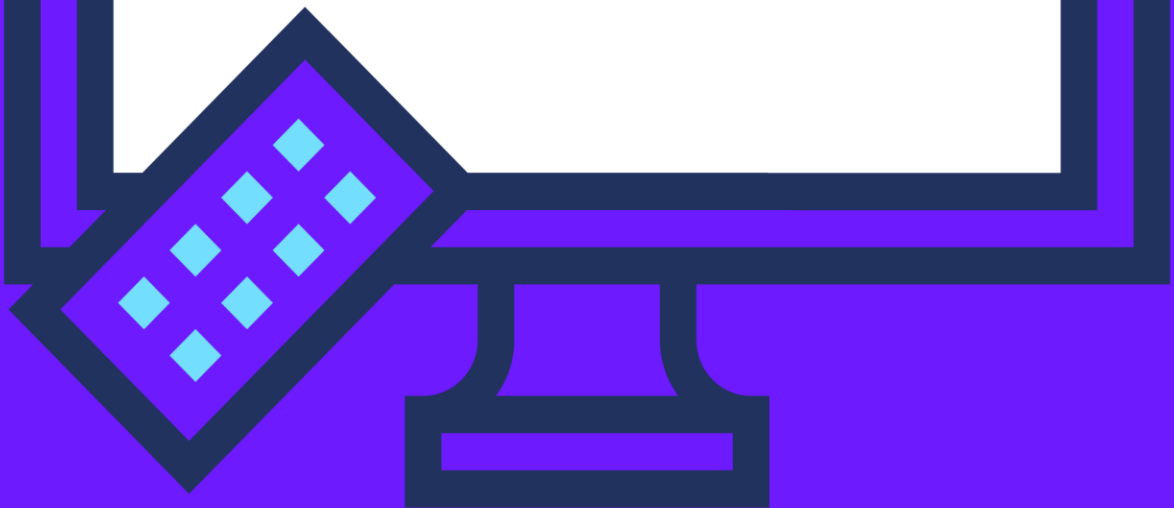




# THE IAB EUROPE GUIDE TO CONNECTED TV



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## Introduction

The worlds of TV and Digital have been coming closer together for some time. With the rapid adoption of smart TV, streaming apps and devices the convergence is accelerating at a dizzying pace, radically transforming the media landscape. We are now entering a new *Advanced TV* universe characterised by new digital-like capabilities offered by the TV ecosystem. The rise of connected devices exacerbates the fusion of formerly distinct media, distribution and business models by bringing digitally native video to the big screen in the living room. Analyst data (IHS Markit) highlights that connected device growth in the three years up to 2019 was largely driven from the home, with devices like Pay TV Set-Top Boxes and Digital Media Adapters outpacing the growth of smartphone proliferation.

Today, viewers are no longer required to buy expensive bundled cable or satellite packages to access their favorite television content. Instead, households can choose less expensive “skinny” bundles, or even do away with cable and satellite altogether. Streaming services such as Netflix, Amazon, NowTV, and Hulu have rapidly moved to become the flexible Pay TV alternative for consumers who want to watch TV content live or on-demand, wherever and whenever they like. With the average internet-connected adult using at least three connected devices a day (source: dataxu). “TV everywhere” has become the new normal.

The very same developments that have reduced monthly costs and brought consumers additional choice have generated a number of challenges for media agencies and advertisers. Changes in how consumers watch TV mean marketing professionals are being forced to reconsider how best to reach their target audiences in an era where audiences have become more fragmented and elusive than ever before. With the exception of certain live televised events, gone are the days of nation-wide mass reach. Evolving the way marketers plan, target, purchase, measure, and optimise their buys.

According to the latest IAB Europe Attitudes to Digital Video Advertising survey, addressable and connected TV are earmarked as key drivers for the future of video advertising investment. More than 50% of advertisers and nearly 100% of agencies cite addressable or connected TV as the key growth areas for digital video over the next 12 months.

With the number of OTT subscribers in Western Europe expected to increase from 133 million in 2019 to 159 million by 2023, according to emarketer, competition is accelerating and with it the spread of audience and the battle for audiences.

However, these new streaming habits are also offering some fantastic opportunities to reach difficult to reach or new audiences that were not accessible previously.

For buyers it is critical to understand these new and exciting environments and maximise their potentials. This guide has been developed by experts from IAB Europe's Channels & Formats Taskforce (a part of the Brand Advertising Committee) to help planners and buyers of media, across both linear and digital backgrounds, navigate the opportunities that this new living room platform creates for marketers. It aims to bring clarity to the often confusing advanced TV market and align all industry players on clear and concise pan-European definitions. It looks at the overall European CTV landscape providing local market data. It also offers some key considerations and best practices to ensure that advanced TV environments are being optimised.

