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**Ad Blockers.** Software that enables users to prevent advertisements from being displayed on web browsers.

**Ad ID.** Ad ID is a naming system for advertising assets. It attaches a universal identifier to each piece of ad creative, whether it be a TV commercial, a print advertisement, or a banner ad. Advertisers, media companies, and distribution platforms would all use the same ID to refer to a specific creative, making it easier for the advertiser to control how an ad runs.

**Ad Exchange.** A digital marketplace that enables advertisers and publishers to buy and sell advertising inventory programmatically through real-time auctions.

**Ad Fraud.** Refers to deceptive activities of falsifying engagement with a digital advertisement such as manipulating data, deceiving advertisers, and generating revenue for a particular malicious group e.g., fake clicks, cookie stuffing, fake traffic, etc.

**Ad Servers.** An online advertising platform where advertisers, publishers, agencies, and networking manage their digital advertising campaigns.

**Ad-Supported Video On Demand (AVOD).** A streaming video service that offers consumers access to a catalog of content that can be viewed at any time and contains advertisements.

**Addressability.** The ability to target an ad directly to a device, browser, segment, household, and/or individual.

**Addressable TV.** Technology that allows an advertiser to deliver different ads to different audience segments that are watching the same TV program on IPTV and set-top boxes.

**Advanced TV.** Any streaming television content that goes beyond traditional, linear television delivery models, including interactive TV, connected TV, smart TV, and addressable TV.

**Accelerated Mobile Pages (AMP).** Optimized for mobile web browsing and aims to create web pages and advertisements that are high-performing and fast-loading.

**Agency Trading Desks.** A trading platform created by major agency holding companies to enhance the efficiency of programmatic ad buying for their clients. Trading desks typically interact with multiple DSPs, providing access to a broader range of inventory and data analytics.

**Attribution Modeling.** A practice of data-driven marketers to estimate how much credit should be assigned to media touchpoints for business outcomes such as sales and conversions.

**Audience Based Buying.** The process of executing and buying TV campaigns based on audience demographics, interests, purchasing behaviors, and more to precisely target and measure beyond traditional media metrics.

**Authorized Digital Sellers (Ads.txt).** An IAB Tech Lab standard in the form of a text file that allows publishers to declare who can sell their digital inventory. This file is placed on the publisher's website and results in increased transparency and a decrease in ad fraud.

**Automated Content Recognition (ACR).** Technology inside a TV device that allows content (pixels) to be matched back to a database to identify what programs and ads people are watching.

**Automated Guaranteed.** A programmatic buying model combining the advantages of automated and guaranteed approaches. Advertisers establish predetermined prices for particular audiences and inventory, guaranteeing the delivery of programmatic ad campaigns. This allows for RTB, targeting, and optimization, providing advertisers with more control over ad spend and the delivery of ads.

## B

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**Bid Duplication.** Used within the real-time bidding context where a single ad impression receives multiple identical bid requests from the same DSP or advertiser.

**Bid Request.** A request is sent to a potential bidder, or a publisher, prompting them to submit an offer for a specific ad placement opportunity for a given impression. These bid requests typically contain information regarding the user and the ad space available for purchase.

**Bid Response.** The advertiser's response to a publisher's bid request. If the bid request suits the advertiser's criteria, they respond to the bid through the RTB system.

**Brand Suitability.** A tool employed to assess whether the context in which an advertisement is displayed aligns with the advertising brand. If an advertisement is showcased to unsuitable audiences, within an irrelevant site, alongside a competitor's ad or inappropriate content, it can adversely affect a brand's reputation.

## C

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**Clean Room.** Data Clean Rooms (DCR) provide anonymized personal data of individuals for user protection and privacy while still providing advertisers with information to target specific demographics and measure audiences.

**Click Through Rate (CTR).** Indicates the total number of users who click on a page, email, or advertisement. It measures the effectiveness of an online advertising campaign for a specific website and its overall performance. (CTR= Clicks/Impressions\*100).

