



CHEAT SHEET

The Connected TV Terminology Cheat Sheet for B2B Marketers.

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



Introduction.

Connected TV is currently one of the fastest growing channels in advertising—and it's not surprising. Connected TV ads are an effective way of reaching your target audience; they're highly targeted, unskippable, trackable, brand-safe ads that are guaranteed to make an impact. Let's set the record straight—this channel isn't only relegated to B2C brands who have historically made up a large proportion of television advertisers. The doors are wide open for B2B brands to access Connected TV's branding, performance and measurement bonafides, where digital meets the prestige of TV advertising.

As a B2B marketer, you know all too well that the industry is rife with jargon and technical acronyms, so let us do the legwork for you with this guide to the sometimes convoluted, ever changing world of CTV, one term at a time. If you're ready to start advertising on Connected TV, this is a great place to get to know us a bit better.



First Things First.

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

Connected TV

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

Also Known As...

We start with some terms you may have heard when people discuss CTV as a whole. Because it's relatively new, there are a couple competing labels that have cropped up. Rest assured, they mean the exact same thing.

IPTV

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

Over The Top (OTT)

OTT content goes "over" your cable box to give you access to TV content using an internet connection as opposed to a cable or broadcast provider.

Connected TV Devices.

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

OTT/CTV Devices

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

Smart TVs

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

Tablets, Phones, Desktops

With the proliferation of Connected TV apps like Hulu and Twitch, these gadgets have been transformed to mini-television sets.



Content, Inventory, & Formats.

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

Content Delivery Network (CDN)

Proxy servers that deliver content to audiences.

Direct to Consumer (DTC)

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

FASTS

Otherwise known as Free Ad-Supported TV Services, which allows users to watch ads rather than requiring a paid subscription.

FNAS

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

Full-Episode Player (FEP)

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

Hybrids

Hybrid subscription and ad-supported apps allow users to pay for a version of their services with fewer ads. Examples include Hulu or CBS All Access.

Live Streaming

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

Living Room Quality Connected TV

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

OTT Aggregators

Allows viewers to group multiple subscriptions under one umbrella with a single account, login, payment preference etc.



Content, Inventory, & Formats (Cont'd).

OTT Standalone Services

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

Video On Demand (VOD)

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

vMVPDs

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

Measurement Metrics.

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

CPP (Cost Per Point)

Measures how well your ads reach your desired audience. CPP is your total media cost divided by your GRP. It's what you're paying per gross rating point.

Cross Screen Measurement

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

Frequency

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

GRP (Gross Rating Point)

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

Reach

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

Target Rating Point

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



A Similar Offering.

We round out our list of terms with a type of advertising that is often confused for Connected TV advertising—Programmatic TV. And while it's close, it's not the same thing.

Addressable TV

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

Advanced TV

Refers to many forms of streaming TV content, including CTV and addressable TV, but is watched through a broadcast, cable or satellite connection on a TV.

Multi-channel Video Programming Distributor (MVPD)

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

Programmatic TV

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

SVOD

Subscription video on demand is a subscription streaming video service that allows user to have unlimited access to on-demand programs. Examples include Netflix and Hulu.

Related Terms.

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

Audience-Based TV

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

Available Bitrate

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

Co-Viewing

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

Encoded Bitrate

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

Linear TV

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



The More You Know.

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

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

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