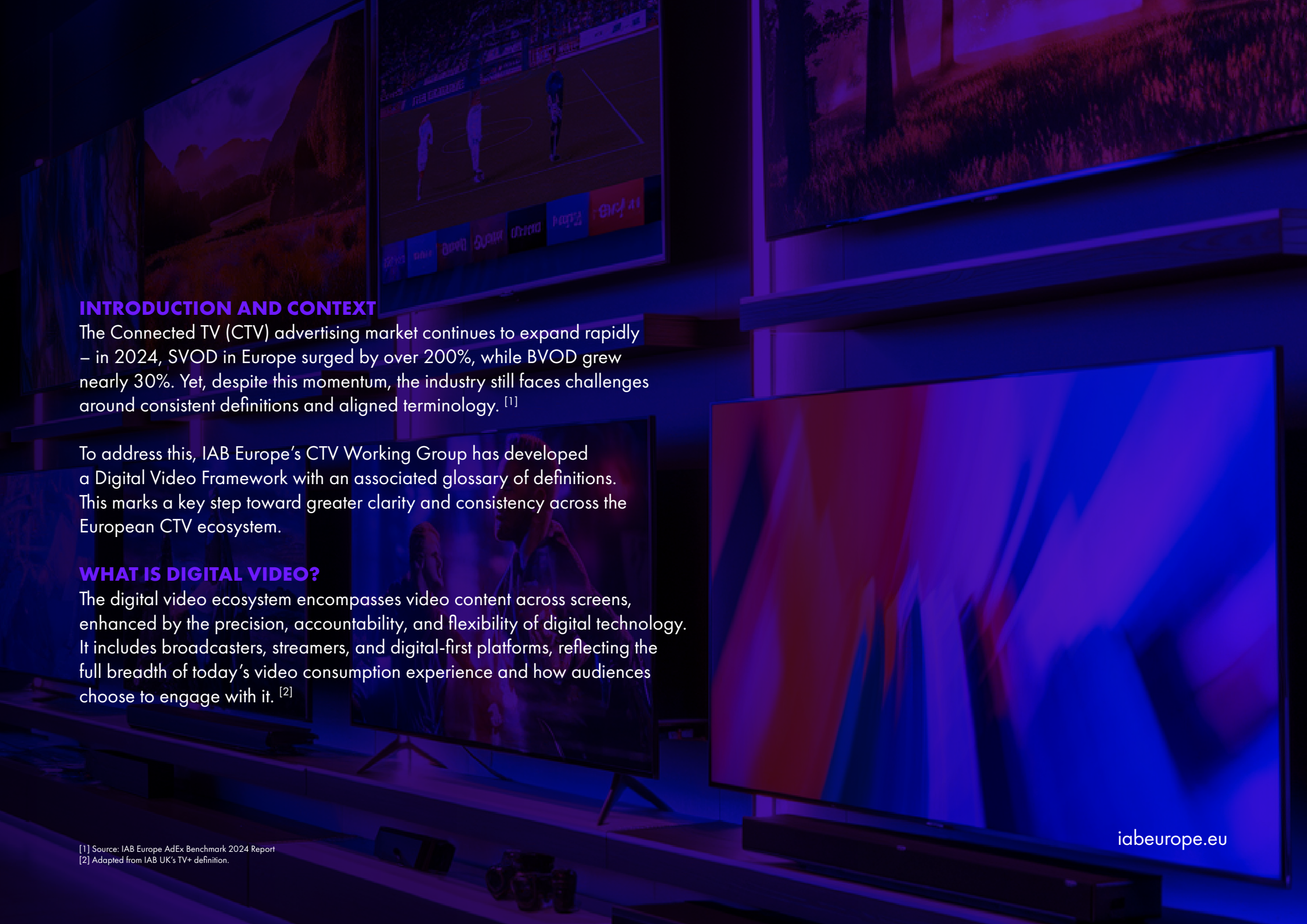

IAB EUROPE DIGITAL VIDEO FRAMEWORK AND GLOSSARY



INTRODUCTION AND CONTEXT

The Connected TV (CTV) advertising market continues to expand rapidly – in 2024, SVOD in Europe surged by over 200%, while BVOD grew nearly 30%. Yet, despite this momentum, the industry still faces challenges around consistent definitions and aligned terminology. ^[1]

To address this, IAB Europe's CTV Working Group has developed a Digital Video Framework with an associated glossary of definitions. This marks a key step toward greater clarity and consistency across the European CTV ecosystem.

WHAT IS DIGITAL VIDEO?

The digital video ecosystem encompasses video content across screens, enhanced by the precision, accountability, and flexibility of digital technology. It includes broadcasters, streamers, and digital-first platforms, reflecting the full breadth of today's video consumption experience and how audiences choose to engage with it. ^[2]

[1] Source: IAB Europe AdEx Benchmark 2024 Report

[2] Adapted from IAB UK's TV+ definition.

