Also: Virtual Reality Refresh Rate
In viewing a series of images, whether on TV, or online or in virtual reality, it is the rate of how fast those images get updated.

2 : The frequency with which an image is regenerated on a display surface. (Source: freeflyvr)

NOTE – In virtual reality, higher refresh rates cut down on lag, and cutting down on lag means there’s less of a chance of getting sick. It also means more responsive experiences. You definitely want to be north of 60 frames per second. (Source: TechRepublic)

Refund
Refers to the return of the amount paid for an item. (Source: MASB)

Refusal Rate
The proportion of individuals contacted to participate in a research study who decline the invitation. (Source: ProjectOAR)

Refusals
A nonsampling error that arises because some designated respondents refuse to participate in the study. (Source: MASB)

Regiocentric Orientation
An attitude toward internationalization with the focus on regional orientation. (Source: MASB)
RBOC *abbr* Regional Bell Operating Companies
The smaller, regional telephone companies (also known as Baby Bells) created as a result of the breakup of AT&T Bell System.

NOTE – Fragmentation of the Telco market impacts measurement.

**Regional Brand**
See Also: Local/Regional Brand
Another term for Local/Regional Brand. (Source: MASB)

**Regional Edition**
An edition of a national publication’s circulation that falls in a certain geographic area for which advertising may be purchased separately, usually at a cost premium. (Source: AAI.ie)

**Region Brand**
A name used by a location, city, region, country or group of countries. It defines a geographical area which builds upon its history a set of distinctive features, knowledge, and practices. These distinctive features, knowledge, and practices are oftentimes based on a system of interactions between the natural environment and the culture of the people living in that area. (Source: MASB)

NOTE – Examples include: Chicagoland, Jersey Shore, the Ozarks, Sun Belt, Indochina, Scandinavia, and The Middle East. Those interactions can result in original and specific products that can be easily recognized. Examples include: Sicilian pizza, Philly cheesesteak sandwich, and Cape Cod house. (Source: MASB)

**Registered Trademark**
See Also: Trademark
Another term for Trademark. (Source: MASB)

**Registration**
A process for site visitors to enter information about themselves. Sites use registration data to enable or enhance targeting of content and ads. Registration can be required or voluntary. (Source: IAB)

**Registration Funnel**
See Also: Conversions Funnel
A technical term used in e-commerce operations to describe the track a consumer takes through an Internet advertising or search system, navigating an e-commerce website and finally converting to a sale. The metaphor of a funnel is to describe the decrease in numbers that occurs at each step of the process. (Source: Mediamath)

**Registry**
A collection of user information for advertisers. A way of determining what information is being collected about a user, ostensibly giving the user the ability to opt-out.

**Regram**
To repost another Instagram user’s image or video. (Source: Blog.Hootsuite.com)

NOTE – Make sure you have permission to do so, either through a branded hashtag or by asking the user directly. (Source: https://blog.hootsuite.com/social-media-definitions/)
Regulator
A person or body that supervises appropriate content in a particular industry. E.g. OFCOM, ASA, BBFC. (Source: corbytechmedia.weebly.com)

Reinforcement
See Also: Law of Effect
Another term for Law of Effect. (Source: MASB)

Relationship Marketing
According to the Association of National Advertisers (ANA), relationship marketing refers to strategies and tactics for segmenting consumers to build loyalty. Relationship marketing leverages database marketing, behavioral advertising and analytics to target consumers precisely and create loyalty programs. (Source: MASB)

Relative Market Share
See also Market Concentration
Indexes a firm’s or a brand’s market share against that of its leading competitor. Market concentration, a related metric, measures the degree to which a comparatively small number of firms accounts for a large proportion of the market. These metrics are useful in comparing a firm’s or a brand’s relative position across different markets and in evaluating the type and degree of competition in those markets. (Source: MASB)

Relative Perceived Quality
See also Perceived Quality/Esteem
Another term for Perceived Quality/Esteem. (Source: MASB)

Relative Price
See also Price Premium, Price Versus Competition
Another term for Price Premium. (Source: MASB)

Relevance
Level of visibility and positioning of the content produced and distributed by a brand on social media and search engines, in comparison to that of its competitors within its own sector. It measures the capacity that the company has to be found on the internet, to create a bond with users, and to ensure that users share this with their circle of influence. (Source: Zorraquino)

Relevance Score
A metric available in Facebook Ads Manager that indicates how well the target audience is responding to the ad on a scale of 1 to 10. The score is based on several factors, including positive feedback such as clicks or likes, negative feedback such as users selecting “I don’t want to see this ad”, and overall ad performance. The higher your relevance score, the more relevant the ad is to the target audience and the more likely it will be selected over other ads to be shown to that audience. (Source: Falcon.io)

Relevance To Customer
See Also: Attitudes, Liking, and Image
Another term for Attitudes, Liking, and Image. (Source: MASB)

Relevancy
Measure commonly collected in advertising and market research to assess how much a particular ad, claim, character, product or other element of interest is felt to be pertinent or relatable to consumers.
Statements like "it's for people like me" or "it's something I can relate to" are typically used to assess relevancy. (Source: ProjectOAR)

**Reliability**
*See Also: Stability, Reproducibility*

The ability of a data set or sample to produce predictable and trendable forecasts.

2: The degree to which results of a test or research method are consistent from one study to the next. Can also refer to the degree to which a statistic can be considered stable due to the size of the sample. (Source: ProjectOAR)

**Remarketing**
*See Also: Retargeting*

An online marketing strategy or technique that enables advertisers to follow up with visitors who already visited a website and did not make a desired action, such as a purchase.

2: Bidding strategy whereby ads are 'remarketed' to users who fulfill a certain characteristic that makes them special (Have already seen an ad, have visited a website, etc.)

3: Strategy employed by advertising networks, aimed at recovering users who have interacted with an advert or have visited a commercial website in the past, and shown an interest in it. It involves a group of users who are supposedly receptive to and knowledgeable of a particular product or service, and who are shown relevant adverts, special offers and discounts, in tune with their potential interests, as inferred from their previous browsing history. It is essential to play with the promotional factor or run the risk of overexposing the message and saturating users, who have already abandoned in the past. (Source: Zorraquino)

NOTE – The idea here is that users who recently clicked on an Amex ad are more likely to respond to another one, and in turn are more likely to convert. (Also known as retargeting) (Source: Mediamath)

**Remnant Ad Inventory**

Advertising media (spots or space) that a publisher has failed to sell using its direct sales force or has decided not to use its direct sales force to sell this particular ad inventory or class of ad inventory. (Source: Mediacrossing)

NOTE – The publishers’ remnant ad inventory is then redirected to third parties to sell on their behalf. In many cases the publisher requires the identity of the publisher or title for the ad inventory not to be disclosed so the marketer has to buy the ad inventory blind. This is done by publishers to avoid gaming by marketers that could adversely impact the pricing of direct sold ad inventory. However, some publishers are some experimenting with direct selling remnant ad inventory themselves through their own branded often by invitation only private ad exchanges. In a private ad exchange the publisher has more control over what ad inventory gets sold to whom and to decide which bids to accept. In addition, publishers are finding private ad exchanges are valuable sources of market intelligence allowing them to track and evaluate media buyers bidding behavior and ad inventory needs. (Source: Mediacrossing)

**Remnant Inventory**

Advertising inventory that a publisher is unable to sell. Often considered undesirable, it is typically then sold to a third party, discounted, or used for PSAs.
2 : Non-premium inventory that publishers often sell through channels other than their direct sales force such as networks, exchanges, DSPs, etc. (Source: Mediamath)

NOTE – To be sold, remnant inventory is usually offloaded to ad networks or blind, RTB exchanges. (Source: Next.Srds.com)

Remnant Space
Magazine space sold at reduced prices at the last minute when another advertiser’s materials do not arrive or to fill out regional editions. (Source: AAI.ie)

Remote Clicks
See Also: Remote
Also referred to as remote key presses, the action of pressing keys or buttons on the remote as part of the viewer usage whether to change a channel, use the DVR, turn the set or box on or off, etc. “Clicks” are often captured by the service provider to execute transactions (e.g., deliver Video On-Demand), to change channels or measure channel usage.

2 : “The number of STB exposures in which the user interacted with an AdWidget via clicking at least one key on the Remote Control. Also called Total Remote Clicks.” (Source: FourthWall Media)

3 : “A metric measuring engagement with interactive content or advertising enhancements.” (Source: FourthWall Media)

NOTE – Not always available to the data processor and often not granular enough. Eventually need to standardize it and store the data.

Remote (Remote Control Device)
A separate hand held device that is electronically connected to media equipment to help control utilization preferences (such as channel choice) from a certain distance.

2 : A device which issues commands to any other device (TV, STB, Stereo etc.) enabling the user to control functionality from a distance. (Source: Nielsen)

NOTE – There is data in the Remote Control that can help with Set-Top Box on / TV off measurement, among other things.

NOTE – Data normally stored on STB, not remote. (Source: TIVO)

NOTE – Extant Remote Controls shipped used with Cisco and Motorola STBs do not store data. Also, the TV control signals sent by the remote to control the TV are filtered by the low-level IR drivers in the STB, and not accessible. (Source: FourthWall Media)

NOTE – The use of the on / off button on the remote is problematic since it acts as a toggle and is not the only way to turn on / off the set. It will be very easy to get out of sync using this button. (Source: Invidi)

Remote Control
A technology that enables IT administrators and end users to secure remote support and access to enterprise endpoints (such as end-user devices, servers or virtual machines). Enterprise-class remote control uses a connection broker and identity management system integration to enhance security.
Remote control is not to be confused with remote desktop services (such as desktop virtualization) or remote access (such as virtual private networks). (Source: Gartner)

**Remote Key Presses**
*See Also: Remote Clicks*
Also referred to as Remote Clicks, the action of pressing keys or buttons on the remote as part of the viewer usage whether to change a channel, use the DVR, turn the set or box on or off, etc. "Clicks" are often captured by the service provider to execute transactions (e.g., deliver Video On-Demand), to change channels or measure channel usage.

**Remote Login**
Operating a remote computer over a network as if it were a local computer. This can be accomplished via one of several protocols, including telnet and the UNIX program rlogin. (Source: AAI.ie)

**Repeat**
*See Also: Awareness-Trial-Repeat (ATR), Trial*
Another term for Awareness-Trial-Repeat (ATR). (Source: MASB)

**Repeater**
In digital communication systems, a device that receives a digital signal on an electromagnetic or optical transmission medium and regenerates the signal along the next leg of the medium. In electromagnetic media, repeaters overcome the attenuation caused by free-space electromagnetic-field divergence or cable loss. A series of repeaters make possible the extension of a signal over a distance. (Source: searchnetworking.techtarget.com)

**Repeat Visitor**
A unique visitor who has accessed a Web site more than once over a specific time period. (Source: IAB)

**Rep Firm**
Media sales representation company with offices in major advertising centers which represents stations in various markets for national advertising sales. (Source: TVB)

**Repin**
To save another user’s Pin to one of your own Pinterest boards. (Source: Blog.Hootsuite.com)

**Reply**
A social media function that allows you to respond publicly to another user’s comment, creating a comment thread. On Twitter, you reply by clicking the comment icon under a particular Tweet. On other social networks, you’ll find a button or link marked Reply. (Source: Blog.Hootsuite.com)

**Repomatic**
Footage taken from other existing commercials and spliced together. It is one of the stages of unfinished commercials used in tests. (Source: BusinessManagementIdeas.com)

**Reportable Day**
*See Also: Broadcasting Day*
The 24-hour day definition used for validating tuning records and applying context to tuning behavior. (Source: Nielsen)
2: Broadcasting Day.

NOTE – Different reportable days for different processors.

**Reporting**
The process by which a seller, media company, advertising agency, or other sellers of media inventory relays campaign or media performance back to the client. Often media reporting generally includes information regarding volume of ads purchased, amount of money spent during a given time, relevant metrics achieved (CPM, CPA, CPC), and any other agreed to performance metric.

**Reporting Engine**
The software that processes and creates end-user reports.

**Reports by VOD Asset**
A DAI metric developed by CTAM. The ability to report VOD DAI metrics by asset. Metrics that include the name of an entertainment and/or an advertising asset Content Provider.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Reports by Content Provider**
A DAI metric developed by CTAM. Ability to report VOD DAI metrics by content provider. Content provider metrics cover ad specific metrics to that specific network.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Reports by Footprint**
A DAI metric developed by CTAM. Ability to report VOD DAI metrics by MVPD Footprint. Reports by Footprint can be segmented by Syscode and DMA data.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Reports by Zip Code**
A DAI metric developed by CTAM. Ability to report VOD DAI metrics by MVPD zip code.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE – The minimum requirement is the standard 5-digit zip code for the serviceable location (i.e. the physical location of the household, not the billing address) including Syscode and DMA data. More detailed zip code level reporting (zip+2, zip+4, etc.) is subject to further review based on privacy policy implications. Ability to report by political district designations is also a future requirement.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Reports by Broadcast Month**
A DAI metric developed by CTAM. Ability to report VOD DAI metrics by Broadcast Month.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Reports by Broadcast Week**
A DAI metric developed by CTAM. Ability to report VOD DAI metrics by Broadcast Week.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Reports by Broadcast Day**
A DAI metric developed by CTAM. Ability to report VOD DAI metrics by Broadcast Day.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)
Reports by Calendar Month
A DAI metric developed by CTAM. Ability to report VOD DAI metrics by Calendar Month. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Reports by Calendar Week
A DAI metric developed by CTAM. Ability to report VOD DAI metrics by Calendar Week. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Reports by Calendar Day
A DAI metric developed by CTAM. Ability to report VOD DAI metrics by Calendar Day. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Reports by Hour
A DAI metric developed by CTAM. Ability to report VOD DAI metrics by hour. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Reports by Minute
A DAI metric developed by CTAM. Ability to report VOD DAI metrics by minute (minute-by-minute). (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Report Snapshot
Displays the status of past report data. (Source: OpenX)

Repost
To share another user’s content on social media. This can include regramming, repinning, or retweeting. It also includes sharing another user’s Instagram post in your Instagram Stories. (Source: Blog.Hootsuite.com)

Representation
The way in which key groups or aspects of society are presented by the media, e.g. gender, ethnicity, age, class & status, etc. Literally, a re-representation or constructed version of that which is shown. (Source: corbytechmedia.weebly.com)

Representative Sample
A proportional representation of a given population that eliminates or ameliorates biases.

Reproducibility
*See Also: Stability, Reliability*
The ability of the results of a data analysis to be reproduced with a certain degree of variation, over time.

Repurposing
Refers to the reformatting of existing content in order to extend the content’s use. For instance, if a thirty second ad runs on linear TV, and is then shortened to ten seconds and reformatted in order to run on Snapchat, that ad has been repurposed. (Source: Cynopsis)

Reputation
The reputation of a social entity (a person, a social group, an organization, or a place) is an opinion about that entity typically as a result of social evaluation on a set of criteria, such as behavior or performance. Reputation is known to be a ubiquitous, spontaneous, and highly efficient mechanism of social control in natural societies. (Source: Wikipedia)
Request
The number of times a creative has been requested to be displayed on a website (compare with impression). When a browser attempts to retrieve a page, or any of the elements within a page, from an internet server, it is said to be making a request. (Source: OpenX)

RFI abbr Request For Information
See Also: Addressable advertising
The ability of a viewer to request items via their Set-Top Box whether information, coupons, samples, etc.

2 : A specific type of EBIF application that offers the viewer the ability to request the advertisers to send more information. It is available, with many different templates for overlay display options on television, as an interactive advertising product. (Source: FourthWall Media)

3 : A standard business process whose purpose is to collect written information about the capabilities of various suppliers. Normally it follows a format that can be used for comparative purposes. Primarily used to gather information to help make a decision on what steps to take next. (Source: Mediamath)

Request For Proposal
Invitation from a current or potential client to submit a proposal for a given project or campaign that requires outlining goals, expectations and deliverables in addition to the cost.

2 : When a brand or media agency reaches out to a publisher or other firm to request a specific media buy on that property. Generally, a digital RFP outlines volume, spend, timeline, and ad units for a media plan. (Source: Cynopsis)

Resale Price Maintenance Laws
Federal and state statutes permitting agreements between a supplier and a retailer that state that the latter should not resell commodities below a specified minimum price. (Source: MASB)

R&D abbr Research And Development
The function of working through various sciences and technologies to design new products. This usually involves some basic research for creating new technologies and some applied research for converting those basic discoveries (and others) into specific new products. (Source: MASB)

NOTE – The applied (or developmental) phase begins after new product concepts have been screened and desirable attributes set up for them. It ends when scientific personnel deliver to manufacturing the necessary process specifications and finished product specifications. R&D departments also have many other duties not so directly related to new products. (Source: MASB)

Research Brief
An initial statement, often written, about how a business question can be addressed by conducting some form of market research. Research briefs are typically written by client companies for research suppliers. They usually include relevant business background, objectives for the research and suggested methodologies. (Source: ProjectOAR)

Research Design
See Also: Methodology, Research Method
The overall strategy selected for the collection, measurement and analysis of data. This may include a definition of the research problem, identification of the study sample, definition of the research instruments and protocol, and the analysis plan. (Source: ProjectOAR)
Research Hypothesis
See Also: Null Hypothesis
A specific and testable proposition about what the researchers speculate will be the outcome of a research study or experiment. (Source: ProjectOAR)

Research Method
See Also: Research Design
The tool or toolset used to collect data for the purpose of determining potential answers to an advertising or marketing question. Common examples of research methods include focus groups, in-depth interviews, surveys, eye tracking and experiments. (Source: ProjectOAR)

ROPO abbr Research Online Purchase Offline
Trend in purchasing behavior, whereby a consumer searches the Internet for information about a product on which to base a purchasing decision, and then purchases the item in a physical store. (Source: Zorraquino)

Research On Research
The process of explaining variance/identifying the causal drivers of the business or human behavior. (Source: MASB)

Research-On-Research Analytics
The process of explaining variance/identifying the causal drivers of the business or human behavior. (Source: MASB)

Research Specifications
The set of instructions that govern all aspects of a research project's design, execution and delivery. (Source: ProjectOAR)

Reserved Inventory
Ad space on a website that is set aside for an advertiser for an established price. This inventory is typically purchased through automated guaranteed methods. (Source: Next.Srds.com)

Resident Application
See Also: Middleware
Software program(s) in a Set-Top Box that can be updated via a signal or data stream by the network operator as needed.

2 : In the digital cable context, “resident application” is the application which is loaded and always available to the viewer when the Set-Top Box is starts. It is effectively synonymous with the Interactive Program Guide (IPG). It is a software layer that is part operating system and part application. Examples are Cisco Sara, Rovi Passport, and Time-Warner Cable’s MDN Navigator on Cisco STBs, and Comcast iGuide and Rovi Passport on Motorola STBs. (Source: FourthWall Media)

Resize Ad
In digital, the ability to change the height, size or width of an element, in this case an ad, but also image, window, for example.

Resolution
See Also: OLED, LCD, Pixel, Retina Display
The sharpness or clarity of a graphic image, video or other piece of content or equipment such as a monitor or printer usually expressed in terms of number of dots per inch (pixels).
2: Though technically inaccurate, the term resolution in the world of mobile phone displays and digital cameras refers to the number of columns and rows of pixels. A display with 240 pixel columns and 320 pixel rows would generally be said to have a resolution of 240x320. Resolution can also be used to refer to the total number of pixels in a digital camera image. (Source: www.Mobileburn.com)

3: The quality of an image or video file often determined by the number of pixels displayed on the screen and usually annotated as a pixel width and height dimension. However, resolution can be measured in a number of ways and takes into account pixel aspect ratio, pixel density, and other factors that determine the viewing quality of the file. (Source: IAB)

4: Usually the number of pixels in a VR display. (Source: freeflyvr)

**Resonance Baseline**
In a study using fMRI, the initial measurement of brain activity in a resting state with no added stimuli, to which a response to an experimental stimulus is subsequently compared. (Source: ProjectOAR)

**Resonance Lift**
*See Also: Resonance Baseline*
The change in blood flow that occurs with the initiation of brain activity. It occurs during the time between the resting state and the point at which an advertising stimulus is introduced, as measured with Functional magnetic resonance imaging (fMRI). (Source: ProjectOAR)

**Respiration Rate**
The number of breaths taken within a fixed amount of time, typically measured as breaths-per-minute (BPM). It is a biometric measure often used within neuroscience studies to gauge arousal. Also referred to as Breathing Frequency. (Source: ProjectOAR)

**Respondent**
A person in a survey who is asked for information using either written or verbal questioning, typically employing a questionnaire to guide the questioning. (Source: MASB)

**Respondent Fatigue**
*See Also: Participant Fatigue*
Equivalent to Participant Fatigue. (Source: ProjectOAR)

**Response Latency**
The amount of time that occurs between exposure to a stimulus used in a research study and a participant's response (see "Response") to it. (Source: ProjectOAR)

**Response Rate**
The degree to which a certain piece of content or ad attracts a response from a user, viewer or consumer. The type of response can include a click or a view, for example.

2: Rate of response per thousand impressions. (Source: Mediamath)

3: The percentage of people who are eligible for and agree to participate in a research study based on the inclusion criteria. Also referred to as Cooperation Rate. (Source: ProjectOAR)

**Responses**
Viewer initiated action that indicates receipt of a message or content or video.
2 : The number of remote clicks in which the user not only interacted but completely and positively opted-in. If an AdWidget requires a double opt-in then only full double opt-ins are counted. Also called Total Responses. (Source: FourthWall Media)

3 : In measurement, a study participant's conscious answer to a question in a questionnaire or focus group or conscious or non-conscious reaction to a stimulus (such as an advertisement) used in a research study. In advertising, an observable reaction, for example: an increase in sales, store traffic, website visits or other digital or social media metrics. (Source: ProjectOAR)

**Response Time**
A measurement of the time between a request for information over a network and the network's fulfillment of that request. "Overall response time" is an aggregate or average measurement of various response times over a particular network or through a particular host. (Source: AAI.ie)

**Responsive Design**
Responsive web design is an approach in web design with an objective to create web pages that render well on various devices and screen sizes. Using flexible images, flexible layouts, and cascading online stores and website owners can create and design pages, which adapt to the user's behavior. (Source: elogic.co)

2 : A design philosophy that provides a customized viewing experience for different browser platforms. (Source: TycheSoftwares)

NOTE – For example, if you are viewing a page on a smartphone and change the orientation from vertical to horizontal, the page will automatically adjust to this change and display the material correctly in horizontal mode. The same process occurs when viewing web pages on a desktop: if you switch from full-screen mode to the windowed mode, the page will be displayed in a changed format. (Source: elogic.co)

NOTE – Web pages which are responsive in nature will detect the visitor's screen size and orientation and change the layout accordingly. The primary reason to keep your design responsive is to increase the reach of your application to a larger audience using an array of devices. A responsive website would appear differently on laptops, tablets, or smartphones in order to provide increased usability and complete satisfaction to users. (Source: TycheSoftwares)

**RWD abbr Responsive Web Design**
A set of design principles that allows a web page to be viewed correctly on any device, whether a desktop computer, a laptop, a tablet, a mobile phone, or even a connected watch. (Source: Zorraquino)

NOTE – This term was coined by the web designer Ethan Marcotte, who in 2010 published an article in A List Apart entitled “Responsive Web Design”, and who changed the way in which web pages are designed, although the underlying reason for the creation of RWD was to make the use of smartphones widespread. (Source: Zorraquino)

**Restart Video**
*See Also: Resume Video*
In Video On-Demand, starts a suspended video from the beginning from the Saved programs / My Rentals list option.
Results Marketing
*See Also: Performance Marketing*
A marketing effort that offers a concrete, accurate and calculatable end summation for a KPI.

Resume Video
*See Also: Restart Video*
In Video On-Demand, resumes suspended video from the Saved programs / My Rentals list option.

Retailer
A merchant middleman who is engaged primarily in selling to individual consumers and/or households. One retailer may operate a number of establishments. (Source: MASB)

Retailer Marketing
*See Also: Shopper Marketing*
According to the Association of National Advertisers (ANA), retailer marketing recognizes that a true win-win for manufacturer, retailer and shopper would require specific shopper insights, collaborative planning and solutions between brand and retailer, such as shopper marketing, omni-channel and eCommerce. (Source: MASB)

Retailer Sales Promotion Demonstration
An exhibition of a product in use or in its ultimate form as an inducement to prospective purchasers. (Source: MASB)

NOTE – Examples are preparation and dispensing of food products in supermarkets, sampling of beverages in liquor stores, or demonstration of cooking equipment in department stores—all intended to call additional attention to the product or service. (Source: MASB)

Retailer-Sponsored Cooperative
A form of contractual vertical marketing system that is an example of backward integration. Independent retailers organize contractually to form a cooperative that gives them greater market power in dealing with suppliers. (Source: MASB)

Retailing
A set of business activities carried on to accomplish the exchange of goods and services for purposes of personal, family or household use, whether performed in a store or by some form of non-store selling. (Source: MASB)

Retailing the Invoice
The practice of writing the unit selling prices on vendors’ invoices, serving as the buyer’s authorization. It also refers to extensions of price-quality relationships to ascertain total retail value for purposes of the retail inventory method of accounting. (Source: MASB)

Retail Inventory Method of Accounting
A type of accounting system whereby the closing inventory at cost is determined by the average relationship between cost and retail value of all goods available for sale during the period. (Source: MASB)

Retail Product and Category Profitability
*See Also: SKU Profitability, Profitability Metrics*
Another term for SKU Profitability. (Source: MASB)
**Retail Salesperson**
A person employed by a retailer who is involved in selling goods and services to the ultimate consumer in retail stores. (Source: MASB)

**Retail Store**
A place of business (establishment)—open to and frequented by the general public—in which sales are made primarily to ultimate consumers, usually in small quantities, from merchandise inventories stored and displayed on the premises. (Source: MASB)

**Retailtainment**
Retail marketing as entertainment with the use of ambience, emotion, sound and activity to get customers interested in the merchandise and in a mood to buy. Sometimes called "inspirational retailing" or "entertailing," it has also been defined as "the modern trend of combining shopping and entertainment opportunities as an anchor for customers. A way for marketers to offer the consumer physical and emotional sensations during the shopping experience. (Source: Wikipedia)

**Retainer**
Contract whereby a business hires the services of an advertising agency for a specific period of time - one year, a few months or a few hours. If is distinct from a project-based contract in that the agency generally is not limited to working on a single project, but may work on any number of projects that arise during the contract period. (Source: Zorraquino)

**Retargeting**
The act of gathering data on a web visitor and then serving an ad to that visitor on another website based on their online behavior. Data for this tactic is derived from the cookie that was placed on the visitor’s computer upon the initial website visit. (Source: Centro)

2 : Another term for Remarketing.

3 : A form of online targeting advertising and are served to people who have already visited your website or are a contact in your database (like a lead or customer). (Source: Tubemogul)

4 : An online advertising strategy that aims to re-engage website visitors who left a site without converting. Retargeting starts with a small tracking tag embedded in your website’s code. You can then target these prospects on other websites, including social networks. (Source: Blog.Hootsuite.com)

5 : The tactic of advertising to lapsed users who already have installed an app well after the conversion takes place. Also known as remarketing, this technique is popular because a user’s previous intent often makes them more likely to convert than new users. (Source: Adjust.com)

6 : Online advertising technique that consists of bombarding users who have previously interacted with a brand, either because they have visited its website or opened an e-mail, with display advertisements while they are browsing other sites. This formula seeks to remind users of the brand and to capture them again so that final conversion can be achieved. Technically this requires the use of a pixel tag or some other code – which is incorporated into the brand’s website – in order to allow third parties to recognize specific users when they are off the domain where this activity has been noted. Google uses the term ‘remarketing’ to define this same technique in its Adwords tool. (Source: Zorraquino)
Retargeting Pixel Code
A third party tag provided by a retargeting network or vendor for implementation on the advertiser pages. The tag is implemented on the web pages related to an action used for retargeting. On merchant websites it is often product pages or cart pages. This gives instruction to the visitor’s browser to request a one single pixel image from the retargeting company servers. The retargeting network uses the request to place a cookie on the visitor’s desktop. For tracking each product seen at the product page level, a unique product ID (often a SKU) is generated with the pixel request. (Source: Digitalmarketing-glossary.com)

Retention
See Also: Commercial Viewing Index
The ability to capture and hold on to the attention and / or retain a message in the memory of a viewer or consumer.

2 : Ratio of ad rating in program to total program rating.

3 : The app usage rate by an active user during a defined period of time after the app install. (Source: IAB Mobile App Marketing Glossary Working Group)

Retention Rate
Gives a number to the percentage of users who still use an app a certain number of days after install. It is calculated by counting unique users that trigger at least one session in one day, then dividing this by total installs within a given cohort. (Source: Adjust.com)

2 : The ratio of the number of retained customers to the number at risk. Retention rate is used to count customers and track customer activity, irrespective of the number or dollar value of transactions made by each customer. Retention rate (%) = [Number of customers retained ÷ Number of customers at risk] x 100 (Source: MASB)

NOTE – Retention rate is usually assumed to be constant across the life of the customer relationship. For products and services that go through trial, conversion, and loyalty progression, retention rates will increase over the lifetime of the relationship. Note that this definition of retention is a ratio of the number retained to the number at risk (of not being retained). The key feature of this definition is that a customer must be at risk of leaving in order to be counted as a customer successfully retained. The percentage of customers starting the period who remained customers throughout the period is close to being the retention rate. This percentage would be a true retention rate if all the customers starting the period were at risk of leaving during the period. (Source: MASB)

Retention Rate %
In Nielsen measurement, it is the percentage of unique person visiting the Website A last month who also visited Website A this month. (Source: Nielsen)

NOTE – For example, 41.4% of those who visited Website A in September also visited Website A in October. Another way to look at this is that Website A managed to retain 41.4% of last month’s visitors this month. Therefore 58.6% of last month’s visitors were lost and were replaced with new visitors this month. (Source: Nielsen)

Retina Display
See Also: Pixel, Resolution
The name given by Apple to their high resolution screen technology hardware that was introduced on the iPhone4. The display has a resolution of over 300 dpi and refers to the way the high resolution display appears as a smoother, sharper image to the human eye. (Source: Techterms)
RBD *abbr* **Retinal Binocular Disparity**
Ratio of the convergence angle of the image to the convergence angle of the object.
(Source: freeflyvr)

**Retraction**
An event programmed into an expandable ad that causes the ad to be reduced to its original dimensions (i.e. the expanded portion of the ad retracts). (Source: IAB)

**Retransmission Consent**
An option granted to television stations as part of the law that granted such stations the option to elect must-carry rights. Under retransmission consent, a full-power U.S. television station may elect to negotiate with a cable system operator for carriage of its broadcast programming. A station may propose that the cable operator pay cash to carry the station or ask for any other form of consideration. The cable operator may refuse the broadcaster’s proposal and not carry the station or offer a counter-proposal. Broadcast stations have similar rights with respect to satellite television providers like DirecTV and Dish Network. (Source: StateoftheMedia.org)

**Return Channel**
*See Also: Reverse Link, Back Channel, Return Link*
A data path that goes from the subscriber to the cable headend. Also known as Upstream, Reverse Path or Return Path. (Source: IAB)

2 : The transmission link from a user terminal to the central hub that is often slower than the corresponding forward links. (Source: Wikipedia)

NOTE – The return channel need not use the same medium as the main channel. For example, some "hybrid" Internet access services use a one-way cable television system for the forward channel and a dial-up modem and telephone line for the return channel. (Source: Wikipedia)

**Return Link**
*See Also: Return Channel, Reverse Link, Back Channel*
The same term as Return Channel.

**ROAS *abbr* **Return On Ad Spend**
Expressed as a dollar amount which equals total ad expenditure divided by revenue.
(Source: Mediamath)

2 : A metric calculated by dividing the revenue generated from an ad campaign by the cost of that campaign. (Source: TVSquared)

**ROI *abbr* **Return On Investment**
A term used to quantify the amount of income, calculatable value, business, market share, consumer affection or any other type of gain, garnered from an advertising campaign or other cost initiative. Financially it is how an entity measures the performance of its assets.

2 : Matching tuning records with consumer purchase behavior. (Source: Nielsen)

3 : The ratio of total incremental sales produced by a marketing stimulus to total cost of that stimulus. (Source: TRA)
4: Net profit divided by investment. (Source: IAB)

5: A metric used to evaluate the efficiency of a marketing action. (Source: Mediamath)

6: A performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments. To calculate ROI, the benefit (return) of an investment is divided by the cost of the investment; the result is expressed as a percentage or a ratio. In the above formula “gains from investment”, refers to the proceeds obtained from selling the investment of interest. Return on investment is a very popular metric because of its versatility and simplicity. That is, if an investment does not have a positive ROI, or if there are other opportunities with a higher ROI, then the investment should not be undertaken. (Source: Mediacrossing)

7: A KPI that is a measure of return for every dollar invested, helps with cost savings, profits and increased outputs in dollars. (Source: Bajwa, R. (2021). 6 KPIs to Monitor the Success of Your Business, Advertising Week 360. AW360.)

8: The ratio between net income and initial investment, (i.e. how much did you spend on marketing vs. how much business did it drive? Or how much money did you make?) (Source: TVSquared)

9: One way of considering profits in relation to capital invested. Return on investment (%) = Net profit ($) ÷ Investment ($) x 100 % (Source: MASB)

NOTE – Return on assets (ROA), return on net assets (RONA), return on capital (ROC) and return on invested capital (ROIC) are similar measures with variations on how investment is defined. (Source: MASB)

ROMI abbr Return On Marketing Investment
See Also: Return on Investment, Marketing Return on Investment, Marketing ROI
The optimization of marketing spend for the short and long term in support of the brand strategy by building a market model using valid, objective marketing metrics. Improving ROMI leads to improved marketing effectiveness, increased revenue, profit and market share for the same amount of marketing spend. (Source: Wikipedia)

ROO abbr Return Of Objective
See Also: Return On Objective
Refers to the use of non-sales metrics to gauge the impact of marketing activity. These metrics are chosen from the primary objectives of the marketing activity and commonly include changes in awareness, brand favorability, purchase intent, preference, message recognition and category relevant associations. ROO is often calculated as a percent change versus a baseline level: Return of Objective = Objective After Activity (%) – Objective Baseline (%) (Source: MASB)

NOTE – ROO metrics are often used when it is not possible or feasible to tie marketing activities directly to sales and therefore it is not possible to directly calculate a Marketing Return on Investment. ROO metrics are also commonly used to complement and provide confidence in MROI calculations. (Source: MASB)

ROO abbr Return On Objective
See Also: Return Of Objective
Another term for Return Of Objective. (Source: MASB)
Return Path
See Also: Back Channel, Pulling
Another name for backchannel. A term used to describe the technology which provides the infrastructure for electronic traffic traveling from the subscriber to the platform company. (Source: Nielsen)

2: A communication channel that can be used by a Set-top Box to communicate with the cable headend or a service provider. Some homes and certain types of devices (e.g. non digital Set-top Box) do not have return path capability. Return path communication in Satellite homes is facilitated through landline phone lines or an independent broadband connection. (Source: MRC)

RPD abbr Return Path Data
Any data received from the return path. Data can be pulled from Set-Top Boxes, mobile, internet etc.

2: A specific system component in the current Motorola cable headend environment that provides the return data service. Any Set-Top Box data sent to the server side utilizes this system. (Source: FourthWall Media)

NOTE – Census data not available. STB data currently limited. Nielsen has developed specific procedures to complete the value of STB tuning data. (Source: Nielsen)

RPDi abbr Return Path Data Individual
Possibly unique to Kantar Media Audiences. It is an opt-in panel of individuals who have agreed to participate in a measurement panel and whose viewing will be recorded and ascribed back to them for measurement purposes. Enables the ability to see a person’s viewing and tuning behaviors rather than just household level or Set-Top Box level viewing and tuning behaviors.

Return Visits
The average number of times a user returns to a site over a specific time period. (Source: IAB)

Retweet
To share someone else’s Tweet with your followers. When you click the retweet button on the Twitter website or app, you can opt to republish the tweet as is, or add a comment to explain why you’re sharing it. (Source: Blog.Hootsuite.com)

Revenue Management
See: Yield Management
The management of the sales, inventory control and pricing process so as to maximize the value of the inventory for sale and achieve the highest revenue.

Revenue Marketing
The holistic process of identifying specific channels in marketing that offer revenue growth and optimizing resources to maximize ROI from all marketing activities. Creating measurable outcomes for the marketing team in terms of revenue generated and pipeline activity. (Source: Salespanel.io)

Revenue Market Share
See Also: Market Share, Unit Market Share
Another term for Market Share. (Source: MASB)
Revenue Model
The revenue relationship or deal type established between an ad network and the publishers that they directly manage. (Source: OpenX)

Revenue Per Mille
Revenue per thousand impressions. (Source: Mediamath)

Revenue Share Model
A partnership between a publisher and an ad provider in which profits from ad-serving are split between the two. It used to be that such agreements tended to come in at about 50/50. Since the rise of programmatic buying, the split has tended to favor of the publisher. (Source: Cynopsis)

Revenue Share Of Requirements
See Also: Share of Requirements, Share of Wallet, Unit Share of Requirements
Another term for Share of Requirements. (Source: MASB)

Revenue Sharing
A sales model that distributes both the profits and losses across all partners.

Reverse Compensation
The practice of a commercial television station paying a television network in exchange for being permitted to affiliate with that network. The word “reverse” refers to the historical practice of networks paying stations to compensate them for the airtime networks use to run network advertisements during their programming. (Source: StateoftheMedia.org)

Reversed Out Type
A technique used in ads in which text that has a light or white color is placed on a darker background. (Source: ProjectOAR)

Reverse Link
See also: Downlink, Uplink, Return Link, Return Channel
Sometimes called a return channel. It is the link from a mobile user to a fixed base station. If the link includes a communications relay satellite, the reverse link will consist of both an uplink (mobile station to satellite) and a downlink (satellite to base station) which together constitute a half hop. (Source: Wikipedia)

Rewarded Video
Modified video ads that are structured around an in-app economy. Ads give users premium content, such as credits or coins, in exchange for watching a short video ad. A major benefit of rewarded video is that it encourages interactivity, and therefore viewer engagement. Rewarded videos are used primarily, though not exclusively, in gaming apps. (Source: Cynopsis)

Rewind
See Also: Zip, Trick Play
Allows viewer to go back to earlier portion of programming; image remains on screen throughout.
RF Report
A TRA Report which builds on the data generated by the AME report and adds commercial reach frequency and frequency distribution values for the campaign against total homes and purchaser / demographic target homes broken out as desired e.g. by advertising creatives executions, etc. (Source: TRA)

Rich Content
See Also: Ephemeral Content
Consists of different media formats (sound, video and images) used at the same time and place. For example, emojis or gifs are called rich content when they are used within an instant messaging app. (Source: iadvize.com)

RDD abbr Rich Data Definition
Provides an automated way of enriching the definition of the data on the user interface for the application data fields.

Rich Media
Media content or services that feature a range of formats such as audio, video, images, text and graphics that are dynamic and / or interactive and are organized in a specific manner.

2 : Advertisements with which users can interact (as opposed to solely animation) in a web page format. These advertisements can be used either singularly or in combination with various technologies, including but not limited to sound, video, or Flash, and with programming languages such as Java, JavaScript, and DHTML. These Guidelines cover standard Web applications including e-mail, static (e.g. html) and dynamic (e.g. asp) Web pages, and may appear in ad formats such as banners and buttons as well as transitionals and various over-the-page units such as floating ads, page take-overs, and tear-backs. (Source: IAB)

3 : An ad that contains images or video and involves some kind of user interaction. The initial load of a Rich Media ad is 40K or more. While text ads sell with words, and display ads sell with pictures, Rich Media ads offer more ways to involve an audience with an ad. The ad can expand, float, peel down, etc. And you can access aggregated metrics on your audience's behavior, including number of expansions, multiple exits, and video completions. (Source: Mediamath)

4 : Ad technology that features more refined images as well as audio and video in the ad. Rich media ads frequently allow visitors to interact with a banner without leaving the page on which it appears (e.g., movie ads that expand and play a trailer on the host page). (Source: OpenX)

5 : A multimedia format that offers an enhanced experience relative to older, mainstream formats. New formats are regularly being introduced and old formats become part of the mainstream (or disappear altogether). Standard graphic formats such as JPEG and GIF would not be considered rich media. (Source: MASB)

Rich Media Ads
Ads that are programmed in a way that a viewer can more actively engage with them than via standard text or display formats. Examples are video ads, flash animated ads and ads that mix text and animated content and designs.

Rich Media For TV
Solutions that offer marketers the ability to reach viewers in a way similar to how marketers are already reaching consumers in online and through mobile apps and browsers. (Source: IAB)
Rich Pin
A Pinterest post that contains additional content from the original website. There are three categories: article, recipe, or product. For example, product Rich pins include real-time information about where to buy the product, pricing, and availability. (Source: Blog.Hootsuite.com)

Rich Snippets
Tags that enable useful information to be added to search engine results pages (or SERP). Their objective is to provide users with additional data to assess which is the best search result. (Source: Zorraquino)

Rider
See Also: Apron
Another term for Apron. (Source: MASB)

Right Media Exchange
Yahoo's ad exchange; The dominant source of much of the advertising supply/inventory that we buy. (Source: Mediamath)

Rip-o-matic
See Also: Animatic

Rising Stars Display Ad Units
IAB invited companies and individuals to submit ad templates designed to drive brand equity. Six templates were chosen to be validated by the market. Rising Star Display Ad Units are designed to be the only ad on a page. Their file load limits are larger than for other ads, so not only would a Rising Star Ad Unit overshadow any other ads on the page but they would also compromise the performance of the page should other rich media ads be allowed to load simultaneously. (Source: IAB)

Roadblock
A form of advertising feed where ads are viewable across several channels or platforms at the same time.

2 : Premium 100% share-of-voice rotation typically for one day or one week. (Source: IAB)

3 : The scheduling of a brand's commercial at approximately the same time on all networks, or all stations in a given market. (Source: TVB)

Roadmap
A roadmap is a document that is intended to show the direction and progress of a project or a team. This programming plan shows the objectives to be achieved, as well as the strategies and steps to be followed to achieve them. (Source: Zorraquino)

2 : A plan or guide to show how something is arranged or can be accomplished. (Source: MASB)

Robot
See Also: Spider
A generic term for programs that trawl through the internet to collect data and other information from websites.
2: A machine—especially one programmable by a computer—capable of carrying out a complex series of actions automatically. A robot can be guided by an external control device, or the control may be embedded within. Robots may be constructed to evoke human form, but most robots are task-performing machines, designed with an emphasis on stark functionality, rather than expressive aesthetics. (Source: Wikipedia)

NOTE – Can be configured through software and AI-driven intelligence to automate routine tasks such as data extraction and cleaning via existing user interfaces. (Source: McKinsey)

**Robot Clone**
Uploading the mind of a person through the use of artificial intelligence into a robot thus creating a replica or clone of the person.

**RPA abbr Robotic Process Automation**
a software technology that makes it easy to build, deploy, and manage software robots that emulate humans actions interacting with digital systems and software. (Source: uipath.com)

**Robust Watermarking**
See Also: Fragile Watermarking, Digital Watermarking, Watermark, Lossy Compression
A watermark that resists manipulation of the media, such as lossy compression (where compressing data and then decompressing it retrieves data that may well be different from the original, but is close enough to be useful in some way), scaling, and cropping for example.

**ROI Driving Target**
The purchaser segment that is driving the brand’s current advertising ROI and which therefore should be chosen as the target for media selection purposes so as to maximize ROI. (Source: TRA, trademarked term)

**ROI Index**
A Nielsen index which compares the ROI percentage of a specific program or campaign to all ROI percentages, thus creating an index. (Source: Nielsen)

**ROI Report**
A TRA report that combines tuning and purchasing data to calculate the ROI associated with an advertising campaign and / or with parts of that campaign. (Source: TRA)

**ROIx Report**
A TRA report that compares purchasing behaviors of households who were exposed to the advertising with those who were not. (Source: TRA)

**Roku**
A brand of hardware digital media players manufactured by American company Roku, Inc. They offer access to streaming media content from various online services. (Source: Wikipedia)

NOTE – The first Roku model, developed in collaboration with Netflix, was introduced in May 2008. Roku devices have been considered influential on the digital media player market, helping to popularize the concept of low-cost, small-form-factor set-top boxes for over-the-top media consumption. Roku has also licensed its platform as middleware for smart TVs. (Source: Wikipedia)
Role
See Also: Family Roles
A grouping of user permissions, which, when assigned to a user, defines the tasks that they can perform on behalf of their accounts. (Source: OpenX)

2 : Another term for Family Roles. (Source: MASB)

Role-Playing
See Also: Projective Techniques
In media and market research, a projective technique often used in qualitative research and ideation in which participants are asked to change perspective, words and behavior by assuming another's role (as a brand user, seller or competitor, for example) in order to gain a deeper understanding of a particular point of view. For instance, a marketing team might "role play" a loyal brand user versus a competitive user, to delve into deeper feelings about the brand. (Source: ProjectOAR)

Roll (VR)
In virtual reality, the angular displacement about the lateral axis. (Source: freeflyvr)

Rolling-Five
See also In-Season Stacking Rights
The right of program providers such as TV Networks and Pay-TV services to make available to viewers only the last five episodes of a show that aired on TV rather than the full season.

Roll Out
An advertising technique where advertising is expanded to cover more and more markets as distribution/ product sales are also expanded. (Source: AAI.ie)

Rollover
The willful pause of the user’s cursor on the target portion of the creative (the “hot spot”), such pause lasting at least one second in duration, before an action may be initiated by the ad (i.e. trigger an expand event, etc.). This one-second pause/delay requirement prevents unwanted, user-initiated actions and false reporting of user engagement. Rollover may NOT initiate audio. (Source: IAB)

Romance Scam
See Also: Scam, Internet scam
A form of internet scam where thieves use social media, dating apps, dating websites, email and other online services to pretend to be romantic companions in order to form a duplicitous connection with the intent to steal from the lonely heart.

Root Server
One of several domain name system servers on the Internet that contain the IP addresses of the top level domain registry organizations that maintain the global domains (.com, .net, .gov, etc.) and country code domains (.uk, .ca, .fr, etc.). The first point of entry for resolving a domain name, there are currently 34 root servers throughout the world operated by government agencies and private organizations, all of which contain the same data. (Source: PCMag)

Root Zone
See Also: DNS Root Zone
The top level categorization namespace of the global internet. Examples include .com and .org
Rotate
See Also: Randomize
The practice of showing questions, answer choices, brands or attributes in a different order to different participants in a research study. For example, for a list of five attributes ranging from Attribute A to Attribute E, one fifth of the participants might see or hear Attribute A first, followed by Attribute B, followed by C, D, and E, while another fifth might see or hear Attribute B first, followed by C, D, E, and A. It is also sometimes used to refer to re-ordering of experimental conditions in testing designs. The term "Rotate" is sometimes used interchangeably with "Randomize," though rotation is a specific type of randomization. (Source: ProjectOAR)

Rotation
A way in which creatives are served on a page. The creative will change when the page is refreshed, rather than stay static. Some advertisers may request that their ad not be rotated. (Source: OpenX)

2 : Scheduling of advertising in the same program or time period on different days each week (horizontal rotation) or throughout a particular day (vertical rotation) in order to increase advertising exposure to different prospects. (Source: TVB)

Rough
A dummy of an advertising layout or an early version of a storyboard prepared by art directors and copywriters to help them realize the advertising idea and discuss it with others in the advertising agency and sometimes with clients. (Source: MASB)

Rough Cut
The first version of a video ad following preliminary cutting and editing, with scenes in sequence and soundtrack synchronized. (Source: ProjectOAR)

Rough-o-Matic
See Also: Steal-o-matic, Animatic

Router
In packet-switched networks such as the Internet, it is a device or, in some cases, software in a computer, that determines the next network point to which a packet should be forwarded toward its destination. (Source: searchnetworking.techtarget.com)

Router Contracts
In Blockchain, in the context of DEX, a contract that determines the most efficient path of swaps in order to get the lowest slippage, if no direct trading pair is available e.g., on Uniswap. (Source: ShellyPalmer.com Blockchain Glossary)

Routinized Choice Behavior
Occurs after a sufficient number of “trials” or purchases of a particular brand; the decision process requires very little cognitive effort and little or no decision making is involved. The behavior becomes habitual or routine. (Source: MASB)

Routinized Response Behavior
See Also: Routinized Choice Behavior
Another term for Routinized Choice Behavior. (Source: MASB)
ROVI i-Guide
Once called the TV Guide channel, it is the viewer's interactive program guide channel that lists all programs for each available network and channel. Other information is available through addressable elements including exposure to Banner Ads, Click-Throughs, switch to VOD, RFI, tuning and recording programs.

RSS Feed
A format for syndicating web content. It may be short for Rich Site Summary or Really Simple Syndication, depending on who you ask, but neither is an official acronym. RSS feeds are created in a standard XML format that makes them compatible with a variety of readers and aggregators that readers can subscribe to. (Source: Blog.Hootsuite.com)

RSS Readers
Software programs or websites that enable users to subscribe to one or more RSS feeds, delivering content and information from multiple sources into a single user interface and environment. (Source: Mediamath)

2: A tool that allows you to collect articles from multiple RSS feeds in one place for easy reading. (Source: Blog.Hootsuite.com)

Rug-Pulls
See Also: Pump and Dump
A type of scam where crypto developers abandon a project and take their investors' money. A malicious maneuver in the cryptocurrency industry. (Source: CoinMarketCap.com)

NOTE – Rug pulls usually happen in the decentralized finance (DeFi) ecosystem, especially on decentralized exchanges (DEXs), where malicious individuals create a token and list it on a DEX, then pair it with a leading cryptocurrency like Ethereum. Once a significant amount of unsuspecting investors swap their ETH for the listed token, the creators then withdraw everything from the liquidity pool, driving the coin's price to zero. The coin’s creators may even create a temporary hype around Telegram, Twitter, and other social media platforms and initially inject a substantial amount of liquidity into their pool to cultivate investor confidence. (Source: CoinMarketCap.com)

Rule of Reason
Has dual meanings: (Economic) A principle for determining the legality of business practices. Illegality is determined by evidence concerning the country, competitors, and consumers. (Legislation) A standard applied to the Sherman Antitrust Act that interprets it to prohibit only “unreasonable restraints of trade” rather than every restraint of trade. The courts have not consistently defined the term “unreasonable.” (Source: MASB)

Rules-Based Software
See Also: Bid Management Software
Another term for Bid Management Software. (Source: MASB)

Run-of-Exchange
All inventory available for purchase on an ad exchange. (Source: Mediamath)

RON abbr Run-of-Network
The scheduling of advertising on any platform whereby an ad network positions ads across the network or site it represents at its own discretion, according to available inventory. The advertiser usually forgoes premium positioning in exchange for more advertising weight at a lower CPM.
2: Ads that will appear anywhere on any page of any site that is part of a specific ad network. Such untargeted advertising is the cheapest to purchase. (Source: OpenX)

3: The scheduling of Internet advertising whereby an ad network positions ads across the sites it represents at its own discretion. (Source: Tubemogul)

**ROP** *abbr* Run Of Press or Run Of Paper
A newspaper insertion for which an exact position is not requested but left to the newspaper's discretion. (Source: AAI.ie)

**ROS** *abbr* Run of Schedule
The scheduling and airing of advertising time throughout the programming day left to the discretion of the network.

