

Videa Glossary of Terms

Reference Guide

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Glossary of Terms

Use this glossary to define terms in the broadcast advertising industry. This is not an exhaustive list, but rather several terms that we at Videa feel are pertinent to our process.

Sources

This glossary was compiled from a variety of sources:

- AllBusiness Marketing glossary, <http://www.all-business.com/glossaries/marketing/4941810-1.html>
- ANA glossary, <http://www.ana.net/miccontent/show/id/kp-centro-abcs-programmatic-buying>
- Business Dictionary, <http://www.businessdictionary.com>
- Common Language in Marketing glossary, <http://www.marketing-dictionary.org/>
- Blue Onion media glossary, <http://blueonionmedia.com/glossary.php>
- Cox Reps Workflow Training Manual
- Glossary of online advertising terms, <http://www.onlineadvertising.net/glossary.html>
- IAB Wiki - Glossary of Interactive Advertising Terms, <http://www.iab.net/wiki/print>
- Internal Videa industry experts
- Internal Videa training documents
- Key Digital Marketing Terms, <http://www.dummies.com/how-to/content/key-digital-marketing-terms.html>
- Marketing Terms glossary, <http://www.marketingterms.com/dictionary>
- Nielsen Glossary, <http://www.nielsenmedia.com/glossary/index.htm>
- Online Advertising Glossary, <http://www.adglossary.com/>
- TechTerms.com, <http://www.techterms.com/>
- TVB General Glossary, <http://www.tvb.org/trends/4757>

Note: This document uses the following terms interchangeably:

-
- *Ad, advertisement, spot, and commercial*
 - *Station and broadcaster*
 - *Visitor and surfer* (digital content)

A

AAAA

American Association of Advertising Agencies. An association whose members are advertising agencies. Its membership produces approximately 75 percent of the total advertising volume placed by agencies nationwide. Also known as 4A.

Abandonment

Digital. When a user leaves a shopping cart with something in it before completing the transaction.

Above the Fold

Digital. Any area of a web page that is viewable without having to use the vertical scroll bar. Ad space in this area is usually more expensive since it is more likely to be viewed by a visitor. Also known as above the scroll.

Above the Scroll

See Above the Fold.

Acquisition Cost

And advertiser's cost to gain a new customer. Advertisers take into consideration the amount of revenue potential from a potential customer over a lifetime to determine the maximum acquisition cost.

Ad Allowance

A budget provided to the buyer by an advertiser for the purpose of advertising a product or brand.

Ad Blocker

Digital. Software on a user's browser which prevents ads from being displayed.

Ad Insertion

Also known as commercial insertion. The act of inserting an ad into the programming media. In the case of TV or radio, this is the act of airing the ad.

Ad Rotation

Digital. When a web page shows different ads each time it is viewed by a new person, or when the page is refreshed.

Ad Server

Digital. A computer that delivers and tracks ads independent of the website where the ad is displayed.

Ad Space

Digital. The space on a webpage reserved for advertisements. Typically, the ad space is at the top or bottom of a page if the ad is small, or on the right or left column if the ad is larger. The most desirable ad space is above the fold (above the scroll).

Ad Tech (digital)

Technologies that enable the automated buying and selling of advertisements. These include demand-side platforms (DSPs), supply-side platforms (SSPs), and companies that provide technology or data services for the delivery and targeting of digital ads.

Ad Tracking

Digital. A method used to check how many clicks an ad receives. A tool for discovering where the most revenue comes from, and how to better personalize ads to reach more customers, and encourage more new customers.

AdHub

AdHub is a proprietary product of eMediaTrade that enables the transaction of business between media partners.

Adjacency

An ad or program that immediately follows or precedes another.

Administrator

A person who has complete control over all aspects of configuration of a system. The administrator manages users, roles, and permissions and can take on any other role available in the system (for example, Seller or Buyer).

AdPlot Optimizer

A proprietary AdHub system that, given specific inputs, provides an output in the form of a Master Order (a schedule of ads that achieves the goals of the agency/advertiser). The AdPlot Optimizer is a "black box" to AdHub; only the inputs and outputs matter.

AdSense

Digital. Google's pay-per-click, context-relevant program available to blog and web publishers as a way to create revenue.

Advertiser

Organization or person who pays for the production, execution, and placement of an advertisement.

Advertising Channel

Media channel used in an advertising campaign.

Advertising Weight

A measure of advertising support for a brand, expressed in terms of print impressions, or the number of radio or TV spots employed in its

promotion.

Adwords

Digital. Google's pay-per-click advertiser program.

Affidavit

A notarized legal instrument, issued along with seller's invoice, that confirms the date, time, length, and rate of the insertion of an ad. The affidavit confirms that the ad ran at the time stated on the invoice. Also known as an invoice.

Affiliate

A television station that grants a network use of specific time periods for network programs and ads for compensation. The remainder of the day is programmed locally. Affiliates are not owned by the network. Affiliates owned by a network are known as O&O stations.

Affiliate Marketing

Digital. A type of advertising system based on the CPA (cost per acquisition) payment method where websites run banners for free, and get paid on any sales or registrations that result from visitors clicking on the banner.

Agency

An organization acting as an agent for an advertiser devoted to developing and placing ads for the advertiser. The agency (advertising agency) represents an advertiser in the process of buying media. The agency typically takes a commission (commonly 15% or less) on the gross cost of each ad. The commission is typically paid as a discount on the invoice from the media partner to the agency. The agency bills the advertiser the gross amount of the invoice.

Agency Holding Company

A parent corporation that controls a network of companies, including advertising agencies, media agencies, barter, public affairs, data management, communications, etc.

Agency of Record

The media agency that contracts with an advertiser to purchase advertising space and time on its behalf.

Aggregation

Digital. Gathering information from multiple websites, to let the websites remix the information gathered; for example, by republishing all the news related to a particular keyword.

AI

Adobe Illustrator document. See also specs.

AIDA

Attention, Interest, Desire, and Action. The historical model of how advertising works by getting the consumer's attention, peaking their interest, tweaking their desire for the item or service advertised, and sparking an action.

Alpha Channel

A channel that stores transparency information. This acts as a stencil which “cuts” an image from the background. See also specs.

AOR

see Agency of Record.

API

Application Programming Interface or Application Program Interface. The API allows programmers to use predefined functions to allow software

components to communicate with each other, instead of writing them over each time. For example, AdHub and the AdHub AdPlot Optimizer have APIs so they can pass data between them.