**Completion Rate.** The percentage of users that viewed a video ad from start to finish.

**Connected TV (CTV).** A TV device that receives video content using the internet, either via applications on smart TVs or via external OTT devices or gaming consoles. CTV advertisements are video ads delivered via CTV devices.

**Content Provider.** A company—such as a programmer, network, or publisher—that produces or acquires TV programs to be distributed to viewers.

**Converged TV.** Combination of linear TV and streaming to drive tailored and efficient marketing across all screens. From a consumer's perspective, people can seamlessly watch linear, digital/streaming TV. From a marketplace perspective, it provides a fluid and holistic buying and selling process bringing together reach, content, targeting, scale, and data.

**Cookies.** A file on a web user's hard drive used by websites to store and record data about the user and their web visit.

**Cookie Syncing.** The process of syncing unique identifiers (IDs), and/or cookies, used by different ad tech platforms to serve targeted advertisements.

**Cord-Cutter Households.** Households that no longer subscribe to linear TV.

**Cord-Never Households.** Households that never subscribed to linear TV.

**Cost Per Completed View (CPCV).** The cost incurred by an advertiser each time a video ad is viewed in its entirety. With this metric, the advertiser only pays for ads that have been successfully viewed until completion. (CPCV = Cost/Completed Views).

**Cost Per Thousand (CPM).** The cost to reach one thousand households or individuals with a specific advertising message.

**Cross-Platform Measurement.** The ability to obtain metrics for reach, frequency, impressions, and other data points across different devices, including televisions, computers, smartphones, tablets, and OTT devices.

**Cross-Screen Measurement.** The tracking and tabulating of video metrics across all of an individual's screens, including mobile, tablet, out-of-home, television, advanced TV, desktop, and more.

**Customer Relationship Management (CRM).** Set of business practices, strategies, or technologies that companies use to guide customer relationships and interactions in all areas (sales, marketing, tech support, etc.).

## D

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**Data-Driven Linear TV.** The use of various sets of metrics, including demographics, interests, and viewing behavior, to optimize a traditional TV schedule so it will better reach an advertiser's audience.

**Data Lake.** A centralized location that holds a very large amount of data in its raw form to later be used by various visualization and analytics tools.

**Data Marketplace.** A data marketplace is an online transactional location or store that facilitates the buying and selling of data. Cloud-based data marketplaces are appearing at a growing rate to match data consumers with the right data sellers.

**Data Management Platform (DMP).** An ad technology used by marketers and agencies to manage various types of metrics—such as cookie IDs, campaign data, audience data, purchase data, etc.—so audiences can be activated for use in ad campaigns.

**Deal ID.** Unique identification number in a private marketplace, that enables buyers to identify publishers in the auction and buy their premium inventories based on pre-negotiated terms.

**Deduplication.** Process of removing identical entries/excessive copies from data sets

**Demand Side Platform (DSP).** A programmatic platform that allows advertisers to buy advertising inventory through an automated process. The inventory is bought in ad impressions and pricing is often determined by a real-time auction in a process also known as real-time bidding.

**Demo Impression Guarantee.** An assurance from the seller that an ad campaign must hit a certain number of views of the ad within the target demographic for the price paid.

**Deterministic Modeling.** A methodology that blind-matches first- and third-party behavioral data with personally identifiable information (PII) to predict viewer behavior and deliver targeted advertising.

**Device Graph.** A means of mapping an individual across their screens (phones, tablets, desktop computers, smart TVs, etc.), enabling advertisers to see viewer behavior holistically for targeting and attribution purposes.

**Direct to Consumer (DTC).** A marketing model aimed toward selling products directly to consumers without the use of any intermediaries.

**Display Ads.** Advertisements placed on websites, social media, or apps, that are typically images, text, or video banner ads with a call to action (CTA) that links to a website or landing page.