2: The scheduling of Internet advertising whereby an ad network positions ads across the sites it represents at its own discretion, according to available inventory. The advertiser usually forgoes premium positioning in exchange for more advertising weight at a lower CPM. (Source: Mediamath)

3: Scheduling of commercials at any time of a station's choosing. (Source: TVB)

4: The scheduling of Internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site sub-sections. (Source: Tubemogul)

**ROS** *abbr* Run-Of-Site
The scheduling of Internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site sub-sections. (Source: IAB)

2: In programmatic, the ability to purchase an ad which will run and alternate on any of the pages of that chosen publisher's website. (Source: Next.Srds.com)

3: The scheduling of Internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site sub-sections. (Source: Mediamath)

4: Ads that will appear anywhere on a website. (Source: OpenX)

**Rural Population**
According to the U.S. Census, rural population is that part of the population not classified as urban (i.e., persons living in places of less than 2,500 inhabitants). (Source: MASB)

**Saccades**
*See Also: Eye Tracking, Fixation*
Rapid, nearly instantaneous movement of the eyes between two or more points of visual fixation. Used as a measure in eye-tracking research. (Source: ProjectOAR)
Safety Needs
See Also: Maslow’s Hierarchy of Needs, Psychological needs, Self-Actualization Needs
Another term for Maslow’s Hierarchy of Needs. (Source: MASB)

Safety Stock
Inventory used as a safety cushion for cycle stock so the retailer won’t run out of stock if demand exceeds the sales forecast. As a measurement, it is the average amount of inventory on hand when a new shipment arrives. (Source: MASB)

Saleable Sample
A regular or specially-sized quantity of the product offered at a low price to induce trial. (Source: MASB)

Sales
See Also: Sales Revenue, Sales Volume, Volume
Equals the dollar amount a company makes during the period under review. Sales volume equals the number of units a business sells during a given period, such as a year or fiscal quarter. The concepts of sales and sales volume interconnect because total sales equal sales volume multiplied by the unit price. (Source: MASB)

NOTE – For example, if a company sold 1 million units of a product at $2 apiece, the corporate sales volume would be 1 million, yielding periodic sales of $2 million (1 million multiplied by $2). (Source: MASB)

Sales Activity Goal
See Also: Activity Goal
Another term for Activity Goal. (Source: MASB)

Sales Call
A meeting between a customer and a salesperson who engages in selling. (Source: MASB)

Sales Call Grid Allocation
Used to classify customers and determine the sales effort to direct toward them. The dimensions are the strength of the firm’s position with the customer and the customer’s sales potential. (Source: MASB)

Sales Contest
A short-term incentive program designed to motivate sales personnel to accomplish specific sales objectives. In general, sales contests are used by firms to stimulate extra effort for obtaining new customers, promoting the sales of specific items, generating larger orders per sales call, etc. (Source: MASB)

NOTE – Although contests should not be considered part of the firm’s ongoing compensation plan, they do offer salespeople the opportunity to gain financial (e.g., cash, merchandise, or travel) as well as non-financial rewards (recognition and sense of accomplishment). (Source: MASB)

Sales Demonstration
An aspect of the sales presentation that provides a sensory appeal to show how the product works and what benefits it offers to the customer. (Source: MASB)
Sales Discount
*See Also: Cash Discount, Purchase Discount*
Another term for Cash Discount. (Source: MASB)

Sales Engineer
*See Also: Technical Salesperson*
A salesperson who has extensive product knowledge and uses this knowledge as the focal aspect of the sales presentation. (Source: MASB)

Sales Force Compensation
According to The Complete Guide to Accelerating Sales Force Performance, “the incentive plan needs to align the salesperson’s activities with the firm’s objectives.”

\[
\text{Compensation (\$)} = \text{Salary (\$)} + \text{Bonus 1 (\$)} + \text{Bonus 2 (\$)} \text{ and } \text{Compensation (\$)} = \text{Salary (\$)} + [\text{Sales (\$)} \times \text{Commission (\%)}]
\]

(Source: MASB)

Sales Force Compensation Metric
To determine the mix of salary, bonus, and commission that will maximize sales generated by the sales force. When designing a compensation plan for a sales force, managers face four key considerations - level of pay, mix between salary and incentive, measures of performance, and performance-payout relationships. The level of pay, or compensation, is the amount that a company plans to pay a salesperson over the course of a year. This can be viewed as a range, because its total will vary with bonuses or commissions. (Source: MASB)

Sales Force Evaluation
An assessment of the overall personal selling effort. The evaluation process helps to measure whether the selling effort is on target with respect to the goals established and also provides strong clues of where and how the selling effort can be improved. (Source: MASB)

NOTE – Sales analysis and cost analysis are major techniques sales managers use to evaluate sales force efforts. To supplement these analyses, objective measures such as output evaluation criteria, input evaluation criteria, and ratio of output to input can be employed. (Source: MASB)

Sales Funnel
Graphical representation of the route taken by a user of an e-commerce site, from when they enter to when they make a purchase. (Source: Zorraquino)

NOTE – A sales funnel should define the different stages a user passes through until they undergo a conversion, and show how many customers are lost at each stage of the process, thereby providing the option to improve such sections and reduce the abandon rate, increasing purchasing probabilities. The process is represented by an inverted pyramid or funnel because there are always more visits to a page than sales and, as the purchasing process progresses, the number of users declines. (Source: Zorraquino)

Sales Lead
An inquiry or referral about an individual or organization that is a potential customer. (Source: MASB)

Sales Management
The planning, direction, and control of the personal selling activities of a business unit, including recruiting, selecting, training, equipping, assigning, routing, supervising, paying and motivating as these tasks apply to the sales force. Sales management involves three interrelated processes:
- Formulation of a strategic sales program;
- Implementation of the sales program; and
- Evaluation and control of sales force performance.
(Source: MASB)

**Sales Per Million**
*See Also: Velocity Metrics, Sales Per Point of Distribution*
Another term for Velocity Metrics. (Source: MASB)

**Sales Per Point of Distribution**
*See Also: Velocity Metrics, Sales Per Million*
Another term for Velocity Metrics. (Source: MASB)

**Salesperson**
Primarily involved in the personal process of assisting and/or persuading a potential customer to buy a product or service to the mutual benefit of both buyer and seller. (Source: MASB)

**Sales Potential Forecast**
Comprises the number of prospects and their buying power. Sales potential can be represented in a number of ways. Of these, the most basic is population (i.e., the number of potential accounts in a territory). (Source: MASB)

**Sales Prospecting Methods**
Various sales prospecting methods are used by salespeople to approach prospects:
- Benefit approach
- Center of influence method
- Cold canvassing
- Curiosity approach
- Endless chain method
- Introduction method
- Product approach
- Referral approach
(Source: MASB)

**SQL abbr Sales Qualified Lead**
A lead that is considered by the marketing team to be ready to make a purchase. When an MQL becomes a SQL, the lead is passed from the marketing team to the sales team. (Source: Zorraquino)

**Sales Report**
Submitted by salespeople to inform management about what is happening in the field. Most managers expect salespeople to report competitive activities, reactions of customers to company policies and products, as well as any other information management should know. In addition, sales reports can provide records for evaluating sales force performance. Sales reports often include such information as the number of calls made, orders taken, miles traveled, days worked, new prospects called on, and new accounts sold. (Source: MASB)

**Sales Revenue**
*See Also: Sales, Sales Volume, Volume*
Another term for Sales. (Source: MASB)
**Sales Territory**
The customer group or geographic district for which an individual salespeople or sales teams hold responsibility. Territories can be defined on the basis of geography, sales potential, history, or a combination of factors. Workload (#) = [Current accounts (#) x Average time to service an active account (#)] + [Prospects (#) x Time spent trying to convert a prospect into an active account (#)] The sales potential in a territory can be determined as follows: Sales potential ($) = Number of possible accounts (#) x Buying power ($) (Source: MASB)

**Sales Velocity**
*See Also: Velocity, Sales*
A term describing the rate at which dollars or units pass through in a given time (basically, sales divided by distribution) and measures how well a brand sells when it is available.

NOTE – Two major sales velocity measures are sales per point of distribution (SPPD) and sales per million (sales per $MM). Sales per million ($) = Sales ($) ÷ [% ACV distribution x (Market ACV ÷ 1,000,000)] (Source: MASB)

**Sales Volume**
*See Also: Sales, Volume*
Another term for Sales. (Source: MASB)

**Saliency**
*See Also: Relevancy*
A characteristic, trait or element within an ad campaign or advertising creative that stands out or attracts attention due to its conspicuousness, relative to other traits or elements. (Source: ProjectOAR)

**Salient Beliefs**
*See Also: Saliency*
In media and market research, points of view that consumers hold that are highly memorable and prominent. These beliefs can be easily retrieved from memory to influence perceptions and decision-making, with respect to a brand, product or service. (Source: ProjectOAR)

**Same Day Ratings**
Also known as Live Plus Same Day Ratings

**Same Day Viewing**
*See Also: Trick Play*
Any live viewing plus any playback within the same broadcast day.

**Sample**
A subset of a universe whose properties are studied to gain information about that universe. (Source: IAB)

**Sample (in Measurement)**
*See Also: Census*
A statistically stable, randomly selected subset of a full census or population whose behavior is a projectable prototype of the behavior of the full population or census.

2 : Set-Top Boxes or households randomly selected from a universe to represent that universe. (Source: Kantar Media Audiences)
Sample (in Advertising)
See Also: Coupons
In such services as VOD, samples are like coupons. They are clickable overlays or enhancements before, during or after a video ad whereby a viewer can request products, get more information, or receive a coupon.

Sample (in Media or Market Research)
See Also: Sample Population, Sample Design, Sample Size
In a media or market research study, a subset of a population of interest chosen to be representative of that population. For example, a researcher who is interested in consumers in the market for furniture may use a sample of 500 recent furniture buyers. (Source: ProjectOAR)

Sample Design
In media and market research, the set of specifications employed to decide the number and type of individuals or households to be selected from each data source. Consideration is usually given to produce a sufficiently robust sample for the study, for purposes of statistical stability and representation, as well as the qualifying criteria of the participants, to assure that they are part of the target--with respect to demographics, psychographics and brand or category usage. (Source: ProjectOAR)

Sample Design Error
A form of bias introduced through the sample design process, usually due to sample selection error, such as failing to include individuals from certain demographic groups or geographical representation. (Source: ProjectOAR)

Sample Distribution
The profile or characteristics of a given variable within a studied sample--often compared with known population distributions, to evaluate how representative a sample is of the broader population. For instance, the gender distribution of a sample may be 50% male and 50% female. (Source: ProjectOAR)

Sample Population
See Also: Inclusion Criteria, Research Brief, Sample Frame, Sample Universe
The population that a research study sample is intended to represent, as defined by the inclusion criteria and from the research brief. (Source: ProjectOAR)

Sample Representativeness
Refers to the degree to which a drawn subset (the “sample”) mirrors the population of interest in terms of the characteristics (behaviors, attitudes, etc.) being studied. (Source: MASB)

Sample Selection Error
See Also: Bias Sampling, Bias Selection
A type of error that occurs when assembling a sample for a market research study in which individuals are included who do not meet the target population definition or who should not have been included for other reasons according to the sample design. Can also refer to inadvertent omission from a sample of individuals who should have been included. (Source: ProjectOAR)

Sample Size
The number of people or observations included in a research study. Sample size is often referenced with lower case letter "n" (e.g., a sample of 200 respondents may be referred to as n=200). (Source: ProjectOAR)
Sample Survey
Refers to a cross-sectional study in which the sample is selected to be representative of the target population and in which the emphasis is on the generation of summary statistics such as averages and percentages. (Source: MASB)

Sample Universe
_See Also: Sample Population_

Sampling
Sampling is the process of statistically selecting individuals (units) for a research study so as to represent the larger universe or population being studied. Proper sampling methods are essential in order to achieve research results that are projectable to the larger population. (Source: ProjectOAR)

2: Marketing practice that consists of distributing free product samples or service test periods to gain new customers. It tends to be used during launches to promote potential customer familiarization item, and obtain a high response level, generating expectation. It is very common in the technology and leisure sectors, which run websites offering previews or downloadable demos of future launches, as happens with film or series trailers or sneak peeks, or exclusive comic or literature previews. They also possess a strategic component, enabling market results and reaction to new additions or future modifications to be monitored. (Source: Zorraquino)

3: The selection of a subset of elements from within a population to estimate characteristics of the whole population. Two advantages of sampling over measuring the entire population are lower costs and faster data collection. (Source: MASB)

Sampling Cell
The smallest individual element that makes up the sample of participants used in a research study. A cell can also be interpreted as a sub-sample within the total sample. For example, a sample of men and women in two distinct markets could make up four cells of interest within the study: men, market one; men, market two; women, market one; women, market two. Also referred to as "Cell." (Source: ProjectOAR)

Sampling Control
A qualifying question or questions applied to studies relying on questionnaires that concerns the researcher’s dual abilities to direct the inquiry to a designated respondent and to secure the desired cooperation from the respondent. (Source: MASB)

Sampling Distribution
Refers to the distribution of values of some statistic calculated for all possible samples that could be drawn from a parent population under a specific sampling plan. (Source: MASB)

Sampling Error
The difference between the results obtained from a research sample compared with results that would have been obtained from the total population of interest. (Source: ProjectOAR)

2: The difference between the observed values of a variable and the long-run average of the observed values in repetitions of the measurement. (Source: MASB)

Sampling Formula
The equation or equations used to determine the number of households, people, email addresses or phone numbers that need to be selected in order for a research study sample to be
robust/representative. Could also refer to the equation or equations used to project a sample into the total number of people in the sample universe. (Source: ProjectOAR)

**Sampling Frame**
The source from which the sample is drawn.

2 : The database or list from which a sample is drawn. (Source: ProjectOAR)

3 : Refers to the list of sampling units from which a sample will be drawn. The list could consist of geographic areas, institutions, individuals, or other units. (Source: MASB)

**Sampling Frame Error**
A type of sample design error where the source from which a sample is drawn (for example, the telephone directory) does not accurately represent the true population of interest. (Source: ProjectOAR)

**SPI abbr Sample Performance Index**
A measurement used as a substitute for Response Rate in some panel design applications and for television people meters. In personal people meters, SPI is the percentage of persons in Basic Households who were In-Tab over a given period of time over the total number of persons In-Tab. (Source: Arbitron)

**Sampling Plan**
Refers to the procedure that will be used to select a sample. (Source: MASB)

**Sampling With Replacement**
1) A sampling method in which units (individuals, households, etc..) are returned to the sampling frame after use and may be selected for subsequent samples in the same study. 2) An analytic method (also called Resampling or Bootstrapping) in which multiple samples or subsamples are drawn from an existing data set and individuals can be selected more than once in the same sample for analysis. Such samples may be used in statistical analysis to simulate larger samples or distributions. (Source: ProjectOAR)

**Samsung Gear VR**
The Gear is powered by Oculus, but differs in that its display is the screen of the Samsung Galaxy phones, as well as the Note 5. There have been three iterations. The newest is compatible with the Samsung Galaxy 7. The Samsung platform features a variety of games, game demos, 360 photos, 360 videos, and other virtual reality experiences, both computer-generated and cinematic. (Source: TechRepublic)

**Sandboxes**
In computing, a testing environment in a computer system in which new or untested software can be run securely. Also enabling the isolation of a piece of software so that it can access only certain resources, programs, and files within a computer system. (Source: Oxford Dictionary)

**Satellite**
Device located in geostationary orbit above the earth which receives transmissions from separate points and retransmits them to cable systems, DBS and others over a wide area. (Source: CableLabs)
2: Synchronous communications satellites orbiting earth from a stationary position transmitting television and other signals. (Source: Nielsen)

**Satellite (aka Satco) Data**  
*See Also: Data Type*  
Like MSO operator Set-Top Box data, the usage and / or viewership data that is retrieved from the boxes of a satellite provider.

**Satellite Station**  
A station that has agreed to rebroadcast the transmission of another station (generally operating in a larger nearby market) to an area that cannot otherwise be served by that station. (Source: TVB)

**Satire**  
In the creative genre, the use of irony, exaggeration, or ridicule in advertising to project an image which stands in contrast to what is generally believed about that feature of the creative element in order to persuade consumers of the benefits of the advertised product or service. (Source: ProjectOAR)

**Satisficing**  
A type of cognitive heuristic that involves searching through available alternatives or different paths of thinking, until an individual reaches an acceptable threshold or match. In media and market research, refers to a pattern of answering survey questions with a minimally acceptable level of cognitive effort. (Source: ProjectOAR)

**SATS abbr Satoshis**  
A Satoshi is the smallest denomination of a Bitcoin, it’s a hundredth of a millionth, or 0.00000001 BTC. (Source: ShellyPalmer.com Blockchain Glossary)

**Satoshi Nakamoto**  
The name used by the presumed pseudonymous person or persons who developed bitcoin, authored the bitcoin white paper, and created and deployed bitcoin’s original reference implementation. As part of the implementation, Nakamoto also devised the first blockchain database. (Source: ShellyPalmer.com Blockchain Glossary)

**Saturation**  
The concentration of a heavy amount of advertising in a short period of time in order to attain maximum reach. (Source: TVB)

**Saved Programs**  
Denotes a viewer has stopped play of a particular piece of On-Demand content. Content (currently only some subscription and paid programming) is automatically saved for a specified period of time for consumer access.

**Scalability**  
The capability of a system, network, or process to handle a growing amount of work, or its potential to be enlarged in order to accommodate that growth. For example, it can refer to the capability of a system to increase its total output under an increased load when resources (typically hardware) are added. An analogous meaning is implied when the word is used in an economic context, where scalability of a company implies that the underlying business model offers the potential for economic growth within the company. (Source: Wikipedia)
2: When used in context of social, refers to the audience reach available to marketers via social media platforms. (Source: Centro)

**Scale**  
*See Also: Scale Measurement*

**Scale Accuracy**  
*See Also: Scale Measurement*  
The extent to which a scale is valid and free from bias. (Source: ProjectOAR)

**Scale, Bipolar**  
*See Also: Question Closed-Ended, Scale Measurement*  
A type of scale that includes a set of response choices to a closed-ended question in a research study in which the first and last responses represent opposite ends of a spectrum (for example, "Completely appropriate" vs. "Totally inappropriate" or "Extremely difficult" vs. "Extremely easy") and the other response choices represent points between the two extremes. See also "Scale, Semantic Differential." (Source: ProjectOAR)

**Scale, Categorical**  
*See Also: Scale Measurement*  
A type of scale in which the possible response choices are finite and discrete. This may include a set of numbers or closed-ended options that are defined by a limited set of numerical or verbal descriptions, respectively. For example, when asking participants a question about purchase intent, the responses may include "Highly likely to purchase," "Somewhat likely to purchase," "Somewhat unlikely to purchase" and "Highly unlikely to purchase." (Source: ProjectOAR)

**Scale, Comparative**  
*See Also: Copy Test, Scale Measurement*  
A type of scale that includes a set of response options to a research study question asking participants to compare a set of concepts, ads or brands. For example, when considering participant responses after exposure to three different ads in a copy test options would include the names or brief description of each ad and a request to rank the order in which the ads were seen as likeable. (Source: ProjectOAR)

**Scale, Continuous Rating**  
*See Also: Scale Measurement*  
A type of scale in which all possible response options lie along a continuum from highest to lowest (for example, a scale from 0 to 10) and in which the points of the scale are equidistant from one another. (Source: ProjectOAR)

**Scale, Forced Rating**  
A set of response options to a research study question that asks participants to assess their opinion about something (such as a product, a concept or ad). This type of scale does not include a mid-point ("neutral") response option and does not include a "no opinion" response option. (Source: ProjectOAR)

**Scale, Graphic Rating**  
A scale which is displayed in a graphical format, with an illustration or a line, so that the distances between the points in the scale are conveyed visually. It is used for a research study question that asks participants to assess their opinion about something (such as a product, a concept or ad) by selecting a point or location on the illustration/line. (Source: ProjectOAR)
Scale, Hedonic
A scale in response to a research question that asks how much consumers like or dislike something. (Source: ProjectOAR)

Scale, Itemized Rating
A scale used in media and market research in which all of the points are labelled with both a number and a written description (for example 1=Hate it, 2=Dislike it, 3=Moderately dislike it, etc.). (Source: ProjectOAR)

Scale, Likert
Named after University of Michigan Professor Rensis Likert, this is a five (or seven) point scale which is used to allow the research participant to indicate how much they agree or disagree with a particular statement. (Source: ProjectOAR)

Scale, Measurement
In media and market research, a set of possible response choices to a closed-ended attitude or opinion question. Typically, these refer to response choices in which the first and last response options represent the endpoints of a spectrum of opinion, and the other response options represent gradations of opinion between those endpoints. For example, Scale, Purchase-Intent. (Source: ProjectOAR)

Scale, Metric
A numeric indicator of a participant's response to a stimulus or question, as opposed to verbal or image-based classification. (Source: ProjectOAR)

Scale, Nominal
A type of scale that provides categorical classification without numbers or a natural order from lowest to highest, such as "yes/no," gender, and region. The word nominal refers to the naming of the classification, as opposed to other types of scales, which use a numerical classification such as for age or ratings. (Source: ProjectOAR)

Scale, Ordinal
A set of response options to a question in a research study which can be ranked from highest to lowest, but for which the distances between the response options cannot be quantified. For example, an "excellent" to "poor" scale can be considered ordinal, because the distance between "excellent" and "good" is not necessarily the same as the distance between "good" and "fair." (Source: ProjectOAR)

Scale, Paired-Comparison
A set of questions in a research study in which the participant's preferences among a set of several possible choices (for example, products, ads, features, candidates) are gauged by asking them their preferences among several pairs of the possible choices, one at a time. For example, to determine a participant's preference among five ads, labeled A, B, C, D, and E, the research participant would be asked whether they prefer A or B, C or D, A or D, C or E, etc. (Source: ProjectOAR)

Scale, Pictorial
A set of response options to a question in a research study that are represented by images, rather than words or numbers. (Source: ProjectOAR)
Scale, Purchase-Intent
A type of scale, typically from highest to lowest, for a question about the likelihood of purchasing a product. For example, "How likely are you to purchase Product X? Use a scale from 1 (very unlikely to purchase) to 5 (very likely to purchase)." (Source: ProjectOAR)

Scale, Rank-Order
A question in a research study asking a participant to rank attributes, motivations or products from highest to lowest, such as most to least important, most to least appealing, most to least descriptive of an ad or product. (Source: ProjectOAR)

Scale Reliability
The degree to which a metric based on a scale with more than two points consistently represents a construct. This includes consistency within a specified research protocol at a given time, and across specified research protocols conducted over time. (Source: ProjectOAR)

Scale, Semantic Differential
A type of scale whose endpoints represent opposing connotations of words or phrases (for example, bitter-sweet, boring-exciting, worthless-valuable). See also "Scale, Bipolar." (Source: ProjectOAR)

Scale, Single Item
An evaluation or assessment of a product, ad or concept in a research study based on one question whose response options consist of a scale, rather than multiple questions with the same scale. (Source: ProjectOAR)

Scale, Stapel
A question in a research study asking a participant to evaluate a product, concept, attribute or ad on a ten-point scale, whose endpoints are -5 and +5, and whose other scale points consist of all of the numbers between -5 and +5, not including 0. (Source: ProjectOAR)

Scale, Unbalanced
A scale in a research study question in which the numbers of favorable and unfavorable categories are not equal. For example, the scale "Completely Agree," "Agree," "Neither Agree nor Disagree," and "Disagree" is in error because two of the response categories are positive while only one is negative. (Source: ProjectOAR)

Scale, Verbal Rating
In a research study, a set of possible response choices to a closed-ended question about how participants rate a product, ad or concept, in which all possible choices are defined in verbal descriptions rather than numbers. (Source: ProjectOAR)

Scaling Risk
The limited ability of most current blockchains to handle a larger number of transactions per second. See vertical scaling and horizontal scaling. (Source: ShellyPalmer.com Blockchain Glossary)

Scam
See Also: Internet Scam, Romance Scam
To perpetuate a fraud.

Scam Blogging
The creation of fraudulent blog content with the intent of misleading readers.
Scareware
A form of spyware, adware or malware designed to trick victims into purchasing and downloading useless, virus-laden and potentially dangerous software. Often generates pop-ups that resemble system messages.

NOTE – A tactic frequently used by criminals involves convincing users that a virus has infected their computer, then suggesting that they download (and pay for) fake antivirus software to remove it. (Source: Wikipedia)

Scatological
In the creative genre, a type of advertising genre or execution component that contains obscene language or imagery, especially in reference to feces or filth. (Source: ProjectOAR)

Scatter Plan
Scheduling method where the advertiser's commercials are rotated among a broadly described group of programs and/or time periods. The advantage is that the advertiser gains a greater net audience (reach); the disadvantage may be that the station may include less attractive spots/commercial units in the schedule. (Source: TVB)

Scene
A set sequence in an ad occurring in a single place and time and among the same characters. (Source: ProjectOAR)

Scenes View
Virtual display viewed on a large screen or through a terminal window rather than with immersive devices. (Source: freeslyvr)

Schedule
A listing of the time of day and dates an advertiser's commercials are planned to run. (Source: TVB)

Schedule Accuracy
See Also: As Run Logs
A challenge for Set-Top Box data and other types of viewership measurement because of last minute changes to the program line-up that do not match with the line-up information provided by the scheduling services or content providers.

Scheduling
See Also: Planning
The process of deciding where to place advertising content, dependent on various factors including, duration, time to be shown, product, audience make up. The schedule uses a grid broken into seasons, i.e., Q1, Q2, Q3, Q4, football, political, dayparts (i.e., prime time, late night) and program genre.

2 : Involves planning social media updates and content ahead of time using a social media management platform or other publishing tool. Scheduling saves time by allowing users to draft several messages at once, often as part of a publishing approval process or larger marketing campaign. It also enables posts to be timed for audiences in various time zones. (Source: Blog.Hootsuite.com)
Schelling-Point Oracle
See Also: Oracle
In Blockchain, a type of oracle that relies on the owners of a fixed supply of tokens to vote on the outcome of an event or report a price of an asset. (Source: ShellyPalmer.com Blockchain Glossary)

Scientific Claim
In advertising and marketing, a statement (see "Advertising Claim") based upon scientifically-validated research (for example, clinical trials). See also "Copy, Scientific." (Source: ProjectOAR)

Sci-Fi/Fantasy/Surrealism
In the creative genre, a type of advertising genre that uses imaginary stories, futuristic depictions of science or technology, or other fictional creative devices to appeal to consumers' emotions and arouse interest. Typically, an appeal to the imaginative powers of consumers. (Source: ProjectOAR)

Scope
See Also: Reach
In the field of communications media, reach is deemed to be the total universe of people to whom a message is addressed and who are contacted at least once. In English it is called ‘reach’ and in Spanish it is normally used as a synonym for coverage. It is applied mainly to traditional communications media, especially television (Source: Zorraquino)

Scope Creep
Term that refers to the uncontrolled changes in project scope. These changes may be due to a project scope having not initially been well defined or documented, or an inability to defend scope limitations in the light of customer pressure for change. (Source: Zorraquino)

NOTE – Scope creep tends to consequently lead to the budget and/or timetable assigned to the project being exceeded. (Source: Zorraquino)

Scoring
Scoring refers to the use of analytical tools for the purpose of assigning research subjects to particular segments or groups. For example, in a large-scale research study, attitudes and demographic measures are sometimes used to calculate scores for individuals, which predict their membership in different segments or their propensity to take a particular action. (Source: ProjectOAR)

Scrambling
See Also: Encryption
The encryption of a signal that prevents non-subscribers from accessing the content, channel or network.

Scratch Track
A sound recording used as a temporary placeholder during the recording and editing process. (Source: ProjectOAR)

Screenager
A person in their teens or twenties who has an aptitude for computers and the internet. (Source: blog.hubspot.com)

2 : Has multiple, related meanings:
People in their teens or early twenties who have an aptitude for digital devices and spend a substantial amount of their time on the Internet and interacting with social media.

An emerging term used to describe the generation born between approximately 1995 and 2015 who have grown up with handheld screens (e.g. smartphones and tablets) as their primary content viewing and communication devices. Other terms used include “Centennials” and “Generation Z.”

The title of a 2016 documentary exploring the impact that time spent using technology has on the development of children and young adults.

(Source: MASB)

**Screener**

*See Also: Screen-Out*

A short set of questions that are asked of potential research participants to determine whether they fit the pre-defined criteria for inclusion in a research study (based on age, consumption of a particular product, use of a particular media vehicle, etc.), given the study’s objectives and target population; those who do not fit the criteria are screened-out. (Source: ProjectOAR)

**Screening Criteria**

*See Also: Inclusion Criteria*

The rules set by a researcher to determine the eligibility of respondents or subjects for a survey or focus group, given the intent of the research. (Source: ProjectOAR)

**Screening Of Ideas**

*See Also: Idea Screening*

Another term for Idea Screening. (Source: MASB)

**Screen Location**

Where the ad is on the page, such as above the fold (ATF) or below the fold (BTF). This is also referred to as “position” or “placement.” (Source: OpenX)

**Screen-Out**

In market research testing, potential study participants who are barred from taking part in a research study because their characteristics do not fit the desired target population (for example, those unfamiliar with a client’s brand). (Source: ProjectOAR)

**Screentime**

The time allotted to or occupied by a particular subject, actor, etc., on film or television. (Source: Oxford Dictionary)

2 : The time spent using a device such as a computer, television, or games console. (Source: Oxford Dictionary)

**Screen Type Targeting**

Targeting based on where the ad would be delivered, such as Web, video, mobile, or email. (Source: OpenX)

**Screen View**

Display of an image or images that appear as full screen or as an overlay to the linear content being watched on that particular viewing device or on that specific TV. The total count of screen views per application is a reportable metric. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)
NOTE – Currently the viewing device is a TV connected to a set-top. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Script Bunny**
Similar term for a Script Kiddie.

**Script Kiddie**
*See Also: Skid, Script Bunny, Skiddie*
In programming and hacking culture, an unskilled individual who uses scripts or programs developed by others to attack computer systems and networks and deface websites. (Source: Wikipedia)

NOTE – It is generally assumed that script kiddies are juveniles who lack the ability to write sophisticated programs or exploits on their own and that their objective is to try to impress their friends or gain credit in computer-enthusiast communities. However, the term does not relate to the actual age of the participant. The term is generally considered to be pejorative. (Source: Wikipedia)

**Scripts**
Files that initiate routines like generating Web pages dynamically in response to user input. (Source: IAB)

**Scroll-Stopping Content**
Consists of enticing phrases, images, video and other visual elements that cause viewers on Instagram, Twitter, and similar media feeds to stop scrolling and engage with an item within that feed. (Source: MASB)

NOTE – Scroll-stopping content is not intended to redirect users to another location and therefore is distinct from click-baiting content. (Source: MASB)

**Scrubbing the Data**
*See Also: Data Cleansing, Harmonize the Data, Normalize the Data*
The process of cleaning up or erasing the duplicated, incomplete, incorrect datapoints from a database.

**SDK Spoofing**
The creation of legitimate-looking installs with data of real devices without the presence of any actual installs. Fraudsters utilize a real device to create installs that look real to consume an advertiser’s budget. It is also known as traffic spoofing and replay attacks. (Source: Adjust.com)

**Sealed Bid**
*See Also: Bidding*
Another term for Bidding. (Source: MASB)

**Search**
*See Also: Paid Listings, Contextual Search, Paid Inclusion*
Allows viewer to "interactively" identify content of particular interest.

2. Fees advertisers pay Internet companies to list and/or link their company site or domain name to a specific search word or phrase (includes paid search revenues). Search categories include: Paid listings—text links appear at the top or side of search results for specific keywords. The more a marketer pays, the higher the position it gets. Marketers only pay when a user clicks on the text link. Contextual search—text links appear in an article based on the context of the content, instead of a
user-submitted keyword. Payment only occurs when the link is clicked. Paid inclusion—guarantees that a marketer's URL is indexed by a search engine. The listing is determined by the engine's search algorithms. (Source: IAB)

**Search Advertising**

Occurs when an advertiser pays for the chance to have their ad display when a user searches for a given keyword. These are usually text ads, which are displayed above or to the right of the algorithmic (organic) search results. Most search ads are sold by the PPC model, where the advertiser pays only when the user clicks on the ad or text link. (Source: MASB)

**Search Console**

Free service offered by Google which helps to supervise and maintain the presence of a website in the search results, as well as to optimize its visibility. It was previously known as Webmaster Central and Google Webmaster tools, and it provides tools and resources to monitor search appearance, search traffic, technical status, or tracking errors, among other features. (Source: Zorraquino)

**Search Engine**

An application that helps Web users find information on the Internet. The method for finding this information is usually done by maintaining an index of Web resources that can be queried for the keywords or concepts entered by the user. (Source: IAB)

2 : A database that indexes web pages, then displays a listing of those that are relevant when a user performs a keyword search. Search engine can refer to the program on an individual website, or those on broad Internet sites such as Google, Bing, Yahoo!, and Ask.com. Most search engines display the number of web pages in their database and ranks the results according to a set of parameters (called search algorithms). (Source: MASB)

**Search Engine Ad**

Online ads that appear as results or alongside results of search queries on search engines like Google. These ads usually are labeled as "Ad" or "sponsored content" in the search engine’s results. (Source: ProjectOAR)

**SEA abbr Search Engine Advertising**

*See Also: Keyword Advertising*

A form of digital marketing that consists of placing paid advertising into search-engine results. SEA and SEO together constitute SEM or search-engine marketing. These three concepts can be summarized in the following formula: SEM = SEO + SEA. (Source: Zorraquino)

**SEM abbr Search Engine Marketing**

*See Also: Keyword*

A form of Internet Marketing that seeks to promote websites by increasing their visibility in the Search Engine result pages Search engine optimization (SEO) - SEO is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results. (Source: IAB)

2 : The process of gaining website traffic by purchasing ads on search engines. Once used as an umbrella term to encompass both SEO (Search Engine Optimization) and paid search activities. Over time, the industry has adopted the SEM acronym to refer solely to paid search. (Source: SearchEngineLand)
3: Form of marketing by which a company will increase the visibility in search engine result pages. This is one form of internet marketing (vs. Display, Email, etc.) (Source: Mediamath)

4: A form of Internet marketing that seeks to promote websites by increasing their visibility in the search engine result pages. (Source: Mediamath)

5: Online marketing strategy used to promote an increase a website's visibility on a search engine's results page. Covers all manner of techniques used to achieve this result, from positioning via natural links (SEO) to the purchase of contextual advertising (sponsored links). (Source: Zorraquino)

**SEO abbr Search Engine Optimization**

*See Also: Search Engine Optimizer*

An internet marketing strategy. The process of improving the visibility of a website or a web page in search engines' "natural," or un-paid ("organic" or "algorithmic"), search results. (Source: Wikipedia)

2: The process of improving the volume and quality of traffic to a web site from search engines. (Source: Mediamath)

3: The practice of increasing the organic visibility of a web page in search results. Although businesses can pay for ads on search engine results page, SEO refers to “free” tactics that enhance the search ranking of a page. (Source: Blog.Hootsuite.com)

4: Set of activities aimed to improve the positioning of a website in a search engine results ranking. Unlike the SEM strategy, which includes purchased links to achieve this objective, the SEO process employs exclusively natural results (not paid) produced by each search engine algorithm. To achieve this the approach contemplates adjusting a website's design and content and applying programming techniques such as source code optimization, the use of meta tags, etc. (Source: Zorraquino)

5: The process of developing a marketing/technical plan to improve visibility within one or more search engines. Typically, this consists of two elements. On a technical side, SEO refers to ensuring that a website can be indexed properly by the major search engines and includes the use of the proper keywords, content, code, and links. On the marketing side, SEO refers to the process of targeting specific keywords where the site should “win” in searches. This can be done by modifying a website to score well in the algorithms search engines use to determine rank, or by purchasing placement with individual keywords. Often, SEO programs are a blend of several elements and strategies. (Source: MASB)

NOTE – When SEO is used to describe an individual, it stands for search engine optimizer. (Source: MASB)

NOTE – The term is also used to refer to the professionals who advise companies regarding this type of activity. (Source: Zorraquino)

**Search Engine Optimizer**

*See Also: Search Engine Optimization abbr SEO*

Another term for SEO abbr Search Engine Optimization. (Source: MASB)

**SERP abbr Search Engine Results Page**

*See Also: Search Results*

A listing of web pages returned by a search engine in response to a keyword query. The results normally include a list of web pages with titles, a link to the page, and a short description showing
where the Keywords have matched content within the page. A SERP may refer to a single page of links returned, or to the set of all links returned for a search query. (Source: Wikipedia)

2 : Term frequently employed to the list of natural results deployed by search engines in response to a specific query. (Source: Zorraquino)

3 : A web page that shows listing of results when users search for something online by entering the keywords (specific terms and phrases). The results page is returned by search engine in response to the keyword query which would typically contain 3 types of listings:
   - Listings that have been indexed by the search engine’s spider
   - Listings that have been manually added to the search engine’s directory
   - Listings that are paid to be listed by the search engine like adverts etc.
   Each listing would have a linked web page title, URL of the linked page, a brief description of the page content and sometimes links to the key components of the website. (Source: TycheSoftwares)

4 : The web page users see after they’ve entered their query into the search box. This page lists several web pages related to the searcher’s query, sorted by relevance. Increasingly, search engines are returning blended search results, which include relevant web pages, images, videos, news, and advertising. (Source: MASB)

**Search Results**
*See Also: Search Engine Results Page abbr SERP*
Another term for SERP abbr Search Engine Results Page. (Source: MASB)

**Search Retargeting**
A method that enables advertisers to show an ad specifically to visitors based on one or more searches or search click events. (Source: Mediamath)

**Search Targeting**
Local search targeting helps advertisers target users when they look for places, businesses, housing, entertainment, etc. in specific geographies using a search engine (such as Google or Bing). This allows advertisers to present highly relevant localized offers and advertisements to users. (Source: Mediamath)

**Search Term**
*See Also: Keyword*
Another term for Keyword. (Source: MASB)

**Seasonality**
Measure of how much marketing variables such as sales, advertising investment, the demand for keywords, price increases or reductions, or the characteristics of a product depend on the season of the year. (Source: Zorraquino)

*p Note – It implies the appearance of appreciable fluctuations or regular changes over different periods or seasons of the year, which makes these variables predictable and assists in studying them over time. (Source: Zorraquino)*

**Season Stacking**
*See also In-Season Stacking Rights*
In programming distribution, it is the streaming an entire season of a series so that viewers who are late to the series or who have otherwise missed previous episodes can catch up.
Secondary Brand
See Also: Brand Extension, Primary Brand
Another term for Brand Extension. (Source: MASB)

Secondary Data
Information that has previously been collected and published, such as historical data or data received from external sources (for example, government-published reports or industry reports). Often contrasted with Primary Data. (Source: ProjectOAR)

Secondary Merit Action
A secondary action which may not be the end goal (i.e. a transaction), but still helpful in terms of measuring campaign success. (Source: Mediamath)

Secondary Research
See Also: Secondary Data
The analysis of information from published research projects, such as government or industry reports. This is contrasted with primary research, which refers to original research conducted to solve a particular company's business problem. (Source: ProjectOAR)

SAP abbr Second Audio Program
In a BTSC-encoded television sound carrier, a monaural audio subcarrier that can be used to transmit supplemental foreign language translation audio or other information.

Second-By-Second Ratings
See Also: Rating
Program, time period or other performance ratings that are in second-by-second increments.

2 : Second level program and commercial ratings defined as percentage of boxes viewing a given second. (Source: TIVO)

NOTE – Latency impacts measurement and standardization.

Second Party Data
See Also: Third Party Data, First Party Data
Data purchased directly and exclusively for the advertiser. (Source: GABBCON, Global Audience Based Business Conference)

2 : First-party data either bought directly from a seller/publisher or through a DMP. (Source: Hubspot)

3 : Provided by digital media companies or by advertisers, refers to information previously aggregated from online and offline sources. (Source: Cynopsis)

4 : Data made available either by permission or anonymously from both online and offline sources. This data is then segmented into targetable audience groups based on certain characteristics. (Source: Mediacrossing)

5 : When a company makes its first-party data directly available to another company, which then uses it to sell ads. (Source: Tubemogul)

NOTE – Targeting in a post-cookie world, the pros and cons of household-level data according to the ARF are - Pros: Power to the publishers, scale, improved ad targeting and measurement capabilities.
Cons: Consumers might not be clear about how data is being shared on the backend. Proper data security and governance is paramount, in light of platform changes and increased regulatory scrutiny. (Source: Schiff, A. (2021, May 18). 6 Types of Post-Cookie Data That Will Still Be Available After 2022. Ad Exchanger.)

**Second Platform**  
*See Also: Third Platform, First Platform, Fourth Platform*  
Manifesting in the 1980s and characterized by client-server systems and architecture and PC computers introduction and rapid growth due to their lower cost of ownership and ease of deployment and use.

**Second Price Auction**  
The winner of an ad impression in an auction pays one cent above the next highest bidder. (Source: Hubspot)

**Second Price Auction Model**  
When an ad put for sale through a DSP fails to hit the floor or minimum pricing set and the publisher decides it. (Source: Mediamath)

**Second Screen**  
*See Also: First Screen, Second Screen Apps*  
The term given to content platforms that are utilized for content display beyond the primary screen (often the television set itself). A computer is an example of a second screen.

**Second Screen Apps**  
*See Also: Second Screen, First Screen*  
Software applications that are accessible from the second screen, such as a computer or a tablet.

**SASE abbr Secure Access Service Edge**  
The convergence of wide area networking, or WAN, and network security services like CASB, FWaaS and Zero Trust, into a single, cloud-delivered service model. According to Gartner, “SASE capabilities are delivered as a service based upon the identity of the entity, real-time context, enterprise security/compliance policies and continuous assessment of risk/trust throughout the sessions. Identities of entities can be associated with people, groups of people (branch offices), devices, applications, services, IoT systems or edge computing locations.” (Source: PaloAltoNetworks)

**Secure Site**  
*See also: Non-Secure Site*  
A Https type of site, as opposed to Http, which is more secure for the user or visitor, offering better protection from hacking of personal information and malware.

**SSL / VPN abbr Secure Sockets Layer / Virtual Private Network**  
Web addresses beginning with https that are accessible over web browsers and that are more secure for certain remote access sessions.

2 : Cryptographic protocols that provide communication security over the Internet. They use asymmetric cryptography for authentication of key exchange, symmetric encryption for confidentiality and message authentication codes for message integrity. Several versions of the protocols are in widespread use in applications such as web browsing, electronic mail, Internet faxing, instant messaging and voice-over-IP. (Source: Mediamath)
SUMID aka Secure Universal Media ID
See Also: Aadhaar Number, Universal Identity, Virtual ID
An advanced authentication technology that uses a device like a smartcard or USB to replace everything from logins to ID badges. (Source: wwpass.com)

NOTE – With SUID, you consolidate all your accounts and IDs -- everything from your driver’s license to your frequent flyer cards -- into a single card. Likewise, devices like key FOBs, tokens and badges can be consolidated, as well. You simply use your card, a secure passkey generator, or other secure means to log in to your system. No more remembering usernames and passwords for each different system, no more writing down critical information. (Source: wwpass.com)

SOAR abbr Security Orchestration, Automation and Response
The technology helps coordinate, execute and automate tasks between various people and tools, allowing companies to respond quickly to cybersecurity attacks and improve their overall security posture. SOAR tools use security “playbooks” to automate and coordinate workflows that may include any number of disparate security tools as well as human tasks. (Source: PaloAltoNetworks)

Security Tokens
See Also: Electronic Tokens, Digital Tokens
Tokens, whether digital, security or electronic, serve as an access key with which to gain access to content in any form. Often requires authentication or a special code.

See-Through Rate
The percentage of ad impressions that can be accurately located and verified. Most standard verification solutions have STRs between 30 percent-60 percent. (Source: Mediamath)

Segment
See Also: Behavioral Targeting
A set of users who share one or more similar attributes. (Source: Mediamath)

2 : Pertaining to an audience or target. Consumers who are grouped together for marketing purposes because they share similar characteristics, such as similar lifestyles, interests, habits or demographics. Segments may be defined "a priori" based on the above characteristics, or "post hoc" after data have been collected and segmentation analysis (such as on attitudinal statements) has been conducted. (Source: ProjectOAR)

Segmentation
A market segment is a sub-set of a market made up of people or organizations sharing one or more characteristics that cause them to demand similar product and/or services based on qualities of those products such as price or function. A true market segment meets all of the following criteria: it is distinct from other segments (different segments have different needs), it is homogeneous within the segment (exhibits common needs); it responds similarly to a market stimulus, and it can be reached by a market intervention. (Source: Wikipedia via Visible World)

Segment Targeting
The process of dividing the market into behavioral groups that result from amassing consumers into segments based on similar attributes and behaviors. Marketing efforts then follow against those segments are considered most valuable to the advertiser or programmer.
2: In theory, semantic targeting means figuring out what the content on a webpage is really about and being able to place ads based on that content. However, the term is often used by different people to mean slightly different things, and is often used to be synonymous with Contextual Targeting. (Source: Mediamath)

**Selection And Combination**
Media producers actively choose elements of media language and place them alongside others to create specific representations or versions of reality. (Source: corbytechmedia.weebly.com)

**Selection Error**
The error that results from the inclusion of individuals in a sample who should not have been included or should have been included in smaller numbers. Also referred to as "Bias, Selection." Source: ProjectOAR)

**Selective Demand**
The demand for a specific brand marketed by a firm. (Source: MASB)

NOTE – By contrast, primary demand refers to the demand for an entire product category. (Source: MASB)

**Selective Perception**
The tendency of a listener, reader or viewer to filter out some information or to be more attentive to and receptive to certain messages than others. In media and market research, selective perception can skew study results, depending on the task, if proper controls are not included in the experimental design. (Source: ProjectOAR)

**Selective Sample**
See Also: Judgement Sample, Purposive Sample, Subjective Sample
Another term for Judgement Sample. (Source: MASB)

**Select OK**
Allows viewer to choose an action or piece of content (as displayed on the screen).

**Self-Actualization Needs**
See Also: Maslow’s Hierarchy Of Needs, Phycological needs, Safety Needs
Another term for Maslow's Hierarchy Of Needs. (Source: MASB)

**Self-Attributing Networks**
App publishers that perform attribution on their traffic independently of 3rd party tracking services, and provide notification of which installs they have claimed. (Source: IAB Mobile App Marketing Glossary Working Group)

**Selfie**
The photographing of oneself via a mobile phone’s camera.

2: A self-portrait photograph, usually taken with the front camera on a smartphone and shared on social media sites. (Source: Blog.Hootsuite.com)

3: Term given to photographs one takes of oneself, whether alone or with other people, usually with mobile telephones, tablets, or web cameras, often for the purpose of publishing them on one or more
social media. The first recorded use of the term dates back to 2002, when it appeared on an Australian online forum. (Source: Zorraquino)

**Self-Paced**
Any kind of instruction that proceeds based on learner response. The content itself can be curriculum, corporate training, technical tutorials, or any other subject that does not require the immediate response of an instructor. Self-paced instruction is constructed in such a way that the learner proceeds from one topic or segment to the next at his/her own speed. (Source: Mediamath)

**Self-Portrait**
*See Also: Selfie*
Essentially another term for a selfie which is a photo of oneself taken by oneself from a mobile phone.

**Self-Report**
*See Implicit Response Testing*
A method of obtaining information for a research project by directly asking research subjects for the information, as opposed to obtaining it from other data sources or methods such as implicit testing methods or consumer neuroscience methods. (Source: ProjectOAR)

**Self-Serve**
The ability of marketers to directly take control over their campaign purchases and customize them to the distinct needs of their brands without the need for a trading desk or agency.

**SSL** *abbr Self Supervised Learning*
A machine learning approach that does not rely on the human element to label and categorize training data. Instead, the programming will label, categorize, and analyze various sets of data to reach conclusions independently from outside influence. An important goal of self-supervised learning is to be able to change an unsupervised learning model into a supervised learning model. (Source: Technopedia)

**Sell By Date**
*See Also: Open Dating, Use-By Date*
Another term for Open Dating. (Source: MASB)

**Selling Proposition**
*See Also: Value Propositions*
Another term for Value Propositions. (Source: MASB)

**Selling Rule**
Enables Ad server, Bidder, and SSP customers to specify what inventory is eligible for RTB buyers to purchase. Publishers can use this tool to set specific criteria for selling their inventory, such as: inventory targeting, floor price, and ad quality filters. (Source: OpenX)

NOTE – Called “OpenX Market Rule” for OpenX products. (Source: OpenX)

**Sell Side**
*See Also: Demand Side*

**Sell-Through Rate**
The percentage of ad inventory sold as opposed to traded or bartered. (Source: IAB)
2 : The amount of inventory sold directly by publishers. (Source: Mediamath)

**Semantic Memory**
A type of long-term memory related to general facts, figures or events (for example, memory of a brand name, product characteristic or specific advertisement). "Semantic memory" is distinct from "episodic memory," which refers to personal memories such as your first day of school or your friend's wedding. (Source: ProjectOAR)

**Semantic Targeting**
A technique enabling the delivery of targeted advertising for advertisements appearing on websites and is used by online publishers and advertisers to increase the effectiveness of their campaigns. (Source: Wikipedia)

2 : Determines the true nature of a web page. (Source: Mediamath)

**Semiocclusion**
In virtual reality, the occlusion (hiding objects in 3D space, by putting other objects in front of them) to one eye only.

**Semiotic Analysis**
The systematic study of the meaning of signs and symbols used in advertising (in ads, posters, etc.), to reveal cultural norms and values and decode consumers’ cultural frames of reference and behaviors. See also “Semiotics.” (Source: ProjectOAR)

**Semiotics**
The study of signs and symbols in language and the meanings they convey. In marketing research, it is used to identify and evaluate the true meaning that underlies consumers’ linguistic responses, and to decode their cultural frames of reference and behaviors. (Source: ProjectOAR)

**Sensory**
An executional component containing language or imagery related to the physical senses, including touch, taste, sight, smell and sound. For example, a crackling fireplace in an ad may evoke warmth or a freshly baked pie may evoke a sweet aroma. (Source: ProjectOAR)

**Sensory Marketing**
Marketing strategy that seeks to awaken sensations and emotions in customers via all five senses, including the least obvious, such as smell or touch. (Source: Zorraquino)

NOTE – Frequently used in the retail sector, for example, where store chains tend to use a unique corporate aroma and a selection of music, which help convert the act of shopping into a sensory experience. (Source: Zorraquino)

**Sensory-Perception Law**
Also known as Weber-Fechner’s Law. (Source: Zorraquino)

**Sentence Completion Test**
A projective technique that asks participants to complete partial (or incomplete) sentences in their own words. This technique can be used in focus groups, depth interviews or surveys to tap into underlying attitudes towards brands, products and services. (Source: ProjectOAR)
Sentiment
A way of describing the way people feel about your brand on social media. Rather than just measuring the number of posts or engagements related to your brand, it captures the feelings and attitude contained in those posts. (Source: Blog.Hootsuite.com)

Sentiment Analysis
The way software analyzes the attitude of a piece of text. On social media, sentiment analysis tools can be used to automatically detect whether customer feedback is positive, negative, or neutral. Social media marketers can also look at the average sentiment of their customer interactions over time to see the general mood of their audience or the overall response to their content. (Source: Falcon.io)

S Video abbr Separate Video
See Also: Composite Video, Component Video
An analog video signal that has two separate components - luma for luminance and chroma for color and offers better signal quality than a composite video which combines the two signals into one with lower quality.

Sequential Messaging
The process of exposing the same consumer to multiple advertisements in sequence to tell a story. Putting the right message in front of the right consumer at the right time. (Source: MAGNA Global)

Sequential Monadic Test
See Also: Monadic Test
In media and market research, a research protocol in which each participant is exposed to a minimum of two versions of an ad presented one after another. Each ad exposure is typically followed by a series of questions. This allows a comparison of the executions within (versus between) participants. Researchers often control for order bias by changing the order in which various participants are exposed to the ads. (Source: ProjectOAR)

Sequential Sample
A non-probability sample formed on the basis of a series of successive decisions. If the evidence is not conclusive after a small sample is taken, more observations are taken; if still inconclusive after these additional observations, still more observations are taken. At each stage, a decision is made as to whether more information should be collected or whether the evidence is sufficient to draw a conclusion. (Source: MASB)

SDI abbr Serial Digital Interface
Transmission of uncompressed, unencrypted digital video signals (optionally including embedded Audio and/or Time Code) within television facilities; they can also be used for packetized data. (Source: Wikipedia)
Served Impression

*See Also: Impression, Viewable Impressions*

Considered the current industry standard. Ad display as recorded by ad servers that are counted whether or not the ad itself is fully loaded and in a space viewable to the end-user.

2 : Another term for Impression. (Source: MASB)

Served Market

*See Also: Qualified, Target and Served Markets*

Another term for Qualified, Target and Served Markets. (Source: MASB)

Server

A computer or computer program that provides services to other computer programs and their users such as fulfilling requests from other programs.

2 : A computer which distributes files which are shared across a LAN, WAN or the Internet. Also known as a "host". (Source: IAB)

Server Centric Measurement

Audience measurement derived from server logs. (Source: IAB)

Server-Initiated Ad Counting

*See Also: Client Initiated Ad Counting, Server Initiated Ad Impressions, Client Initiated Ad Impressions*

A form of ad counting that uses the publisher’s Web content server for making requests, formatting and re-directing content. For organizations using a server-initiated ad counting method, counting should occur subsequent to the ad response at either the publisher's ad server or the Web content server, or later in the process. (Source: IAB)

Server-Initiated Ad Impression

*See Also: Client Initiated Ad Counting, Client Initiated Ad Impressions, Server Initiated Ad Counting*

One of the two methods used for assessing ad impressions. Ad content is delivered to the user via two methods - server-initiated and client-initiated. (Source: IAB)

Server Log Data

A file of historical data that is created and maintained by a server. Can contain a range of viewer and consumer datapoints that can be used for measurement purposes.

Server Pull

A process whereby a user’s browser maintains an automated or customized connection or profile with a Web server. The browser usually sets up a unique request that is recorded and stored electronically for future reference. Examples are: requests for the automated delivery of e-mail newsletters, the request for Web content based on a specific search criteria determined by the user, or setting up a personalized Web page that customizes the information delivered to the user based on pre-determined self-selections. (Source: IAB)

Server Push

A process whereby a server maintains an open connection with a browser after the initial request for a page. Through this open connection the server continues to provide updated pages and content even though the visitor has made no further direct requests for such information. (Source: IAB)
**SSAI abbr Server Side Ad Insertion**  
*See Also: Ad Stitching or Dynamic Ad Insertion,*  
Developed by publishers as a solution to deliver video content and ads seamlessly (enhance user experience) and prevent ad blocking. Video content and video ads are typically served from different sources based on ad requests making ads easier to identify and measure. For SSAI, ads and content are integrated when served and no requests are made, which makes measurement more difficult. (Source: MRC)

**S2S abbr Server To Server**  
A computer system in a network that is shared by multiple users and is connected to communicate with other servers.

2 : Inter-server communication is an extension of the client. (Source: Mediamath)

**Service Blueprint**  
A service blueprint is a document or map where moments of truth are established. This tool allows you to see in detail what components make up a service, in order to analyze, implement and improve it. In short, it can be defined as a set of instructions or a manual, explaining to employees how to interact with the customer at each point of contact. (Source: Zorraquino)

**Service Desk**  
*See Also: Accommodation Desk*  
Another term for Accommodation Desk. (Source: MASB)

**Service Innovation**  
*See Also: P-Service Innovation*  
A new or enhanced intangible offering that involves the firm’s performance of a task/activity intended to benefit customers. Consistent with this, the term can also refer to the underlying process of devising new or improved service concepts that satisfy the customer's unmet needs. There are two general type of service innovations based on how they are delivered:

- E-service innovations are delivered primarily through the Internet, such as online ordering or order tracking. E-service innovations increase firm value for companies in most industries.
- P-service innovations are delivered primarily through human (people) interaction, as with service desks. They have a positive effect on customer satisfaction — and therefore firm value — in human-dominated industries like hospitality and healthcare.