Appending a Log

The practice of adding new content into the station automation software for playback. Logs before loaded to automation. Automation generates as-run files, which are then posted and billed.

As-Run Data

The date, time, and length that an ad insertion aired on a media partner. This differs from an affidavit in that it is informational and not a legal document. As-run data is typically delivered from one day to a week after an ad insertion. As-run data populates affidavits and invoices. The file contains all client ads as they played out in automation.

ATD

see Automated Trading Desk.

Attribution

Attempts to quantify the influence that each advertising impression has on a consumer's decision to purchase (also known as conversion). This visibility into the influences on an audience allows advertisers to target specific media, times, and advertising channels to maximize the dollars spent on a campaign.

Audience

A group of households or individuals who are attending, listening to, or watching something. The term is often used to indicate viewers of a television program or another advertising medium. Audience measurements are expressed as percentages, or as estimated numbers of households or individuals watching a program.

Audience Composition

The distribution of a broadcaster's audience by demographic group.

AUR

Average Unit Rate. The average cost per daypart for the spots aired during a campaign.

Automated Trading Desk

Digital. Also known as an Agency Trading Desk. A trading entity used for buying and reselling online advertising space, controlled by an agency holding company.

Avail Code

A code assigned to a program or time period for placing ads on a log and for keeping track of the number of ads available to sell.

Avails

Availabilities. Unsold spots available for sellers to sell to buyers or advertisers. Also refers to a seller's submission of program and rating estimates for advertising planning and buying.

B

B2B

Business to business. A business model where a business' main customers are other businesses.

B2C

Business to consumer. A business model where a business' main customers are end consumers.

Banner

Digital. A graphic on a webpage that is usually hyperlinked to an advertiser's website.

Banner Burnout

Digital. The point at which a banner has been shown to the same website visitors so often that the clickthrough rate drops dramatically. Rotating banners helps to reduce banner burnout.

Barter

Commercial breaks that have already been sold by a syndicator and arrive to the broadcaster ready to air along with program content. Also referred to as barter breaks.

Behavioral Targeting

Digital. A technique used by online publishers and advertisers to increase the effectiveness of their campaigns. This technique 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 ads to display to that individual. Practitioners believe this helps them deliver their online ads to the users who are most likely to be influenced by them.

Below the Fold

Digital. The placement of an ad in the area on a website that requires the surfer to scroll to see. Also known as below the scroll.

Below the Scroll

See Below the Fold.

Billboard

Five- or ten-second sponsorship opportunities sold within a program (for example, News, Weather, Traffic, Closed Caption). The billboard is

positioned adjacent to the sponsored segment within the program.

Billing

Billing can mean the amount of money the broadcaster has on the books. This allows them to see where they stand against the budget or forecast. It can also represent the actual act of sending invoices to 'bill' the client. This is usually done weekly, at the end of the broadcast month, and at the end of the calendar month. Business offices are usually asked to demand bill for clients who need an invoice as soon as a flight has ended (usually political advertisers).

Bits Per Second (bps)

Digital. A measurement of throughput, or how much data (bits) can be transferred through a network connection in one second. When the amount goes over one million bps, it is referred to as a megabit per second (mbps).

Blacklist

Also known as the hit list. The client (advertiser) has specified that their ads will never air in the blacklisted program due to controversy or inappropriateness.

Bonus Spot

An ad provided to an advertiser at no charge simply as fill or to raise the overall audience delivery of the schedule, for whatever reason. Bonus ads can have political advertising ramifications: If a bonus ad airs in the same program as a political ad, the political advertiser can demand equal treatment, and the station must rebate the amount the political campaign spent on that ad.

Bookend

A pair of 15 second spots where one airs at the beginning of a commercial break and the other airs at the end.

Bounce Rate

Digital. Represents the percentage of visitors to a site who "bounce" away to a different site, rather than continue on to other pages within the same site. Used in web site traffic analysis.

bps

See Bits Per Second.

Break Position

Can mean several things: (1) An ad run between two programs, rather than inside a program. (2) The position a spot is placed within a break. First position is often reserved for station promotion. (3) The position of a break within a program. Most often used with sporting events.

Broadcast Calendar

The calendar used in the advertising industry for billing and planning purposes. Under this system, the standard week begins on Monday and ends on Sunday. The broadcast calendar does NOT align with fiscal or Gregorian calendars. It does conform to a uniform billing period and typically ends on the last Sunday of the calendar month.

Broadcast Coverage Area

The geographic area that receives an over-the-air signal from an originating television station.

Browser

Digital. A software program that can request, download, cache, and display documents available on the Internet.

Budget

Buyer: The dollar amount to be spent in each market. Seller: The amount of money a broadcaster is expected to bill within a month, quarter, or year.

Bug

Station or network logo displayed somewhere on the screen. If the bug is up for four seconds or longer, it counts as station identification.

Buyer

A person authorized to place schedules for advertisers. The buyer purchases advertising space from a media partner.

Buying Service

An organization primarily engaged in purchasing media for ads.

C

CAB

Cable Advertising Bureau.

Cache

Digital. A type of computer memory that stores previously accessed documents locally so they can be accessed faster if they are needed again. When you go back to a web page you visited previously, much of the page's content is accessed from your browser cache instead of reloaded from the server, decreasing the time it takes to load the page.

Cache Bursting

Digital. This process adds a random number to the banner HTML each time the page reloads. This causes a separate banner request to be sent to the server, insuring that the banner is not cached and banner advert-

isement impressions are not undercounted. Also known as defeating cache.

Call Letters

The name of a station. Assigned by the FCC, the general rule is that stations east of the Mississippi River begin with a W (for example, WABC in New York) and those west of the river begin with a K (for example, KUSA in Denver).

Campaign

A specific advertising effort on behalf of a particular product or service which extends for a specific period of time. Campaigns link together multiple orders for specific advertisers.

Cart

See house number.

CASIE

Digital. Coalition for Advertising Supported Information and Entertainment. An advertising industry trade group founded by the Association of National Advertisers (ANA) and the American Association of Advertising Agencies (AAAA) for the benefit of those involved in the interactive advertising industry.

Change Order

A change to an existing order (for example, a change to the flight dates).

Class of Time

Priority in which an advertisement is purchased. The higher the priority, the lower the likelihood of the ad being pre-empted.