## Section 1 - Definitions

Advanced TV is an umbrella term referring to any TV content being delivered beyond traditional linear television. Advanced TV describes new digital-like capabilities and impression-based delivery applied to premium video content. Relevant sub-terms are defined below.

### **Addressable TV**

Through the application of data from advertisers, third party and/or TV providers, addressable TV enables advertisers to access more specific audiences beyond traditional age and gender. Segmentation can occur at geographic, demographic, behavioral and (in some cases) first and third party data-matched household levels, through cable, satellite, and Internet Protocol television (IPTV) delivery systems.

### **Connected TV**

A TV that is connected to the internet via an internal device (i.e. Smart TV) or an external device (for example, Apple TV, Roku or gaming consoles). Video content is delivered to a TV screen, through the internet.

### **Over-The-Top (OTT)**

'Over the top' media which encompasses all Linear TV or VOD (e.g. AVOD or Broadcaster VOD) streaming content providers (such as Netflix, Hulu, etc.) These content providers distribute directly to viewers over the internet.

### **IPTV**

The delivery of premium video / TV content over the internet rather than through traditional, terrestrial, satellite or cable television formats. It offers the ability to stream live or on-demand content via a connected device.

### **Programmatic TV**

An automated approach to buying and delivering audience-based TV advertising through a software platform.

*(It is important to note that programmatic in a premium/linear TV environment is still in its infancy and only accounts for a small fraction of transactions. This is due to stringent regulations (TV is highly regulated and needs to ensure tight control over the ads being delivered, for instance preventing specific categories such as betting, alcohol...); clash management (ensuring that no two brands in the same categories appear next to each other); ad management process (extensive and complex footprint of endpoints); data management and protection).*

## Section 2- Background Context

### 2.1 Landscape in Europe

The Connected TV advertising opportunity lies at the intersection of two important trends. The first is the maturation of the digital advertising industry. Having secured double-digit growth for every one of the past ten years (source: [IAB Europe AdEx Benchmark 2019](#)), IAB Europe's latest forecast suggests that given the recent impact of COVID-19, growth will remain flat. As such, growth in digital will more or less reflect the overall advertising sector.

The second trend is the structural change overtaking the traditional TV advertising market. Historically, TV achieved its dominant share of media advertising spend as a result of two characteristics: 1) its audience reach and 2) its branding power. Today, audiences consume a broader range of alternative video content and the mass brands that were the underwriters of the TV ad ecosystem are starting to struggle. Where will investment go? It is possible that combined, the maturity of the digital advertising market and the reach and branding power of TV will form a new opportunity? One thing is for certain – there is no signal of the often proclaimed 'death of TV'.

Research to be released by SpotX and Statista in July 2020 shows that market reach varies across the European big five markets (UK, France, Germany, Spain and Italy). In the UK, SpotX's findings suggest that 60% of UK TV viewers watch connected TV on at least a monthly basis. Italy is similar at 60%, while in Spain, 56% watch connected TV regularly. German audiences are behind the UK and Southern Europe at 43% while France watches CTV content the least at 25%. This may be in part due to the embedded IPTV delivery system in this market, but as the market develops this number is set to increase. 50% of regular connected TV viewers across the European big five markets (UK, France, Germany, Spain and Italy) watch internet delivered content on their TV screens daily. The findings show that in fact Italy is ahead of this at 55% and Spain even further at 65%.

TV as we know it is diversifying and allowing agencies and brands to discover new audiences. In order to maximise the format's potential businesses need to change their mindset to adapt to the new TV ecosystem. It is important TV and digital departments learn from one another and avoid working in silos by sharing insights and knowledge, with the potential to even merge departments. Doing this allows the entire TV market to be seen far more clearly across a user, delivery and measurement standpoint.

Platforms such as Pluto.tv and Xite as well as hardware and software manufacturers including Roku and Samsung have made significant strides in the connected TV market to match traditional TV broadcasters. These new entrants into the connected TV arena are affecting traditional TV trading mechanisms too, which may need to evolve to ensure a wider range of providers can work in the new landscape. In some markets broadcasters trade based on share of total TV viewership, but if total TV viewership does not account for new avenues of consumption and new entrants, this style of measurement will not provide advertisers an accurate and comprehensive picture of campaign reach and effectiveness. Future measurement initiatives require all participants to create a standard model for measuring, trading and executing TV campaigns no matter the format or screen.

Measurement has previously been a barrier to connected TV adoption but GRPs (Gross Rating Points) or TVRs (Television Rating) may prove to be the best way to measure audiences when broadcaster or publisher first-party data becomes more prevalent and a metric for transacting and measuring campaign performance and success. This would require an agreement across the ecosystem. Without standardisation, walled gardens will emerge to try and counteract lack of universal measurement and have an overall detrimental effect on advertisers and how they measure campaign value and success.