(Source: MASB)

**SLA abbr Service Level Agreement**  
An official contract signed between the service provider and the customer that documents the services expected from the provider and defines the performance standards that is required to be met. Often this official commitment includes the nature, quality and scope of the service, availability and responsibilities to be provided, which are agreed between the service provider and the service user. Apart from listing expectations, it also provides remedies when the requirements are not met by the provider. (Source: TycheSoftwares)

NOTE – E-businesses are moving towards cloud computing, While it allows for businesses to go online or cheap, it also raises questions; of privacy, data security and more. In such a case, a Service Level Agreement becomes twice as important. Take time to understand the ramifications what it
means for you, your business and your customer. Everything is a click away. Not the SLA. (Source: TycheSoftwares)

**Service Mark**
The type of trademark used for a service rather than tangible goods. When a service mark is federally registered, the standard registration symbol ® or “Reg U.S. Pat & TM Off” may be used. (Source: MASB)

**Service Merchandiser**
*See Also: Rack Jobber*
A wholesale middleman operating principally in the food trade, supplying certain classes of merchandise that do not fit into the regular routine of food store merchandise resource contacts. This middleman commonly places display racks in retail stores (providing an opening inventory on a consignment or on a guaranteed-sale basis), periodically checks the stock, and replenishes inventories. (Source: MASB)

NOTE – Rack jobber is somewhat archaic with trade acceptance of the term service merchandiser. (Source: MASB)

**Service Providers**
A company that provides its subscribers Internet connection.

**Services**
Dual meanings:
- Products, such as a bank loan or home security, that are intangible or at least substantially so. If totally intangible, they are exchanged directly from producer to user, cannot be transported or stored, and are almost instantly perishable. Service products are often difficult to identify because they come into existence at the same time they are bought and consumed. They comprise intangible elements that are inseparable, they usually involve customer participation in some important way, they cannot be sold in the sense of ownership transfer, and they have no title. Today, however, most products are partly tangible and partly intangible, and the dominant form is used to classify them as either goods or services (all are products). These common, hybrid forms, whatever they are called, may or may not have the attributes just given for totally intangible services. Other examples include travel services, entertainments events (e.g., movie theaters), and health care.
- Activities performed by sellers and others that accompany the sale of a product and aid in its exchange or its utilization (e.g., shoe fitting, financing, an 800 number, a repair contract for a home appliance or computer). Such services are either pre- or post-sale and supplement the product, not comprise it. If performed during sale, they are considered to be intangible parts of the product.

(Source: MASB)

**Service Shopping**
*See Also: Comparison Shopping, Merchandise Shopping*
Another term for Comparison Shopping. (Source: MASB)

**Session**
*See Also: Visit*
A measurable segment of available content seen by a unique viewer, by viewing device. Today the viewing device is the set-top. In the future, the device will need to be defined and specified. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)
2: A sequence of Internet activity made by one user at one site. If a user makes no request from a site during a 30 minute period of time, the next content or ad request would then constitute the beginning of a new visit. (Source: IAB)

3: A series of transactions performed by a user that can be tracked across successive Web sites. For example, in a single session, a user may start on a publisher's Web site, click on an advertisement and then go to an advertiser's Web site and make a purchase. (Source: IAB)

4: A continuous series of URL requests, running applications, or AOL proprietary online service page requests. Logging off or 30 minutes of computer inactivity ends a session. This differs slightly from a Visit which only considers URL requests. (Source: Nielsen)

5: A single application-use event that spans an unspecified period of time of constant or ongoing application activity by a user. Sessions are terminated by user actions indicating the closing of the application, or by inactivity levels that meet or exceed defined thresholds. Sessions are generally applicable to the calculation of reach metrics. (Source: Mobile Application Advertising Measurement Guidelines, April 2016)

6: A period of time wherein a user interacts with an app. Usually triggered by the opening of an app, a session records the length and frequency of app use to show developers, marketers and product managers how much time users spend within an app. (Source: Adjust.com)

**Session Cap**
An integer that specifies the total number of times during a session that a viewer can be exposed to a combination of ads for a particular line item. (Source: OpenX)

**Session Cookies**
See Also: Cookie
These are temporary and are erased when the browser exits at the end of a web surfing session. (Source: IAB)

**Sessions So Short They Need To Be Capped**
See Also: Capping
A Kantar term for when there are gaps between viewing sessions that are so short (under 60 seconds) that there has to be some viewing. (Source: Kantar Media Audiences)

**Set**
In advertising, the scenery and props arranged for shooting a video ad or still image. (Source: ProjectOAR)

**Sets - Primary, Secondary etc.**
Televisions as they are located in the home. The primary set is the one that is the primary set for television viewing by most of the family. A secondary set is usually located in the secondary choice of venue for viewing television, such as a bedroom.

2: When multiple televisions are located in the home, the primary set is the one used for the majority of television viewing time within the home. A secondary set contributes less of the total household viewing time. (Source: Rentrak)
Set-Top Box
See Also: Analog Set-Top Box, Digital Set-Top Box
A device that can be an actual box attached to the television externally or it can reside within the television. The Set-Top Box can be analog or digital, based on the quality and the signal and the technological capabilities of the box software.

2: A Set-Top Box is a device that enables a television set to become a user interface to the Internet and also enables a television set to receive and decode digital television (DTV) broadcasts. DTV Set-Top Boxes are sometimes called receivers. In the Internet realm, a Set-Top Box is really a specialized computer that can "talk to" the Internet - that is, it contains a Web browser (which is really a Hypertext Transfer Protocol client) and the Internet's main program, TCP/IP. The service to which the Set-Top Box is attached may be through a telephone line as, for example, with WebTV, or through a cable TV company like TCI. In DTV, a typical digital Set-Top Box contains one or more microprocessors for running the operating system. A Set-Top Box also includes RAM, an MPEG decoder chip, and more chips for audio decoding and processing. More sophisticated Set-Top Boxes contain a hard drive for storing recorded television broadcasts, for downloaded software, and for other applications provided by your DTV service provider. (Source: itvdictionary.com and Searchnetworking.techtarget.com)

3: Any device that connects to a television set and an external source of digital or analog signal, converting the signal into content which is then displayed on the television screen, Also known as a converter box or video access device (VAD). (Source: Nielsen)

4: A cable Set-Top Box is a device that is an actual customer premises equipment that received television and other data signals through Cable, processes the signal, and outputs to the television. Majority of US cable Set-Top Boxes are manufactured by Motorola and Cisco / Scientific-Atlanta. (Source: FourthWall Media)

5: A device electronic device that connects to a TV providing connectivity to the Internet, game systems, or cable systems. (Source: IAB)

6: A physical device attached externally to a television, or resident internally, which when connected to an external source of digital or analog signal enables the display of video content on the television screen. (Source: MRC)

7: These receivers (named because they typically sit on top of a television set) convert and display broadcasts from one frequency or type – analog cable, digital cable, or digital television – to a standard frequency (typically channel 3 or 4) for display on a standard analog television set. (Source: TVB)

8: A device that allows programming to be shown on a TV through a satellite or cable signal. Moment-by-moment viewership information from STBs is gathered by cable operators. (Source: TVSquared)

Set-Top Box Rating
See Also: Rating
Rating based on the Set-Top Box rather than household or person.

2: The percentage of available STBs within a sample or population or a census that is watching a program, or during a time period or an ad or any piece of content out of the measured population or census. (Source: Nielsen)
STU abbr Set-Top Unit
See Also: Set-Top Box
Same term used for Set-Top Box

Sex Bots
A science fiction creation that is robotic hardware or software or a combination of both created to have a range of sexual interactions with a human.

Sextortion
A type of crime related to a cyberattack. When a person’s nude photographs are hacked from a victim’s computer or gained by commandeering a webcam and then used to blackmail the victim for either money or more images.

Sexual Objectification
The practice of regarding a person as an object to be viewed only in terms of their sexual appeal and with no consideration of any other aspect of their character or personality. (Source: corbytechmedia.weebly.com)

Shadowing
Shadowing consists in becoming the shadow of a user for a specific period of time while he/she is doing whatever it is that you wish to understand. The aim of this observation technique is to collect information on the user so that you really get to know him/her: what he/she does, what his/her routine is, how he/she takes decisions, what he/she needs. (Source: Zorraquino)

NOTE – This shadowing should take place with as little interference as possible and recording the experience with photographs, videos, notes, or drawings, all of which material is later reviewed in order to reach conclusions regarding the behavior of the user. The insights obtained using this shadowing technique help to design a product or service that is better suited to the real needs of the consumer or customer. (Source: Zorraquino)

SMH abbr Shaking My Head
Short for Shaking My Head, often used in social media or comments when something is obviously stupid or disappointing.

Shape-Morphing Systems
See Also: Active Origami, 4D Bio Printing, 4D Printing, 4-Dimensional Printing

Sharding
In Blockchain, sometimes called horizontal scaling, sharding divides the work of the system into multiple pieces, retaining decentralization but increasing the throughput of the system through parallelization. (Source: ShellyPalmer.com Blockchain Glossary)

Share
The percentage of viewing to a program or time period out of only those sets or Set-Top Boxes in use at the time.

2 : A channel's average audience divided by the total audience of television viewers (TTV) expressed as a percentage. (Source: Kantar Media Audiences)
3: The percent of households (or persons) using television who are tuned to a specific program, network, or station at a specific time. (Source: TVB)

**Shareable Content**
On social media is content that’s likely to get users to share it with their networks. Many factors affect what makes content shareable, including how useful, entertaining, and inspiring it is. Content that evokes strong emotions and reactions is also more likely to be shared. (Source: Falcon.io)

**Share-Based TRPs**
*See Also: Target Rating Points abbr TRPs*
Another term for Target Rating Points abbr TRPs. A related concept to Target Rating Points sometimes colloquially called TRPs, is the estimated proportion of GRPs delivered to the target:

\[ \text{Share-Based TRPs} = \text{GRPs} \times \text{Estimated Percent of GRPs Delivered to Target} \]

(Source: MASB)

NOTE – The Share-Based TRPs approach may not yield the same result as the traditional calculations of TRPs. In particular, this formulation does not necessarily yield a value equal to the reach times the frequency. It is critical to understand which approach is being used in each application. (Source: MASB)

**Shared Libraries**
In digital advertising, shared libraries are collections of pre-written code and resources that are used for implementing features and functions for an HTML5 ad. Instances of such resources that are downloaded to the browser from a specific server, like a CDN, are cached on the browser. Once cached, shared libraries can be shared with other ads that reference the library and the host server. (Source: IAB)

**Shared Media**
Although very overlapping with paid, owned, earned revolves around shared content, word of mouth, referrals, community-driven content, co-creation, etc. This is an area where both content marketing and social media marketing come into play. (Source: i-scoop.eu)

**Shared Worlds**
Virtual environments that are shared by multiple participants. shutter glasses: Glasses that alternately block out the left and right eye views in synchrony with the computer display of left and right eye images to provide stereoscopic images on the computer screen. (Source: freeflyvr)

**Share Of Active Days**
In Nielsen measurement it is the number of days individuals visited a Website, expressed as a percentage of the total number of days they were active on the web for the specified reporting period. For example, if an individual was on the web 7 days in a month and visited Website A in 4 of those days, their Share of Active Days % would equal \((4/7) = 0.57\), or 57%. (Source: Nielsen)

**Share Of Hours**
The percentage of hours spent on content or channel out of the total number of hours available.

**SOR abbr Share Of Requirements**
*See Also: Revenue Share of Requirements, Unit Share of Requirements, Share of Wallet*
The amount of money the consumer spends on a particular brand divided by the amount of money that consumer spends on the entire category of products. (Source: TRA)
2: Also known as share of wallet, is calculated solely among buyers of a specific brand. Within this group, it represents the percentage of purchases within the relevant category accounted for by the brand in question. Share of requirements is, in essence, the market share for a brand within a market narrowly defined as the people who have already purchased that brand. Unit Share of Requirements (%) = \( \frac{100 \times [\text{Brand purchases (##)} + \text{Total category purchases by brand buyers (##)}]}{\text{Total category purchases by brand buyers (##)}} \) Revenue Share of Requirements (%) = \( \frac{100 \times [\text{Brand purchases ($)} + \text{Total category purchases by brand buyers ($)}]}{\text{Total category purchases by brand buyers ($)}} \) (Source: MASB)

Share Of Shelf
A metric that compares the facings of a given brand to the total facings positions available. Share of shelf (%) = \( \frac{\text{# facings for brand}}{\text{Total # facings}} \times 100 \). (Source: MASB)

SOV abbr Share Of Voice
An ad revenue model that focuses on weight or percentage among other advertisers. For example, if there are four advertisers on a website, each advertiser gets 25 percent of the advertising weight. (Source: Wikipedia)

2: The percentage of advertising activities for one brand within the total advertising activity for an entire sector or product type. The measurement indicates frequency, reach and ad ratings. (Source: BusinessDictionary.com)

3: A measure of how many social media mentions a particular brand is receiving in relation to its competition. It is usually measured as a percentage of total mentions within an industry or among a defined group of competitors. (Source: Blog.Hootsuite.com)

Share Of Wallet
See Also: Share of Requirements, Revenue Share of Requirements, Unit Share of Requirements
Another term for Share of Requirements. (Source: MASB)

Shareware
A sampling practice that consists of the free distribution of previous or limited versions, functional or temporary (trial periods), of proprietary software applications for the purpose of gaining users willing to pay for the full program. (Source: Zorraquino)

Sharing Economy
Also called Collaborative Consumption or Access-Based Consumption. Involves taking under-utilized, existing assets and making them accessible to a community where multiple individuals have access. This leads to reduced need for ownership, with users coordinating the acquisition and distribution of resources for a fee or other compensation. (Source: MASB)

Shipping
a set of actions when an item is transported from one place to another, usually from merchants to buyers. Shipping is usually executed by postal networks and delivery services companies like FedEx or UPS. (Source: elogic.co)

Shitcoins
See Also: Altcoins, Cryptocurrency
A cryptocurrency with little to no value or a digital currency that has no immediate, discernible purpose. The word is a pejorative term often used to describe altcoins or cryptocurrencies that were developed after bitcoins became popular. (Source: Investopedia)
NOTE – The diminished value of a shitcoin is often due to failed investor interest because it was not created in good faith or because its price was based on speculation. As such, these currencies are considered to be bad investments. (Source: Investopedia)

**Shock Value**
In the creative genre, a type of advertising genre or executional component designed to attract attention to the brand or product by deliberately offending or startling its audience in a way that violates some social norm. (Source: ProjectOAR)

**Shockwave**
A browser plug-in developed by Macromedia (now part of Adobe) which allows multimedia objects to appear on the Web (animation, audio and video). (Source: IAB)

**SWF abbr Shockwave Flash**
“\.swf” is the file naming extension used for animated files compiled using Adobe Flash™ software. HTML cannot execute .swf files without the browser-installed Flash player plug-in. For this reason, many content and ad providers are moving to the HTML5 format for more efficient execution of interactive media files. (Source: IAB)

**Shoppable Media**
Advertising content – which might be in the form of video, photographs, or a text advertisement – providing the client with the tools needed in order to reach a well-informed purchase decision, and in some cases, to complete the transaction. An example of shoppable media is the advertisements on Instagram Stories that allow direct links to be inserted to the website where the product is being sold. (Source: Zorraquino)

**Shopper Marketing**
*See Also: Retailer Marketing*
Another term for Retailer Marketing. (Source: MASB)

**Shopping Basket Margin**
The profit margin on an entire retail transaction, which may include a number of products. This aggregate transaction is termed the “basket” of purchases that a consumer makes. (Source: MASB)

**Shopping Bot**
Intelligent agent which searches for the best price. (Source: IAB)

**Shopping Cart**
*See Also: Cart, Basket*
Saves content to a list for later purchase.

2 : Often referred to as Cart or Basket where user or customer adds different types of products when they go for shopping. (Source: TycheSoftwares)

3 : A piece of software on a web server that allows visitors to select items for eventual purchase. Graphically, it is often represented as a grocery store shopping cart. (Source: MASB)

NOTE – When you go for shopping in a Walmart or Target, the first thing you do is grab a cart. Gradually as you move around, you add items that you want to purchase & keep them in your cart. When you shop online, the experience is the same. All the products that you want to purchase, you keep on adding them to your cart. (Source: TycheSoftwares)
Shopping Cart Abandonment Rate
A term associated with the use of virtual shopping carts. Although shoppers in brick-and-mortar stores rarely abandon their carts, abandonment of virtual shopping carts is quite common. Marketers can count how many of the shopping carts used in a specified time period result in completed sales versus how many are abandoned. The abandonment rate is the ratio of the number of abandoned shopping carts to the number of initiated transactions. (Source: MASB)

NOTE – E-commerce shopping cart abandonment rates are tracked regularly by the Baymard Institute. Purchases not completed = purchases initiated less purchases completed = 25,000 – 5,000 = 20,000. Abandonment rate = Not completed / Customer initiation = 20,000 / 25,000 = 80% abandonment rate. (Source: MASB)

Shopping Center
A group of architecturally unified commercial establishments built on a site that is planned, developed, owned, and managed as an operating unit related in its location, size, and type of shops to the trade area it serves. (Source: MASB)

Shopping Mall
See Also: Mall, Mall-Type Shopping Center
A grouping of stores near the center of a shopping center plot with parking area surrounding the store concentration on all sides. All or most of the stores face a mall or pedestrian shopping area. (Source: MASB)

Short Click
See Also: Long Click
A short click is when a SERP visitor clicks through on a result and comes back quickly to the same SERP for clicking another search result or for refining his query. (Source: DigitalMarketing-glossary.com)

NOTE – A short click is seen by Google and other search engines as a sign of short visit to the site and therefore as a potential sign of low quality. However, the short visit may be due to the context of search or the nature of the website. (Source: DigitalMarketing-glossary.com)

SMS abbr Short Message Service
See Also: Text Messaging, Texting
Standard for sending and receiving short (160 character) text messages via mobile handsets. (Source: IAB)

Short Rate
The cost difference between the discounted contract rate and the higher rate actually earned by an advertiser if he fails to fulfill the contracted amount of advertising. (Source: AAI.ie)

Short-Term Memory
Short term memory refers to the brain's mental capacity to store small amounts of information for a short period of time (e.g., holding a phone number in mind for a few moments). When not reinforced or actively maintained, information stored in short term memory will dissipate over time. It can be easily lost or forgotten when a person is distracted, because the information has not been repeated and meaningfully understood. (Source: ProjectOAR)
Shot
In video, the series of frames captured from the moment that the camera starts rolling until it stops. It may also refer to the continuous footage between two points or cuts in which filming stops, or in photography, to a single image or frame. (Source: ProjectOAR)

Shouting
Typing in all capital letters is considered shouting in online communications. Avoid this unless you really mean to shout. (Source: AAI.ie)

Show Cards
A type of prompt material in the form of cards that often includes images, words, scales or pictures which are shown to participants during in-person research surveys. Also referred to as "Show Sheets" or "Prompts." (Source: ProjectOAR)

Showcase
Collection of video segments (including ads, short-form programming, other elements) presented in a single interface, branded package around an advertiser’s targeted content or message.

Showrooming
Practice that involves the buyer inspecting a product in a physical store and then purchasing it via e-commerce. This type of behavior tends to be based on the need some customers have to view a product in person before purchasing it, and the possibility of finding it at a lower price on the Internet. (Source: Zorraquino)

Showrunner
The creator/visionary for a TV show who is given creative control over the shows production. (Source: corbytechmedia.weebly.com)

Shrinkage
A euphemism for theft. It describes a phenomenon in which the value of actual inventory runs lower than recorded inventory, due to an unexplained reduction in the number of units held. This measure is typically calculated as a monetary figure or as a percentage of total stock value. (Source: MASB)

Sidebar Ad
See Also: Skyscraper Ad
A tall, thin ad unit placed alongside content in print and digital media environments. (Source: ProjectOAR)

Sidekick
An IAB Rising Star ad unit template initially displayed as one of three standard ad unit dimensions, but upon user initiation, "pushes" publisher content to the left to display a canvas of up to 970×550 pixels full of rich interaction. (Source: IAB)

Signal
See Also: Digital Signal
When original information is converted into a string of bits before being transmitted. (Source: dictionary.reference.com)

Signaling
When Master Control at TV networks indicates an ad break.
Signal Latency
See Also: Latency
The lag time that occurs in the physical distribution plant and some STBs when the box changes channels or uploads so that tuning event timing relative to the same content can occur in one home at a slightly different time than in another home. Can be as much as several seconds.

2 : Broadcast and display time differences (typically in seconds) caused by variations in signal source. (Source: TIVO)

Signature
See Also: Watermarking, Fingerprinting
A digital signature (not to be confused with a digital certificate) is an electronic signature that can be used to authenticate the identity of the sender of a message or the signer of a document, and possibly to ensure that the original content of the message or document that has been sent is unchanged. Digital signatures are easily transportable, cannot be imitated by someone else, and can be automatically time-stamped. The ability to ensure that the original signed message arrived means that the sender cannot easily repudiate it later. (Source: searchsecurity.techtarget.com)

NOTE – A digital signature can be used with any kind of message, whether it is encrypted or not, simply so that the receiver can be sure of the sender's identity and that the message arrived intact. A digital certificate contains the digital signature of the certificate-issuing authority so that anyone can verify that the certificate is real. (Source: searchsecurity.techtarget.com)

Sign/Signifier/Code
Something which communicates meaning, e.g., colors, sounds. The meaning of the sign changes according to the context, e.g., the color red can mean passion, love, danger or speed depending on how and where it is used. (Source: corbytechmedia.weebly.com)

Simile
See Also: Metaphor
In the creative genre, a type of executional component used in advertising that leverages a figure of speech applied to a brand, product or service, and involves the comparison of one object to another for emphasis. This comparison is not meant to be interpreted literally but may help explain an idea. (Source: ProjectOAR)

SMTP abbr Simple Mail Transfer Protocol
The protocol used to transfer e-mail. (Source: IAB)

Simple Random Sample
See Also: Random Sample
A probability sample in which each population element has a known and equal chance of being included in the sample and in which every combination of n population elements is a sample possibility and is just as likely to occur as any other combination of n units. (Source: MASB)

SWIG abbr Simplified Wrapper and Interface Generator
An open-source software tool used to connect computer programs or libraries written in C or C++ with scripting languages such as Lua, Perl, PHP, Python, R, Ruby, Tcl, and other languages like C#, Java, JavaScript, Go, Modula-3, OCaml, Octave, Scilab and Scheme. Output can also be in the form of XML or Lisp S-expressions. (Source: Wikipedia)
Simulated Reality  
*See Also: Virtual Reality*  
A "created reality", possibly by computer, that is indistinguishable from actual reality. Opposite of virtual reality which the user recognizes as not actual reality.

Simulated Sales Test  
A testing method where different advertisement copies are displayed at different stores. The volume of increase in sales will be considered as the indicator of effective advertisement.  
(Source: BusinessManagementIdeas.com)

Simulator Sickness  
Various disturbances, ranging in degree form a feeling of unpleasantness, disorientation, and headaches to extreme nausea, caused by various aspects of a simulator. Possible factors include sensory distortions such as abnormal movement of arms and heads because of the weight of equipment, long delays or lags in feedback, and missing visual cues from convergence and accommodation.  
(Source: freeflyvr)

NOTE – A conflict of sorts between what your brain and body think they're doing. Your eyes say, "We're moving!" And your brain says "Nope! Let's get nauseated!" Science Magazine suggests that this disparity is interpreted as a toxin, and the human body does what it can to get that toxin out, ergo, vomiting. As much as people look at virtual reality and want to do things like fly or jump, for many folks, it's the beginning of a bad idea. But, as everyone has different thresholds, not everyone gets sick, or as sick as someone else might. This is one of the big challenges for developers — figuring out how to move people without making them ill.  
(Source: TechRepublic)

Simulcast  
Broadcast of the same program at the same time on both AM and FM radio stations. Can also refer to a radio station simultaneously broadcasting the audio portion of a TV program.  
(Source: AAI.ie)

2 : The streaming of live radio programs (such as The Live Lounge) from the website at the same time as they are broadcast on the radio.  
(Source: corbytechmedia.weebly.com)

Simultaneous Media Usage  
*See Also: Multitasking*  
A form of multi-tasking where a viewer or consumer uses several different forms of media all at the same time. Overlapping use of different media.

SINK *abbr* **Single Income No Kids**  
Refers to a household with one working adult with no children.  
(Source: MASB)

SDSL *abbr* **Single-Line Digital Subscriber Line**  
A connection is to the internet that is a high-speed dedicated digital circuit from a given location to the telephone company's central office, using normal copper telephone lines.

NOTE – 1.5 Mbps. DSL is the main form of consumer broadband worldwide. DSL is a general term that includes several variations. (SDSL being one of them)  
(Source: Mediamath)
Single Mode Fiber
See Also: Multimode Fiber
Also called a monomode. A type of optical fiber that is designed for the transmission of a single ray or mode of light as a carrier and is used for long-distance signal transmission. (Source: searchnetworking.techtarget.com)

Single-Part Expandable Ad
See Also: Two-Part Expandable Ad
A type of rich media ad unit that extends to cover over the content on a site, diminishing the viewer’s experience.

Single Platform Measurement
See Also: IPTV
A type of Tru2Way measurement that enables data gathering and aggregation through one processor box. A single platform that captures and processes all Set-Top Box data.

Single Price Policy
Refers to the offering of all goods at a single price (e.g., everything for $5, or $10, etc.). It is not to be confused with one-price policy. (Source: MASB)

Single Price Store
A retailer operating under a single price policy. (Source: MASB)

SSO abbr Single Sign On
SSO is an authentication process that allows users to authenticate with multiple websites or apps via one set of credentials in a secure manner. (Source: TVSquared)

Single Source Data
Different kinds of data that are derived from the same viewer or household. Can be media data, shopping data etc.

2 : Data that is derived from one source. Single source data is the electronic measurement of TV (and possibly other media/marketing) exposure, and purchase behavior for the same household. This measurement is gauged through the collection of data components supplied by one or more parties overlapped through a single, integrated system of data collection. The means by which these data are stored is known as a single source database. In TV advertising measurement, single source data are used to explore an individual’s loyalty and buying behavior in relation to advertising exposure within different windows of time – e.g. year, quarter, month, week. In this sense, single source data is a compilation of (1) Home-scanned sales records and/or loyalty card purchases from retail or grocery stores and other commerce operations, (2) TV tune-in data from cable Set-Top Boxes or people meters (pushbutton or passive) or household tuning meters, and (3) Household demographic information. The value of single-source data lies in the fact that it is highly disaggregate across individuals and within time. Single source data reveals differences among households’ exposure to a brand’s ads and their purchases of those brands within advertising fluctuations. (Source: Wikipedia)

3 : The ability to report on integrated media/advertising and CPG product purchases behavior measures. (Source: Kantar Media Audiences)

4 : Data on exposure to different media channels, usage of different products and/or purchase behavior, that is gathered from the same households or individuals in a single study or process. (Source: ProjectOAR)
Siri
Base on machine learning, a built-in "intelligent assistant" that enables users of Apple iPhone 4S and later and newer iPad and iPod Touch devices to speak natural language voice commands in order to operate the mobile device and its apps. Users can speak commands -- and receive audible confirmation from Siri -- to send messages, place calls, set reminders, operate iTunes and more. (Source: Webopedia)

Site
Short for website.

Site-Centric Measurement
Audience measurement derived from a Web site's own server logs. (Source: IAB)

Site Optimization
The action of modifying a site to make it easier for search engines to automatically index the site and hopefully result in better placement in results. (Source: IAB)

Site Section
A way of classifying inventory, for example into vertical segments of content. (Source: OpenX)

SSCS abbr Site Supplied Clickstring
A third-party (usually site) redirect that can be used within an ad tag to allow that third party to count clicks. (Source: Kochava)

Site-To-Site VPN
A site-to-site virtual private network (VPN) is a connection between two or more networks, such as a corporate network and a branch office network. (Source: PaloAltoNetworks)

Situation Assessment
See Also: Adaptive Planning, Strategic Thinking
Another term for Adaptive Planning. (Source: MASB)

6DOF abbr Six Degrees of Freedom
Ability to move in three spatial directions and orient about three axes passing through the center of the body. Thus the location and orientation are specified by six coordinates. (Source: freeflyvr)

SKAdNetwork
An Apple ad framework first introduced in 2018. Apple introduced the SKAdNetwork in 2018, enabling campaign measurement where data at the user level is not available. (Source: Adjust.com)

NOTE – Starting with iOS 14, Apple has introduced two new frameworks for attribution and ad measurement. First, Apple introduced the ATT (AppTrackingTransparency) framework, which manages access to the IDFA by requiring user consent. With iOS 14 the SKAdNetwork framework will be updated to version two — as Apple attempts to ameliorate some of the impact of reducing developers’ access to the IDFA. (Source: Adjust.com)
SKAdNetwork Conversion Model
Enables marketers to pack significantly more insight and meaning into the SKAdNetwork Conversion Value. Rather than simply mapping individual post-install events to distinct conversion values (e.g., conversion values [0-63] = event names [0-63]), which would only tell you that a user completed a specific in-app event, the conversion model applies a framework around each distinct conversion value, offering insights including:
- A count of days since the install that an action or condition was met by the user
- The highest value in-app action taken by the user
- A list of events the user completed regardless of order
- A range of revenue generated by the user
- The number of times a user completed an in-app action
(Source: Kochava)

SKAdNetwork Conversion Value
In the context of Apple’s SKAdNetwork, the conversion value is a method used for reporting post-install engagements from the advertised app. The updateConversionValue(_:)_ method passes the conversion value, which can be any number between 0-63. You can call this method multiple times after an install; however, the ad network only receives the highest value reported via a postback.
(Source: Kochava)

NOTE – Advertisers can maximize insights from the conversion value by working with Kochava, a mobile measurement partner, that has developed configurable conversion models. The Kochava conversion models pack as much meaning and insights as possible into each conversion value using binary digits known as bits. SKAdNetwork does not require integrated apps to use the conversion value method, but it’s highly recommended, as it’s the only means to understand user quality by proxy of post-install engagement insights. (Source: Kochava)

Skewed Data
See Also: Asymmetric Data, Symmetric Data
Similar to asymmetric data, when the data clusters towards one end of the spectrum.

NOTE – An example in media is the charting of ratings for all networks from large to small where the highest data points occur at the beginning of the chart and the lowest at the end.

Skews
When a sample or a subset of a population or a specific footprint deviates from the actual distribution of the universe or population.

NOTE – Population or data skews in the STB data - based on the footprint, can skew more upscale (as in AT&T) or lack of linear TV viewing because entire sample is DVR (such as in TIVO).

NOTE – Kantar says there are no skews to their data since census or sample is representative of the underlying universes from which they are drawn.

Skid
Similar term for a Script Kiddie.

Skiddie
Similar term for a Script Kiddie.
Skin
See Also: Ad Skin, Page Skin, Background Skin, Wallpaper
In computing, a skin is graphical overlay to either make the webpage more aesthetically pleasing or easier to use.

Skin Conductance Response
See Also: Galvanic Skin Response (GSR)

Skinny Bundles
A type of MVPD network programming package that offers fewer channels or cheaper offerings than their standard or traditional bundle of network programming options. Can be a standalone network package of certain networks or programming genres such as sports.

2 : An offering to cable subscribers that is a slimmed down bundle that contains Internet access with a basic or simple TV package instead of the standard "Triple Play" of TV, Phone, and Internet.

Skinny OTT
A standalone Over the Top Television Service that will work on any internet connection. (Source: Shane Cannon, VIDGO)

Skins
A type of ad in addressable advertising where a frame around a piece of content contains the ad information / message.

2 : Also referred to as Wrappers. (Source: TIVO)

3 : Customized and interchangeable sets of graphics, which allow Internet users to continually change the look of their desktops or browsers, without changing their settings or functionality. Skins are a type of marketing tool. (Source: IAB)

Skippable Pre-Roll
In-stream video ads that allow viewers to skip ahead to non-advertisement video content after playing for a few seconds. (Source: Tubemogul)

Skip Pattern
A path through a survey instrument that is customized to a participant’s answers to previous questions. It accommodates the fact that some survey questions may only be relevant to certain participants. (Source: ProjectOAR)

Skipping
See Also: Trick Play
The act of avoiding content, particularly advertising, by skipping over the ads via the use of the DVR trick play modes.

Skunkworks
A skunkworks project is a project developed by a small and loosely structured group of people who research and develop a project primarily for the sake of radical innovation. The terms originated with Lockheed's World War II Skunk Works project. (Source: Wikipedia)
SKU Profitability

See Also: Profitability Metrics, Retail Product and Category Profitability

Metrics for retail products and categories (or SKU profitability) are generally similar to other measures of profitability, such as unit and percentage margins. Certain refinements have been developed for retailers and distributors, however.

- Markdowns, for example, are calculated as a ratio of discount to original price charged.
- Margin return on inventory investment (GMROI) is calculated as margin divided by the cost of inventory and is expressed as a “rate” or percentage.
- Direct product profitability (DPP) is a metric that adjusts gross margin for other costs, such as storage, handling, and allowances paid by suppliers.

(Source: MASB)

Skype

A free Voice Over Internet Protocol (VOIP) IP telephony service which is essentially a computer program that is used to make free voice calls over the Internet to anyone else who is also using Skype. Also enables file transfers, texting, video chat and videoconferencing.

NOTE – Once you download, register and install the software, you'll need to plug in a headset, speakers or USB phone to start using Skype. On September 12, 2005 Skype was acquired by eBay.

(Source: Webopedia)

Skyscraper (Ad)

See Also: Sidebar Ad

A tall, thin online ad unit. (Source: IAB)

NOTE – The IAB guidelines recommend two sizes of skyscrapers: 120 X 600 and 160 x 600.

(Source: IAB)

2 : A tall, thin online ad unit (often 600 x 120 pixels) that is placed alongside content on a webpage in either the rightmost or leftmost column. Often contains GIF files and animation. (Source: ProjectOAR)

Slack

Cloud-based platform for teamwork and project management, which offers users different options to improve their productivity in the workplace. It allows to integrate all the projects and conversations of a team into one place, through the use of chat rooms (channels), private groups, direct messaging, searching tools and integrations with more than 150 third-party services, including Google, Dropbox, Trello, etc. It was created by Steward Butterfield in 2013 and its name responds to "Searchable Log of All Conversation and Knowledge" (Source: Zorraquino)

Slacktivism

See Also: Clicktivism


(Source: Wordsmith.org)

2 : Actions performed via the internet in support of a political or social cause but regarded as requiring little time or involvement, (e.g. signing an online petition or joining a campaign group on a social media website). (Source: blog.hubspot.com)

Slapstick

In the creative genre, a type of advertising genre that uses a kind of humor based on boisterous action, exaggerated physical activity, or situations that are obviously farcical. Also referred to as
"Physical Humor" due to manipulations of the human body that aim to elicit a humorous response. (Source: ProjectOAR)

**Slashing**
A mechanism in proof of stake blockchain protocols intended to discourage certain user misbehavior. (Source: ShellyPalmer.com Blockchain Glossary)

**Slashing Condition**
In Blockchain, the mechanism that triggers a slashing. An example of a slashing condition is when under-collateralization triggers a liquidation. (Source: ShellyPalmer.com Blockchain Glossary)

**Slice of Life, Realism**
In the creative genre, a type of advertising genre that shows people in a realistic, everyday context. This genre is typically meant to feel relatable, and elicit a specific emotional response (e.g., feelings of warmth, sentimentality or everyday worries). (Source: ProjectOAR)

**Slider**
An IAB Rising Star Ad Unit template designed with an overlay “slider” (90 pixels high) that rests at the bottom of a publisher’s page and when prompted by user interaction, slides page content to the left for a canvas of 970×550 pixels full of rich interaction possibilities for user engagement. (Source: IAB)

**Slingbox**
A television streaming device that enables remote viewing. It connects the home television feed - whether from a DVR, cable operator, satellite or Telco - to a broadband enabled computer. It enables a viewer to view content from their home television anywhere in the world via their computer screen.

**SlingPlayer Mobile**
*See Also: Sling Box*
An application that lets you watch and control your home TV and DVR via your Slingbox™ on your smartphone.

**Slivercasting**
See Also: Narrowcasting
Like Narrowcasting it is the transmission of video programming to a niche audience, often through relatively inexpensive means like streaming video over high-speed connections. By this means, programming what would not generate enough interest or revenue for broadcast can be made available to a small but highly dedicated audience of viewers. (Source: whatis.techtarget.com)

**Slogan**
*See Also: Tagline*
A short, memorable attention-getting phrase, motto, catchword or catchphrase that serves to express a characteristic position in an advertising message of a product, service, good, person, group or brand.

NOTE – Examples include "Just Do It" from Nike and "Koo-Koo for Cocoa Puffs" from Cocoa Puffs. (Source: ProjectOAR)

**Sloppy Arithmetic**
*See Sloppy Chips*
A “guesstimate” by a computer that more closely replicates human intelligence and problem solving processes and attributes.
Sloppy Chips
See Sloppy arithmetic
Slightly inaccurate chips that “guesstimate” like human intelligence rather than like computer intelligence. These chips are much smaller, more efficient, much faster and more closely replicating human intelligence with 100,000 times the computing power of a traditional computer. The error rate from these “guesstimating” chips is an error range around 1%. The value of sloppy chips is that they are able to rifle down enormous databases in fraction of the time.

Slotting Fee
A fee charged to advertisers by media companies to get premium positioning on their site, category exclusivity or some other special treatment. It is similar to slotting allowances charged by retailers. (Source: IAB)

SME abbr Small and Medium Enterprises
Refers to businesses whose personnel numbers, revenue, or other factors fall below certain limits. (Source: MASB)

NOTE – What limits apply to SME varies by country and entity doing the classification. For example, in Switzerland the Federal Statistical Office considers enterprises with less than 250 employees to be an SME while in Canada the limit set by Industry Canada is 500 employees. In the U.S., the Small Business Association typically defines “small” as less than 500 employees (with exceptions for some industries) while the Department of Energy defines small and medium-size manufacturers as having gross annual sales below $100 million, fewer than 500 employees at the plant site, and annual energy bills more than $100 thousand but less than $2.5 million. (Source: MASB)

Small Data
Technology and practices that enable data-driven decision-making to continue when the amount of information we have is limited. (Source: Bernard Marr via LinkedIn)

NOTE – Although it sounds like the literal opposite, small data practice is closely linked to big data concepts and will increasingly be bought into play when data becomes unexpectedly outdated due to unforeseen events or is otherwise incomplete or unavailable. (Source: Bernard Marr via LinkedIn)

Smallest Viewing Increment
The agreed upon minimum length of time that a viewer has to spend on a piece of content that will constitute actual measurable viewing. Differing latencies by box manufacturer impacts the calculation and standardization.

NOTE – If someone is channel surfing, then a pull to that box for that second would not represent actual viewing. Most processors say that the standard length of time should be in five second increments. However Rentrak uses a formula to calculate a standard length that varies by programming genre and changes as the amount of data increases. (Rentrak attributes this to SOSO curves)

Smallwares
Consist of the following categories: glassware, flatware, dinnerware, pots and pans, table top items, bar supplies, food preparation utensils and tools, storage supplies, service items and small appliances. (Source: MASB)
Smarketing
A process in which sales and marketing teams are aligned to have a common integrated approach towards achieving the business goal. This kind of integration between the two teams is created through frequent and direct communication between the two. (Source: TycheSoftwares)

NOTE – For instance, marketing team might have mutually agreed upon SLA to hit and sales team must agree to follow an approach to fulfill those. Hence, Smarketing goals should be made together and re-evaluated on monthly basis to determine opportunities for improvement in both teams. (Source: TycheSoftwares)

Smart Card
*See also: Contact Smart Cards, Contactless Smart Cards, Combination Smart Card*
Usually about the size of a credit card, a smart card has embedded computer chips or a microprocessor that enables Set-Top Box data providers to deliver certain channels and levels of service as well as to track viewing, usage and tuning.

2 : Identical in size and feel to credit cards, smart cards store information on an integrated microprocessor chip located within the body of the card. These chips hold a variety of information, from stored (monetary) value used for retail and vending machines, to secure information and applications for higher-end operations such as medical/healthcare records. The different types of cards being used today are contact, contactless and combination cards.

Smart Contract
In Blockchain, a smart contract is a computer program or a transaction protocol which automatically executes when conditions of the agreement are met. Smart contracts the key mechanism for DeFi and Dapps and are an important feature of the Ethereum blockchain. (Source: ShellyPalmer.com Blockchain Glossary)

Smart Home
A home equipped with lighting, heating, and electronic devices that can be controlled remotely via the internet or an app by phone or computer.

SMART Objective
Target that has been set in accordance with five rules: it is specific, measurable, achievable, realistic, and timely. SMART is the mnemonic for remembering these five characteristics that strategic objectives ought to have in a digital marketing plan. (Source: Zorraquino)

Smart Objects
In Photoshop a smart object is a type of layer that preserves original image data. Enabling it to be edited non-destructively. This allows us to change scale, rotation or distortion, amongst many other options, without sacrificing image quality, as the original data remains intact. (Source: Zorraquino)

Smartphone
A cellular phone that performs many of the functions of a computer, typically having a touchscreen interface, Internet access, and an operating system capable of running downloaded applications. (Source: Google)

Smartphone Apps
*See Also: Mobile App*
A computer program application that is designed to run on mobile devices such as smartphones and tablet computers. (Source: Wikipedia)
Smart TV
*See Also: Hybrid TV, Connected TV*
Synonymous with Connected TV. (Source: IAB)

Smart TV Set-Top Box
*See Also: Set-Top Box*
Same as Advanced Set-Top Boxes.

Smishing
*See Also: Phishing*
A form of phishing that uses e-mails that look legitimate to trick victims into handing over vital information. However, with smishing, the identity thieves ply their scam through messages to a mobile phone rather than on a computer.

Smooth Pacing
A method of delivering ad impressions in a way that evenly distributes messages and impressions delivery over a specified, mutually agreed upon time period.

Smoothing
A technique that tries to compensate for the differences in successive backchannel pings from the Set-Top Box for measurement and service purposes.

2 : Also used to refer to Video Smoothing. (Source: TIVO)

Snacking
A form of television or video content viewing where the viewer samples small segments of the content in a viewing session rather than view the content in its entirety.

Snail Mail
Regular postal mail, as opposed to email. Pejorative when implying postal mail's slowness relative to email. (Source: AAI.ie)

Snap
The company that owns Snapchat, the photo- and video-messaging app launched in 2011. Each post on Snapchat is also called a Snap. Users can add filters, text, drawings, or emoji to their content before sending it. Direct messages last only up to 10 seconds before they disappear forever and are erased from the company’s servers. Snap Stories allow users to share re-playable Snaps for up to 24 hours. (Source: Blog.Hootsuite.com)

Snapchat
An image messaging and multimedia mobile application that allows users to take, share and broadcast photos and short-form videos from their mobile devices that are self-destructing.

Snapshot Viewing
*See Also: Logging Viewing*
A frozen view of data at a specific point in time which can be viewed as a report such as in a PDF file, at a later time. (Source: http://blogs.msdn.com)

NOTE – In computing, Snapshots are back-up records that can be used for troubleshooting and fixing problems.
**Sneakernet**  
The transfer of electronic information by physically carrying disks, tape, or some other media from one machine to another. Used ironically. (Source: AAI.ie)

**Sniffer**  
Software that detects capabilities of the user's browser (looking for such things as Java capabilities, plug-ins, screen resolution, and bandwidth). (Source: IAB)

**Snippet**  
A three second ad.

**Snippet Code**  
A third party HTML code-based snippet that might include a pixel request to track user behavior. Often placed on webpages.

NOTE – For email campaigns, the snippet code is automatically added within messages by the email service provider. For ad tracking it is tied to the creative code. (Source: Rubicon)

**Snowball Sample**  
A judgment sample that relies on the researcher’s ability to locate an initial set of respondents with the desired characteristics. These individuals are then used to identify still others with the desired characteristics. (Source: MASB)

**Snowball Sampling**  
Sampling technique for a research study in which participants who meet the study criteria are recruited through referrals from other participants. (Source: ProjectOAR)

**Social**  
Primarily internet or cellular phone based applications and tools to share information among people. Social media includes popular networking websites, like Facebook and Twitter; as well as bookmarking sites like Digg or Reddit. It involves blogging and forums and any aspect of an interactive presence which allows individuals ability to engage in conversations with one another, often as a discussion over a particular blog post, news article, or event. (Source: Mediacrossing)

**Social Ads**  
Ad displayed on social media sites that are targeted to you by your (or your friends) interests or shopping behavior as culled by data analytics.

**Social Ad Spend**  
Annual dollars marketers funnel towards paid promotion on social networks, social network games, and social network apps. Does not include money spent on creating and maintaining a social network presence. (Source: Centro)

**Social Bookmarking**  
Aggregating, rating, describing, and publishing bookmarks links to Web pages or other online content. (Source: IAB)

**Social Bot**  
A type of chatbot that is employed in social media networks to automatically generate humanlike messages.
Social Commerce
Using networking websites such as Facebook, Instagram, and Twitter as vehicles to promote and sell products and services. A social commerce campaign's success is measured by the degree to which consumers interact with the company's marketing through retweets, likes, and shares. (Source: Investopedia)

2 : The process of selling products or services directly on social media, using Facebook Shops, Instagram Shops, Product Pins and other native social media shopping solutions. (Source: Blog.Hootsuite.com)

3 : A trend within e-commerce that consists of using social networks as a sales channel. These sales come through relationships and social interactions between users, rather than through traditional user searches. (Source: Zorraquino)

Social Constructivism
The impacts of technologies are socially and culturally constructed by the ways in which they are employed by humans. (Source: OpenTextBC.ca)

Social Currency
The extent to which people are sharing information about content, a brand, company, product or service during their everyday, normal social lives and how that impact reflects back on them in terms of recognition, impact and influence.

2 : The entirety of actual and potential resources which arise from the presence in social networks and communities, may they be digital or offline. It derives from Pierre Bourdieu's social capital theory and is about increasing one's sense of community, granting access to information and knowledge, helping to form one's identity, and providing status and recognition. (Source: Wikipedia)

Social Customer Service
Also known as social customer care, it is customer service via social media. This may include answering customer inquiries, handling complaints, and offering support. (Source: Falcon.io)

2 : When a company uses social channels to provide service and support to customers. Larger companies often have a separate social handle for customer support issues. (Source: Blog.Hootsuite.com)

NOTE – Private messaging apps are most popular for social customer service in 2020, with 70% of people preferring a “message us” over a “call us” button. (Source: Falcon.io)

Social Inbox
The screen for reading and responding to direct messages on a social platform. (Source: Blog.Hootsuite.com)

Social Group
How audiences are determined through their age, gender, class, ethnicity, sexuality, ability, nationality. (Source: corbytechmedia.weebly.com)

Social Layer
Internet based applications or websites that enable the exchange of person-to-person or group messaging and other social activity.
Social Lift
See Also: Viral Lift, Viral Reach
Calculated as: Number of social views / Number of seed views + 1. The resulting number is rounded to the nearest tenth. (Source: Quora)

Social Listening
See Also: Listening
How social media managers track conversations around key topics, terms, brands and more, often with a specialized software tool. Social listening software gathers mentions, comments, hashtags, and relevant posts from across social media to provide insights on what users are talking about and how. Brands often use these insights to tap into key trends and see what people are saying about them and competitors. (Source: Falcon.io)

2: Begins with finding and assessing what is being said about a company, topic, brand, or person on social media channels. Then, the social team takes action based on what the analysis reveals. Taking action could be as simple as responding to a happy customer or as major as revising the brand strategy. (Source: Blog.Hootsuite.com)

Social Marketing
See Also: Social Marketing Report
Marketing tactic that taps into the growth of social networks, encouraging users to adopt and pass along widgets or other content modules created by a brand, or to add a brand to the user’s social circle of friends. (Source: IAB)

2: The marketing of political ideas and social causes. Examples include:
- Endangered species protection
- Access to clean water
- Opposition to tobacco
- “Just say no” to drugs
(Source: MASB)

Social Marketing Report
See Also: Social Marketing
Another term for Social Marketing. (Source: MASB)

Social Media
A term given to the range of web-based media platforms that offer accessible and scalable publishing techniques for users to connect to and communicate with each other and create community by sharing opinions, personal messages, photos, videos and other content.

2: Interactive technologies that allow the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks. (Source: Wikipedia)

3: Digital platforms that provide services via the internet in which users generate a public profile allowing them to record personal data and information about themselves, and then interact with other users who may or may not match the profile that has been published through contents such as comments, text messages, videos, photographs, or emoticons. Users, who must have first registered with these platforms, can interact with others, share information, and in general terms, keep in touch. There are generic social media, such as Facebook or Twitter, and specialist ones such as LinkedIn. (Source: Zorraquino)
4: Involves the use of social networks as marketing communications media. These websites often have users actively participate to determine what is popular. (Source: MASB)

NOTE – While challenges to the definition of social media arise due to the broad variety of stand-alone and built-in social-media services currently available, there are some common features: Social media are interactive Web 2.0 Internet-based applications. User-generated content—such as text posts or comments, digital photos or videos, and data generated through all online interactions—is the lifeblood of social media. Users create service-specific profiles for the website or app that are designed and maintained by the social-media organization. Social media helps the development of online social networks by connecting a user's profile with those of other individuals or groups. (Source: Wikipedia)

NOTE – Their popularity has allowed them to become a highly-influential advertising medium, and their apps have a high degree of virality given that they allow word-of-mouth marketing to be exploited and they are highly addictive for users. In addition, they allow audiences to be segmented and return on investment (ROI) to be measured accurately. (Source: Zorraquino)

**Social Media Advertising**
A form of online marketing that uses social networking platforms to communicate information related to a brand, product or service. Examples of social media advertising include ads or content that is intended for consumers to view or share with their social network (such as networking sites like Facebook, microblogging on Twitter, sharing photos on Instagram and video sharing on YouTube). (Source: ProjectOAR)

**Social Media Algorithm**
*See Also: Algorithm, Newsfeed Algorithm, Feed Algorithm*

**Social Media Center**
*See Also: Boxee*
A home-based cross platform freeware home entertainment system that gives viewers the ability to view content and have interactivity where they can, among other things, rate content and engage in social networking.

**Social Media Channel**
The specific social media platform used to place an advertiser’s message or to reach a specific group of users.

**Social Media eCommerce Marketing**
*See Also: Social Setting, Social Commerce*
A form of marketing that can involve building brand awareness, advertising, community management, social customer service, social listening, competitive analysis, social commerce and social selling. But, it is generally known as the process of using social media to drive traffic back to your ecommerce website. (Source: Blog.Hootsuite.com)

**Social Media Fraud**
*See Also: Fraud*
A post or page on a social media site designed to deceive users and spread rapidly through their personal networks. Scams are sometimes created for identity theft or to spread malware but the usual purpose is financial gain – the more frequently a post is liked and shared, the more money the scammer makes. (Source: whatis.techtarget.com)
Social Media Management
Involves managing social media accounts, engaging audiences, and measuring the business results of social media activities. Effective social media management practices implemented at scale across departments and regions allow everyone within the organization to collaborate and achieve measurable outcomes on social media. (Source: Blog.Hootsuite.com)

Social Media Management Platform
Refers to a set of software tools that help SMMs organize their social media accounts. (Source: Falcon.io)

2 : A secure, scalable tool that allows businesses to manage multiple social media accounts across departments and devices. Social relationship platforms are used for monitoring, posting, and tracking social media, and help manage everything from customer service to lead generation. (Source: Blog.Hootsuite.com)

SSM abbr Social Media Marketing
The use of social media to increase brand awareness, identify key audiences, generate leads, and build meaningful relationships with customers. Social media marketing should be part of a larger social strategy that also includes social customer service, community management, and social selling activities. (Source: Blog.Hootsuite.com)

2 : Consists of all those activities carried out by companies, institutions, or independent professionals in order to promote their products and/or services and establish a bond with their target audience through social media. It is one of the pillars of the digital marketing strategy – together with SEO, SEM, and SMO – and it ranges from advertisements on social media (Social Ads) to community management. (Source: Zorraquino)

3 : A tactic that taps into the growth of social networks, encouraging users to adopt and pass along widgets or other content modules created by a brand, or to add a brand to the user’s social circle of friends. (Source: MASB)

Social Media Monitoring
See also Monitoring
Often confused with social listening which involves actively setting up projects to seek out conversations on specific topics and gathering data on them. Social media monitoring, on the other hand, is the more passive technique of keeping an eye on your mentions and following what your audience is saying. (Source: Falcon.io)

2 : Similar to social listening in that it involves tracking what is being said about a brand on social media. However, while social listening involves analysis and action, social media monitoring is primarily concerned with finding and gathering data. (Source: Blog.Hootsuite.com)

Social Media Network
Similar to a Social Networking Service.

SMO abbr Social Media Optimization
The use of a number of social media outlets and communities to generate publicity to increase the awareness of a product, brand or event. (Source: Wikipedia)
2: The process of adapting a website so that it has greater visibility in social media and online communities. The term refers to the adoption of internal measures (off page) such as improving design to improve attractiveness, working on content to make it more interesting to users, facilitating browsing and implementing applications such as bookmarks to facilitate access or content distribution syndication options... and any other method to attracts traffic and generate new possibilities for receiving incoming links. Thereby improving positioning with search engines (SEO), and therefore SMO may be considered a new SEM practice. (Source: Zorraquino)

Social Media Platform
See Also: Platform

Social-Media Press Release
It is a new means of producing press releases for companies based on the viral and collaborative nature of Web 2.0. A Social-media Press Release is comprised of content that can be easily reproduced on the Web (videos, images, audio, presentations) and promotes the participation of multiple voices, transforming each recipient in a potential new publisher of a message and company content. (Source: Zorraquino)

Social Media Reactions
See Also: Reactions
When an audience responds to a piece of content, advertising or brand message, videos, actions or comments on social media with the intention of being validated or acknowledged.

