

CROSS SCREEN MEDIA

GLOSSARY

Video ad technology and consumer behaviors are changing so rapidly that it's hard to keep up with all of the latest trends and terms. That's why we here at Cross Screen Media have put together this glossary of frequently-used industry terms to make it easier for everyone to speak the same language. If you have any questions or suggestions, please reach out at crossscreenmedia.com



AD FREQUENCY

Ad Frequency is the average number of times an individual or household views an advertisement during a specific time period.

Frequency is calculated by dividing the number of ad impressions by its total reach.

This metric helps understand how frequently your ad is viewed by your target audience on average.

AD REACH

Ad Reach is the total number of different individuals or households exposed, at least once, to an advertisement during a given period.

Reach Percentage is the percentage of individuals or households that were exposed. It is calculated by dividing the number of individuals reached by the number of individuals in the total audience.

AD VIEWABILITY

Ad Viewability is an advertising metric that quantifies how much of an ad is actually seen.

For video ads, there are a range of industry standards with minimums as low as 2 seconds.

At Cross Screen Media, we use a minimum of 5 seconds before we consider an ad watched.

AUDIENCE PROFILES

Audience Profiles are the groups of people, or audience, who share similar characteristics and whom you are targeting in an advertising campaign.

Media planning solutions can offer granular audience segments, including Cross Screen Media's ScreenSolve® which provides over 60,000 different audience profiles that can be used when planning TV and video ad campaigns.

AUTOMATIC CONTENT RECOGNITION (ACR)

Automatic Content Recognition (ACR) is a technology used to identify the content being played on a media device.

It is primarily used by smart TVs, set-top boxes and device makers to collect content consumption information automatically at the screen level. This information can then be provided to advertisers and other data aggregators to reach their desired audience.



BROADCAST TV

Broadcast TV is television that is delivered over the air via terrestrial antenna systems.

Broadcast TV comprises all programs that are distributed to viewers tuned to a channel.

These broadcasts, now available digitally, include both audio and video, that can be decoded by a digital antenna and receiver.



CABLE TV

Cable TV is television that is delivered to subscribers via coaxial cable or fiber optic transmission.

The term also includes systems that distribute TV signals via satellite. Cable TV systems originated in the United States in the late 1940s and became mainstream in the 1970s and 1980s. They were designed to improve the reception of network broadcasts in remote and hilly areas where broadcast TV proved difficult or cost prohibitive.

CONNECTED TV (CTV)

Connected TV (CTV) is any television that is connected directly to the Internet for video streaming.

Different types of CTVs include streaming devices such as Roku, Amazon Fire TV and Apple TV, as well as gaming platforms like Xbox and PlayStation. The rise of CTV has led to "cord-cutting," which is the growing trend of customers canceling their traditional cable and satellite subscriptions in favor of only using these streaming or VOD formats.

CONVERGENT TV

Convergent TV simply put, is the combination of linear TV and connected TV (CTV).

It expands the traditional definition of TV to include all forms of video consumption, creating a unified ecosystem that aligns with the modern consumer's seamless cross-screen viewing habits. Convergent TV combines the broad reach of linear television with the latest targeting, planning and measurement opportunities in connected TV. Marketers, with the appropriate technology, can create unified Convergent TV campaigns to reach their target audiences precisely and efficiently at the hyper-local level, no matter how they consume video

COST PER MILLE (CPM)

Cost Per Mille (CPM) is synonymous to the “cost per thousand” ad impressions. It is an industry-standard measure for selling ads. The calculation for CPM is as follows: $CPM = (Total\ Cost \div Impressions) \times 1000$



DEMAND-SIDE PLATFORM (DSP)

Demand-Side Platform (DSP) is a system where advertisers buying digital advertising inventory can activate and manage campaigns across hundreds of publishers aggregated into a single interface.

DSPs also allow advertisers to adjust campaigns mid-flight instead of having to wait until the campaign has concluded.

DESIGNATED MARKET AREA (DMA)

Designated Market Area (DMA) is a geographic area of the US that represents specific television markets.

They are defined by Nielsen Media Research and are updated annually. There are 210 DMAs in the US.

DIRECT BROADCAST SATELLITE (DBS)

Direct Broadcast Satellite (DBS) is programming that is delivered directly to a household via an individual satellite dish.

The most popular DBS systems include services like DirecTV and Dish Network.



EFFECTIVE CPM (eCPM)

Effective CPM (eCPM) is the effective cost per thousand impressions. For digital ads, this means on-targeted, viewable, five-second views.

The calculation for eCPM is as follows: $eCPM = CPM \div Viewability\ \% \div On\ Target\ \%$



GROSS RATING POINT (GRP)

Gross Rating Point (GRP) relates to the “total audience” exposure to advertising messages.

One gross rating point is equivalent to the number of views where, on average, 1% of your total (not target) audience has seen an ad one time.



