

Glossary & Abbreviations

GLOSSARY	
ADS	Alternative Delivery Systems (USA/TV) The four components of ADS are: DBS, SMATV, MMDS and Satellite “Big” Dish. Cable is not included.
ADSL	Asymmetric Digital Subscriber Line (Telecom) Technology that allows more data to be sent over existing (copper) telephone lines; Most popular modem technology for broadband access
Affiliate	(USA/TV) A local TV station, not owned by a network, that grants a network the use of specific time periods for network programmes and advertising, often for compensation; Remainder of broadcast day is programmed locally.
Basic Cable	(TV) Channels received by cable subscribers at no extra charge, usually supported by advertising and, sometimes, small per-subscriber fees paid by cable operators
BARB	Broadcaster’s Audience Research Board Joint Industry Committee responsible for TV audience measurement in the UK
Billboard	a) An outdoor sign or poster b) (TV/radio) Sponsor identification at the beginning or end of a television show; A brief announcement, usually 5 to 10 seconds in length; Billboards are afforded in most instances at the beginning (top) and end (bottom or close) of a show, and sometimes around breaks within the programme (break bumpers). Legislation on what can be displayed within the billboard varies significantly from one country to another.
Broadband	Broadband or wideband network systems consist of telecommunication networks which have a very large capacity of data transmission and can therefore carry a wide range of TV channels and other services simultaneously. Importantly, they also carry ‘return’ signals, which allow users to partake of interactive services, such as online shopping, banking, etc.
CATV	Cable Television
C/GRP	Cost Per GRP Cost of reaching one percent of the target audience
CPP	Cost Per (rating) Point (USA) See Cost per GRP.
DMA	Designated Market Area (USA) Nielsen term used to identify an exclusive geographic area of US counties in which the home market television stations hold a dominance of total hours viewed; Each county in the US is assigned to only one of the 210 DMAs. Largest DMAs are New York, Los Angeles and Chicago, smallest ones are North Platte and Glendive.

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DMB	Digital Multimedia Broadcasting (Mobile) One of the wireless broadband technology standards for broadcasting mobile TV. In use in South Korea.
DSL	Digital Subscriber Line Provides digital transmission over the wires used in the “last mile” of a local telephone network.
DTT	Digital Terrestrial Television The means of receiving digital television using an (rooftop) aerial (in Europe, the acronym of the technical transmission standard ‘DVB-T’ is used as a synonym).
DVB-H	Digital Video Broadcasting for Handhelds (Mobile) One of the wireless broadband technology standards for broadcasting mobile TV. Developed based on European standard.
DVD	Digital Versatile Disc
DVR	Digital Video Recorder Also known as Personal Video Recorder (PVR) or under brand name: Tivoli (USA), SKY+ (UK), Pilotime (FR)... PVR/DVR record TV broadcasts on a hard disk drive which can then be played back at a later time (time shifting). A full DVR device can write and read at the same time (allowing pause control over live TV) and often enables, thanks to intelligent interface, smart programming defined by keywords, genre, etc.
DBS	Direct Broadcast Satellite (USA) A television technology that delivers signals directly from a satellite to a home through the use of a small dish; In Europe, also known as (digital) Direct-To-Home; Main US DBS operators are DirecTV and Echostar.
DTH	Direct To Home Direct Reception of satellite programmes by homes through an individual satellite dish.
DRTV	Direct Response TV “Direct Response” refers to promotional media activity that permits or requests consumers to directly respond to the advertiser by post, telephone, e-mail or some other means of communication.
Enhanced TV	TV programming supplemented with extra data cast material, in order to enhance its viewer appeal, generally accessed through the red button.
EPG	Electronic Programme Guide An on-screen guide to channel programme listings and other services carried by a platform operator.
Establishment Survey	Audience measurement institutes conduct an annual establishment survey, which is then used in panel design, to ensure the panel is reflective of the total viewing population.