Social Media ROI or Return On Investment
A measurement of how much revenue your activities on social media are generating for your company versus how much you are spending on them. (Source: Falcon.io)

2: A measure of how much you get out of the time, money, and effort you put into your social media strategy. It's a way of evaluating which strategies provide the most value, and which areas of your strategy may not be delivering enough return. (Source: Blog.Hootsuite.com)

SMS Marketing abbr Social Message Marketing
Mobile marketing practice, that consists of distributing information or promotional content via text (SMS) message. Can be used as a suitable strategy to complement campaigns in other media, either segmented (database) or mass mailing, although its repeated use may be construed as spam. Low cost compared to a phone call, and advertisers ensure receipt and storage in the addressee's inbox. (Source: Zorraquino)

SMS abbr Social Message Service
Service that enables short text messages, of no more than 160 characters, to be exchanged between fixed line or mobile phone devices, and other devices (may be sent, for example, from certain Internet platforms). It is a well consolidated system, particularly amongst younger users, who have even developed their own SMS language. (Source: Zorraquino)

NOTE – Some social networks such as Twitter or Facebook include the option to update content without having to use a computer, sending updates via SMS or MMS from mobile platforms. Its use for commercial purposes is called SMS marketing and is the main strategy used for mobile marketing. (Source: Zorraquino)
Social Network
An online destination that gives users a chance to connect with one or more groups of friends, facilitating sharing of content, news, and information among them. Examples of social networks include Facebook and LinkedIn. (Source: IAB)

2 : An online site or community that has user-centric content and interactive features (such as personal blogs, discussion boards, and chat rooms) and that gives users a chance to connect with one or more groups of friends, colleagues, etc., facilitating sharing of content, news, and information among them. Examples of social networks include Facebook, Twitter, LinkedIn, Pinterest, Instagram and TikTok. (Source: MASB)

SNA abbr Social Network Analytics
This set of tools assesses and quantifies the interactions by individuals in social environments. SNA techniques provide new metrics which can yield more detailed information on users, such as which network actor (node in SNA terminology) has the most influence, so as to then adjust the marketing strategy, uncover communication patterns, or understand how a customer behaves. The networks and their interactions tend to be shown as visual representations. (Source: Zorraquino)

NOTE – They are based on the idea that human beings, when they interact with each other, develop different kinds of relationships ranging from friendship to commercial exchanges, and these social bonds are like a network because they connect individuals. By systematically collecting data on these relationships between actors, it is possible to investigate deeper into the behavior of the subjects in accordance with their position in the network and to understand, for example, why some content is shared virally while other content is not. In theory, this discipline is based on sociometry, which derives from sociology and the mathematical theory of graphs. It should not be confused with the analysis of social media, which may be a part of SNA, but it is not the only part. (Source: Zorraquino)

SNS abbr Social Networking Service
An online platform which people use to build social networks or social relationships with other people who share similar personal or career interests, activities, backgrounds or real-life connections. (Source: Wikipedia)

Social Platform
A web-based technology that enables the development, deployment and management of social media solutions and services. It provides the ability to create social media websites and services with complete social media network functionality. (Source: Technopedia)

Social Plugin
Embeddable buttons and links that are functions that enable easier sharing of information and attitudes on social media from the web or an app.

2 : Things like the Like button, the Share button, comments and other tools that let you share your experience off of Facebook with your friends and others on Facebook. Social plugins include: Like button: Click Like to share and connect with things from other websites that you find interesting. (Source: Facebook)

Social Proof
It is a psychological phenomenon in which positive influence is created where people assume the actions and attitudes of people have the correct behavior for a given situation. Social proof can be built in the form of testimonials, reviews or trust seals which in a great way generate interest, increase credibility and drive more conversions. Different types of social proof are:
1) Expert social proof
2) Celebrity social proof
3) User social proof
4) Wisdom of the crowd
5) Wisdom of friends
(Source: TycheSoftwares)

Social Selling
See Also: Social Media ecommerce Marketing, Social Commerce
Using social media to make sales. Often, this takes place when salespeople interact with potential customers on social, establishing a relationship they can leverage for a future sale. This could be done by answering prospects’ questions, sharing company content, or mentioning their brand in a post comment. (Source: Falcon.io)

2 : The practice of using social tools to find leads, connect with prospects, and nurture business relationships. (Source: Blog.Hootsuite.com)

3 : New sales model that uses social media, especially platforms of a professional kind such as LinkedIn, to identify potential clients and connect with them, with the aim of establishing a relationship based on confidence and accompanying them through the purchase process in order to generate sales in the long term. (Source: Zorraquino)

NOTE – Among other aspects, it brings together a personalized approach to sales on the part of the seller, through its personal branding, and the production of shared content on social media in order to attract qualified leads. (Source: Zorraquino)

Social Shopping
See Also: Social commerce, Social Purchases, Shopping 2.0
Type of electronic commerce that uses social media as one more channel in the process of selling a product or service. Integration may be carried out in two different ways: either as a space from where users can be pushed towards an online shop, or as a direct-sales platform, using tools such as the Facebook Shops, Instagram Shopping, or the enriched pins on Pinterest. (Source: Zorraquino)

Social Signals
Communicative signals of social media activity like shares, votes, pins or likes on social media sites which are taken into consideration by search engines for ranking algorithms.
(Source: TycheSoftwares)

NOTE – Social signals directly or indirectly provide information through social interactions, emotions, behavior and social relationships on social media sites like Facebook, Twitter, LinkedIn, Pinterest or Tumblr. An easy way to apply social signals to websites or blogs is by using social share buttons. (Source: TycheSoftwares)

Social Targeting
The process of using data and analytics to find those consumers who are social networkers and who influence the social conversation on the internet or on a social media site.

Social Views
Clicks on links shared to social media sites, email, or in chat clients. (Source: Quora)
Social VR
This term refers to a type of app that aims to create a shared virtual reality space where users can interact with each other and even participate in activities. (Source: TechRepublic)

2 : Refers to a type of virtual reality app designed to create a shared VR space in which users can interact and participate in activities. The social VR startup Altspace VR is a good example; among other activities, the app allows users to play virtual Dungeons & Dragons together. (Source: Cynopsis)

Social Web
See Also: Open Web
Web-based services that enable internet users to socialize, interact and connect across the web.

SCTE abbr Society of Cable Telecommunications Engineers
Creators of standard measurements for advanced television. SCTE 30 - Originally intended to be used for Digital Program Insertion in linear broadcast channels, this standard has since grown to support addressable advertising with SCTE 130 formerly DVS 629. SCTE 30 messages are sent between the ad insertion server and the splicer to ad insertion points. SCTE 35 - Originally intended to be used for Digital Program Insertion in linear broadcast channels. The digital cue tone that defines when a switch should occur in the splicer.

Sociocultural
The model that views media and communication as a replication and reinforcement of social and cultural order. (Source: OpenTextBC.ca)

Socio-Psychological
An approach to media and communication that takes into account human behavior. (Source: OpenTextBC.ca)

Soft Bounce
See Also: Hard Bounce
A temporary bounce. Email messages that have not been delivered during an email marketing campaign because an addressee's inbox was full when the email was sent. The communication reaches the addressee with a certain delay unaffected by the sender. (Source: Zorraquino)

NOTE – Should the addressee’s email server remain deactivated for three days, the message is returned to the sender and is then classified as a hard bounce. (Source: Zorraquino)

Soft Goods
A subclass of nondurable goods that have a textile base. Examples include clothing and bedding. (Source: MASB)

Soft Paywall
See Also: Hard Paywall, Paywall
A paywall that allows the user to access some content without having to pay or subscribe. Example - Some newspapers allow some content to be freely accessed without subscribing.
Soft Sell
See Also: Hard Sell
In advertising and marketing, an ad or campaign that uses a subtle, gentle, non-threatening sales message to evoke a positive emotional response and persuade an audience. (Source: ProjectOAR)

SaaS abbr Software As A Service
See Also: Ad Manager, Cloud Computing
A model of software deployment where a software provider licenses an application for use as a service On-Demand. (Source: Wikipedia)

2 : Software provided to customers on a license basis. (Source: Mediamath)

3 : A software distribution model that provides access to software and its functions remotely as a Web-based service. It is licensed on a subscription basis and is centrally hosted, thus removes the need for organizations to handle installation and maintenance. SaaS applications are also called as Web-based software, On-demand software or Hosted software. It is one of the three main categories of cloud computing, alongside infrastructure as a service (IaaS) and platform as a service (PaaS). (Source: TycheSoftwares)

4 : It refers to computer software which is accessed online via subscription rather than bought and installed on individual computers. (Source: MASB)

SDDC abbr Software-Defined Data Center
See Also: Virtual Data Center
Refers to a data center where all infrastructure is virtualized and delivered as a service. Control of the data center is fully automated by software, meaning hardware configuration is maintained through intelligent software systems. This is in contrast to traditional data centers where the infrastructure is typically defined by hardware and devices. (Source: Webopedia)

NOTE – Software-defined data centers are considered by many to be the next step in the evolution of virtualization and cloud computing as it provides a solution to support both legacy enterprise applications and new cloud computing services. (Source: Webopedia)

SDN abbr Software Defined Network
An umbrella term encompassing several kinds of network technology aimed at making the network as agile and flexible as the virtualized server and storage infrastructure of the modern data center. (Source: TechTarget)

SDK abbr Software Development Kit
A set of tools that provides a developer with the ability to build a custom app which can be added on, or connected to, another program. SDKs allow programmers to develop apps for a specific platform. (Source: Adjust.com)

SDK Integration
The process of importing a library file, known as a software development kit, into a project in order to use that file’s functions. (Source: is.com)

Soft Launch
See Also: Full Launch, Hard Launch
The common strategy of releasing a product ahead of its scheduled launch with little or no marketing push.
NOTE – Unlike full launches, soft launches are usually planned as “rehearsals” for a full launch, and let developers simulate real-world interactions with their app. This launch is usually limited in the number of users admitted and can help a company check and fix things like bugs or user reactions before a full, official launch. Soft launches also allow companies to optimize marketing spend by testing user acquisition strategies in markets similar to their launch market. Some companies choose soft launches when they want to keep their service under wraps and gradually add users. (Source: is.com)

Software Robot
An AI (artificial intelligence) system that runs on a host device rather than existing as a standalone machine. (Source: whatis.techtarget.com)

NOTE – Can be configured through software and AI-driven intelligence to automate routine tasks such as data extraction and cleaning via existing user interfaces. (Source: McKinsey)

Sole Usage
The fraction of a brand’s customers who use only the brand in question. Sole users may be die-hard, loyal customers. Alternatively, they may not have access to other options, perhaps because they live in remote areas. Where sole use is 100 percent, the share of requirements is also 100 percent. Sole usage (%) = 100 x [Customers who buy only the brand in question (#) ÷ Total brand customers (#)] (Source: MASB)

Solitary Survivor Stage
See Also: Family Life Cycle, Newly Married Stage, Unattached Adult
Another term for Family Life Cycle. (Source: MASB)

SoLoMo
Abbreviation for social, local and mobile, refers to users that consume content via Smartphones, regarding their geographical location and who trust the opinions of their community. (Source: Zorraquino)

NOTE – This concept is important for businesses with a physical location, as it can offer users strategic and specific information as a function of their location. (Source: Zorraquino)

Solution Software
Another term for Stacking Software.

Sonic Branding
The use of audio that becomes associated with a specific brand, service or product.

Sonic Feedback
A form of audio positive loop gain which occurs when a sound loop exists between an audio input (for example, a microphone or guitar pickup) and an audio output (for example, a power amplified loudspeaker). (Source: Wikipedia)

Sony’s PlayStation VR
Formerly Project Morpheus, PlayStation VR will be compatible with PlayStation 4. PSVR is the only console-based VR system so far. It works with the DualShock PlayStation controllers, but users can also purchase handheld Move controllers. Movement is more limited than with the Vive. PSVR is considered the third of the trio of high-end VR systems (the other two being he Oculus and Vive). It's
less immersive than the Oculus or the Vive, but it is cheaper, and has the advantage of a 36-million unit install base of PlayStation 4s already out in the wild. (Source: TechRepublic)

**SIVT** *abbr* Sophisticated Invalid Traffic
*See Also: General Invalid Traffic, Invalid Traffic*
Includes traffic identified through advanced analytics, multipoint corroboration, human intervention—such as hijacked devices, ad tags, or creative; adware; malware; misappropriated content. (Source: MRC)

2 : Difficult to detect situations that require advanced analytics, multi-point corroboration/coordination, significant human intervention, etc., to analyze and identify. Key examples of SIVT include: Bots and crawlers pretending to be legitimate users, Hijacked devices and user sessions, Invalid proxy traffic, Adware and malware, Incentivized manipulation of measurements, Falsely represented sits and ads, Cookie stuffing, Manipulation or falsification of location data. (Source: MRC)

**Sort Content**
Sorting content so that it makes the most sense to the viewer.

**Sorting**
A function performed by intermediaries in order to bridge the discrepancy between the assortment of goods and services generated by the producer and the assortment demanded by the consumer. (Source: MASB)

**Sound Card**
*See Also: Audio Card*
A peripheral device that can be slotted or attached to the ISA or PCI slot on a motherboard in a computer that enable the computer to input, process, and deliver sound through the use of audio components for multimedia applications.

**Sound Design**
The art and practice of creating sound tracks for a variety of needs. It involves specifying, acquiring or creating auditory elements using audio production techniques and tools. It is employed in a variety of disciplines including filmmaking, television production, video game development, theatre, sound recording and reproduction, live performance, sound art, post-production, radio and musical instrument development. (Source: Wikipedia)

**SFX** *abbr* Sound Effects
A sound, other than speech or music, for use in a video or radio ad, movie or other media production. (Source: ProjectOAR)

**Source Coding**
*See Also: Digital Compression, Compression, Bit Rate Reduction, Data Compression*
The process of encoding data so that it requires less bandwidth. A form of data compression.

**Sourced Traffic**
Any method by which digital media sellers acquire visitors through third parties.

2 : Refers to a practice in which publishers acquire audiences from third parties, then represent those audiences as their own. Publishers generally do so in order to fulfill advertiser commitments. (Source: Cynopsis)
NOTE – As the Association of National Advertisers has warned, sourced traffic represents far less fertile territory for advertisers, as it is particularly susceptible to fraudulent traffic generated by bots and other shady practices. Buying sourced traffic is a fairly common practice, and the ANA argues that it represents a major (and highly under-recognized) threat to digital advertisers. (Source: Cynopsis)

NOTE – This technically could cover a wide variety of nuanced business practices, especially so-called “audience extension” models utilized by a variety of big publishers, some of whom utilize programmatic exchanges to acquire “lookalike” audiences to fill in for under-delivering on their own audience guarantees. With sourced traffic, a publisher pays a third-party vendor to send users to its site by advertising on other publishers’ sites. Sourced traffic may occur when a seller needs to meet the audience delivery requirements of a campaign and has to increase visitors to its site. (Source: ANA)

Space
The location on a page of a site in which an ad can be placed. Each space on a site is uniquely identified. There can be multiple spaces on a single page.

Spatial Navigation
Self-orientation and locomotion in virtual worlds. (Source: freeflyvr)

Spam
Essentially unsolicited bulk email. An electronic message that is sent indiscriminately over the internet and delivered to inboxes as unwanted and sometimes harmful email.

2 : Term describing unsolicited commercial e-mail. (Source: IAB)

3 : Unnecessary, unwanted, or repetitive content that clogs inboxes and clutters social media feeds. The term “spam” has been used to refer to junk messages since the earliest days of the Internet. (Source: Blog.Hootsuite.com)

Spam Bot
See Also: Bot
A computer program designed to assist in the sending of spam by creating accounts and sending spam messages from them.

Spam Filter
See Also: White Listing, Blacklisting
Software built into e-mail gateways as well as e-mail client applications designed to identify and remove unsolicited commercial messages from incoming e-mail before the end user sees them. (Source: IAB)

AEROC-PSM abbr Spanish Association of Online Community Managers and Social Media Professionals
Non-profit organization comprised of Spanish Community Managers. Founded in 2008 to help professionals working in social networking sites and virtual communities and to promote their professional development, whilst offering advice. Also offers sector employment opportunities. (Source: Zorraquino)

Spanish Language Programming
Icon / indicator designating that programming is available in Spanish.
Special Effects
A visual or audio treatment developed for video and other media, often created with computer-generated images, props, camerawork, etc. to create an experience, exaggeration or illusion that may be difficult or expensive to capture in real life. For instance, making an actor seem like a giant compared to his environment, having it seem as if an actor is in the mountains or driving when they are in a studio. (Source: ProjectOAR)

Specialized Audience
A non-mass, niche, audience that may be defined by a particular social group (for example young, aspirational females) or by a specific interest (for example skydiving). (Source: corbytechmedia.weebly.com)

Special Offers
Refers to all types of promotional offers, not just “sales” events. E.g., could use to notify when PPV content (concerts, fights, etc.) becomes available to On-Demand users, in addition to Double Feature or other promos.

Specie
Metallic currency such as gold or silver (or nickel and copper) that has value on its own (i.e., if melted and sold as a metal). (Source: ShellyPalmer.com Blockchain Glossary)

Spectrum
In media, it is the entire range or band of wavelengths in an electromagnetic field. Different bands of spectrum are able to transmit more data or higher quality data than others, providing higher levels of transmission and clearer signals.

Speeding
See Also: Straight-Lining
Survey taking behavior in which the respondent completes an online questionnaire as rapidly as possible, either to finish quickly or to receive a promised incentive. Also associated with straight-lining. (Source: ProjectOAR)

Spend Out
Refers to the full utilization of media spend within a certain duration of time during the campaign - often times, the pacing of a campaign will have to be adjusted so that the entire budget is depleted to meet the spend out the goal. (Source: Mediamath)

Spider
See Also: Bot, Robot
A program that automatically fetches Web pages. Spiders are used to feed pages to search engines. It is called a spider because it crawls over the Web. Because most Web pages contain links to other pages, a spider can start almost anywhere. As soon as it sees a link to another page, it goes off and fetches it. Large search engines have many spiders working in parallel. (Source: IAB)

Spill In
The penetration of a television signal transmitted from outside the market area. (Source: TVB)

2: The amount of programming viewed within a market area to stations that are licensed to an adjacent market. (Source: AAI.ie)
Spill Out
The transmission of a television signal beyond its own market area. (Source: TVB)

2 : The amount of viewing to local stations outside the home market area. (Source: AAI.ie)

Spinoff
When a character/characters and/or a concept from a television series is "spun off" to its own series. Examples include "The Jeffersomes" and "Maude" spun off from "All in the Family" or "Law & Order: Special Victims Unit" spun off from "Law & Order." (Source: TVB)

Splash
The image-led story that is given the most prominence on the front page of a newspaper, very little text. (Source: corbytechmedia.weebly.com)

Splash Page
See Also: Transition Ads, Interstitial Ads, Intermercial Ads
A preliminary page that precedes the user-requested page of a Web site that usually promotes a particular site feature or provides advertising. (Source: IAB)

Note – A splash page is timed to move on to the requested page after a short period of time or a click. Splash pages are not considered qualified page impressions under current industry guidelines, but they are considered qualified ad impressions. (Source: IAB)

Splice
A hardware or software system that inserts or combines audio / video streams to be played on a Set-Top Box.

Split Run
A market research testing methodology in which two different versions of an ad are placed in different copies of the same issue of the same publication. The purpose of this technique is to compare the effectiveness of the alternative versions of the ad. (Source: ProjectOAR)

2 : Scheduling two or more executions of an advertising message in alternate copies of a magazine's circulation in a given issue. (Source: AAI.ie)

Split-Sample Test
A controlled experiment in which participants are randomly assigned to view and respond to one of several versions of a stimulus, product design or ad. This technique allows for responses to stimuli in different versions to be directly compared, because the versions were administered to parallel randomized groups. (Source: ProjectOAR)

Split Testing
See Also: A/B Testing
A solution for carrying out A/B tests. (Source: abtasty.com)

NOTE – By comparing several versions of your web pages, such as your landing pages or homepages, a split test helps you identify which one has a better conversion rate for your visitors. When the split test is launched, your pages’ traffic is randomly spread over the different versions of your pages. Each one’s performance is tracked and analyzed by the split testing software to identify the version that converts the best, with the highest significance. Split testing determines the version on which the sample converted the best. (Source: abtasty.com)
Splunk
Is a software to search, monitor and analyze Big Data (machine-generated data from websites, applications, servers, networks, mobile devices, etc.) by applications, systems and IT infrastructure at scale via a web-style interface. The software captures, indexes and correlates real-time data in a searchable repository from which it can generate graphs, reports, alerts, dashboards and visualizations.

Sponsor
An individual, corporation or organization that provides advertising, funding, in-kind services or barter support so as to be included or highlighted on a media platform, program or piece of content.

2 : An advertiser who has sponsored an ad and, by doing so, has also helped sponsor or sustain the Web site itself. (Source: IAB)

3 : An advertiser that has a special relationship with the Web site and supports a specific feature of a Web site, such as a writer's column or a collection of articles on a particular subject. (Source: IAB)

4 : A company that pays a property or entity for the right to promote itself and its products or services in association with the property/entity. (Source: MASB)

Sponsored Posts
Social media posts in which an influencer or celebrity highlights a brand or product that they have been paid to promote. These posts must be identified as ads using a hashtag like #ad or #sponsored. (Source: Blog.Hootsuite.com)

Sponsored Search
Another term for Paid Search.

Sponsor Produced Content
See Also: Sponsorship, Branded Content
Branded, stand-alone content produced by a sponsor. Unlike Branded Content, Sponsor Produced Content is clearly advertiser driven and advertiser created and not blended into other entertainment or informational content.

Sponsorship
See Also: Branded Content, Spotlights, Advergaming, Sweepstakes, Content & Section Sponsorships
In media, an advertising campaign.

2 : In the online sector, sponsorship represents custom content and/or experiences created for an advertiser which may or may not include ad units (i.e., display advertising, brand logos, advertorial and pre-roll video).

3 : A way for an advertiser to sponsor a section of a website. As a sales technique, sponsorship works best when the web page is relevant to the advertiser’s products or services. (Source: OpenX)

4 : The purchase of all or part of a television program by one advertiser. (Source: TVB)

5 : Refers to a cash or in-kind fee paid by a sponsor to a property or entity (e.g. a sports, entertainment, or non-profit event or organization) in return for access to the leverageable marketing resources associated with that property/entity. (Source: MASB)
Sponsorship Fit
The compilation of consumers’ subjective assessments of how well a sponsor and the sponsored property/entity (e.g. sports, entertainment or non-profit event or organization) match or fit together. (Source: MASB)

Spoofing
Misrepresenting an impression as something that it is not. For example, claiming that an impression is “cnn.com” when it actually serves on a completely different website. This is possible when platforms allow inventory to be self-declared, with no validation of what it actually is. (Source: Centro)

Spooking
Following someone surreptitiously online by tracking their mobile phone calls and texting logs.

Spot
See Also: Commercial, TV Spot
A singular piece of advertising inventory which can be of varying lengths such as, but not limited to, 15 seconds, 30 seconds or 60 seconds.

2 : What is the prevailing market price for a given ad impression. (Source: Mediacrossing)

3 : An industry term often used to describe a video or audio advertisement typically aired on television or radio. (Source: ProjectOAR)

Spotfire
See Also: T1

2 : Online information resource where reports and other data is shared. (Source: Mediamath)

Spotify
An application that allows music to be streamed on computers, tablets and smartphones. This platform offers a service for music, podcasts, digital videos and other content related to artists from all over the world. (Source: Zorraquino)

Spot Level Ratings
See Also: Rating
The percentage of viewers viewing the commercial spot out of the total universe or population.

Spotlights
See Also: Branded Content, Sponsorship, Advergaming, Sweepstakes, Content & Section Sponsorships
A type of sponsorship. Custom built pages incorporating an advertiser's brand and housing a collection of content usually around a theme. (Source: IAB)

Spot Runs
The number of times a given spot ad was broadcast from the headend regardless of the number of STB exposures, remote clicks or responses. (Source: FourthWall Media)
Spot TV
The advertising time purchased from individual stations. There are two major types local and national. Local spots are purchased in one market and aimed only at the audience in that particular market. National spots are bought by national advertisers in several markets. (Source: TVB)

Spreadability
A new form of participatory culture where consumers take media in their own hands reworking its content to serve their personal and collective interests. (Source: Convergence Culture Consortium)

Spread Spectrum
See Also: Code Division Multiple Access, GSN
A type of technological technique where an electrical, electromagnetic, or acoustic signal, for example, is generated in a particular bandwidth and deliberately spread in the frequency domain. This results in a signal that has a wider bandwidth. These techniques are used for a variety of reasons, including the establishment of secure communications, increasing resistance to natural interference, noise and jamming, to prevent detection, and to limit power flux density (e.g. in satellite downlinks). (Source: en.wikipedia.org)

Spybot
Another term for Ad Bot

Srsly
Short for Seriously. (Source: blog.hubspot.com)

Stability
See Also: Reliability, Reproducibility
The ability for a dataset to maintain inherent consistent levels and therefore stability characteristics over time.

2 : The degree to which results of a test or research method are consistent when a test or research method is repeated on different samples of participants from the same universe. Can also refer to the degree to which an estimate of a metric can be confidently relied upon, due to the size of the sample on which it is based or the number of times a test is done. (See also "Reliability")." (Source: ProjectOAR)

Stablecoin
In Blockchain, a token tied to the value of an asset such as the US dollar. A stablecoin can be collateralized with physical assets (e.g., US dollar in USDC) or digital assets (e.g., DAI) or can be uncollateralized (e.g., AMPL and ESD). (Source: ShellyPalmer.com Blockchain Glossary)

Stacking
A form of content delivery that gives the right and ability to showcase entire seasons of programming content on all devices and platforms.

Stacking Software
See Also: Solution Stack
A set of software subsystems or components needed to create a complete platform such that no additional software is needed to support applications. Applications are said to "run on" or "run on top of" the resulting platform. (Source: Wikipedia)
**Staked Incentive**
A token balance held by a smart contract whose purpose is to influence user behavior. A staking reward is designed to encourage positive behavior by giving the user a bonus in their token balance based on the stake size. A staking penalty (slashing) is designed to discourage negative behavior by removing a portion of a user’s token balance based on the stake size. (Source: ShellyPalmer.com Blockchain Glossary)

**Stakeholder**
One of a group of publics with which a company must be concerned. Key stakeholders include consumers, employees, stockholders, suppliers, and others who have some relationship with the organization. (Source: MASB)

**Staking**
In Blockchain, the escrows of funds in a smart contract by a user who is subject to a penalty (slashed funds) if they deviate from expected behavior. (Source: ShellyPalmer.com Blockchain Glossary)

2. The process of actively participating in transaction validation (similar to mining) on a proof-of-stake (PoS) blockchain. On these blockchains, anyone with a minimum-required balance of a specific cryptocurrency can validate transactions and earn Staking rewards. (Source: Coinbase.com)

**Standard Ad Units**
A set of ad specifications for standard image or animated in-page ad units that establish a framework for advertising inventory and webpage design. (Source: IAB)

**SAU abbr Standard Advertising Unit**
Pre-defined ad sizes, measured in column inches for print or pixel dimensions for digital, used to buy or document ad placement in the media. (Source: ProjectOAR)

**SAU abbr Standard or Static Ad Units**
See Also: Advanced Advertising
The opposite of Dynamic Ad Units (which are interactive and addressable). Static Ad Units are those advertisements that are delivered uniformly in a standard size and format. (Source: Mercury Media)

**SDTV abbr Standard Definition TV**
See Also: High Definition TV
A TV with an internal digital tuner. SDTV has the basic digital television format closest to traditional analog TV.

2. An alternative method of operation for digital television which offers the opportunity to transmit two to eight standard quality programs in place of, but in the same channel as, that used for HDTV. By employing higher compression ratios, more programs may be transmitted. (Source: TVB)

**Standard Error**
The estimated standard deviation of a statistic (margin of error). Standard error of a sample mean equals sample standard deviation divided by the square root of the sample size. (Source: TVB)

**SGML abbr Standard Generalized Markup Language**
See Also: HTML, XML
The parent language for HTML. (Source: IAB)
**SMSA** abbr **Standard Metropolitan Statistical Area**
An integrated economic and social unit having a large population nucleus. This is an old term now replaced by metropolitan statistical area. (Source: MASB)

**Standard Pre-Roll**
In-stream video ads that play before video content. (Source: Tubemogul)

**SRDA** abbr **Standard Rate and Data Service**
Monthly reports of publications’, TV and radio stations’ rate cards and supporting technical information arranged by state and market. (Source: AAI.ie)

**Standard Technical Specification**
Refers to information or instructions for technical standards that can be accessed to provide specific details regarding such information as requirements, functions, designs, products or services, for example.

**Staple Good**
See Also: Commodity Product
Another term for Commodity Product. (Source: MASB)

**Start Date**
The date an advertising campaign is scheduled to start.

**Start / End of Recording**
See Also: Trick Play
The indicators of when the video content (such as a program) will start recording and when it will stop and end the recording.

**Start Over**
A capability and service offered through Time Warner Cable. Start Over is a Digital Cable feature that allows you to start over certain TV shows that are already in progress.

**State-Of-Finish**
Refers to the level of artistry associated with advertisements or communication materials. For example, an ad with four-color photography, professionally designed typography, a well-crafted positioning statement and a balance of emotional and functional benefits would be described as having a high state-of-finish. Conversely, a "white card" concept would be considered to have a low (or no) state-of-finish, since it would simply be words on a page. (Source: ProjectOAR)

**Static Ad/Image**
A still ad or image that does not have any animation or movement. Static ads and images are often distinguished from dynamic GIFs, animations and videos. (Source: ProjectOAR)

**Static Ad Placement / Static Rotation**
Ads that remain on a Web page for a specified period of time or embedded ads. (Source: IAB)

**Statistical Identification**
The process of identifying devices across sessions based on a series of non-personally identifiable data points and algorithms to narrow these characteristics to a single or small handful of users. (Source: MAGNA Global)
**Statistical Significance**
A measure representing the likelihood that a difference is not due to sampling error alone. (Source: ProjectOAR)

**Statistics**
A scientific discipline of the numeric study of data relationships. (Source: SAS)

**Stay Away Minutes**
*See Also: Perfect Play*
Average number of minutes households stayed away, that switched away during a specified commercial airing but did return to this channel before the end of the programming day. (Source: TRA)

**Stayed Away**
*See Also: Perfect Play*
Percentage of households that switched away during the commercial that did not return to this channel for the remainder of that programming day. (Source: TRA)

**STB Churn**
*See Also: Churn*
The ebb and flow of a Set-Top Box population. Occurs when moving homes - from address to address or subscriber to subscriber - or cancellation of or new subscription to service for other reasons.

**STB Exposures**
The number of instances of an AdWidget (embedded in a spot ad) executing on Set-Top Boxes. Also called total STB exposures. (Source: FourthWall Media)

**STB ID**
*See Also: MAC address*
A unique identifier used to represent an individual Set-Top Box. (Source: Nielsen)

**SOSO abbr** **STB On / TV Off**
A measurement challenge - instances where the television set is turned off but the Set-Top Box remains turned on. In this situation, no viewing is taking place but the Set-Top Box continues to record viewing to the last channel.

NOTE – Possibly use data gathered from the Remote Control to match set off with viewing cessation.

**SST abbr** **Steady-State Topography**
A neurological research method for measuring brain activity patterns associated with specific psychological processes, particularly Memory Encoding. (Source: ProjectOAR)

**Steal-o-matic**
*See Also: Animatic, Rough-o-matic*

**Stereo**
Icon / indicator designating sound transmission from two sources through two channels.
Stereopsis
Binocular vision of images with different views by the two eyes to distinguish depth. (Source: freeflyvr)

Stereotype
An exaggerated representation of someone or something. It is also where a certain group are associated with a certain set of characteristics, for example 'all old people are grumpy', 'blondes are dumb', etc. Stereotypes can be quick ways of communicating information in adverts and dramas, e.g. the rebellious teenager in a soap opera, as they are easily recognizable to audiences. (Source: corbytechmedia.weebly.com)

Stickers
Colorful, graphic icons that are used in social media in place of text. Considered a move away or evolution from traditional text messaging.

2 : A feature of stories formats like Snapchat and Instagram Stories. They allow users to add extra information to a post, like a hashtag or location. Some stickers offer interactive features such as questions and polls. (Source: Blog.Hootsuite.com)

Stickiness
A measure used to gauge the effectiveness of a site in retaining individual users. Stickiness is usually measured by the duration of the visit. (Source: IAB)

Stickiness Index
An engagement metric indicating the degree to which a program is viewed. The percent of program that has been watched. The greater the percentage of the program viewed compared to all programs of the same duration in a certain time period, the greater the stickiness index. (Source: Rentrak)

Sticky
A descriptive term for websites where users typically stay longer than normal. For example, gambling sites are often considered sticky. (Source: OpenX)

Still-o-matic
See Also: Photomatic, Board-o-Matic
(Source: ProjectOAR)

Stimulus/Stimuli
Any material created with the goal to elicit feedback from participants in a research study. The stimulus is often used as a prompt for the communication of certain ideas related to a brand, product or service. These materials may be visual, verbal and/or auditory in nature. (Source: ProjectOAR)

Stitch Fix
A fashion retailer that employs the use of proprietary technology to create more personalized clothing in a one-to-one customer relationship.

Stitching
In a digitalized media environment it is the ability to combine many pieces of content (videos, graphics etc.) into one high quality signal that has less bandwidth than the sum of its parts.

2: An algorithm used to connect the same Set-Top Box’s tuning from one day to the next, when a Set-Top Box is tuned across the daily cut off point (e.g. 2am). (Source: TRA)
3: In virtual reality, it is the process of taking footage from different cameras, like GoPro cameras that have been used in a 360 camera mount, and combining that footage into spherical video. The process usually involves reorienting video, placing seams, and generally editing it so that it looks like one continuous view, rather than a patchwork of angles. (Source: TechRepublic)

**Stock Footage**
Film or video clips that are already shot and/or were produced by a third party which can be inserted into a video advertisement but were not shot specifically for that advertisement. Some stock footage is licensed for a fee by private companies. (Source: ProjectOAR)

**SKU** *abbr* Stock Keeping Unit
A unique scannable specific bar code consisting of numbers and/or letters to identify products and/or services of vendors and store owners. It helps vendors automatically track movement of inventory, also used for services and warranties. SKU is also useful for online store owners to determine which products require reordering and provides sales data also. (Source: TycheSoftwares)

2: A term used by retailers to identify individual items that are carried or “stocked” within an assortment. This is the most detailed level at which the inventory and sales of individual products are recorded. (Source: MASB)

**Stock-Outs**
*See Also: Out of Stock/Out-of-Stocks*
Another term for Out of Stock/Out-of-Stocks. (Source: MASB)

**Stock Photography**
Still photography that has already been shot or photographs produced by a third party that were not shot specifically for a particular advertisement but can be inserted into that advertisement. Some stock photographs are licensed for a fee by private companies. (Source: ProjectOAR)

**Stockpiling**
The activity of acquiring and storing a large quantity of something. Consumer stockpiling refers to behavior by consumers acquiring a large quantity of a product (which may affect future consumer demand). (Source: MASB)

NOTE – An example of consumer stockpiling is the excessive acquisition and storing of bathroom tissue that occurred during the 2020 Covid-19 pandemic. (Source: MASB)

**Stop**
Allows viewer to cease playback of Video On-Demand programming.

**Stop Motion (Single Frame)**
A filming technique in which the camera is repeatedly stopped and started. For example, an object may be filmed one frame at a time while it is incrementally modified, giving the illusion of lifelike motion. (Source: ProjectOAR)

2: Audiovisual technique that consists of transmitting the sensation of movement through the succession of static photographs. Each photograph is taken from a different position and then ordered and edited so that when the images advance simulate real movement. In this way, an animation formed by photographs taken from reality is obtained, different from computer animations or cartoons. (Source: Zorraquino)
Stories
All the narrative information, both directly presented as well as inferred, in order. See also narrative and Plot. (Source: OpenTextBC.ca)

2 : A form of ephemeral content on Facebook, Instagram, or Snapchat that disappears after 24 hours. (Source: Blog.Hootsuite.com)

Storyboard
An early representation of a full-motion ad before it is fully produced, intended to tell the story through a series of still images or drawings. Storyboards are often used in qualitative research to gather preliminary feedback on a communication strategy or advertising execution. (Source: ProjectOAR)

2 : A series of visceral forms and serial of key audio used to represent a proposed commercial. It is one of the stages of unfinished commercials used in tests. (Source: BusinessManagementIdeas.com)

3 : In the audiovisual world, a storyboard is a series of sketches or drawings in a sequence which act as a guide to understanding the story that is going to be told and following the narrative before recording or creating an animation. (Source: Zorraquino)

4 : In user experience, the term storyboard is also used to refer to a prototyping technique that represents how a product or service will function in the form of a comic-book strip. The storyboard is set out in the form of a model or mock-up which clarifies the navigation and the interaction with users by way of web pages, screens, or other interfaces. The advantage of a storyboard in prototyping is that it is fast and requires no investment. It is particularly recommended in cases where the new design involves changes to the actions to be carried out by the users. (Source: Zorraquino)

5 : A sequence of illustrations of the key scenes in a proposed commercial. They are used by advertising agencies to obtain client advice and approval before continuing to the more advanced, and expensive, stages of commercial production. (Source: MASB)

Story Completion Test
See Also: Sentence Completion Test
A projective technique that asks participants to complete partial (or incomplete) stories in their own words. The technique is most often used in focus groups and in-depth interviews (Source: ProjectOAR)

Story Construction
See Also: Story Completion Test
A form of projective testing that asks participants to construct stories or narratives in their own words from incomplete or beginning sentences.

Storydoing
Storydoing is the evolution of storytelling in online media. An advertising technique that consists of carrying out actions that are associated with the brand and provide experiences to users, making the consumer become the protagonist of the action and thus live a favorable brand experience. Because of their great impact, storydoing actions can become the best PR campaigns. By generating free appearances in the media, they can reduce the investment in paid media and, therefore, achieve results at a lower cost. (Source: Zorraquino)
Storyfinder
A TRA report reporting the advertisers and brands that a network should approach first for ad inventory sale of the network or one of its dayparts or programs, because the network or its daypart or program are most heavily skewed to those advertiser categories and/or brands.
(Source: TRA, registered term)

Storytelling
In the creative genre The use of narrative to convey a message: In advertising, a style of creative which depicts an event or series of events that show the advertised brand in a favorable light. In research, a report on the results of a study conveyed in a narrative form, rather than a series of disconnected points. (Source: ProjectOAR)

2: The art and the act of telling stories, which is standard practice in journalism and literature. Applied to marketing, storytelling is a technique that consists of using a brand narrative or story in order to seduce and create an emotional bond with the audience and persuade them to take action. (Source: Zorraquino)

Storytelling Technique
See Also: Metaphor Technique
A type of interview where participants are asked to tell stories about their experiences with a brand, product, service or company. (Source: ProjectOAR)

Straightlining
A pattern of responding to a questionnaire in which the participant checks or clicks the same answer to a set of items within a scale without thinking or reading the question (for example, consistently checks "very important" in scale ranging from "not at all important" to "very important").
(Source: ProjectOAR)

Straight Rebuy
See Also: Buy Classes, Modified Rebuy, New Task Purchase
Another term for Buy Classes. (Source: MASB)

Strategic Alliance
See Also: Collaborative Agreement
Another term for Collaborative Agreement. (Source: MASB)

Strategic Buyer
Usually from a similar industry and typically has a specific reason for wanting to buy a particular company. The strategic buyer will frequently be willing to pay a premium price in order to obtain a company possessing that quality. (Source: StateoftheMedia.org)

Strategic Marketing
The term strategic marketing refers to the use of marketing with a medium and long term focus, in order for the company to grow and stand out in front of its consumers. Strategic marketing is in charge of organizing, planning and programming KPIs, together with a plan of strategic actions for operational marketing. To this end, the market is analyzed in order to detect opportunities and satisfy the present and future demands and needs of the consumer. (Source: Zorraquino)

Strategic Thinking
See Also: Adaptive Planning, Situation Assessment
Another term for Adaptive Planning. (Source: MASB)
**Stratified Sample**
A probability sample that is distinguished by the two-step procedure in which the parent population is divided into mutually exclusive and exhaustive subsets, and a simple random sample of elements is chosen independently from each group or subset. (Source: MASB)

**Streaming**
*See also: Live Streaming*
Technology that permits continuous audio and video delivered to a computer from a remote Web site. (Source: IAB)

2 : An Internet data transfer technique that allows the user to see and hear audio and video files. The host or source compresses, then "streams" small packets of information over the Internet to the user, who can access the content as it is received. (Source: IAB)

3 : Any content (including TV shows, movies, music videos, etc.) delivered over the internet to computers, mobile devices and TVs, is considered streaming. This content can be live or pre-recorded. (Source: TVSquared)

**Streaming Media Player**
A software program which decompresses audio and/or video files so the user can hear and/or see the video or audio file. Some examples are Real Player™, Windows Media and Quick Time Player. (Source: IAB)

**Streaming Meter**
A meter that controls and measures the amount of bytes of information piped through it. Can control for surges, for example.

**Streaming Radio**
Another term for Internet Radio.

**Streaming Server**
A centralized internet server that distributes VOD assets to a viewer upon request.

**Streaming Video**
A form of compressed video that is delivered over the internet in real-time. It can be played instantly without the need to buffer and pause.

2 : A distribution method for serving video files such that the video is played over a persistent connection between the browser and the ad server. Versions of the file at different levels of compression (quality) can be served based on detection of the user's Internet bandwidth. HTML5 files cannot be streamed and rely on adaptive bitrate streaming technologies such as HLS and MPEG-DASH. (Source: IAB)

**SWOT** *abbr* **Strengths, Weaknesses, Opportunities and Threats**
A framework used by companies to identify their internal strengths and weaknesses, as well as their external opportunities and threats. (Source: Zorraquino)

NOTE – SWOT analysis is very useful for taking strategic decisions based on a real view of the company's position, and is an essential part of any marketing plan. (Source: Zorraquino)
**Stress Loads**
The amount of processing activity that a Set-Top Box may be performing at the same time such as program log corrections with DVR taping, DVR playback. Can slow the system and increase Latency.

**NOTE** – Impacts logging and therefore Latency and standardization of Latency metric.

**Stress Testing**
Testing performed to ensure Set-Top Box reliability, in particular how it functions and how it logs actions under higher activity loads. (Source: TIVO)

**Strip**
Refers to a television program aired five days a week, mainly Monday Friday. (Source: TVB)

**Stripped**
A technique used in radio and television whereby a certain program is broadcast at the same time every day. In radio this attracts an audience who associate a particular program with their daily routine, for example driving home from work. (Source: corbytechmedia.weebly.com)

**Strong AI abbr Strong Artificial Intelligence**
*See Also: Artificial Intelligence, Weak AI, Narrow AI*
A machine with the ability to apply intelligence to any problem, rather than just one specific problem, sometimes considered to require consciousness, sentience and mind. (Source: Wikipedia)

**Structured Data**
*See Also: Big Data, Unstructured Data*
“Machine friendly” information managed in rows and columns as opposed to unstructured data which is more human friendly originating from various sources such as email and social media and includes not just words and numbers but also video audio and images.

**Structured Observation**
See Also: Behavioral Coding
A measurement technique used in media and market research in which human observers independently categorize individual participants’ behaviors. This technique may be used in controlled settings (such as a laboratory environment) or naturalistic settings (such as in the home or in a store) to understand consumer behaviors. (Source: ProjectOAR)

**Structured Questionnaire**
A set of questions which are administered to all research participants in a standardized wording, order and format, with no variation between participants. (Source: ProjectOAR)

**Structured Response**
*See Also: Question Closed-Ended*

**Stub**
*See Also: Banner*
Another term for Banner. (Source: MASB)
Study Design
See Also: Research Design

Study Inputs
The background information used to plan and design a research study, such as the competitive landscape, customer profiling and past creative work. (Source: ProjectOAR)

Study Participant
See Also: Participant

Study Specifications
The set of requirements that govern the way that a study design is carried out, including sample definitions, sample size, method of recruitment, incentives, interview length and the data collection methods to be used. (Source: ProjectOAR)

Sub Carrier
See Also: RF
A frequency channel that occupies only a portion of RF bandwidth allocated to the carrier and, therefore, has a smaller information capacity.

2 : A subcarrier sometimes is used for signaling between stations on a network.

Sub Channel
See Also: Digital Subchannel
A pathway within a wired or wireless communications channel. Multiple subchannels are transmitted via different carrier frequencies or by interleaving bits and bytes. (Source: encyclopedia2.thefreedictionary.com)

2 : The portion of an input/output channel associated with a specific input/output operation. (Source: Answers.com)

Sub Data
As it is used here, this refers to a distinguishing field in the subscriber data associated with AdWidget data. Zip code is one such field. But others (e.g. has voice, has HBO etc.) may be useful for grouping data in reports. (Source: FourthWall Media)

Sub Domain
See Also: Top Level Domain, Child Domain
A domain that is a sub-set of a larger hierarchical domain name in the Domain Name System of the global internet. It is a more specific portion of a domain name and is used to create more locator files of a web domain without needing to register a new domain name. The hierarchy is as follows: The Root Level Domain, the Top Level Domains, the Second level Domains and then Sub Domains.

Sub-Genre
Where a genre is sub-divided into smaller categories each of which has their own set of conventions. For example, the television drama genre can be sub-divided into teen drama, hospital drama, costume drama, etc. (Source: corbytechmedia.weebly.com)
Subhead
See Also: Sub-Headline
The part of a written marketing communication that is designed to guide the reader’s attention to specific details about the advertised item or to help organize issues presented in the body copy. (Source: MASB)

Sub-Headline
A secondary, or additional, headline/title (see "Headline") that is shown next to or below the main headline/title of an ad or other communication. (Source: ProjectOAR)

Subject
See Also: Participant
A person from whom information is secured in a marketing research study, either by questioning or by observing him or her in some way. (Source: MASB)

Subjective Sample
See Also: Judgment Sample, Purposive Sample, Selective Sample
Another term for Judgment Sample. (Source: MASB)

Subject-Specific Lexis
The specific language and vocabulary used to engage the audience. Subject-specific lexis used on the front cover of the magazine will make the reader feel part of the group who belong to the world of that magazine. For example, terminology used on the front covers of gaming magazines. (Source: corbytechmedia.weebly.com)

Subliminal Advertising
Advertising that is designed to communicate certain words, images, sounds or other stimuli presented below an individual's threshold of conscious perception. This type of advertising is not typically used in contemporary marketing. (Source: ProjectOAR)

Submission Lead Time
The number of business days (non-weekend/non-holiday days) prior to a campaign going live in which a publisher needs to validate advertiser submitted creative(s) for a campaign. (Source: IAB)

Sub-Publisher
Third-party groups who own traffic other, larger publishers buy to then sell on to advertisers. Sub-publishers don’t deal directly with advertisers in this arrangement. (Source: Adjust.com)

Subscriber
A contracted consumer of a particular product or service. (Source: Nielsen)

2 : Subscriber database that can link STB ID to postal code and a demographic code. (Source: BigBand Networks)

3 : An individual who has contracted with a cable company to receive cable television services. Individual with services provisioned for video services on cable video (analog or digital), HSD, etc. at residential, commercial or MDU locations. Does not include individuals contracted for non-video services, such as HSD-only or Phone-only services. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE – Counted by the STB or by the household?
Subscription
an agreement between a supplier and customer for a product or service paid for by the customer on a scheduled basis, usually monthly or yearly. (Source: Kochava)

Subscription Model
A revenue model that charges for content on a per piece or clustered content basis.

SVOD abbr Subscription VOD
See Also: Subscription Model, Video On-Demand
Same as Subscription Model but for VOD services. Examples are HBO On-Demand and Showtime On-Demand.

2 : Impulse viewing of a selection of programming with full pause, fast forward and rewind functionality for a flat monthly charge. Note: “Premium On-Demand” is the preferred consumer term for this service.

3 : Enables subscribers to a particular tuning source to view content from that source on demand. (Source: MRC)

4 : The ability for a viewer to pro-actively choose and view a piece of video content at their convenience through any video consumption device, including their television. Content is served and viewed upon request and is based on subscription mode availability. (Source: Nielsen)

Substitute Products
Viewed by the user as alternatives for other products. The substitution is rarely perfect, and varies from time to time depending on price, availability, etc. (Source: MASB)

Subway Card
Advertising poster or billboard that is placed inside a subway/tram station, such as on a platform or in the interior of the car or cab. (Source: ProjectOAR)

Suite
See Also: Tier
Bundles of channels offered as a package

Summative Evaluation
See Also: Impact Evaluation, Outcome Evaluation
Another term for Impact Evaluation. (Source: MASB)

Sunsetting
The retirement of a business process, application, software, etc. Done intentionally. Gradually phasing out process while retaining access to historical data or other information.

Superbowl Effect
See Also: Capping
Different capping indicators for long viewing sessions. The Superbowl is an example of viewing for long periods without changing the channel. (Source: Kantar Media Audiences)
**Super Box Set-Top Box (All In One)**
*See Also: Advanced Set-Top Box, All-In-One, Digital Set-Top Box, Enhanced Set-Top Box, Set-Top Box*

Same as "All In One" Set-Top Box. Set-Top Boxes that have more advanced features. Are more likely to be integrated with such services as DVRs, high-speed internet access, interactive TV, digital video recording and gaming.

**Super Hi-Vision**
*See Also: Ultra-High Definition, Ultra HD Television, UHDTV, Ultra HD, UHD-1, UHD, 2160p*

A form of ultra-high definition television that currently can deliver four times the amount of pixels of 4K and 16 times the number of pixels of 8K.

**Superimposed**
*See Also: Overlay*

In ad lingo, a creative treatment whereby a given creative element (such as text, image or video) is overlaid onto other creative elements. (Source: ProjectOAR)

**Superiority Claim**
*See Also: Advertising Claim*

In ad lingo in advertising and marketing, a statement made about product/brand dominance relative to specific competitors, or relative to the product/brand category as a whole. This often includes statements such as "works better than Brand A," "we have the friendliest service in the business," and "top-rated quality." (Source: ProjectOAR)

**Super Leaderboard**

A display ad unit that is typically 970 pixels wide by 90 pixels tall.

**Supermetrics**

Essentially a mathematical formula that contains one or more metrics. Often it is a custom metric that is designed for a specific tracking purpose.

**Superstation**

A station that provides satellite transmission of its signal to cable systems throughout the country. The extended coverage allows the superstation to claim increased viewership. (Source: TVB)

**Superstitials®**

An interstitial format developed by Unicast which is fully pre-cached before playing. Specs are 550 x 480 pixels (2/3 of screen), up to 100K file size and up to 20 seconds in length. (Source: IAB)

**Superuser**

A network account user of a computer system who has special privileges far beyond those of other user accounts. Such access is needed to administer and maintain the system, such as for a network, system or database administrator or certain C-Suite executives.

**SL abbr Supervised Learning**

An approach to creating artificial intelligence (AI), where a computer algorithm is trained on input data that has been labeled for a particular output. (Source: Techtargt)

**SCADA abbr Supervisory Control and Data Acquisition Systems**

A control system architecture comprising computers, networked data communications and graphical user interfaces (GUI) for high-level process supervisory management, while also comprising other
peripheral devices like programmable logic controllers (PLC) and discrete proportional-integral-derivative (PID) controllers to interface with process plant or machinery. The use of SCADA has been considered also for management and operations of project-driven-process in construction. (Source: Wikipedia)

**Supplement**
*See Also: Magazine Supplement*
Another term for Magazine Supplement. (Source: MASB)

**Supply-Pushed Innovation**
*See Also: Technology-Driven Innovation*
Based at least partly on the abilities and outputs of technical engineering and research and development functions. It involves making what the organization is able to make. It is commonly called technology-driven innovation and contrasts with demand-pulled innovation. (Source: MASB)

**SSP** *abbr Supply-Side Platform*
Software platform that allows publishers connect their inventory with ad exchanges, networks, and DSPs at the same time to sell impressions at their highest value in real time. An SSP provides publishers with access to many potential buyers, and they can set a minimum price they will sell impressions for. (Source: Hubspot)

2 : A layer of technology that allows publisher sites and other inventory providers (in some cases, ad networks) to organize and monetize ad inventory. (Source: Mediamath)

3 : A platform or provider that allows publishers to manage and optimize revenue for their inventory from multiple sources, often in real time. (Source: OpenX)

4 : A tech platform used by web publishers to find the most appropriate available audience and optimize pricing of a publisher’s inventory. (Source: MAGNA Global)

5 : Sometimes also referred to as a ‘sell-side platform.’ It is a technology platform that enables web publishers to manage their advertising space inventory, fill it with ads, and receive revenue. Online publishers use SSPs to sell display, video, and mobile ads in an automated fashion. SSPs are a sort of flip-side to DSPs (demand-side platforms), which are used by marketers and ad-buyers. (Source: Cynopsis)

6 : Allows publishers to offer their available ad inventory to ad exchanges and DSPs. The SSP is the counterpart to a DSP in the programmatic ad space. “Supply side” refers to the supply of advertising, which is what the publisher is offering. (Source: TVSquared)

**Supporting Files**
In the context of HTML file loads, supporting files are files that the browser needs to reference in order to execute display of file contents and any interactions. Examples of supporting files include JavaScript libraries, font libraries, CSS files, and others. (Source: IAB)

**Suppression List**
An audience list that advertisers share with an ad network in order to enhance ROI during UA campaigns. (Source: is.com)

**NOTE** – There are three general types of suppression lists- static, dynamic, and custom. A static list is a list of all device IDs that previously interacted with the app. A dynamic list allows a tracking
solution to dynamically pass on the device IDs that install the app. And a custom list would be used for re-engagement campaigns, where ad networks would only acquire users who already have the app. There are several benefits of suppression lists such as ad spend optimization, increased scale, and tailored messaging. (Source: is.com)

**Surface Validity**
*See Also: Face Validity*
Another term for Face Validity. (Source: MASB)

**Surfing**
*See Also: Grazing*
When a viewer grazes over various channels, networks or any series of content in short time spans without viewing it.

