

APPENDIX 6 : LIST OF GLOSSARY

ANNEX A : DEFINITIONS & TECHNICAL STANDARDS REFERENCE

| TERM | DEFINITION |
|----------------------------------|--|
| ABR (Adaptive Bitrate Streaming) | Automatic quality adjustment |
| HLS | Apple HTTP Live Streaming protocol |
| MPEG-DASH | International adaptive streaming standard |
| Multi-CDN | Multi Content Delivery Networks integration |
| Edge Caching | Latency and bandwidth optimization |
| Codec | MP3, AAC-LC, HE-AAC |
| Dolby Vision | HDR video standard |
| EBU R128 / ITU BS.1770 | Loudness standards |
| DRM | Digital Rights Management (CENC, SAMPLE-AES) |
| SSAI | Server-Side Ad Insertion |
| SCTE-35 | Standard ad signaling markers |
| SLA | Service Level Agreement 99.95% uptime |
| Elastic Scaling | Cloud-native resource optimization |
| MAM | Media Asset Management |