IDENTITY GRAPH (ID GRAPH)

Identity Graph (ID Graph) is a database that stores all of the identifiers that correlate with individual customers.

These identifiers are aggregated from multiple data sources. They can be anything, but are typically usernames, email addresses, phone numbers and browser cookies. They can also be offline identifiers such as customer IDs or loyalty card numbers.



LINEAR TV

Linear TV is the traditional television system in which a viewer watches a scheduled TV program when it's broadcasted and on its original channel.

Linear TV includes both broadcast and cable TV, where content cannot be time shifted.



MEASUREMENT

Measurement involves finding out the actual reach, frequency, and outcomes of an advertising campaign.

Cross screen measurement is increasingly critical as advertisers place ads across linear TV, CTV, and digital video.

MEDIA BUYING

Media Buying (aka Activation) is a method that marketing agencies apply after a media planner completes their research and builds a campaign strategy.

Media buyers use this strategy to find and bid on ad inventory across multiple ad channels.

MEDIA PLANNING

Media Planning entails sourcing and selecting optimal media platforms for a client's brand or campaign.

The goal of media planning is to determine the best combination of all available media, channels and markets to achieve the client's objectives in the most effective and efficient way.

MULTIPLE SYSTEM OPERATOR (MSO)

Multiple System Operator (MSO) is an operator of multiple cable or direct-broadcast satellite television systems.

Examples of MSOs include Comcast, Time Warner, Charter, and DirecTV.



NATIVE ADVERTISING

Native Advertising is any paid advertising that is indistinguishable from the channel being used to present it.

Native ads match the form, function and appearance of the platform upon which it appears.



OPTIMIZED REACH PERCENTAGE

Optimized Reach Percentage is the percentage of your target audience that was reached in your designated frequency range.

This metric is important to minimize oversaturation or undersaturation of audience members with ads in a specific campaign.

OVER-THE-TOP (OTT)

Over-The-Top (OTT) stands for content that is streamed to customers directly over the web, bypassing traditional cable systems and channels.

Over-the-top delivers content and services to customers on top of network Infrastructure that is provided by traditional Internet service providers.



PRIVATE MARKETPLACE (PMP)

Private Marketplace (PMP) is a private agreement between ad buyers and suppliers where a supplier provides buyers with a deal code to access their inventory.

These private marketplaces live within existing DSPs.



SCREENIMPACT

ScreenImpact is Cross Screen Media's measurement tool that allows media buyers to see how their campaigns are performing across all screens with granular and de-duplicated metrics and analysis.

SCREENLIFT®

ScreenLift is Cross Screen Media's CTV activation solution, which allows brands and agencies to scale and simplify their media buying operations.

SCREENSOLVE®

ScreenSolve is Cross Screen Media's local TV and video planning software that enables precise allocation across broadcast and cable TV, digital, and Connected TV.

ScreenSolve® allows planning on a market-by-market basis to maximize views and reach within budget.

SUPPLY-SIDE PLATFORM (SSP)

Supply-Side Platform (SSP) is a system that connects content publishers with multiple ad exchanges, demand-side platforms, and ad networks, all at once.

SSPs allow publishers to sell impressions to a greater pool of potential buyers.



TARGETED RATING POINT (TRP)

Targeted Rating Point (TRP) is equivalent to the number of views where, on average, 1% of your target audience has viewed an ad one time.

Targeted rating points are similar to gross rating points (GRP), but while GRP measures the potential impact for a general audience, TRP gauges performance for a specific targeted audience. TRP is a much more useful metric for video advertisers.

TOTAL REACH PERCENTAGE

Total Reach Percentage is the percentage of your target audience that was reached at least once, regardless of your designated frequency range.

This metric helps advertisers gauge the overall effectiveness of their video campaigns. The higher the total reach, the more effective the campaign.

TV ATTRIBUTION

TV Attribution is measuring the business outcomes from television.

TV attribution provides accountability for marketers. Campaigns that are not measured against business outcomes cannot be seen as effective advertising solutions.



VIEWABLE CPM (VCPM)

Viewable CPM (vCPM) is the cost per thousand for impressions that meet a viewability threshold. At Cross Screen Media, we use a five-second minimum for viewability. The calculation for our viewable CPM is as follows: $\text{CPM} \div \text{Viewability \%} = \text{vCPM}$.



ZONES (AKA SOFT ZONES)

Zones (Soft Zones) While local broadcast advertising is divided into Designated Market Areas (DMAs), cable ads are served into smaller geographic “zones”, each of which can have the capability for local ad insertion.

Zones make local cable advertising popular for local business advertisers because they can target precise geographic areas.

ABOUT CROSS SCREEN MEDIA

We help buyers and sellers succeed in the convergent TV space. Our software delivers full-cycle solutions that allow marketers to plan, activate and measure their CTV and linear TV campaigns at the local level.

To learn more and request a demo, visit
<http://crossscreenmedia.com/request-demo>

