

LEXICON 3.0

TERMS and DEFINITIONS

A Common Language for Media Measurement: RPD, Cross Platform, Connected TV, iTV, DAI, ACR, Internet, Digital, Programmatic, NeuroScience, Virtual Reality

Compiled and Edited by Charlene Weisler Weisler Media, LLC

PREFACE

Back in 2010, CIMM commissioned a Lexicon of terms and definitions for Return Path Data. The purpose was to help develop a common language that would facilitate the integration of RPD in media measurement. The "STB Lexicon" garnered support from a wide set of constituency companies and organizations. It was a true group effort.

Then in 2012, CIMM saw the need for an update and expansion of the Lexicon to include new terms and definitions not only for RPD measurement but also for the innovations of Cross Platform, Connected TV, iTV, Content Recognition and Dynamic Content Applications.

Four years later in 2016, with the fast moving digitization of content and advertising, the Internet of Things, the development of Programmatic Buying and Selling and Virtual Reality, the need for a Lexicon 3.0 became evident. The work became almost a Sisyphean task as the number and types of terms exponentially increased and new terms are coined and introduced daily.

Industry evolution and transformation make the need for an ongoing update of the CIMM Lexicon necessary. As before in previous versions, this updated CIMM Lexicon will remain true to its original purpose of creating a common language, even as that language expands. This is not a final document but a work in progress that will be continually updated.

Acknowledgements

I would like to thank all of the participating companies, committees, consortiums and organizations who generously donated their glossaries to CIMM for inclusion in this updated Lexicon. As with all pervious Lexicons, we have been careful to source these terms in the text body.

I would also like to thank CIMM CEO / Managing Director Jane Clarke who remains committed to establishing a unified framework for new media and technology terms and definitions. It is through her support and the support of the CIMM membership that we have been able to tap a deep well of industry experts and enjoy a widespread level of cooperation and sharing of information.



LEXICON FORMAT

Terms generally fall into the following categories: Actions, Behavioral Attributes, Business Units, Data Types, Ad & Program Formats, Hardware, Indicators, Measurements & Metrics, Organizations and Software.

All terms are formatted in the following structure:

Term

"See Also"

: CIMM DEFINITION is the Primary Definition (Source if any).

N : Secondary Definitions by Processor (Source)

N : Same term but different definitions used by processors (if any) N : Different term but same definition used by processors (If any)

NOTE – Any points of interest or notes from various sources



LEXICON OF TERMS and DEFINITIONS

Α	

Abandonment

CIMM DEFINITION: When a user leaves a shopping cart with something in it prior to completing the transaction. (Source: IAB)

Abandonment Rate

CIMM DEFINITION: Another term for Bounce Rate.

Abort

CIMM DEFINITION: when a Web server does not successfully transfer a unit of content or ad to a browser. This is usually caused by a user hitting the stop button or clicking on another link prior to the completion of a download. (Source: IAB)

ATF abbr Above the Fold

See also: Below the Fold

CIMM DEFINITION: Originally a newspaper term, "above the fold" now refers to the portions of a webpage that are visible to visitors without scrolling. The content and ads that are "above the fold" can vary from screen to screen. Typically, publishers refer to "above the fold" inventory or ad space as more premium and will charge a higher rate for it. (Source: Next.Srds.com)

- 2 : Ads that are visible on the screen without needing to scroll. (Source: OpenX)
- 3: The upper half of the front page of a newspaper where an important story or photograph is often located. The term can be used to refer to anything that is prominently displayed or of highest priority. In web development this refers to portions of a page that are visible without scrolling. (Source: Mediamath)

ATL abbr Above the Line

See also: Below the Line

CIMM DEFINITION: Where mass media is used to promote brands and reach out to the target consumers. These include conventional media as we know it, television and radio advertising, print as well as internet. This is communication that is targeted to a wider spread of audience, and is not specific to individual consumers. ATL advertising tries to reach out to the mass as consumer audience. (Source: TheAdvertisingClub)



2 : Ads that include any which focus on general media such as TV, cinema, radio, print and the Internet. (Source: OpenX)

Absolute URL

CIMM DEFINITION: The full Internet address of a page or other World Wide Web resource. The absolute URL includes a protocol, such as "http," network location, and optional path and file name. For example, http://example.microsoft.com/ is an absolute URL. (Source: TVB)

A/B Testing

CIMM DEFINITION: A/B testing is a method of assigning fractional attribution to a media touchpoint. Consumer journeys are compared, with each touchpoint's impact being measured by how the actions vary between consumers whose only media journey variation was a single touchpoint. (Source: MAGNA Global)

Accelerated Ad Delivery

CIMM DEFINITION: An ad delivery model where messages are delivered in greater frequency over a span of time.

Accepted Formats

CIMM DEFINITION: The banner ad types the publisher accepts from a buyer. These may include image ads, flash ads, etc. This should help you determine whether or not to purchase available inventory from this publisher. (Source: Next.Srds.com)

Access Network

CIMM DEFINITION: An electronic signal transmission segue point from the home to the access point in a signal.

2: A network that connects directly to an end user or customer. Made up of high-speed lines between major switching points. (Source: PC Mag.com)

Account

CIMM DEFINITION: In media, a repository of inventory based on an agreement with a business such as an advertiser, agency, ad network, network, publisher or client.

Account Relationship

See also: Parent Account, Child Account

CIMM DEFINITION: The way accounts relate to one another.





2 : Parent accounts, such as an ad network account, have natural relationships with their Child accounts, such as publisher or advertiser accounts. (Source: OpenX)

Account type

CIMM DEFINITION: Indicates the intended purpose of an account, which determines what objects it can contain and influences what users logged in to the account can do. Accounts can contain orders, inventory, etc. (Source: OpenX)

Accumulated Reach

See also: Reach

CIMM DEFINITION: The total number of homes, Set-Top Boxes or individuals, which can be expressed in thousands or as a percentage, who have viewed at least once within a specific program or period of time aggregated across time or across individual pieces of content. Accumulated Reach can sometimes be higher than the Cume audience because it is based on a long term audience estimate, not with base minute minimums.