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GRP	Gross Rating Point (Media planning) The sum of individual ratings on a total programme basis or advertiser commercial schedule, without regard to duplication; A Gross Rating Point is one percentage point of a specified target audience. This is a measure of the advertising weight delivered by a medium or media within a given time period. A given total of gross rating points may be arrived at by adding together ratings from many different spots. GRPs may, thus, sum to more than 100% of the total target audience. For example, 10 spots each with an 11% rating would produce a total of 110 GRPs. Total GRPs for a campaign can be calculated by the formula 'Reach multiplied by average frequency'.
Guarantee	An expression normally associated with the advertising space market; An undertaking by either the buyer or seller to deliver an agreed condition of the contract, e.g., in the case of a seller, to deliver a certain amount of audience on a specified programme, or, in the case of the buyer, not to use other media for a particular campaign.
Guest Viewing	Guest viewing information is collected by an audience measurement company, through specific buttons on the panel-member handset, together with limited demographic data.
HDTV	High Definition Television Signals transmitted with at least double the horizontal and vertical resolution of conventional broadcast material; Provides the highest quality picture and sound simultaneously with a data delivery service.
Housekeeper/Housewife	(Media) The member of the household (that can be male or female in most countries, but not all), who is solely or mainly responsible for household duties, including shopping; To avoid confusion the term is increasingly replaced by PRP, Person Responsible for Purchases or MPR, Main Purchase Responsible.
HUT	Households Using Television (USA/TV) Percentage of all television households with one or more TV sets in use during a specific time period.
iDTV	Integrated Digital TV Sets with inbuilt converters that can receive and display digital channels without the need for a set-top box.
Infomercial	Long, information-rich television advertisement, generally lasting between 90 seconds and 30 minutes; Format often used in DRTV commercials and on shopping channels; The broadcast equivalent of a press advertorial.
In-home Viewing	TV viewing that takes place in the home (excludes out of home viewing).
IPTV	Internet Protocol Television (Sometimes designed as TV over ADSL) IPTV is a system where digital television is delivered to subscribing consumers using the Internet Protocol over a broadband connection (usually ADSL lines). This service is often provided in conjunction with video-on-demand, web access or telephony, called Triple Play and typically supplied by a broadband operator using the same infrastructure.

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iTV	Interactive TV Broadcast television combined with interactive enhancements and extensions, allowing viewers to control content and interact with the broadcaster.
Live Viewing	Viewing of a programme or commercial at the actual time of transmission, excludes any time-shifted viewing (i.e. watched via video or hard disk recording).
MPR	Main Purchase Responsible The member of the household (male or female), who is solely or mainly responsible for household duties, including shopping. Also known as PRP, Person Responsible for Purchases.
Multi-channel Home	Homes that are equipped to receive TV channels other than analogue terrestrial, via Digital Satellite, Digital Cable or Digital Terrestrial.
MULTIPLEX	(Cinema) Large cinema complex, typically offering a dozen or more screen choices, together with other forms of entertainment. (Television) The vehicle on which digitally-compressed channels are compressed and combined onto the same carrier frequency.
Narrowcasting	Using a broadcast medium to appeal to audiences with special interests; For example, a specialist computing channel would be a narrowcast, because it appeals to an audience with a specific interest.
OFCOM	(UK) The independent regulator and competition authority for all the UK communications industries.
Out of Home Viewing	Defined as the TV audience viewing outside private homes, typically meaning pubs, clubs, offices, hospitals, hotel rooms etc (excluded by audience measurement people-meter systems).
Outdoor	Generic name for external poster advertising.
Panel	Representative survey sample from which data is collected over time; TV panel: a representative sample of households selected using statistical methods, whose viewing behaviour is continuously metered by an audience institute and used as a basis for audience shares and ratings.
PDA	Personal Digital Assistant
People-meter	Used by audience measurement companies to electronically record the TV viewing of the panel, comprising a set meter and separate handset.
PRP	Person Responsible for Purchases The member of the household (male or female), who is solely or mainly responsible for household duties, including shopping. Also known as MPR, Main Purchase Responsible.

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PVR	Personal Video Recorder (Or DVR – Digital Video Recorder) A device which uses a hard-drive to record and store digital video content; Well-known brands include TiVo and Sky+.
Rate Card	Media rates are published by a broadcast station or print publication on a “rate card”. Typically the highest rate charged by an advertising vehicle.
Rating	One percentage point of a specified audience; Commonly used only in connection with broadcast media.
Ratings	(Rating Points) Television Ratings (TV Ratings, TVRs) are expressed as a percentage of the potential TV audience viewing at any given time.
Reach	The cumulative percentage of a population measured to have viewed at least once, for a specified consecutive period of time.
Simulcasting	The simultaneous broadcasting of a TV channel or programme on two or more different transmission systems.
SMATV	Satellite Master Antenna Television SMATV is a TV receiving system based on a communal receiving aerial signals, typically being distributed to homes within a multi-occupancy building.
TVR	Television Ratings (UK) See Ratings; Television ratings are expressed as a percentage of the potential TV audience viewing at any given time.
UGC	User-Generated Content Refers to various kinds of media content that are produced by end-users (as opposed to traditional media producers such as professional writers, publishers, journalists, licensed broadcasters and production companies).
UMTS	Universal Mobile Telecommunication system (Telecom) 3rd generation mobile standard in use in Europe.
Universe	The total population that is being measured or reported, as defined by a selection of demographic, geographic or other criteria.
VoIP	Voice over Internet Protocol (Telecom) Routing of voice conversations over the internet or any other IP-based network; The voice data flows over a general-purpose packet-switched network, instead of traditional, dedicated, circuit-switched voice transmission lines.
WEB 2.0	The phrase Web 2.0 refers to a perceived second-generation of web-based communities and hosted services – such as social-networking sites – which aim to facilitate collaboration and sharing between users.

