

## Untangling Terminology Within Video Measurement

### Why do we need to simplify common video measurement terminology?

*Fueled by rapid audience fragmentation, video measurement has evolved into a complex ecosystem of devices, platforms, tools and services. Accurately capturing today's cross-screen audiences is a top priority for marketers, with the industry coming together in an all-hands-on-deck effort to develop and implement modern forms of media measurement.*

*To help you navigate the ever-growing marketplace of platforms, sources, data providers and methodologies, we have created a comprehensive glossary of frequently used terms.*

### Platforms & Devices

- **Advanced TV:** A catch-all term for the evolution TV advertising has made across data, technology and targeting. It encompasses all non-traditional TV, including Over-the-Top (OTT), Connected TV (CTV), addressable and data-driven linear.
- **Connected TV (CTV):** A television set that has built-in Internet capabilities (e.g., Smart TV) or is connected to the Internet via a streaming device such as a streaming box/stick, gaming console or Blu-ray player; all of which can access a variety of long-form and short-form content.
- **Linear TV:** Live and time-shifted TV programming that has scheduled ads. Every household that watches the show at the same time sees the same ad.
- **Multichannel Video Programming Distributor (MVPD):** Provides pay TV services delivered either through cable TV, satellite or telco (e.g., Comcast, DirecTV, Verizon Fios).
- **Original Equipment Manufacturer (OEM):** TV set manufacturers like Samsung, LG and Vizio. Historically, TV OEMs' focus has typically been on selling hardware (i.e., Smart TVs) to consumers, however advancements in Smart TV capabilities now also enables them to provide TV viewing data and utilize dynamic ad insertion (DAI) for advertisers.
- **Set-Top Box:** A device that allows programming to be shown on a TV through a cable or satellite signal. Moment-by-moment viewership information from STBs is gathered by cable operators.
- **Smart TV:** A television with a built-in Internet connection that provides direct access to streamed content via apps on the device itself (e.g., Samsung, Vizio, LG).

- **Virtual MVPD (vMVPD):** *An OTT service that provides content from broadcast and cable networks, plus streaming providers (e.g., Sling TV, YouTube TV, Hulu, fuboTV).*
  - **Related Term:** *Streaming TV Service*

## Audience Measurement

- **Automatic Content Recognition (ACR):** *Captures and identifies content (both ads and programming) across Internet enabled TV-connected devices via audio or video fingerprints.*
- **Advanced Audience:** *An audience target that is informed by data and based on consumer behaviors and characteristics (i.e., fitness enthusiasts, new homeowners) rather than traditional demo-based audience targets based on age and gender.*
- **Broadband-Only (BBO):** *Households with at least one operable TV/monitor that receives video exclusively through a broadband internet connection. They do not have a subscription to a cable company or a direct broadcast satellite (DBS) provider or have a digital TV antenna to receive an over-the-air (OTA) television signal.*
- **Co-Viewing:** *Consuming the same video content with multiple members of a household, or with a group of people, at the same time.*
- **Deduplication:** *Process of identifying impressions overlap across all digital and linear sources for a given person or household to derive unduplicated campaign reach, often involving identity graphs, panels, or statistical inference to link viewing devices to individual HHs.*
- **Designated Market Area (DMA):** *Exclusive geographic areas used by Nielsen to define TV markets by region based on a group of counties and zip codes in which the home market television stations hold a dominance of total hours viewed. There are 210 Nielsen DMAs in the United States.*
- **Duration:** *In advertising and marketing, the length of time a video plays for. Common ad lengths for TV and video are 0:06, 0:15, 0:20, 0:30 and 0:60 although many others are possible.*
- **Households Using Television (HUTs):** *The percentage of total TV households that are viewing live + time-shifted TV across cable, satellite, over-the-air and vMVPDs at a given time.*
- **Minute-by-Minute:** *Measurement of video viewing on an average minute basis, typically used for linear TV for developing an average minute rating.*
- **National People Meter (NPM):** *Using a device that is hooked up to each TV set in a Nielsen National TV household panel home, a 24/7 electronic measurement system monitors the channel a TV set is tuned to, as well as the individuals present in the room while the TV set is switched on. Individuals are identified by having them manually 'check in' using a remote control when they are watching.*
- **Out-of-Home (OOH) Viewing:** *Watching a program away from an individual's primary residence (such as a restaurant, bar, office, hotel, gym, someone else's home, etc.).*
- **Over-the-Air (OTA):** *Households that receive a TV signal via an antenna rather than cable or satellite.*