NOTE - Common usage to date has had both Cume and Accumulated Reach as interchangeable. In both cases there can be a minimum tuning duration or not. (Source: TRA)

Acquisition

CIMM DEFINITION: When a user signs up, makes a purchase, or performs some other desired action in response to an ad. (Source: Mediamath)

Active Digital Media Universe

CIMM DEFINITION: People who are 2+ and used an Internet-enabled computer within the time period. (Source: Nielsen)

Active Reach (%)

CIMM DEFINITION: The percentage of all active 2+ unique persons who visited the site or used the application. 'Active' is defined as anyone who used an Internet-enabled computer within the time period measured. (Source: Nielsen)

Activity Audit

See also: Count Audit

CIMM DEFINITION: An independent verification of measured activity for a specified time period. Some of the key metrics validated are ad impressions, page impressions, clicks, total visits and unique users. An activity audit results in a report verifying the metrics. Formerly known as a count audit. (Source: IAB)



Ad / Advertisement

CIMM DEFINITION: A commercial message targeted to an advertiser's customer or prospect. Ad audience - the number of unique users exposed to an ad within a specified time period. (Source: IAB)

Ad Appearance Determination Formula

CIMM DEFINITION: The quality of the advertisement landing page. (Source: Brickmarketing)

Ad Avails

CIMM DEFINITION: Advertising spots available to an advertiser, national broadcaster, cable operator or other seller of advertising time to insert advertising on a television network, whether cable or broadcast.

Ad Banner

CIMM DEFINITION: A graphic image or other media object used as an advertisement. See iab.net for voluntary guidelines for banner ads. (Source: IAB)

Ad Blocker

CIMM DEFINITION: Software on a user's browser which prevents advertisements from being displayed. (Source: IAB)

Ad Bot

See also: Spybot

CIMM DEFINITION: A form of spyware that collects information about the computer user's online behavior in order to display targeted advertisements in the Web browser. (Source: dictionary.reference.com)

Ad Campaign

See also: Family

CIMM DEFINITION: A collection of a messages from and advertiser or client that is designed to run during a specific interval and / or within a set of media outlets.

Ad Campaign Audit

CIMM DEFINITION: An activity audit for a specific ad campaign. (Source: IAB)



Ad Centric Measurement

CIMM DEFINITION: An audience measurement derived from a third-party ad server's own server logs. (Source: IAB)

Ad Mediation

CIMM DEFINITION: A technology that sends advertising requests to multiple ad networks in order to help publishers find the best available network to fill their ad slots. Publishers first rank ad networks in order of preference; the mediation platform then tries the top-ranked network. (Source: Cynopsis)

Ad Click-Throughs

See also: Click Throughs, Clicks, In-Unit Clicks, Mouseovers CIMM DEFINITION: The act of clicking on an online ad which is linked to more information on the advertised product or advertiser.

Ad Code

See also: Ad-ID, Ad Tags, Data About Data, Metadata, Program Code, Watermark CIMM DEFINITION: Unique identifiers that are added to ads that make them easier to track and measure. Also known as an Ad-ID code.

2: Twelve digit identifiers that an advertising agency places on their advertising inventory (as watermarks and metadata). This will replace ISCI. The identifiers are available from www.ad-id-org. (Source: AAAA).

NOTE - This should be extended to include each unique ad version. Visible World's system automatically assigns a unique ISCI or Ad-ID to each unique video version created and ordered for distribution. (Source: Visible World)

NOTE - Local ads can have ad codes. The practice is just further developed nationally. (Source: TRA)

Ad Completion

CIMM DEFINITION: An Ad Completion event occurs when a video ad plays through to the end. (Source: Tubemogul)

Ad Content

CIMM DEFINITION: Content provided by advertisers.



Ad Copy

See also: Ad Tag

CIMM DEFINITION: The text of an advertisement whether in print, radio, television, digital or any other media aimed at a prospective buyer to encourage a call to action.

2: In digital, it is clickable text whether it is a contextual or a pay per click ad. The text of the ad copy is generally the second and third lines of an ad displayed on a search engine results page or any other web page, and is between the title and the display URL. (Source: Brickmarketing)

ADM abbr **Ad Decision Manager**

CIMM DEFINITION: The Ad Management Service defines messages in support of ad insertion activities. The primary user of these messages is an Ad Decision Service (ADS). The message interfaces exposed by an ADM allow for both preconfigured ad decisions as well as real-time fulfillment models. An ADM implementation may incorporate some simple ad selection rules (ex. ad rotations) but more complex ad decisions are the responsibility of an ADS.

NOTE - There is another definition for ADM in SCTE130. We need to separate the two. Also, why does this have to be SaaS. Most of the operators that we work with require that the systems be in their domain and managed internally. ADS is inconsistent with SCTE130. (Source: Invidi)

ADS abbr Ad Decision Servers

See also: Advanced Advertising

(Same acronym for Alternate Delivery System)

CIMM DEFINITION: Part of the addressable advertising application framework that loads, feeds out, traffics and tracks delivered and aired addressable ads.

- 2 : A third party Graphic User Interface (*abbr* GUI) and client side app that advertisers and ad agencies use to manage their campaigns and place orders in real-time. (Source: BigBand Networks)
- 3 : Determines how advertising content is combined with non-advertising (i.e. entertainment) content assets. The decisions made by ADS may be straightforward (i.e. specific ad content placed at a specific time in a specific asset) or arbitrarily complex (based on subscriber data, advertising zone, etc.,).

Ad Delivered

See also: Ad Display

CIMM DEFINITION: As with an ad display, it is when the ad is offered for consumption on a delivery platform.