CONTENT



BUSINESS MODELS

VOD
AVOD
BVOD
HVID
SVOD
FAST



DELIVERY METHOD

IPTV
HBBTV
STREAMING
LINEAR TV
CABLE
SATELLITE
OTT

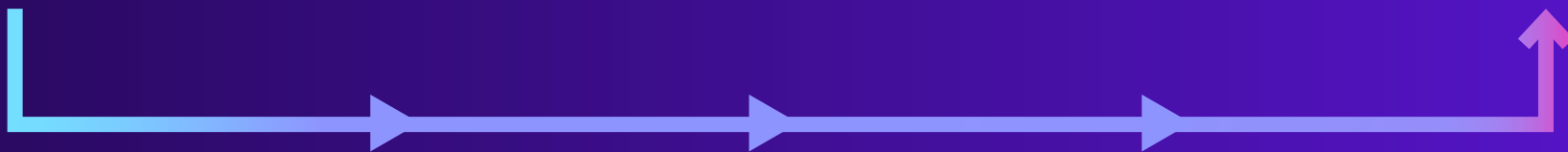
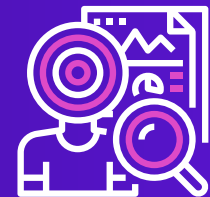


DEVICE

MOBILE
DESKTOP
CTV
TRADITIONAL
TV



CONSUMER



GLOSSARY OF DEFINITIONS

DELIVERY METHOD



Linear TV is scheduled programming that is broadcast at a pre-determined time in a one-to-many way, as opposed to on demand viewing (one-to-one). It is often ad supported with scheduled ad breaks. Linear TV can be delivered through FTA antenna, cable, satellite or streaming. This is not FAST.

Over-The-Top (OTT) refers to content providers that deliver video—whether linear television or video-on-demand (VOD)—directly to viewers via the Internet, bypassing traditional distribution platforms such as cable, broadcast, satellite, and telecommunications services. OTT encompasses a wide range of business models including advertising-supported video-on-demand (AVOD), broadcaster video-on-demand (BVOD), and subscription-based streaming services (SVOD). This content can be accessed across multiple devices (e.g. mobile, desktop, consoles) and environments (e.g. apps, web), and is not limited to connected TV (CTV).

Internet Protocol Television (IPTV) is the delivery of television content over Internet Protocol (IP) networks, rather than through traditional terrestrial, satellite, or cable TV formats. Typically delivered via a closed, proprietary, and optimised network, IPTV enables viewers to stream live or on-demand content through a connected device, offering enhanced control and flexibility over how and when programming is accessed.

Hybrid Broadcast Broadband TV (HbbTV) is an international consortium and standard aimed at combining the broadcast and broadband delivery of interactive entertainment services to consumers. In practical terms, this means that you can get both standard broadcast FTA (free-to-air) TV and IPTV (broadband internet delivered) TV services all in one place, including advertising. This standard is integrated into most European TV sets.

Programmatic TV is an automated approach to buying and delivering an auction-based broadcast TV advertising through a technology platform. Programmatic TV ads are served to the whole audience watching that TV programme at that specific time. This contrasts with Addressable TV, which serves targeted ads to individual users, on a one-to-one device-level basis, using real-time data.

Advanced TV is an umbrella term referring to any TV content that has evolved beyond traditional TV delivery methods. Advanced TV describes new digital advertising capabilities and impression-based delivery applied to premium video content. Advanced TV generally encompasses OTT/CTV, VOD and addressable / data-driven linear TV that can be accessed from multiple devices including CT, mobile, tablet and desktop.

Addressable TV is the ability to serve personalised ads to different target groups and audience segments watching the same linear TV content. Addressable advertising combines the reach and power of traditional TV with the possibility to be precise with data-driven targeting such as socio-demographic profile, viewing behaviour, interests, and location. Three types of technologies are used for the delivery of Addressable TV: HbbTV, IPTV, and OTT.

Streaming refers to video (or audio) content delivered (or consumed) via an internet connection.

GLOSSARY OF DEFINITIONS



BUSINESS MODEL

Video on Demand (VOD) Services Advertiser VOD (AVOD) is an on-demand video content service that is funded by advertising.

This includes video services that are free to the user and hybrid solutions, which offer a subscription fee as well as showing ads. Broadcaster VOD services (e.g. ITV Hub) that are funded by advertising are included in this, but also YouTube, PlutoTV, etc. By using ad revenue, publishers can give viewers access to content for free or at a reduced rate.

Free Ad-supported Streaming TV (FAST) Services & Channels FAST channels allow viewers to stream live TV content without paying for a subscription.

FAST channels stream 'linear' content since it is watched on a pre-determined schedule. An example of these channels include Rakuten TV, Samsung TV or Pluto TV, which stream a combination of TV and digital video programming that customers would usually have to pay to watch on TV.

Subscription VOD (SVOD) is a subset of Video

On Demand that requires users to pay a subscription fee to access the content. Subscription services may also include ads or ad-supported tiers.

Those with ad-supported tiers are often referred to as Hybrid VOD.

Transactional VOD (TVOD) is a video content service where viewers pay for each piece of video on demand content. For example, a customer would pay a fee for each movie or TV show that they watch. TVOD services, like Apple's iTunes, enable one-off purchases and often time-limited access.

Broadcaster VOD (BVOD) is an on-demand video content service delivered by a traditional TV broadcaster, which is typically funded by advertising, and is therefore free to the user.

Hybrid VOD (HVOD)

Refer to the SVOD definition.

Streaming services refers to any on-demand or live video that is being accessed via an internet connected device (stream); the content can be ad-supported or subscription based.

GLOSSARY OF DEFINITIONS

DEVICE



Traditional TV is content delivered via legacy distribution methods such as cable, satellite, broadcast.

Connected TV (CTV) is a large TV screen that is capable of receiving a linear TV signal and is also connected to the internet, either directly (like a Smart TV) or through a gaming console or streaming device (e.g. Apple TV, Roku etc.). A media buy of CTV inventory can generally be assumed to be running on a large screen format.



**FOR MORE INFORMATION,
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