

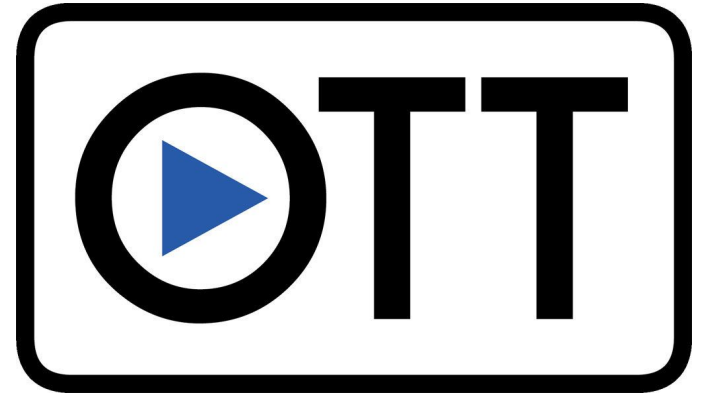
WRAY | WARD



Over-the-Top Television Platform Overview

11/30/20

- Introduction
- How and What Consumers Watch
- Growth Statistics
- OTT Benefits
- How to Market with OTT
- Measurement
- Vendor Profiles
- Glossary



Note: OTT is evolving quickly. This information is accurate as of November 2020.

Television has evolved dramatically in the past few years.

Consumers crave and digest content how and when they want it, on their own terms. Television is being viewed on 70-inch screens in living rooms with family, on phones while running on a treadmill, and on desktops and tablets during lunch breaks or when spending time with friends.

Over-the-top (OTT) television describes video content available directly to viewers via the internet. It allows advertisers to hit consumers all day every day through:

- Internet-enabled TVs (known as connected TVs)
- Desktops
- Tablets
- Mobile devices

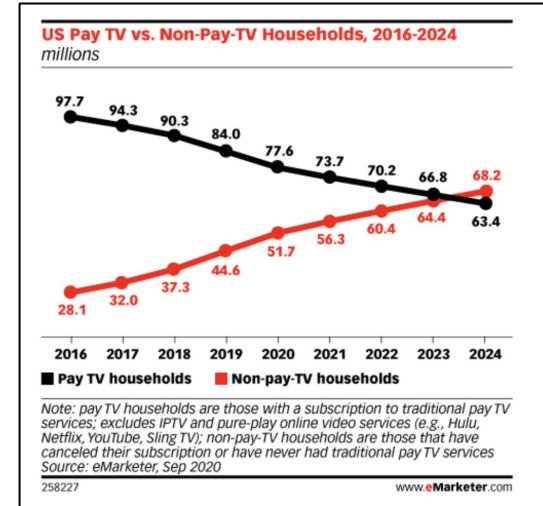
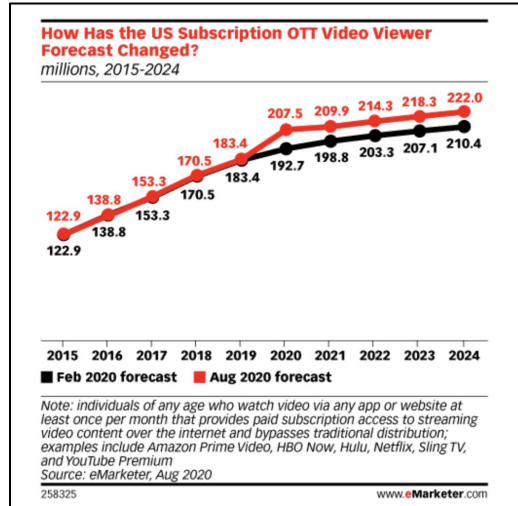


Cord-cutting is accelerating: In the United States, pay TV households (that subscribe to traditional services such as cable and satellite TV) will decline 7.5% this year. By 2024, cord-cutters and cord-nevers are projected to outnumber pay TV subscribers.

- Cord-cutters are people who previously paid for a traditional TV subscription but have replaced this service with an alternative internet-based or wireless service.
- Cord-nevers have never paid for a traditional TV service.

The COVID-19 pandemic increased pay TV losses due to tightened consumer wallets and canceled sports, the latter of which served as one of the main draws for cable and satellite operators. The coronavirus also forced more Americans into their homes for work and leisure activities, further shifting the balance in favor of OTT providers.

Bottom Line: OTT television is a growing platform with increased marketing opportunities.



- OTT technology allows publishers to bypass cable, traditional broadcast and satellite television platforms in order to deliver content options to consumers.
- Similar to online campaigns, OTT advertising can be targeted toward specific users based on a combination of preselected demographic and psychographic data points.
- Internet-enabled TV, known as connected TV (CTV), is often used interchangeably with OTT. However, they are not the same: CTV is a subset of OTT. It references viewing OTT content specifically on TVs, either through smart TV technology or connection devices (shown on slide).

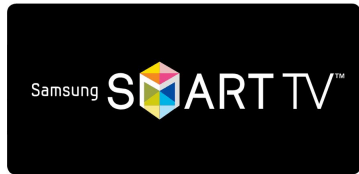


How & What Consumers Watch

Smart TVs

Internet connectivity is built into these units at the factory level.

No additional devices are needed to watch OTT app-based programming.



Plug/Play Providers

These devices are purchased by the consumer and plugged into television units to make them internet capable.

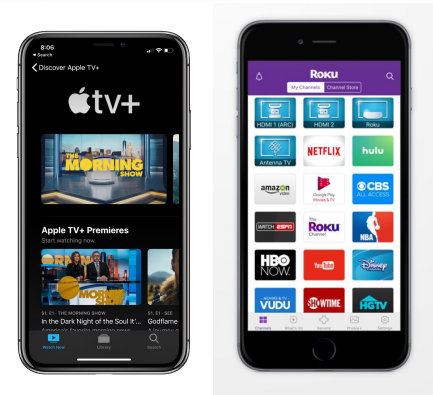


Desktops, Tablets & Mobile Devices

Established accounts/passwords can grant viewership access across a consumer's group of devices.

OTT ads served on these devices offer the ability to generate website clicks.

Depending on the vendor, these units can be non-skippable if the consumer wishes to watch the connected content.