Ad Delivery Mode

CIMM DEFINITION: A setting that specifies how and which ads are selected and delivered, in what frequency, in what ad load, over time throughout the agreed advertising interval whether in traditional media and platforms or digitally or programmatically, for example.

NOTE - OpenX can evenly distribute impressions between ads in the line item (equal weighting), distribute impressions between ads in the line item based on each ads' ad weight setting (manual weighting), or deliver ads together to a predefined ad unit group (companion), according to the selected fill method. (Source: OpenX)

Ad Display

See also: Ad Delivered

CIMM DEFINITION: When an ad is successfully displayed on the user's computer

screen. (Source: IAB)

AM abbr **Additive Manufacturing**

See also: 3D Printer

CIMM DEFINITION: The official industry standard term (ASTM F2792) for all applications of the technology. It is defined as the process of joining materials to make objects from 3D model data (such as in 3D printing), usually layer upon layer, as opposed to subtractive manufacturing methodologies. (Source: WohlerAssociates)

Add-On

See also: Plug in

CIMM DEFINITION: Either a hardware device that can be added to a computer to increase its capabilities or a program utility that enhances a primary program. (Source: Whatis.TechTarget.com)

Add-On Board

See also: Expansion Board

CIMM DEFINITION: Hardware that can be plugged into a personal computer to give it additional capabilities.

Ad Download

CIMM DEFINITION: When an ad is downloaded by a server to a user's browser. Ads can be requested, but aborted or abandoned before actually being downloaded to the browser, and hence there would be no opportunity to see the ad by the user. (Source: IAB)



Address

CIMM DEFINITION: A unique identifier for a computer or site online, usually a URL for a Web site or marked with an @ for an e-mail address. Literally, it is how one computer finds the location of another computer using the Internet. (Source: IAB)

Addressability

See also: Advanced Advertising

CIMM DEFINITION: The ability of an operator or provider to direct specific content to specific geographies or audiences.

- 2: "The ability of a digital device to individually respond to a message sent to many similar devices. Examples include pagers, mobile phones, and Set-Top Boxes for pay TV. Computer networks are also addressable, such as via the MAC address on Ethernet network cards, and similar networking protocols like Bluetooth. This allows data to be sent in cases where it is impractical (or impossible, such as with wireless devices) to control exactly where or to which devices the message is physically sent." (Source: Wikipedia)
- 3: "Functionality that enables the delivery of targeted content by allowing a cable operator (or multichannel operator) to remotely activate, disconnect or unscramble the signal received by a subscriber." (Source: Nielsen Media Research)
- 4 : The capability to deliver a targeted message to a specific segment of viewers. Addressable advertising can be done at various levels of segmentation, and in some cases can target down to an individual viewer using database matching capabilities. (Source: IAB)

Addressable Ad Insertions

CIMM DEFINITION: Video commercial units targeted to an audience.

Addressable Advertising

See also: Advanced Advertising, Versioning

CIMM DEFINITION: Advertising that is directed to specific geographies or audiences to increase its relevance.

- 2 : "An advertisement sent to a specific home, Set-Top Box or geography." (Source: Nielsen Media Research)
- 3: "Specific video advertisements that target a set of audiences, homes, or Set-Top Boxes. Such targeting can be based on viewer information including thematic, geography, demographic, and /or behavioral data. Such targeting techniques can be applied to various video services including broadcast, SDV, DVR, and /or VOD program channels." (Source: BigBand Networks)



4: "An advertisement or interactive enhancement that is presented to a specific subset of STBs in the universe/footprint. Alternatively, a collection of advertisements or enhancements that are broadcast to the universe/footprint, from which a single advertisement and/or enhancement is individually selected and presented to each STB." (Source: FourthWall Media)

NOTE – "There is a broad spectrum of addressability mechanisms. On one end is the Canoe CAAS architecture that selects a specific advertisement for every STB at each placement opportunity and inserts the chosen ad or enhancement into a custom stream for each STB. At the other end is the AdWidgets system from FourthWall Media, which embeds (binds) EBIF enhancements into spot ads, which are then broadcast to an entire footprint or zone, and once executing on the STB the EBIF enhancement makes a decision about whether or not to present itself on the current STB. (Source: FourthWall Media)

NOTE - We define addressable advertising as the use of data sets to enable more targeted matches between messages and audiences than takes place in the current environment. Addressable advertising can therefore occur at the national, regional, market, neighborhood, household, or individual level." (Source: Visible World) NOTE – Addressable Advertising allows for multi-advertiser spots and is the foundation for interactivity. (Source: Invidi)

Addressable Impressions

CIMM DEFINITION: The projected number of valid ad deliveries for the specified criteria, expressed in thousands (000). (Source: Kantar Media Services)

Addressable Rating Points

CIMM DEFINITON: Also known as the Target Rating Points, it is the impressions per 100 target universe households. (Source: Kantar Media Services)

Addressable Reach

CIMM DEFINITION: The projected cumulative number of unique target households receiving an ad. (Source: Kantar Media Services)

Addressable Frequency

CIMM DEFINITION: The average number of exposures per reached household. (Source: Kantar Media Services)

Addressable Ad Time Spent (%)

CIMM DEFINITION: The percent of the total time spent tuned to the ad of the total duration of the ad. (Source: Kantar Media Services)



Addressable Target Universe

CIMM DEFINITION: The total base of the defined campaign target defined by various criteria. (Source: Kantar Media Services)

Address Bus

See also: Bus, Internal Bus, Data Bus, Expansion Bus

CIMM DEFINITION: One part of a bus, which is a collection of wires, that transfers information about where the data should go but does not transfer the actual data, which is the responsibility of the data bus.

Ad Exchange

See also: Real Time Bidding

CIMM DEFINITION: A marketplace creation technology platform designed to facilitate the buying, selling and tracking of advertising inventory from multiple network sources.