Click-Through Rate

Digital. The percentage of impressions that resulted in a visitor. Calculated by dividing the number of clicks by the number of impressions. For example, if a banner was clicked 157 times after being displayed 1000 times, the banner would have a click rate of $(157 \div 1000 = .157)$ or 15.7%. This is known as the banner's click-through rate. Usually a number above 5% is considered very good while the standard for graphical banner ads is around 0.25%.

Click Fraud

Digital. Using a computer program or automated script that clicks on a particular pay-per-click ad, without any real interest in the ad, for the purpose of driving up the cost of the ad.

Click Rate

Digital. The percentage of impressions that resulted in a click through. See also click-through rate.

Clicks

Digital. The number of click-throughs as a result of a user clicking on an ad, video, etc., and being redirected to an advertiser's web page.

Clock Trigger

Causes an event to happen at a specific time regardless of what is happening. A common reason why a viewer sees clipped video.

Commercial Insertion

See ad insertion.

Confirmation

A statement given to ad agencies when accepting an order for an ad or media schedule. Also known as contract and confirmation contract.

Confirmation Contract

See confirmation.

Content-Targeted Advertising

See Contextual Advertising.

Contextual Advertising

Digital. An ad is shown on a website that is "in context" to a company's specific product or service. Also known as content-targeted advertising.

Contract

See confirmation.

Conversion

See attribution.

Cookie

Digital. A small file sent from a web server to a local computer that stores information unique to that browser. Often used by advertisers to keep track of the number and frequency of ads shown to a visitor or by sites to help them determine the number of unique visitors to their site.

Copy

The actual piece of creative product that is to air during an advertising campaign (in other words, the advertisement itself).

Copy Deadline

The time of day the copy instructions and actual commercial material must be in-house to air on a log.

Copy Instruction

The written document instruction to a broadcaster that defines which ISCI codes should air on which buys.

Cost Per Acquisition

Digital. A digital payment method where advertisers pay for every sale or acquired client. This is an ideal method of payment for advertisers who want to guarantee only the number of customers generated as a result of an ad.

Cost Per Action

Digital. A metric for measuring the effectiveness of an online advertising campaign. Calculated by dividing the total cost of the campaign by the number of desired responses (actions).

Cost Per Click

Digital. A digital payment method where the advertiser pays for the traffic that goes to their website. Prices are typically set at a price per click. This is an ideal method of payment for advertisers who need to guarantee that they only pay for those surfers who click on the ad link or banner and go to their website.

Cost Per Inquiry

See Cost Per Lead.

Cost Per Lead

Digital. A digital payment method where advertisers pay for every lead or customer inquiry that results from a visitor clicking on a their ad. This is an ideal method of payment for advertisers who want to guarantee only the number of potential customers with an interest generated as a result of an ad.

Cost Per Sale

Digital. A digital payment method where advertisers pay whenever a visitor who clicked on their ad generates a sale. This is an ideal method of

payment for advertisers who want to guarantee only the number of paying customers as a result of an ad.

Cost Per Transaction

Digital. A digital payment method where advertisers pay whenever a visitor who clicked on their ad generates a transaction (usually a sale). This is an ideal method of payment for advertisers who want to guarantee only the number of paying customers as a result of an ad.

Coverage Area

The number (or percentage) of TV households that could receive a program. Coverage refers to the ability to view, not actual viewing.

CPA

See Cost Per Acquisition and Cost Per Action.

CPC

See Cost Per Click.

CPI

See Cost Per Inquiry.

CPL

See Cost Per Lead.

CPM

Cost Per Thousand. The buyer's cost to deliver a specific ad to 1,000 people or homes. CPM is calculated by: $\text{Media Cost} \div \text{Gross Impressions}$.

CPP

Cost Per Point. The buyer's cost to deliver a single rating point (one percent of the target audience within a specific geographic area). CPP is calculated by: $\text{Average Unit Cost} \div \text{Rating\%}$ or $\text{Totals Schedule Cost} \div \text{GRPs\%}$.

CPS

See Cost Per Sale.

CPT

See Cost Per Transaction.

Crawl

See ticker.

CTR

See Click-Through Rate.

CUME

Cumulative Audience. The total non-duplicated audience for one or a series of programs or time periods. Also known as reach or unduplicated audience.

D

DARE

Direct Agency / Rep Exchange. An open-standard format that allows TV buyers and sellers to exchange orders, offers, revisions, and confirmations.

Dayparts

Time segments that divide the day for ad scheduling purposes. These segments typically reflect a station's programming patterns. The most common dayparts are Early morning, Daytime, Early fringe, Early news, Prime access, Prime, Late news, Late fringe, and Overnight.

Defeating Cache

See Cache Bursting.

Demand-Side Platform

Digital. A technology that allows advertisers and agencies to buy digital ads in an automated way.

Demographics

Audience composition based on various socioeconomic characteristics such as age, sex, income, education, household size, occupation, etc.

Demos

Demographic breakouts. Some of the most common used are Adult 25-54 and Adult 18-49.

Diary Markets

Markets where audience data is collected by respondents recording demographic information over a specified period of time for a fee. Respondents are asked to record viewing, listening, reading, and purchasing habits of each family member. If the records are kept accurately, the technique provides very detailed information about who makes up an audience. Diary markets receive four Nielsen books each year: February, March, July, and November.

Digital Body Language

Digital. The electronic or online activity of a surfer, such as web visits, email opens/forwards, form completions, document downloads, etc., that reveal interest and intent just as a person's body language reveals interest and intent in face-to-face situations.

Direct Response

An advertisement that seeks direct and prompt response from the viewer by showing telephone numbers, websites, or other means of getting the viewer to order or inquire about the products or services shown.

Discrepancy

A difference between station billing and the original order.

DMA

Designated Market Area. A way of designating particular geographic markets, often ranked by size of population. As defined by Nielsen: An exclusive geographic area in which the home market stations are estimated to have the largest quarter-hour audience share.

DMZ

A location that is neither accessible directly to or from an internal network nor from the Internet.

Double Barter

See single barter.

Double Spot

Running two ordered spots in one program on the same day.

DOW

Day of the week.

Drop-In Ad

A local commercial inserted into a national program. Also, a local message inserted into a larger advertisement (for example, for a local dealer or retailer).

DSP

See Demand-Side Platform.

Duopoly

When two stations in the same DMA are owned by the same party. Though once forbidden by the FCC, the rules surrounding duopolies have

been relaxed recently.