**Dynamic Ads.** Type of online advertisements that transform upon delivery based on the individual user to increase effectiveness and relevancy.

**Dynamic Ad Insertion (DAI).** Technology that allows advertisers to swap out ad creatives in video content and control for messaging and delivery across device platforms.

**Dynamic Creative Optimization (DCO).** Video ad creative customized in advance and/or able to control messaging depending on its delivery to specific and varied audience segments on CTV.

**Dynamic Pricing.** Also called real-time pricing, is a purchase pricing for an ad impression determined through real-time bidding (RTB) rather than a predetermined rate.

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**Effective CPM (ECPM).** Measures how much revenue is generated for every 1,000 impressions displayed. It is calculated by dividing a campaign's revenue by the total number of impressions and multiplying by 1,000. (Ad revenue/total impressions\*1,000).

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**First-Party Data (First-Party).** Data collected directly by an advertiser or publisher from their customer databases and website visitors and is not shared with other advertisers. First-party data is highly valuable as it is specific to advertisers providing insights into interests and behaviors.

**First Price Auction.** In programmatic advertising, a first-price auction is a bidding method where the highest bidder secures the impression and is charged the exact amount they bid. The winning bid is the actual cost of the impression, so the cost to the advertiser can be higher than expected. This increases competition among bidders and has the potential to drive up prices for publishers.

**Floor price.** The lowest price or cost per impression (CPM) that a publisher is willing to accept for their ad inventory when it is auctioned on a platform.

**Fluidity.** The ability to deliver audiences on like-for-like OTT networks to fulfill a linear TV campaign's goals.

**Free Ad-Supported Streaming TV (FAST).** Subscription-free ad-supported digital streaming service, like a cable or satellite guide. Examples of FAST streaming include Pluto TV, Tubi, The Roku Channel, and Peacock.

**Frequency.** The number of times a user is exposed to an advertisement over a specific time. It is important for advertisers to manage frequency to avoid ad fatigue and poor user experience.

**Frequency Capping.** A technique that limits the number of times a user will see a specific advertisement to limit ad fatigue and improve user experience.

## G

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**Geo Targeting.** The serving of ads to a particular geographical area or population segment. Can be broken out by custom zones, state, and zip code, as well as by linear schedules made up by ad zone.

**Global Privacy Platform (GPP).** A protocol and set of APIs designed to streamline the transmission of privacy, consent, and consumer choice signals from sites and apps to tech providers.

## Graph.

- **Device graph:** map of individuals to all the devices they use (mobile phones, tablets, computers, and smart TVs).
- **Identity graph (ID graph):** database housing known identifiers correlating to individual customers or households (i.e., email, phone, IP address, etc.)

**Gross Rating Point (GRP).** The traditional metric for TV advertising impact, measuring the size of an audience reached by a specific media vehicle or schedule in programs or commercials. Does not consider multiple exposures of the same advertising to individuals.

## H

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**Header Bidding.** A programmatic ad buying method that enables publishers to offer their ad space inventory on various Supply Side Platforms (SSPs) or Ad Exchanges through an auction-based model. Through Header Bidding, multiple advertisers can simultaneously submit bids to compete for advertising space on websites.

## I

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**IAB Categories.** A set of industry quality assurance standards established by the IAB that provide high level of confidence to marketers to invest more in digital advertising. The sections in the terms and conditions address non-disclosure, data usage and ownership, privacy and laws (section XII), ad placement and positioning (section II), payment and liability (section III), cancellation and termination (section V), ad materials (section IX), indemnification (section X), and third-party ad serving and tracking (section XIII).

**Incremental Reach.** The unique audience that an OTT video campaign engages with on top of the audience already reached through linear TV, or other channels.

**Indexed TV.** A solution for addressability enhancing demo-based ad buys with data-driven targeting creating a schedule to reach the highest density of viewers in your target.