- **Panel:** *Representative survey sample from which data is collected over time. Panels may be short term and employ discrete one-off samples (e.g. some diary surveys) or continuous and long term with samples that change over time according to the number of homes that leave the panel and are replaced by new homes.*
- **Panel Weighting:** *Scaling factor used for correcting imbalances in the daily reporting sample with respect to the weighting variables. The weights can also contain a "grossing up" factor for projecting from the achieved weighted sample sizes to the population estimates.*
  - **Related Term:** *Sample Balancing*
- **People Using Television (PUTs):** *The percentage of total persons in a particular demographic group that are viewing live + time-shifted TV across cable, satellite, over-the-air and vMVPDs.*
- **Portable People Meter (PPM):** *A pager-like device a Nielsen panel participant physically carries around that permits the measurement of an individual's overall exposure to Radio and TV (and possibly print media) both inside and outside the home. Designed to be worn or carried by selected individuals, personal meters can potentially capture viewing/listening in all types of out of home locations.*
- **Predictive Audiences:** *An audience whose behaviors can be analyzed and then targeted based on predictive metrics, such as 'likely automotive purchasers' for consumers who are in-market for a new vehicle.*
- **Second-by-Second:** *Continuous measurement of video viewing, typically used to measure digital video viewing. Some TV measurement providers are now employing second-by-second measurement as well.*
- **Total Use of Television (TUT):** *The sum of the percentage of total persons viewing live + time-shifted TV, DVD/Blu-ray devices, game consoles, and internet connected device usage. Combining all of these sources provides the total usage on the TV screen.*
- **Universe Estimate (UE):** *Total persons or homes in a given population, e.g., TV households in the U.S.*
- **Video Ad Completion Rate (VCR):** *A measurement referring to the percentage of all video ads that play through their entire duration.*
- **Virtual ID (VID):** *An identity graph approach utilized to assign record level data instances to demographic or behavioral groups.*

## Ratings & Currency

- **Average Audience:** *The measure of adults engaging with each platform or piece of content in an average minute during a specified time period.*
- **Average Audience Rating %:** *The estimated size of a TV audience relative to the total universe, expressed as a percentage.*

- **C3 Rating (Commercial Live + 3 days):** *A measure of the viewership of commercials watched by a target demo both live and up to three days of DVR playback, which is the metric that much of primetime advertising is bought and sold on.*
- **C7 Rating (Commercial Live + 7 days):** *A measure of the viewership of commercials watched by a target demo both live and up to seven days of DVR playback, which is another metric that primetime advertising is bought and sold on.*
- **Currency:** *Refers to what buyers and sellers of TV advertising inventory transact on in linear TV.*
- **Cost per Thousand (CPM):** *The cost of delivering one thousand impressions within a defined population group. It is calculated by dividing the overall media cost (in dollars) into the gross audience.*
- **Digital Ad Ratings (DAR):** *Nielsen's system for measuring viewership of digital ads across computers, mobile devices and connected devices.*
- **Exact Commercial Ratings:** *Comscore's solution for determining how specific commercials perform on an individual ad basis.*
- **Gross Rating Points (GRPs):** *The sum of all ratings for all programs in an advertising schedule. One rating point equals one percent of the total audience (i.e., universe).*
- **Impressions (IMPs):** *The estimated number of viewers exposed to an advertisement. Length of exposure to be counted as an impression can vary by platform.*
- **Ratings:** *The percentage of a specific population group which is tuned to the average minute of a program or daypart. Ratings are not additive across different demos and must be weight-averaged when combined.*
- **Total Ad Ratings (TAR):** *By combining Nielsen Digital Ad Ratings with Nielsen TV Ratings and leveraging census-based data with machine learning methodologies, Nielsen Total Ad Ratings deduplicates advertising reach metrics across TV and digital platforms to provide comprehensive cross-platform audience measurement.*
- **Total Content Ratings (TCR):** *Works by combining viewing Nielsen's panels with census-based data. Next, demographics are determined using machine learning methodologies that leverage verified audience insights and behavioral inferences from their proprietary data sets. The result – deduplicated audience measurement across TV and digital platforms.*
- **Unified Cross-Platform Measurement:** *Ad measurement across all forms of content delivery, including publisher platforms, apps, STBs, TV manufacturers and other inventory sources that enable advertisers to quantify key media metrics such as incremental reach and effectively reach the right audiences to drive brand KPIs*
- **Video-on-Demand Dynamic Ad Insertion (VOD DAI):** *allows MVPDs and programmers to insert ads into On Demand TV shows and movies through MVPD platforms (e.g., Xfinity, Spectrum TV, Optimum TV). As users watch content at home or on the go, ads are dynamically inserted before, during or after the program.*