## **2.2 Definitions are Changing**

The shifts described above are taking place in a world where TV is evolving. A growing range of audio-visual services are now part of a broader definition of TV. These include incumbent broadcasters, premium channels, cable networks, but also Over-the-Top (OTT) services, portals and digitally native aggregators. Increasingly, they are all competing for content rights, viewer attention and audience data. The rise of Smart TVs mean that channels are increasingly becoming Apps, and streaming services designed as Apps become channels. The rise of connected devices exacerbates the fusion of formerly distinct media, distribution and business models by bringing digitally native video to the big screen in the living room. Analyst data (e.g. IHS Markit) highlights that connected device growth in the three years up to 2019 was largely driven from the home, with devices like Pay TV Set-Top Boxes and Digital Media Adapters outpacing the growth of smartphone proliferation.

SpotX and Statista research into modern TV viewers set for release in July 2020 shows 49% of Europeans watch connected TV through a smart TV. This is supported by growing smart TV penetration with Europeans owning, on average, 1.38 smart TVs per household. As consumers continue to replace outdated equipment with connected devices, it is expected this will lead to further adoption of CTV as the preferred way for Europeans to watch television. Smart TV's will enable manufacturers to partner with broadcasters and native CTV apps to develop addressable TV messaging through technology such as ACR (Automatic Content Recognition). Device IDs will ensure messaging can be tailored to specific viewers on a TV and by a household level.

### **2.3 Who Will Own the Opportunity?**

The unbundling of content, distribution and data means that many market participants have their eyes on the new TV opportunity. Alongside broadcasters, these include ad tech companies, Smart TV manufacturers, and many others.

Another key question is around monetisation. Often, it's not so much about whether the ad-funded or subscription-funded model will prevail so much as how they can be combined. Technology & bundle-based services usually have a high ARPU (Average Revenue Per User) but a low reach, while it is the reverse for content & advertising-based services. The 'Holy Grail' for advertisers is to find a service with a high reach but also the granular understanding of customers that could, for instance, come through a billing relationship.

Monetisation will be aided by technology which can merge the different aspects of TV advertising seamlessly across content, data (measurement and targeting) and ad delivery. Until now this has been a barrier to entry, but significant steps have been taken to ensure a more consolidated buying experience. Examples of this technology being used strategically today can be seen across native CTV apps who are embracing programmatic technology allowing advertisers to bid on specific inventory dependent on data, day-part, and content.

The growth of first-party data in the TV landscape will enhance the ability of both sides to create better user experiences, targeting and value at scale across the TV ecosystem.

Generational viewing habits suggest that connected TV advertising is set for further growth as those in younger age brackets adopt connected TV viewing enthusiastically. Younger and typically harder to reach audiences are accustomed to internet delivered TV and show clear preference for the format.



86% of regular connected TV viewers aged between 18-24 and 90% of those aged 25-34 watched connected TV a few times a week or daily (SpotX and Statista research). This behaviour is consistent across the big five European markets, most notably in Spain where 92% of respondents aged 18-24 and 95% of respondents aged 25-34 watched connected TV a few times a week or daily.

This research also shows an opportunity for advertiser supported television to grow as consumers reach a state of paid subscription saturation. 67% of European spend no more than £20/€20 a month on subscription services while 74% predicted they will not spend any more than this in the next year. As this tipping point suggests, there is room for advertiser supported TV services to grow, supported by 69% of Europeans who said they would be likely or somewhat likely to watch ads in order to access free content. Based on these findings, advertising will continue to play a crucial role in the big screen's future.

## **2.4 Addressability in Connected TV**

The TV viewing experience has never been better for viewers. We have more content to choose from than at any time in history and control over when and where we watch our shows and on what screen. The way viewers are consuming TV is changing but we still have a preference for watching content on a large television screen. Recent preliminary findings from Finecast's Thinking Inside the Box research found that 80% of Broadcaster VOD (BVOD) is watched on a TV screen, whereas only 14% is watched on a mobile device.

Innovation in TV viewing inevitably leads to innovation in advertising, and the increasing numbers of connected TV homes means that addressable TV advertising is coming of age. The marriage of household data with technology, whilst being respectful of consumers privacy concerns, is enabling the industry to address the most relevant brand messages to an individual house during their television ad break. Across Europe there are increasing numbers of addressable solutions coming to market each year from broadcasters, TV manufacturers and OTT device distributors.

With that aim in mind, here are three key areas that drive forward addressable advertising on Connected TV.

## 1. Using data to help find your audience

- a. Addressability is particularly suitable for reaching light TV viewers, across all demographic breakdowns – those audiences who sit on the edge of a linear TV, mass reach advertising campaign and who are therefore more expensive to address via traditional TV advertising. Using audience segmentation data, it is possible to pinpoint the households that have the right audience profile and serve them appropriately targeted advertising at the time they are watching, thereby extending the reach of an advertiser's brand campaign, for the optimal spend mix.
- b. Subscriber, or User data is becoming increasingly popular in its application for household level targeting. Many TV viewers are happy to share limited data at log-in, in exchange for great advertising funded TV content, which in turn increases the data options for targeting those households with the appropriate brand messages. With the right permissions, this data can be used by brands to target receptive households.