**Insertion Order (IO).** A formal, signed agreement between a publisher and an advertiser to run an ad campaign. IOs identify the campaign name, website receiving the order, planner, or buyer in charge of the order, individual ads to be run, ad sizes, flight dates, CPM, total cost, any discounts, reporting requirements, and any penalties or statements on the failure to deliver the impressions.

**In-Stream Ads.** Type of video advertisements that are played before, during, or after streaming video content and typically cannot be stopped by the user.

**Internet Protocol TV (IPTV).** Where TV services are delivered digitally using the Internet instead of being delivered through traditional terrestrial, satellite signal, and cable television formats.

**Invitation Only Auction/Closed Auction.** An advertising bidding procedure where an advertiser (buyer) is exclusively invited by the publisher (seller) to bid on their available inventory (usually premium) through a private marketplace.

**Invalid Traffic (IVT).** Web traffic or ad impressions that are generated by non-human means such as bots.

## K

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**Key Performance Indicator (KPI).** A specific metric that acts as the critical factor showing progress toward an intended business result.

## L

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**Latency.** The time it requires for a unit of data to move through a network connection after a transfer instruction. One example is the time it takes for a video ad to appear in a browser. Publishers seek to reduce latency as it slows down delivery which results in lost impressions and revenue.

**Linear Addressable.** When an ad that can be targeted directly to a segment and/or individual is inserted into live, traditional TV programming and served through a set-top box.

**Linear TV or Traditional TV.** Programming broadcasted via over-the-air, satellite, or cable TV at a prescheduled time on a specific channel.

## M

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**Made-For-Advertising (MFA).** Websites created solely for hosting advertisements and generating traffic through social media platforms. While they are not legally classified as ad fraud, they mislead users into paying for ad impressions and clicks that are not a result of actual engagement.

**Managed Service.** When a third-party, such as an agency or platform partner, will manage and operate your advertising campaign for you, acting as an extension to your team.

**Multi-channel Network (MCN).** A stand-alone company that leverages digital video platforms to enable content producers to program, promote, monetize, and distribute their content, as well as offer technical assistance in exchange for a percentage of the ad revenue earned.

**Multi-channel Video Programming Distributor (MVPD).** A service provider that delivers video programming services via cable, satellite, or linear broadcast to consumer TVs for a subscription fee.

## N

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**Native ads.** A type of online advertisement that matches the look, behavior, and function of the media format they appear in.

## O

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**Online Video (OLV).** An ad format referencing video advertising that runs before, during, or after video content across web browsers and apps on desktop and mobile devices (as opposed to CTV devices).

**Order Management System (OMS).** A tool to help buyers and sellers track and manage linear TV and digital video contracts and insertion orders.

**Outstream Ads.** Type of video advertisements that begin playing with the sound off and viewers can tap the ad to unmute the video.

**Over-the-top (OTT) Aggregators.** Third-party OTT platforms that allow users to view and stream content from multiple sources in one place.

**Over-the-top (OTT) Device.** A device—such as Apple TV, Chromecast, Amazon Fire TV Stick, and Roku—that connects to a TV to deliver OTT streaming video.

**Over-the-top (OTT) Streaming Video.** Content that is continuously delivered via the Internet to a connected device without the need for set-top boxes or converters.

## P

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**Pixel.** The smallest unit of measure that is placed on a web page, email, or advertisement.

**Prebid.** A feature of products designed to enable publishers to implement header bidding directly on their sites and manage demand partners (bidders).

**Prebid Timeout.** The timeframe within an auction where bidders must respond after receiving a bid request. Prebid accepts only the responses that arrive within that timeframe.

**Private Marketplace (PMP).** RTB environments where publishers make inventory available to only a select group of advertisers or buyers.

**Private Marketplace Packages (PMPs).** The aggregation of high-value inventory bundles from publishers—curated to audience's and campaign objectives—that are not available in an open auction. PMPs can span genres, content types, and audiences.