- **Viewability / Viewable Impressions:** *A gauge of whether an impression was on screen for long enough to count as being viewable. The current industry standard requires that at least 50% of an ad must be in view for a minimum of two seconds for video ads.*

## Data Management

- **Accreditation:** *Official recognition given to assure the industry that a measurement provider is in compliance with relevant industry standards for quality measurement by an independent third-party organization.*
- **Ad Network:** *Aggregation of ad supply from publishers that is matched with advertiser demand. They pool inventory of ads from publishers and sell them to advertisers. Their ad servers then power ad targeting, tracking and reporting.*
- **Ad Occurrence Data:** *Data that indicates when an ad has aired 'as-run' as opposed to when a program or other content has aired.*
- **Application Programming Interface (API):** *An interface implemented by a software program in order to enable interaction with other software. Set-Top Box data processors use API to receive, process and output the data.*
- **Audience Verification:** *A service that confirms that an ad has run where it was intended to by the advertiser, that it has had the ability to be viewed and that any action taken regarding that ad originates from a human interaction and not a bot or machine. It is often used to ensure brand safety, so that an ad does not appear on an inappropriate page or site.*
  - **Related Term:** *Ad Verification*
- **'Big Data':** *Large, complex data sets that bring together data from many sources and applications. In media and market research, 'big data' can refer to data on retail transactions, email communications, mobile locations, social media posts, website visits, second-by-second linear TV viewing and more.*
- **Cookies:** *Unique identifiers that can assign a given Internet browser or device to an individual which allows a website to recognize a specific user and their shopping behaviors as well as remember information that the user may have previously entered.*
- **Data Integration:** *Combining data from two or more different sources while having the data maintain its individual database integrity to enhance attributes known about individuals or households.*
- **Data Matching:** *The ability to connect anonymized consumer data points together for identification, deduplication, and attribution purposes to better understand a target audience and their behaviors and the impact of ad campaigns.*
- **Device-Level Data:** *Video viewing data based on specific devices that have been matched with an identified individual.*
- **Household-Level Data:** *Video viewing data based on behaviors of people in a household unit.*
- **Integrated User Level Data (IULD):** *Granular device level ad exposure data for use by advertisers.*