Dynamic Content

Digital. Information in web pages, Flash movies, email, e-newsletters, etc., that changes automatically based on database or user information. When used effectively, this content targets the user's specific needs, providing what they are looking for, when they are looking for it, and in the format they have asked for.

E

Earnings Per Click

Digital. Calculated by dividing the total earnings by the number of clicks.

Earnings Per Visitor

Digital. Calculated by dividing the total earnings by the number of visitors.

Efficiency

Relationship of media cost to audience delivery.

Election Windows

Periods of time when political advertisers are guaranteed the Lowest Unit Rate (LUR) in all ordered areas by class of time. This period is typically 45 days before a primary election and 60 days before a run-off or general election.

Electronic Order

The XML or other electronic representation of a contract between a buyer and media partner (seller) specifying a schedule of ad insertions.

EPC

See Earnings Per Click.

EPS

Encapsulated Postscript. Files that usually contain vector data - mathematical equations form the images, instead of pixel data that maps the image pixel by pixel. EPS files are not compressed as JPG files are. See also Specs.

EPV

See Earnings Per Visitor.

Exclusivity

Digital. Occurs when an advertiser requests that ONLY their banner or text message be shown on the desired pages. Publishers charge more for this since, since it limits the number of advertisers they can accept for those pages.

Exit Console

See Exit Exchange.

Exit Exchange

Digital. An arrangement between two or more sites where each site shows ad for the other sites in exchange for the others doing the same. Also known as reciprocal exit swap.

Exit Traffic

Digital. A type of web traffic where visitors leaving a site click on a popup or pop-under ad (also known as an exit console).

Extramercial

Digital. Banner ads placed in the extra space in the right column of web pages.

F

FCC

Federal Communications Commission.

FEC

Federal Election Commission.

Fill

The practice of filling open time on a log before appending to automation. Fill Spots are used for clients, promos, or PSA spots.

Flash

Digital. A software plugin that enables browsers to play multimedia animations. Some rich media ads require users to have this plugin.

Flight

A scheduling tactic that alternates between periods of advertising with periods of no activity. The flight is a subset of an order's overall start and end dates. For example, you place an order that starts on October 1st and ends on October 28th. Within that order, there are defined flights of October 1 to October 7 and then again on October 15 to October 28, skipping the week of October 8. The process of creating these patterns is called flighting.

Flighting

See flight.

Floating Ad

Digital. An ad that appears within the main browser window on top of the page's normal content; appearing to "float" over the top of the page.

Follow Trigger

Waits for the previous event or clip to end and then plays out.

Forecasting Demand

Forecasting demand requires reviewing the historical booking trends and the pace of booking a forecast by days prior to air, program, rating estimate, what is currently on the books, etc. For example, 60 days prior to air for a segmented order the inventory is 75% sold out with X spots and X dollars on the books. Given the historical trending as well as the current circumstances, what is our anticipated demand for the available time prior to air? Key factors: Days prior, DOW, and month.

Forecasting Supply

Forecasting supply requires using the historical actuals and current availability to produce a forecast by broadcaster, program, political, special event, etc. For example, historically, the late news has X spots available, but one week prior to the November election in 2012, additional spots became available due to trimming news and promotional time. Key factors: Local vs. national, days prior.

Fragmentation

The increasing number of audience subdivisions which constitute total TV usage. TV audiences are fragmented, for example, across broadcast networks, cable networks, syndicated programs, DVR, internet, DBS, etc.

Frequency

The average number of times households (or persons) view a given program, channel, or advertisement during a specific time. Frequency is calculated by: $\text{GRP\%} \div \text{Reach\%}$. See also Frequency (digital).

Frequency (digital)

Digital. The number of times the same ad is shown to the same visitor during a particular session or time frame. This can be monitored using cookies.

Fulfillment Rate

The percentage of ads ordered that actually air during a fixed period of time. The fulfillment rate may be expressed as raw number of ads or in terms of the target audience available at the time of the ad's airing.

G

GAA Rating

Gross Average Audience Rating. The sum of the percentage of households or persons tuning or viewing during the average minute of each telecast of the program, including repeat telecasts during the reporting interval. Duplicated tuning and viewing to the same program (or its repeat telecast) by the same household during the report period is counted each time.

Geotargeting

Digital. Showing ads or content based on the physical location a user is accessing the Internet from.

Gross Audience

The total number of households or individuals in a television audience viewing for two or more time periods within a schedule of programs without regard to duplication. For example, individuals are counted twice in gross audience if they appear in the audience of two of the spots or programs within the schedule.

Gross Impressions

The total number of households (or persons) exposed to an advertising schedule. Two gross impressions could mean the same person was in the audience on two occasions or that two different people were exposed only once. Gross impressions are calculated by: $\text{GRPs\%} \times \text{Universe (000)}$.

GRPs

Gross Rating Points. The sum of all ratings for all programs in an advertising schedule. One ratings point equals one percent of the total audience. This is often referred to as the currency of TV. For example, 10 ads each with a 10 rating would produce a total of 100 GRPs. GRPs are calculated by: $\text{Ratings\%} \times \text{number of spots}$, or $\text{Impressions (000)} \div \text{Universe Estimates}$.

GTRPs

Gross Television Rating Points. GTRPs are calculated by: $\text{Reach\%} \times \text{Frequency}$.

H

Headline Number

A unique number given to each order as a reference, facilitating rep firm and broadcaster communication.

Hiatus

A period in a campaign when an advertiser's schedule is suspended for a short period of time, after which the schedule resumes. For example, between campaign flights.

Hit

Digital. A request made to a web server for a page, graphic, audio, or sound file. A web page with five graphics creates six total hits in a server

log file; one for each graphic and one for the page itself. While useful for estimating the load on a server, hits serve little value to advertisers or marketers and are often confused for clicks. There are always more hits than clicks to any page (assuming that there is at least one graphic on the page).

Hit List

See blacklist.

Home Page

Digital. The page designated as the main point of entry of a website or the starting point when a browser first connects to the Internet. 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. Also known as the main page.

Horizontal Rotation

The scheduling of advertising in the same program or time period on different days each week to increase advertising exposure to different prospects.

Hot Link

Digital. Linking to an image stored on another site to appear as if it is on the original site. If done without permission, this is considered unethical, since it increases the bandwidth usage on someone else's site.

House Ad

Digital. A banner ad that a website publisher runs when no paying ad is available to fill the space.

House Number

A series of letters, numbers, or a combination of each, that identify a specific video clip. Used for programs and spots on the log and in automation.