**Probabilistic Modeling.** A measurement methodology that leverages behavior-based consumer panels and extrapolates to create scale and predict similar behaviors in larger numbers of consumers.

**Programmatic.** Leverages technology to automate and enhance the real-time ad purchasing process. This enables the delivery of tailored and relevant experiences to consumers in various channels.

**Programmatic Buying.** The use of automated technology for the CTV/digital advertising buying process to serve ads to precise audiences whenever and wherever they are watching. Programmatic buying allows for more control over inventory, ad placement, and optimization.

**Programmatic Guaranteed.** A form of programmatic direct deal that involves communication between a publisher (seller) and an advertiser (buyer). The publisher offers a set of impressions, while the advertiser commits to a previously agreed price for the buy.

**Programmatic Inventory Metrics.** The main measurements—including impressions, designated market area reached, and cost (CPM)—are used for tracking ads delivered via digital platforms.

**Programmatic Selling.** The use of automated technology for publishers to sell inventory to an advertiser through a media exchange, making ad impressions available through supply-side platforms.

**Programmatic Trading.** The practice of fully automating both the buying and selling of digital and CTV media through automated technology with no human intervention.

**Programmatic TV.** Automated ways of buying and selling television ads, leveraging DSP and SSP platforms.

**Publisher.** An organization that creates and/or prepares content for public distribution or sale via one or more media types.

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## R

**Real-Time Bidding (RTB).** An industry standard protocol that creates a marketplace for the real-time buying and selling of ad inventory.

**Retail Media Network (RMN):** A retail media network is an advertising business set up by a retailer that allows advertisers to buy advertising space across the retailer's online properties and throughout the open internet, using shopper data to connect with consumers across the entire buyer journey.

**Re-Targeting.** An advertising method utilizing data to identify users who have previously visited a website to re-target advertisements and drive them to return to that website.

**Return on Ad Spend (ROAS).** A KPI that measures the effectiveness and profitability of an ad campaign.

**Return Path Data.** TV viewing metrics that come from set-top boxes in cable and satellite subscribers' homes, enabling audience measurement and addressable advertising capabilities.

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## S

**Second-Party Data (Second-Party).** Similar to first-party data in terms of accuracy, but second-party data is information that comes from a trusted source that is not proprietary; instead, it is purchased directly from the company that owns the data.

**Second Price Auction.** In the context of Real-Time Bidding (RTB) auctions the victorious bidder pays a sum one unit higher than the second-highest bid, rather than the exact amount they bid initially. This ensures that the ultimate cost of an ad impression aligns with its genuine market worth and consequently establishes a more consistent and foreseeable pricing environment for both advertisers and publishers.

**Self Service.** When advertisers sign up to use an advertising platform and have 100% control over your ad buys and campaign execution. A self-service platform allows you to manage everything from targeting to inventory, and measurement.

**Sellers.Json.** An IAB Tech Lab standard that provides additional information on direct sellers or intermediaries in the selling of digital advertising.

**Set-Top Box (STB).** A device used in traditional cable and satellite television systems to deliver programming to a television screen.

**Single Advertiser Spot Optimization (SASO).** Delivery of multiple ad versions for a single advertiser during a scheduled linear spot. The advertiser can serve multiple creative versions to different households.

**Site Index.** Percentage of an overall desired audience that a website reaches. Site index average = 100.

**Smart TV.** A television set with integrated Internet and interactive features that allow users to stream video content, over-the-top (OTT) content, and other online interactive media.

**Subscription Video On Demand (SVOD).** An Internet-based service that consumers subscribe to to access a catalog of streamed video content they can view at any time. Can be either ad-supported (AVOD) or not ad-supported.

**Supply Path Optimization (SPO).** A strategy that advertisers use to select the most efficient paths for the buying process and their access to supply.