- **Interoperability:** *The ability of a system or a product to work with other systems or products — with no special effort required on the part of the user. With video viewing so fragmented, cross-platform measurement would function best in an environment that enables data interoperability from multiple sources.*
- **Metadata:** *Data that provides information about other data. In the media ecosystem, metadata generally refers to information about content, such as title, sources, actors and other attributes. Measurement data may be associated with content metadata to provide context to the measurements.*
- **OpenAP:** *An advanced TV advertising platform that centralizes data activation on behalf of premium national TV publishers, bringing efficiency and scale to audience-based campaigns. OpenAP Audiences can be shared with any TV publisher.*
- **Opt-In:** *The process by which a user is prompted to give a company permission to use data collected from or about the individual for a particular reason, such as to market the company's products and services.*
- **Person-Level Data:** *Video viewing data based on behaviors of an individual person.*
- **Pixel Tag:** *A piece of code embedded on a website and used to capture viewership data pertaining to content and advertising, as well as consumer / visitor usage and behavior.*
- **Privacy-Compliant Processes:** *Media measurement tools and methodology needs to be in accordance with established personal information protection guidelines, specifications, or legislation in order to protect individuals' identities.*
- **Programmatic:** *An ad buy that uses advanced audience data and automation to efficiently target consumers at a granular level by serving ads to the right audience at the right time.*
- **Proprietary Data:** *Information that is owned and controlled by an organization or group. In media, measurement and data companies often utilize their own proprietary panels, platforms or software or lease the proprietary assets of another company for their use.*
- **Return Path Data:** *TV viewing data that can be stored on data capable set-top-boxes and returned to the MVPD for their own use or to be collected by a third party like Nielsen or Comscore.*
- **U.S. Census Data:** *Utilized by measurement companies as a reference when building their audience panels to ensure they are national representative. U.S. Census data is based on a survey designed to count every person living in the United States and takes place every ten years.*
- **Verified Data:** *Data derived from nationally recognized, valid, peer-reviewed, and reliable sources that are externally produced.*

## Engagement & Performance

- **Attention:** In media, 'attention' refers to the degree to which audiences are focused on a piece of content or an advertisement. Attention has become a scarce commodity in today's fragmented world, *making it more important than ever to track it accurately.*
- **Attribution:** *In media, the ability to tie an ad campaign to performance-based metrics / outcomes, such as website visits, app downloads, or sales.*
- **Benchmark:** *A point of reference used as a basis for comparison for new measurements, using the same methodologies. Usually based on a historical average but can also be a current value or threshold value associated with previous success.*
- **Brand Measurement:** *Measurement ability to monitor the impact of an ad campaign on consumer sentiment towards a brand based on metrics like recognition or favorability.*
- **Business Outcome Guarantee:** *Media sellers have begun to offer ad inventory that can be bought against specific business outcome guarantees (e.g., reach, frequency, video completion rate, website conversions, etc.) to ensure that campaign goals are met.*
- **Cross-Channel Attribution:** *Assigns credit to all offline and online media activities within a consumer's journey.*
- **Impact:** *The action taken by a viewer after seeing an ad once or multiple times. Immediate impact refers to an action that takes place right after an ad is seen (e.g., visiting a website) and long-term impact refers to an action taken weeks to months after exposure.*
- **Incrementality:** *A way to measure an event that wouldn't have occurred without a specific interaction, such as an ad view, and that resulted in the desired outcome, such as a conversion.*
- **Incremental Reach:** *A campaign's level of exposure to either unique audiences reached via CTV/OTT campaigns in addition to the audience reached by linear TV campaigns, or additional audiences reached across specific streaming publishers.*
- **Lift:** *The percentage gain in brand performance that can be created to a brand campaign.*
- **Marketing Mix Modeling (MMM):** *A technique which helps in quantifying the impact of several marketing inputs on sales or market share. The purpose of using MMM is to understand how much each marketing input contributes to sales, and how much to spend on each marketing input.*
- **Multi-Touch Attribution:** *Assigns credit to multiple data-enabled touchpoints that consumers encounter along the path to conversion.*
- **Optimization:** *Making insights gleaned from measurement and attribution actionable to improve reach and outcomes for ad campaigns.*
- **Outcomes:** *the ability to tie ads to business performance, proving that ad campaigns drive consumer response and longer-term brand and sales impact.*

# Untangling

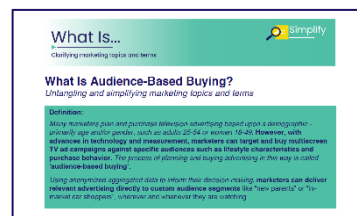
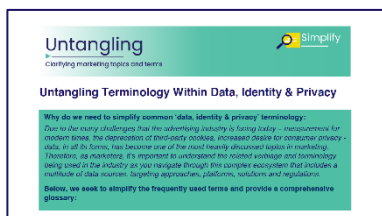
Clarifying marketing topics and terms



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## About VAB

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Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

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## Sources:

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- TVSquared, *TV Speak: The Unofficial Glossary for Cross-Platform TV Advertising*.
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