Digital Video
Glossary of Terms

IAB Video Advertising Council
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Introduction

Video has long been a staple of our lives, but the internet has fundamentally changed how users consume video and how marketers use it as a platform to convey their brand's messages.

The digital video market is growing at a staggering pace and so too is the complexity and knowledge required to make informed decisions that allow marketers to ask the right questions so they can meet their advertising outcomes.

This guide is a comprehensive list of digital video terms that the IAB Australia video council members have collated in the hopes of inspiring confidence in the continued investment of digital video, and simplifying the digital video space in such a way that all marketers can draw meaning and understanding from this document.

Thank you to all of the IAB members and IAB staff who have contributed to bringing this document to life and helping to demystify digital video.

Nathan Powell

Director of Digital Sales Product, Nine Entertainment Co.
Co-Chair, IAB Video Advertising Council

Since the early days of the first banners ads, digital has seen propulsive growth, and today around 19 million Australians go online daily and digital formats make up around half of the entire advertising revenue in the country. And naturally, along with the growth in market share, there has been parallel growth in the complexity of digital advertising. For many people it can often feel like a different language – even the experts can get confused in a field that is this fast changing.

Hence, the IAB mission to "Simplify and Inspire".

We believe it's essential – for all involved, from the digital novice to the immersed expert – to create common language across the different platforms. This industry wide language is a key step in the mission to simplify, so we have tasked our industry Councils and Working Groups with crafting a series of glossaries to that end.

We need every marketer, agency, tech company and publisher in digital to all speak the same language. That makes it easier to focus on the real objective – creating brilliant digital experiences for the consumer to deliver the best and most measurable marketing outcomes.

Simplify. Inspire.

Vijay Solanki

CEO, IAB Australia

Information

This document has been originally developed by the Interactive Advertising Bureau Australia Video Advertising Council in July 2017.

ABOUT THE IAB VIDEO ADVERTISING COUNCIL

The IAB Australia Video Advertising Council comprises the following 16 members from IAB member companies:

Ad & Creative Types

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Advertisement
Refers to media that combines entertainment such as television, movies or songs with elements of advertising to promote products or brands. (E.g. product placement in a movie.)

Autoplay Video Ad
A video ad associated with video content that initiates "play" without an explicit user interaction.

Dynamic Creative
Allows advertisers to serve relevant ad content to viewers on every impression. Advertisers can swap out elements of the ad such as text, exit URLs or images based on targeting rules that are defined and serve different ads to different target markets.

In-Stream Video
Video ads which are displayed within the context of streaming video content. Comprising of four types of video content: UGC (User Generated Content), Syndicated, Sourced and Journalistic.

Preroll
A video ad which plays before content is consumed, usually in 15' or 30' formats.

Midroll
A video ad which plays at specific point during content consumption, usually in 15' or 30' formats.

Postroll
A video ad which plays after content is consumed, usually in 15' or 30' formats.

Out-Stream
A simulated video ad unit which exist as standalone video distribution not associated with UGC, Syndicated, Sourced or Journalistic content. User must interact with creative in order to hear sound and display in full screen.

In-Article Video
A simulated video ad which loads and plays dynamically between paragraphs of text based editorial content, featuring as a standalone branded message. User must interact with creative in order to hear sound and display in full screen.

In-Banner Video
A simulated video ad which plays within display based ad units (728x90, 300x250 etc.) instead of a static or rich media experience. User must interact with creative in order to hear sound and display in full screen. The format relies on the existence of display ad inventory on the page for it's delivery.

In-Feed Video
A native, simulated video ad found in content, social, or product feeds often paired with a headline, description and logo. User must interact with creative in order to hear sound and display in full screen.

Interactive Video
Video digital creative which features enhanced user actions through integrated elements extended from standard playback controls (i.e. play, pause, rewind & mute). Interactive video gives the user options to engage with the videos message beyond viewing the video (i.e. polls, surveys, click to buy, book a test drive, share etc). The goal of the creative is to give the user various options to engage with the message beyond viewing the video.

Interstitial Video
A simulated video ad experience that appears between two content pages. Also known as transition ads, intermercial ads and splash pages.

Long-Form Video
Video content which features a content arc (beginning, middle and end) which typically lasts longer than 10 minutes (i.e. movies, television episodes). Typically, it will feature ad breaks mimicking the traditional television experience (mid-roll) between the content.

Native Advertising
Paid for video content in which the ad experience matches the form and function of the standard on page user experience. These ads should be cohesive with the page content and offer the user a non-interruptive experience.

Native Video Ad
A promoted video which includes a headline, description and context for the ad while matching the sites native user experience

Short-Form Video
Video content that has a duration of less than 5 minutes. Typically, a pre roll is played prior to commencement of the short form video.

Sticky Video Player
Otherwise known as 'pinned' video players, this is where the video breaks from is normal place within the editorial player and is anchored to follow the user as they scroll through an article.

User Generated Content Video (UGC)
Content that is created and published by end users of a service or platform.

Metrics

Cost Per Acquisition (CPA)
Cost of advertising based on a visitor taking a specifically defined action in response to an ad.

Cost Per Completed View (CPCV)
The price an advertiser pays every time a video ad runs through to completion. CPCV is calculated as cost divided by completed views.

Cost Per View (CPV)
A pricing model where the advertiser only pays for a video start. Typically sold at 1,000 impressions.

Cost Per Viewable Impression (vCPM)
A pricing model where the advertiser only pays for video ad impressions that are considered viewable upon MRC and IAB viewability guidelines. Typically sold at 1,000 impressions.

