

## Glossary of Television Terms

### **Advertainment**

As live' advertising whereby graphic overlay technology is used to update a commercial message throughout a programme or a series of live interactive promotions are run where viewers can participate

### **AFP**

Advertiser Funded Programme – a programme funded by an advertiser rather than by a broadcaster

### **Analogue**

Analogue Broadcasts are based on signals of constantly varying frequency such as radio waves, and can suffer from degradation during transmission

### **ARPU**

Average Revenue Per User subscribing to pay-TV services – includes transactional revenue such as gambling and video gaming

### **Audience**

Population or target group viewing a television programme or an advertising campaign

### **Average Audience**

Calculated by adding together the audience for each individual minute of a programme and dividing it by the programme's total duration

### **Average Frequency**

Estimate of the average number of times the audience had an opportunity to see a commercial

### **BARB**

Broadcaster's Audience Research Board, the Joint Industry Committee responsible for TV Audience Measurement in the UK

### **Branded Content**

See AFP

### **Bumpers**

Short (usually 5-second) branded sponsorship credits appearing either side of a commercial break during a sponsored programme



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### **Campaign Period**

Interval from first to last days of an advertising campaign

### **Clearcast**

All finished advertisements appearing on member stations must be cleared by Clearcast prior to transmission

### **Commercial Break**

A break in television programme transmission, during which advertisements are shown

### **Commercial Minutage**

The number of minutes (per day, per week etc) on television, during which commercials are transmitted

### **Commercial Share**

The share of viewing taken by a commercial broadcaster, where total share excluding all BBC channels equals 100

### **Consolidated Viewing**

The total of real time (at transmission time) and video playback viewing (occurring within an agreed period e.g. seven days of the first transmission time)

### **Cost Per Thousand**

The cost of reaching 1000 viewers within a target audience with your advertisement. The CPT is also sometimes known as 'Average Station Price'

### **Coverage**

The proportion of a target group who have an opportunity to see one or more commercial transmissions

### **CRR**

Contract Rights Renewal – the CRR mechanism sets out the rights, under Ofcom guidelines, held by advertisers when buying ITV commercial airtime

### **DAL**

Dedicated Advertiser Location. Accessed via the red button and allowing viewers to enter an advertiser environment outside the broadcast stream

### **Day-part**

The broadcast day is split into several day-parts, e.g. 0600-0930 = Breakfast, 0930-1730 = Daytime, 1730-2000 = Early Peak etc



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### **DCAB**

Digital Cable – the distribution platform utilised by the cable operators, generally combining television with telephony

### **DCMS**

Department for Culture, Media and Sport - the Government department with responsibility for overseeing broadcasting

### **Demographics**

Basic descriptors used to classify respondents - such as age, sex, marital status, occupation, social grade etc

### **Digital / Digitisation**

Analogue data converted to binary code (1s and 0s) may be said to have been digitised  
DSAT

### **Digital Satellite**

The means of broadcast distribution typically associated with BSkyB

### **DTT**

Digital Terrestrial Television – the distribution method most commonly referred to as the 'Freeview' platform

### **DTR**

Digital Television Recorder - a device which uses a hard-drive to record and store digital video content. Well-known brands include Freeview Playback, Tivo and Sky+.

### **Enhanced TV**

TV programming supplemented with extra datacast 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**

BARB conduct an annual establishment survey, which is then used in panel design, to ensure the panel is reflective of the total UK viewing population

### **FIB**

First In Break – the first commercial to appear in a commercial break

### **Free-to-air**

TV channels broadcast by various means but offered free to end-users, who do not have to pay any subscription in order to receive them



### **Frequency**

The number of times the target audience of a TV campaign has the opportunity to see the campaign, expressed over a period of time

### **Guest Viewing**

Guest viewing information is collected by BARB, through specific buttons on the panel-member handset, together with limited demographic data

### **HDTV**

High Definition TV – signals transmitted with at least double the horizontal and vertical resolution of conventional broadcast material

### **Hours of Viewing**

The average number of minutes or hours viewed per day or per week to a channel by an audience

### **Household**

A group of people who live together and manage their bills and expenses as one unit

### **Housewife**

The member of the household (male or female), who is solely or mainly responsible for household duties, including shopping

### **IA**

Interactive Advertising - commercials broadcast on digital TV with an overlay prompting the viewer to 'press red' for additional information, sample etc.