2 : Technology platforms that facilitate the bidded buying and selling of online media inventory from multiple ad networks. (Source: Mediamath)

Ad Fraud

CIMM DEFINITION: When a company knowingly serves add that no one will actually see as a way to drive "views" and revenue. For example, a website can use bots to automatically refresh is pages in order to register a high number of page views and appear more attractive as an inventory source on ad exchanges. (Source: Tubemogul)

Ad Hoc Network

CIMM DEFINITION: A group of stations that collaborates for a special purpose, such as the showing of a onetime TV program or series. Ad hoc is Latin for "for this." (Source: TVB)

Ad-ID

See also: Ad Code, Ad Tags

CIMM DEFINITION: Ad-ID upgrades the previous ISCI commercial coding system and replaces other methods used to identify advertising assets. Ad-ID is the industry standard identifier for all forms of media. Developed by the American Association of Advertising Agencies (4A's) and the Association of National Advertisers, Inc. (ANA). (Source: IAB)

Ad Impression

CIMM DEFINITION: An ad which is served to a user's browser. Ads can be requested by the user's browser (referred to as pulled ads) or they can be pushed, such as emailed ads. (Source: IAB)





2 : A measurement of responses from an ad delivery system to an ad request from the user's browser, which is filtered from robotic activity and is recorded at a point as late as possible in the process of delivery of the creative material to the user's browser -- therefore closest to the actual opportunity to see by the user. Two methods are used to deliver ad content to the user - a) server-initiated and b) client-initiated. Server-initiated ad counting uses the publisher's Web content server for making requests, formatting and re-directing content. Client-initiated ad counting relies on the user's browser to perform these activities. For organizations that use a server-initiated ad counting method, counting should occur subsequent to the ad response at either the publisher's ad server or the Web content server. For organizations using a client-initiated ad counting method, counting should occur at the publisher's ad server or third-party ad server, subsequent to the ad request, or later, in the process. See iab.net for ad campaign measurement guidelines. (Source: IAB)

Ad Impression Ratio

See also: Click Rate

CIMM DEFINITION: Calculated by click-throughs divided by ad impressions. (Source:

IAB)

Ad Injection

CIMM DEFINITION: Ads are inserted on a page by software on the user's computer, such as a toolbar ad-on. The ad units were not placed by the publisher, and the publisher is not compensated for them. Ad injection software either replaces the authorized units on the page with unauthorized ones, or adds new placements to the page, possibly in poor positions (i.e. below the fold). (Source: Centro)

Ad Insertion

CIMM DEFINITION: When an ad is inserted in a document and recorded by the ad server. (Source: IAB)

Ad Inventory

CIMM DEFINITION: The amount of ad space a publisher has available. (Source: Hubspot)

Adjacency

CIMM DEFINITION: A commercial or program that immediately follows or precedes another on the same TV station. (Source: TVB)



ADM abbr **Ad Manager**

See Also: Ad Decision Manager

CIMM DEFINITION: A system that allows the user to manage commercial inventory - loading, scheduling, selling, processing, delivering, measuring - via a SaaS application. Originally coined by Google, the term now extends to Set-Top Box data measurement in the addressable advertising realm.

- 2 : A server based application owned by the operator; interacts with the Media Services Platform (*abbr* MSP) to determine information about the real-time opportunity; interacts with the ADS to choose ads. (Source: BigBand Networks)
- 3: A software or hardware component within the cable's CAAS system with SCTE-130 conformed interfaces. Its primary function is to be broker between ad decision system, ad inventory system, and ad delivery system. Typically, the ADMs are provided by linear ad insertion or VOD system vendors. (Source: FourthWall Media)

Ad Materials

CIMM DEFINITION: The creative artwork, copy, active URLs and active target sites which are due to the seller prior to the initiation of the ad campaign. (Source: IAB)

Ad Mediation

CIMM DEFINITION: An ad tracking platform technology for publishers that allows for the automatic or manual allocation of inventory by sending ad requests across multiple ad networks to ensure publishers find the best available network to fill their ad slots and maximize inventory.

Ad Network

CIMM DEFINITION: An aggregator or broker of advertising inventory for many sites. Ad networks are the sales representatives for the Web sites within the network. (Source: IAB)

- 2 : Account type which represents a business that manages other businesses and typically contains and manages both publisher accounts and advertiser accounts. (Source: OpenX)
- 3 : A broker between publishers and advertisers that facilitates the purchasing of online advertising inventory and management of online advertising campaigns. (Source: Mediamath)
- 4 : A company that connects websites with advertising to sell, then aggregates that inventory for advertisers to buy, usually via programmatic exchanges. (Source: Tubemogul)



Ad Occurrence Data

CIMM DEFINITION: Data points that indicate when an ad has aired as-run as opposed to when a program or other content has aired.

2 : Includes metadata. (Source: TIVO)

NOTE - What is the finest level of granularity desirable to report ad occurrence - one second, 5 seconds or more. (Source: TRA)

Ad Ops

CIMM DEFINITION: The foot soldiers of online advertising. They either work at agencies or publishers where they make sure the online ads get where they are supposed to through tagging (dropping 1x1 pixels onto ads so that they report back in response and placement). (Source: Mediamath)

Ad Platforms

CIMM DEFINITION: Online advertising delivery companies including demand side platforms (DSPs), advertising exchanges and agency trading desks. (Source: Mediamath)

Ad Position

CIMM DEFINITION: The placement of an ad in a pod, whether in the first (A) or Second (B) position, for example.

2: The order in which an ad shows up on a page. For example, an ad position of "1" means that the ad is the first ad on a page. In general, it's good to have the ad appear higher on a page because it's likely that more customers will see the ad. (Source: Google)

Ad Position Formula

See also: Minimum Bid, Keyword-Targeted Ad Eligibility

CIMM DEFINITION: The past documentation of the advertisement's click through rates, as well as the matched keywords on Google.com. The relevance of the keywords and the advertisement to the keyword query currently being submitted by a user. The account history the advertisement has with Google.com, which includes past click through rates, and keywords used. Other relevant factors which Google.com determines differently for each advertisement. (Source: Brickmarketing)

Ad Quality

CIMM DEFINITION: Ad that, because of advantageous positioning, creative or placement into better content, achieve a greater benefit for the advertiser.



