

TV & Video Glossary



With the number of acronyms and terms that exist in the TV and video ecosystem, how can you be sure that you and your partners are speaking the same language? To keep you up to speed and in the conversation, we've created a comprehensive glossary of terms that allows you to not only walk the walk but also talk the talk.

Addressable TV

A method of segmenting TV audiences and targeting different ads or ad pods at the household or zone level (groups of homes) through cable, satellite, and set-top boxes into linear or video on demand (VOD).

Connected TV

A device that can connect to a TV (e.g., Xbox, PlayStation, Roku, Amazon Fire TV, Apple TV, and Chromecast) or a smart TV that facilitates the delivery of streaming video content.

Daypart

The time division in a typical broadcast day divided from the perspective of offering slots to various advertisers. Different dayparts are Morning, Daytime, Late News, etc.

Gross-Rating Point (GRP)

GRPs measure the total of all Rating Points during an advertising campaign, without regard for multiple exposures. GRPs equal Reach x Frequency. For example, an advertisement reaches 25% of homes, three times over a one-week period. This means the advertising schedule creates 75 GRPs for that time period ($25 \times 3 = 75$).

Linear TV

A traditional system in which a viewer watches a scheduled TV program at the time it's broadcast and on its original channel. It also can be recorded via DVR and watched later. (Essentially, this is TV as it was known before the digital age.)

Multiple-System Operator (MSO)

An operator of multiple cable or direct broadcast satellite television systems.

Multichannel Video Program Distributors (MVPDs)

A service provider delivering TV programming services to the consumer, often charging a subscription fee. These include cable providers such as Charter, Comcast, Verizon Fios, etc.

Optimized Linear TV Media Planning

Utilizing data-driven audiences to create and build the most optimal performance-based media plan based on an advertiser's target audience and campaign objectives.

Over-the-Top (OTT) Content

The delivery of TV content via the internet. Users are not required to subscribe to a traditional cable or satellite provider to watch TV content. Typically, video is delivered in a streaming or video on demand (VOD) format.

Set-Top Box (STB)

A hardware device that allows a digital signal from a broadcaster to be received, decoded, and displayed on a television (your cable box). It also transmits important user data and, in many cases, viewership data back to the broadcaster.

Subscription Video on Demand (SVOD)

OTT technology allowing consumers to choose what and when to watch through streaming services (e.g., Netflix, Hulu, and Amazon Video).

Programmatic TV

There are many definitions for Programmatic TV in the industry; however, the most common is the automation of purchasing audience-based TV advertising through a software platform.

Rating Points

Ratings are the standard measurement of traditional TV. A rating is an estimated percentage of the universe of TV households (or other specified universe) tuned to a program at once. Rating Points are equal to 1% (one rating) of a population or universe. For example, if 25% of all targeted televisions are tuned to a show containing your advertisement, you have 25 Rating Points.

Video on Demand (VOD)

Distributors make network programming available that can be accessed by viewers on their own schedules and watched on a TV via their pay-TV provider's set-top box.

Virtual MVPD (vMVPD)

A type of service delivering a multitude of television channels through the internet, often containing fewer channels than traditional satellite or cable subscription models, i.e., "skinny bundles."

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