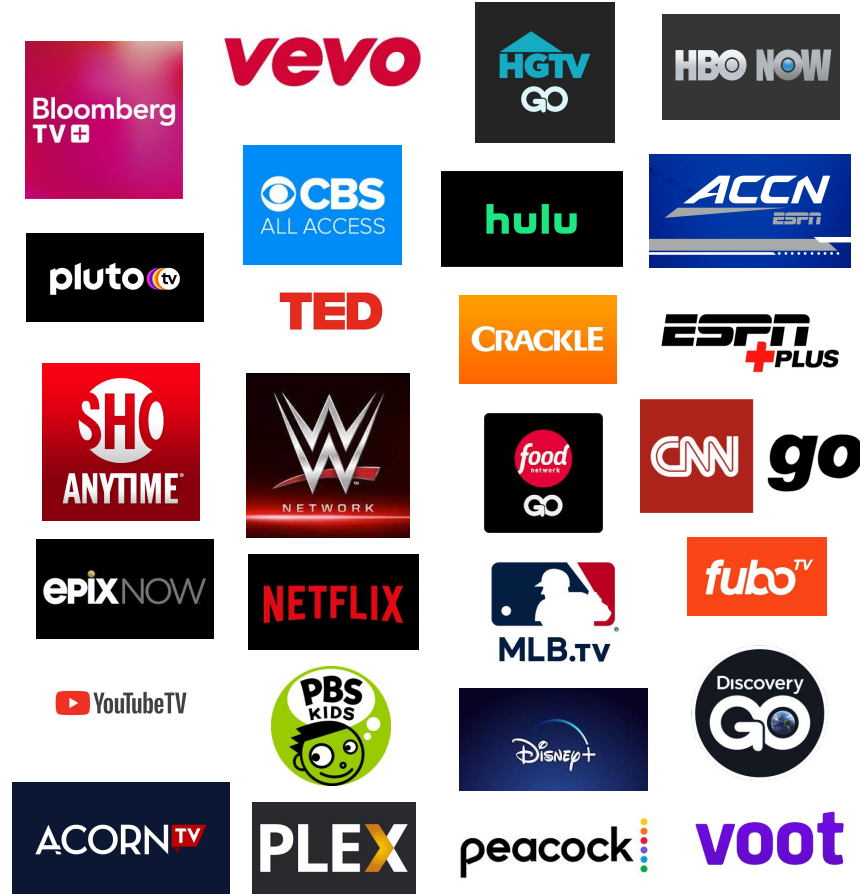
Apps, Apps, Apps

Many apps must be purchased individually or as part of skinny bundles (a bundle of live TV channels), while some are free to access through CTV or other OTT devices.

Not all apps/providers allow advertising. Disney+ and Netflix are examples of ones that do not.

Viewing options including live TV, current hits, movies and classic programming are virtually limitless.

Consumers can choose from more than 300 streaming video services accessible via apps, according to a [Deloitte Insights Report](#).



AVOD – Advertising Video On Demand

AVOD content is free to consumers. However, much like broadcast, consumers must view advertisements (which offset vendors' production and hosting costs).

Major service providers include YouTube, Vimeo, fuboTV, Pluto TV, HGTV GO, Crackle, Hulu, Roku Channel and Tubi.



SVOD – Subscription Video On Demand

SVOD is similar to traditional TV packages, allowing users to consume as much content as they desire at a flat rate per month.

Platforms are commercial-free.

Major services include Netflix, Amazon Prime, Apple TV+, Disney+, HBO Max and Hulu Plus.



Some platforms are a blend of AVOD and SVOD.

For example, Peacock has a free version with commercials, but consumers can pay for an upgrade with zero ads.

vMVPD: Virtual Multichannel Video Programming Distributor

vMVPD distributors aggregate live and on-demand television but deliver the content over the internet. Examples include Sling, AT&T TV Now, PlayStation Vue, YouTube TV, Hulu Live, fuboTV, Roku, Apple TV+ and Amazon Fire TV.

Unlike SVOD or AVOD, vMVPD offers premium, live and on-demand video content. It is similar to SVOD in that users must pay a subscription fee. However, like AVOD, advertising opportunities are available.

US vMVPD Viewers, by Service, 2018-2024

millions

	2018	2019	2020	2021	2022	2023	2024
Sling TV	6.1	6.5	5.8	6.0	6.2	6.4	6.5
Hulu + Live TV	4.1	7.7	8.9	10.6	11.5	12.2	12.7
YouTube TV	2.4	5.1	6.5	7.5	8.5	9.1	9.6
Other	5.5	3.1	2.3	2.2	2.1	1.7	1.5
Total	18.0	22.3	23.5	26.3	28.2	29.3	30.2

Note: individuals of any age who watch internet-delivered live TV services via app or website at least once per month

Source: eMarketer, Aug 2020

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www.eMarketer.com



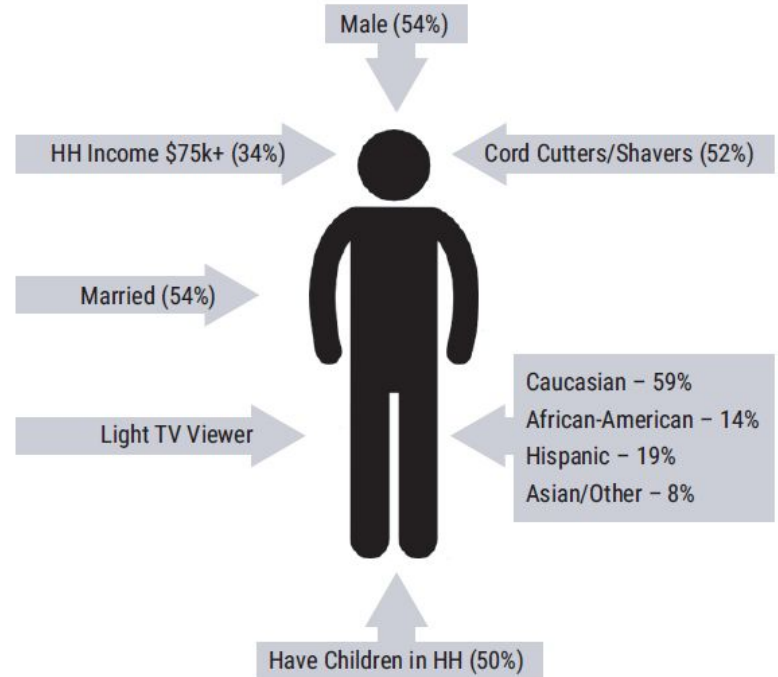
Experts predict that livestreaming will make up the majority of video streaming growth over the next few years. Breaking news, sports and major events (such as national elections) increase streaming usage and audiences.