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ABBREVIATIONS	
General Data	
CH - F	French speaking Switzerland
CH - G	German speaking Switzerland
CH - I	Italian speaking Switzerland
CIA	Central Intelligence Agency
DSL	Digital Subscriber Line
DT	Digital Terrestrial
DTH	Direct To Home
DTT	Digital Terrestrial Television
DVR	Digital Video Recorder
GDP	Gross Domestic Product
IPTV	Internet Protocol Television
MMDS	Multipoint Microwave Distribution System, Terrestrial Microwave
n.a.	not available
PC	Personal Computer
SMATV	Collective Satellite Dish
TVHH	TV households
VCR	Video Cassette Recorder
TV Landscape	
ADSL	Asymmetric Digital Subscriber Line
Adv.	Advertising
C	Cable
CH.	Channel
Corp.	Corporation
Diff.	Diffusion
Docum./Docu.	Documentaries

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ABBREVIATIONS	
TV Landscape	
DT	Digital Terrestrial
Edu./Educ.	Education
Engl.	English
Entert./Entertain.	Entertainment
FR	France
Fund.	Fundraising
Gen.	Generalist
Gov.	Government support
Int.	International
IPTV	Internet Protocol Television
L-F	Licence Fee
NL	Netherlands
No. of Ch.	Number of Channels
Pay	Subscription Fee for premium encrypted channels
PPV	Pay Per View
Programm.	Programming
Reg.	Regional
Reven.	Revenue
S	Satellite
Sales H.	Sales House
Span.	Spanish
Spon.	Sponsorship
Sub.	Subscription Fee
sub.	subtitled
Subscr.	Subscribers
T	Terrestrial
Tech. Pen.	Technical Penetration

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ABBREVIATIONS	
Audience Shares	
CH.	Channel
h	Hour
Int.	International
Int. Reg. Ch.	International Regional Channels
supp.	supported
Viewing Patterns	
CATI	Computer assisted telephone interviewing
Top Programmes	
1H	First halftime
2H	Second halftime
AFC	American Football Conference
BASEB	Baseball
BBAL	Basketball
BCS	Bowl Championship Series
Can.	Canada
CHMP	Championship
CL	Champions League
CON. CUP	Confederations Cup
CYCL	Cycling
Div.	Division
Doc./Docu.	Documentary
EDT.	Edition
Entert./Entertain.	Entertainment
EU CHMP	European Championship
EU-LEAG.	Europa League

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ABBREVIATIONS	
Top Programmes	
FBAL	Football / Soccer
Ger.	Germany
HBAL	Handball
HOCK	Hockey
ICEHOCK	Ice hockey
Length (m.)	Length in minutes
(M.)	Men
Miniser.	Miniseries
Misc.	Miscellaneous
MMA	Mixed Martial Arts
MOTO CYCL	Motor Cycling
Mov.	Movies
NBA	National Basketball Association
NFC	National Football Conference
NFL	National Football League
OG	Olympic Games
Qual.	Qualification
Recurrent Programmes	Programme - Run 4 times and more
Serbia&M.	Serbia&Montenegro
SF	Science Fiction
Single Programmes	Programme - Run 3 times and less
SKI	Skiing
SKI JUMP	Ski Jumping
Start.Time	Starting Time
U21	Under 21 years old
US FBAL	American Football

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ABBREVIATIONS	
Top Programmes	
VBAL	Volleyball
(W.)	Women
WBA	World Boxing Association
WBC	World Boxing Council
WTA	Women's Tennis Association
W. CHMP	World Championship
W. CUP	World Cup
Advertising	
CH.	Channel
Exp.	Expenditure
FMCG	Fast Moving Consumer Goods
Int.	International