Household Impressions

The number of households (homes) exposed to an ad or to a group of ads.

Households

A household represents a single subscriber unit for a cable company. In media research, a household is thought of as an occupied housing unit: an individual or group of individuals occupying a house, apartment, group of rooms, or a single room.

HTML

See HyperText Markup Language.

HUTs

Households Using Television. Defines the number of television homes using one or more television sets during a specified time period.

Hyperlink

Digital. HTML code that, when clicked, redirects the visitor to another web page. Most banners and text links are hyperlinked to the advertiser's web page.

HyperText Markup Language

Digital. The language that controls the format of documents and images on the Internet.

I

IAB

Interactive Advertising Bureau. Digital. One of the leading authorities on online advertising with an active trade association with over 300 member companies in the US alone. IAB evaluates and recommends standards and practices, fields research to document the effectiveness of the online medium, and educates the advertising industry about the use of online and digital advertising.

Impressions

The number of households (homes) or individuals exposed to an ad or a group of ads. See also Impressions (digital).

Impressions (digital)

Digital. The number of times a banner or text ad was requested and presumably seen by surfers. Often it is difficult to obtain an accurate impression count because they can be undercounted due to issues relating to cache, or overcounted due to requests that were not completed.

Incentivized Click

Digital. A type of click-through where the person clicking on the ad does so to receive some reward.

Index

In the case of AdHub, an adjustment calculated through an eMediaTrade proprietary probability analysis of aired ads across a multitude of campaigns.

Indexing

In the case of AdHub, the process of calculating an adjustment using the eMediaTrade proprietary probability analysis of aired commercials across

a multitude of campaigns.

Insertion Order

A request for a specific schedule of ads to air on a specific media partner. Insertion orders are bounded by dates and may contain one to several hundred detail lines.

Insertion Order (digital)

Digital. A online or printed document that specifies the terms and conditions involved in an online advertising campaign.

Intermercial

Digital. A short video ad presented to online users between web pages while waiting for the next page to load. Also known as Midroll. See also Preroll and Postroll.

Intermercial Ad

See Interstitial Ad.

Internet

Digital. The 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.

Interstitial Ad

Digital. An intrusive type of ad that loads between web pages without having been requested by the visitor. Similar to superstitials except they do not load in the background. Also known as transition ads, intermercial ads, and splash pages.

Inventory

Commercial spots available on a station. Also known as avails. See also Inventory (digital).

Inventory (digital)

Digital. The number of ad spaces available for sale on a website during a certain time frame. This number is determined by considering the number of ads on a page, the number of pages with ads, and the number of page views during a specific time frame.

Invoice

An electronic document that lists in detail the date, time, length, and rate of an ad insertion. It may be delivered in the SpotData/Donovan Invoice format. The terms invoice and affidavit are typically used interchangeably.

IP Address

Digital. The numeric address (in IPv4, expressed as four sets of octets, i.e., 66.98.217.176) that is translated into a domain name (www.veea.tv) by a domain name server (DNS). Each server connected to the Internet is assigned a unique IP address.

ISCI Code

Industry Standardized Commercial Identifier code. Identifies ads for airing for commercial television stations, ad agencies, video post-production houses, radio stations, etc.

J

JPG

Joint Photographic Experts Group. A compressed raster file. It does not support alpha channels or paths. Also known as JPEG files. See also specs.

K

Kart

See house number.

Keyword

Digital. A word or phrase entered into a search engine in an effort to get the search engine to return matching and relevant results. Many websites offer ads based on keyword targeting, so that an advertiser's ad only shows when a specific keyword is entered. For example, Google search ads are keyword targets.

Keyword Density

Digital. The measurement of how frequently a given keyword appears within a web page. Too high a density can result in a web page being classified as spam, while too low a density can cause a page to not be indexed for the given keyword.

L

Landing Page

Digital. The page on a website where the surfer is taken after clicking on an ad. While this can be any page, it is often a page that expands on the service or product mentioned in the initial ad.

Latent Bias

Refers to potentially unknown or hidden biases in the data which cannot be assessed. See also sample bias.

Lead-In

A program that immediately precedes another program (without a commercial break) on the same station or network.

Lead-Out

A program that immediately follows another program (without a commercial break) on the same station or network.

Live Plus Ratings

A Nielsen term for live ratings plus seven-day DVR playback activity.

Live Plus Same Day Ratings (Same Day Ratings)

A Nielsen term for live ratings plus DVR playback activity until 3AM of the same Nielsen day.

Live Ratings

A Nielsen term for ratings reported as strictly live with no DVR playback activity.

Local People Meter

An electronic audience measurement technique that provides continuous overnight demographic information. This method provides audience measurement all year, not just during sweeps months, and provides household and demographic information with a larger sample size than with the diary method. LPM markets receive a Nielsen book each month.

Local Spot

Advertising purchased in a market and aimed only at the audience in that market.

Log

The daily broadcast schedule compiled by the broadcaster's traffic department and sent to station automation at least one day before air.

Log Deadline

The deadline for an advertiser to add or change anything on a log.

Lowest Unit Charge

See lowest unit rate.

Lowest Unit Rate

Congress has limited what a broadcaster may charge a political advertiser for air time during a specific period before a general, primary, or runoff election. During this period, political advertisers pay the lowest unit rate (LUR, also known as the lowest unit charge [LUC]), which is the lowest advertising rate of the broadcaster for the same class and amount of time for the same period. See also bonus spot.

LPM

See local people meter.

LUC

See lowest unit rate.

LUR

See lowest unit rate.

M

Main Page

See Home Page.

Major Television Market

Refers to one of the largest 50 television markets (DMAs) in the US in terms of the number of TV households.

Make-Up Weight

No-charge ads provided by a broadcaster to a buyer because the original ads failed to deliver the ratings points promised (in other words, the ad underdelivered), or because the ad was improperly aired. It is impossible to know if an ad has been underdelivered until the Nielsen overnight ratings are received. See also Bonus Spot and underdelivery.

Makegood

An ad offered by a station in place of a scheduled ad that was pre-empted.

Malvertising

Digital. The use of online advertising to spread malware.

Malware

Digital. Short for malicious software, any software used to disrupt computer operations, gather sensitive information, or gain access to private computer systems.

Master Order

A master order in broadcast contains the station, dayparts, programs, lengths, rates, etc., for a single broadcast seller. A master order is subdivided into traffic orders for each station. A campaign can contain multiple master orders.