- Live video grew by 93% from Q2 of 2018 to Q2 of 2019.
- Viewers spend 8x longer with live video than on-demand video ([Tubular Insights Report](#)).
- Of live video audiences, 45% reported a willingness to pay for live video from a favorite sports team, speaker or performer ([Livestream](#)).
- Millennials are the largest consumers of live content, with 63% watching regularly.



- Four-fifths of U.S. consumers have at least one streaming service (Deloitte 2019).
- Industry expert IAB reports 52% of ad-supported OTT viewers are cord-cutters.
- Many light linear TV viewers have adopted the use of OTT/CTV.
- Forbes reports 65% of OTT users are between the ages of 18 and 34.

Ad-Supported OTT Viewer

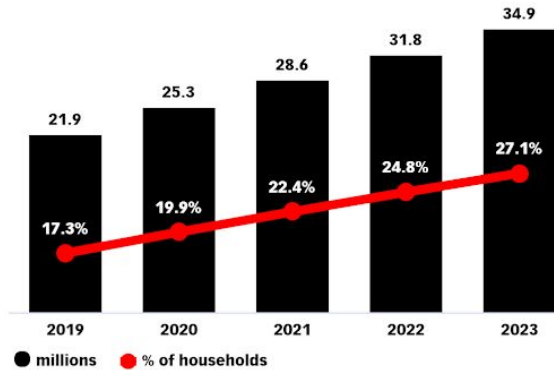


Source: IAB Ad Receptivity and the Ad-Supported OTT Video Viewer, August 2019

Expect a continued increase in cord-cutters and, as a result, further growth in connected TV households, reaching 109.8M U.S. households (83.5% of all U.S. households) by 2024.

Cord-Cutter Households

US, 2019-2023



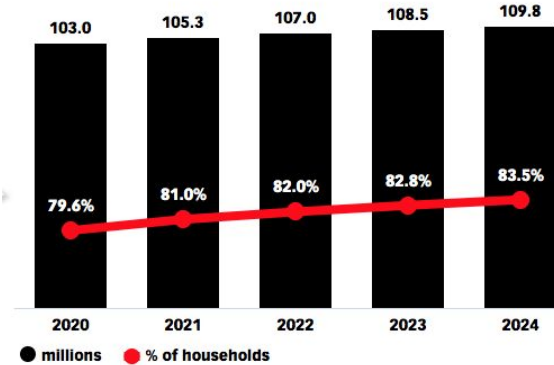
Source: eMarketer, July 2019

www.eMarketer.com

By 2023, it is expected that 27.1% of U.S. homes will be categorized as cord-cutters. These homes will not have access to linear cable television ads.

Connected TV Households

US, 2020-2024

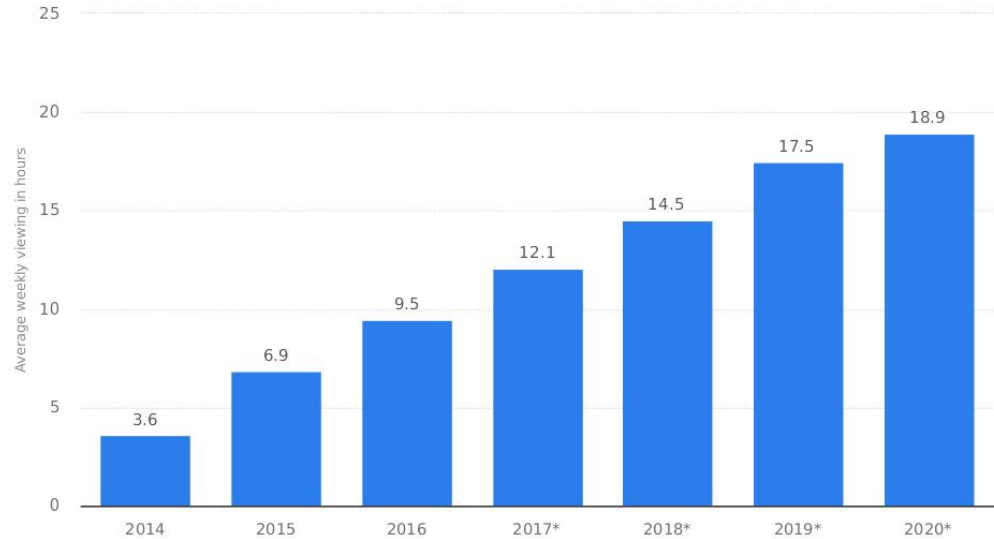


Source: eMarketer, February 2020 (see below for notes and methodologies).

www.eMarketer.com

By 2024, 83.5% of U.S. homes will have connected TV/OTT viewing capabilities. These homes include cord-cutters and cord-supplementers.

- Weekly hours spent with OTT have increased fivefold over the past six years.
- The average OTT user streams more than two hours of content every day (OpenX study).
- The average OTT consumer streams content across three devices and uses three different OTT services (OpenX study).
- Nearly three-fourths of OTT users can recall seeing a specific OTT ad (OpenX study).

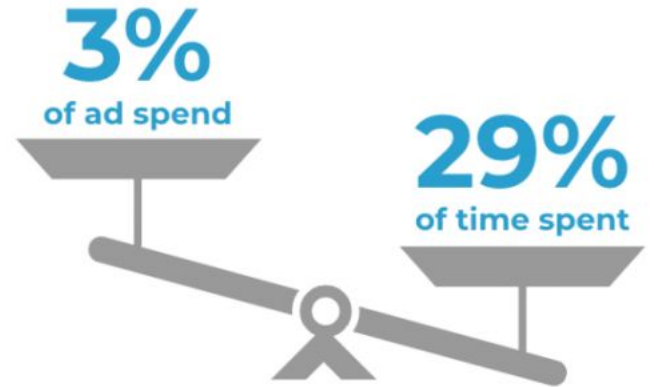


Advertising spend vs. consumer usage suggests solid opportunities for aggressive marketers.