2 : Automated systems for scanning and capturing sample creatives and enforcing configurable policies. (Source: OpenX)

Ad Quality Score

See also: Quality Index

CIMM DEFINITION: A variable used by Google, Yahoo! (called Quality Index), and Bing that can influence both the rank and cost per click (CPC) of ads. (Source: Wikipedia)

2 : Often called a quality score, is a number assigned by Google.com to paid advertisements in a hybrid auction that determines each advertisement's rank on a search engine results page. While it is called a quality index by Yahoo!, the idea is the same. A quality score for a particular advertisement reflects a number of things including the advertisement's past click through rate, the ad's landing page relevance, keyword relevance, and many other factors that have to do with Google's ranking algorithms. (Source: Brickmarketing)

NOTE - This variable is important because it not only influences the page rank of a paid inclusion ad on search engine results pages, but also influences, partially, the bid price of the keywords used by the advertisement. The higher an advertisement's quality score, the lower the keyword bid prices will be and the higher the advertisement's page rank will be. (Source: Brickmarketing)

Ad Rank

CIMM DEFINITION: A formula that gives an ad a score based on the bid, the quality of the ads and landing page, and the expected impact of extensions and other ad formats. (Source: Google)

Ad Recall

CIMM DEFINITION: A measure of advertising effectiveness in which a sample of respondents is exposed to an ad and then at a later point in time is asked if they remember the ad. Ad recall can be on an aided or unaided basis. Aided ad recall is when the respondent is told the name of the brand or category being advertised. (Source: IAB)

Ad Reporter

CIMM DEFINITION: A browser plugin that enables you to report problem ads directly from a site. (Source: OpenX)

Ad Request

CIMM DEFINITIN: The request for an advertisement as a direct result of a user's action as recorded by the ad server. Ad requests can come directly from the user's browser or from an intermediate Internet resource, such as a Web content server. (Source: IAB)





2 : Communication between a web browser or application and an ad server to display an ad. (Source: OpenX)

Ad Retargeting

CIMM DEFINITION: Ad retargeting is simply increasing the frequency of ads being sent to someone who has been selected as part of your audience. It could be an increased delivery of the same ad, a similar message or a sequential message. It's not exactly the same as retargeting because the consumer isn't being qualified in the same way. (Source: Centro)

Ad Retention Index

See Also: Commercial Viewership Index

CIMM DEFINITION: The ratio of commercial viewing average audience to total program viewing average audience. (Source: Rentrak)

NOTE - This is not recommended as a general industry term because this ratio is reflective of not just pure ad retention but also the program audience trend from beginning to end may be increasing or decreasing as at the beginning or end of prime time. TRA for that reason calls this the Commercial Rating index (CRI) – the index to the average program rating – which is what is clearly is. Ad retention should be measured against the base of homes that start the commercial. (Source: TRA)

Ad Server

CIMM DEFINITION: In digital and programmatic, a platform that delivers advertising to a person's browser or app and reports on performance. (Source: Hubspot)

- 2: The technology that stores, delivers and places ads on websites. Typically, publishers and third-party ad tech companies have ad servers. (Source: Next.Srds.com)
- 3 : A system that communicates with web browsers or applications to deliver and track ads. (Source: OpenX)
- 4 : Also known as Third Party Ad Server. (Source: Mediamath)
- 5 : A company whose technology relays an ad buy to a website and reports on how it performed. (Source: Tubemogul)

Ad Serving

See also: Redirect, Latency

CIMM DEFINITION: The delivery of ads by a server to an end user's computer on which the ads are then displayed by a browser and/or cached. Ad serving is normally



performed either by a Web publisher or by a third-party ad server. Ads can be embedded in the page or served separately. (Source: IAB)

2: The process of an ad server delivering ads to a computer or mobile device. From there, the ad is displayed by the browser. (Source: Next.Srds.com)

Ad Size

CIMM DEFINITION: The width and height of a display ad unit. There are almost 100 ad sizes running on the Web currently, some of which are IAB-Standard. Other ad sizes are IAB Rising Stars, IAB Delisted or Non-IAB. We've found that the most popular ad sizes are the Leaderboard (728x90), the Medium Rectangle (300x250) and the Wide Skyscraper (160x600). (Source: Next.Srds.com)

Ad Skin

See Also: Skin, Page Skin, Background Skin, Wallpaper

CIMM DEFINITION: In computing, a graphical overlay ad format which frames the page content.

Ad Skipping

See also: Commercial Avoidance, Trick Play, Measured Ad Skipping CIMM DEFINITION: The act of fast forwarding (or skipping ahead as on TIVO) and therefore not completely viewing an ad. It is one possible result of a viewer using the trick play mode of DVRs and other recording devices.

NOTE – There are other forms of commercial avoidance such mental tune-out, conversation, other activities e.g. reading, using a phone or a computer device. (Source: TRA)

Ad Slot

CIMM DEFINITION: The area on a web page set aside for the display of ads. (Source: OpenX)

Ad Space

CIMM DEFINITION: The location on a page of a site in which an advertisement can be placed. Each space on a site is uniquely identified. Multiple ad spaces can exist on a single page. Ad stream- the series of ads displayed by the user during a single visit to a site (also impression stream). (Source: IAB)

Ad-Supported

CIMM DEFINITION: A media entity whose revenue is generated via advertising messages.