Media Buyers

People at an advertising agency who analyze programs on the various stations in a market and buy the commercial time from the rep firms selling those programs. The media buyer is responsible for contacting the different rep firms and giving them information (or specs) which include the city, advertiser, product, dates of the advertising campaign, spot length, demographics, budget, and specific times of the day they want to place the commercial.

Media Channel

Specific medium used in reaching the intended audience, such as newspapers, radio stations, television stations, etc.

Media Modeling

The process of estimating audience behavior. Modeling is usually contrasted with the process of direct measurement in which meters, diaries, surveys, or coincidentals are used to measure viewing behavior. Typically, when viewing behavior is modeled, a set of measures is adjusted to represent a geographic area, demographic category, or consumer target for which there is no direct measurement. Modeling in the broader sense may include any mathematical technique for combining or imputing data, such as ascription, fusion, or weighting.

Media Planner

The person at an advertising agency who determines the most effective medium (television, radio, cable, print, or Internet) and the markets in which to launch an advertising campaign.

Mediaocean

An agency commercial stewardship system used primarily by top 50 ad agencies worldwide. The system covers media planning, buying, trafficking, reconciliation, and forecasting. Mediaocean develops and provides advertising software services for advertising agencies, media owners, advertisers, broadcast sales organizations (reps), and television networks. Also known as Mediabank or Donovan.

Meter

An automatic recording device which, when connected to a television set, monitors the tuning status of that set (set on/off, time, duration, and channel). The meter, however, cannot determine who is watching television, unless a feedback channel is active.

Metered Markets

Markets where the audience is measured using an electronic device, but no demographic information is captured. This method captures households

and what they are watching, but no other demographic can be captured. Metered markets receive four to six books each year, depending on the market. See also meter.

Midroll

See Intermercial.

Mnemonic Effect

Occurs when the receiver of an ad is persuaded to make a buying decision that is not in the best interest of the advertiser, creating a situation where the advertiser is actually stimulating the sales of their competition. Human brains group and associate different types of information to make it easier to remember information. These mnemonic techniques can stimulate our brain, and can result in improvements in memory. But it can also lead to undesirable consequences in advertising; especially in image advertising or branding. where the receiver of the ad is sometimes likely to associate the image or message viewed with products they are already using.

MO

See Mediaocean.

Modifications

Changes to the advertising schedule that occur after the broadcaster confirms the original order.

Multi-Price Functionality

A proposal that contains multiple options for pricing based on probability of clearance.

MVP

Minimum Viable Product.

MVPD

Multichannel Video Programming Distributor. A service provider that delivers video programming services, usually for a fee (in other words, pay TV). Examples are: cable TV systems, DBS providers, and wireline providers (Verizon FIOs, AT&T U-Verse, etc.).

MXD

MXD is a proprietary product of eMediaTrade that performs translations between media documents.

MyTerm

N

National Spot

A form of broadcast advertising where national advertisers, through their agencies or buying services, select 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.

Nielsen

A research firm that collects media usage data for broadcast TV, cable TV, and interactive advertising. This data is used to make decisions about which content to distribute and where to place advertising so that the target audience is best reached.

Non-Spot Revenue

Revenue garnered by a TV station through means which does not use station inventory; for example, a sponsored ticker.

NSI

Nielsen Station Index. Local market audience measurement reports.

NTI

Nielsen Television Index. National network audience measurement reports.

O

O&O Stations

Owned and Operated stations. A television station owned and operated by a national network. See also affiliate.

Orbit

A scheduling method where the advertiser's commercials are rotated among different programs and/or time periods. Also known as a rotation.

Order Processing System

Transforms an order from one format to another, then delivers the resulting order to media partners in a form that their back-office systems can consume.

OTO

One Time Only. Usually refers to a one-time special event.

Overnights

Audience data provided to metered marketing clients the day after the broadcast.

P

Package

A combination of spots offered as a group to an advertiser. A package is generally priced more attractively than the cost of each commercial unit individually. A package is also called a rotation or scatter plan.

PDF

Adobe Portable Data Format. Can be opened with Adobe Acrobat Reader, Photoshop, or Illustrator. See also specs.

Penetration

A proportion of households owning televisions or subscribing to cable.

Per Inquiry

See PI.

Persons Rankings

Ranking of TV programs based on the number of persons reached by demographic; for example, women 18-34.

Pheader

Refers to a document produced by the Donovan Net Pak system, commonly called a Package Header. This document is a quick way to deliver an RFP from an agency to a network sales organization. The data points it contains are: Agency, Client, Broadcast Year, Estimate Number/Campaign Name, Network, Package # and Package Title, Flight Dates, Budget, Guarantee Demo, CPM, alternate demos, and comments.

PI

Similar to direct response except that the campaign has no charge at the beginning. Advertisers track how many calls or sales they receive as a result of the broadcaster running their ad, and compensation is sent only if a sale is made.

PICT

When saved in 32-bit format, PICT files contain alpha channels and paths. This is a compressed file. See also specs.

Piggyback

A long commercial made up of two individual announcements for different brands or products placed back to back.

Plug-In

Digital. A software program installed and used as part of a web browser. Once installed, the plug-in application is recognized by the browser and its function integrated into the main HTML file being presented.

Pod

A group of ads, promos, or announcements contained in a program break.

Political Disclosure Statement

A legal document outlining the policies, procedures, deadlines, and other station information for all political candidates. Any political advertiser on a broadcast station must receive the disclosure statement from the station.

Pop Behind

Digital. An ad that automatically displays in a second smaller browser window behind the current window when loading or unloading a normal web page. Pop behind ads tend to cost advertisers more since their visibility is higher, but are considered less annoying than pop-ups by website visitors. Also known as pop-behind ads.

Pop Under

See Pop Behind.

Pop Up

Digital. An ad that automatically displays in a second smaller browser window when loading or unloading a normal web page. Pop up ads tend to cost advertisers more since their visibility is higher, but are often

considered annoying by website visitors since they are considered obtrusive. Also known as pop-up ads.

Post-Log Time

The exact time a spot ran in program break.

Postroll

Digital. A short video ad presented to online users after a web page loads. See also Intermercial and Preroll.

Pre-Emption

Not airing a scheduled ad. The buyer is usually offered a makegood or issued a credit.

Pre-Log Time

The time the station scheduled a spot to run in a program break, before its actual running. The spot may not run in this time as it is subject to change by the broadcaster.