### **iDTV**

Integrated Digital TV – sets with inbuilt converters that can receive and display digital channels without the need for a set-top box

### **Impacts**

One impact is equivalent to one person viewing one 30-second spot on one occasion

### **Impressions**

Another term for impacts

### **In-Home Viewing**

TV viewing that takes place in the home (excludes out of home viewing)

### **Infomercial**

An extended commercial message, generally lasting between 3 and 30 minutes and including product demonstration

### **Interactive TV (iTV)**

Broadcast television combined with interactive enhancements and extensions, allowing viewers to control content and interact with the broadcaster



### **Internet TV**

Content being transmitted over the public internet. Can include short form programming such as YouTube and on-demand content viewed over broadband such as 4OD and Joost.i

### **IPA**

Institute of Practitioners in Advertising - the trade body for leading agencies in the UK's advertising, media and marketing communications industry

### **IPTV**

Internet Protocol Television. A system where digital television is delivered using the Internet Protocol over a closed network infrastructure. IPTV services include Tiscali TV.

### **ISBA**

Incorporated Society of British Advertisers – the industry body representing the interests of advertisers

### **Lifestage**

Household classification system based on family time of life characteristics eg 'couple with grown-up children who have left home' etc

### **Lifestyle**

Classification technique based on individual behavioural preferences, such as leisure activities or recreational habits

### **Live Viewing**

Viewing of a programme or commercial at the actual time of transmission, it excludes any time-shifted viewing (i.e. watched via video or hard disk recording)

### **Multi-Channel Home**

Homes that are equipped to receive TV channels other than analogue terrestrial, via Digital Satellite, Digital Cable or Digital Terrestrial

### **Multi-Platform Home**

Homes that receive channels other than just analogue terrestrial, delivered via more than one platform (i.e. Satellite and Cable, or Cable and DTT)

### **Multiplex**

The vehicle on which digitally-compressed channels are compressed and combined onto the same carrier frequency

### **Ofcom**

Ofcom - the independent regulator and competition authority for all the UK communications industries

### **OTS**

Opportunities to see an ad. Also referred to as Frequency, it is the average number of times an ad is seen by the target audience.



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### **Out of Home Viewing**

Defined as the TV audience viewing outside private homes, typically meaning pubs, clubs, offices, hospitals, hotel rooms etc (excluded by BARB)

### **Overlap**

Approximately 15% of households in the UK are in an overlap area between two ITV regions and so can, and often do, view two or more ITV stations

### **Overnights**

Term used to describe viewing data made available the following day. Comprised only of 'live' viewing

### **Panel**

Representative survey sample from which data are collected over time

### **Penetration**

The percentage of people or homes within a defined universe, physically able to watch a channel

### **People-meters**

Used by BARB to record electronically the TV Viewing of the panel, comprising a set meter and separate handset

### **Persistence**

Minimum interval required before a setmeter records a change of either TV set status, or viewer presence

### **Platform**

The means by which broadcast material is delivered to the home, e.g. analogue terrestrial, digital satellite, digital cable etc

### **Population**

In the case of TV, the total population is defined as all individuals aged four or over in UK private households which contain a TV set in working order

### **Profile**

A means by which viewers to a channel, programme or day-part may be broken down across a single variable such as age or class, always totalling 100

### **Programme Sponsor**

Promotion whereby an advertiser pays for association with a given programme or

### **Promotion**

Promotional message placed by broadcasters, aimed at attracting audiences to forthcoming programmes or events

### **Ratings (Rating Points)**

Television ratings (TVRatings, TVRs) are expressed as a percentage of the potential TV audience viewing at any given time



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### **Reach**

The cumulative percentage of a population measured to have viewed at least once, for a specified consecutive period of time (typically 1+, 3+ or 20+ mins)

### **SAP**

Station Average Price – the estimated cost of audience delivery on a TV station, based on advertising cost per thousand for a specific audience category

### **Share**

The share of total viewing time is equivalent to the percentage of total viewing time accounted for by each channel

### **Simulcasting**

The simultaneous broadcasting of a TV channel or programme on two or more different transmission systems

### **Social Economic Group**

Classification of social status, usually based on the occupation of the head of household and most commonly summarised as grades AB, C1, C2 and DE

### **Staggercast**

Broadcast of channel content on a secondary channel at a fixed time after the original broadcast. Usually one hour and thus commonly labeled '+1'.

### **Strikeweight**

The weight of advertising bought per week

### **TVR**

See Ratings. Television ratings are expressed as a percentage of the potential TV audience viewing at any given time

### **Universe**

The total population that is being measured or reported, as defined by a selection of demographic, geographic or other criteria

### **Widescreen**

Term for TV screen displays with a wider aspect ratio than the traditional 4:3. HDTV employs a 16:9 aspect ratio