## 2. Improving standards

- a. Improving, and maintaining ad standards in Connected TV is something that the whole industry has a vested interest in. Working with the IAB, to agree standards for the delivery, tracking and measurement of addressable TV advertising is crucial to the future scale of this product and the IAB's VAST and RTB standards are a key pillar to make this happen. If all Connected TVs, whether Smart TV apps, connected satellite boxes or OTT boxes, can be ad-decisioned via the IAB's standards this allows for greater controls over brand or industry clash, in an ad break, or advertiser frequency to the end user.
- b. TV is a brand safe environment, and we must strive to keep that standard. Both as individual companies, but also as an industry we must recognise the success stories of linear TV and strive to modernise them for a changing TV landscape. Creative approval bodies ensure very high standards on our screens, we must work together to ensure they continue to fill that role whilst enabling innovation in the advertising we deliver. Measurement is also critical, and as an industry we must look forward and work together to speed up the combined, neutral industry measurement that remains a key pillar of linear TV.

### 3. Creativity is key

- a. Amongst the serious considerations of data, and industry collaboration, TV advertising is known for its creativity, and household addressability can enable a new age of creative approach to TV ad copy. Dynamic end-frames allow for the end of a creative to be changed depending on the type of household watching the ad – over 65s can get a different travel ad to a family with young children. Addressability enables that creative execution to take place. Personalising a TV ad is easier than ever before.
- b. Location based advertising is being made scalable by addressable connected TVs. Whether you are a small business that can only serve a local audience, or a large brand with a handful of large retail shops in regional locations; by utilising audience or household data plus connected TV viewing, you can now address your message to only your prospective customers via a connected TV. This makes TV advertising an attractive and economically viable option for many brands.

Our TV choices are increasing and our viewing habits continue to change as technology evolves. The new capabilities of addressable add enormous value to brand campaigns. Increased targeting capabilities with sophisticated measurements. More efficient, relevant, effective ads on TV with long-term brand building effects.

## 2.5 The Next Step

The new TV market is young enough to be shaped so it can mature and scale more quickly. Key to achieving this will be simplification and standardisation, as well as broader collaborations. Already, there's been an update in value-chain partnerships across Europe, the trend has helped the Addressable TV market achieve scale. Such collaborations are essential for the pooling of costs for technology and data. They can also provide a single entry point for advertisers. The evolution of television presents a clear opportunity for the advertising industry as the traditional TV market shrinks and digital advertising matures. The next few years will reveal which of the many industry players benefit most from this opportunity.

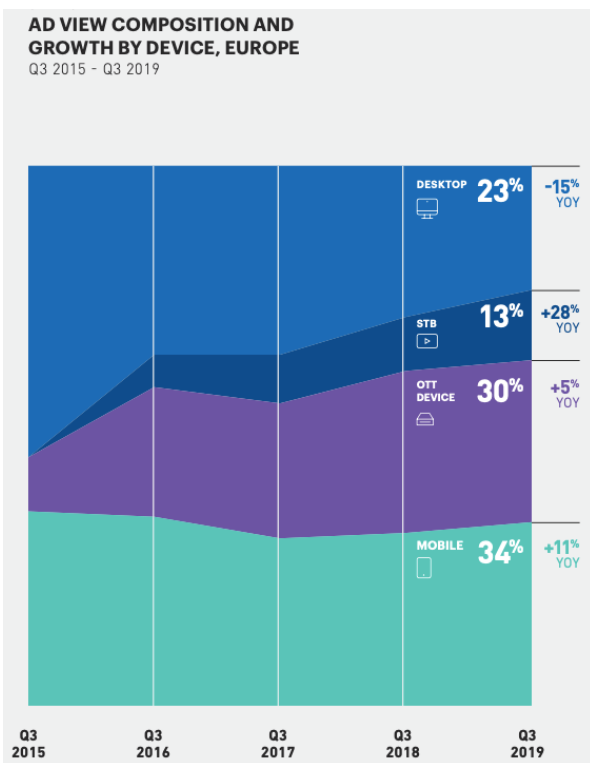
## Section 3- Key Considerations

The union of TV and digital sophistication has created a range of audience-centric advertising opportunities.