Statistics show an imbalanced ratio between the advertising dollars spent on OTT and consumer usage of the platform.

With an underserved OTT audience, opportunistic marketers can make an immediate branding impact.

OTT ad spend vs. time spent viewing content as % of . . .



Source: eMarketer; IAB, Magna Global. ¹ From 2018 to 2020E as market size post-2020E is not available

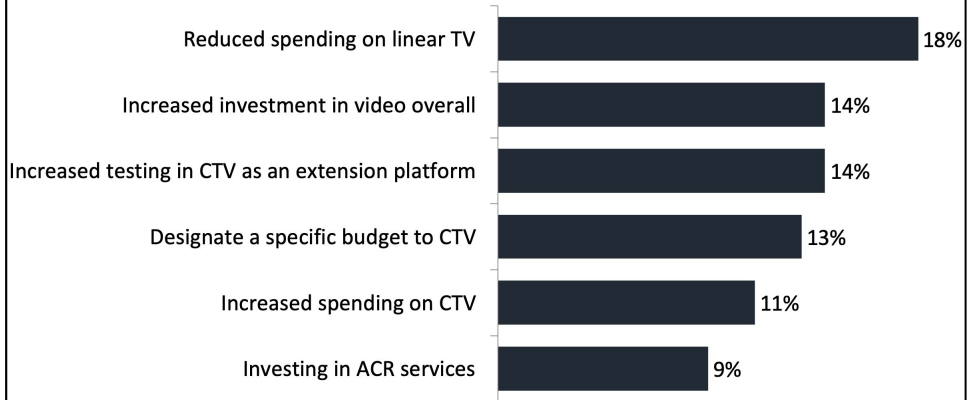
Today, 38% of marketers are planning to increase spending on OTT platforms in the immediate future.

These increases will come largely at the expense of linear TV.

OTT vendors, like their digital brethren, have increased under-the-hood transparency opportunities for advertisers in order to address previous fears surrounding brand safety and fraud issues.

How US Marketers Expect To Adjust Video Ad Spending Priorities Due To New OTT Platforms

Q: How will the new streaming services (e.g. NBC's Peacock, Disney+, Apple TV+) impact your plans for 2020? Percentage of US marketers

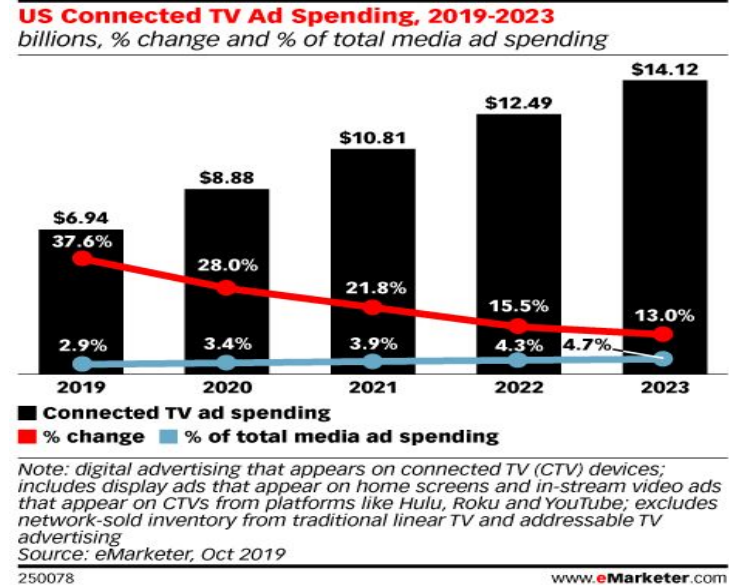


Note: Survey was fielded in January 2020 among 500 marketing decision-makers at US companies. The survey was commissioned by independent market research company Censuswide and conducted by Viant. Source: Viant, n=500 US marketers, April 2020

BUSINESS INSIDER INTELLIGENCE

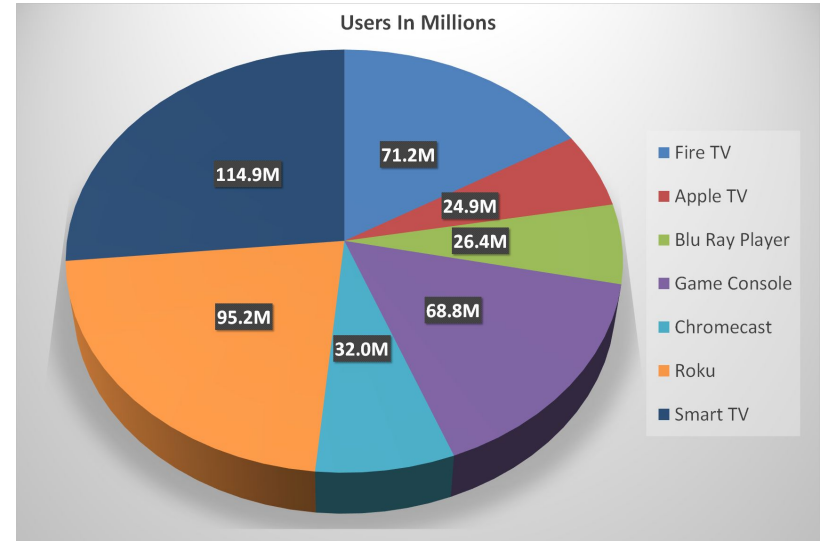
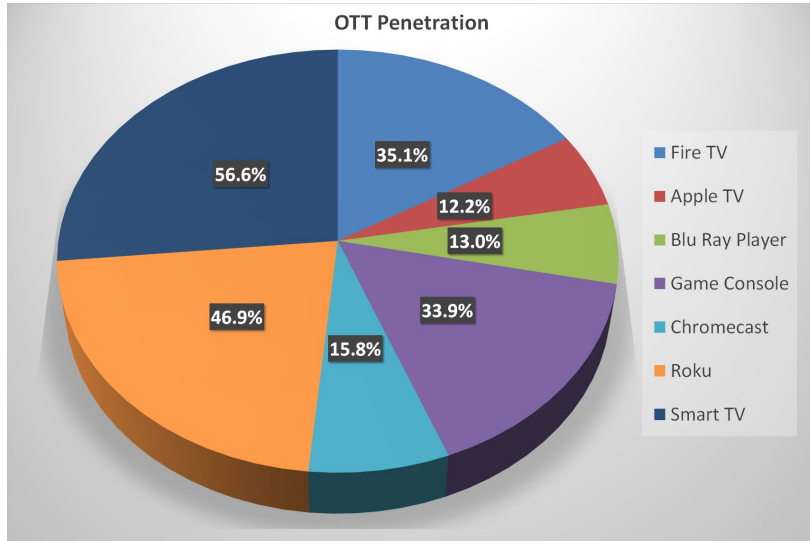
OTT spending is expected to double in size between 2019 and 2023, eventually eclipsing \$14 billion annually.