2 : Exploring the World Wide Web. (Source: IAB)

**Surrogate Information Error**
A type of researcher bias created when there is a gap or inconsistency between the type of information needed to address a question and the information a researcher is collecting. (Source: ProjectOAR)

**Survey**
*See Also: Survey Research*
(A method for obtaining information about a population by administering a consistent set of questions to a target sample of individuals in that population. A survey can be a noun when referring to questionnaires or a verb when relating to the activity of gathering information through questionnaires. Also, surveys can be administered in a number of ways, including by in-person, by telephone or online. (Source: ProjectOAR)

**Survey, Attitude**
*See Also: Attitude Research*
Survey research whose objective is to obtain information on how people feel (their attitudes) about certain ideas, concepts, products or brands. (Source: ProjectOAR)

**Survey, Attitude And Usage**
*See Also: Attitude, Awareness & Usage (AA&U) Study*

**Survey, Door-to-Door**
*See Also: Interview, Door-To-Door*
A traditional survey method for a research project in which participants are recruited by interviewers who contact them in person at their homes. (Source: ProjectOAR)

**Survey, Email**
*See Also: Internet Research*
Research studies conducted by sending invitations to a survey via email, usually with a link to a programmed online questionnaire. (Source: ProjectOAR)

**Survey Instrument**
*See Also: Questionnaire*
The questionnaire used to gather information from participants in a survey research project. (Source: ProjectOAR)
Survey, Mail
A research study conducted by sending paper questionnaires to participants through the mail (postal mail) and then asking the selected participants to send the questionnaire back via the mail. (Source: ProjectOAR)

Survey, Mobile
A research survey that is conducted on a mobile device such as a smartphone or tablet. (Source: ProjectOAR)

Survey Objectives
The broader objectives of a survey research project as defined by the research brief. (Source: ProjectOAR)

Survey, Online
A type of survey that is fielded online. Online surveys are often distinguished from telephone and pen-and-paper surveys that are administered in facilities or via mail. (Source: ProjectOAR)

Survey, Piggyback
See Also: Omnibus
A set of survey questions from one project that are added to the questionnaire of another project in order to save money. (Source: ProjectOAR)

Survey, Pop-Up
A questionnaire or an invitation to a questionnaire that appears unexpectedly on the screen of a website visitor. Pop-up surveys are frequently administered by website publishers to assess the overall site experience and collect visitor profiling data. Survey recipients are usually selected on a random basis or because they took a particular action while on the site. (Source: ProjectOAR)

Survey Research
The practice of administering a structured questionnaire to a relatively large sample of individuals in a population in order to obtain information about all of the individuals in that population. (Source: ProjectOAR)

Survey, Telephone
See Also: Interview, Telephone
A type of survey in which participants are contacted and interviewed via phone. (Source: ProjectOAR)

Sustainability
In media, it relates to a media system that provides citizens with "useful, timely and objective information" and as well to a media system that can operate free and independent without political, legal, social or economic restrictions. (Source: Wikipedia)

Swap
In Blockchain, the exchange of one token for another. (Source: ShellyPalmer.com Blockchain Glossary)

NOTE – In DeFi, swaps are atomic and noncustodial. Funds can be custodied in a smart contract with withdrawal rights exercisable at any time before the swap is completed. If the swap is not completed, all parties retain their custodied funds. (Source: ShellyPalmer.com Blockchain Glossary)
Swatting
A criminal harassment tactic of deceiving an emergency service (via such means as hoaxing an emergency services dispatcher) into sending a police and emergency service response team to another person's address. This is triggered by false reporting of a serious law enforcement emergency, such as a bomb threat, murder, hostage situation, or a false report of a "mental health" emergency, such as reporting that a person is allegedly suicidal or homicidal and may or may not be armed. (Source: Wikipedia)

Sweeps
Ratings surveys in which local markets are simultaneously measured by a rating service. (Source: TVB)

NOTE – Nielsen Media Research measures television audiences to help the industry determine advertising rates for television stations. Sweeps months are generally February, May, July and November. In anticipation of the federally mandated switch to digital television in 2009, Nielsen elected to change the winter sweep month from February to March. (Source: StateoftheMedia.org)

Sweepstakes
See Also: Branded Content, Spotlights, Advergaming, Sweepstakes, Content & Section Sponsorships
On the internet, it is a form of sponsorship which can range from branded sweepstakes on the site to a full-fledge branded contest with submissions and judging. (Source: IAB)

2 : A marketing or consumer sales promotion which involves the offering of prizes to participants, where winners are selected by chance and no consideration is required. (Source: MASB)

Switch Away
See Also: Retention
The percentage of households who were tuned to the first frame of the commercial or advertisement but who tuned away before the last frame. (Source: TRA)

SDV abbr Switched Digital Video
See Also: Advanced Advertising, Bandwidth Optimization
A method of distributing digital video, utilizing bandwidth more efficiently by only broadcasting channels that have been requested by at least one household within a cable service area. (Source: Definition currently under review by CableLabs)

2 : “Switched digital video refers to a network scheme for distributing digital video by managing network bandwidth resources. Switched video sends the digital video in a more efficient manner so that additional programs may be available for users using he freed up bandwidth. One of the core technologies that can make advanced advertising in linear programming a reality for cable operators.” (Source: BigBand Networks)

3 : “A telecommunications industry term for a network scheme for distributing digital video via a cable. Switched video sends the digital video in a more efficient manner so that additional uses may be made of the freed up bandwidth. The scheme applies to digital video distribution on cable TV systems using QAM channels, or on IPTV systems.” (Source: Wikipedia)

Switched Unicast
See Also: Switched Digital Video
A form of switched digital video in which each active subscriber receives a unique stream.
Switching Fabric  
*See Also: Network Fabric*

The combination of hardware and software that moves data coming in to a network node out by the correct port (door) to the next node in the network. (Source: searchstorage.techtarget.com)

Symbolism

In the creative genre, the use of creative elements to represent an idea or story in advertising. For example, the iconic Apple Computer ad "1984" that introduced the Macintosh computer showed a female athlete flinging a hammer into a giant screen of a dictator, symbolically destroying conformist attitudes towards consumer electronics. (Source: ProjectOAR)

Symmetric Data  
*See Also: Asymmetric Data, Skewed Data*

Data that occurs at predictable intervals generally resulting in a bell curve graph result.

Symmetric DSL  
*See Also: Asymmetric DSL, Digital Subscriber Line, High Speed DSL, Very High-Speed DSL*

Similar to High Digital Subscriber Line, SDSL is an HDSL variation that is rate adaptive, uses one cable pair and is offered in speeds from 144 Kbps to 1.5 Mbps. Like HDSL, SDSL does not share lines with analog phones. (Source: PC Mag.com)

Symmetric Key Cryptography

A type of cryptography in which a common key is used to encrypt and decrypt a message. (Source: ShellyPalmer.com Blockchain Glossary)

Synchronization  
*See Also: Brain Synchronization*

The ability to connect electronically to multi-platforms such as a television set to a tablet, computer or mobile phone.

2 : In neuroscience, it is the use of stimuli to better engage brain activity, enhancing attention and engagement. Also known as brain synchronization. (Source: SyncSense.com)

Synchronization Software / Hardware

An application or hardware designed to help incorporate and often aggregate various disparate streams of datapoints.

NOTE – All streams must be matched (audio and video) before viewing.

Synchronous Bidding  
*See Also: Asynchronous Bidding*

In programmatic bidding, it is where all of the ad codes in a container have their bidding requests released and triggered in successive order as opposed to all at once.

Synch To Commercial

Non-video ad unit that is synchronized to a broadcast commercial; may include ability to click to video ad.
Syndicated Program
A program that is produced for national distribution, but which is shown on individual local stations rather than on a national network is called a syndicated program. These programs may be sponsored either locally or nationally. (Source: TVB)

Syndicated Program Measurement
Syndicated programming measurement poses a challenge in Set-Top Box data measurement because programming line-ups and program title and episode coding must be nationalized and aggregated over various time periods, channels and networks.

Syndicated Research
Research that is conducted by a research firm or other entity, and then given or sold to various third parties. Within advertising, it is common to make use of this kind of research on topics such as brand equity, purchase behaviors, cultural trends and media usage. (Source: ProjectOAR)

Synergy
When different media companies work together to produce, distribute or exhibit a product. Shared profit. (Source: corbytechmedia.weebly.com)

Synthetic Data
Any production data applicable to a given situation that are not obtained by direct measurement. (Source: Wikipedia)

NOTE – Typically, data generated by a computer simulation can be seen as synthetic data. This encompasses most applications of physical modeling, such as music synthesizers or flight simulators. The output of such systems approximates the real thing, but is fully algorithmically generated. In the context of privacy protection, the creation of synthetic data is an involved process of data anonymization; that is to say that synthetic data is a subset of anonymized data. Synthetic data is used in a variety of fields as a filter for information that would otherwise compromise the confidentiality of particular aspects of the data. Many times the particular aspects come about in the form of human information (e.g., name, home address, IP address, telephone number, social security number, credit card number). (Source: Wikipedia)

Synthetic Product
A product that is created artificially by combining the features of a collection of other assets to create a “simulated” product. (Source: Mediacrossing)

Systematic Error
See Also: Bias, Systematic, Random Error
A consistent and repeatable error in media and market research introduced by the researcher in the observation or measurement process. This is typically found within the study design, measurement instrument, or collection of the data. (Source: ProjectOAR)

Systematic Sample
A probability sample in which every kth element in the population is designated for inclusion in the sample after a random start. (Source: MASB)

System 1
See Also: System 2
The terms System 1 and System 2 were popularized by the work of Daniel Kahneman in his book, Thinking Fast and Slow (2011). System 1 refers to rapid, nonconscious, involuntary processing of a...
stimulus or experience that produces an automatic response. An example is an adult putting on a shoe in the morning. This requires little conscious effort and can be done in parallel to a task requiring conscious-level awareness, such as a conversation. On the contrary, at a young age, learning to tie one’s shoelaces would engage the more conscious, deliberate System 2. The System 1/ System 2 paradigm is a conceptual framework and does not represent specific regions of the brain, specialized for System 1 or System 2 processing. (Source: ProjectOAR)

**System Software**
*See Also: Operating System*
Underlying software that enables all other software to run.

**System 2**
*See Also: System 1*
The terms System 1 and System 2 were popularized by the work of Daniel Kahneman in his book, Thinking Fast and Slow (2011). System 2 refers to the conscious processing of a stimulus or experience. Conscious processing can involve logical reasoning and rationalization that require more cognitive effort and attention, in order to come to a decision. Hence, it tends to be a slower response than System 1. Typically, System 1 and System 2 are working in parallel. The System 1/ System 2 paradigm is a conceptual framework and does not represent specific regions of the brain specialized for System 1 or System 2 processing. (Source: ProjectOAR)

**Tablet Computer**
A general-purpose computer contained in a single panel. Its distinguishing characteristic is the use of a touch screen as the input device. Modern tablets are operated by fingers, and a stylus is an option, whereas earlier tablets required a stylus. (Source: PCMag)

2 : A one-piece mobile computer that typically has a touchscreen, used with finger or stylus gestures. Tablets are larger than smart phones or personal digital assistants.

NOTE – While all publishers do not currently offer ad inventory on mobile, this number is increasing over time. (Source: Next.Srds.com)

**Tabloid**
A newspaper measuring about 5-6 columns wide by 200 lines deep, about 2/3 the size of a standard newspaper. (Source: AAI.ie)

2 : Often associated with sensational news coverage.

3 : Refers to the dimensions of a newspaper; a tabloid is smaller and more compact in size. However, there are further connotations attached to the term and it also tends to refer to a newspaper whose content focuses on lighter news, for example celebrity gossip, sport and television. (Source: corbytechmedia.weebly.com)
t-Scope abbr Tachistoscope
See Also: Eye-Movement Camera, Physiological Techniques, Tachistoscope Training
An instrument used for exposing objects to the eye for a very brief measured period of time. In research this is designed to measure the physiological responses of the viewer’s sensory system. (Source: BusinessManagementIdeas.com)

2 : A device that provides the researcher timing control over a visual stimulus by exposing images to the eye for a very brief measured period of time. In marketing research, the visual stimulus is often a specific advertisement. It can be used to measure visual perception, memory, and learning, among others. (Source: MASB)

NOTE – The tachistoscope or t-scope is like a slide projector with a shutter attached to it that is able to vary the amount of time picture is shown on a screen. In the beginning of the test, the image of the ad will flash on the screen so briefly that it will be below a respondents threshold of awareness. Gradually as the researcher lengthens the amount of time the images are on the screen; viewers are increasingly able to perceive various elements or messages in the ad. Interviewers then question respondents about the advertisement. (Source: BusinessManagementIdeas.com)

Tachistoscope Training
See Also: Tachistoscope
Another term for Tachistoscope. Tachistoscope training, or flash recognition training (FRT) is a technique designed to improve the recall of visual information. (Source: MASB)

Tactics
Short-term actions undertaken to achieve implementation of a broader strategy. (Source: MASB)

Tactile Displays
Devices that provide tactile and kinesthetic sensations. (Source: freeflyvr)

Tag
See Also: Web Beacon, Beacon, Web Bug, Tracking Bug, Page Tag, Pixel
A piece of software that helps identify what should be on the screen and when the page loads. (Source: Techterms)

2 : Sometimes referred to as a pixel or beacon is the means by which data is collected on a website. (Source: Rubicon Projects)

3 : Generic term for a piece of web code that sends data to or requests data from another site - could reference a number of things. (Source: Mediamath)

4 : A keyword added to a social media post to categorize content. You can also tag someone in a post or photo, which creates a link to their social media profile and associates them with the content. Users have the option to remove unwanted tags from their profile. (Source: Blog.Hootsuite.com)

NOTE – Tags are not cookies and cookies are not tags. Rather, a tag can be used to set a cookie. Cookies are text-only strings of code placed on a computer or device for a variety of purposes including remembering a user’s preferences or the contents of their online shopping cart. (Source: Signal.co)
Tag Cloud
Another term for Word Cloud.

Tag Container
See Also: Container
Originally introduced by the major ad networks as a way to add a lot of tags to a website and manage them all in one place. Examples are DoubleClick’s Floodlight tag or the Atlas Universal Action Tag (UAT). (Source: Signal.co)

NOTE – At its core, a tag container is still sending third-party code through the end user’s browser putting data ownership, performance or privacy at risk. There is also a danger of data loss for the site owner and third-party provider when browser tags don’t fire properly. Tag containers do not solve for the inevitability of tags going dark. When it comes to scalability and performance, tag containers are dependent on optimizations to the browser which is yet another third-party service the site owner does not control. (Source: Signal.co)

Taggers
Those individuals who are contracted and paid by Netflix to view movies and label them as a way to better serve subscribers.

Tagging
The act of embedding a tag within a site, ad, etc. (Source: Mediamath)

Tagless Bidding
See Also: Advanced Bidding, Pre-Bidding, Header Bidding, Holistic Yield Management, Tagless Integration
Ad tech that requires changes to a publisher’s source code or invocation code that trigger established KVPs (key-value pairs) in DFP (DoubleClick For Publishers), giving an ad partner the opportunity to compete against Google and its ad exchange AdX for ad impressions they deem most valuable by passing the CPM (cost-per-thousand) directly into the ad server. (Source: StudyBreakMedia)

Tagless Integration
See Also: Advanced Bidding, Pre-Bidding, Header Bidding, Holistic Yield Management, Tagless Bidding
Despite the name, this form of ad serving still requires tags but in tagless, the tag is secondary in the decision as to how to fill the ad slot.

NOTE – The script that is added to allow for the first look at impressions allows the tagless partner to evaluate the impression but not return creative. The eventual call to the partner, should their tagless tag win, does return a creative. (Source: StudyBreakMedia)

Tagline
See Also: Slogan
A short text, catchphrase, final line or slogan which serves to clarify a thought for, or is designed with a form of, dramatic effect, often in advertising or in performances.

2 : A phrase or slogan used in an ad campaign that is intended to convey the spirit or essence of a brand/product in a succinct and memorable way. These are often used alongside brand logos and can be a key element of branding. Well-known taglines include "Think Different," "Just Do It," and "Melts in Your Mouth, Not in Your Hands."
3: The verbal or written portion of an advertising message that summarizes the main idea in a few memorable words. (Source: MASB)

NOTE – Many tagline slogans are reiterated phrases associated with an individual, social group, or product. As a variant of a branding slogan, taglines can be used in marketing materials and advertising. The idea behind the concept is to create a memorable dramatic phrase that will sum up the tone and premise of an audio/visual product, or to reinforce and strengthen the audience’s memory of a literary product. Some taglines are successful enough to warrant inclusion in popular culture. Consulting companies which specialize in creating taglines may be hired to create a tagline for a brand or product. (Source: Wikipedia)

Tags
Individual keywords or phrases used on web pages for organizing content. (Source: MASB)

Tail Terms
Search terms that are very specific, long phrases that include one or more modifiers, such as “cheapest helicopter skiing near Banff BC.” These longer, more specific terms are called “tail terms” based on a bell-curve distribution of keyword usage that displays the low numbers of little-used terms at the “tail” end of the bell curve graph. Although long, specific, and lesser-used tail terms have low CTRs, they are less competitive (and therefore cheaper) and often catch buyers at the end of the purchase decision process. This means that, even with low click-through numbers, tail terms can have good conversion rates. (Source: MASB)

Take
In film, video, music, advertising and related production, a single continuous scene or performance. It is considered complete as soon as a camera operator stops or pauses the camera. It is common for advertising production to involve many of these to track the stages of the overall production. (Source: ProjectOAR)

Take-One Pad
See Also: Tear-Off
A pad of coupons, refund blanks, or other promotional offers attached to or placed near the product being promoted. (Source: MASB)

Take Transaction
Refers to the sale of goods that are turned over to the customer immediately upon closing the sale rather than delivered. (Source: MASB)

Talent
In film, video, music, advertising and related industries, the people who act, perform or otherwise appear in the creative production. Actors, dancers, singers and "extras" are all considered talent, as are celebrity endorsers and spokespeople, but on-production staff who do not appear in the creative production (for example, makeup artists, set designers or directors) are not considered talent. (Source: ProjectOAR)

Tangible Asset
See Also: Asset
Another term for Asset. (Source: MASB)
Tare
Refers to the weight of a container deducted from the gross weight of the package to determine net weight and allowance for freight. (Source: MASB)

Target
Market segment that an advertising or marketing activity is aimed at. (Source: Zorraquino)

NOTE – Clearly delimiting the target is as essential when planning a campaign as setting objectives or investment limits. The target tends to be defined using socio-economic (income, social class, etc.) sociodemographic (age, sex, origin, education, etc.) or psychographic (lifestyle, habits, beliefs, affiliations, etc.) criteria, thereby enabling the message, its positioning and creativity to be adapted accordingly. (Source: Zorraquino)

Target Audience
See Also: Target Market
The intended audience for an ad, usually defined in terms of specific demographics (age, sex, income, etc.) product purchase behavior, product usage or media usage. (Source: IAB)

2 : The audience most desired by advertisers in terms of potential product/service usage and revenue potential. (Source: TVB)

3 : Any group of customers or prospects for whom a particular strategy, campaign or ad is intended. For example, if an automotive campaign is primarily meant to persuade more young women to purchase a given vehicle, then young women would be considered a Target Audience. Many campaigns have more than one Target Audience. Also referred to as a "Media Target." (Source: ProjectOAR)

4 : The people at whom the media text is aimed. (Source: corbyterchmedia.weebly.com)

Targeted Advertising
See Also: Advanced Advertising
Selection of different advertising messages to segmented groups of viewers so as to more effectively reach consumers with relevant advertising and information.

Targeted Attack
A malicious internet action, targeted to an individual, system, computer, business, software, that seeks to breach the security measures with the purpose to disrupt operations, steal or extract information, infect machines or destroy a specific data type on a target machine or otherwise cause harm or conduct espionage.

Targeted Effective CPM
See Also: Effective CPM
The cost per 1000 impressions achieved against an advertiser specific target segment(s) that is more refined and/or a better proxy for the desired consumer profile than the traditional audience segments that are broadly defined by age and/or gender. (Source: Visible World).

Targeted Effective Frequency
See Also: Effective Frequency, Reach & Frequency
The average number of times an advertiser specific target segment is exposed to a targeted commercial. (Source: Visible World).
**Targeted Effective Reach**  
*See Also: Effective Reach, Reach & Frequency*  
The total number of households within an advertiser specific target segment(s) that are exposed with an effective frequency. (Source: Visible World).

**TRPs**  
*abbr Targeted GRPs*  
*See Also: GRP*  
The total of all the ratings for all the shows or ads bought in an advertiser’s contract reported as a gross number among the viewer target for that advertiser.

2 : Targeted GRPs. Same as GRPs but among the specific target audience. (Source: TRA)

**Targeted Placement**  
A group of ads shown only to a specific population - could be 3p segments, channel testing, remarketing, etc. (Source: Mediamath)

**Targeting**  
The computational and actionable ability, often through the use of data, to more accurately identify and ultimately connect with a certain target consumer or viewer.

2 : Identifying optimal audience concentration of media plan and executing a buy against fulfilling such plan. (Source: GABBCON, Global Audience Based Business Conference)

3 : Refers to following some sort of strategy or using some sort of additional information to make informed decisions regarding who the campaign is aimed at (generally people who are more likely to convert). As opposed to blindly purchasing random ads and waiting to see what happens. (Source: Mediamath)

4 : A social media advertising term that refers to how you select the potential audience for your ads. Most social advertising platforms allow you to select which users should see your ads based on age, location, gender, interests, and a variety of other factors. Targeting options are one of the most important aspects of creating effective ads on social media. (Source: Falcon.io)

5 : The practice of selecting a specific audience for social ads to maximize conversions. Social networks offer many targeting options based on factors like demographics, location, and interests. (Source: Blog.Hootsuite.com)

6 : The process through which an advertiser identifies its target audience and then advertises to them through a variety of channels. By constructing the right user persona, understanding user habits and finding the right platforms to reach them, an advertiser uses targeting to improve the performance of their campaigns. (Source: Adjust.com)

7 : Involves narrowly focusing marketing activities to attract a specific, marketing-profiled potential customer determined by geographic location (geo-targeting), days of the week or time of day (dayparting), gender and age (demographic targeting), etc. (Source: MASB)

**NOTE** – In online marketing, for example, you can use ads and keywords to target customers using search engines. Newer ad techniques and software focus on behavioral targeting, based on web activity and behaviors that are predictive for potential customers who might be more receptive to particular ads. (Source: MASB)
Targeting Criteria
The rules that define how a creative should be targeted for delivery to viewers. There are several
types of targeting criteria: audience targeting, custom targeting, geographic targeting, inventory and
content targeting, screen type (delivery media) targeting, and technology and devices targeting.
(Source: OpenX)

Targeting Options
The specific targeting selections a publisher has made available for this specific ad unit. Each unique
publisher determines their targeting options so they will vary. Examples include geographic targeting
(by country, state, zip code or DMA), browser targeting as well as some custom targeting.
(Source: Next.Srds.com)

Target Market
In advertising and marketing, individuals to whom a company directs its primary marketing efforts. A
target market is typically defined based on a set of common characteristics. These can include
geography, demography, psychographics, brand use, category use, need states, desired end-
benefits, attitudinal segments, lifestyle needs or experiential traits. (Source: ProjectOAR)

2 : A particular portion of the total population which is identified (i.e., targeted) by the marketer or
retailer to be the most likely to purchase its products or services. (Source: MASB)

Target Market Identification
Refers to the process of using income, demographic, and lifestyle characteristics to identify potential
customers. (Source: MASB)

Target Population
See Also: Sample Population
The entire universe of interest to a brand, product or service. A target population may be used for the
purposes of creating a media plan or research brief. For example, if a researcher were interested in
the impact of a given campaign on automotive shoppers, then this may consist of anyone who
shopped for a car in the past year. (Source: ProjectOAR)

TRPs abbr Target Rating Points
See also Share-Based TRPs
Quantify the gross rating points achieved by an advertisement or campaign among targeted
individuals within a larger population. TRPs are calculated as a percentage using for the denominator
the total target audience and for the numerator the total impressions delivered to the target audience
multiplied by 100. TRPs (%) = Target Impressions (#) ÷ Target Audience (#) x 100. (Source: MASB)

2 : A metric representing how often an ad is seen by its target audience. This is calculated by first
establishing the Gross Rating Points (or GRP) and multiplying that number by the percentage of the
audience represented by the target. TRP = GRP x Percentage of target audience. Each point of TRP
equals 1 percent of the target audience. (Source: ProjectOAR)

3 : Expresses the same concept as Gross Rating Point and is calculated in the same manner but with
regard to a more narrowly defined target audience. For example, a shaving cream brand may be
interested in a target audience of adult men. In this case TRPs would be calculated using the reach,
frequency, impressions, and population of men age eighteen years and older. (Source: MASB)

Target Return Pricing
A method of pricing that attempts to cover all costs and achieve a target return. (Source: MASB)
Target Revenue
See Also: Profit-Based Sales Targets, Target Volume
Another term for Profit-Based Sales Targets. (Source: MASB)

Target Volume
See Also: Profit-Based Sales Targets, Target Revenue
Another term for Profit-Based Sales Targets. (Source: MASB)

Tariff (Freight)
See Also: Freight Tariff
Another term for Freight Tariff. (Source: MASB)

Tariff (Import)
See Also: Freight Tariff
Another term for Import Tariff. (Source: MASB)

Task Force
See Also: Team
A cross-functional team established for a new product idea to shepherd it through the various development stages until it is abandoned or approved for commercialization. The task force is composed of personnel (on loan, full time or part time) from departments such as marketing, research and development, and finance. Other specialists may join the task force as needed. (Source: MASB)

Taxonomie or Taxonomy
Organized collection of words or phrases that is used to organize information in order to make it easier to find. Within the specific field of a website, it is a structured and hierarchical list of categories or keywords under which content can be classified. (Source: Zorraquino)

NOTE – The construction of taxonomies requires the performance of four processes: circumscribing the area of knowledge that the taxonomy is to represent, extracting the collection of terms, examining the said terms to select the most suitable, and creating the organizational structure for the terms or categories. Correctly establishing the definition of the most suitable taxonomies as the basis for structuring the information on a website is a key factor in usability and positioning. Taxonomy is also the process of categorizing contents, i.e. organizing them into groups. (Source: Zorraquino)

Tay
A Microsoft developed English-language artificial intelligence application whose vulnerabilities were exploited causing the chat box to spew hateful comments. Created for 18- to 24- year-olds in the U.S. for entertainment purposes.

NOTE – “The logical place for us to engage with a massive group of users was Twitter. Unfortunately, in the first 24 hours of coming online, a coordinated attack by a subset of people exploited a vulnerability in Tay. Although we had prepared for many types of abuses of the system, we had made a critical oversight for this specific attack. As a result, Tay tweeted wildly inappropriate and reprehensible words and images. We take full responsibility for not seeing this possibility ahead of time. We will take this lesson forward as well as those from our experiences in China, Japan and the U.S. Right now, we are hard at work addressing the specific vulnerability that was exposed by the attack on Tay.” (Source: Blogpost by Peter Lee, Corporate VP, Microsoft Research)
T-Commerce
See Also: Advanced Advertising
Interactive television commerce.

2 : A specific set of EBIF applications in the FourthWall Media’s AdWidgets System to enable commercial transactions on television, e.g. buy a pizza. (Source: FourthWall Media)

3 : Electronic commerce via interactive television. (Source: IAB)

Team
See Also: Task Force
Another term for Task Force. (Source: MASB)

Team Selling
Refers to the practice of involving a group of people familiar with the viewpoints and concerns of a customer’s key decision makers to sell and service a major account. This is especially prevalent in the sale of complex industrial products, where a particular salesperson cannot be an expert on all aspects of the purchase process. (Source: MASB)

Tear-Off
See Also: Take-One Pad
Another term for Take-One Pad. (Source: MASB)

Tearsheet
Also called advertiser’s copy or checking copy, is the entire page on which an advertisement appears, which is torn from a newspaper or magazine and sent to an agency or advertiser as evidence of insertion. The television/radio version is called an affidavit of performance. (Source: MASB)

Technical Arbitrage
The use of technology to build an internal ad platform that maximizes data science and data collection, the development of statistical models to monitor users, historical models for sales and inventory, matching capabilities for optimal user engagement and action, inventory management and pricing and algorithmic sales executions.

Technical Codes
These are the way in which the text has been produced to communicate meanings and are part of media language. (Source: corbytechmedia.weebly.com)

Technical Salesperson
See Also: Sales Engineer
Another term for Sales Engineer. (Source: MASB)

Technographic Targeting
A targeting dimension that describes the technologies a user employs in their computing environment, such as their computer’s operating system. (Source: OpenX)

Technological Change
Involves the discovery and application of new products, new and improved machines, tools, equipment, and methods of production. (Source: MASB)
Technological Convergence
When different forms of technology come together in one device (e.g. The iPhone). (Source: corbytechmedia.weebly.com)

Technological Forecasting
Involves the prediction of innovations and advances in a particular technology. Both exploratory research methods and normative research methods are used, the former to project future developments based on the past, and the latter to focus more on planning and planned technological innovation. (Source: MASB)

Technological Mapping
The gathering and analysis of information about the direction and timing of possible competitive technological developments. (Source: MASB)

Technological Singularity
Also referred to as the singularity is a hypothetical point in time at which technological growth becomes uncontrollable and irreversible, resulting in unforeseeable changes to human civilization. (Source: Wikipedia)

Technology
The application of scientific knowledge for practical purposes, especially in industry. Can also include machinery and equipment developed from the application of scientific knowledge. (Source: Oxford Dictionary)

2 : One of the features which distinguish media from other types of communication is the technology that is necessary. These range from pen and paper, through printing presses, film, video, radio, television to digital technologies associated with the Internet. (Source: OpenTextBC.ca)

Technology-Driven Innovation
See Also: Supply-pushed innovation
Another term for Supply-pushed innovation. (Source: MASB)

Techsplanation
Use of virtual reality technology and other communication technology to explain or teach. (Source: freeflyvr)

Tech Togs
See Also: Fashion Technology, Wearable Gadgets, Wearable Device, Wearable Technology, Wearables, Fashion Electronics
Similar to Wearables, clothing that is infused with software or other technology that either transmits data back to a source for analysis such as a heart meter from a short or offers the user an additional element of comfort such as shirts that cool down the body when it is overheated.

Telco
An abbreviated term referring to a telecommunications or telephone company. (Source: Nielsen)

Telco Data
See Also: Data Type
The viewership and usage data provided by Telephone company video providers.
Telecine
The process of transferring original motion picture film, captured on film stock, into a video format that allows the content to be viewed and edited on standard video equipment. (Source: ProjectOAR)

Telecommunications
The science of sending signals representing voice, video, or data through telephone lines. (Source: AAI.ie)

Telecommuting
To work at home and use a computer and modem to communicate with the office. (Source: AAI.ie)

Tele-Existence
Virtual reality experienced from remote locations.

Telemanipulation
Robotic control of distant objects. (Source: freeflyvr)

Telemetry Data
An automated measurement process and wireless transmission of data from remote sources or inaccessible points.

NOTE – The word is derived from Greek roots: tele, meaning remote, and metron, meaning measure. (Source: Wikipedia)

Teleoperator
Person doing telemanipulation. (Source: freeflyvr)

TM abbr Teleos
A tool to create Silicon Graphics computer-based real-time interactive environments with “life-like” deformable objects in virtual reality. (Source: freeflyvr)

Telephone Interview
See Also: Interview Telephone
A telephone conversation between a representative of a research organization (i.e., the interviewer) and a respondent or interviewee. (Source: MASB)

Telephone Sample
See Also: Interview Telephone, Survey Telephone
A sample of participants for a research study who are contacted and interviewed via phone. (Source: ProjectOAR)

Teleport
A satellite ground station with multiple antennas that functions as a hub that connects a satellite with a terrestrial telecommunications network. Teleports may provide various broadcasting services among other telecommunications functions, such as uploading computer programs or issuing commands over an uplink to a satellite. (Source: Wikipedia)

2 : A hypothetical method of transportation in which matter or information is dematerialized, usually instantaneously, at one point and recreated at another. (Source: Thefreedictionary)
Telepresence
Remote control with adequate sensory data to give the illusion of being at that remote location in virtual reality. (Source: freeflyvr)

Telescoping
See Also: Advanced Advertising, Interactive Advertising
A form of interactive or advanced advertising in which the viewer can link from a video on a channel to deeper content, such as Video On-Demand or a website for more information and possible purchase.

2 : Form of advanced TV advertising in which linear programming leads a viewer to a corresponding video asset within a VOD environment. (Source: Nielsen)

3 : Video ad unit(s) associated with or accessible from video commercials, display ads or overlays, which provide more in-depth product information.

4 : A form of interactivity where the viewer can link from the interactive asset or application on display to corresponding content, such as a VOD channel, a website, or a new interactive session content. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

TV abbr Television
In terms of content, it is the broadcasting of a piece of content whether a still or moving image, whether digital or analog, whether short or long form via transmission waves that are receivable on a piece of hardware often also referred to as a television (set).

2 : Hardware for receiving broadcasted content as in a television set.

3 : A category of the media industry.

4 : Programming feed that is packaged, created and distributed through various delivery means to various devices. This may include a TV set, a mobile device, PC, app or tablet. (Source: GABBCON, Global Audience Based Business Conference)

5 : A mass advertising medium which combines moving images and sound. The signal may be transmitted in a number of ways (terrestrial, cable, satellite, or internet) and is ultimately received by a television set. (Source: MASB)

TVC abbr Television Commercials
See Also: TV/Television Advertising
Acronym sometimes used by advertising and marketing professionals to refer to television commercials.(Source: ProjectOAR)

Television Households
An estimate of the number of households that have one or more television sets. (Source: TVB)

Telnet
A protocol which allows you to sign onto a remote UNIX computer from another computer located anywhere on the Internet. To telnet into a remote computer, you usually need to supply a user ID and password that is recognized by the remote system. (Source: AAi.ie)
Temporal Accuracy
See Also: Second-by-second Rating
That a tuning event said to occur at a specific time really did occur at that time. (Source: TRA)

Temporal Lobe
An area of the brain in front of the occipital cortex and the parietal cortex which is the receiving site for hearing. (Source: freeflyvr)

Temporary Attribution
A time-sensitive model used to give UA managers flexibility with how their data is presented. It can also be useful for implementing tests and campaign management. (Source: Adjust.com)

Tentpole Film
A major 'blockbuster' film designed to make money for the studio so it can fund other projects. (Source: corbytechmedia.weebly.com)

Terminate
A study participant or case who is screened out (see "Screen-Out") of, or otherwise discontinued from, participating in a given study or research protocol. Termination can occur for various reasons, such as participants who fail to meet screening criteria, those who respond inconsistently, or those who begin a survey after it has reached its quota for participants with certain characteristics. (Source: ProjectOAR)

Termination Rate
See Also: Completion Rate, Incompletes
The proportion of participants who do not qualify for the research protocol or fall into a quota cell that is already complete. (Source: ProjectOAR)

Terms And Conditions
The details of the contract accompanying an insertion order. See iab.net for voluntary guidelines for standard terms & conditions for Internet advertising for media buys. (Source: IAB)

Territorial Breach
The abrogation of distribution, content or any other rights of an entity in a specific geographical area whether they are licensed or granted by law.

Terrain
Geographical information and models that can be either randomly generated or based on actual data. (Source: freeflyvr)

Terrestrial Television
See Also: Over The Air
Often referred to as broadcast television it is the ability to transmit television signals through the atmosphere and an antenna without the use of satellite or cable. Does not require a subscription and is offered free to view as long as you have the equipment. Considered an older form of television distribution.

Testimonial
In the creative genre A type of advertising genre or executional component that certifies the qualifications of a brand, product or service through the recommendation of a celebrity often called a Celebrity Endorsement, expert or satisfied consumer. (Source: ProjectOAR)
Test Market
The trading area selected to test a company’s new or modified product, service, or promotion. (Source: MASB)

Test Marketing
A method to test the commercials in specific selected test markets, before releasing the advertisement for full-run in the national market. (Source: BusinessManagementIdeas.com)

NOTE – In this form of testing, a high degree of control can be attained if the test is designed successfully. A variety of factors may be tested, including reactions to the ads, special offers, effects of various budget sizes etc. (Source: BusinessManagementIdeas.com)

Testnet
An identically functioning blockchain to a main net, whose purpose is to test software. (Source: ShellyPalmer.com Blockchain Glossary)

NOTE – The tokens associated with the testnet when testing Ethereum, for example, are called test ETH. Test ETH are obtained for free from a smart contract that mints the test ETH (known as a faucet). (Source: ShellyPalmer.com Blockchain Glossary)

Test-Retest Reliability
In media and market research, the degree to which the same results are obtained if a test or research protocol is repeated. (Source: ProjectOAR)

Text
Any system of signs that can be read such as photos, films, books, dress, language and human mannerisms. (Source: OpenTextBC.ca)

Text Ad
An ad format that consists solely of words, often inclusive of a hyperlink to a product/brand website. The term is typically reserved for digital advertising. Common channels for text ads are search and some social media platforms (for example, Facebook or Twitter). (Source: ProjectOAR)

Textalyzer
An app on Google Play that provides statistics on one’s texts. Reportage includes average text length per conversation, number of texts sent/received from a recipient, number of emoticons used, average response time, number of times conversations are started.

2 : Adaptation of this technology to be used by law enforcement to reveal whether one is texting while driving.

Text-Based Ads
Online advertising that uses text rather than images or rich media to display the advertising message.

Texting
See Also: Text Messaging, Short Message Service
The act of text messaging.
Text Messaging
See Also: Texting, Short Message Service
The common term for the sending of "short" (160 characters or fewer) text messages, using the Short Message Service, from mobile phones. (Source: IAB)

Textual Ad Impressions
The delivery of a text-based advertisement to a browser. To compensate for slow Internet connections, visitors may disable "auto load images" in their graphical browser. When they reach a page that contains an advertisement, they see a marker and the advertiser's message in text format in place of the graphical ad. Additionally, if a user has a text-only browser, only textual ads are delivered and recorded as textual ad impressions. (Source: IAB)

Textual Poaching
The way in which audiences or fans may take particular texts and interpret or reinvent them in different ways e.g. by creating fan fiction (Jenkins audience theory). (Source: corbytechmedia.weebly.com)

Texture Mapping
A bitmap pattern added to an object to increase realism. (Source: freeflyvr)

Thank You Page
Generally the last page in the transaction funnel indicating the end of the company / client interaction.

The Brain
The proprietary MediaMath intelligent algorithm that runs their bid optimization for various campaigns, learning and optimizing as it runs. (Source: Mediamath)

The Funnel
Registration pages following the landing page (or whatever series of pages the client would like potential customers to go through before their final action). (Source: Mediamath)

The Media Trust
Used to scan creatives before they are served. (Source: Mediamath)

Themes
The main ideas found in a media text's narrative. For example, themes in Romeo & Juliet are love, family, relationships, violence, death etc. (Source: corbytechmedia.weebly.com)

The Optimizer
Was a targeted advertising tool created and used by Barack Obama’s 2012 campaign for reelection. In addition to using Nielsen Media Research data, the Optimizer ingested data from voters the campaign had come in contact with. The campaign then took that data, as well as publicly available data about registered voters, and cross-referenced it against Rentrak set-top box data. With Rentrak’s help, the campaign’s advertising then targeted programs that voters – particularly persuadable voters – were frequenting. (Source: Cynopsis)

Theory Of Reasoned Action
A theory developed by Martin Fishbein that assumes consumers consciously consider the consequences of alternative behaviors and choose the one that leads to the most desirable consequences. (Source: ProjectOAR)
Thick Set-Top Box
See Also: Advanced Set-Top Box, Set-Top Box
Casual term for Advanced Set-Top Box.

Thin Set-Top Box
See Also: Set-Top Box, Broadcast Set-Top Box
Another term for Broadcast TV Set-Top Box or Analog.

2 : Also used to refer to STBs that may not have a tuner. (Source: TIVO)

Third-Party Ad Server
Independent outsourced companies that specialize in managing, maintaining, serving, tracking, and analyzing the results of online ad campaigns. They deliver targeted advertising that can be tailored to consumers' declared or predicted characteristics or preferences. (Source: IAB)

2 : Web server that stores/delivers ads to an array of publishers. Can be local (i.e. for a single publisher) or remote (i.e. DART, which works across publishers). Additional features can include: uploading, delivering, targeting, reporting, optimization, etc. (Source: Mediamath)

3 : Information that an established data company collects indirectly or aggregates from others and then sells to ad buyers. (Source: Tubemogul)

Third Party Cookies
See Also: Cookies, First Party Cookies
third-party cookies are created and placed by third parties other than the website you are visiting directly. (Source: Epsilon)

NOTE – Some common uses include: Cross-site tracking: the practice of collecting browsing data from numerous sources (websites) that details your activity, Retargeting: using search activity to retarget visitors with visual or text ads based on the products and services for which they've shown interest. Ad-serving: making decisions regarding the ads that appear on a website, deciding when to serve these ads, and collecting data (and reporting said data including impressions and clicks) in an effort to educate advertisers on consumer insights and ad performance. (Source: Epsilon)

Third Party Data
See Also: First Party Data, Second Party Data
Data sold by a vendor that is available to anyone who like to purchase the data. (Source: GABBCON, Global Audience Based Business Conference)

2 : Aggregated data from other platforms and websites. This data can be imprecise as companies have different collection methods for information on users. (Source: Hubspot)

3 : Data collected by a third party which will have agreements with certain websites that allows them to pixel viewers. This information is then sold to buyers on networks / exchanges in order to help them make more informed bidding decisions. (Source: Mediamath)

4 : Refers to descriptive data than can be collected by outside vendors in order to create broad sets of data segments. (Source: Cynopsis) Highly descriptive data that can be collected by an outside vendor to create broad sets of segments. Ultimately, 1st party data can be enriched by 2nd party data from advertisers, which in turn can be even more enriched by data aggregators or data management platforms. (Source: Mediacrossing)
Third Party Payment Processor
A company that handles merchant account payments from various channels such as credit or debit cards for merchant acquiring banks. These processors often use their commercial bank accounts to conduct payment processing for their merchant clients. (Source: TycheSoftwares)

NOTE – Best example for this is PayPal that lets you accept online payments without a merchant account of your own. They let you use their merchant account under their own terms of service with very little setup required. (Source: TycheSoftwares)

Third-Person Techniques
Interview/questioning techniques used within advertising research, as well as other types of research (for example, psychological assessment) in which people are asked to respond to questions/stimuli from the point of view of a third party (for example, "how would most people respond" or "how do others think of you"). These techniques are most commonly used when studying sensitive/uncomfortable topics, where it is believed that they are more likely to reveal their true sentiments. (Source: ProjectOAR)

Third Platform
See Also: First Platform, Second Platform, Fourth Platform
The third model of computing platform. The convergence of cloud, big data, social business and mobile technologies enabled by and driving via the cloud.

Thread
A string of messages that make up a conversation. Threads begin with an initial message and then continue as a series of replies or comments. Threads are essential to keeping track of conversations in most forms of online communication, including social media and email. (Source: Blog.Hootsuite.com)

2: A series of postings on a particular topic. Threads can be a series of bulletin board messages (for example, when someone posts a question and others reply with answers or additional queries on the same topic). A thread can also apply to chats, where multiple conversation threads may exist simultaneously. Also refers to an independent process taking place in a multi-tasking environment. (Source: AAI.ie)

Threat Actors
See Also: Bad Actors, Cyber criminals, Hackers
A person, group, or entity with the intent to gain or gains unauthorized access to computers, systems or other protocols for malevolent purposes whether to impact an entity’s security, destroy, compromise or hold for ransom elements or access to that system or data.

3D Printing
See Also: Additive Manufacturing
An additive process of creating a physical object by adding layer upon layer of a material (often plastic) under computer control resulting in a three-dimensional replica.

3D Swirl
Swirl is an immersive viewing format with an interactive 3D model. It gives the audience full control while rotating the model or plays a 3D animation. (Source: Zorraquino)
Three-Dimensional Graphics
The presentation of data on a two-dimensional display surface so that it appears to represent a three dimensional model. (Source: freeflyvr)

3D TV
A form of advanced digital television where images in content appear three dimensional with the use of special glasses.

2 : 3D television employs some form of stereoscopy and a special viewing device to project a television program into a realistic three-dimensional field.

Three Firm Concentration Ratio
A three-firm (or four-firm) concentration ratio is the total (sum) of the market shares held by the top three (or four) competitors in a market. Concentration ratios can be measured for any given number of the top competitors, with Wikipedia listing four and eight as the most common. (Source: MASB)

3G
See Also: 4G, WIMAX, HSPA
A generation of cellphone mobile communication standards, whether it is the phone itself or the network the signal is carried on.

2 : The Third Generation mobile network infrastructure. As of 2007 being deployed (or already deployed) by mobile operators in most of Europe, East Asia, and North America. Supports much higher data speeds than previous mobile networks, in some cases approaching wired broadband connections. (Source: IAB)

NOTE – The higher the number next to the G, the newer, and presumably faster, is the network the device is using. (But when Apple calls a product 4G, that means it is the fourth generation of that device, but not necessarily that it works on a 4G network, although sometimes it does.) Not all 4G is created equal. Different carriers use different kinds of 4G. In terms of speed, the technologies, rated from fastest to slowest, are LTE, WiMax and HSPA+. After that come EVDO and EDGE, which are 3G. RootMetrics, a company that measures mobile network performance, tested in 42 markets and found that the fastest provider over all was Verizon (it has the most LTE), followed by AT&T, then T-Mobile and Sprint. Caveats: 1. Not every city has 4G from every carrier. 2. You need a phone that receives the 4G network and not all do. 3. The speed of a network doesn’t matter if you can’t get a signal. (Source: New York Times)

3MS abbr Making Measurement Make Sense
A cross-industry initiative founded by the American Association of Advertising Agencies (4A’s), the Association of National Advertisers (ANA), and the Interactive Advertising Bureau (IAB). The Media Rating Council (MRC), an independent body, is responsible for setting and implementing measurement standards. (Source: measurementnow.net)

301 Redirect
Refers to as permanent redirection from one URL to another so as to send site visitors and search engines to the new URL than the one they originally typed automatically. (Source: TycheSoftwares)

NOTE – 301 Redirect is a key practice in order to maintain the website’s domain authority and search rankings when URL of the site is changed for any reason. The Status code of 301 in turn means that the page has been permanently moved to a new location. (Source: TycheSoftwares)
3V Ads
Snapchat’s full-screen vertical video advertising format that appear on Snapchat’s publisher-operated Discover platform, as well as on Snapchat’s Live platform. As Snapchat is quick to point out, the ads are 100% viewable. (Source: Cynopsis)

302 Redirect
The process of a server sending a browser the location of a requested ad, rather than sending the ad itself. Ad servers use 302 redirects to allow them to track activities such as ad requests or ad clicks. (Source: IAB)

360 Ads
A campaign that takes the brand into account in a holistic manner including a range of advertising and outreach - both online and offline.

360 (Degree) Video
See Also: Immersive Videos
There is a difference between virtual reality and 360-degree video. The latter is less immersive and typically keeps the viewer in a fixed point surrounded by roughly 360 degrees of video. This is what you’re most likely to see if you’re playing around with YouTube 360 or Google Cardboard apps. Purists will say that 360 video is not actually virtual reality. (Source: TechRepublic)

2 : Panoramic videos shot using an omnidirectional camera or a collection of cameras. Viewers can manually explore the video in 360 degrees, usually by clicking and dragging. A virtual reality headset is necessary – though many 360-degree videos are also accessible in full VR (virtual reality). (Source: Cynopsis)

Thresholds
Defined limits or parameters related to a level of return (e.g., an MROI above 1.0 to 1.5). (Source: MASB)

NOTE – In a well-governed environment, funding will only be provided to marketers who can project that their investments will operate within these defined parameters over some reasonable amount of time (e.g., within one to two quarters). If more than half of the marketing funds flow to tactics with no clear connection to the key metric, this would suggest a marketing team that is not well governed. (Source: MASB)

Throughput
The amount of data transmitted through Internet connectors in response to a given request. (Source: IAB)

Throwback Thursday (#TWT)
A hashtag used to share old photos on social media. (Source: Blog.Hootsuite.com)

Thumbnail
Refers to a rough sketch of the layout. (Source: MASB)

Ticker
A Facebook update box that updates in real time, showing all your connections’ current activity including but not limited to status updates, new friendships, fresh photos and videos, added links, page likes, game progress, and comments.
Tied Product
*See Also: Tying Arrangement, Tie-in Contract, Tying Product*
Another term for Tying Arrangement. (Source: MASB)

Tie-in Contract
*See Also: Tying Arrangement, Tied Product, Tying Product*
Another term for Tying Arrangement. (Source: MASB)

Tier, Tiering
*See Also: A la Carte*
The packaging of channels or service options sold as a group of channels or as a level of service.

Tiered Plan
*See Also: Tiers of Service*
Mobile phone packages with varying amounts of minutes, instant messages and data. The more time and data you buy, the more you pay. (Source: New York Times)

Tiers Of Services
*See Also: Tiered Plan*
A pricing structure that enables the consumer to select services or content on media platforms that are collected into sub-sets that are offered as increasingly more expensive levels.

Tik Tok
A popular app that lets users create and share videos up to 60 seconds long. Lip-synced music videos are especially popular on it. The app has given rise to a number of young social media influencers. (Source: Dictionary.com)

2 : A social network created in China in 2016 under the name Douyin and launched internationally in 2017. In this social network, users can create, edit and share videos of between 15 and 60 seconds. This social media allows users to add musical backgrounds, sound effects and filters to their videos (Source: Zorraquino)

Tile Locator
An application and RFID hardware device package, for Android (Google) and iOS (Apple) platforms that enables users to locate lost items via Bluetooth 4.0 radio technology. (Source: Wikipedia)

Time
In measurement of KPIs, the amount of time that has been taken from the beginning to the end of a project, indicating employee efficiency. (Source: Bajwa, R. (2021). 6 KPIs to Monitor the Success of Your Business, Advertising Week 360. AW360.)

NOTE – Obviously, a shorter cycle time translates to a faster return on investment and gives your organization more room for additional projects. (Source: Bajwa, R. (2021). 6 KPIs to Monitor the Success of Your Business, Advertising Week 360. AW360.)

Time Adjustment
*See Also: Clock Drift*
Clocks in Set-Top Boxes may be logged differently and may have clock drift. Processors must standardize the various clock times as part of the measurement process.
Time / Date Stamps
Unique codes inserted into content to help identify the time and date of the exposure for tracking purposes. Also referred to as Time Codes.

Time Decay Attribution Model
An attribution model that is similar to Linear attribution in that it spreads out the value across multiple events. But unlike, Linear attribution, the Time Decay model also takes into consideration when each touchpoint occurred. Interactions that occur closer to the time of purchase have more value attributed to them. The first interaction gets less credit, while the last interaction will get the most. (Source: AgencyAnalytics.com)

TDMA abbr Time Division Multiple Access
See Also: Spread Spectrum, LTE, GSM, CDMA
A technology for delivering digital wireless service using time-division multiplexing (TDM). TDMA works by dividing a radio frequency into time slots and then allocating slots to multiple calls. In this way, a single frequency can support multiple, simultaneous data channels. TDMA is used by the GSM digital cellular system. (Source; Webopedia)

TDM abbr Time Division Multiplexing
See Also: TDMA
A type of multiplexing that combines data streams by assigning each stream a different time slot in a set. TDM repeatedly transmits a fixed sequence of time slots over a single transmission channel. (Source; Webopedia)

Time Duration of the Interactive Session
The length of time that the interactive session is available during a TV advertising spot or TV programming. Length of time may vary per application. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Time Lag
An interval of time between two related events is called Time Lag. In eCommerce terminology, it is the number of days in between the visits before a multi-channel conversion is completed by the visitor. Thus it determines the time between the first interaction date and conversion date within a look back window (a specified time span prior to conversion). (Source: TycheSoftwares)

Time-Of-Exposure Time Stamp
See Also: Time / Date Stamp
An embedded code that indicates the time and date of a video, program, ad or other piece of content.

Time Of Inactivity
Refers to the time elapsed since a user last engaged with an app. It is important to identify and segment inactive users based on the time of inactivity in order to run successful re-engagement campaigns. (Source: Adjust.com)

Time Out
See Also: Time Out Total, Time Out Rate
The instance when an interaction session timed out as a result of no viewer response. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)
Time Out Rate
*See Also: Time Out Total, Time Out*
The number of time outs as a percentage of impressions. Calculated by dividing the Time Out total count with the total number of impressions.
(Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Time Out Total
*See Also: Time Out, Time Out Rate*
The total number of instances when an interactive session timed out as a result of no viewer response. Calculated by subtracting the initial interaction total from the total number of impressions.
(Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Time-Shifted Audience
This refers to the people that viewed ads from playback or recorded TV (think DVRs). (Source: TVSquared)

Time Shifted Commercial Substitution
*See Also: Dynamic Insertion*
During time-shifted viewing, original broadcast ads replaced with other video ads.

Time Shifted HUT
Percentage of homes using television including any trick play viewing, specifically playback, whether based on time of recording or time of playback.

NOTE – Edit rules vary by data processor.

Time Shifted Television
*See Also: Trick Play*
Content that has been recorded with the intent to view at another time in the future. Also, the playing back of such content.

2 : Recorded or stored program content that is accessed at a time later than the original telecast. Pre-recorded content stored with the intent to tune at future dates. (Source: Nielsen)

3 : The phenomenon of playing back home-recorded TV content. (Source: TRA)

Time Shifted Tuning
Tuning to any pre-recorded content from any digital device. (Source: Nielsen)

Time Shifted Viewing
*See Also: Trick Play*
A form of delayed viewing in which the viewer records a piece of content with the intent of viewing it at some time in the future.

Timeslot
A designated time on a television schedule for a particular program or type of programming. (Source: StateoftheMedia.org)

Time Spent
The amount of time that a home, Set-Top Box or viewer spends on a piece of content whether viewing or interacting with it in some form.
2: The amount of elapsed time from the initiation of a visit to the last audience activity associated with that visit. Time spent should represent the activity of a single cooked browser or user for a single access session to the web-site or property. (Source: IAB)

NOTE – According to TIVO, refers to Duration or Dwell Time. TIVO also measures time spent in specific features and in interactive advertising.

**Time Spent In Fixation**
A metric related to eye tracking that measures the amount of time an individual or group spends visually focused on a target stimulus. (Source: ProjectOAR)

**TTFF abbr Time To First Fixation**
A metric related to eye tracking that refers to the lag time between the moment an individual first encounters a stimulus and the moment that individual fixates upon a defined point within the area of interest. The Time to First Fixation (TTFF) indicates the amount of time that it takes a respondent (or all respondents on average) to look at a specific AOI from stimulus onset. (Source: ProjectOAR)

**Tipping point**
The critical moment when an event, trend, idea or product ceases to be marginal or niche and becomes massive. The concept is based on the premise that trends spread like a virus, and become contagious via society. (Source: Zorraquino)

**Titles**
Text/copy that is used within any video content. This could include introductory text, text at the end of an ad (which often consists of a company brand name, website and/or call-to-action), text superimposed onto background imagery or video, or any other text used in the final creative execution. (Source: ProjectOAR)

**TiVo Bolt Box**
A media box that now allows users to stream their DVR recordings and live programming on iOS and Android devices as well as the ability to transfer recorded content to their devices. At this time, out-of-home streaming will be Wi-Fi-only on iOS: iOS users can’t stream content using cellular data. (Source: Cynopsis)

NOTE – Not all content will be available: Some content can still block TiVo from letting users view it outside the home. (Source: Cynopsis)

**Toggle**
A switch that is either on or off. (Source: AAI.ie)

**Token**
*See Also: Digital Tokens*
An event or a grouping of bits or characters or bits of data that describes a tune-in to an event. A set of data that indicates when an event has occurred.