2: A designation for a Brand or Channel. Based on whether the site and/or application have advertising on most of its sections. If 'Ad-Supported' only is checked within the Report Controls, the results will exclude any non-ad-supported Brand and Channel. (Source: Nielsen)

Ad Supression

CIMM DEFINITION: When you exclude a list of people from receiving a certain ad or campaign. (Source: Liveramp)

NOTE - For instance, if your online and offline data was connected, you could make sure your current customers don't get exposed to your first-time buyer promotions. So if you're offering a three-month free trial to prospects, you can ensure current customers aren't exposed to the ad. (Source: Liveramp)

Ad Tag

See also: Ad Codes, Ad-ID, Ad Copy

CIMM DEFINITION: Unique identifier for an online ad that indicates to the advertiser that their ad has run.

- 2 : Software code that a buyer provides to a publisher or ad network, which will call the advertiser's ad server and then display an ad when called. (Source: Next.Srds.com)
- 3: Also called an Ad Code. A small piece of code that defines the ad space where ads display on a website. It includes parameters that describe the inventory advertising campaigns can target, which may in turn display ads in the ad space. (Source: OpenX)
- 4 : An HTML area located on a webpage that communicates with an ad server and requests an ad. Tags trigger the browser to open a window in which to place content in. (Source: Mediamath)

Ad Tech

CIMM DEFINITION: Short for advertising technology, refers commonly to all technologies, softwares and services used for delivering, controlling and targeting online ads. (Source: Tubemogul)

Ad Transfers

CIMM DEFINITION: The successful display of an advertiser's Web site after the user clicked on an ad. When a user clicks on an advertisement, a click-through is recorded and re-directs or "transfers" the user's browser to an advertiser's Web site. If the user successfully displays the advertiser's Web site, an ad transfer is recorded. (Source: IAB)



Ad Unit

CIMM DEFINITION: The smallest inventory component that represents the space on a site where ads display. (Source: OpenX)

Ad Unit Duration

CIMM DEFINITION: The run length of time-based inventory, such as linear video.

(Source: OpenX)

Ad Unit Group:

CIMM DEFINITION: A collection of ad units where related ads display together at the same time. (Source: OpenX)

Advanced Advertising

See also: Addressable Advertising, Interactive Advertising, Customized Advertising, Dynamic Advertising, In-Navigation Video Ads

CIMM DEFINITION: A range of advertising solutions designed to leverage the interactive nature of digital Set-Top Boxes and enhance the value of TV by offering, for example, request for information, polling and trivia, Telescoping, Ad-Versioning Dynamic Advertising and T-commerce applications via the television through the use of the Remote Control.

NOTE - "Advanced TV Advertising capabilities should include Addressable Advertising, Interactive Advertising, Customized Advertising, Dynamic Advertising, and Measurement. Addressable Advertising would include TV ad targeting based on geographic, viewer or household segment attributes. Interactive Advertising would include things like the use of polls and voting mechanisms but these do not have to be addressable. Customized Advertising entails the ability to efficiently and automatically customize video in real or near-real-time so that the ads can be made more relevant to each of the targeted segment(s) of viewers Dynamic Advertising would entail the ability to update the content of an ad in real-time or near-real-time basis based on automated data feeds (e.g. changes in local TV ads based on local weather conditions or inventory data). Measurement would include the ability to obtain census level campaign metrics based on STB data." (Source: Visible World)

AAMP abbr **Advanced Advertising Media Project**

CIMM DEFINITION: A research initiative formed by the 4A's and BlackArrow, launched in March 2011 and created to measure the impact of advanced advertising within free video on demand (VOD) television programming. (Source: www.blackarrow.tv)



AAC abbr Advanced Audio Coding

See also: Audio Coding 3

CIMM DEFINITION: An audio coding standard for lossy digital audio compression. Designed to be the successor of the MP3 format, AAC generally achieves better sound quality than MP3 at similar bit rates. (Source: Wikipedia)

Advanced Audience Data

See also Audience Data, Advanced Data

CIMM DEFINITATION: A data set used for the purposes of making ad decisions beyond what can be leveraged from age and gender. It may include the use of 1st, 2nd and 3rd party audience data for buying and targeting. (Source: GABBCON, Global Audience Based Business Conference)

Advanced Bidding

See also: Tagless Bidding, Pre-Bidding, Header Bidding, Holistic Yield Management, Tagless Integration

CIMM DEFINITION: Bidding that happens prior to the clearing process run in the ad server that provides publishers a means of ensuring each impression is seen by multiple buyers, and ultimately sold to the highest bidder. In essence, it blows up the daisy chain, allowing publishers to see how different programmatic partners perform when given equal and concurrent access to their inventory. So how exactly does advance bidding – also sometimes confusingly described as a "tagless" solution or header-tag integration – work? It's accomplished by placing a demand partner's tag into a Web page's code, therefore enabling that partner to place a bid before the traditional ad-server unit is called. That bid is carried into the ad server's auction, creating more competition in determining the winner. Since the bids are all evaluated concurrently, versus sequentially, the real highest bidder wins.

Advanced Data Analytics

See also Audience Data, Advanced Audience Data

CIMM DEFINITION: A grouping of analytic techniques using data to predict future outcomes and more precise models of the world. Techniques can include predictive analytics, simulation and optimization. (Source: IBM)

Advanced Digital Set-Top Boxes

See also: Set-Top Box

CIMM DEFINITION: Same as Advanced Set-Top Boxes



Advanced Encoding

See also: Encoding, Decoding

CIMM DEFINITION: A form of encoding that delivers files that are of higher quality and resolution and are smaller in size.

Advanced Graphics

CIMM DEFINITION: Visual content that uses advanced technology capabilities that provide a higher quality graphic. Examples include dynamic functions, high definition and 3D.

AMWA abbr Advanced Media Workflow Association

CIMM DEFINITION: A media business organization that works as an open, community-driven forum. It focuses on the creation of timely, innovative, business-driven specifications and technologies for networked media workflows for both general business purposes as well as for technical committees. (Source:AMWA.tv)

Advanced Set-Top Boxes

See also: All-In-One Set-Top Box, Digital Set-Top Box, Enhanced Set-Top Box, Integrated Set-Top Box, Set-Top Box

CIMM DEFINITION: Set-Top Boxes that are considered "fully integrated" with good processors, ample memory and optional large hard drives. These boxes have more advanced features and are more likely to be integrated with such services as DVRs, high-speed internet access, interactive TV, digital video recording and gaming. (Source: itvdictionary.com)

NOTE - Other terms for Advanced Set-Top Boxes are Advanced Digital Set-Top Boxes, Smart TV Set-Top Box, Thick Boxes, All-In-One Set-Top Box, Media Center.