- By 2023, YouTube will account for about 40% of U.S. CTV ad spending. Roku and Hulu will collectively represent an additional 30% (eMarketer).
- In a recent report, Pixilate found that OTT/CTV ad volume in the United States increased by 330% in 2019 including a 74% bump in Q4 alone.



Roku and Amazon Fire TV are individual OTT leaders.

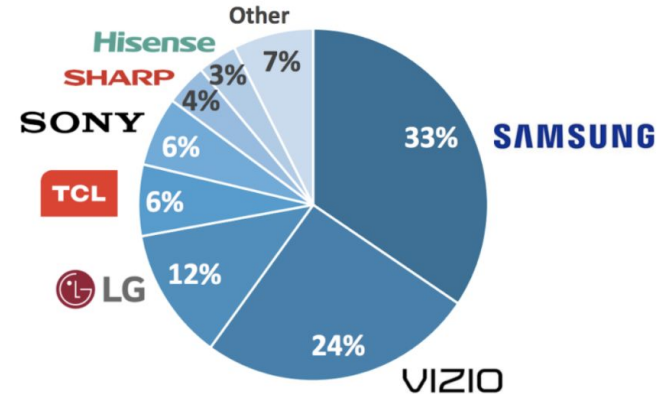
Combined, the platforms have 166.4M users and 82% OTT market penetration.



Smart TV has the largest overall share of OTT units, but these are divided between multiple manufacturers.

Smart TV systems include all television units with built-in hardware that allows direct access to the internet. Samsung and Vizio are the largest providers within this space, and ads are purchased directly through manufacturers.

Share (%) of Smart TVs by OEM in U.S. Wi-Fi Households



OTT Benefits

OTT provides the ability to market alongside category leaders across multiple industries.

With access to premium inventory, and with the ability to target only the core audience (avoiding waste), OTT allows advertisers with more modest budgets to position themselves alongside household name brands across all levels of programming, including Prime.

Because consumers are blind to the difference between local and national advertising, or the price paid on OTT, marketers receive a brand image lift appearing with the “big boys.” They can appear as a leading brand as well.



Premium Exposure

Cross-Device Delivery

First-Party Data

Expanding Television Audience

Non-Skippable Ads

Ad Follows the User

Creative Flexibility

Cross-device marketing targets people, not devices. More importantly, each interaction along that route is unique and tied to the previous messaging and engagement. Ultimately, this means you can create a more realistic and effective story for your users, adapting and evolving the campaign throughout multiple touch points.

IAB reports: “The average consumer owns three connected devices that can be used to watch OTT inventory.”

Combining cross-device delivery with household-level targeting allows advertisers to build more detailed targeting segments and optimize campaigns.

The ability to track exposure to desktop and mobile devices allows marketers to collect search and shopping history — and provides the ability to track ad unit clicks.

Premium Exposure

Cross-Device Delivery

First-Party Data

Expanding Television Audience

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Ad Follows the User

Creative Flexibility

First-party data provides targeting abilities far beyond the traditional demographic buckets of A25-54, W35-64, etc. provided by historically utilized Nielsen Ratings.

The key benefit of first-party data is the ability to define and narrow the target audience, capitalizing on information directly captured by the provider. Advertisers can understand more about what their audience is interested in based on what they are watching.

First-party data will be king as digital companies evolve to revised cookie legislation starting in 2021/2022. Tactics relying on third-party data will be scrambling for alternate solutions.

On other media channels, such as linear TV, advertisers know a basic, wide range of demographic information. With OTT, advertisers are able to get deeper information such as income, shopping habits, etc.

Premium Exposure

Cross-Device Delivery

First-Party Data

Expanding Television Audience

Non-Skippable Ads

Ad Follows the User

Creative Flexibility

OTT advertising can supplement linear television schedules by reaching cord-cutters and cord-nevers.

Numbers continue to grow rapidly across all demographics.

- By 2023, it is expected that 27.1% of U.S. homes will be categorized as cord-cutters.
- Weekly hours spent with OTT have increased fivefold over the past six years.

Premium Exposure

Cross-Device Delivery

First-Party Data

Expanding Television Audience

Non-Skippable Ads

Ad Follows the User

Creative Flexibility

OTT provides guaranteed exposure of an advertiser's video message(s).

OTT provides non-skippable ad units, which require consumers to watch the full duration of the advertisement.

- This creates guaranteed exposure of the message and is a strong branding tactic.
- Advertising placements are non-skippable across devices if the consumer wishes to view content. Lower VCRs are common on FEP and mobile placements as viewers drop out.

Non-skippable units have various creative lengths including 15- and 30-second units.

Premium Exposure

Cross-Device Delivery

First-Party Data

Expanding Television Audience

Non-Skippable Ads

Ad Follows the User

Creative Flexibility

On OTT, marketers' messages follow their targeted audience regardless of when, where or what programming these users are consuming.

Similar to a programmatic digital campaign, OTT's ability to reach consumers wherever and whenever they consume content allows advertisers to ensure their ad will be seen by the targeted audience, which leads to increased exposure and reach.

This is not possible with other tactics such as linear TV, print or radio, in which advertisers have to hope that their target audience is tuning in at the same time every day or watching the same network where the ad is running.