### 3.1 The Opportunity

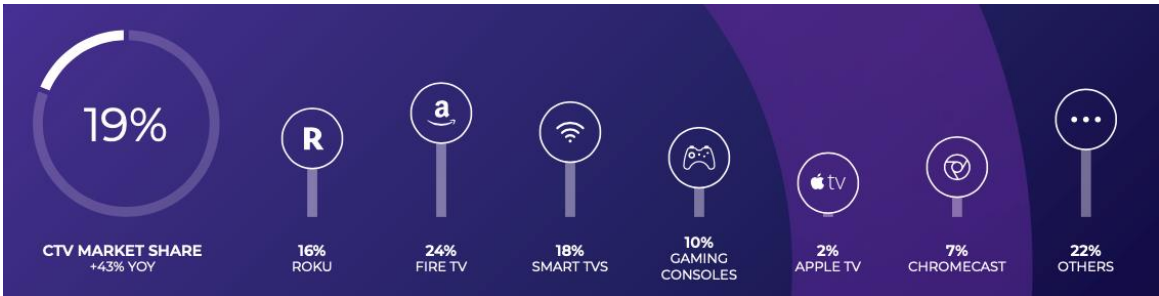
With audiences either complementing or shifting away from linear TV viewing, there is a big opportunity to follow and reconquer these audiences on OTT/CTV platforms, maximise reach and address consumers in a more personal and engaging way.

Viewers want to watch their favourite shows on the largest screen available in the home and will default to using their set top box (STB) or connected devices (or services) to watch on their TV screen. The graphic below shows the share and growth of STB and CTV, representing now more than 43% of ad views. Interestingly viewings occur in a very similar time partner as linear TV, with peak times of usage coming at primetime hours.



Source: FreeWheel Video Marketplace Report, Q3 2019

## Ad Views by CTV Device (Europe)



Source: FreeWheel Video Marketplace Report, Q4 2019

This emerging viewing behaviour is fuelled by the growth across the many OTT/CTV devices available today, and familiarity with streaming services offering advertising-supported content.

Let's look at some of the key considerations as regards to these streaming environments.

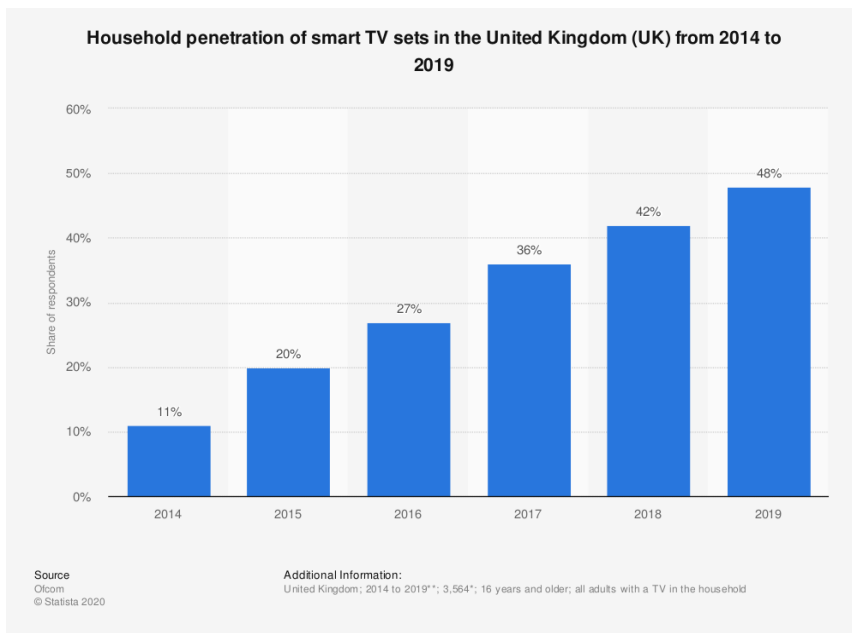
### 3.2 Audience Targeting

Connected or advanced TV offers many advantages for advertisers, in particular for data-driven inventory. Through CTV and other OTT services, TV has become far more digital and data-enabled. It brings audience-based capabilities to help brands tailor their messages to their audiences. There are many parameters that buyers can take advantage of to more accurately target their audiences directly or through a Demand Side Platform (DSP), including geo, device, daypart, channel, and custom targeting.

To better leverage their first-party data, or DMP data, to reach their specific audiences, advertisers can work closely with publishers to enable device IDs. To that end, the IAB's [Identifier for Advertising](#) (IFA) should help in bringing consistency for OTT/CTV targeting, measurement and frequency capping.

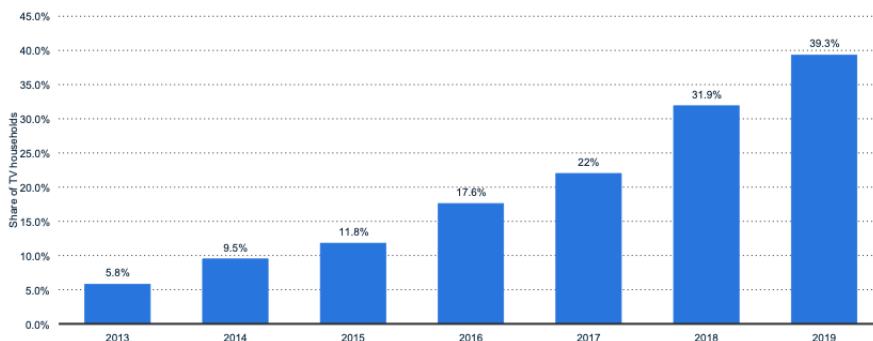
### 3.3 Scale

One of the most debated topics around CTV, is scale, or rather lack of, particularly across the fragmented European media landscape. There is often a view that CTV lacks scale. While it is not there in comparison to linear TV, smart TV adoption is fast growing with over 40% of the UK or German population, for instance, already owning a TV connected to the internet. Growth is certainly taking place in all the major countries across Europe and already offering good scale.