NOTE - These boxes may or may not have connected back paths. This should be noted; only satellite has digital STBs that are often not connected to upstream paths. (Source: TRA)

ATVEF abbr Advanced Television Enhancement Forum

CIMM DEFINITION: A commercial technology organization or "cross-industry alliance" formed by many different companies from the broadcast and cable networks, television transports, consumer electronics, and PC industries. The goal was to develop HTML-based protocols to promote the standardization of enhanced TV. Tools and other supportive technologies that were "ATVEF-compliant" enabled the creation and distribution of enhancements through the analog and digital signal. Representatives developed a technology specification that enabled broadcasters to send data (based on Internet standards) through the "Vertical Blanking Interval." If the viewer's Set-Top Box



had the proper software to receive and interpret ATVEF data, whatever was designed and sent would show up on the TV screen. That data might appear as raw data or complex interactive interfaces. This technology has been made somewhat obsolete by the deployment of digital Set-Top Boxes. (Source: itvt.com/glossary)

ATSC abbr Advanced Television Systems Committee

CIMM DEFINITION: An organization founded in 1983 to research and develop a television standard in the United States; An international organization of 200 members that is establishing voluntary technical standards for advanced television systems. (Source: CableLabs)

- 2 : Developed a new set of standards for digital television to replace analog offering, among other things, much higher resolution.
- 3 : Also used to refer to a platform's inclusion of an ATSC tuner which allows reception of over-the-air (OTA) digital and HD channels. (Source: TIVO)

NOTE - ATSC is working on new standards AS03 and AS12 for binding metadata to assets using MXF wrapper technology.

ATV abbr Advanced TV

See also: Programmatic TV

CIMM DEFINITION: TV inventory planned, bought and sold, based on consumer segmentations and delivered on impressions, using specific market-based system automation. Facilitates highly targeted local market operational efficiency for both the buy and sell side.

- 2 : The FCC's name for Digital Television (DTV). (Source: TVB)
- 3 : Any television content or advertising that has evolved beyond traditional, linear television delivery models. (Source: IAB)

Advergaming

See also: Branded Content, Spotlights, Sponsorship, Sweepstakes, Content & Section Sponsorships

CIMM DEFINITION: A type of sponsorship that can range from an advertiser buying all the ad units around a game or a "sponsored by" link to creating a custom branded game experience. (Source: IAB)

Ad Verification

CIMM DEFINITION: The process by which an advertising campaign is monitored for efficacy, according to the advertiser's or agency's choices and exclusions. That an ad



has run, that it has had the ability to be viewed by the visitor and that any action that has been taken regarding that ad originates from a human interaction and not a bot or machine.

- 2 : A solution that allows media buyers to confirm whether their ads were served on a particular site and to whom, at what time, in what way and for how long. Some ad verification tools also offer an ad blocking service, which allows media buyers to block the display of its ads on sites that could contain inappropriate content or are otherwise not fit for the media buyer. (Source: Mediamath)
- 3 : Another term for Audience Verification. A service that confirms if an ad ran only where it was intended to by the advertiser. It is often used to ensure brand safety, so that an ad does not appear on an inappropriate page or site. (Source: Centro)

Advertainment

CIMM DEFINITION: Entertainment that blurs the line between advertising and content.

2 : Refers to a video ad that uses storytelling to communicate a brand message. More specifically, it typically refers to video creative that prioritizes entertainment over advertising, and that clocks in at over sixty seconds in length. (Source: Cynopsis)

Advertisement

CIMM DEFINITION: A piece of promotional content of any length but usually between five and 120 seconds that promotes a product or a service.

Advertiser

CIMM DEFINITION: The company paying for the advertisement. (Source: IAB)

- 2 : A product or service business entity, sometimes represented by an advertising agency or marketing firm, that purchases advertising time on a media platform whether print, TV, digital or programmatic.
- 3 : An account type that represents a business that runs advertising campaigns to display ads on websites. (Source: OpenX)
- 4 : A product or business that presents its brand messages on publisher websites in an effort to promote audience engagement and purchasing activity. (Source: Mediamath)

Advertising Agency aka Ad Agency

CIMM DEFINITION: A professional services firm, generally independent from the client (it may be an internal department or even an internal *agency*) that is hired to provide an outside point of view to the effort of conceiving, producing and managing and facilitating



the sales of the client's products or services. Done through the creation, planning, researching, negotiating, marketing, branding, strategizing, tracking and buying of the client's approved commercial messaging on media platforms such as radio, TV, outdoor, print, Internet, etc. as well as other marketing or advertising related efforts. Agencies also provide marketing and merchandising advice and general business and promotional counsel regarding the goods or services of the client and their competition.

2 : An account type that represents a business that provides services to advertisers. (Source: OpenX)

Advertising Arbitrage

See also Arbitrage, Transparency, Black Box

CIMM DEFINITION: The process of trading - buying and selling - advertising inventory through the use of ad networks, trading desks, and technical "traders" in the ad ecosystem. It occurs when an intermediary sells ad inventory to a media buyer after purchasing it somewhere else for a lower price.

Advertising ID

CIMM DEFINITION: A user resettable ID assigned by the device or operating environment for use as an advertising marker. The key difference between a Device ID and an Advertising ID is that advertising IDs can be reset by the user at any time. Examples include Apple's IDFA and Android's AAID. (Source: IAB Mobile App Marketing Glossary Working Group)

AME abbr Advertising Media Exposure Report

CIMM DEFINITION: The TRA report most similar to traditional ratings reports.