Gross Rating Point (GRP)
Is a measure of the size of an ad campaign by a specific medium or schedule. GRPs quantify impressions as a percentage of the target population. GRP values are used by media buyers to compare the advertising strength of components of a media plan.

On Target Percentage
The percentage of the total campaign delivery that is within the advertiser's campaign-defined goals. Used to measure how close advertisers get in reaching their target audience.

Target Rating Point (TRP)
A measurement of the percentage of the target audience who views or hears an advertisement. When buying advertising, the focus is on spending that allows advertisers to reach more of their target audience which will achieve a higher TRP.

Video Ad Completion
When a video ad has started and played through its entire duration to completion (to 100%)

Video Ad Completion Rate
The percentage of all video ads that play through their entire duration to completion (to 100%).

Viewability
Refers to the opportunity for a human to see a given ad. It's a measure of both the percent of pixels and time in view. MRC and IAB defines a video as viewable if 50% of the pixels are in view for at least 2 seconds. Often measured by a 3rd party viewability tool.

Technology

Connected TV
A television set that is connected to the internet via OTT devices, Blu-ray players, gaming consoles or is a Smart TV (featuring built in internet capabilities) and is able to access a variety of long form and short form web based content.

Content Distribution Network
A service that hosts online assets and provides content management via servers located around the globe to reduce the latency of downloads to users.

Latency
• The time it takes for a data packet to move across a network connection.
• The delay between the request of an ad and its display.

Streaming
• Technology that permits continuous audio and video delivered to a device from a remote website.
• An internet data transfer that allows the user to view and hear audio and video files. The host compresses, then 'streams' small packets of information over the internet to the user, who can then access the content as it is received.

Over The Top Device (OTT)
A device that can connect to a TV to facilitate the delivery of internet based video content (i.e. streaming boxes, media streaming devices and gaming consoles).

Server Side Ad Insertion (SSAI)
Also known as "dynamic ad insertion" or "ad stitching", this technology allows publishers to include video advertising as part of their ad content, which reduces buffering and other technical issues.

VAST (Video Ad Serving Template)
A framework for serving ads to a video player. The interaction between the ad and the player is unidirectional, meaning that once the player received the VAST tag no other interactions are possible, except the activation of tracking beacons at appropriate times during ad playback.

VPAID (Video Player-Ad Interface Definition)
The protocol between the ad and the video player required to enable ad interactivity and other advanced video advertising functionality. VPAID offer bilateral communication between the ad and the video player and meets the requirements of non-linear video ads and interactive linear video ads.

Programmatic Video

DSP (Demand-Side Platform)
A piece of software that is used to purchase advertising in an automated fashion. Used by advertisers and agencies, a DSP helps them buy display, video, mobile and search ads.

First Look
A priority setting in which the media seller gives selected buyers first priority in access to ad inventory; the top of the waterfall.

SSP (Supply-Side Platform)
Software used to sell advertising in an automated fashion. Utilised by web publishers to sell video ads.

Waterfall
The order of priority in which advertisers have the opportunity to buy inventory. Demand sources can include direct sales, networks or exchanges.

General Video

Addressability
Is the ability of a digital device to individually respond to a message sent to many similar devices. Examples include mobile phones and set-top boxes for pay TV. Those segments could be matched or modelled by behavioural, demographic, and geographic factors from 1st, 2nd or 3rd party data sets.

Addressable TV
Is technology that enables advertisers to selectively segment TV audiences and serve different ads or groups of ads within a common program or navigation screen to that segment. Those segments could be matched or modelled by behavioural, demographic, and geographic factors from 1st, 2nd or 3rd party data sets.

Channel
A means of distribution that includes both live or on-demand content streams that are grouped by similar content typing.

Cross-Screen Measurement
Tracking and measurement of video metrics across multiple platforms (i.e. mobile, tablet, out-of-home, television, OTT and desktop).

Multi-Channel Network
An organization or entity that offers assistance to a channel / content owner in product, programming, funding, cross-promotion, partner management, digital rights management, monetisation/sales and/or audience development in exchange for a percentage of ad revenue the channel generates. They are a means for a channel to negate the need for sourcing their own advertising opportunities on the site.

Multi-Channel Video Programming Distributor (MVPD)
A service provider that delivers video programming services tied to a user account (usually in return for a subscription fee). This includes cable, satellite, broadcast television and telecommunications service providers.

Live streaming
Video and audio content that is broadcast in real-time over the internet.

TV Everywhere
Is when access to streaming video content from a television channel requires users to "authenticate" themselves as subscribers to the channel via an account provided by their participating pay television provider, in order to access the content. Broadcasters offer their customers the ability to access content from their channels through internet-based services and mobile apps—either live or on-demand - as part of their subscription to the service

Video On Demand (VOD)
Video content that is controlled, enabled, and consumed at the viewer's discretion after it has been originally aired or released. VOD content can be found on set top boxes, OTT devices, mobile web, mobile apps, Smart TV's, gaming consoles and other video streaming services and devices.

Broadcast Video On Demand (BVOD)
Broadcast quality, long form content that is controlled, enabled, and consumed at the viewer's discretion after or before it has or will be originally aired or released on broadcast television. BVOD content is consumed on a broadcaster's content catch up services across Smart TV's, set-top boxes, OTT devices, mobile apps, browsers, Smart TVs, gaming consoles etc. Content is funded through the use of both pre-rolls and mid-rolls at pre-determined ad breaks which mimic the broadcast television experience.