### Share of TV households with a TV set connected to the internet (smart TV) in Germany from 2013 to 2019

Share of TV households with a connected smart TV in Germany 2013-2019



**Note:** Germany; 2013 to 2019; Private households with TV reception  
 Further information regarding this statistic can be found on [page 30](#)  
 Source(s): ALM; D.662261

Penetration and purchase interest **statista**

In this new data-enabled TV ecosystem, OTT/CTV should be seen as a powerful complement to traditional TV, not a replacement. It not only could be used as a reach extension, but also as a means to reach under-exposed TV households. Currently in most cases, viewers are using OTT as a complement to traditional television, advertisers should do the same. The linear component of a campaign would act as the foundation, delivering 70-80% of the total campaign reach, with digital providing an incremental reach with little overlap.

For advertisers it is important to check if their CTV or OTT partner will offer sufficient scale in line with their audiences. They should also ensure that their partner has the means to determine exposed versus non-exposed linear campaigns to optimise reach and campaign effectiveness.

### **3.4 Programmatic**

With the TV directly connected to the internet and the ability to pass data, connected TV is bringing programmatic to the linear TV and opening up new opportunities. It is now possible to transact inventory in an automated way, similar to digital advertising. However, there are some technical complexities so it is important that buyers work with the right partners that will provide the appropriate premium inventory, to the right audience, at scale.

### **3.5 Creatives**

With greater targeting capabilities, CTV offers a major opportunity to tailor ads with the relevant message to specific audiences. This will enable for greater engagement and return on ad spend. However, CTV is a similar experience to TV and as such the traditional TV experience should be maintained including the ads in breaks, frequency capping, industry separation.

Additionally, while creatives can be adjusted to suit audiences there are certain elements that should be taken into account from a user perspective. Viewers enjoy relevant or contextualised ads, inline and relevant to the content being watched; however 'personalised' ads in CTV environments can be seen as invasive.

### **3.6 Viewability, IVT & Fraud**

Some recent studies have shown that one of the main concerns from buyers to access CTV was not about scale but rather about the increase in fraudulent activities. Concerns are growing around viewability and fraudulent traffic, and as CTV demand continues to grow, so will fraudulent activity. However, most players in the CTV arena are rapidly developing solutions to certify and authenticate viewership in order to ensure viewers are real human audiences. Tighter standards are required which the IAB and MRC are actively working on to measure invalid traffic. We expect more announcements in the course of this year.

From a viewability standpoint, OTT apps were not designed to allow third-party measurement scripts (e.g. VPAID) to avoid risks associated with the viewing experience (should a script fail to run properly), so viewability measurement tags that work on other screens do not work on connected devices. An alternative for viewability metric is ad completion rates. DSPs can provide detailed reporting insights into ad completion rates (View Through Rates—VTRs) on OTT.

### **3.7 Measurement**

Linear TV and digital measurement solutions were not designed with CTV viewing in mind and today the industry has yet to find an adequate solution and manage a common standard for how to evaluate campaign reach, targeting, and performance. Traditional measurement companies such as Kantar, Nielsen and Comscore have developed solutions to measure audiences across CTV platforms.

These have not been scaled significantly to date due to high execution costs and the current typically low reach of CTV activity on media plans.

As reach is still relatively low when compared to Linear TV or other media channels, measuring the impact beyond simple audience delivery metrics can be tricky. That said, there are some options available, depending on the type of CTV activity being deployed.



Currently the following options are available for measurement

1. Partnerships can be formed with CTV providers or exposure tracking companies and measurement companies to match passive household exposure to brand or sales outcomes. These integrations may allow for passive measurement of exposure, but may need to be combined with modelled exposure approaches to get from the household exposure level to the respondent level depending on the focus of the research. CTV providers vary by market so partnerships are typically at a local level.
2. Opportunity to see, or specific media consumption questions can still be used to model probability of CTV exposure where passive exposure tracking is not possible. These questions can be tailored to improve accuracy based on the delivery method of the advertising or CTV device being used. In some cases, and for some markets this may be the most appropriate methodology to isolate CTV impact.
3. For substantial spend advanced analytics can be used, and can continue to be used to model incremental impact of CTV based on various datasets (such as survey, sales, and media spend/delivery data), to understand total return on investment.
4. Other more custom approaches can be developed with purpose-built passive exposure tracking panels (e.g. using mobile metering). The exposure data collected through the panel can then be matched to CTV delivery data to isolate exposure. Use of this method will be limited until metered panel management costs can be reduced.
5. Live recruitment approaches may also be a possibility in some markets where technology is available to support this. Some technology providers can deliver short in device surveys targeted to exposed and non-exposed individuals to understand the CTV impact on brand attitudes

Which approach is most appropriate will depend on the activity an advertiser is looking to measure, feasibility of the different approaches in the market of measurement, the data sets and partnerships available in their market and to their brand, the outcome the advertiser is looking to measure, and the investment level available for measurement.