2: A tracer or tag which is attached by the receiving server to the address (URL) of a page requested by a user. A token lasts only through a continuous series of requests by a user, regardless of the length of the interval between requests. Tokens can be used to count unique users. (Source: IAB)

NOTE – Blank Video tokens are a challenge to measurement.
Token Authentication
Requires users to obtain a computer-generated code (or token) before they’re granted network entry. Token authentication is typically used in conjunction with password authentication for an added layer of security. This is what we refer to as two-factor authentication (2FA). (Source: n-able.com)

T-1
A dedicated, typically corporate, high-speed (1.54 megabits/second) Internet connection. (Source: IAB)

Top-Box Score
The percentage of participants checking or clicking the highest value in a measurement scale that ranges from lowest to highest. Top-Box Score is often used to simplify comparisons within and across studies. Top-box scores are commonly reported for scale such as purchase intent or attribute ratings. (Source: ProjectOAR)

TLD abbr Top Level Domain
See Also: generic TLD, country code TLD
One of the domains at the highest level in the hierarchical Domain Name System of the Internet. The top-level domain names are installed in the root zone of the name space. For all domains in lower levels, it is the last part of the domain name, that is, the last label of a fully qualified domain name. For example, in the domain name www.example.com, the top-level domain is .com (or .COM, as domain names are not case-sensitive). (Source: Wikipedia)

TOMA abbr Top-Of-Mind Awareness
See Also: Evoked Set
A measure of Unaided Awareness, which captures whether a commercial message or brand is the first commercial message/brand mentioned, or among the first mentioned, when prompted with a product category. (Source: ProjectOAR)

2 : Defined as being the first brand that comes to mind when a customer is asked an unprompted question about a category. The percentage of customers for whom a given brand is top of mind can be measured. In a survey of nearly 200 senior marketing managers, 50% responded that they found the top-of-mind metric very useful. (Source: MASB)

TOFU abbr Top Of The Sales Funnel
Name given to the first of the stages in a process of digital shopping by a consumer and which corresponds to the top of the sales funnel. This is the widest part, where the highest number of potential purchasers arrive, attracted by content that responds to their status (the awareness or discovery stage) such as e-books, info graphs, or guides. (Source: Zorraquino)

Total Active VOD Households
Akin to a Viewing Universe, it is a total count of unique HHs which initiated any VOD asset during a given reporting period. An Active VOD HH is counted each time any Viewing Device within a household (as designated by a HH Identifier) initiates any VOD session. Active VOD HH counts are specific to the reporting period (month, week, day, etc.). At the beginning of a new reporting period, the counts of Active HHs are reset. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Total Audience
Percent of households tuning to all or to any portion of a program for at least 6 minutes. (Source: TVB)
2: Transacting on a currency that accounts for all adults 18+, rather than on demographic sub-groups such as 18-34 or 25-54 and encompassing viewing across all screens and platforms. (Source: VAB)

**TAP** *abbr* Total Audience Plan
A radio schedule consisting of equal distribution of commercials across all major dayparts. (Source: AAI.ie)

**Total Audience Rating**
*See Also: Rating*
Unduplicated percentage of the specified population that has tuned to a particular network, program or other piece of content for a given minimum interval of time such as six minutes. The total audience rating is higher than the average audience rating, which is measured on an average minute or an average second basis.

**Total Cost of Goods Sold**
The gross cost of goods sold plus alteration room and workroom net cost – if any – less each discount earned on purchases. (Source: MASB)

**Total Costs**
*See Also: Variable Costs and Fixed Costs*
Another term for Variable Costs and Fixed Costs. (Source: MASB)

**Total DAI Enabled Household**
Total DAI enabled households (HH) provisioned for VOD and DAI as reported at the end of the prior completed fiscal quarter. Total gross count of VOD enabled Households (HH) in a distributor footprint with DAI capability. Does not include traditional PPV-only households. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Total Distribution**
The sum of All Commodity Volume (ACV) or Product Category Volume (PCV) distribution for all of a brand’s stock-keeping units (SKUs), calculated individually. (Source: MASB)

NOTE – By contrast with simple brand ACV or PCV, which are based on the all commodity or product-category sales of all stores that carry at least one SKU of a brand, total distribution also reflects the number of SKUs of the brand that is carried by those stores. (Source: MASB)

**TFD** *abbr* Total Fixation Duration
*See Also: Time Spent in Fixation*
A metric related to eye tracking that refers to the total amount of time an individual fixated on an area of interest, across multiple fixations. (Source: ProjectOAR)

**Total Household Demographics**
Total estimated number of HHs in the geography that are categorized to be within a specific demographic. A demographic type associated with a particular household based on the geographical location of that household, as defined by third party providers. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Total Households Passed**
Total households (HHs) passed as reported at the end of the prior completed fiscal quarter. Total gross count of households (HHs) passed by a cable system’s network including Syscode and DMA
data Reports can be segmented by Syscode and DMA data. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Total Household Psychographics**
Total estimated number of HHs in the geography that are categorized to be within a specified psychographic. A psychographic type associated with a particular household based on the geographical location of that household, as defined by third party providers. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Total Impressions**
*See Also: Delivery*
The simple aggregate count of how many times a channel program or spot was accessed over a designated period by a specified population. Includes duplicated audiences or homes. (Source: Kantar Media Audiences)

2 : In Interactive metrics, it is the total visits including repeat entries. (Source: Kantar Media Audiences)

3 : The aggregate count of households, STBs or persons exposed to a tuning event. (Source: Nielsen)

**Total Item Reach (%)**
*See Also: Reach & Frequency*
The total cumulative homes or Set-Top Boxes exposed at least once to a channel program or spot in the specified time frame expressed as a percentage of the designated universe. (Source: Kantar Media Audiences)

**Total Item Reach (in Thousands)**
*See Also: Reach & Frequency*
The total accumulated number of units in thousands (Set-Top Boxes or households) exposed at least once to a channel program or spot in the specified time frame. (Source: Kantar Media Audiences)

**Total Leads**
*See Also: Final Response Count, Lead Count*
The total number of leads that are generated from a single interactive application. Also known as Final Response Count. (Source: CTAM Advanced Cable Solutions Consortium, ITV Metrics)

**Total-Market Communications**
ANA President/CEO Bob Liodice defines total-market communications as “a marketing approach followed by corporations and their trusted internal and external partners that proactively integrates diverse segment considerations. This is done from inception (with rigorous purchase drivers and insights of each segment) through the entire strategic process and execution with the goal of enhancing value and growth effectiveness.” (Source: MASB)

**Total Minutes**
Total tuning or viewing in minutes among the designated universe. (Source: Kantar Media Audiences)

2 : TIVO does not provide total minutes among viewers. They measure second-by-second and can derive total seconds viewed from logs. (Source: TIVO)
**Total Minutes Among Viewers**  
*See Also: Reach & Frequency*  
Total tuning or viewing in minutes among viewers that meet user-defined reach condition.  
(Source: Kantar Media Audiences)

NOTE – TIVO doesn’t provide total minutes among viewers or user-defined reach criteria. The total seconds viewed from all viewers with a minimum exposure to the content (ex: spot) for at least 10% of the length of the content can be calculated from Reach.

**Total Orders**  
The total count of rental window instances initiated by subscribers for a specific title asset. An order is calculated whenever the subscriber initiates a new Rental Period. A title asset may be viewed multiple times during a rental window; however, it still counts as a single order. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE – See Total Views for explanation of difference of Orders vs Total Views.

**Total Play Time**  
Aggregated Play Time of all views initiated reported in minutes.  
Total sum of Play Times for all views. Play Time measures the amount of time an asset was viewed in Play Mode (NPT) regardless of any trick modes that may have been invoked in between. Play Time is a subset of Run Time; Play Time does not include session set-up/tear-down time or any time relating to FF, Rewind, or Pause (which may all be included in Run Time).  
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Total Remote Clicks**  
*See Also: Remote Clicks*  
Cumulative Remote Clicks.

**Total Run Time**  
Aggregated Run Time of all views initiated (also referred to as View Duration) reported in minutes.  
Total sum of Run Times for all views. Run Time is measured from the time a view was initiated until the time the view was exited regardless of any trick modes that may have been invoked in between.  
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Total Scheduled**  
For Ad Assets Only. Total count of scheduled insertions for a particular VOD DAI asset into a VOD playlist for any VOD asset. A scheduled insertion is counted every instance of a specific VOD DAI Asset placed into a playlist at VOD Session Creation. Does not infer that the particular VOD DAI Asset was viewed. Can be grouped by pod and pod position.  
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Total Subscriber HHs**  
Total subscriber households (HHs) as reported at the end of the prior completed fiscal quarter. Total gross count of accounts provisioned for cable video (analog or digital) including residential, commercial, and MDU subscribers, including Syscode and DMA data. Reports can be segmented by Syscode and DMA data. Does not include HSD-only or Phone-only cable subscribers.  
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)
TSA Abbreviation: Total Survey Area
A geographic area term; includes metro area and any additional counties where a statistically significant amount of viewing can be attributed to stations originating in the metro area. These outlying counties may well be a part of an adjacent metro area or DMA. (Source: TVB)

Total Video
Native digital content like YouTube.

Total Video Converter
A program that can convert many video formats and audio in various formats such as MP4, 3GP, AVI (MPEG-4 Part 2), audio AMR, which are used by AVCHD, mobile phone, PDA, PSP, iPod, iPhone, Xbox 360, PS3, Microsoft Zune, etc., as well as video conversion, the current version desktop screen capture program is included. Users also have the option of combining several video or audio files into one and de-multiplexing and extract audio from various videos and convert them to MP3, AC3, Ogg, WAV, AAC, etc. The program also includes a function to convert videos to MPEG format compatible with DVD / SVCD / VCD and burn the converted videos to DVD / SVCD / VCD. There are two main modes of Total Video Converter, Easy mode and Advanced mode. (Source: Wikipedia)

Total Views
Total count of instances a specific asset was initiated in play time by subscribers regardless of rental period (or order window). Total count of all instances of a specific asset initiated. There is no “delay time” in which a video could be initiated and not counted. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE – Delay time is a legacy PPV term where viewers could exit within 5 minutes and not be billed.) There is no regard to Rental Period or Order Window. Each time the video is initiated, a View is counted. Views for Ad Assets can be grouped by pod and pod position. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE – Explanation and differences of Orders vs. Views - Assuming that the consumer has a 24 hour window to view the content that they ordered, in each case, the consumer can view the program 10 times but because MVPD B reports in orders only, the program gets counted only once but the commercial gets counted 10 times. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Total VOD Enabled Households
Total households (HHs) provisioned for VOD as reported at the end of the prior completed fiscal quarter. Total gross count of accounts provisioned for VOD including residential, commercial, and MDU subscribers, including Syscode and DMA data. Reports can be segmented by Syscode and DMA data. Does not include traditional PPV-only households. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Total VOD Enabled Devices
Total set-top boxes (STBs) and devices provisioned for VOD as reported at the end of the prior completed fiscal quarter. Total gross count of STBs or other devices provisioned for VOD services; includes Syscode and DMA data. Reports can be segmented by Syscode and DMA data. Does not include analog, one-way STB subscriber devices not provisioned for VOD. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Touch Feedback
Also known as Haptics.
**Touch Points (or Touchpoints)**
A contact point with the consumer, service, brand or viewer, often via an ad through a media vehicle. That which connects to a viewer before during and after a transaction that can raise awareness, affinity and adoption.

**Traceroute**
A computer network diagnostic tool for displaying the route (path) and measuring transit delays of packets across an Internet Protocol (IP) network. (Source: Wikipedia.org)

**Tracker**
In mobile measurement, a tracker is a campaign tracking link. A mobile advertiser must insert a tracker into a campaign to allow them to measure performance. This includes reporting on how many clicks and impressions a campaign generates, showing how efficiently users convert. Trackers also provide information on the users who convert, allowing marketers to dive deeper into their data and analyze activity throughout the mobile marketing funnel. (Source: Adjust.com)

**Tracker (VR)**
A device that provides numeric coordinates to identify the current position and/or orientation of an object or user in real space. (Source: freeflyvr)

**Tracking**
Tracking, or Ad Tracking, is the ability to assess the performance of a site, app or ad campaign. Ad tracking looks at brand awareness and attitude. (Source: Kochava)

**Tracking Bug**
*See Also: Web Beacon, Beacon, Web Bug, Tag, Page Tag*
Similar to a Web Bug or Web Beacon, a piece of software that is hidden to the user but enables the ability to track web, page and email usage.

**Tracking Parameter**
A defined piece of code that’s added to the end of a URL. It can then be parsed by a system backend to share information contained by that URL. (Source: Adjust.com)

**Tracking Pixel**
*See Also: Pixel Tag, 1×1 gif, Clear gif*
An embedded image similar to a Web Beacon.

2 : A term that originally referred to actual 1x1 transparent gif pixels appended to webpages for tracking desktop PC users. Now encompasses all technologies that mark consumers across devices for the purposes of identifying them and tracking actions. (Source: MAGNA Global)

3 : A 1×1 pixel-sized transparent image that provides information about an ad’s placement. In many cases, a tracking pixel is used to notify an ad tracking system that either an ad has been served (or not served, in some cases) or that a specific webpage has been accessed. Also known as: beacon, web beacon, action tag, redirect, etc. (Source: IAB)

**Tracking Study**
A form of testing designed to keep a close contact with what consumers are thinking, feeling and doing over time for comparison and trending purposes.
Tracking URL
Another term for Click URL or Redirect URL.

Track Shot
Rotating display of the same scene. See also dolly shot and pan shot. (Source: freeflyvr)

Trade Character
A representation of a person, animal, or other being that is personified and used to identify a company, brand, or product. Exclusive use of a trade character requires a registered trademark. Examples of trade characters include Kellogg’s Tony the Tiger, Planters’ Mr. Peanut, the Geico gecko, General Mills’ Betty Crocker, and the Keebler elves. (Source: MASB)

Trade Discount
A discount or price reduction offered to a retailer or other channel member for the functions performed in the movement of goods from the manufacturer to the consumer. (Source: MASB)

Trade/Equity Character
In ad lingo, refers to any character or person used to promote a product, brand or service. Typically, the term is used in reference to fictional or animated characters rather than celebrities or other people. Well-known examples include Ronald McDonald and Mr. Clean. The term "Trade/Equity Character" is often used interchangeably with brand mascot, advertising ambassador and brand icon. (Source: ProjectOAR)

Trademark
See Also: Registered Trademark
A design, logo, word, brand name, or other expression that is meant to identify a product/brand and differentiate it from others. This is considered to be intellectual property. It is similar to a logo or wordmark, but a trademark is typically registered with the government (as denoted by the symbol ®) or pending registration (as denoted by the symbol ™). Registration signals that the marks are intended for exclusive use by the owner and will generally be protected in terms of copyright/usage. (Source: ProjectOAR)

2: Legally protected brand name, brand mark, or trade character (or some combination of the three). A trademark identifies one seller’s product and thus differentiates it from products of other sellers. It also aids in promotion and helps protect the seller from imitations. (Source: MASB)

NOTE – A trademark may be eligible for registration, as it is in the United States through the U.S. Patent and Trademark Office of the Department of Commerce. A registered trademark obtains additional protection, mainly exclusive use, but special efforts are necessary to keep the registration and the exclusive use. A registered trademark is noted by the symbol ®. Trademarks not officially registered can instead be marked with the trademark symbol (™) or the service mark symbol (℠). (Source: MASB)

Trade Marketing
Branch of marketing that aims to boost consumption and to improve the purchasing experience at the point of sale by way of strategies aimed at increasing product turnover at the point of sale, planning and co-ordinating promotional activities and offers, developing merchandising and branding, as well as ensuring that consumers enter and browse around the establishment. Trade marketing is carried out jointly between the supplier and/or manufacturer, the distributor, and the retailer. (Source: Zorraquino)
Trade Name
Refers to a trademark that is used to identify an organization rather than a specific product or product line as well as the legal name under which an organization does business. (Source: MASB)

Trade Show
An exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, meet with industry partners and customers, study activities of rivals, and examine recent market trends and opportunities. (Source: MASB)

Trading Bot
A computer program that is linked to exchanges and programmed to trade following pre-defined algorithms. (Source: whatis.techtarget.com/)

Trading Desk
See Also: Ad Trading Desk
Centralized management platforms used by ad agencies that specialize in programmatic media and audience buying. They are typically layered on top of a DSP or other audience buying technologies. (Source: Kantar)

2: A buy-side platform that operates on behalf of an ad agency. (Source: Mediamath)

3: In programmatic media planning and buying, a term used to describe an organization, team or platform that works to optimize bid-based media buying (e.g., by adjusting target definitions and pricing parameters). (Source: ProjectOAR)

Traditional Data Center
See Also: Data Center, Cloud Data Center
Also known as a Data Center. A facility used to house telecommunications and storage systems such as separate racks, staffs and management tools for servers, storage, routers and other networking infrastructure.

Traditional Out-of-Home
See Also: Non Traditional Out-of-Home
Outdoor advertising from standard, established platforms such as billboards, digital signs, wheatpaste posters, etc. that are usually placed in high traffic areas.

Traditional Transaction
Any transaction executed through non-programmatic means. (Source: MAGNA Global)

Traffic
See Also: Website Traffic
The flow of data over a network, or visitors to a Web site. (Source: IAB)

2: The number of users who visit a given website or page. (Source: Falcon.io)

3: Foot traffic (a.k.a. footfall) is the measure of the number of visits to a retail space, a critical metric for store managers. Various mechanical and electronic devices are available to track customers entering a space and their movements within the space. In digital marketing, website traffic refers to the number of visits a website receives. (Source: MASB)
### Traffic And Billing
A software solution which provides scheduling, inventory management analysis and billing of commercial media inventory.

### Traffic Router
A router (or Wi-Fi router) feature that monitors the data consumption (upload and download) of all the devices on one’s network and then notifies the user when they approach a predefined threshold. A traffic meter is useful if the ISP is enforcing a maximum monthly data transfer allocation (typically this is 250-GB). (Source: Webopedia)

### Trailer
Trailers are typically produced by the studios to promote a particular piece of content, and range from about one to three minutes in length.

### Transaction
It is an occasion or event when the customer or user buys or sells something which may involve money in exchange. The completed process of buying and selling is called a Transaction. For example, when you purchase a laptop for $1000 and pay for it, it is called a transaction. (Source: TycheSoftwares)

### Transactional Ads
Clickable overlay or enhancement that allows viewers to engage in transactions during the content experience.

### Transactional On-Demand
Where the user pays a fee to view particular content and that content can generally be viewed multiple times within a specified timeframe (e.g. 24 hours). (Source: MRC)

### TVOD abbr Transactional Video on Demand
See Also: TOD abbr Transactional VOD
The opposite of subscription television.

### TOD abbr Transactional VOD
See Also: Pay Per View, Video On-Demand
Same definition as Pay Per View. (Source: Rentrak)

### Transaction Audit
A report that accurately tracks and reports business transactions and processes.

### Transaction Funnel
Another term for The Funnel.

### Transcoding
See Also: MFX Wrapping Technology, Wrappers
The direct digital-to-digital data conversion of one form of encoding to another such as within movie data files or audio files. This is usually done in cases where a target device does not support the format or has limited storage capacity that mandates a reduced file size, or to convert incompatible or obsolete data to a better-supported or modern format. (Source: Wikipedia)
Transfer
The successful response to a page request; also when a browser receives a complete page of content from a Web server. (Source: IAB)

TCP/IP abbr Transfer Control Protocol/Internet Protocol
Part of series of protocols designed to connect different computer networks enabling functions such as email and data file transfers. (Source: MRC)

2 : The software protocols that run the Internet, determining how packets of data travel from origin to destination. (Source: IAB)

Transitional Ads
See Also: Interstitial Ads, Intermercial Ads, Splash Pages
An ad that is displayed between Web pages. In other words, the user sees an advertisement as he/she navigates between page ‘a’ and page ‘b.’ Also known as an interstitial. (Source: IAB)

Transitional Pop Up
An ad that pops up in a separate ad window between content pages. (Source: IAB)

Transmedia
The delivering, broadcasting and experiencing of content across several digital platforms using digital technologies.

Transmedia Storytelling
See Also: Multiplatform Storytelling
Like Multiplatform Storytelling, it is the technique where a single storyline or story experience is told across several digital platforms creating a seamless viewer experience.

2 : It is a technique used to tell a single story across multiple platforms and formats, both online and offline. Involves the intentional division of content over different media, which separately only account for a fragment of the overall story. Which means that multiple forms of media must be used to understand the entire story. (Source: Zorraquino)

NOTE – In transmedia storytelling special relevance is given to the strategy, as the aim is to achieve user interaction and thereby generate a different experience, where the user becomes a protagonist and even co-creator of the content. (Source: Zorraquino)

TCP abbr Transmission Control Protocol
See Also: User Datagram Protocol
A set of rules (protocol) used along with the Internet Protocol (IP) to send data in the form of message units between computers over the Internet. While IP takes care of handling the actual delivery of the data, TCP takes care of keeping track of the individual units of data (called packets) that a message is divided into for efficient routing through the Internet. (Source: Searchnetworking.techtarget.com)

Transparency
See also Arbitrage, Black Box, White Box, Glass Box
To be considered transparent, a solution provider must fully disclose all components of the buy including pricing, any related mark ups, delivery, placement level media location, inventory type, inventory mix and how advanced audience data is applied and reported. Arbitrage and black box
inventory solutions are not transparent. (Source: GABBCON, Global Audience Based Business Conference)

2 : Involves informing potential customers about the methods used to present ads. Additionally, it theoretically gives users the opportunity to 'opt out' of advertising tracking methods. (Source: Mediamath)

3 : In Blockchain, the ability for anyone to see the code and all transactions sent to a smart contract. A commonly used blockchain explorer is etherscan.io. (Source: ShellyPalmer.com Blockchain Glossary)

Trap Website
A Web development technique applied to prevent users from exiting a Web page. Some websites use the tactic to prevent users from leaving the page in an effort to coerce them to visit other pages on the site. (Source: Technopedia)

Tree Test
Technique for evaluating usability that serves to validate the suitability of a structure of contents within a digital product. This test is carried out with users, who attempt to find specific content, on an individual basis, by performing a series of pre-set tasks. (Source: Zorraquino)

Trend
A marketing trend or market trend is a clear and sustained market pattern or inclination. The analysis of these trends is essential when creating a marketing plan, as they highlight business opportunities and determine whether a product or service is likely to be successful in the market. (Source: Zorraquino)

2 : A topic that is the subject of many posts or many people on social media or website or any application within a short period of time is called Trend. It refers to the fluctuation of traffic based on many factors during a specific period or season or specific day or time or relevancy of a keyword. (Source: TycheSoftwares)

NOTE – Trends are also used by e-commerce merchants to see which product people are searching for. Search engines like Google also provide with trends. Google Trends explores what people across the world are searching. For example, if you search for the keyword “local deliveries” then you will see a graph which indicates the pattern in which local deliveries have grown in e-commerce industry in last days, months, years. There are also tools like SEMrush, Moz, Serpstat, Keyword tool and many others which collect data from search engines like Google and try to gain insight into the data which is required for their customers and website administrators. (Source: TycheSoftwares)

Trend Analyst
A trend analyst is a person dedicated to the detection and analysis of consumer behavior patterns. Their goal is to detect new market trends and use this knowledge to link brands and audiences. (Source: Zorraquino)

Trending
A trending topic or hashtag is one that is popular on social media at a given moment.

NOTE – Trends are highlighted by social networks such as Twitter and Facebook to encourage discussion and engagement among their users. The “trending” concept was first popularized by
Twitter and has since been adopted by other networks. The trends that you see on Twitter and Facebook are based on your location, who you follow, and the content you like. (Source: Blog.Hootsuite.com)

**Trending Topic**
A subject or event that has a sudden surge in popularity on social media. Several social networks track the top hashtags or subjects people are posting about and include a “trending topics section”. (Source: Falcon.io)

**Trendjacking**
See also Newsjacking

**Trial**
*See Also: Awareness-Trial-Repeat, Repeat*
Another term for Awareness-Trial-Repeat. (Source: MASB)

**TCR abbr Trial Conversion Rate**
Measures how many free trials convert to paying subscribers. (Source: Kochava)

**Trial Period**
A temporary restriction employing an expiry date that some shareware applications impose on their uses so they can assess the merits of purchasing the full version. (Source: Zorraquino)

**Triangulation**
A solution to the problem of how to send a signal around the curvature of the earth. The signal is beamed from the earth to a separate location which then beams it from that location back down to the individual receiving home, such as with a satellite signal.

**Trick Mode**
*See Also: Trick Play*
Another term for trick play - when the viewer is involved in using the features of the DVR.

**Trick Play**
A term used to describe the use of DVR time shifted viewing or On-Demand with a TV Remote Control device. Features include fast forward, rewind and pause.

NOTE – DVR metrics need to be decided. According to Kantar this data are not currently available in the U.S. but are available in the U.K. Rentrak says that it depends on the operator and the device. Some operators have trick mode data available in various forms (some more detailed than others) and Rentrak has been measuring multiple forms of these data from millions of Set-Top Boxes for years.

NOTE – The issue of measurement with trick modes needs further definition. For example, how many times do you count an impression within a session when it has been viewed more than once due to rewinds? (Source: Invidi)

**Trick Play Metrics**
Refers to any “interruption” of the ad or programming view once initiated by the consumer. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)
NOTE – Pause, fast-forward, rewind are the most common trick-play actions. Parameters need to be in place in order to accurately record and report these metrics. Not all MVPDs may have trick-play capabilities for the DAI asset. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Trier
*See Also: Volume Projections*
Another term for Volume Projections. (Source: MASB)

Triggers
A command from the host server that notifies the viewer’s set-top box that interactive content is available at this point. The viewer is notified about the available interactive content via an icon or clickable text. Once clicked by using the remote control, the trigger disappears and more content or a new interface appears on the TV screen. (Source: IAB)

2 : Can go into effect when a user attempts to modify data with an insert, delete, or update command.

Triple-dub
An abbreviated way to say “WWW” when reciting a URL. (Source: AAI.ie)

Trojan
Any malicious computer program which is used to hack into a computer by misleading users of its true intent. The term is derived from the Ancient Greek story of the wooden horse that was used to help Greek troops invade the city of Troy by stealth. (Source: Wikipedia)

Troll
A person who sows discord on the Internet by stalking, starting arguments, scaring or otherwise upsetting people, by posting threatening, derogatory, inflammatory, extraneous, false or off-topic messages online (such as in a newsgroup, forum, chat room, or blog, for example) with the deliberate intent of provoking readers into an emotional response or of otherwise disrupting normal on-topic discussion, often for their own amusement. Considered part of internet discourse, it is equated with online harassment.

2 : A social media user who makes deliberately offensive or annoying postings with the sole aim of provoking other users. (Source: Blog.Hootsuite.com)

Trolling
The act of posting threatening, derogatory, inflammatory, extraneous, false or off-topic messages online.

True HD
*See Also: High Definition Television*
Refers to content that is shot and mastered in HD, but may also apply to some converted material.

True Panel
*See Also: Panel (True)*
A sample of respondents who are measured repeatedly over time with respect to the same variables. (Source: MASB)
TTI Report \textit{abbr} True Target Index
A TRA report that is used to help in the media purchasing optimization process. The report allows the user to see a comparison of ratings for specified purchaser / demographic target groups across programs, networks, dayparts, campaigns, etc. on a single report. (Source: TRA)

Trusted Peer-to-Peer Encryption Technology
A system whereby a trusted server is used to validate and authenticate every significant action taken. The author of the sensitive content has an installed encryption application, so the digital communication can be completed secured before it ever hits the Internet. On the recipient's end, they can have an easily installed (FREE) viewer, with read-and-reply capability, to decrypt the message. The sensitive email content never resides on the company's server, instead being encrypted on the author's PC and decrypted on the recipient's PC. Company servers are used only for authentication and validation, which takes place repeatedly for every step in the process. Thus, any message and its content can be completely controlled by the author. (Source: Encryptics.com)

TAG \textit{abbr} Trustworthy Accountability Group
A first-of-its-kind cross-industry accountability program to create transparency in the business relationships and transactions that undergird the digital ad industry, while continuing to enable innovation. A joint marketing-media industry program, TAG was created with a focus on four core areas: eliminating fraudulent digital advertising traffic, combating malware, fighting ad-supported Internet piracy to promote brand integrity, and promoting brand safety through greater transparency. TAG was created by the American Association of Advertising Agencies (4A’s), Association of National Advertisers (ANA), and Interactive Advertising Bureau (IAB) and works collaboratively with companies throughout the digital ad supply chain. (Source: Tagtoday.net)

Tru2way
\textit{See Also: IPTV, Open Cable Application Platform}
The branded name for the OpenCable™ Application Platform (OCAP™) including Host, CableCard™, OCAP™, and other components. It is a standards-based technology platform that enables two-way interactive services on the television and other devices within a cable system. This platform enables consumer electronics, programming, and cable companies to deliver interactive services, programming, and advertising on retail and cable devices. (Source: Definition currently under review by CableLabs)

2 : A Set-Top Box that can hyperlink with the web and provide two way communication.

3 : Tru2way is a brand name for interactive digital cable services delivered over the cable video network, for example interactive program guides, interactive ads, games, chat, web browsing, and t-commerce. The brand also appears as “<tru2way>” and is used to market cable services, applications, and devices that support the tru2way cable architecture. Tru2way includes a middleware technology that may be built into televisions, Set-Top Box es, digital video recorders and other devices. Because the middleware is based on Java technology, it enables cable companies and other interactive application developers to “write” applications once and see them run successfully on any device that supports the tru2way architecture. (Source: Wikipedia)

4 : The interactive TV standard for use cable systems. It replaces the term "OpenCable Platform" and is CableLabs' brand for the OCAP middleware standard. (Source: Unisoft)

NOTE – Tru2way is the new name for OCAP. (Source: FourthWall Media)
**Tru2way**  
*See Also: IPTV, Open Cable Application Platform*

The branded name for the OpenCable™ Application Platform (OCAP™) including Host, CableCard™, OCAP™, and other components. It is a standards-based technology platform that enables two-way interactive services on the television and other devices within a cable system. This platform enables consumer electronics, programming, and cable companies to deliver interactive services, programming, and advertising on retail and cable devices. (Source: Definition currently under review by CableLabs)

2 : A Set-Top Box that can hyperlink with the web and provide two way communication.

3 : Tru2way is a brand name for interactive digital cable services delivered over the cable video network, for example interactive program guides, interactive ads, games, chat, web browsing, and t-commerce. The brand also appears as “<tr2way>” and is used to market cable services, applications, and devices that support the tru2way cable architecture. Tru2way includes a middleware technology that may be built into televisions, Set-Top Box es, digital video recorders and other devices. Because the middleware is based on Java technology, it enables cable companies and other interactive application developers to “write” applications once and see them run successfully on any device that supports the tru2way architecture. (Source: Wikipedia)

4 : The interactive TV standard for use cable systems. It replaces the term "OpenCable Platform" and is CableLabs' brand for the OCAP middleware standard. (Source: Unisoft)

**NOTE** – Tru2way is the new name for OCAP. (Source: FourthWall Media)

**T-3**
A very high-speed (45 megabits/second or higher) dedicated, corporate Internet connection. (Source: IAB)

**Tubi**
An American over-the-top content platform and ad-supported streaming service owned by Fox Corporation offering online streaming from a library of films and television series for free. (Source: Wikipedia)

**Tuneaway**  
*See Also: Retention*

Percentage of commercial time lost to channel changing among viewers who were present in seconds prior to the start of the commercial. The opposite of retention. It is the average of individuals who viewed a segment immediately before of an event and who disconnect during the event. The Infosys audience analytics platform enables users to create custom categorizations of ad-skipping by a number of variables including channel program, daypart etc., (Source: Kantar Media Audiences)

2 : Specific second-by-second tune out of program or commercial content. (Source: Nielsen)

3 : Technical term when the cable Set-Top Box needs to tune away from the existing channel the viewer is on to a different channel to acquire data or performance other functions. Example of this is launching an unbound EBIF applications from an in-band data path. In that scenario, the EBIF application downloading requires a Tuneaway. (Source: FourthWall Media)
4. The interaction when a viewer changes the channel away from an interactive asset or application. This is one type of negative interaction. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Tune Away Total**
The cumulative number of times that viewers tune away from an interactive TV application or program. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Tune Away Rate**
Channel changes as percent of initial interactions. Calculated by dividing tune-aways by the initial interaction. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Tuner Level**
In addressable advertising, the finest level of targeting - going from Zone to Node to Household to Tuner at the specific Set-Top Box.

**Tuning**
*See Also: Viewing*
Tuning, as opposed to viewing, is an indicator that the device (e.g. Television set, Set-top Box) is turned on to a channel or network or other content but it is unclear whether there is anyone watching at the time.

**Tuning Duration**
*See Also: Duration*
The length of time that a device (Television, Set-Top Box) is tuned into a channel, network, programming source or other content. Duration is impacted by Latency and can differ from viewing duration (Dwell Time) in that there may not be anyone viewing during a tuning duration.

**Tuning Event (Tune In, Tune Out)**
Similar to tuning duration - the specific piece of content that is recorded on the Set-Top Box. Some processors are using channel change activity to denote tuning events. Others say they are using 5 second intervals.

2. Any access to a single channel via the STB for a duration of time. (Source: Nielsen)

3. Point in time events that identify any access to a single programming source or content for a duration of time, Tuning event generally have a start time, end time and a duration. (Source: MRC)

NOTE – Some processors are using channel change activity to denote tuning events. Others say they are using five second intervals. A combination of both might indicate actual viewing.

**Tuning Retention**
Amount of time tuned to an event measured by seconds. (Source: Nielsen)

2. Also known as Tune-In (Source: Visible World)

**Turnkey**
This refers to a software or a packaged product which is built, installed and supplied by the manufacturer in its completed form, ready to operate. This is contrasted with build to order products.
where buyer’s exact specifications are taken into account and are made as per their expectations. (Source: TycheSoftwares)

NOTE – A Turnkey project is a qualified product that has ready to go backend (the admin site) which allows important changes and updates like products, pictures, text, categories, subcategories etc. to appear on the front end which is the main site. This kind of solution is most widely used for training programs or billing system where the purpose is to avoid the hassle of setting up your own in-house solution. (Source: TycheSoftwares)

**Turnover**
The ratio of a cumulative audience to the average audience for a given period of time. Indicates how loyal a given audience may be for specific stations or programs. (Source: AAI.ie)

**TV/Television Advertising**
Advertising created expressly for the television medium. Television ads may range in length from 0:06 to 0:60 seconds, although other formats are possible. The term may refer to ads that are found on analogue, cable or satellite TV, or streaming and video-on-demand transmissions. A television advertisement is sometimes referred to as a "Television Commercials (TVC)." See also "Video Advertising." (Source: ProjectOAR)

**TV Converter Box**
*See Also: Set-Top Box, Digital Set-Top Box, Cable Converter, Analog Set-top Box*
An analog set-top box that converts over-the-air digital TV content into analog format.

**TV Everywhere**
After being authenticated as a subscriber to an operator, it is the ability to view TV content on the internet in addition to on one’s television.

2 : A term coined by TimeWarner.

3 : A platform (generally a mobile app or an Internet-based service) that allows consumers to view pay TV content by authenticating themselves as current subscribers to a channel. As long as you subscribe to a major cable or satellite TV service, you likely have access to a lot of TV Everywhere content. (Source: Cynopsis)

**TV Spot**
*See Also: Commercial*
Another term for Commercial. (Source: MASB)

**TV Usage**
Households Using Television (HUT) and Persons Using Television (PUT); total viewing to all television. (Source: TVB)

**Tweet**
A Twitter post. Tweets are limited to 280 characters and can include photos, videos, and links. They are public by default. (Source: Blog.Hootsuite.com)

**Twisted Pair Cable**
Twisted pair cabling is a type of wiring in which two conductors of a single circuit are twisted together for the purposes of canceling out electromagnetic interference (EMI) from external sources. (Source: Wikipedia)
Twitch
Twitch is a platform or social network, born in 2011, specialized in live streaming of video games and bought by Amazon in 2014. This platform allows live video broadcasts and interaction with the audience. Today, its content has diversified to include sports, lifestyle and music, among others. (Source: Zorraquino)

Twitter
A free instant online microblogging service which limits messages to 140 characters. Subscribers can update, message and interact with others in real time while broadcasting to followers.

Twitter Bot
A program used to produce automated posts on the Twitter microblogging service. (Source: whatis.techtarget)

2FA abbr Two-Factor Authentication
See Also: Token Authentication
Used in conjunction with the token authentication process, the requirement of an additional form of access permission such as password authentication.

2FA abbr Two-Factor Authentication
See Also: Multi-Factor Authentication
A security process in which the user provides two means of identification from separate categories of credentials; one is typically a physical token, such as a card, and the other is typically something memorized, such as a security code. (Source: TechTarget)

2160p
See Also: Ultra-High Definition, Ultra HD Television, UHDTV, Ultra HD, UHD-1, UHD, Super Hi-Vision
Another term for Ultra-High Definition reflecting one of the two HD television standards - 4K UHD (2160p). The other standard is 8K UHD (4320p).

Two-Part Expandable Ad
See Also: Single-Part Expandable Ad
A type of rich media ad unit that extends to cover over the content on a site, diminishing the viewer’s experience.

Two-Stage Area Sampling
See Also: Area Sampling, One-Stage Area Sampling
Another term for Area Sampling. (Source: MASB)

Two-Stage Cluster Sampling
See Also: Cluster Sample, One-Stage Cluster Sampling
Another term for Cluster Sample. (Source: MASB)

Two-Step Flow of Information
A communication model where there is an intermediary between the sender of a message and the audience. (Source: OpenTextBC.ca)

Two-Way-Marketing
Unlike traditional advertising, where brands would issue a unidirectional message to a passive audience, new media consumers want to enter into a dialogue and interact with the brand and its messages. (Source: Zorraquino)
Two Way Networking
The term used to describe user interaction data as it travels from the platform company to the subscribers location and back. Connotes the presence of an interactive infrastructure. (Source: Nielsen)

TXT-to-Order / Connect with TSR
Using a mobile phone to text an order or request more information from an ad seen on a TV as a call-to-action. (Source: Mercury Media)

Tying Arrangement
See Also: Tied Product, Tie-in Contract, Tying Product
Exists when a person agrees to sell one product, the tying product, only on the condition that the vendee also purchase another product, the tied product. This practice is generally illegal under the Sherman Antitrust Act or Clayton Act. (Source: MASB)

Tying Product
See Also: Tying Arrangement, Tied Product, Tie-In Contract
Another term for Tying Arrangement. (Source: MASB)

Typography
The art and technique of creating, displaying and arranging type, including style, point size, line spacing, letter space and other text treatments. Relevant to any creative content that makes use of text/copy (for example, print, website, display). (Source: ProjectOAR)

UHD
See Also: Ultra-High Definition, Ultra HD Television, UHDTV, Ultra HD, UHD-1, Super Hi-Vision, 2160p
Similar to Ultra-High Definition.

UHD-1
See Also: Ultra-High Definition, Ultra HD Television, UHDTV, UHD, Ultra HD, Super Hi-Vision, 2160p
Similar to Ultra-High Definition television.

UHDTV
See Also: Ultra-High Definition, Ultra HD Television, Ultra HD, UHD, UHD-1, Super Hi-Vision, 2160p
Similar to Ultra-High television.

Ultimate Consumer
See Also: Consumer
Another term for Consumer. (Source: MASB)

Ultimate User
See Also: End User
Another term for End User. (Source: MASB)
Ultra HD
See Also: Ultra-High Definition, Ultra HD Television, UHDTV, UHD, UHD-1, Super Hi-Vision, 2160p
Similar to Ultra-High Definition television.

Ultra HD Television
See Also: Ultra-High Definition, Ultra HD, UHDTV, UHD, UHD-1, Super Hi-Vision, 2160p
Television that has ultra-high definition capability offering increased picture screen resolution.

Ultra-High Definition
See Also: Ultra HD Television, Ultra HD, UHDTV, UHD, UHD-1, Super Hi-Vision, 2160p
Digital video formats of television resolution that is targeted towards consumer television. The two standards of ultra-high definition are 4K UHD with a resolution of 3840 pixels × 2160 lines (8.3 megapixels, aspect ratio 16:9) and 8K UHD which is 7680 pixels × 4320 lines (33.2 megapixels).

UHF abbr Ultra High Frequency
An area of the broadcast spectrum that carries television signals for stations with channels 14 through 83. (Source: TVB)

Umbrella Branding
See Also: Family Brand
Another term for Family Brand. (Source: MASB)

Unadvertised Brand
A brand that is not advertised. Frequently unadvertised brands are the private brands of retail food chains. (Source: MASB)

Unaided (Ad or Brand Recall Awareness)
See Also: Recall Test
Measures of consumers’ memory or awareness which are prompted only by mentioning the subject or category of interest, without providing possible answers--such as the names of brands. Unaided response is generally considered to indicate stronger or more salient memories than prompted or aided response. (Source: ProjectOAR)

Unattached Adult
See Also: Family Life Cycle, Newly Married Stage, Solitary Survivor Stage
Another term for Family Life Cycle. (Source: MASB)

Unattributed
Also known as Organic, describes users that are not attributed to a campaign. (Source: Kochava)

Unauthorized View
Must be a subscriber to a channel in order to be able to view. Otherwise unauthorized.

NOTE – Is viewership counted if an unauthorized viewer is just viewing the "Can't View" slide on the subscription channel?

Unbiased Samples
Samples for research studies that are drawn proportionately from the population of interest, so that they reflect the target population, without over-representing or under-representing any groups within it. (Source: ProjectOAR)
Unbound Application
See Also: Bound Application
An EBIF application that's transmitted and loaded to the Set-Top Box independent of the video programming. It is typically not bound to any MELECTRONIC PROGRAM GUIDE-2 video programming. There are multiple ways an unbound application can be downloaded from the headend system to the Set-Top Box es, e.g. in-band, out-of-band, DSG, Ethernet. Unbound applications are also sometime called widgets. EBIF applications from FourthWall Media’s TVWidgets product suite are examples of unbound applications. (Source: FourthWall Media)

Unbundling
Separating the charges for individual items in a product or services package such as to unbundle computer hardware from the software or unbundle internet services from cable services.

Underdelivery
Refers to the delivery of fewer impressions, visitors, or conversions than contracted for a specified period of time. (Source: MASB)

Underrepresentation
Certain social groups (usually minority groups) may be rarely represented or be completely absent from media products. (Source: corbytechmedia.weebly.com)

Understored
A market condition that exists when a market has too few stores to provide satisfactorily for the needs of the consumer. (Source: MASB)

Undifferentiated Marketing
See Also: Mass Marketing, Market Segmentation Strategies
A marketing strategy that focuses on an entire target market rather than a segment of it where market segment differences are ignored. This strategy employs a single marketing mix -- one product, good or service, one price, one placement and a single promotional effort -- to reach the maximum number of consumers.

2 : Another term for Market Segmentation Strategies. (Source: MASB)

Unduplicated Audience
See Also: Reach, Cume, Net Audience, Net Reach, Net Unduplicated Audience
The number of unique individuals exposed to a specified domain, page or ad in a specified time period. (Source: IAB)

2 : Another term for Reach. (Source: MASB)

Uneven Exchange
Refers to an exchange of goods made by a customer when the value of the new goods received is different from that of the goods returned. (Source: MASB)

Unfair Competition
Refers to the use of sales practices deemed unethical by judicial, legal, or administrative agencies (e.g., selling products below cost to drive a competitor out of business or dumping goods in foreign markets). It is defined in antitrust laws as acts to mislead and confuse consumers, such as the deceptive substitution of one product for another in order to gain unfair advantage over competitors. (Source: MASB)
Unfashionable Merchandise
See Also: Distress Merchandise
Another term for Distress Merchandise. (Source: MASB)

Un-Flagged Fault
See Also: Flagged Faults, Gaps
Unanticipated or non-standard lapses or gaps in data transmission, output or receiving requiring special processing or procedures.

Unfollow
To unfollow someone is to unsubscribe from their social media account. If you would prefer to maintain the social connection but don’t want to see their posts, you can mute them instead. (Source: Blog.Hootsuite.com)

Ungated Content
See Also: Gated Content
Refers to a content marketing strategy by which the content is freely accessible without requiring to fill up a webform or signing-in. The concept of ungated content is mostly used for referring to downloadable content or viewable content like webinars but it may also be used for all kinds of contents. (Source: DigitalMarketing)

Unicast
See Also: Video On-Demand
Similar to the concept of broadcasting where one signal containing the same data is sent out to all possible destinations. It is the opposite of Multicast.

Unicast TV
A one-to-one model of content distribution to a Television screen (TV, Mobile Device, PC, Tablet), generally targeted using audience data. (Source: GABBCON, Global Audience Based Business Conference)

Unification
See Also: Data Fusion, Data Matching
The process of aggregating and integrating unique datasets, removing disparate or incorrect elements to create a single database.

UID 2.0 abbr Unified ID 2.0
An alternative approach to “cookies” that aims to solve for identity across the open internet, increasing privacy while supporting targeted advertising. UID 2.0 utilizes individuals’ anonymized email addresses; this is gathered by a user logging into an app or website. (Source: TVSquared)

Unifi TV
Formerly known as HyppTV prior to January 2018, an IPTV service operated by Telekom Malaysia (TM) launched in 2010 as part of TM’s bundled Triple-play service offering of VoIP Telephone, Internet and IPTV called Unifi. (Source: Wikipedia)

UFC abbr Uniform Freight Classification
A system that allows the grouping of related products into specific rate categories. These ratings are based on handling characteristics, bulk, value, and perishability of the product. They are used as the basis for standardized rates for classes of products. (Source: MASB)
URL **abbr** Uniform Resource Locator  
*See Also: Web Address*

The unique identifying address of any particular page on the Web. It contains all the information required to locate a resource, including its protocol (usually HTTP), server domain name (or IP address), file path (directory and name) and format (usually HTML or CGI). (Source: IAB)

2: Is the acronym for a website’s Uniform Resource Locator, also known as a web address. It is generally displayed in web browsers with a leading HTTP, HTTPS, or www. A URL may contain a specific character string linking to a specific website resource; for example pages, images and files. Most web browsers display the URL of a web page in its address bar at the top of the site or in a status bar at the bottom of the browser. (Source: TVB)

3: The address of a website page or other resource on the Internet. URLs can contain codes called UTMs that help with tracking and analytics. (Source: Blog.Hootsuite.com)

4: Refers to the location of a resource on the Internet. This term is often used interchangeably with domain and Internet address or website address. (Source: MASB)

**Uninstalls**

When a user deliberately removes an app from their device. In the world of mobile marketing, it is an important metric for measuring an app’s performance. (Source: Adjust.com)

**Unique**

An unduplicated household, Set-Top Box or viewer to a piece of content.

**Unique Browser**

An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period. This definition requires taking account for the potentially inflationary impact of cookie deletion among certain of the cookied browsers that access Internet content. (Source: IAB)

**Unique Cookie**

A count of unique identifiers...that represents unduplicated instances of Internet activity (generally visits) to Internet content or advertising during a measurement period. (Source: IAB)

**Unique Device**

An unduplicating computing device that is used to access Internet content or advertising during a measurement period. A count of unduplicated devices necessarily accounts for multiple browser usage on an individual computer or other computing device. (Source: IAB)

**Unique Device Install**

An install attributed to an unduplicated device.  
(Source: IAB Mobile App Marketing Glossary Working Group)

**Unique Households**

Unduplicated visits in a given period to an asset initiated by the user from entry point or feature.  
(Source: Kantar)

**Unique Households Viewing**

Total count of unique HHs which initiated at least one session for a particular VOD asset or set of VOD assets during a given reporting period. A Unique HH View is counted each time any Viewing Device within a household (as designated by a HH Identifier) initiates a VOD session for a particular
asset or set of assets and is counted once and only once during the reporting period. Unique HH counts are specific to the reporting period (month, week, day, etc.). At the beginning of a new reporting period, the counts of Unique HHs is reset. A Unique HH that watches the same asset twice is only counted once when reporting by asset within a given reporting period. A Unique HH that watches two assets from the same campaign is only counted once when reporting by campaign with a given reporting period. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Unique Interaction Rate**
The net, unduplicated number of STBs or Households interacting with an iTV application, expressed as a percent of the total STB / Household Universe exposed to a specific iTV campaign or period of time. (Source: Canoe)

**Unique Reach**
*See Also: Reach & Frequency*
The number of unduplicated homes, Set-Top Boxes or individuals that have been exposed to the channel program or spot based on some minimum time spent condition (e.g. one second or one minute). Within a specific program or time period. (Source: Kantar Media Audiences)

2 : Subset of cume household or STB tuning by network or event on an impression basis. (Source: Nielsen)

**Unique Reach %**
*See Also: Reach & Frequency*
The number of unduplicated homes, Set-Top Boxes or individuals that have been exposed to the channel, program or spot expressed as a percentage of the designated universe. (Source: Kantar Media Audiences)

2 : Subset of cume household or STB tuning by network or event on a percentage basis. (Source: Nielsen)

**Unique Remote Clicks**
In interactive television advertising, the number of subscriber Set-Top Boxes reporting at least one remote click for a given ad. Demonstrates first stage interest in the message. (Source: TRA)

2 : The number of unduplicated households or STBs reporting at least one remote click for a given spot ad. (Source: Nielsen)

3 : The number of subscriber Set-Top Boxes reporting at least one remote click for a given spot ad. (Source: FourthWall Media)

NOTE – Not available in TIVO’s reporting portal but available on a custom basis from their PowerWatch product.

**Unique Responses**
*See Also: Unique Remote Clicks*
In interactive television advertising, the number of subscriber Set-Top Boxes reporting at least one response for a given spot ad. Shows final stage of interest in the message.

2 : The number of subscriber Set-Top Boxes reporting at least one response for a given spot ad. (Source: FourthWall Media)
Uniques
The number of unduplicated individual people being counted once no matter how many times they may have accessed the content.

USP abbr Unique Selling Proposition
An advantage, or set of advantages, that a given product, brand or service has relative to the competition. It can also be thought of as "what your brand has that other brands don't." In developing a creative strategy, advertisers typically aim to identify the competitive strengths of their product, brand or service and then crystallize them into a concise proposition that can be easily conveyed in advertising. (Source: ProjectOAR)

2 : An approach to developing the advertising message that concentrates on the uniquely differentiating characteristic of the product that is both important to the customer and a unique strength of the advertised products when compared to competing products. (Source: MASB)

Unique STB Exposures
The number of subscriber Set-Top Boxes reporting at least one STB exposure for a given ad spot. (Source: FourthWall Media)

NOTE – We will calculate unique reach at a household level, not box level. (Source: TIVO)

Unique Screen View
The total number of distinct screen views from a viewer, unduplicated per viewing device. At this time, this refers to a TV connected to a set-top. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

UU abbr Unique User
See Also: Unique Visitor, Visitor
A unique individual or browser which has either accessed a site (see unique visitor) or which has been served unique content and/or ads such as e-mail, newsletters, interstitials and pop-under ads. Unique users can be identified by user registration or cookies. Reported unique users should filter out bots. See iab.net for ad campaign measurement guidelines. (Source: IAB)

2 : A site’s total number of users or visitors over a certain length of time. Accuracy depends on each user logging in with a unique username to access the site. (Source: OpenX)

3 : An unduplicated person using an application and exposed to advertising messages during a reporting period. For the requirements of reporting a unique user metric, refer to IAB’s Audience Reach Measurement Guidelines. Source: IAB Mobile App Marketing Glossary Working Group)

4 : In web marketing, a unique user is an individual that has visited a website for a given period of time or have received specific content like ads, emails or newsletters. Marketers and website owners track unique users to determine how many people see their content within a given period of time. (Source: TycheSoftwares)

5 : A unique user is a visitor to a site within a certain period of time (usually a month) and are identified by a persistent cookie. If a user visits a site more than once during a report period, they will be counted as one unique user. Unique users and unique individuals may never be the same because someone may visit a site from the same computer as another person and therefore will be
counted as one, simply because the computer will have a cookie which will see it recognized as one user. (Source: AAI.ie)

6: Another term for Unique Visitor. (Source: MASB)

NOTE – Unique user is counted as a single visitor irrespective of the number of times he or she revisits the site. This is determined by user identification or unique IP addresses or via a cookie that attaches to the user's browser. Analytical programs are used to identify and filter out visits that are not human, such as visits from spiders, crawlers and other bots. (Source: TycheSoftwares)

**UDID**  
**abbr Unique User / Device ID**  
Identifier assigned to a device or user that lasts until the device is reset or the account is deleted. (Source: Tubemogul)

**Unique User Install**  
An install attributed to a unique user regardless of the number of devices the user has installed the app upon. (Source: IAB Mobile App Marketing Glossary Working Group)

**Unique View**  
*See Also: Unique Visitor*  
An individual user viewing a given web page. (Source: Mediamath)

**Unique Viewing Devices**  
Total count of unique Viewing Devices which initiated at least one session for a particular VOD asset or set of VOD assets during a given reporting period. Today, unique viewing devices refer to set-tops. A Unique Viewing Device is counted each time a specific Viewing Device (as designated by a Viewing Device Identifier) initiates a VOD session and is counted once and only once during the reporting period. Unique Device or Unique Device counts are specific to the reporting period (month, week, day, etc.). At the beginning of a new reporting period, the counts of Unique Devices are reset. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Unique Visitor**  
*See Also: Unique User, Visitor*  
A unique user who accesses a Web site within a specific time period. See unique user. (Source: IAB)

2: A metric used to help a buyer understand the popularity and relevance of a site. Specifically, it refers to the number of unique individuals or browsers, which have accessed the site in a specific time period. Within the publishers who have programmatic ad inventory available in SRDS.com, we report unique monthly visitors via a third-party provider, Compete. (Source: Next.Srds.com)

3: Unique visitors refers to the number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit. Visits refers to the number of times a site is visited, no matter how many visitors make up those visits. (Source: Wikipedia)

4: Unique individual or browser which has accessed a site or application and has been served unique content and/or ads such as email, newsletters, interstitials or pop-under ads. Unique visitors can be identified by user registration, cookies, or third party measurement like ComScore or Nielson. (Source: Mediamath)

5: Another term for Unique Viewer.
6: Refers to the number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit. (Visits refers to the number of times a site is visited, no matter how many unique visitors make up those sessions.) (Source: MASB)

NOTE – When an individual goes to a website on Tuesday, then again on Wednesday, this is recorded as two visits from one unique visitor (if the time period being measured is, for example, a week or a month). (Source: MASB)

Unit Control
The control of stock in terms of merchandise units rather than in terms of dollar value. (Source: MASB)

Unit Load
A shipment that contains multiple units but moves as a single entity. For example, shipments that are palletized or slip sheeted or containerized are unit load shipments. (Source: MASB)

Unit Margin
See Also: Margin, Percentage Margin
Another term for Margin. (Source: MASB)

Unit Market Share
See Also: Market Share, Revenue Market Share
Another term for Market Share. (Source: MASB)

Unit Packing
Refers to the practice of packing merchandise in selling units (by the manufacturer) so it can be delivered to the customer without repacking at the store. (Source: MASB)

Unit Price
See Also: Average Price Per Unit
Another term for Average Price Per Unit. (Source: MASB)

Unit Share of Requirements
See Also: Share of Requirements, Revenue Share of Requirements, Share of Wallet
Another term for Share of Requirements. (Source: MASB)

Universal Action Tag
A tag that allows advertisers and agencies to better manage the flow of conversion and event data that they share with piggybacked networks and publishers.