Premium Exposure

Cross-Device Delivery

First-Party Data

Expanding Television Audience

Non-Skippable Ads

Ad Follows the User

Creative Flexibility

OTT provides the ability to mix standard banner messaging, short-form video, long-form video and interactive advertisements.

The platform allows marketers to combine video and messaging with dynamic overlays, live social integrations, etc. This is a huge benefit, as interactive advertisements create an engaged consumer.

Marketers can utilize cost-saving tactics such as repurposing brand videos from ad spots.

*“Consumers like video because it’s **easy to digest, entertaining and engaging**, and marketers like it because it can give a potentially **huge return on investment (ROI)** through many channels. Video is also **very accessible** to anyone with internet access, both to watch and to produce.” –Digital Marketing Institute*

Premium Exposure

Cross-Device Delivery

First-Party Data

Expanding Television Audience

Non-Skippable Ads

Ad Follows the User

Creative Flexibility

How to Market with OTT

As a vehicle balancing the line between television and digital, OTT plays an important role within a media plan across multiple journey stages.

Awareness Generator

- Branding tool with the ability to hit multiple, highly targeted audiences
- Provides the ability to form a connection with potential audiences using the power of video messaging
- A potential replacement/supplement to linear television

Consideration

- Tool for targeting mid-funnel audiences
- Ability to communicate key features and benefits via non-skippable ad units, with high video completion rates

Purchase Intent

- Opportunities to include companion banners with special offers and promotions in advertisements
- Provides retargeting capabilities and sequential messaging abilities across multiple devices

Programmatic

Advertisers can buy OTT inventory programmatically through networks and DSPs.



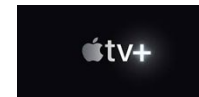
Platform Direct

CTV/OTT platforms offer the opportunity to buy OTT inventory directly through boxes or plug-ins, smart TVs and gaming consoles.



Publisher Direct

Inventory can be purchased directly through publishers.



	Programmatic	Platform Direct	Publisher Direct
Pros	<p>Places agency in full control for scheduling and reporting</p> <ul style="list-style-type: none"> Advanced reporting such as placement level, cross-device graphs, etc. <p>Avoids platform/publisher minimums</p> <p>All marketing activity within a single dashboard</p>	<p>Allows agency access to full range of programming options across a single vehicle (all networks, programs and apps offered by XYZ)</p> <p>All marketing activity within a single dashboard</p> <p>Offers both video and display ads</p> <ul style="list-style-type: none"> Only some platforms offer display ads (e.g., Roku, Fire TV) <p>Ability to negotiate added-value and underperformance make-good activity (AV includes bonus impressions and campaign studies)</p>	<p>Allows agency access to full range of publisher's content, regardless of which platform a viewer is utilizing</p> <p>All marketing activity within a single dashboard</p> <p>Ability to negotiate added-value and underperformance make-good activity (AV includes bonus impressions and campaign studies)</p>
Cons	<p>May offer a lower CPM but does not provide the ability to negotiate added-value or make-goods</p>	<ul style="list-style-type: none"> Higher CPMs Less control over scheduling and reporting 	<ul style="list-style-type: none"> Higher CPMs Less control over scheduling and reporting
When to Consider	<p>Strong tactic if advertiser is looking for an option with a lower CPM and full control for scheduling and reporting</p>	<p>Strong tactic if client is looking to reach horizontally across a specific platform (Roku, Amazon) that also provides added-value items such as industry research and user behavior studies</p>	<p>Strong tactic if advertiser is looking for higher reach/frequency within a limited number of contextual networks or programs</p> <ul style="list-style-type: none"> Can place ads beside specific content on the channel

Contextual Targeting

- Reaches viewers based on their active program/content selection
- Built based on actual audience viewing
- Target desired networks or specific programming
- Will become even more important over the next couple of years as third-party cookie tracking changes and fades away



Audience Targeting

Connect with targeted audience members regardless of the viewing time and programming they are consuming.

- Example: Adults 25-54, HHI \$100K+, in market for renovations, recent home purchasers
- Audience built by employing first- and second-party data sets such as registration data, viewing history and previous ad engagement
- Amazon can integrate previous product searches and purchases



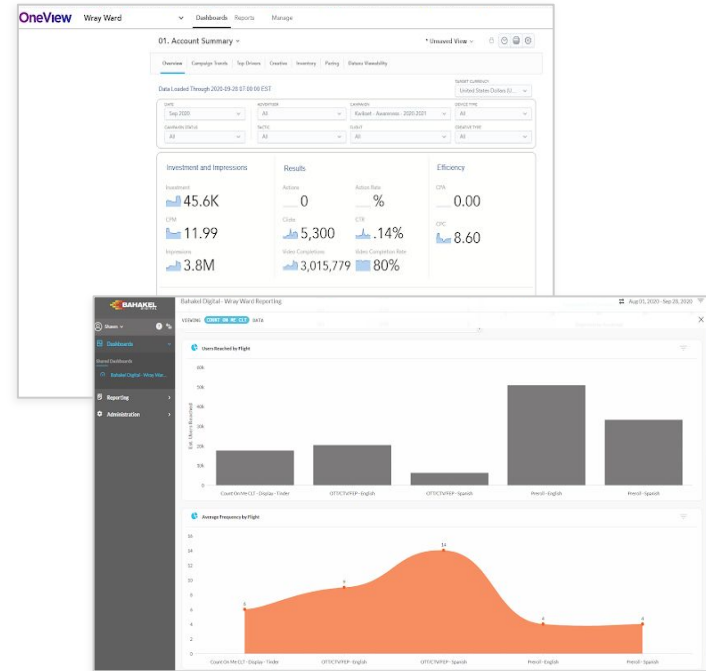
Ad schedules are optimizable within the course of placed flights. Advertisers can switch delivery percentages, add/delete inventory, and adjust budgets and audience targets.

OTT campaigns can be measured in several ways. However, measurement specifics depend upon where the placements are scheduled.

Ad units running on connected TV (actual percentage based on placed buy, but typically around 70–80%) are not clickable and therefore not trackable as a digital unit. These placements can be measured by impressions delivered, VCR, direct website traffic increases and brand lift studies.