**Supply Side Platform (SSP).** A programmatic platform that allows publishers to sell their inventory through an automated process. Publishers can set floor prices and bundle their inventory for private marketplaces.

**Supply Transparency.** Full visibility into supply mix and bidding activity. Advertisers may ask for a comprehensive list of sites on which their advertisements run, whether it be through a network or an exchange.

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## T

**Third-Party Data.** Data collected by a provider across different company websites, apps, surveys, etc. which advertisers or publishers can purchase and use for advertising. Because third-party data is not collected directly from an advertiser or publisher's website visitors or customers, there are many privacy regulations in place, and can be less accurate than first-party data.

**Third-Party Verification Tools.** Verification tools that are used to ensure digital advertisement campaigns are running as intended, and within brand-safe environments. Third-party vendors include but are not limited to MOAT, IAS, and DoubleVerify.

**Tracking Pixel.** A pixel whose purpose is to collect data and track information about an ad placement. It signals to an ad tracking system that an ad has been viewed or a web page has been clicked.

**Traffic Acquisition.** The process of obtaining high-quality traffic to attract users on a particular online platform.

**Traffic Shaping.** A technique used by SSPs and DSPs to manage the amount of bid requests and bid responses to optimize guarantee performance and improve latency.

**Traffic Sourcing.** When publishers look for more traffic to their websites if they have a high demand for ad impressions but not enough traffic to meet demands.

**TV Everywhere.** The ability to access live and/or on-demand video content from cable companies (MVPDs) through Internet-based services.

## U

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**Unduplicated Reach.** The ability to send video content to an intended audience across various platforms and channels, with the intelligence to know that the same person does not receive content at greater-than-intended frequency.

**Universal ID.** A unique user ID (created using IDs stored in cookies, and device IDs) allows Ad Tech companies to identify users across websites and devices.

**Unique Cost Per Click (UCPC).** The average amount of dollars spent per individual click on links in advertisements. Unique clicks include link clicks, clicks to view profile pages, likes, shares, and clicks to view media.

**Unique Identifier (UID).** A numeric or alphanumeric data string assigned to a device that enables ad targeting.

**Unique Impressions.** The number of views of an ad by households or IP addresses, removing duplication of ad views by the same viewer(s).

## V

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**Video Ad Serving Template (VAST Tag).** A standardized protocol that allows ad servers to communicate with video players. This piece of code is vital as video content can be delivered through many platforms and devices and it promotes consistency and compatibility.

**Video On Demand (VOD).** Video content that is enabled and consumed by the viewer at any time after its official release date or original air date and time.

**Video On Demand (VOD) Addressable.** When an ad that can be delivered to different audience segments (an addressable ad) is inserted into VOD content through a cable provider's set-top box. Note: not all VOD ads are addressable.

**Video Player Ad Interface (VPaid).** An IAB protocol that enables communication between a video ad and a video player. It is a two-way communication tool that helps with ad interactivity within in-stream formats such as nonlinear video ads and interactive linear video ads.

**Viewability.** IAB and MRC (Media Rating Council) standards for measuring views of digital content, that fulfill pixel, time, and video time requirements. This metric helps advertisers understand how often their ad appears where users could notice it.

**Virtual Multi-Channel Video Programming Distributor (vMVPD).** A content distributor that aggregates publishers, networks, and programmers and provides access to content—both live and on-demand—delivered via the Internet without the traditional set-top box.

## W

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**Walled Garden.** A closed ecosystem where all operations (including programmatic buying, servicing, and tracking) are controlled by the ecosystem owner such as Facebook, Amazon, and Google.

## Y

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**Yield Optimization.** Data analysis on behalf of media sellers to determine which inventory and products are performing well.

## Z

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**Zero-Party Data.** Zero-party data encompasses any data that a customer provides to a brand or company willingly and intentionally, including a customer's age or gender, purchase intent, and more. Most survey data, where a customer decides to tell a brand about their preferences, is a form of zero-party data.