Preroll

Digital. A short video ad presented to online users before a web page loads. See also Intercommercial and Postroll.

Price Sensitivity

Also known as price elasticity, price sensitivity is how a change in price affects the demand for a particular spot; impacted by days prior to air, program ratings, etc. Using price sensitivity, the Videa system can optimize the rate. For example, an advertiser is much more sensitive to an increase in price for a program in a less desirable daypart than in a high-demand daypart (like prime) due to the anticipated rating points. Key factors: Broadcaster, daypart, DOW.

Program Format

The programming vs. commercial load that belongs to a specific program. Includes the number of program segments, the length of each segment, the number of breaks, the length of the breaks, and the number of commercial avails.

Projection

The results of a sample used as a measure of the whole market. This bases future performance on past performance, with adjustments made for seasonal audience differences.

Promo

Promotion. A station ad; the station promoting itself.

Proposal XML

A standard for transmitting sales proposals between sellers and buyers of local broadcast TV, cable TV, and radio advertising. The consortium includes Mediaocean, eMediaTRADE, Harris RepLine, Marketron, NCC, and OneDomain.

PSA

Public Service Announcement. Messages in the public interest provided by the broadcaster without charge.

PSD

Adobe Photoshop Document. See also specs.

Psychographics

The study of personality, values, opinions, attitudes, interests, and lifestyles, focusing on interests, attitudes, and opinions. Psychographic studies of individuals or communities can be valuable in the fields of marketing and demographics.

Publisher

Digital. The web site operator. A publisher displays ads, text links, or product links on its website, in e-mail campaigns, or in search listings, and is paid a commission by the respective advertiser when the ad is displayed, clicked on, or the user takes a specific action such as filling out a form, making a purchase, or subscribing to a service.

PUTs

People Using Television. A measurement of the total number of people in the target audience who are watching television, sometimes qualified by demographic group. Usually expressed as a percentage.

R

Rate

The price set for an individual piece of inventory. This price is generally a function of the demand for the inventory combined with its expected audience delivery.

Ratings

The percentage of the entire audience (target universe) watching a specific media delivery vehicle (network, station, system, program, etc.) at a specific time. For example, if a target universe consists of 1,000,000 people 18-24 years old, and the content is exposed to 100,000 people 18-24 years old at 2:00PM, the rating among 18-24 year old people is 10.0. A rating should not be confused with share, which is a percentage of people using a media delivery vehicle at a particular time.

Ratings Point

A value equal to one percent of a population or universe.

Reach

The number of different homes (or people) exposed at least once to a program or ad across a stated period of time. Also known as the CUME or unduplicated audience. Homes (or people) exposed two or more times are counted once. The maximum reach is 100%. Reach is calculated by: $\text{GRPs} \div \text{Frequency}$.

Real-Time Bidding

Digital. An online auction process where media inventory is bought and sold in real time.

Rebates

Refunded dollars after air to meet the LUR (FEC) rules for political advertisers within the election windows.

Reciprocal Exit Swap

See Exit Exchange.

Remittance

The payment of an invoice.

Rentrak

A research firm that collects media usage data for cable TV using set-top box data. Rentrak syndicates this data to advertisers, agencies, and media partners. This data is used to make decisions about which content to distribute and where to place advertising so that the target audience is best influenced.

Rep Firm

Media sales representatives that represent stations in various markets for national ad sales. The rep firm is the middleman, selling the broadcaster's

commercial advertising inventory to the advertising agencies buying national airtime on behalf of their client advertisers.

Revisions

Changes to the original order, before the broadcaster's first confirmation. There can be many changes to the order before it is confirmed.

Rich Media

Digital. A type of ad technology that often includes richer graphics, audio, or video within the ad. Unlike static or animated banner ads, rich media ads often enable users to interact with the banner without leaving the page where it appears. Some popular types of rich media banners are created with HTML, Shockwave, and Flash.

Roadblock

Digital. An ad roadblock provides an advertiser the ability to own all of the page views on an online ad network, blog, website, or other online property for a specified period of time. They are most often used for important announcements and product or service launches. See also

ROI

Return on Investment. The measurement of the earning power of assets, typically expressed as a percentage of the amount invested.

ROS

Run of Schedule. Scheduling ads at any time of the broadcaster's choosing.

Rotation

The scheduling of advertising in the same program or time period on different days each week (horizontal rotation) or throughout a particular day (vertical rotation) to increase advertising exposure to different prospects.

RTB

See Real-Time Bidding.

S

Sample Bias

Bias due to lack of representativeness within a sample. Not to be confused with sample error. Unlike sample error, sample bias cannot be calculated statistically, but can only be established empirically by comparing two or more samples with different known compositions. See also latent bias.

Sample Error

Statistical measure of the possible deviation of a sample estimate from the true population value, assuming the sample to be representative of the population from which it has been drawn. Sample error is normally expressed as a margin of difference either side of the reported value within specified confidence limits (for example, an x% probability that the true population value lies within y units either side of the sample estimate). Sample error is not to be confused with sample bias, for which no parametric statistical assumptions can be made.

Saturation

The concentration of a heavy amount of advertising in a short period of time to attain maximum reach.

Scatter Market

Unsold national ad time on the broadcast networks that remains after the preseason up-front buying period. Advantage: The ad gains a greater net audience, or reach. Disadvantage: The seller may include less attractive spots in the schedule.

Search Engine

Digital. An application that helps Internet users find information. 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.

Secondary Event

An event attached to a video clip that causes a specific behavior on the playlist, such as the airing of a bug or a recording cue.

Segmenting Orders

Targeting the order to a specific broadcaster, day of the week, daypart, political, or special event. Key factors: Broadcaster, daypart, political, special event.

Sell-Through Rate

The percentage of ad inventory sold as opposed to traded or bartered.

Sell Out

The amount of inventory that has sold out for a particular program. Often expressed as a percentage. For example, The Voice is at an 80% sell out level (meaning they have 20% left of available inventory to sell).

Seller

An entity (person, organization, etc.) that offers advertising for sale and accepts orders for advertising on behalf of a media delivery vehicle (for example, television station, radio station, etc.).

SEM

Search Engine Marketing. Digital. Seeks to promote websites by increasing their visibility in search engine result pages.

SEO

Search Engine Optimization. Digital. Promoting a website through a search engine's organic listings.

Separation

The advertiser or station rules as to the length of time allowed between ads for the same advertiser. The industry standard is 15-20 minutes.