Ad units running on desktops, mobile devices and tablets are clickable and thus trackable through the same methods as a pure digital campaign.

- Post-click website activity is measurable based on tracking pixels employed at the time of campaign launch.



Brand Lift Studies

- Brand lift studies can be used by advertisers to determine a campaign's impact on consumer knowledge or perception.
- By sending a survey to consumers after they saw an advertisement, advertisers can measure brand perception, brand awareness, favorability and purchase intent compared to respondents who have not seen the ad.

Post-Exposure Sales Lift Studies

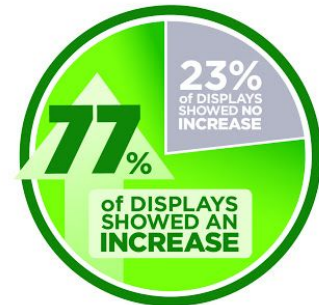
- Sales lift studies can prove the ROI of campaigns by determining whether consumers who have seen the ad continued to purchase the product.

Audience Delivery

- This can be measured through viewability and impressions via first-party and third-party data from the OTT provider.



**MEASURABLE
SALES LIFT**



Ad-Supported Vendor Profiles



Roku has the highest OTT penetration at 46.9%.

It can deliver cross-device advertising and utilize partners to run ads.

Through the collection of proprietary, first-party data points, Roku can design a unique data profile of 100 available data points for users, including:

- Registration data, channel usage
- Program search history, viewing history, competitor ad engagement

Given partnerships with leading data providers such as Acxiom, InScape, LiveRamp and Visa, the platform can also layer in key off-platform insights to target consumers even more tightly:

- Shopping habits, credit card spending, search habits, mobile/geolocations

Roku is a vendor-managed platform with self-serve options.



Amazon Fire TV has the second-highest subscriber size and third-highest household penetration levels of all OTT/CTV providers.

It has the ability to create target audiences utilizing Amazon's wealth of first-party data including previous product searches and shopping habits based on specific ASIN numbers.

Viewers are logged in to the platform with their Amazon ID, meaning advertisers can track commercial spot viewers' post-exposure Amazon shopping activity.

It provides ability to run multiple messages during a single campaign.

It only serves non-clickable ads.

Amazon Fire TV is a self-managed platform.



Chromecast is a device that plugs into a TV's HDMI port and is powered by a USB cable.

Using a smartphone or computer as a remote control, viewers can use Chromecast to access video content from Netflix, YouTube, Hulu, Google Play Store and other services.

Users can also stream almost any kind of content from the Chrome browser on a laptop or desktop computer.

Ads are pushed to Chromecast from Chromecast-supported apps.



YouTube TV is a streaming television service that offers live TV, on-demand video and cloud-based DVR from more than 85 television networks including ABC, CBS, IFC, NBC, PBS, Fox, FX, AMC, CNN, Fox News, TBS, Discovery, Comedy Central and ESPN.

YouTube TV content can be accessed through the website as well as vendors including Samsung Smart TV, Vizio, LG Smart TV, Roku, Chromecast, Amazon Fire TV, Xbox One and Apple TV.

A monthly subscription costs about \$65.



Discovery's TVE (Television Everywhere) option allows advertisers to place ads directly within streaming versions of their owned and operated networks: Discovery, HGTV, Food Network, Cooking Channel, TLC and Investigation Discovery.

Placements run cross-device and across programming regardless of how/where it is being viewed, e.g., Roku, Hulu, Chromecast, etc.



Xbox is one of the most popular gaming consoles, which allows users to both play games and stream videos in one place.

Operating under Microsoft as a consumer property, Xbox advertising can tap into global audiences accessible across all Microsoft properties.

There are 63M monthly unique Xbox visitors.



Pluto TV, an AVOD provider owned by ViacomCBS, has more than 20M active monthly users.

Pluto TV licenses content from providers. As of March 2020, it has deals with 170 content partners providing more than 250 channels and 100,000 unique hours of programming: Court TV, NASATV, WeatherNation TV, Bloomberg TV, Sky News and Eleven Sports.

Content can be viewed directly from Pluto TV's website or through supporting connected TV apps such as Hulu or Roku.

Advertising can be purchased directly through Pluto TV or one of the partner service providers.



Hulu is an SVOD service fully controlled and majority owned by The Walt Disney Company.

As of August 2020, Hulu had 35.5M users, with 3.4M Live TV users.

Viewership numbers for Hulu are tracked and measured by ComScore, Nielsen Ratings and Quantcast.

Hulu creates and distributes content on its own website and syndicates its hosting to other content providers such as A&E, Big 10 Network, Bravo, E!, FX, PBS, NFL Network, SyFy and USA Network.

Hulu offers ad-supported and ad-free platforms for viewers.



FuboTV is a paid subscription streaming service that focuses primarily on channels that distribute live sports including NFL, MLB, NBA, NHL, MLS and international soccer.

It can be accessed through Apple TV, Roku, Amazon Fire TV, Android TV, Samsung Smart TV, Xbox One and Chromecast.

As of September 2020, fuboTV has about 420,000 subscribers.



Sling has over 2.9M TV subscribers and provides live TV for cord-cutters.

It also provides advanced capabilities such as targeting, cross-platform delivery and transparent back-end measurement.

Advertisers can partake in real-time bidding through programmatic auctions.

Sling advertising can be purchased via DSPs such as The Trade Desk and Spot X, among others.

SAMSUNG Ads

Samsung is the largest TV manufacturer in the world with almost 20% market share.

Samsung Ads is the #2 AVOD service on Samsung smart TVs.

A partnership with LiveRamp to curate custom audiences provides the opportunity to use Samsung's first-party data and third-party data.

- 50M Samsung TV footprint
- Custom segments available such as "cord-cutters"

It offers the ability to optimize campaign and spend through measurement of KPIs, viewership, game plays, app installs, and offline and online purchases.

OTT app usage is maximized 10x.



LG Pro:Centric Smart TV is the LG smart TV that supports a number of OTT applications.

Users of the LG Pro:Centric Smart TV can access OTT video apps such as YouTube, HBO GO, Hulu, Netflix and many others.

- Marketers can use these publisher-direct applications to advertise

Native ad units are available for placement in the launch bar of the LG smart TV.