## Campaign Best Practices

### Campaign and set-up protocols:

- CTV is a cookie-less environment and as such, any cookie-based audience strategies will struggle to deliver.
- CTV environments will only accept VAST creatives. No VPAID elements of any kind can be applied to buy-side creatives.
- As a non-VPAID environment, viewability tracking is not available. That said, CTV is a 100% in-view placement by nature.
- CTV campaigns, by nature of the environment, will deliver 100% in-view and between 90-100% completion rates.

### Brand Safety:

- Brand safety is an essential component for any advertiser buying digital advertising. CTV is no different. Technical capabilities as well as protocols are being developed and adopted across the industry. In the CTV landscape it requires operating systems to develop solutions which meet current apps.ads.txt protocols used on mobile devices.
- Examples of industry solutions for CTV brand safety are available. SpotX and DoubleVerify have developed a CTV stand-alone solution which monitors all CTV traffic for anomalies around bid density around devices and other identifiers. This has enabled the auditing of supply partners and any fraudulent impressions.
- CTV is not widely available in the open-market but contained within the private mechanisms of programmatic or direct deals. This might change over the coming months but buying in a private marketplace can ensure you are buying quality CTV inventory.

### Future Roadmap:

- Measurement is a key area for development. Advertisers will benefit from a level of standardisation across measurement whether linear, addressable, CTV (VoD or simulcast) viewing. Several measurement companies are starting to look at solutions which bridge the gap between the old linear measurement solution and potentially new CTV solutions.
- Targeting allows individual broadcasters, content creators and manufacturers to enhance advertisers' TV campaigns, through ACR technology, registration data and viewing habits. These mechanisms can be used to create highly targeted advertising campaigns.

## Summary

Harmonised and common definitions for any emerging format are essential to ensure all stakeholders are on the same page and business can be done efficiently. The contributors to the Guide have developed a set of clear and concise definitions for advanced TV and related terms to align the industry across Europe.

The growth in viewing TV content across a range of screens and devices has opened up a whole new world of advertising opportunity. However the landscape in Europe is still nascent and fragmented with much room for growth and harmonisation.

The Guide also draws out some of the key considerations for undertaking advertising on connected TV or OTT devices / platforms including data-driven audience targeting; scale coming from the growth of connected TV devices; application of programmatic to transact in an automated way; ability to tailor advertising creatives.

However, as with any growing market comes challenges. Working together as an industry key challenges to be addressed include ad fraud, viewability and measurement.

IAB Europe is working with some of its members to provide additional insight into the connected TV landscape in a series of Industry Insiders exploring buy-side and sell-side perspectives and connected TV in the broader advertising ecosystem.



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## Appendix – Advanced TV Glossary

### **Addressable Household**

Opt-in household who has validated the use of their data for ad targeting / personalisation purposes. The targeting is enabled through segmentations such as device, demographics, time of day / day of week, content, category, location, etc. and purchase behaviour.

### **Addressed Spot**

Advertising spots replacing a broadcast spot and that may be different according to the device connected to the stream.

### **Addressable Free-to-Air Broadcast**

The extensive deployment of the HbbTV standard in Europe, enables ATV advertising in open and non-proprietary TV ecosystems. DTT/Antenna is one of the continent's most prominent ways of consuming TV and supports HbbTV in most markets. Satellite distribution and many TV cable operators also support the HbbTV standard.

### **Ad serving**

Digital (or linear) advertising delivery driven by an Ad server. The ad server is a software-based tool used by publishers, advertisers, ad agencies, and ad networks to manage and run advertising campaigns. Ad servers make instantaneous decisions on what ads to deliver according to various predetermined parameters.

### **Advanced TV**

Advanced TV is an umbrella term referring to any TV content being delivered beyond traditional linear television. Advanced TV describes new digital-like capabilities and impression-based delivery applied to premium video content.

### **Advertising break**

Time slot (or advertising slot) made of a set of advertising spots. This sequence of spots is surrounded by a start/end jingle and optionally some dividers between each spot. There may be some rules attached; for instance, in France, the duration of these advertising screens is limited by the double constraint : the average daily duration (9 minutes) and a one clock hour (12 minutes).

