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CHEAT SHEET

Your Connected TV Terminology Cheat Sheet.

Connected TV is one of the fastest growing channels in advertising— and if you want to keep up, you're going to have to get up to speed on the ins and outs of CTV.

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Introduction

If you're going to be advertising on Connected TV, you better know what people are talking about. This cheat sheet is designed to be your guide to the often-convoluted world of CTV—one term at a time.

First Things First

Before we get into the terminology, we thought you might like to have a baseline definition for Connected TV to get you started.

Connected TV

Connected TV (CTV) is digital content accessed by apps and streamed over smart TVs, mobile, or OTT devices.

Connected TV Devices

Connected TV isn't just for smart TVs— there are a number of ways to stream CTV content.

OTT/CTV Devices

These devices connect to your TV to allow for a continuous stream of content. Popular examples are Roku, Chromecast, Apple TV, and the major gaming consoles.

Smart TVs

If you're buying a big screen these days, you're most likely buying a Smart TV. This is a television with a built-in connection to the internet—no sticks or dongles required.

Tablets, Phones, Desktops

With the proliferation of CTV apps like Hulu and Twitch, these gadgets have become mini-television sets.

Content, Inventory, & Formats

There's quite a few ways content and inventory in the Connected TV ecosystem are discussed. Here are some of the most common terms.

Content Delivery Network (CDN)

Proxy servers that deliver content to audiences.

Direct to Consumer (DTC)

This refers to delivering content without using a middleman. For example, Netflix serves their content directly to consumers without using a network.

FASTs

Stands for "Free Ad-supported Streaming" services (OK, the acronym isn't perfect). These allow users to watch TV for free with ads in lieu of a subscription fee.

Content, Inventory, & Formats (Cont'd)

FNAs

Stands for Free Network Apps. These allow users to watch free streaming TV content from cable and broadcast networks, and offer ad-supported clips of shows for those without a subscription.

Full-Episode Player (FEP)

Refers to professionally produced, TV-like content that can appear on any device type. This content is typically 30-60 minutes, with commercial breaks.

Hybrids

Hybrid subscription and ad-supported apps allow users to pay for a version of their services with fewer ads. Examples include Max or Disney+.

Live Streaming

TV content you're streaming in real time over the internet. This live content is usually delivered by a paid streaming service, or directly by the network.

Living Room Quality Connected TV

Live or on-demand, ad-supported programming through an internet connection from blue-chip broadcast and content companies.

OTT Aggregators

These offer content from many providers, but without the services of an MSO (multi-system operator, i.e. a company that owns and operates two or more cable TV systems).

OTT Standalone Services

These content providers do not require an MSO and are delivered directly to a consumer over the internet.

SVOD

Stands for Subscription Video On Demand. These are subscription streaming video services that allow users to have unlimited access to on-demand programs. Examples include Netflix and Hulu.
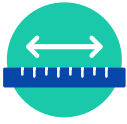
Video On Demand (VOD)

Allows users to watch the content they like, when they want to watch it. VOD content is available to stream or download after it airs live.

vMVPDs

Stands for Virtual Multichannel Video Programming Distributors, (AKA skinny bundles.) These partner with cable and broadcast networks to distribute content across live channels.

Measurement Metrics

With a new channel comes new metrics. While these should be familiar to marketers who have done TV in the past, some of them may be new to digital marketers.

Cost per Point (CPP)

A metric determined by your total media cost divided by your GRP—i.e. what you're paying per gross rating point. Measures how well your ads reach your desired audience.

Cost per Visit (CPV)

The costs of leading one consumer to your site.

Cross Screen Measurement

Tracks and measures video metrics across different devices, such as mobile, television, desktop, OOH, and Connected TV.

Frequency

The average number of times you're delivering an ad to a given person. This helps prevent the same ad from being served to the same person over and over again.

Gross Rating Point (GRP)

A metric calculated by multiplying reach by frequency. Used to determine how many people within an advertiser's target audience saw an ad.

Reach

Often shown as a percentage, this metric indicates how many unique people in a targeted population have been exposed to your CTV ad.

Return on Ad Spend (ROAS)

Represents your profit (or loss) compared to your ad spend. It can be useful for measuring how cost-effective your campaigns are.

Target Rating Point

A metric that measures the number of impressions versus the number of viewers in a target audience.

Visit Rate

A metric used to measure the number of times a given person visits your website.

A Similar Offering

Let's start with some terms you may have heard when people discuss CTV as a whole. While there is some overlap between these categories, they each have their own unique role within the larger world of TV advertising.

Addressable TV

With these ads, each household watching the same program will see different ads.
Allows advertisers to target specific audiences with each advertisement.

Advanced TV

Refers to many forms of streaming TV content, including CTV and addressable TV—
as long as it's watched through a broadcast, cable or satellite connection on a TV.

IPTV

This variation on OTT comes from the idea that content is
being delivered through IP packets, hence the name "IPTV."

Multi-channel Video Programming Distributor (MVPD)

Refers to any service provider that delivers video programming
services; usually includes cable, satellite, and broadcast.

Over The Top (OTT)

OTT refers to the method of content delivery that goes "over" a cable box—giving users access to TV content through internet-connected devices (such as a smart TV or laptop) rather than through a cable or broadcast provider.

Programmatic TV

A form of traditional TV advertising with a data-driven slant. Certain TV ad slots
are available to purchase through DSPs, who have access to audience data.

Related Terms

Last but not least, here are some terms that don't fall into a specific Connected TV category, but are useful to know when attempting to navigate the CTV ecosystem.

Audience-Based TV

In audience-based TV, buyers use data from data-management platforms to target TV viewers.

Available Bitrate

The instantaneous delivery rate of data in bits, kilobits, etc. per second from the
source server to the destination device through one or many digital networks.

Related Terms (Cont'd)

Co-Viewing

When multiple people are watching a program on the same device.
This can sometimes make measuring impressions more difficult for advertisers.

Encoded Bitrate

The number of bits (or amount of data) per second that has been used to
store a media signal are tracked. More commonly used for business purposes.

Linear TV

The same thing as traditional television viewing. Viewers can watch linear TV
through cable or satellite services, or even through over-the-air broadcasts.

The More You Know

Now that you're well versed in Connected TV
terms and acronyms, why stop there?

Let's discuss how easy it is to get started.

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