- Promotional ad placements available via LG webOS TV operating system

LG partnered with Xumo to launch a streaming service, Channel Plus, which is integrated into LG smart TVs.

- Serves pre-, mid- and post-roll ads
- Uses device-level insights to improve viewing experience

4K: A high-definition video display spanning roughly 4000 pixels wide. See also: HD.

AI (Artificial Intelligence): A form of machine learning that allows a program to simulate human behavior and intelligence. For a video business, AI can be used to recommend relevant videos, track user activity, etc.

Amazon Fire Stick: A device by Amazon that plugs into a TV, allowing users to download apps and stream video directly over the internet. Similar devices include Apple TV, Roku, etc.

API: API stands for application programming interface, meaning a program feature that allows software/algorithms to connect and interact.

App Store: A marketplace that allows businesses to sell downloadable applications to users. Examples include the iOS app store, Google Play store, Roku channel store, etc.

Apple TV: A device by Apple that plugs into a TV, allowing users to download apps and stream video directly over the internet. Similar devices include Amazon Fire TV, Roku, etc.

ARR: Annual recurring revenue, or the amount of money a business receives per year. See also: MRR.

AVOD: Ad-based video on demand, a video-on-demand service that makes money by playing ads throughout. For example, YouTube's free platform plays ads overtop of its videos in order to generate revenue.

CDN (Content Delivery Network): A system of servers distributed in different locations to give local users a faster internet loading speed. For example, a user in Los Angeles can view content from an Australian website on an LA-based server using a CDN, helping it load more quickly.

Chromecast: A device by Google that plugs into a TV, allowing users to download apps and stream video directly over the internet. Similar devices include Apple TV, Roku, etc.

Closed Captioning: A transcript of a video's dialogue that plays simultaneously with the video. Also see: Subtitles.

Cloud Video Distribution: A system where video files are stored in online servers so they can be accessed and viewed from anywhere. See also: CDN (Content Delivery Network).

CPM: Cost per mille, meaning the cost an advertiser must pay to have an ad viewed by 1,000 people. See also: Impression.

Digital Rights Management: The act of protecting online intellectual property and ownership of video and other content.

Electronic Sell-Through: A way to buy videos online, allowing users to download and own a copy of the video. See also: TVOD (Transactional Video on Demand).

HD (High Definition): A high-resolution video display, spanning over 720 pixels wide. Typically meant to signify videos that are 1080 pixels wide (1080p).

HTTP Live Streaming (HLS): A method used to livestream over the internet more effectively. It breaks the feed into smaller chunks, allowing services to share it effectively.

Impression: In advertising, impression refers to the moment an ad is viewed by a visitor.

IPTV: Internet Protocol Television, an umbrella term that refers to the sharing of TV programs online. Netflix, Hulu, HBO GO and other streaming services are examples of IPTV.

KPI: Key performance indicator, an umbrella term that refers to measurements of a business's success, such as revenue. See also: ARR and MRR.

Livestream: A real-time, live video feed being shared over the internet.

Mobile App: Short for mobile application, or a downloadable program designed for phones or tablets.

MRR: Monthly recurring revenue, or the amount of money a business receives per month. See also: ARR.

MVPD: Multichannel video programming distributor, meaning a service that gives users a variety of TV channels, such as cable or satellite TV.

Open Source: A program or set of code that is free for public use and modification by developers.

OTT (Over-the-Top): Video content that can be streamed over the internet. This is in contrast to traditional video streaming via cable or satellite.

OTT App: An application that allows users to stream videos via the internet and is typically available on TVs, tablets, mobile phones, gaming consoles, etc.

OTT Streaming: Video consumption that takes place over the internet including video viewing via services such as Netflix, YouTube and more. See also: OTT.

OTT Platform: An online portal that allows users to access videos.

OTT Infrastructure: The physical and organizational elements needed to operate an OTT service, such as internet connectivity, devices, screens, etc. See also: OTT.

Patreon: A fundraising platform that allows content creators (including video creators) to share content to an exclusive group of paid subscribers or “patrons.”

Pay per View: A type of video-on-demand service where users pay per video. See also: TVOD (Transactional Video on Demand).

Roku: A device that plugs into a TV, allowing users to download apps and stream video directly over the internet. Similar devices include Apple TV, Amazon Fire TV, etc.

SDK: Software development kit, meaning a group of tools that can be used to create apps for a specific coding language or platform.

Set-Top Box: A physical device that connects to a TV screen and allows users to watch OTT video on their TV.

Smart TV: A television equipped with Wi-Fi connectivity, allowing users to access OTT apps and video content without additional equipment.

SSAI: Server-side ad insertion (also known as “dynamic ad insertion” or “ad stitching”) is a method of stitching ads into a video stream automatically from an outside server.

Streaming: A method of watching videos, where users can watch immediately over the internet without downloading.

Subtitles: A transcript of a video’s dialogue that plays simultaneously with the video. Also see: Closed Captioning.

SVOD: Subscription video on demand, a video-on-demand service that users need to subscribe to in order to access. For example, users of Netflix must pay a monthly subscription fee in order to use the service, because it is an SVOD.

Teaser/Trailer: A short segment from a larger work meant to entice users to watch more or purchase, usually referencing marketing materials for an upcoming film.

TV App: A downloadable program designed for viewing on TV and streaming devices. See also: OTT App.

TVOD: TVOD stands for transaction video on demand. A type of video-on-demand service where users pay per video. See also: Pay per View.

tvOS: Apple's native operating system for their Apple TV product line.

Video Hosting: A web service that allows users to upload, view and share videos from their servers. YouTube is the largest video hosting service.

Video Monetization: Generating revenue from video content. Examples of monetization include ad revenue, subscriptions, paywalls and more.

VOD: Video on demand, a system where users can choose which programming to watch at any time, rather than watching a preexisting schedule of videos (like on cable TV).

vMVPD: Virtual multichannel video programming distributor, a service that gives users a variety of TV channels over the internet.

VTR: View-through rate, meaning the percentage of people who view an entire video or past a predetermined point in the video, usually measured for an advert's performance.

VTT: Video text tracks or a method of closed captioning that syncs the video's speed with the text's speed using time stamps. See also: Closed Captioning and Subtitles.

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