### **AVOD (Advertising VOD)**

A system allowing users to select video content financed by advertising.  
Examples: Rakuten TV, Pluto.tv, TV+ proposed by Samsung

**Broadcast**

Transmission method : a transmitter delivers the same video and audio stream to a large number of recipients within a coverage area. In the computer networks context, the broadcasting mode is opposed to “multicast” and “unicast” modes, referring to a stream transmission toward a given group of recipients or to a single recipient.

**Broadcasted spot**

Advertising spot broadcasted by default to all viewers on the linear stream.

**Catch-up TV**

Service allowing users to review a TV program shortly after its first broadcast and most often for a limited period of time.

**Connected TV**

A TV that is connected to the internet via an internal device (i.e. Smart TV) or an external device (for example, Apple TV, Roku or gaming consoles). Video content is delivered to a TV screen, through the internet.

**Cord-cutting**

Term used to describe users who cancel their TV subscriptions with telecom operators in favor of OTT services.

**Delinearization**

A user changes from a program consumption mode to a demand consumption one, in addition to the traditional linear mode.

**Disintermediation**

Option for content and service publishers to broadcast their programs without using traditional intermediaries such as TV channels, cable and satellite operators.

**Distributor /  
Operator  
Or  
Internet service  
provider**

Entity distributing the linear stream of the Publisher on a Set-top-box (STB) and executing the advertising insertions orders requested by the Publisher’s Ad-server.

**Flows tagging**

Enrichment of video streams with events (area-specific ad, advertising break definition). This tagging allows the replacement of an ad by another targeted one.

**HbbTV  
(Hybrid Broadcast  
Broadband TV)**

Standard developed by the main European television channels in collaboration with television manufacturers. It allows channels to offer an enriched interactive experience on connected television and set-top boxes. An update of the HbbTV V2.0 standard is planned to ensure the smooth integration of the addressed TV.

**IPTV**

The delivery of premium video / TV content over the internet rather than through traditional, terrestrial, satellite or cable television formats. It offers the ability to stream live or on-demand content via a connected device.

**Linear consumption**

The consumption of TV programs in the original / linear order and at a certain time chosen by the broadcaster according to a program schedule, regardless of the screen.

**Non-linear consumption**

On demand programs consumption using VOD services.

**NPVR  
(Network  
Personal Video  
Recorder)**

Also called CPVR (Cloud PVR): linear programs recording for later de-linearized consumption.

**Over-The-Top  
(OTT) Equipment**

Set of devices allowing access to OTT services on a television, e.g. an OTT box (Apple TV, Roku, Amazon Fire, Hybrid Set Top Box), Game console and Smart TV. By extension some definitions include the video content streaming on mobiles, tablets and computers.

**Over-The-Top  
Services**

'Over the top' media which encompasses all Linear TV or VOD (e.g. AVOD or Broadcaster VOD) streaming content providers (such as Netflix, Hulu, etc.) These content providers distribute directly to viewers over the internet.

**Overlay**

An ad is displayed over a content (here a TV program)

**Publisher**

Owner and transmitter of the linear stream, integrating required markers to operate segmented TV. Its Media Sales house is responsible for the selling and the decision to broadcast a given set of advertising spots.

**SCTE 35 (et 104)**

The SCTE organisation defines the norms and tagging standards for video streams used by Addressable TV in OTT and Broadcast modes. SCTE-35 messages are the signalling data inserted by the Editor into the linear flow that may contain one tag or more. SCTE markers are of prime importance for Addressable TV as they indicate the Ad-breaks required by the Ad-servers.

**Segmented TV  
or Addressable TV  
or Targeted TV**

Broadcast of personalized TV advertising messages by a terminal during the same linear stream of Programs, thanks to household data (geolocation, TV consumption, etc.). It combines the advantages of TV advertising with digital targeting capabilities.

**Social TV**

Services or technologies allowing the user to interact directly with the TV program (vote, post a comment...) or to exchange with other viewers around a given TV program (recommend programs, knowing what my friends are watching and publishing what I am watching, chatting with one friend or more at the same time,...)

Operators are now integrating social networks such as Twitter or Facebook through their set-top-boxes

**Start-Over**

Possibility for the user to restart the linear program.

**SVOD  
(Subscription  
VOD)**

Subscription to a digital catalog of videos on demand: the customer pays a monthly fee to access content e.g. Netflix.

**Time Shifting**

Ability for the user to go backward or forwards on his current program.

**TVOD  
(Transactional  
VOD)**

Video streaming offer with a payment per unit (rent or purchase).

**UGC  
(User Generated  
Content)**

Video content created by users and shared through 2.0 websites such as YouTube or Dailymotion.

**VOD  
(Video On  
Demand)**

System allowing the user to choose, order and watch video content at any time.

**Widgets**

Clickable buttons, which appear as an overlay of the program viewed, allowing access to services such as News, Weather, Stock Market or Videos.



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