NOTE – With selective pinging, the advertiser or agency can decide if a network or publisher should be notified every time a conversion is logged (by turning on the ‘Always Ping’ setting), or only when that network or publisher is actually responsible for delivering the conversion (the ‘Selectively Ping’ setting). (Source: Mediamath)

UAP abbr Universal Ad Package
A set of four ad units (728×90, 300×250, 160×600 and 180×150 pixels) offered by UAP-compliant publishers as a ‘package’ where ads in these four formats are used collectively across the publisher’s site, enabling advertisers to reach more of the publisher’s audience. (Source: IAB)
Universal Ad Tag
How many actual different people have visited an advertisement. (Source: Mediamath)

Universal Brand Package (UBP) Display Ad Units
See “Rising Stars” (Source: IAB)

UDID abbr Universal Device ID
Used to identify specific devices across sessions and apps. (Source: MAGNA Global)

UID abbr Universal Identity
See also Anonymous Universal ID, SUMID
A persistent, anonymous, and shared identifier that can be created with first-party data to recognize user identity across the web. (Source: sovrn.com)

Universal Linking
Apple’s method of launching apps on iOS when linked from a website. Universal Links are a particular protocol for deep linking that are exclusive to Apple devices (available in iOS version 9 and above). (Source: Adjust.com)

UUID abbr Universally Unique Identifier
An identifier standard used in software construction. A UUID is simply a 128-bit value. The meaning of each bit is defined by any of several variants. (Source: Kochava)

UMTS abbr Universal Mobile Telecommunications System
See Also: 3G
A broadband, packet-based wireless transmission of text, digitized voice, video, and multimedia at data rates up to and possibly higher than 2 megabits per second, offering a set of services to mobile computer and phone users. (Source: IAB)

UPC abbr Universal Product Code
Refers to a coordinated system of product identification by which a number (usually 12 digits, called UPC-A) is assigned to products. The UPC (represented graphically by a physical set of bars or lines) is designed so that at the checkout counter an electronic scanner will read the symbol on the product and automatically transmit information, including the item’s price, to a computer that controls the sales register. (Source: MASB)

NOTE – Universal product codes are printed on most items sold in supermarkets and other mass retailing outlets. The data generated can be used for a wide variety of marketing decisions such as inventory control, allocation of shelf space, advertising, pricing, and so on. (Source: MASB)

UTC abbr Universal Time Code
See Also: Coordinated Universal Time (with same abbreviation)
Coordinated Universal Time is a time measurement standard. Some internal Set-Top Box clocks are on UTC which replaced Greenwich Mean Time (GMT) as the main reference time scale.

Universe
See Also: Footprints, Census
Larger than a footprint.

2 : It is the defined population to which the STB measurement applies. (Source: TRA)
3 : According to Rentrak it is the larger population than a footprint to which the data processor is projecting. (Source: Rentrak)

4 : See census. (Source: TIVO)

5 : The total population of audience being measured. (Source: IAB)

6 : In virtual reality, the collection of all entities and the space they are embedded in for a virtual reality world. (Source: freeflyvr)

**UE abbr Universe Estimate**
The population chosen for a research study. The estimated number of actual households or people from which the sample will be taken and to which data will be projected. (Source: TVB)

**Universes - Coverage**
*See Also: Footprints*
The coverage area universe is the total number of homes or Set-Top Boxes reached for an operator, network or channel. Because of tiering, some networks are not carried in the full universe of an operator and therefore use a coverage area universe to calculate performance.

**Universes – Digital, etc.**
*See Also: Footprints*
The digital universe is total number of homes or Set-Top Boxes reached for an operator. Because not all homes are digital homes, there is a lower universe of digital homes compared to the full universe of all homes that an operator can serve.

**Unlocked**
Icon / identifier for a video that would normally be locked is temporarily unlocked due to a user setting.

**Unlocked Cable Box**
A cable box that can be owned outright by the consumer instead of renting a cable box from an MVPD for an annual fee,

**Unmeasured Networks**
*See Also: Highly Targeted Networks, Long Tail Channels*
Networks, usually smaller and niche, that are not currently measured by Nielsen which is the current media currency.

**Unmeasured TVs**
*See Also: Over The Air*
Television sets in the home that do not have a digital box or households in general that do not subscribe to digital television. Since these homes tend to have no box or boxes without a return path, they are not measured by Set-Top Box data.

**NOTE – Census vs. Footprint vs. Universe**

**Universe Estimate**
the non-digital channels from the STB data and apply that share to the full viewing hours of non-STB TVs. The adjustment is only applied to broadcast stations (the channels that are available to over-the-air households) to account for the unmeasured viewing from those households.

**Unmention**
A feature in social media, that enables the user to remove their identifier, whether name or handle from a post or comment so as to exit unwanted or unnecessary conversations. This feature already appears on several social media platforms in the form of ‘untag’ or ‘remove tag’

**Unreserved Fixed-Rate**
A transaction in which price has been agreed upon in advance but no guarantees on exact inventory or impression delivery have been made. (Source: MAGNA Global)

**Unreserved Fixed Rate Digital Media Inventory**
*See Also: Preferred Deals, Private Access, First Right of Refusal.*
A type of inventory that is unreserved, has fixed pricing and incorporates a one seller-to-one buyer type of participation. (Source: Mediacrossing)

**NOTE – Prioritization in the ad server, the Deal ID, Data usage, Transparency to buyer and pricing floors are other things to consider as an impact to Unreserved Fixed Rate Digital Media Inventory.**
(Source: Mediacrossing)

**Unreserved Inventory**
Ad space on a site that is available for advertisers to purchase or bid on. Typically, this inventory is purchased through direct deals or within private marketplaces and RTB exchanges.
(Source: Next.Srds.com)

**Unresolved IP Addresses**
*See Also: Domain Name*
IP addresses that do not identify their 1st or 2nd level domain. Unresolved IP addresses should be aggregated and reported as such. See also domain. (Source: IAB)

**Unskew**
Remove or adjust for study result biases due to poor or inadequate sampling.

2 : To adjust data to suit one’s beliefs or a desired outcome. Coined from the name of a website unskewedpolls.com which adjusted polling findings to reflect what the results would look like if more Republicans had been questioned. (Source: Media Literacy: Keys to Interpreting Media Messages by Art Silverblatt and Donald C. Miller)

**Unsold Inventory**
The ad units that did not sell often because the floor price was not met.

**Unsought Good**
Refers to a product which the consumer does not seek, either from lack of awareness or lack of interest in the particular attributes it has. Because most products are both sought and unsought by different persons, this category is not part of the basic classification of goods. (Source: MASB)
Unstructured Data
See Also: Big Data
Not “machine friendly” information managed in rows and columns. Unstructured data is more human friendly originating from various sources such as email and social media and includes not just words and numbers but also video audio and images.

Unsupervised Learning Model
The use of artificial intelligence (AI) algorithms to identify patterns in data sets containing data points that are neither classified nor labeled. In other words, unsupervised learning allows the system to identify patterns within data sets on its own. (Source: Techtarget)

Unsystematic Error
See Also: Random Error

Untag
To remove a tag identifying a person from (digital content, typically a photograph) on a social networking site. (Source: Oxford Dictionary)

Unwillingness Error
Incomplete or false information provided by a participant, due to his or her psychological resistance to providing a full or complete response. (Source: ProjectOAR)

Upfronts
See Also: New Fronts
An annual advertising buying and selling time frame, often beginning in the second quarter of the year for the North American television industry and usually involving a series of meetings and presentations attended by potential and current clients, advertisers, agencies and press by media companies specifically television. It offers advertisers the opportunity to buy advertising inventory early for the following programming season, often beginning in fourth quarter, for advantageous pricing.

2 : The first selling wave for broadcast and cable networks and syndication. It usually occurs in the spring after the new fall schedules have been announced and presented to major advertisers. The commercial time not sold in the upfront is sold later in the season in the scatter market. (Source: TVB)

3 : The period, typically in spring, when media companies outline their program lineup for the next programming year (which usually begins in September) and try to sell as much ad space as possible. Upfronts get a lot of attention due to the promotion of new shows and major tentpole events; it’s all about convincing advertisers of the need to be associated with certain programming. The Upfronts, which are traditionally rigid buys, are changing, as advertisers demand more flexibility and full transparency around high-cost buys so that they can optimize as needed. (Source: TV Squared)

Upgrade
Automated upgrade icon / indicator for non-subscribers to upgrade to subscription services via the On-Demand content listings for the subscription service.

Upload
To send data from a computer to a network. An example of uploading data is sending e-mail. (Source: IAB)
Up Selling
Sales technique whereby customers are encouraged to buy additional products, which are usually more expensive, advanced, or sophisticated, in an attempt to secure a more profitable transaction. (Source: Zorraquino)

Upstream
See Also: Back Channel
A return path signal. Part of the back channel.

Upweight Testing
Usually refers to changing the balance of media representation in a plan, with higher weight overall or a higher proportion of weight to one or more media platforms in the plan. This is done to see if it will be more effective. (Source: ProjectOAR)

Urban Population
Defined as persons living in places of 2,500 or more inhabitants incorporated as cities, villages, boroughs, or areas designated as such by the Census, with some exceptions. (Source: MASB)

Urbanized Area
Refers to an area consisting of a central city or core together with contiguous, closely settled territories that have a combined total population of at least 50,000. (Source: MASB)

Urbanized Core
See Also: Census Metropolitan Area (CMA)
Another term for Census Metropolitan Area (CMA). (Source: MASB)

UTM abbr Urchin Tracking Module
A simple code snippet that can be attached to a custom URL in order to track a source, medium, and campaign name. (Source: Kochava)

URL
See Also: Absolute URL, Path, Protocol
Another term for Absolute URL. (Source: MASB)

URL Forwarding
See Also: Domain Forwarding, Website Forwarding
Another term for Domain Forwarding. (Source: MASB)

URL Shortener
See Also: Vanity URL
A tool that condenses a long URL into a shorter (and more social media friendly) format. URL shorteners such as ow.ly can also provide link tracking capabilities, which allow businesses to measure click-throughs from social media and attribute website conversions to individual social messages. (Source: Blog.Hootsuite.com)

URL Tagging
The process of embedding unique identifiers into URLs contained in HTML content. These identifiers are recognized by Web servers on subsequent browser requests. Identifying visitors through information in the URLs should also allow for an acceptable calculation of visits, if caching is avoided. (Source: IAB)
Usability
See Also: Website Usability
Another term for Website Usability. (Source: MASB)

Usability Testing
A research step in the design and launch of a website where users evaluate the ease of use of a website’s navigation, layout, and other attributes. (Source: MASB)

Usage
Involves measures of customers’ self-reported behavior concerning such market dynamics as purchase frequency and units per purchase. They highlight not only what was purchased, but also when and where. In measuring usage, marketers pose questions such as the following:
- What brand of toothpaste did you last purchase?
- How many times in the past year have you purchased toothpaste?
- How many tubes of toothpaste do you currently have in your home?
- Do you have Crest toothpaste in your home at the current time?
(Source: MASB)

Usage Patterns
The map of activity for a viewer based on their routine usage of media devices.

Usage Studies
See Also: Attitude, Awareness & Usage (AA&U) Study

U.S. Census
The complete count of the population every ten years (those ending in “0”) by the United States Census Bureau, as is provided by Article I of the U.S. Constitution. This enumeration and compilation of information about the characteristics of the U.S. population is a rich source of information for marketing. (Source: MASB)

Use-By Date
See Also: Open Dating, Sell By Date
Another term for Open Dating. (Source: MASB)

Usenet
See Also: Newsgroup
Internet bulletin-board application. User - an individual with access to the World Wide Web. (Source: IAB)

2: A collection of internet message boards or discussion groups (also called newsgroups) where the users can post messages and these posted messages are distributed via Usenet servers. (Source: MASB)

NOTE – Each board has a theme, and there are tens of thousands of usenets concerning every imaginable topic. Many of them cover professional subjects and societies and are rich sources of business information. (Source: MASB)
User
An anonymous person who uses a web browser to access Internet web content. (Source: IAB)

2 : A person using an application and exposed to advertising messages, as determined through registration, user self-identification or some form of heuristic. (Source: IAB Mobile App Marketing Glossary Working Group)

3 : An active agent who uses available tools to interact with information, can be sender and receiver, audience and producer, or engaged in interpersonal communication that is also public performance. (Source: OpenTextBC.ca)

4 : Can be – Consumer, Unique visitor (Internet), User (Buying roles) (Source: MASB)

**UA abbr User Acquisition**
The act of gaining new users for an app, platform, or other service. On mobile, user acquisition is a strategy designed around generating installs, usually achieved by advertising campaigns and promotional offers. (Source: Adjust.com)

**User Agent**
A non-unique device characteristic. (Source: Kochava)

**User Agent String**
A field in a server log file which identifies the specific browser software and computer operating system making the request. (Source: IAB)

**User Attribute**
Information, such as demographic, past visits, and interests, about a user to create a behavior profile that will be used for ad targeting. (Source: Hubspot)

**UBA abbr User Behavior Analytics**
*See Also: Behavior Analytics*
As defined by Gartner, a cybersecurity process about detection of insider threats, targeted attacks, and financial fraud. (Source: Wikipedia)

**UCD abbr User-Centered Design**
This is the most widely-used theoretical framework among specialists in user experience, taking end users into account right from the start and all the way through the development process when creating a (normally digital) product or service, with the aim of ensuring that the experience is intuitive, useful, and agreeable throughout the whole time that the user is interacting with it. In practice, this approach requires an in-depth knowledge of users and their behavior, actively involving them in the different stages of the process, repeatedly evaluating the product or service with them, and adopting a multidisciplinary perspective. (Source: Zorraquino)

**User Centric Measurement**
Web audience measurement based on the behavior of a sample of Web users. (Source: IAB)

**UDP abbr User Datagram Protocol**
*See Also: Transmission Control Protocol*
A simple communications protocol that offers a limited amount of service when messages are exchanged between computers in a network that uses the Internet Protocol. Delivery of content or information is not guaranteed.
User Engagement
Measures the degree of user interaction within an app. (Source: is.com)

NOTE – Key app engagement metrics include: average session count, average session duration, monthly active users, and daily active users. In other words, high app user engagement means users are in-app for relatively long periods of time. There are several strategies app developers use to increase mobile app engagement, such as smooth on-boarding, maintaining a frequent stream of new content and features, and building customized funnels based on user segments. (Source: is.com)

UX abbr User Experience
Refers to visitor’s overall experience about using a particular product, system or service especially in terms of how easy or pleasing it is to use it. It highlights the experiential and valuable aspects of human–computer interaction (HCI) and product ownership. (Source: TycheSoftwares)

NOTE – True user experience means providing customers with not only what they want but goes far beyond giving them more than that. High-quality user experience can be achieved by having seamless merging of services of multiple disciplines including engineering, marketing, graphical and interface design. If you get answers to all the below questions then it means you have succeeded in achieving your goal of ultimate user experience.
- Useful: Is this useful?
- Findable: Can you locate it easily?
- Usable: Is your purpose served?
- Desirable: Do you wish to use it?
- Valuable: Is it valuable?
- Credible: Is it trustworthy?
- Accessible: Can you access it easily?
(Source: TycheSoftwares)

UGC abbr User Generated Content
Content that is created, owned, modified or generated by independent consumers or users.

2 : Fan-created content promoting a brand. UGC can come in the form of videos, images, posts, audio, reviews, articles, and more. Brands often rely on UGC to get users engaged with their social media campaigns and build trust and loyalty with their followers. (Source: Falcon.io)

3 : Content created by the regular people on social media, rather than brands. Brands collect that content through contests, branded hashtags, or simply reaching out to ask permission. When brands reshare that content with their own followers, they’re implementing a UGC campaign. User-generated content can help increase brand awareness and customer loyalty by allowing businesses to tap into the excitement and creative energies of their customers. (Source: Blog.Hootsuite.com)

4 : Any kind of digital content created and published by the users of a website, service, medium, or platform, which is shared with other users so as to encourage distribution. Content is deemed to mean the comments made regarding blog entries, videos, images, e-commerce opinions, posts and comments on social media or forums, articles in blogs, votes, likes, etc. (Source: Zorraquino)

NOTE – Advertisers sometimes choose not to advertise on UGC sites because they have less control over what context their ad will be served within. (Source: Mediamath)
NOTE – Within the field of marketing, user-generated content strengthens engagement with the brand and encourages the image that the business is accessible and in contact with customers. (Source: Zorraquino)

**User ID aka User Identification**
*See Also: Universal ID, Username*
A unique identifier commonly used to log on to a website, app, or online service. It may be a username, account number, or email address. (Source: techterms.com)

NOTE – Many websites require an email address for the user ID. This provides two benefits. 1. It is a simple way of ensuring you select a unique username. 2. It automatically associates your email address with your account. Some services require you to choose a user ID that is not your email address. Instagram and Snapchat, for example, require you to select a custom username for your profile. Services that require a username and email address may allow you to log in using either identifier, since they are both unique. (Source: techterms.com)

**User Initiation**
The willful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). When a user engages the ad using a rollover action, the user's cursor must rest on the hotspot for at least one second before any action may be initiated in the ad. See the definition for rollover for more information. (Source: IAB)

**User Interaction**
The actions that a viewer takes to indicate that they are using their remote and television. On the internet it is the indication that the user is accessing content, clicking on ads etc.

NOTE – Remote button presses - used to ascertain capping.

**UI abbr User Interface**
*See Also: Graphic User Interface, Command-Driven Interface, Menu-Driven Interface*
A system that enables a viewer to interact with a piece of equipment whether a television or a computer.

2 : Allows people to interact with electronic devices such as computers; hand-held devices such as MP3 Players, Portable Media Players or Gaming devices; household appliances and office equipment.

3 : Abbreviated UI, the junction between a user and a computer program. An interface is a set of commands or menus through which a user communicates with a program. (Source: Webopedia)

NOTE – One of the most important parts of any program because it determines how easily you can make the program do what you want. A powerful program with a poorly designed user interface has little value. Graphical user interfaces (GUIs) that use windows, icons, and pop-up menus have become standard on personal computers. (Source: Webopedia)

**UI Bidding abbr User Interface Bidding**
Bidding on exchanges via an interface, double-click for example. Less efficient or manipulate-able than RTB or API. (Source: Mediamath)
**User Lifetime Value**  
*See Also: Customer Lifetime Value*  
Another term for Customer Lifetime Value. (Source: MASB)

**Username**  
*See Also: User ID*  
A subset of user IDs. A user ID may be an email address, number, or other unique identifier that is not necessarily a name. (Source: techterms.com)

NOTE – In many cases, the terms "user ID" and "username" are synonymous. For example, a website may provide a login interface with two fields labeled Username and Password. Another website may label the two fields as User ID and Password, which refer to the same thing. Technically, however, usernames are a subset of user IDs, since a user ID may be an email address, number, or other unique identifier that is not necessarily a name. (Source: techterms.com)

**User Registration**  
Information contributed by an individual which usually includes characteristics such as the person's age, gender, zip code and often much more. A site's registration system is usually based on an ID code or password to allow the site to determine the number of unique visitors and to track a visitor's behavior within that site. (Source: IAB)

**User Role**  
A grouping of user capabilities that describe the tasks a user can perform in an ad server. (Source: OpenX)

**User Segmentation**  
The process of dividing an app’s user base into groups based on their behaviors and demographics - such as age, country, gender, paying or non-paying, app version, level, in-app purchases, and more. (Source: is.com)

NOTE – User segmentation enables app developers to provide their users with customized ad experiences, by allowing them to apply different app monetization strategies for each group, or user segment. For example, app developers can choose to show fewer interstitial ads to paying users, or double the reward in rewarded videos for users in tier 1 countries. (Source: is.com)

**Uses and Gratifications Model**  
A theoretical model that emphasizes audience uses of media texts. This paradigm views audiences as active seekers who may choose texts to suit their expected reactions. (Source: OpenTextBC.ca)

2 : Suggests that active audiences seek out and use different media texts in order to satisfy a need and experience different pleasures (Blumler & Katz theory). (Source: corbytechmedia.weebly.com)

**Use-Up Rate**  
Refers to the volume or length of time required by a consumer to move from one purchase occasion to another. (Source: MASB)

**U.S. Postal Code**  
*See Also: Zip Code, Zone Improvement Plan*  
Another term for Zip Code. (Source: MASB)
US TV Households
The total number of households in the United States that have a television set - whether digital or analog - usually calculated by Nielsen.

2 : A home with at least one TV capable of tuning to at least one channel. For example, television sets that are not updated for digitally transmitted content would not count under the current guidelines. (Source: Nielsen)

U-Shaped Attribution
Another term for Position Based Attribution.

Utilitarian Reference Group Influence
Refers to the compliance of an individual with perceived expectations of others in order to achieve rewards or avoid punishments. (Source: MASB)

Utility Token
In Blockchain, a fungible token required to utilize some functionality of a smart contract system or that has an intrinsic value defined by its respective smart contract system. For example, a stablecoin, whether collateralized or algorithmic, is a utility token. (Source: ShellyPalmer.com Blockchain Glossary)

Valence
In advertising and marketing research, a term used to refer to the "goodness/badness" or "attractiveness/unattractiveness" of a customer rating, response or emotion. For example, a "thumbs up" rating would be said to have a positive valence, whereas a "thumbs down" rating would be said to have a negative valence. According to modern psychology, valence is one of three dimensions that make up affective response (see "Affective Response"). (Source: ProjectOAR)

Validation
Verification that something is correct or conforms to a certain standard. In data collection or data entry, it is the process of ensuring that the data that are entered fall within the accepted boundaries of the application collecting the data. (Source: Webopedia)

NOTE – For example, if a program is collecting last names to be entered in a database, the program validates that only letters are entered and not numbers; or in a survey collecting data in the form of "yes" or "no" questions, the program validates that only those responses are used and not some other word. Validation procedures typically are written into the program code and are therefore invisible to the user.

Validity
A term applied to measuring instruments reflecting the extent to which differences in scores on the measurement reflect true differences among individuals, groups, or situations in the characteristic it seeks to measure—or true differences in the same individual, group, or situation from one occasion to another—rather than constant or random errors. (Source: MASB)
Valuation

See Also: Brand Valuation
Another term for Brand Valuation. (Source: MASB)

Value Added

A measure of the contribution to a product's worth by any organization that handles it on its way to the ultimate user. Value added is measured by subtracting the cost of a product (or the cost of ingredients from which it was made) from the price that the organization received for it. For resellers, this means the firm's gross margin; for manufacturing firms, it means the contribution over cost of ingredients. Presumably whatever work that firm did is reflected in the higher price someone is willing to pay for the product, hence that firm’s value added. (Source: MASB)

Value Added By Marketing

The increase in the value received by the firm that is attributable to its marketing activities. (Source: MASB)

Value-Adding Reseller

A retail intermediary who modifies equipment, integrates several components into a system solution, or provides additional services to offer customized solutions to the customer. VARs are found especially in markets for computer equipment and other forms of information technology. (Source: MASB)

Value Analysis

See Also: Value Engineering, Value-in-use Analysis
Has dual meanings:
- (Industrial) An analytical procedure to study the costs versus the benefits of a currently purchased material, component, or design in order to reduce the cost/benefit ratio as much as possible.
  It is also called value engineering. When performed by a seller, it is often referred to as value-in-use analysis.
- (Product development) A systematic study of a product wherein the analyst keeps asking, “Can the cost of this part, this subassembly, or this step be reduced in any way, or even eliminated?”
  Value analysis is usually performed by engineers who are seeking new, less expensive ways to design or create the product being studied. It may be performed on the products the firm produces, or on products that it purchases from its suppliers. (Source: MASB)

Value-Based Pricing

A price-setting process based on the value the product provides to the customer. (Source: MASB)

Value Chain Analysis

An approach to assessing the positions of competitive advantage. A value chain first classifies the activities of a business into the discrete steps performed to design, produce, market, deliver, and service a product. Supporting these specific value-creation activities are firm-wide activities such as procurement, human resource management, technology, and the infrastructure of systems and management that ties the value chain together. To gain advantage a business must either perform enough of these activities at a lower cost to gain an overall cost edge while offering a parity product or perform them in a way that leads to differentiation and a premium price. (Source: MASB)
**Value Engineering**
See Also: Value Analysis, Value-in-use Analysis
Another term for Value Analysis. (Source: MASB)

**Value Exchange**
See Also: Value in Exchange
A 'value exchange' between consumer and brand is one of the fundamentals of modern marketing; the basic transaction of swapping rich data for better experiences, as a means of facilitating commercial transactions and improving connection and engagement. The consumer sharing information in return for a reward. (Source: MyCustomer.com)

**Value Expressive Reference Group Influence**
refers to an individual’s use of groups to enhance or support his or her self-concept. (Source: MASB)

**Value In Exchange**
See Also: Value Exchange
The amount of money or goods actually paid for a product or service. (Source: MASB)

**Value In Use**
Refers to the amount of money or goods that buyers would be willing to pay for a product or service. Value-in-use is always greater than value-in exchange. (Source: MASB)

**Value-In-Use Analysis**
See Also: Value Analysis, Value Engineering
Another term for Value Analysis. (Source: MASB)

**Value-In-Use Pricing**
A method of setting prices in which an attempt is made to capture a portion of what a customer would save by buying a firm’s product. (Source: MASB)

**Value-Oriented Pricing**
See Also: Demand-Oriented Pricing
Another term for Demand-Oriented Pricing. (Source: MASB)

**Value Passing**
Using MathTag, Mediamath can catch and log up to three string and three numeric variables from the event page. Uses for this can be an offer code, order number, or user ID to match to client data later, a revenue number to calculate ROI, or other information about the customer or the purchase the client would like to have better insights into. (Source: Mediamath)

**Value Pricing**
A method of setting prices based upon the perceived value the product gives a specific consumer or group of consumers. (Source: MASB)

**Value Propositions**
See Also: Selling Proposition
The sum total of benefits a customer is promised to receive in return for his or her patronage and the associated payment (or other value transfer). A customer value proposition is what is promised by a company’s marketing and sales efforts, and then fulfilled by its delivery and customer service processes. (Source: MASB)
Vampirism
An exact or near-exact copy of a DeFi platform designed to take liquidity away from an existing platform often by offering users direct incentives. (Source: ShellyPalmer.com Blockchain Glossary)

Vanity Indicators
Another term for Vanity Metrics.

Vanity Metric
*See Also: Metric*
On social media is a statistic that may look like a positive indicator of performance but doesn’t actually provide you with valuable insights. Impressions are a classic example as they are often larger than reach, but only tell you how many times people scrolled past a post in their feed without revealing the bigger picture of how popular or engaging the post was. (Source: Falcon.io)

2 : An analytics item that can be measured but is not a signifier of real return on investment. Examples include the number of followers, likes, or comments. These metrics are best contextualized by more concrete numbers such as click-through rate or visitor-to-lead conversions. (Source: Blog.Hootsuite.com)

3 : Metrics which are not relevant to the development of a digital product or service, and which do not supply useful information for taking business decisions. The number of visits to a website, the number of Twitter followers, the number of Facebook fans, can be interpreted as being vanity indicators. They are easy to measure or monitor, but their usefulness is limited and they can give a false impression of growth. They are distinguished from actionable metrics. (Source: Zorraquino)

Vanity URL
A web address branded for marketing purposes. Vanity URLs replace common URL shortener formats with something related to an organization’s branding. For example, Time Inc.’s vanity URL is ti.me. The New York Times uses nyti.ms. (Source: Blog.Hootsuite.com)

Van Westendorp Price Model
*See Also: Price Sensitivity Meter (PSM)*
Another term for Price Sensitivity Meter. (Source: MASB)

Variable Costs and Fixed Costs
*See Also: Total Costs*
Expenses that change in proportion to the activity of a business, and can be aggregated into a total or expressed on a per-unit basis. Variable costs are assumed to be relatively constant on a per-unit basis. Total variable costs increase directly and predictably with unit sales volume. Fixed costs, on the other hand, are not dependent on the level of goods or services produced by the business. They tend to be time-related, such as salaries or rents being paid per month, and are often referred to as overhead costs. In a survey of nearly 200 senior marketing managers, 60% responded that they found variable and fixed costs very useful. Total costs ($) = Fixed costs ($) + Total variable costs ($). Total variable costs ($) = Unit volume (#) x Variable cost per unit ($). (Source: MASB)

Variable Import Levies
The import charges levied when the prices of imported products would undercut those of domestic products. The effect of these levies would be to raise the price of imported products to the domestic level. (Source: MASB)
Variable Price Policy
Adjusts prices to different customers, depending on their relative purchasing power or bargaining ability. (Source: MASB)

Variety
Refers to the number of different classifications of goods carried in a particular merchandising unit. It implies generically different kinds of goods. (Source: MASB)

Variety Seeking
Refers to the choice of an alternative in order to experience diversity or variety in consumption over time. For example, someone may drink tea with lunch one day but choose orange juice the next day specifically to get something different. (Source: MASB)

Variety Store
See Also: Pound Shop
An establishment that sells a wide variety of merchandise in the low and popular price range usually in limited assortments (such as stationery, gift items, women’s accessories, toilet articles, light hardware, toys, housewares, and confectionery). (Source: MASB)

NOTE – Variety stores were formerly known as limited price variety stores because merchandise was usually not sold outside some specified price ranges. The concept originated with the five-and-dime or dime store. Depending on its location, this type of store may be referred to as a dollar store (US and Canada), pound shop (UK), Eurostore (Germany), etc. (Source: MASB)

Vault
In Blockchain, a smart contract that escrows collateral and keeps track of the value of the collateral. (Source: ShellyPalmer.com Blockchain Glossary)

Vection
Sensation of egocenter caused by motion of the visual environment. (Source: freeflyvr)

Vehicle
See Also: Media Vehicle
In media, refers to any form of content that enables embedding of advertising and exposing those messages to potential customers.

2 : Another term for Media Vehicle. (Source: MASB)

Velocity, Cash Flow
See Also: Cash Flow Velocity
Another term for Cash Flow Velocity. (Source: MASB)

Velocity, Distribution
See Also: Distribution Velocity
Another term for Distribution Velocity. (Source: MASB)

Velocity, Inventory
See Also: Inventory Velocity
Another term for Inventory Velocity. (Source: MASB)
**Vending Machine**
A vending machine (or automatic merchandising machine) is a coin-, currency-, or credit card-operated machine activated by the ultimate consumer-buyer for the retail sale of goods or services. (Source: MASB)

2: A coin-, currency-, or credit card-operated machine activated by the ultimate consumer-buyer for the retail sale of goods or services. (Source: MASB)

**Velocity Metrics**
*See Also: Sales Per Million, Sales Per Point of Distribution*
In business, there are a number of velocity metrics:
- Cash flow velocity
- Distribution velocity
- Inventory velocity
- Sales velocity
(Source: MASB)

**Velocity, Sales**
*See Also: Sales Velocity*
Another term for Sales Velocity. (Source: MASB)

**Vendor**
(Retailing) Any firm from which a retailer obtains merchandise. (Industrial) An organization that supplies specific goods or services to the business markets and/or organizational markets. (Source: MASB)

**Verbatim**
*See Also: Verbatim Statement*

**Verbatim Statement**
A word-for-word reporting of a participant's exact answer to an open-ended question (see "Question, Open-Ended") in a research study. (Source: ProjectOAR)

**Verification**
The act of reviewing, inspecting or testing, in order to establish and document that a product, service or system meets regulatory or technical standards. (Source: Mediacrossing)

**Verification Tracking Pixel**
A method for tracking actions in which the advertiser places an image tag representing a 1_1 pixel on the page that is displayed immediately after the action being tracked. (Source: Mediamath)

**Verified**
To be verified on social media means that you have proven your identity to the social media platform provider and gained a verified label in return, usually in the form of a checkmark. This is usually reserved for brands, journalists, and other public figures as a way of preventing fraud and protecting the integrity of the person or organization behind the account. (Source: Blog.Hootsuite.com)

**Version Control**
*See Also: Versioning*
Considered the same as versioning.
Versioning
See Also: Quality Discrimination
The process of adding aspects or qualities to products, services, software, etc. to make them unique, improved, upgraded, customized or otherwise targeted.

Vertical Integration
See Also: Horizontal Integration
In business where the supply chain of a company is owned by that company.

2: Vertically integrated companies own all or most of the chain of production and distribution for the product. For example, a film company that also owns a chain of multiplex cinemas to exhibit the film and merchandise outlets. (Source: corbytechmedia.weebly.com)

3: The combination of two or more separate stages in the channel of distribution through ownership, including mergers or acquisitions (i.e., the expansion of a business by acquiring or developing businesses engaged in earlier or later stages of marketing a product). In forward vertical integration, manufacturers might acquire or develop wholesaling and retailing activities. In backward vertical integration, retailers might develop their own wholesaling or manufacturing capabilities. (Source: MASB)

4: The combination of two or more separate stages in the channel of distribution through ownership, including mergers or acquisitions (i.e., the expansion of a business by acquiring or developing businesses engaged in earlier or later stages of marketing a product). (Source: MASB)

NOTE – In forward vertical integration, manufacturers might acquire or develop wholesaling and retailing activities. In backward vertical integration, retailers might develop their own wholesaling or manufacturing capabilities. (Source: MASB)

NOTE – An example of vertical integration in media is a broadcast network that creates, develops, produces and distributes programming as a production company.

VMS abbr Vertical Marketing System
A long-term channel relationship in which two or more firms acknowledge and desire interdependence. (Channels of distribution) Vertical marketing system refers to the channel systems consisting of horizontally-coordinated and vertically-aligned establishments that are professionally managed and centrally coordinated to achieve optimum operating economies and maximum market impact.
The three types of vertical marketing systems are:
- Administered VMS
- Contractual VMS
- Corporate VMS
(Source: MASB)

Vertical Pixels
Pixels that are specifically targeted towards certain vertical segments. (Source: Mediamath)

Vertical Scaling
In Blockchain, the centralization of all transaction processing to a single large machine, which reduces the communication overhead (transaction/block latency) associated with a proof of-work
blockchain, such as Ethereum, but results in a centralized architecture in which one machine is responsible for a majority of the system’s processing. (Source: ShellyPalmer.com Blockchain Glossary)

**VHF** *abbr Very High Frequency*
The International Telecommunications Union (ITU) designation for the range of radio frequency electromagnetic waves (radio waves) from 30 MHz to 300 MHz, with corresponding wavelengths of ten to one meters. Frequencies immediately below VHF are denoted high frequency (HF), and the next higher frequencies are known as ultra-high frequency (UHF). Common uses for VHF are FM radio broadcasting, television broadcasting, two way land mobile radio systems (emergency, business, private use and military), long range data communication up to several tens of kilometers with radio modems, amateur radio, and marine communications. Air traffic control communications and air navigation systems (e.g. VOR, DME & ILS) work at distances of 100 kilometers or more to aircraft at cruising altitude. VHF was used for analog television stations in the US, and continues to be used for digital television. (Source: Wikipedia)

**VDSL** *abbr Very High-Speed DSL*
See Also: Asymmetric DSL, Digital Subscriber Line, High Speed DSL, Symmetric DSL
Very high-speed digital subscriber line that utilizes existing copper infrastructure of the telephone companies. VDSL offers video and data transmission rates up to 52 Mbps up to 2,700 feet. (Source: CableLabs)

**Vibranxiety**
See Also: Phantom Vibration Syndrome
Another term for Phantom Vibration Syndrome. It is considered a psychological disorder where you feel the vibration of a mobile phone on your person when there is no phone.

**Video**
A generic terms for any type of recording or broadcasting of sequential moving visual images, either digitally or on a hardware format like videotape.

2: In online advertising, the digital recording of a physical event or animated files that have been transcribed into a digital video format. (Source: IAB)

**VAD** *abbr Video Access Device*
See Also: Set-Top Box
Any device which enables the TV set to access video content. Another term for a Set-Top Box. (Source: Nielsen)

**Video Ad**
Refers to advertising that occurs on the internet within programming content, served before, during and/or after the program streamed on the internet.

**VCR** *abbr Video Ad Completion Rate*
A measurement referring to the percentage of all video ads that play through their entire duration. Also known as View Through Rate (VTR). (Source: Cynopsis)

**VAST** *abbr Video Ad Serving Template*
A universal specification released by the Interactive Advertising Bureau (IAB) that sets a standard for communication requirements between ad servers and video players. (Source: Wikipedia)
2: A script that gives video players information about which ad to play, how the ad should show up, how long it should last, and whether users are able to skip it. (Source: Digiday)

3: An XML response framework that enables a consistent delivery format for ad across streaming video platforms. (Source: GABBCON, Global Audience Based Business Conference)

**Video Advertising**
Sight, sound and motion-based advertising that is displayed on a television, internet-enabled device, mobile device or out-of-home screen. (Source: ProjectOAR)

**VAB** *abbr* Video Advertising Bureau
Previously known as the CAB Cable Advertising Bureau, an industry organization that services the media industry through studies, whitepapers and membership meetings.

**Videobiquity**
The presence of video everywhere, simultaneously. ABC coined this term and recently had it trademarked. (Source: Zip2Media)

**Video Capture Cards**
Like a TV tuner. That which accesses video on a device like a television.

**Video Companion**
An ad that serves in conjunction with a video ad and is located outside of the video player. (Source: OpenX)

**VC** *abbr* Video Conferencing
A method of holding a meeting via a set of telecommunication technologies that enables participants located at two or more locations to communicate by simultaneous two-way video, audio and sometimes text transmissions via a live connection.

NOTE – At its simplest, videoconferencing provides transmission of static images and text between two locations. (Source: TechTarget)

**Video Game Bot**
A computer-controlled player or opponent. (Source: whatis.techtarget.com)

**Video Game Console**
An interactive entertainment computer or electric device that manipulates the video display signal of a display device (a television, monitor, etc.) to display a game. (Source: IAB)

NOTE – The term video game console is typically used solely for playing video games, but the new generation of consoles may play various types of media such as music, TV shows, and movies. (Source: IAB)

**Video Interstitial Ad**
A video ad unit which appears before the expected content before an entry page or between two webpages on a site.

**Video Marketing**
Technique based on the use of audiovisual material to promote a brand, service, or product within the framework of its marketing strategy. While this tool is not exclusive to digital marketing, this type of
marketing has grown and evolved rapidly with the appearance of the internet and social media. (Source: Zorraquino)

NOTE – Nowadays it is a widespread technique, in line with the consumption of video material by internet users: it is the second most popular activity on social media. (Source: Zorraquino)

**VMAP** *abbr* Video Multiple Ad Playlist
A universal specification that helps video content owners / creators control the ad inventory displayed throughout their footage. This is particularly useful when they do not control the video player that their content is played back in.

2 : An XML response framework that defines where to place ads within the video content. (Source: GABBCON, Global Audience Based Business Conference)

**Video News Release**
A publicity device designed to look and sound like a television news story. The publicist prepares a 60- to 90-second news release on videotape, which can then be used by television stations as is or after further editing. It is more sophisticated than a news clip. (Source: MASB)

**VOD** *abbr* Video On-Demand
*See Also: Point to point, Unicast, Trick Play*
A service provided by the operator that enables digital subscribers to access programming on channels that can be viewed at the viewers convenience and that have DVR and addressable capability. Video On-Demand content is delivered to the end user at the time of request via multiple platforms such as cable, satellite, IPTV, Internet, Mobile, etc., Sometimes these channels are pay On-Demand and sometimes they are free On-Demand. Content can be streamed either through a Set-Top Box (allowing viewing in real-time) or downloaded to a device such as a computer or DVR (for future viewing). Internet television, accessed online, is an increasingly popular form of VOD.

2 : VOD permits a customer to browse an online program or film catalogue, to watch trailers and to then select a recording for playback. The playout of the selected movie starts nearly instantaneously on the customer's TV or PC. Technically, when the customer selects the movie, a point-to-point unicast connection is set up between the customer's decoder (Set-Top Box or PC) and the delivering streaming server. The signaling for the trick play functionality (pause, slow-motion, wind / rewind etc.,) is assured by RTSP (Real-time Streaming Protocol). The most common codecs used for VOD are MPEG-2, MPEG-4 and VC-1. In an attempt to avoid content piracy, the VOD content is usually encrypted. Whilst encryption of satellite and cable TV broadcasts is an old practice, with IPTV technology it can effectively be thought of as a form of Digital Rights Management. A film that is chosen, for example, may be playable for 24 hours following payment, after which time it becomes unavailable. (Source: itvt.com/glossary)

3 : The ability for a viewer to pro-actively choose and view a piece of video content at their convenience through any video consumption device, including their television. Content is served and viewed upon request. (Source: Nielsen)

4 : Allows VCR type control of broadcast or cable programs, or video and movies offered on a PPV basis. (Source: TVB)

5 : Refers to any video service offering TV content, videos or movies, where viewers can choose what to watch, when to watch it and where. Netflix, Disney+, Peacock and Hulu are popular VOD services. Within VOD, there are many more specific acronyms floating around too. While some of these names
are more popular in certain regions of the world than others (and can occasionally be used interchangeably), here are the most used ones:

**AVOD**: Advertiser VOD is free to consumers, but the content carries advertisements.

Examples include YouTube, Tubi, Hulu and Roku. Most of the AVOD players use the data they generate to build digital-like ad targeting capabilities.

**BVOD**: Broadcaster VOD is the content and programming made available on demand by TV broadcasters. It’s a term typically used in the UK and Australia.

**FAST**: Free Ad Supported TV is a fast-growing sector of digital streaming providers, offering free, ad-supported content – think Roku, Pluto TV and Tubi.

**SVOD**: Subscription VOD allows consumers to access a catalog of content for a flat monthly fee. Subscribers can consume as much of the (often ad-free) content as they want. Players include Netflix, Hulu, Disney+ and HBO Max.

**TVOD**: Transactional VOD is a pay-per-view streaming service where viewers can rent or buy content, including Apple iTunes, Amazon and Sky Box Office.

(Source: TVSquared)

**VOD**

A form of Media on Demand where video content is available to the user at the time of their choosing. Types of VOD include:

- **Ad-based Video On Demand (AVOD)** – the content is made available to the user in exchange for advertising content being included.
- **Subscription Video On Demand (SVOD)** – the content is included in libraries that users can access as part of a subscription.
- **Transactional Video on Demand (TVOD)** – the content is available to users in a piecemeal manner where each piece is paid for separately.

(Source: MASB)

**VPAID abbr Video Player Ad-Serving Interface Definition**

Specifies the protocol between the ad and the video player required to enable ad interactivity and other advanced video advertising functionality. (Source: GABBCON, Global Audience Based Business Conference)

**2**

A universal specification code developed by the IAB for interaction between ad units and video players focused on enabling a rich interactive in-stream ad experience.

**3**

Allows a rich interactive user experience with in stream video ads. (Source: Tubemogul)

**NOTE** – It’s what jazzes up a run-of-the-mill car ad and makes it an interactive one with features like overlays that let viewers click to read more. Advertisers like ads that trigger a response from viewers so they can measure their effectiveness. (Source: Digiday)

**Video Smoothing**

*See Also: Smoothing*

A technique that tries to compensate for the differences in successive backchannel pings from the Set-Top Box for measurement and service purposes.

**Video Verification**

A measure taken to analyze the content surrounding the pre-roll, post-roll, mid-roll or in-banner video.
**Video Watermarking**
*See also: Digital Watermarking, Watermarking, Signature, Fingerprinting, Audio Watermarking*
A form of digital identifying code pertaining strictly to video content.

**View**
*See Also: Impression, Served Impression, Viewable Impression*
An exposure to a piece of content.

2 : Often used as a synonym for impression. Any measurement and reporting of a view should be governed by the impression definition above. (Source: IAB)

3 : Another term for Impression. (Source: MASB)

NOTE – As a metric, a View is counted each time an individual video asset, whether it be an ad asset or a programming asset, is initiated by a subscriber. A view is counted when the first frame of the VOD asset watched in normal play time. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Viewability**
An online advertising metric that aims to track only impressions that can actually be seen by users. For example, if an ad is loaded at the bottom of a webpage but a user doesn't scroll down far enough to see it, that impression would not be deemed viewable. (Source: Digiday)

2 : In programmatic, an advertising metric that tracks impressions that can be seen by users. (Source: Hubspot)

3 : Whether or not an impression was on screen for long enough to count as being viewable. Viewable impressions are gradually becoming the currency for an increasing number of campaigns. For a standard banner in the US, the requirement is that 50% of the pixels be on screen for at least one second. (Source: MAGNA Global)

**Viewable Completion**
When a video is viewable at the end of ad play. (Source: Tubemogul)

**vCPM abbr Viewable CPM**
Cost per thousand viewable ads served – a simple calculation for vCPM = CPM / viewability rate. (Source: Tubemogul)

**Viewable Impression**
*See Also: Impression, View, Served Impression*
A term in online advertising industry for a metric used to report on how many of the distributed ads were actually viewable (in part, entirely or based on other conditional parameters). (Source: Wikipedia)

2 : Those delivered ads that are at least 50% visible to the user for at least one second.

3 : As defined by the Media Ratings Council, a viewable video impression is one where 50% of a video player's pixels are in view in an active browser tab for any two consecutive seconds. (Source: Tubemogul)
4: A digital or programmatic metric that determines how much of an ad needs to be viewable or how the user needs to view the ad for it to be counted as an impression. (Source: Hubspot)

5: Another term for Impression. (Source: MASB)

**Viewer**
A person viewing content or ads.

2: Person viewing content on the web. (Source: Tubemogul)

NOTE – There is currently no way to measure viewers on the internet. (Source: IAB)

**VCT** *abbr* Viewer Controlled Triggers
Interacting with a video or display ad that permits the viewer to respond to a question (e.g. viewer poll) and/or offer (e.g., coupon, sample, brochure, buy now). The ad runs when viewer initiates a control or trick play (such as pause or fast forward) or clicks on an overlay; may include the ability to save an ad to be viewed later.

**ViP** *abbr* Viewers in Profile
The local television ratings book from Nielsen Media Research, issued after sweeps periods for each of the 210 television markets in the U.S. (Source: TVB)

**VPVH** *abbr* Viewers Per Thousand Viewing Households
*See Also: Proportion of Individuals Viewing*
The proportion that a specific audience watches of a channel, network, time period or any video content out of an average thousand homes.

2: Proportion of individuals viewing within homes where the set is turned on. (Source: Kantar Media Audiences)

**Viewer Retention**
*See Also: Viewer Retention Rate*
The degree to which an interactive session holds or retains the viewer. This can be calculated against the total universe of possible viewers or by the total number of actual interactive viewers. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Viewer Retention Rate**
*See Also: Viewer Retention*
The percentage of opportunity that viewers are engaged with an interactive session defined according to the form of the app. i.e. In-program, in-commercial, telescope, RFI, etc. Presented in minutes/seconds or number of screen views. Used to measure engagement and stickiness of the app, promotion or advertisement. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

**Viewership**
Collectively, the viewers of a television program. (Source: StateoftheMedia.org)

**Viewing**
*See Also: Tuning*
The duration that a Set-Top Box or household viewer watches a piece of content. Viewing implies that there is a viewer actively viewing through remote or other Set-Top Box activity.
2: Tuning vs. Viewing issue - viewing is reporting of a person. It is a subset of tuning where there may not be anyone watching even though the set is on. (Source: Nielsen)

**Viewing Device**
*See Also:* Viewing Device Identifier, Viewing Device Manufacturer, Viewing Device Profile, Viewing Device Type

The television connected to a set-top that is displaying the interactive asset or application. Currently the viewing device is the television connected to a set-top.
(Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

2: Devices which initiated at least one session for a particular VOD asset or set of VOD assets. Today, the device refers to a set-top.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE – At this point in time, the viewing device refers to the set-top connected to the TV. Future Metrics will include additional types of devices. Definition to be expanded in the future to include other VOD-enabled Viewing Devices such as PCs, mobile phones, connected TVs and devices, etc.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Viewing Device Identifier**
*See Also:* Viewing Device, Viewing Device Manufacturer, Viewing Device Profile, Viewing Device Type

An encrypted, unique persistent, anonymous code (such as an encrypted MAC ID) to identify different Viewing Devices when calculating unique viewer metrics.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE – A Viewing Device that is returned and re-deployed to another household should be considered as a new Viewing Device when calculating unique user metrics. The methodology for generating a Unique Viewing Device ID is subject to compliance with MVPD privacy policies. Future methodologies for ensuring uniqueness across MVPDs (i.e. no two Viewing Device IDs are the same) need to be developed. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Viewing Device Manufacturer / Model**
*See Also:* Viewing Device Identifier, Viewing Device, Viewing Device Profile, Viewing Device Type

The company that built the Viewing Device and the type of Device. Can also contain versions of firmware and other similar relevant software installed on the device.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Viewing Device Profile**
*See Also:* Viewing Device Identifier, Viewing Device Manufacturer, Viewing Device, Viewing Device Type

The characteristics and capabilities of that device which can include capabilities such as VOD enabled, iTV enabled, etc. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

**Viewing Device Type**
*See Also:* Viewing Device Identifier, Viewing Device Manufacturer, Viewing Device Profile, Viewing Device

Type of Viewing Device on which the VOD content is being watched whether it is a Set-top box, PC, Connected TV, Tablet etc. A unique label specifying the type of device used by the subscriber provisioned to view VOD content.
(Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)
Viewing Facility
See Also: Central Location Test (CLT)
A venue or room for observing media or market research. Typically, the venue or room has a one-way mirror or closed caption cameras that allow clients, sponsors or other invited parties to observe participants, without influencing the research process. Also referred to as "Viewing Room."
(Source: ProjectOAR)

Viewing In The Buffer
See Also: Buffer
Viewing a form of playback without setting the recording through the DVR. Tuning into a program and letting it run and then rewinding back to the beginning without actually recording the content via the DVR. Playback can be fully linear (Live) or used to skip commercials.

NOTE – Is the viewer skipping ads or not skipping ads? Measurement - If viewing asset in the buffer it usually counts as live viewing. Live is viewing within 25 seconds of linear viewing (the industry standard). Viewing in the buffer often includes viewing of commercials whereas in true time shifted viewing, the number of ads viewed is much less. (Source: Dish Network)

Viewing Logs (Daily)
The tuning records.

NOTE – Are they drawn from the same homes every day?

NOTE – Census level measurement (e.g., FourthWall Media’s Event Stream Collector) measures the same households and Set-Top Boxes every day, except for subscriber and STB churn, which must be accounted for. (Source: FourthWall Media)

Viewing Room
See Also: Viewing Facility

View Later
See Also: View Later Rate, View Later Total
When a viewer chooses to delay viewing of additional content from an interactive asset or app. by selecting the ‘view later’ option. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

View Later Rate
See Also: View Later, View Later Total
Number of View Later compared to total leads. Calculated by dividing the View Laters by Total Leads. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

View Later Total
See Also: View Later, View Later Rate
The total number of times a viewer chooses to view the VOD asset at a later date. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

View Now
See Also: View Now Rate, View Now Total
The interaction when a viewer selects the ‘view now’ option of an interactive asset or application being viewed on the television. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)
View Now Rate
See Also: View Now, View Now Total
Number of View Now compared to total leads. Calculated by dividing the view now’s by total leads.
(Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

View Now Total
See Also: View Now Rate, View Now
The total number of times the viewer selects the View Now button.
(Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Viewpoints
In virtual reality, the points from which raytracing and geometry creation occurs. The geometric eye point of the simulation. (Source: freeflyvr)

2 : Different perspectives in relation to values, attitudes, beliefs or ideologies.
(Source: corbytechmedia.weebly.com)

View-Through Attribution
An attribution model which attributes conversions to the view of an ad impression that is not clicked.
(Source: IAB Mobile App Marketing Glossary Working Group)

2 : Also known as impression tracking, is the name we use for showing that an impression has led to an eventual install. Sometimes there’s a gap between when a user spots an ad (such as a banner) and when they install an application. Traditionally this would mean that you wouldn’t be able to understand if your ads have been effective in convincing a user to install. With view-through attribution, you can show which impressions may lead to installs. (Source: Adjust.com)

3 : Measures how many users download an app after viewing an ad, rather than clicking on it.
(Source: is.com)

NOTE – View-Through Attribution gives a more comprehensive and accurate overview of the performance of mobile user acquisition campaigns, versus relying solely on Click-Through Attribution. Especially when View-Through Attribution is used in combination with Click-Through Attribution, it is a useful and reliable tool for measuring how user acquisition campaigns are performing. Moreover, using both metrics in combination reduces the risk of attribution manipulation. Many publishers or networks working on a click-only basis have developed sophisticated attribution manipulation strategies designed to generate clicks even when no ad was clicked or even shown to a user. ironSource combines both insights to prevent attribution fraud and mobile ad fraud. (Source: is.com)

VTR abbr View Through Rate
Measurement of how many people saw an ad and eventually visited the advertiser’s site. (Source: Tubemogul)

2 : Similar term to Video Ad Completion Rate.

