



**VIDEO  
ADVERTISING  
COUNCIL**

# **DIGITAL VIDEO GLOSSARY OF TERMS**

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	2
	3
	4
	5
	5
	6
	7
	8

# Introduction

Digital Video has become the fastest growing medium in the industry. So it's no great surprise that the pace of innovation in this area has significantly accelerated.

With that comes a great challenge of keeping up with technology to make the most of upcoming opportunities. To do so, there is a need to be across the latest creative types, metrics and, of course, programmatic delivery. We also need to overcome the fact that we collectively define product, services or concepts in different ways.

Part of the IAB Australia's role is to simplify the world in which we operate.

The Video Council has created this Video Glossary to help everyone stay up to date with what the industry is talking about and make sure we use the same language.

Whether you work in product, marketing, sales or ad operations, this is for you. If you are still unsure, think about words like addressability, server-side ad insertion, SIMID.

We would like to take the opportunity to thank this amazing collective of passionate and knowledgeable individuals who took it upon themselves to spend hours debating and finally agreeing on these definitions.

Now please, deep dive and enjoy. We hope this document will be helpful to you and your teams.



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# Information



This document has been originally developed by the Interactive Advertising Bureau Australia Video Council in June 2019.

## ABOUT THE IAB AD DIGITAL VIDEO COUNCIL

The IAB Australia Video Council comprises the following 20 AB member companies:



# Ad & Creative Types

## Ad Pod

Ad Pods are a way to specify multiple (ad) elements, which are to be sequenced together and played back-to-back within a single ad break.

## Advertainment

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-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 its 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.

## 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.

## 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, intercommercial 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.

## Midroll

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

## 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.

## 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.

## Postroll

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

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

## 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 its 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.

## Vertical Video

A video creative/video format created either by a camera or computer that is intended for viewing in portrait mode, filmed vertically (9:16) to produce an image that is taller than it is wide.

## 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 viewable 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.

## 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.

# Technology

**Augmented Reality**

An experience that utilizes a camera to change or enhance something in the user's real world. This augmented reality experience can be app based or web-based and Ads can be presented in two ways: through the use of markers (such as a QR code) or by placing a brand object in the immediate real world environment using the device camera.

**Connected TV**

A television set that is connected to the internet via Over The Top devices (see OTT definition), 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.

**Data-driven Linear TV**

The ability to use different data sets including demographics, interests, and viewing behavior to optimise a linear TV schedule that uses specific networks and dayparts to better reach an advertiser's audience.

**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.

**Open Measurement SDK**

The Open Measurement Software Development Kit (OM SDK) is designed to facilitate third-party viewability and verification measurement for ads served to mobile app environments without requiring multiple ad verification service providers' (Measurement Providers) Software Development Kit (SDK).

**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.

**SIMID**

SIMID (Secure Interactive Media Interface Definition) replaces VPAID to increase transparency and security, while increasing support for creativity and interactive capabilities for Digital Video Ads.

**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.

**VAST**

VAST (Video Ad Serving Template) is 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.

**Video-aspect Ratio**

Video comes in several aspect ratios. The two main ones are widescreen (16:9) and standard (4:3). The aspect ratio of an image describes the proportional relationship between its width and its height.

**Virtual Multi-Channel Video Programming Distributor (MVPD)**

New form of digital-only cable alternative which provides access to on-demand and live content delivered over the internet without the traditional network infrastructure (i.e. DirecTV Now, Hulu with Live TV, PlayStation, Sling TV, Vue).

**Virtual Reality**

An experience that is made to be significantly more immersive than standard video assets. VR allows a user to be completely immersed into an environment of the marketer's choice.

**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.

# 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.

**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, though are generally of a much shorter duration.

**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).

**Live streaming**

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

**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.

**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.

# Index

Ad Pod	4	First Look	5
Advertainment	4	SSP (Supply-Side Platform)	5
Autoplay Video Ad	4	Waterfall	5
Dynamic Creative	4	Augmented Reality	6
In-Article Video	4	Connected TV	6
In-Banner Video	4	Content Distribution Network	6
In-Feed Video	4	Data-driven Linear TV	6
In-Stream Video	4	Latency	6
Interactive Video	4	Open Measurement SDK	6
Interstitial Video	4	Over The Top Device (OTT)	6
Long-Form Video	4	Server Side Ad Insertion (SSAI)	6
Midroll	4	SIMID	6
Native Advertising	4	Streaming	6
Native Video Ad	4	VAST	6
Out-Stream	4	Video-aspect Ratio	6
Postroll	4	Virtual Multi-Channel Video Programming Distributor (MVPD)	6
Short-Form Video	4	Virtual Reality	6
Sticky Video Player	4	VPAID (Video Player-Ad Interface Definition)	6
User Generated Content Video (UGC)	4	Addressability	7
Vertical Video	4	Addressable TV	7
Cost Per Acquisition (CPA)	5	Broadcast Video On Demand (BVOD)	7
Cost Per View (CPV)	5	Channel	7
Cost Per Completed View (CPV)	5	Cross-Screen Measurement	7
Cost Per Viewable Impression (vCPM)	5	Live streaming	7
Gross Rating Point (GRP)	5	Multi-Channel Network	7
On Target Percentage	5	Multi-Channel Video Programming Distributor (MVPD)	7
Target Rating Point (TRP)	5	TV Everywhere	7
Video Ad Completion	5	Video On Demand (VOD)	7
Video Ad Completion Rate	5		
Viewability	5		
DSP (Demand-Side Platform)	5		