Advertisers can request/demand longer or shorter periods of time between their spots.

Share

Percentage of households that are tuned to a specific program at a specific time.

Share Percentage

Share percentage is calculated by: $\text{Rating\%} \div \text{HUT\%}$. See also share.

Single Barter

Terms that broadcasters and syndicators use to describe the amount of commercial time the broadcaster will air on behalf of the syndicator. This depends on the contract between the broadcaster and the syndicator. If the syndicated programming is pre-empted, the barter must be captured by the broadcaster and aired in commercial breaks within the same program on a different day; according to contract.

Skyscraper

Digital. A type of ad that is much taller than it is wide. Often used in columns of web pages where there is a lot of unused vertical space, but limited horizontal space.

Smartplus

A media planning system used primarily by small- and medium-sized advertisers and advertising agencies to manage advertising campaigns across multiple media, markets, and platforms. Smartplus is a product of Arbitron Inc., a media research firm.

Sounder

See station identification.

Spam

Digital. Unsolicited and unwanted commercial email, bulk email, or junk email.

Specs

Specifications. A document created by the station to communicate the format and delivery options for creative from an advertiser to a station. See also EPS, TIFF, JPG, PICT, PSD, AI, PDF, Alpha Channel.

Splash Page

See Interstitial Ad.

Sponsorship

The purchase of all or part of a television program by one advertiser.

Spot

The television time bought market-by-market by an advertiser who wants to promote their company or brand.

Squeezeback

Reducing program video size on the TV screen to air two video clips simultaneously.

SSP

See Supply-Side Platform.

Stacked Bookends

More than one set of bookends placed within the same commercial break.

Station Identification

The mandatory practice where a broadcaster identifies itself publicly on the screen. Must air for a minimum of four seconds every half hour in all programs except local news, and is not permitted to point to any website. The station ID can be sponsored. See also bug.

Station Universe

See universe.

Stinger

See station identification.

Superstitial Ad

Digital. A rich media ad that downloads in the background while a surfer is reading a web page. These ads then launch in a browser window only when it has completely downloaded. They are attractive to advertisers as they permit larger and more interactive ads than a traditional banner. Since they preload in the background, they are considered not quite as annoying as pop-ups and interstitials.

Supply-Side Platform

Digital. A technology platform that facilitates the management and monetization of online media inventory by media suppliers. SSPs offer ad impressions for sale to a range of ad exchanges and DSPs.

Sweeps

Ratings surveys when local markets are simultaneously measured by a rating service (for example, Nielsen). There are four four-week periods that make up sweeps: February, May, July, and November.

Syndicated Program

A program that is produced for national distribution, but which is shown on individual local stations rather than on a national network.

T

Target Audience

The audience most desired by advertisers in terms of potential product usage and revenue.

Television Households

An estimate of the number of households in a market with at least one television set.

Ticker

Pre-defined verbiage that scrolls across the bottom of the TV screen for informational purposes, such as weather or news highlights, or to prompt a viewer to do something specific (this is a sponsorable event on some stations, and is referred to as non-spot revenue).

TIFF

Tag Image File Format. An uncompressed file format that can hold a mask or alpha channel. These are known as raster or bitmapped images. See also specs.

Total Audience

The percentage of households tuning into a program for at least six minutes (Nielsen).

Trade

The exchange of quantities of a broadcaster's ad time for merchandise or services. See also barter.

Traffic and Billing System

A system that schedules ads, programs, and other information to create a log or daily schedule for a media delivery vehicle. It includes all facets of pricing, tracking inventory, continuity, billing, and co-op advertising. The traffic and billing system stewards an order from the original ingest into the system to the final invoice/affidavit.

Traffic Department

The department that keeps track of program logs, schedules commercials, etc.

Traffic Order

A translation of the larger master order, specifically customized for an individual station.

Transition Ad

See Interstitial Ad.

Triggers

Events attached to every video clip on the log which dictates automation behavior. Common triggers are follow, clock, and upcount to next.

TV Usage

The total viewing of all television in a market. TV usage is calculated by: HUTs + PUTs.

TVB

Television Bureau of advertising.

U

UD

See underdelivery.

Underdelivery

The delivery of fewer impressions or ratings than contracted for a specified amount of time. Underdelivery typically results in buyer-seller negotiations for make-up weight, no-charge spots to deliver the ratings points promised. See also makegoods, bonus spot.

Unduplicated Audience

Also known as CUME or reach. The number of unique individuals who have viewed a program at least once in the reporting period.

Unique Visitors

Digital. The total number of visitors to a website over a certain time period. The only way to accurately track this is to require each visitor to login with a unique user name to gain access to the site.

Universe

The population chosen for research study. Universe estimates are the estimated number of actual households or people from which the sample is taken and to which data from the sample is projected.

Universe Estimate

The estimated number of actual households or persons from which a ratings sample is taken and to which data is projected.

Upcount to Next

A manual trigger, where a person actually counts down to a button push to cause an event to play out.

Upfront

The first buying activity for broadcast, cable, or syndication programs. Upfront buying usually occurs in the spring after the new fall schedules are announced and presented to advertisers. Time not sold upfront is sold later in the scatter market.

URL

Uniform Resource Locator. Digital. The technical name for a web address. The URL allows you to locate services using the Internet.

V

Vertical Rotation

The scheduling of advertising throughout a particular day to increase advertising exposure to different prospects.

Videa Ratings for Beta

Videa's ratings for the beta release is calculated for early morning, day-time, access, and news (all shows that stay the same). We use the most recent Nielsen books as the Share books, adjusted for seasonality using the Nielsen HUT book. For example, if you are buying for January of 2015, we would use the May 2014 as the Share, adjusted seasonally to the February 2014 HUT book. The Videa ratings for beta are calculated by: $\text{Share} \times \text{HUT}$.

Viewability

Digital. A measure of the ads that actually display in the viewable part of a browser window.

ViP

Viewers in Profile. The local ratings book from Nielsen, issued after sweeps periods for every market in the US.

VPVH

Viewers Per Viewing Household. The number of viewing persons per household. Reported as per 1,000 households.

W

Website

Digital. A collection of hyperlinked web pages organized at the same domain name.

White List

Opposite of blacklist - the client (advertiser) prefers that their ads run in this program.

Z

Zapping

Changing the TV channel by remote control to avoid a commercial.

Zipping

Fast-forwarding through commercials when playing back a program on a DVR.