Vignette
In the creative genre, a creative technique where several situations or scenes are depicted sequentially or side-by-side (e.g., in a split-screen format). Typically used to demonstrate a range of use cases. An example would be a :30 video ad that shows a series of 5-second clips of different people enjoying a beverage. (Source: ProjectOAR)
Vine
The name of a social media site that enables users to post short videos of up to 7 to 10 seconds in length. Also the name of the video type as in “a vine”.

Viral
Content that spreads exponentially on social media. This typically occurs because an increasing number of people share the content with their followers, then their followers share the same content to their followers and so on, creating a snowball effect. (Source: Falcon.io)

2 : To go viral on social media is to have a particular post bring in an unusually large number of engagements. An exceptional number of shares is the clearest sign of going viral, as your post spreads across the internet like a virus. (Source: Blog.Hootsuite.com)

3 : An attribute of content or messages, whereby they flow fluidly between Web users. They are contagious and are shared between people on a massive scale, using Web 2.0 tools. (Source: Zorraquino)

NOTE – Creating content that goes viral is the holy grail of social media marketing, as it means you get a huge audience without spending a cent. (Source: Falcon.io)

Viral Content
This is referred to as a media material like articles, images or videos that spread rapidly online through website links and social sharing channels. It is basically a kind of online content that appeals the users to share it or something that gets a lot of views, reads, clicks etc. (Source: TycheSoftwares)

NOTE – The content which is specific to business areas that has become viral is termed as ‘Biral’ (Yes, that’s Biral & not Viral) by Jacob Morgan. This content should have an engaging factor with relevant information on products and brands. It should seek interest of the customers wanting them to spread the word about the company or business. (Source: TycheSoftwares)

Viral Lift
See Also: Social Lift, Viral Reach, Organic Reach
The ratio of shares to clicks to indicate how viral a piece of content is. A share is when someone shares your content to a social network, and a click is when someone uses that shared link to visit your site. (Source: Addthis)

Viral Marketing
An online advertising or marketing technique via digital platforms such as websites that encourages users to pass on a marketing or branding message to other sites or users, creating a potentially exponential growth in the message's visibility and effect.

2 : Any advertising that propagates itself. (Source: IAB)

3 : Advertising and/or marketing techniques that "spread" like a virus by getting passed on from consumer to consumer and market to market. (Source: IAB)

4 : A communication strategy that leverages the accessibility of Internet content and its ease of distribution, whereby recipients forward advertising messages between them via email, social networking sites or SMS. An online equivalent of “word of mouth”, where advertising is propagated by itself and the audience increases exponentially without need for high levels of investment. (Source: Zorraquino)
5. Where the awareness of the product or the advertising campaign is spread through less conventional ways including social networks and the Internet. Viral marketing is so named because many of the messages use 'hosts' to spread themselves rapidly, like a biological virus. (Source: corbytechmedia.weebly.com)

NOTE – Sometimes employs covert advertising, that disguises the message behind websites of dubious origin, amateur videos, funny or compelling content... the ultimate aim of which is to have a media impact. (Source: Zorraquino)

Viral Rate
An indicator used to measure which percentage of emails sent during an email marketing campaign are the forwarded by their addressees, who in so doing cease to be mere recipients and become senders, accepting a certain degree of complicity with the message. This ratio is calculated by applying the following formula: \( \frac{\text{number of emails forwarded}}{\text{total number of emails sent}} \times 100 \). (Source: Zorraquino)

Viral Reach
See Also: Social Lift, Viral Lift, Organic Reach
The number of unique people who saw your post or page mentioned from a story published by a friend. These stories can include liking, commenting or sharing on your page, answering a question or responding to an event. (Source: Simplymeasured)

Viral Video
Online video clips (typically short and humorous) passed via links from one person to another. (Source: IAB)

Virtual
A commonly used adjective that means having all of the properties of x while not necessarily being x. For example, “virtual Friday” in a workplace is the last day of work before a break, that is to say it is like Friday but may or may not actually be Friday. A “virtual reality” is an artificial environment that appears to be its own reality. On a mainframe, a “virtual machine” gives the user all of the properties and “feel” of a separate personal computer. (Source: AAI.ie)

Virtual Access Point
A secondary Wi-Fi hotspot created within a physical access point (AP). (Source: PCMagazine)

NOTE – One or more virtual access points (logical access points) can be created for different purposes. For example, a virtual access point with one SSID could allow guest access to the Internet while another virtual AP with a different SSID could be set up for employees only. This can also be used to assign a priority to different user groups by configuring the transmission speeds up or down in each virtual AP. (Source: PCMagazine)

Virtual Channels
Links through Interactive Television that work like the internet. Like a "Walled Garden," a Virtual Channel is private. Example, TIVO subscribers can access a private channel where they can upload personal information that can be shared.

2. In the digital cable context, a “virtual channel” is an arbitrary channel number that appears to the viewer as a normal, tunable channel, but in reality may map to an entirely different channel number,
represent the HD / SD version of a broadcast channel, or map to another service entirely (e.g., the IPG, VOD client, DVR service, or EBIF applications). (Source: FourthWall Media)

3 : A specific channel number accessible through the IPG or remote number pad that is the storefront for a particular content provider’s On-Demand content.

**Virtual Data Center**
A similar term for Software-Defined Data Center.

**Virtual Event**
Any organized meet-up that takes place online rather than in a physical location. These events can range from small question-and-answer sessions to large-scale conferences with thousands of attendees. (Source: Blog.Hootsuite.com)

**Virtual Hosting**
*See Also: IP*
A server that contains several websites, each with its own domain name, that is hosted under a single IP address.

**VID abbr Virtual ID**
*See Also: Aadhaar*
A temporary, revocable 16-digit random number mapped with the Aadhaar number. VID can be used in lieu of Aadhaar number whenever authentication or e-KYC services are performed. Authentication may be performed using VID in a manner similar to using Aadhaar number. (Source: paisabazaar.com)

**Virtual MIS**
Use of computer models and specialized interaction devices that mimic surgical tools to allow medical personnel to practice minimally invasive surgery (MIS) procedures. (Source: freeflyvr)

**Virtual MVPD**
An MVPD that offers a range of premium video content without having to own any network infrastructure. Examples include Internet video service providers such as Sling TV and Sony PlayStation Vue. (Source: Cynopsis)

**Virtual Private Cloud**
*See Also: Cloud, Public Cloud, Hybrid Cloud, Private Cloud*
When a service provider uses public cloud resources to create their private cloud. (Source: searchcloudcomputing.techtarget.com)

**Virtual Prototype**
Simulation of an intended design or product to illustrate the characteristics before actual construction. Usually used as an exploratory tool for developers or as a communications prop for persons reviewing proposed designs. (Source: freeflyvr)

**VR abbr Virtual Reality**
*See Also: Simulated Reality*
Particularly in gaming, the ability to create a different, false reality framework within a community.
2: A computer system used to create an artificial world in which the user has the impression of being in that world with the ability to navigate through the world and manipulate objects in the world. (Source: freeflyvr)

3: Virtual reality immerses the user in an experience so that what they are doing looks or feels real. VR headsets are a common way of engaging with virtual reality. (Source: Blog.Hootsuite.com)

**VRML abbr Virtual Reality Modeling Language**
A programming language designed to be a 3D analog to HTML. (Source: IAB)

**Virtual Reality Refresh Rate**
Just like TV, a VR experience presents a user with a series of images. Refresh rate refers to how fast those images get updated. A higher refresh rate means that the experience will be more responsive – and that users will be less likely to experience VR motion sickness. Any refresh rate below 60 frames per second is likely too low. (Source: Cynopsis)

**Virtual Reality Sickness aka VR Sickness**
A feeling similar to motion sickness, is primarily caused by a disconnect between what a user’s eyes are seeing and what the user’s vestibular system - the parts of the inner ear and brain that help control balance and eye movements – is sensing. Some VR users are more susceptible to VR sickness than others. (Source: Cynopsis)

**Virtual Signage**
Refers to the insertion of signage electronically during a TV broadcast that is not actually present at the event. (Source: MASB)

**Virtual Visitors**
Advanced visual web crawlers that analyze the HTML structure of a web page, render and visually capture the entire page along with the advertising placement. The technology is designed to take a screenshot of the page and copy the page.

**Virtual Worlds**
Three-dimensional computerized environments that multiple users can explore and interact with via avatars, characters representing themselves. (Source: IAB)

2: Whole virtual environment or universe within a given simulation. (Source: freeflyvr)

NOTE – Online games like World of Warcraft take place in virtual worlds, but the term is often used to define services that are open-ended and geared for socializing, as opposed to the more goal-oriented environments of online games. (Source: IAB)

**Virus**
An insidious piece of computer code written to damage systems. Viruses can be hidden in executable program files posted online. (Source: AAI.ie)

**Visit**
*See Also: Session*
A single continuous set of activity attributable to a cooked browser or user (if registration-based or a panel participant) resulting in one or more pulled text and/or graphics downloads from a site.
2 : A measure of the number of times individuals request a page on the firm’s server. The first request counts as a visit. Subsequent requests from the same individual do not count as visits unless they occur after a specified timeout period (usually set at 30 minutes). For example, when an individual goes to a website on Tuesday, then again on Wednesday, this is recorded as two visits from one visitor. (Source: MASB)

NOTE – Page views and visits are related. A visit consists of a series of page views grouped together in a single session (so the number of page views will exceed the number of visits). It is possible to dig even deeper and track the paths visitors take within a visit. This path is called the clickstream and refers to the sequence of clicked links while visiting multiple sites. Tracking at this level can help a firm identify its most and least appealing pages, as well as the path a customer is likely to take prior to purchase. (Source: MASB)

Visit Duration
The length of time the visitor is exposed to a specific ad, Web page or Web site during a single session. Visitor - individual or browser which accesses a Web site within a specific time period. (Source: IAB)

Visitor
See Also: Unique Visitor, Unique User
Another term for Unique Visitor. (Source: MASB)

Visual Codes
The visual aspects of the product that construct meaning and are part of media language, for example clothing, expression, and gesture. (Source: corbytechmedia.weebly.com)

Visual Data Scientist
Digital professional responsible for viewing business data at an organization, and whose main mission is to analyze and provide graphic representation of large quantities of data, with the aim of drawing together two worlds which were hitherto separate, viz. those of business administration and big data. A visual data scientist should have two skills: a business vision, and the ability to communicate the knowledge extracted from the data. (Source: Zorraquino)

Visual Front
An open storefront design that has no vision barrier between the interior and exterior. (Source: MASB)

Visualization
The ability to graphically represent abstract data that would normally appear as text and numbers on a computer. (Source: freeflyvr)

2 : Visual depiction of data, information and/or ideas to facilitate understanding and communication. There are many types of visualizations used in advertising and research including data infographics, customer journey maps and mock-ups/wireframes. (Source: ProjectOAR)

Visual Merchandising
A situation in which reliance is upon the use of informative labels, descriptive signs, or a self-service type of display, as opposed to dependence upon a salesperson for information. (Source: MASB)
Visual System of Stock Control
A method of controlling the amount of stock on hand by systematic observation rather than by records. (Source: MASB)

Vlog
A video blog. (Source: MASB)

Vlogging
A combination of the words “video” and “blogging.” It means to create and post video blog content. Someone who vlogs is known as a vlogger. (Source: Blog.Hootsuite.com)

Vocal Emotional Content
See Also: Voice Analysis
Voice characteristics such as pitch, tone, syllable rate and volume that communicate emotions. Such characteristics may be explored when analyzing audio voice data, to provide more information about the speaker's emotional state. (Source: ProjectOAR)

VOD Addressable
The addressable ad that is inserted into cable programs within the VOD content. (Source: IAB)

VOD Advertising (Pre-roll, Mid-roll, Post-roll)
The placement of advertising before, within or after Video On-Demand content.

VOD On Broadband
See Also: IPTV
A form of IPTV. Video On-Demand that is delivered via an online broadband connection.

VOD On Cable
Video On-Demand that is delivered via a cable or Modem, therefore viewable on the television as opposed to video which is delivered to be viewed on the computer or via satellite, IPTV, internet, mobile etc.

VOD On MSO Library
See Also: Library VOD
Video On-Demand offered via MSOs that creates a point of difference from Satellite and Telco companies. Offered in both SD and HD. Culls product from a specific program providers stored library of programs.

VOD Telescoping
See Also: Telescoping
To stop watching linear television and begin the playback of a VOD. It is typically triggered by the viewer responding to a telescoping offer on screen. (Source: FourthWall Media)

Voice Analysis
See Also: Biometrics
A method for measuring features of speech including pitch (see "Voice Pitch Analysis"), frequency, amplitude, talk time, entropy, and harmonics into meaningful patterns, based on a speaker's voice. Often uses software to measure levels of vocal engagement, without relying on the content of the vocalization. (Source: ProjectOAR)
Voiceover
A production technique typically used in filmmaking, radio, television and theater production, including advertising, where narrated audio is not accompanied by the visual of the speaker. (Source: ProjectOAR)

VOIP abbr Voice Over Internet Protocol
Telephone service offered via broadband over the internet.

NOTE – As this protocol becomes more prevalent through bundling, does it offer an easier way to measure cross platform?

Voice Pitch Analysis
See Also: Biometrics
A subset of voice analysis which measures several aspects of the speaker’s voice (such as speed, frequency, tone, volume, etc.) in reaction to stimuli, such as marketing materials or a question (Source: ProjectOAR)

Volume
A control that enables users to adjust the audio output of ad creative. Volume controls should always allow adjustment down to zero (0) output. (Source: IAB)

Volume (Sales)
See Also: Sales, Sales Volume, Sales Revenue
Another term for Sales. (Source: MASB)

Volume Goal
A setting for guaranteed line items. A volume goal for impressions is used to reach a set number of impressions as soon as possible, depending on the Priority setting for the line item. (Source: OpenX)

Volume Projections
See Also: Trier
Enable marketers to forecast sales by sampling customer intentions through surveys and market studies. By estimating how many customers will try a new product, and how often they’ll make repeat purchases, marketers can establish the basis for such projections. Total volume (#) = Trial volume (#) + Repeat volume (#) (Source: MASB)

NOTE – Projections from customer surveys are especially useful in the early stages of product development and in setting the timing for product launch. Through such projections, customer response can be estimated without the expense of a full product launch. In a survey of nearly 200 senior marketing managers, 56 percent responded that they found volume projections very useful. (Source: MASB)

Vote (Someone or Something) Off the Island
To dismiss or reject someone or something as unsatisfactory. From the television series, Survivor. (Source: blog.hubspot.com)

Vook
A video book that inserts and blends video into electronic text.
Voting and Polling
*See Also: Advanced Advertising*
The ability of the viewer to interact with content on the television via the Set-Top Box remote to register opinions, provide information and answer questions.

2. Clickable overlays or enhancements to programming that allow viewers to input likes and dislikes of show participants, products, issues or other programming elements.

**Voxel**
A cubic volume pixel for quantizing three-dimensional space. (Source: freeflyvr)

**VPS**
A video compression format owned by Google and created by ON2 Technologies. Latest version is VP9. (Source: IAB)

**VR Face**
The slightly embarrassing, slack-jawed look people get on their face when they wear a Head Mounting Device and experience virtual reality. (Source: TechRepublic)

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**Wagon Distributor**
A wholesaler whose inventory of merchandise is carried on trucks that are operated by driver salespeople. The retailer’s requirements for merchandise are determined at the time of the sales call and orders are filled immediately from the stock carried on the truck. (Source: MASB)

*NOTE – This is a somewhat archaic term.* (Source: MASB)

**Walled Garden**
*See Also: Virtual Channel*
A closed community of channels or services.

2. A software system in which a carrier or service provider has control over applications, content, and media, and restricts convenient access to non-approved applications or content. On the Internet, a walled garden is an environment that controls a user’s access to Web content and services. The garden directs the user’s navigation within particular areas, in order to allow access to certain material or prevent access to other material. Although a walled garden doesn’t prevent users from navigating to other environments, it does make it more difficult to navigate away than to stay within the environment. (Source: Cynopsis)

3. A closed digital environment that requires a user login for access. Data use is typically limited to the boundaries of that digital environment. Examples include Facebook, Google, Amazon, Pandora, etc. (Source: MAGNA Global)

**Wallpaper**
*See Also: Skin, Page Skin, Background Skin, Ad Skin*
Another term for a Skin.
Want Book
The information collected by retail salespeople to record out-of-stock or requested merchandise. A notebook in which store employees record the names of items called for by customers that are not in stock. (Source: MASB)

Want Slip
A slip on which the salesperson records customer requests for items that cannot be supplied from stock. (Source: MASB)

Warehouse
A physical facility used primarily for the storage of goods held in anticipation of sale or transfer within the distribution channel. (Source: MASB)

Warehouse Club
See Also: Wholesale Club, Warehouse Store
Another term for Wholesale Club. (Source: MASB)

Warehouse Receipt
A receipt that a public warehouse issues to a depositor for goods placed in storage. (Source: MASB)

Warehouse Retailing
Involves selling merchandise (particularly groceries, drugs, hardware, home-improvement products, and home furnishings) in a superstore type of warehouse atmosphere. The facilities are typically in low-rent, isolated buildings with a minimum of services offered, and the consumer performs the bulk of the functions in a self-service mode. (Source: MASB)

Warehouse Store
See Also: Wholesale Club, Warehouse Club
Another term for Wholesale Club. (Source: MASB)

Warranty
A statement or promise made to the customer that a product being offered for sale is fit for the purpose being claimed. The promise concerns primarily what the seller will do if the product performs below expectations or turns out to be defective in some way. (Source: MASB)

Watch
In Video On-Demand, this command starts playback for non-transaction, subscription, and free content.

Waterfall
See Also: Daisy Chain
In programmatic buying and selling it is a method of auction whereby the bidding happens sequentially. The first bidder group has the opportunity to bid and buy first then the next level of bidder group is able to bid and so forth with the first top priority bidders having the earliest opportunity to bid and buy.

2: In programmatic video, refers to the order of priority in which advertisers have the opportunity to buy inventory. Demand sources might include exchanges, direct sales, or networks. (Source: Cynopsis)
**Waterfall Mediation**
Traditionally, ad mediation platforms use a ‘waterfall’ approach to optimize its ad networks, prioritizing and ordering ad networks according to total potential ad revenue. In this approach, when an app developer requests an ad to fill, the highest performing ad network is called until its ad pool is completely used up. Then, the system moves onto the next ad network until its pool is used up, and so on. (Source: is.com)

**Watermark**
*See Also: Ad-ID, Metadata, Program Code, Digital Watermarking*
An element or a specific identifier that is added to content to prevent copyright infringement. This code is embedded in the signal.

2 : Unique identifiers embedded in the content audio signals that allows for identification of distributor and content for purposes of audience measurement. (Source: Nielsen)

**Waybill**
An official shipping document that identifies shipper and consignee, routing, description of goods, cost of shipment and weight of shipment. (Source: MASB)

**Weak AI** *abbr Weak Artificial Intelligence*
*See Also: Artificial Intelligence, Narrow AI, Strong AI*
Artificial intelligence that implements a limited part of mind. (Source: Wikipedia)

**Weak Product**
A term used (rarely) in reference to a product in the decline stage of the product life cycle or otherwise so short of market value that it is destined for early abandonment. (Source: MASB)

**Wearables**
*See Also: Fashion Technology, Wearable Gadgets, Wearable Device, Wearable Technology, Tech Togs, Fashion Electronics*
Items, whether clothing or attachable elements that can be worn and that are built with technology / software enabling the tracking, measurement or more comfortable wear-ability for the user.

**Wearable Devices**
*See Also: Fashion Technology, Wearables, Wearable Gadgets, Wearable Technology, Tech Togs, Fashion Electronics*
Technological devices that can be worn by the user that are built with technology / software that relay tracking data or other information.

**Wearable Gadgets**
*See Also: Wearables, Fashion Technology, Wearable Devices, Wearable Technology, Tech Togs, Fashion Electronics*
Similar to Wearable devices.

**Wearable Technology**
*See Also: Wearables, Fashion Technology, Wearable Gadgets, Wearable Devices, Tech Togs, Fashion Electronics*
A category of technology devices that can be worn by a consumer and often include tracking information related to health and fitness. (Source: Webopedia)
Wear-In/Wear-Out Profile
See Also: Exposure Effectiveness

Wearout
See Also: Advertising Wearout
Another term for Advertising Wearout. (Source: MASB)

Web Address
See Also: Uniform Resource Locator (URL)
A unique identifier for a web site, also known as a URL. While the real address is a number in most cases this number is attached to a memorable name, such as www.independent.ie. (Source: AAI.ie)

Web Advertorial
See Also: Content Integration
An advertisement promoting the interests or opinions of a corporate sponsor, often presented in such a way as to resemble an editorial. (Source: Thefreedictionary.com)

Web Analytics
Discipline dedicated to the statistical study of website usage; enables user behavior and page interaction to be studied, to optimize usability and achieve set objectives. An infinite variety of measurements and methodologies can be used for the research. Web analytics regularly employs techniques such as ClickMap, A/B and multivariate testing, form analysis, or breadcrumb study. (Source: Zorraquino)

Web-based Software
Along with On-Demand Software and Hosted Software, another term for Software as a Service.

Web-based Training
An innovative approach to distance learning in which computer-based training (CBT) is transformed by the technologies and methodologies of the World Wide Web, the Internet, and intranets. Web-based training presents live content, as fresh as the moment and modified at will, in a structure allowing self-directed, self-paced instruction in any topic. (Source: Mediamath)

Web Beacon
See Also: Web Bug, Beacon, Tracking Bug, Tag, Page Tag
Like a Web Bug, it is a line of code which is used by a Web site or third party ad server to track a user's activity, such as a registration or conversion. A Web beacon is often invisible because it is only 1 x 1 pixel in size with no color. (Source: IAB)

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2 : An object embedded in a web page or email, which unobtrusively (usually invisibly) allows checking that a user has accessed the content. Common uses are email tracking and page tagging for web analytics. (Source: Wikipedia)

NOTE – Common names for web beacons implemented through an embedded image include tracking pixel, pixel tag, 1x1 gif, and clear gif. When implemented using JavaScript, they may be called JavaScript tags. There is a work in progress to standardize an interface that web developers
can use to asynchronously transfer small HTTP data from the User Agent to a web server that call it simply beacons (in the context of web development) which can be used to send data to a web server prior to the loading of the document without delaying the load and affecting the perception of page load performance for the next navigation. (Source: Wikipedia)

**Web Browser**
A software application that allows for the browsing of the World Wide Web. Google Chrome is currently the most commonly used browser, followed by Firefox, Internet Explorer & Edge, and Opera. (Source: MASB)

**Web Bug**
*See Also: Web Beacon, Beacon, Tracking Bug, Tag, Page Tag*
A piece of tracking software is embedded in a web page or email and that serves as a tag and is usually invisible to the user but allows checking that a user has viewed the page or email.

**Webcasting**
The real-time or pre-recorded delivery of a live event’s audio, video, or animation over the Internet. (Source: IAB)

2 : Also known as Broadcasting on the Internet since it is not transmitted broadly through wireless means. (Source: Wikipedia)

**Web Crawler**
*See Also: Spidering Software*
An Internet bot which systematically browses the World Wide Web, typically for the purpose of Web indexing. (Source: Wikipedia)

NOTE – Web search engines and some other sites use Web crawling or spidering software to update their web content or indexes of others sites’ web content. Web crawlers can copy all the pages they visit for later processing by a search engine which indexes the downloaded pages so the users can search much more efficiently. (Source: Wikipedia)

**Web Design**
Web design is a 100% digital design typology focused on the creation and development of websites. Web design involves both aesthetic and strategic design as well as development using languages such as HTML, CSS, JavaScript, Java or Python. One of the main objectives of this type of design is to create platforms where users can achieve their goals quickly, comfortably and intuitively, for which designers and developers use UX and UI strategies. (Source: Zorraquino)

2 : The selection and coordination of available components to create the layout and structure of websites and web pages. (Source: MASB)

**Web Directory**
Website that provides a list of links to other pages arranged into categories and accompanied by a brief description of their contents. (Source: Zorraquino)

2 : An organized, categorized listing of websites. (Source: MASB)

NOTE – Most directories have programmers who edit them periodically and control the addition of new sites to the list. Automatic directories lack selection criteria and add any page, becoming Link Farms. (Source: Zorraquino)
Weber-Fechner’s Law
Also known as the sensory-perception law, it states that sensory response to external stimuli (temperature, light, sound, etc.) is not proportional to the intensity of the stimulus. Where the intensity of the stimulus is very high, our senses self-adjust so as to only detect enormous differences, whereas when the intensity of the stimulus is very low, they adjust so as to amplify the smallest possible differences. In marketing, this implies that consumers do not always perceive variations in the pricing of a product or service. It depends on the size of the change. In user experience, this provides information, for example, on response times in interactions between the user and the systems. (Source: Zorraquino)

Web Feed
See Also: News Feed
Similar to a news feed providing a continuous stream of updated news content as summaries or links that refer the user back to the original news source.

Webinar
A combination of the words “web” and “seminar.” A webinar is a digital broadcast of a presentation intended to educate or inform. Webinars allow users to watch a presentation from their computer or other device, and often interact directly with the presenter or fellow attendees through chat or video. (Source: Blog.Hootsuite.com)

Webliography
A listing of source World Wide Web sites. (Source: AAI.ie)

Weblog
See Also: Blog
Another term for Blog. (Source: MASB)

WebM
A video file format. It is primarily intended to offer a royalty-free alternative to use in the HTML5 video tag. The development of the format is sponsored by Google, and the corresponding software is distributed under a BSD license. (Source: IAB)

Web Marketing
See Also: Online Marketing
A similar term for online marketing. Advertising or marketing efforts by an advertiser, brand or content provider that is internet based.

2 : Another term for Online Marketing. (Source: MASB)

Webmaster
The person in charge of administrating a World Wide Web site. (Source: AAI.ie)

Web Metrics
Any of a number of measurement criteria used to evaluate the effectiveness of online marketing campaigns. Common measurements include unique visitors, page views, return visits, visit duration, conversion rate, conversion by campaign, etc. (Source: MASB)
Web Mining
Use of techniques to search, process and interpret information from a website for the purpose of extracting relevant conclusions to enable the transformation and optimization of its usability. The practice of web mining combines the study of statistical data (traffic, most popular content, conversion rate…) with the analysis of digital footprints that visitors leave as they browse the web (user origin and type, browsers used, etc.) saved in the form of cookies or in a server log. Depending on the nature of the data to be analyzed, there are three types of web mining:
> Web content mining: focused on everything that is displayed, the text, images audio or video files that the website provides its users.
> Web structure mining: analyses the organization of a site links, the manner in which it is connected to the rest of the web via links.
> Web usage mining: looks at user activity and behavior, to discover trends and patterns in their web browsing. (Source: Zorraquino)

Web Pages
A hypertext document connected to the World Wide Web in a format that is compatible for use on the World Wide Web and the web browser.

2 : An HTML document on the web, usually one of many together that make up a website. (Source: MASB)

Web Radio
See Also: Radio on Internet
Audio transmitted via the internet.

Web Relevance
Level of visibility and positioning of the content produced and distributed by a brand on social media and search engines, in comparison to that of its competitors within its own sector.
(Source: Zorraquino)

NOTE – It measures the capacity that the company has to be found on the internet, to create a bond with users, and to ensure that users share this with their circle of influence. (Source: Zorraquino)

Webrooming
Practice that involves researching a product on the Internet and attending a physical store to purchase it. The reverse of showrooming. (Source: Zorraquino)

NOTE – Tends to be motived by the time savings gained from researching online and avoiding paying shipping costs. (Source: Zorraquino)

Web Scale IT
A similar term for Hyperscale. A global-class of computing — or architectural approach — used to deliver the capabilities of large cloud service providers within an enterprise IT setting.
(Source: Webopedia)

Web Search Engine
A software system that is designed to search for information on the World Wide Web.
(Source: Wikipedia)
Web Server
Computers that deliver (serves up) Web pages. Every Web server has an IP address and possibly a domain name. (Source: Webopedia)

2 : A system that delivers content or services to end users over the Internet. It consists of a physical server, server operating system, and software used to facilitate HTTP communication. (Source: MASB)

Web Server Logs
Most web server software, and all good web analytics packages, keep a running count of all search terms used by visitors to your site. These running counts are kept in large text files called Log Files or Web Server Logs. Useful for developing and refining PPC campaign keyword lists. (Source: MASB)

Web Site
The virtual location (domain) for an organization’s or individual’s presence on the World Wide Web. (Source: IAB)

2 : A collection of interconnected electronic pages available on the Internet used to provide information about a company, product line, organization, cause or individual. (Source: MASB)

Website Builder
A tool for creating websites that can be built quickly by customizing a ready-made design template provided by a website builder. (Source: elogic.co)

NOTE – You do not need any special knowledge or technical skills to use the website builder effectively, it’s very user friendly. You won’t need to install additional software or hardware either. The main principle of the site builder is almost instantaneous creation of the website, which can later be edited as you wish and filled with any content. You can change the order of the blocks and adjust them in different ways. (Source: elogic.co)

Website Forwarding
See Also: Domain Forwarding, URL Forwarding
Another term for Domain Forwarding. (Source: MASB)

Website Traffic
See Also: Traffic
Another term for Traffic. (Source: MASB)

Website Usability
See Also: Usability
Refers to the ease with which visitors are able to use a website. (Source: MASB)

Web Sponsorship
The purchase (in cash or trade) of the right to exploit the commercial potential associated with a site on the World Wide Web, including integrated relationship building and branding. (Source: MASB)

Web Surfing
Also referred to as ‘surfing the web’, it is the activity of spending time navigating the internet.
Web Traffic
Web traffic is the reach that a piece of content has on the internet. This is determined by the number of visitors, as well as the number of websites they visit. The different types of web traffic include: organic traffic, paid traffic, direct traffic and referral traffic. (Source: Zorraquino)

Web 2.0
A term that refers to a second generation of internet-based services, characterized especially by the change from static web pages to dynamic or user-generated content and the growth of social media. (Source: MASB)

Webvertising
An amalgam of the terms web and advertising.

Web: A form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher’s content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. (Source: Wikipedia)

WeChat
(Chinese: 微信; pinyin: Wēixīn; literally: "micro message") is a mobile text and voice messaging communication service developed by Tencent in China, first released in January 2011. It is one of the largest standalone messaging apps by monthly active users. (Source: Wikipedia)

Weight
The volume of investment in one particular medium, compared to others, in an advertising campaign, as measured by the audience reached by that medium. (Source: ProjectOAR)

Weighted Average
A statistical quantity calculated by multiplying each value in a group by an assigned weight, summing these products and dividing the total by the sum of the weights. (Source: TVB)

Weighted Distribution
See Also: Product Category Volume (PCV)
Another term for Product Category Volume. (Source: MASB)

Weight Index
See Also: Heavy Usage Index
Another term for Heavy Usage Index. (Source: MASB)
Weighting
The statistical application that creates stronger or lesser impact on parts of a sample or a subset of a data set to help the entire sample results better conform to the universe it is projecting to measure.

NOTE – Big Band, Fourth Wall, Rentrak and TIVO do not weight their STB data. Arbitron, Nielsen, TNS and TRA apply weighting methodology

WhatsApp
WhatsApp is an instant messaging application for smartphones, owned by Facebook, whose main function is to allow users to exchange text messages, images, videos and different digital files. (Source: Zorraquino)

White Box
See also Arbitrage, Transparency, Black Box, Glass Box
A machine or system whose internal structure or processing is known in addition to the knowledge about its inputs, outputs, and the relationship between them. (Source: Businessdictionary)

2 : Custom- or self-built computer or computer system with no, generic, or an unknown, brand name.

White Hat Hacker
See Also: Black Hat Hacker
A hacker or computer specialist, expert in penetration testing and other testing methodologies, who breaks into systems in order to discover vulnerabilities, weaknesses and flaws in the system or software. These vulnerabilities, once discovered are used to correct problems and to ensure the security of an organization's information systems.

White Hat SEO
See Also: Ethical SEO
A collection of web-positioning techniques that respond to the guidelines set by search engines and which may be deemed to be ethical and correct. Creating high-quality content, writing good titles, or using keywords without going over the top are examples of these techniques. It is the opposite of black hat SEO. (Source: Zorraquino)

Whitelist
A directory of websites where an advertiser is willing to serve its ads. (Source: Hubspot)

2 : Marking a particular entity as “approved” in order to ensure it is included. For example, you could use an industry filter to allow (whitelist) technology. (Source: OpenX)

3 : Databases containing email addresses, IPs or domains that a user considers to be trusted contacts. The main objective for an advertiser that uses email marketing once they have signed up a subscriber is to get the subscriber to add their email address to a whitelist, and thereby legitimize any future emails; if they agree, filters will not view them as potential spam and their contents will be automatically downloaded from the server, without requiring any further approval by the account's security mechanisms. (Source: Zorraquino)

White Listing
See Also: Blacklisting, Spam Filters
A list of e-mail addresses or domain names from which an e-mail blocking program will allow messages to be received. E-mail blocking programs, also called a spam filters, are intended to
prevent most unsolicited e-mail messages (spam) from appearing in subscriber inboxes. (Source: searchexchange.techtarget.com)

2 : Anti-spam filtering software that allows only specified e-mail addresses to be delivered to the inbox.

**Wholesale**
Wholesale, or distributing, relates to the activity when companies purchase certain products directly from warehouses or distributors in bulk to then resell it partially to different buyers (individuals or retail businesses) adding their own margins. Wholesalers can also buy products for a reduced price depending on the agreement with the manufacturer (also called wholesale pricing). (Source: elogic.co)

**Wholesale Club**
Also known as a warehouse club/store or closed-door discount house—is a general merchandise wholesaler and/or retailer that offers a limited merchandise assortment with little service at low prices and sells only to club member ultimate consumers and member trade people. (Source: MASB)

**Wholesaler**
A merchant establishment operated by a concern that is primarily engaged in buying, taking title to, usually storing and physically handling goods in large quantities, and reselling the goods (usually in smaller quantities) to retailers or to industrial or business users. (Source: MASB)

**Wholesaler-Sponsored Cooperative**
A form of contractual vertical marketing system that is an example of forward integration. Retailers achieve vertical system advantages by affiliating with a sponsoring wholesaler. (Source: MASB)

**Wholesaling**
Refers to all transactions in which the purchaser is actuated by a profit or business motive in making the purchase, except for transactions that involve a small quantity of goods purchased from a retail establishment for business use, which is considered a retail purchase. For U.S. Census of Business purposes, include the foregoing as based on the institutional structure of business establishments primarily engaged in wholesale trade. (Source: MASB)

**WAN abbr Wide Area network**
A system of at least two interconnected LANs that span a relatively wide geographical area.

2 : Connectivity between a number of computers not located at the same physical location. (Source: IAB)

**Wideband**
*See Also: Broadband*
In communications when the message bandwidth significantly exceeds the coherence bandwidth of the channel. Some communication links have such a high data rate that they are forced to use a wide bandwidth; other links may have relatively low data rates, but deliberately use a wider bandwidth than necessary for that data rate in order to gain other advantages. (Source: Wikipedia)

**WCDMA abbr Wideband Code Division Multiple Access**
*See Also: CDMA*
A G3 cellular technology that uses CDMA airspace. (Source: PCMag)
Widescreen
*See Also: Letterbox*
A term used generally to describe an aspect ratio wider than 4:3. For television, this refers to the 16 x 9 aspect ratio. A TV signal with a wider picture of 16:9 aspect ratio instead of conventional 4:3. A preferred term vs. "letterbox", as it is more well-known to consumers.

Widgets - Ad and TV
*See Also: Apps*
Another name for "applications". Small software programs that have a distinctive purpose or use.

2: Ad Widget is an authoring and campaign management solution for interactive advertising that operates either independently, or by augmenting existing linear campaign management systems, for the effective management and delivery of interactive enhancements. TV - a suite of bound and unbound, Emmy-nominated, EBIF User Agent-agnostic EBIF applications such as news, weather, sports, finance widgets, eBay on TV widget, Fantasy Football widget, and local Search widget such as Yellow Pages on TV. (Source: FourthWall Media)

3: A small application designed to reside on a PC desktop (Mac OS X or Windows Vista) or within a Web-based portal or social network site (e.g., Myspace or Facebook) offering useful or entertaining functionality to the end user. (Source: IAB)

WIFI
Technology of wireless local area networks that can be used for mobile computing devices such as laptops, Internet and VOIP phone access, gaming, and connectivity of consumer electronics such as televisions.

2: Any of a family of wireless LAN data standards (IEEE 802.11) used fairly ubiquitously for corporate and home connectivity. Also available as hotspots in public areas such as cafes and airport terminals, either for free or for a one-time use charge or subscription fee. (Source: IAB)

Wikipedia Bot
An internet bot which perform tasks in Wikipedia. (Source: whatis.techtarget.com)

Willingness to Recommend
*See Also: Net Promoter Score*
A key metric related to customer satisfaction. When a customer is satisfied with a product, she/he might recommend it to friends, relatives and colleagues. This willingness to recommend can be a powerful marketing advantage. In a survey of nearly 200 senior marketing managers, 57 percent responded that they found the willingness-to-recommend metric very useful. (Source: MASB)

NOTE – No willingness-to-recommend methodology has been independently audited by the Marketing Accountability Standards Board (MASB) according to the Marketing Metric Audit Protocol (MMAP). (Source: MASB)

Willingness to Search
Measures the likelihood that customers will delay purchase, change stores, or reduce purchase quantities to avoid switching brands. Although many metrics explore brand loyalty, this one has been called the “acid test.” It can tell a company much about the attitude of its customers and whether its position in the market is likely to be defensible against sustained pressure from a competitor. (Source: MASB)
Windowing
In computing, a windowing system (or window system) is a type of graphical user interface (GUI) which implements the WIMP (windows, icons, menus, pointer) paradigm for a user interface. (Source: Wikipedia)

2 : The process of taking a small subset of a larger dataset, for processing and analysis. (Source: Wikibooks)

3 : The simultaneous display of different portions of one or more files on a screen. (Source: Dictionary.com)

4 : The time period over which pieces of content are released to the public, such as a movie.

WAID abbr Windows Advertising Identifier
A unique advertising ID for each user on a device, which app developers and advertising networks can then use for their own purposes, including the ability to provide more relevant advertising in apps. (Source: Kochava)

Win Rate
The total number of impressions won divided by the total number of impressions bid on. (Source: Hubspot)

Wireframe
A wireframe is a schematic representation of a web page, its content and behavior, but without its graphic elements. Wireframes are used for arranging a website’s architecture and functionality, navigation between pages and even for running tests with users. (Source: Zorraquino)

WAP abbr Wireless Application Protocol
A secure specification that allows users to access information instantly via handheld wireless devices such as mobile phones, pagers, two-way radios, smartphones and communicators. A WAP browser provides all of the basic services of a computer based web browser but simplified to operate within the restrictions of a mobile phone, such as its smaller view screen. WAP sites are websites accessed via the WAP browser.

2 : A specification for a set of communication protocols to standardize the way that wireless devices, such as cellular mobile telephones, PDAs and others access and browse Internet-based content. (Source: IAB)

WASP abbr Wireless Applications Service Provider
An organization that provides content and applications for wireless devices. (Source: IAB)

Wireless IP
Internet protocol that is transmitted wirelessly

Woot
An exclamation used to express elation, enthusiasm, or triumph, especially in electronic communication. (Source: blog.hubspot.com)

Word Association Tests
A type of task sometimes used in advertising research, as well as other forms of research, whereby participants are asked to connect different words/images with one another, or to simply say/write what...
comes to mind when prompted with a given word. For example, in a focus group setting, participants may be asked to say what comes to mind when provided with a given brand name or product/service feature. Responses can provide insights that help inform overall brand positioning and specific language used in communications, among other things. (Source: ProjectOAR)

**Word Cloud**  
*See Also: Tag Cloud*  
A visual representation of text or data which creates a more artistic or graphic representation of the relative importance of each data point or text.

2 : Graphic representation of the words most used in any given text, in which the terms appearing most frequently are shown as being larger than the others and/or in different colors. Online tools and applications can be found on the internet to generate word clouds, such as Wordle or Tagxedo. (Source: Zorraquino)

NOTE – Some web pages use word clouds to tag content, emphasize the most-used keywords, and make it easier for users to search for information. (Source: Zorraquino)

**Wordmark**  
A distinct, text-only typographic treatment of a product, brand or company name used for identification and branding that are often trademark registered. Also defined as a logo or logomark comprised solely of the product, brand or company name. Well-known examples include the Coca-Cola wordmark (in custom red script) and the IBM wordmark (in ocean blue capital letters). Wordmarks are often trademark registered. (Source: ProjectOAR)

**Word of Mouth**  
Word of mouth is the direct sharing of opinions, information and recommendations between people, without intermediaries. It is estimated that in the offline world, when someone recommends or criticizes a product or service, this impacts eight other people, whilst online this grows to 250 people. (Source: Zorraquino)

**Word-of-Mouth Marketing**  
A strategy involving installing a product or service as a topic for conversation and providing channels for such a conversion to flow freely between people. (Source: Zorraquino)

**Workable Competition**  
An economic model of a market in which competition is less than perfect, but adequate enough to give buyers genuine alternatives. (Source: MASB)

**Workroom**  
Refers to a service department such as apparel alterations, drapery manufacture, furniture polishing and repair, or carpet workroom. (Source: MASB)

**World in the Hand**  
A metaphor for visualized tracking where a tracker is held in the hand and is connected to the motion of an object in a display. (Source: freeflyvr)

**World Orientation**  
*See Also: Geocentric Orientation*  
Another term for Geocentric Orientation. (Source: MASB)
WiMAX  
*abbr* Worldwide Interoperability for Microwave Access  
*See Also:* 3G, 4G, HSPA  
A wireless WAN standard (IEEE 802.16) designed to provide portable (eventually mobile) wireless broadband access. (Source: IAB)

NOTE – Single WIMAX antennas can provide coverage over large physical areas, making deployment potentially very cost effective. Although not widely available as of 2007, sometimes considered a potential competitor to cable modems and DSL for residential broadband. (Source: IAB)

WWW  
*abbr* World Wide Web  
A distributed hypertext system invented by Tim Berners-Lee on a NeXT Computer. Currently, one of the most popular services offered on the Internet. Web pages are viewed using browsing software (Source: AAI.ie)

2 : A portion of the Internet that consists of a network of interlinked web pages. This is the aspect of the Internet most familiar to users. (Source: MASB)

Worm  
*See Also:* Trojan, Virus  
In the field of cybersecurity, a type of malicious software program whose primary function is to infect other computers while remaining active on infected systems. A computer worm is self-replicating malware that duplicates itself to spread to uninfected computers. (Source: searchsecurity.techtarget.com)

2 : An insidious and usually illegal computer program that is designed to replicate itself over a network for the purpose of causing harm and/or destruction. While a virus is designed to invade a single computer's hard drive, a worm is designed to invade a network.

Wraparound Commercial  
A commercial with noncommercial material wrapped around it, such as a question about a past sports event at the beginning and the answer at the end; sometimes called an insert, as when it is inserted within a movie surrounded by questions about the movie. (Source: TVB)

Wrappers  
*See Also:* Skins, Material Exchange Format, Open Source Wrapper  
A type of ad in addressable advertising where a frame around a piece of content contains the ad information / message.

2 : A design technology that precedes the main dataset and is used to frame subsequent data (such as audio and digital content) enabling it to run successfully and interface on various platforms. This enables cohesive cross platform capabilities.

Write-Down  
The process of asking participants to transcribe their views on a topic during a focus group. Focus group moderators use this procedure to capture attitudes, beliefs and values about a research topic, before other participants can influence them through shared or group discussion creating Groupthink. (Source: ProjectOAR)

WORM  
*abbr* Write Once Read Many  
An acronym for “Write Once Read Many”. Used to describe optical disk drives that can only be written once, usually for archival purposes. (Source: AAI.ie)
Xerox
Old fashioned animation technique used by institutions such as Disney where animation frames were photocopied for cheaper and faster results. (Source: corbytechmedia.weebly.com)

Xiaoice
Literally translated as "Microsoft Little Ice", IPA [ʊɛ̃jəŋɭəŋɨpɪŋ]) is an advanced natural language chat-bot developed by Microsoft. It is primarily targeted at the Chinese community on the micro blogging service Weibo. The conversation is text based. The system learns about the user and provides natural language conversation. Microsoft gave Xiaoice a compelling personality and sense of “intelligence” by systematically mining the Chinese Internet for human conversations. Because Xiaoice collects vast amounts of intimate details on individuals, the program raises privacy questions. (Source: Wikipedia)

XML abbr eXtensible Markup Language
See Also: SGML, HTML
A richer more dynamic successor to HTML utilizing SGML or HTML type tags to structure information. XLM is used for transferring data and creating applications on the Web. (Source: IAB)

2 : A data delivery language. XML is a software- and hardware-independent tool for storing and transporting data. Like HTML, XML is a markup language and uses tags to describe content. (Source: MASB)

XML Feed
A form of paid inclusion in which a search engine is fed information about an advertiser’s web pages via XML, rather than requiring that the engine gather that information through crawling actual pages. Marketers pay to have their pages included in a spider-based search index based on an XML format document that represents each page on the advertiser site. Advertisers pay either annually per URL or on a CPC basis and are assured of frequent crawl cycles. New media types are being introduced into paid inclusion, including graphics, video, audio, and rich media. (Source: MASB)

XML Sitemap
Sitemap is a textually represented hierarchical model of website’s content pages. The list is provided with links to its counterpart sections of the website and are organized by topic in an XML format, thus the term – XML Sitemap. XML document provides instructions to search engine crawl bots to search and display content/information users have requested for. (Source: TycheSoftwares)

2 : A structured (i.e., XML-encoded) listing that informs search engines about a website’s pages, their relative importance to each other, and when they are updated. (Source: MASB)

NOTE – An example is as follows – The layout maps in huge shopping malls perform the same function as that of a sitemap for the website. But websites which are small in nature are usually uncomplicated and a sitemap there would not be required, like you would not want to refer a layout map for smaller shopping malls where it is easy to locate our way. (Source: TycheSoftwares)
XPPR
Measurement of VOD content that may or may not have identical linear commercials or may or may not have aired on linear TV and includes online viewing. To enable measurement, content must be encoded. (Source: Nielsen)

Yammer
Private social network, owned by Microsoft, used for communication within organizations. It currently has more than 8 million users. Unlike open social networks, Yammer only allows to contact people who have the same email domain. (Source: Zorraquino)

Yaw
The angular displacement about the vertical axis. (Source: freeflyvr)

Yea Saying
See Also: Bias Acquiescence

Yield
See Also: Ad Click Rate
The percentage of clicks vs. impressions on an ad within a specific page. Also called ad click rate. (Source: IAB)

Yield Curve
Expresses the relationship between performance and volume. (Source: Mediamath)

Yield Farming
In Blockchain, a means to provide contract-funded rewards to users for staking capital or using a protocol. (Source: ShellyPalmer.com Blockchain Glossary)

Yield Management
See Also: Revenue Management
The process of understanding, anticipating and influencing advertiser and consumer behavior in order to maximize profits through better selling, pricing, packaging and inventory management, while delivering value to advertisers and site users. (Source: IAB)

2 : The process of making frequent adjustments in the price of a product in response to certain market factors, such as demand or competition. (Source: MASB)

Yield Optimization
Technique used by ad servers to determine the value of ad impressions and maximize revenue from potential advertisers. (Source: Hubspot)

2 : From a publisher perspective, how much are your impressions worth and how can you manage flow of inventory to make the most money. SSPs look at each impression available on a web publisher. (Source: Mediamath)
YouTube Analytics
System for monitoring and analyzing activities performed by users on a YouTube channel and on its videos. It has operated since 2011, when it replaced YouTube Insights, and it is currently part of Creator Studio, the main YouTube control panel. With YouTube Analytics you can monitor the performance of the channel and the videos by way of up-to-date metrics and reports on different aspects such as viewing time, traffic sources, or demographic data. (Source: Zorraquino)

YouTube Channel
A home page on the video-sharing website YouTube.com for an account. Accounts contain profile or other personal information as well as a collection of publicly viewable videos.

ZMET abbr Zaitman Metaphor Elicitation Technique
A testing technique which claims to draw out people’s buried thoughts and feelings about products and brand by encouraging participants to think in terms of metaphors. (Source: BusinessManagementIdeas.com)

NOTE – A metaphor simply involves defining one thing in terms of another. ZMET draws metaphors from consumers by asking them to spend time thinking about how they would visually represent their experiences with a particular product or service. Participants are asked to make a collection of photographs and pictures from magazines that reflect their experience. In depth interviews with several dozen of these metaphor-collecting consumes can often reveal new insights about consumers’ consumption motives, which then may be useful in the creation of products and ad campaigns to appeal to those motives. (Source: BusinessManagementIdeas.com)

Zapping
See Also: Trick Play
The act of changing channels rapidly to avoid viewing commercials.

2 : The act of using a remote control to change television channels when an advertisement begins. (Source: MASB)

NOTE – TIVO measures channel changing during commercial spots.

Zero Order Model
A probabilistic model in which the probability of occurrence of any given outcome at a particular point in time does not depend on any previous outcomes of the process. Models of this kind are often used to represent brand choice behavior or media exposure patterns. (Source: MASB)

Zero Trust Architecture
A strategic initiative that helps prevent successful data breaches by eliminating the concept of trust from an organization’s network architecture. Rooted in the principle of “never trust, always verify,” Zero Trust is designed to protect modern digital environments by leveraging network segmentation, preventing lateral movement, providing Layer 7 threat prevention, and simplifying granular user-access control. (Source: PaloAltoNetworks)
**Zettabytes**  
*See Also: Big Data, Unstructured data, Structured Data*  
Each zettabyte equals 1 billion terabytes.

**Z-index**  
Enumerated layers of elements and content on a publisher’s webpage. Consideration of the z-element in page content design such as navigation, imagery, and ads is important for providing a seamless experience when page content overlaps (i.e. an expanding ad with a z-index that is lower [on the z-index scale] than navigational elements may give the appearance that page navigational elements are showing through the expanded portions of the ad). (Source: IAB)

**Zine**  
A term used to describe a magazine that is published digitally, rather than on paper. Zine may also be used to refer to small-circulation, self-published material. (Source: MASB)

**Zip Code**  
*See Also: U.S. Postal Code, Zone Improvement Plan*  
A system of numerical codes that reflect block level or postage delivery areas. In media, zip codes are used as a dataset to help ascertain household demographics and lifestyle assessments.

2 : A geographical classification system developed by the U.S. government for mail distribution, refers to a nested, numeric code with a range of five to nine digits. ZIP stands for Zone Improvement Plan. U.S. ZIP codes are a type of postal code used to help the United States Postal Service (USPS) route mail more efficiently. Some still refer to ZIP codes as US postal codes. The basic 5-digit format was first introduced in 1963 and later extended to add an additional 4 digits after a dash to form a ZIP+4 code. The additional 4 digits help USPS more precisely group mail for delivery. The basic 5-digit format was first introduced in 1963 and later extended to add an additional 4 digits after a dash to form a ZIP+4 code. The additional 4 digits help USPS more precisely group mail for delivery.  
(Source: MASB)

**ZIP Code Analysis**  
*See Also: Postcode Analysis*  
A research technique in which a market is targeted by the geographic information inherently provided by a ZIP code. (Source: MASB)

**Zipping**  
*See Also: Trick Play, Fast Forward*  
The act of fast forwarding through a commercial.

2 : Percentage of total and/or target households that fast forwarded during the commercial.  
(Source: TRA)

3 : The act of fast-forwarding through commercials while watching a previously recorded program.  
(Source: MASB)

**Zombie (Computer Science)**  
*See Also: Botnet*  
A zombie computer is part of a botnet. (Source: whatis.techtarget.com)
**Zombie Impressions**
The number of impressions (over)counted when the STB is on but the TV set is off. (Source: Canoe)

**Zombie STBs**
For STB On / TV Off; another name for the STBs that are counted as on when no one is actually watching, i.e., the box is on but the TV set is off. (Source: Canoe)

**Zone Improvement Plan**
*See Also: Zip Code, U.S. Postal Code*
Another term for Zip Code. (Source: MASB)

**Zone Pricing**
The delivered cost based on factory price plus averaged freight rate for the section or territory to which goods are shipped (same delivered cost to all in the zone). (Source: MASB)

**Zones**
A sub level of sample or census size for Set-Top Box data measurement or reporting purposes. Granularity from Zone to Node.

2 : Multiple zip codes. (Source: FourthWall Media)

**Zoning**
*See Also: Geo-Targeting, Geo-Marketing, Internet Marketing*
The method of collecting a population in a specific hyper-focused manner such as by zip code or neighborhood in order to better target consumer behaviors.

2 : Has dual meanings: (Retailing) The regulation of the construction and use of buildings in certain areas of a municipality. (Sales) A method for scheduling sales calls that divides a territory into areas or zones. The salesperson then makes calls in each zone for a prespecified length of time. (Source: MASB)

**Zoom**
A technique used in advertising creative that gives the audience the experience of moving toward or away from some object. For example, an ad may begin with a wide view of a landscape and then "zoom in" toward a specific character. (Source: ProjectOAR)

**Zoombombing**
Before the video chat app started requiring passwords and improved their security, the phrase Zoombombing became popular. It means someone has found a link to your meeting and shows up unannounced, sometimes not wearing any clothing. (Source: TheLadders.com)
LEXICON SOURCES AND REFERENCES

In addition to the sources indicated against each term above, there are other source documents, glossaries, dictionaries, lexicons and other materials that have proven useful in expanding the range of terms and their definitions. Here are the other Reference Sites and Guides for Lexicon that have proven to be informative and may not necessarily be noted within the body of the Lexicon:

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