NOTE - This should be defined as the report that shows which ad variant has been shown to which target audience segment. This report can and should be generated by any provider/enabler of advanced advertising. (Source: Visible World)

ARF *abbr* **Advertising Research Foundation**

CIMM DEFINITION: A major advertising research industry association with a principal mission to improve the practice of advertising, marketing and media research in pursuit of more effective marketing and advertising communications. (Source: IAB)

Advertising-Supported Software

CIMM DEFINITION: Similar term to Adware.



Advertising Weight

CIMM DEFINITION: A measure of advertising delivery, normally stated in terms of number of commercials, homes reached, target audience impressions, and gross rating points. (Source: TVB)

Ad View

CIMM DEFINITION: When the ad is actually seen by the user. Note this is not measurable today. The best approximation today is provided by ad displays. (Source: IAB)

Adware

CIMM DEFINITION: Any software package that automatically renders advertisements in order to generate revenue for its author. The advertisements may be in the user interface of the software or on a screen presented to the user during the installation process. (Source: Wikipedia)

Ad Weight

CIMM DEFINITION: The percentage of time that an ad should be selected when its line item wins an impression (for line items set to manual weighting). (Source: OpenX)

Ad Widgets

See also: Widgets

CIMM DEFINITION: The same definition as Widgets.

- 2 : A suite of EBIF enhancement products designed specifically to be used with spot ads. These enhancements may include RFI, Polling, VOD Telescoping, Click-to-call. (Source: FourthWall Media)
- 3 : A product from FourthWall Media that provides an end-to-end system to create, deliver and measure the interactive enhancements with linear spot advertising. (Source: FourthWall Media)

XbA

See also: DoubleForClick For Publishers

CIMM DEFINITION: Google's ad exchange in their ad server DoubleClick For

Publishers abbreviated as DFP.

Ad Zone

CIMM DEFINITION: A coverage area of television homes that can be served targeted advertising via a server by a multi-channel operator.





- 2: The area reserved by a site owner for third party advertisements placed by an ad serving company. (Source: Nielsen)
- 3 : A representation of a location on a website where creatives should be displayed. (Source: OpenX)

Affidavit

CIMM DEFINITION: A notarized statement from a television station that confirms the commercial actually ran at the time shown on the station's invoice. (Source: TVB)

Affiliate

A TV station, not owned by a network, that grants a network use of specific time periods for network programs and advertising, for compensation. Remainder of broadcast day is programmed locally. (Source: TVB)

Affiliate Marketing

CIMM DEFINITION: An agreement between two sites in which one site (the affiliate) agrees to feature content or an ad designed to drive traffic to another site. In return, the affiliate receives a percentage of sales or some other form of compensation generated by that traffic. (Source: IAB)

Affinity Marketing

CIMM DEFINITION: The selling of products or services to customers on the basis of their established buying patterns. The offer can be communicated by e-mail promotions, online or offline advertising. (Source: IAB)

Agency

See also Ad Agency

CIMM DEFINITION: An advertising agency works with a client to produce advertising for their brand/products. Once they have produced a campaign and the associated creatives, they purchase media upon which they can publish their ads. Within the many divisions of an agency are media buyers, who are the people who actually purchase space for the client's ads. Media buyers are MM's clients. (Source: Mediamath)

ATD abbr Agency Trading Desk

See also: Trading Desk

CIMM DEFINITION: A massive media buyer and re-seller which functions as an independent working unit within a large media buying concern. A Demand-Side Platform (DSP) is technology used to manage and optimize ad campaigns. ATDs work in combination with DSPs. (Source: Programmaticadvertising.org)





- 2 : Centralized management platforms used by ad agencies that specialize in programmatic media and audience buying. They are typically layered on top of a DSP or other audience buying technologies. Trading desks attempt to help clients improve their advertising performance and receive increased value from their display advertising. Trading desk staff don't just plan and buy media. They also measure results and report audience insights to their clients. All the major holding companies have agency trading desks, including Havas, IPG, WPP and Omnicom. Trading desks were created in order to give the client and the agency more control over ad placement. When working with an ad network, the client often has limited say over where the ad is placed. Working with a trading desk allows the client to direct where ad dollars and spent and more closely examine the results to optimize if necessary. (Source: Kantar)
- 3 : An agency or holding company owned trading desk that handles programmatic buying for a media agency. (Source: Hubspot)
- 4 : A private, agency-owned demand-side platform (DSP) created or white labeled by agencies and used to buy real-time bid inventory from one platform instead of having to go through multiple DSPs, exchanges and ad networks. Examples of agency trading desks include Publicis' Vivaki Nerve center, Omnicon Trading Desk, AdNetic from Havas and Razorfish's ATOM. (Source: Mediamath)
- 5: In digital advertising, a centralized management platform used by ad agencies that specialize in programmatic media and audience buying. Trading desks are generally layered on top of demand-side platforms (DSPs), or other audience-buying technology. In addition to planning and buying media, trading desks usually measure results and report audience insights to clients. (Source: Cynopsis)
- NOTE Trading desk staff plan and buy media, measure results and report audience insights to their clients. All the major holding companies have agency trading desks, including Havas, IPG, WPP and Omnicom. Trading desks were created in order to give the client and the agency more control over ad placement. When working with an ad network, the client often has limited say over where the ad is placed. Working with a trading desk allows the client to direct where ad dollars and spent and more closely examine the results to optimize if necessary. (Source: Next.Srds.com)

Aggregated Information

CIMM DEFINITION: Data combined from many individual users that does not identify any single user. (Source: Centro)

Aggregation Server

CIMM DEFINITION: A system that enables the joining / combining of various large datasets on an aggregate and de-identified basis.



Airwave

CIMM DEFINITION: The medium of radio waves, especially as used by broadcast radio and television. Electromagnetic frequencies allocated for wireless broadcasting or communication. (Source: thefreedictionary)

A La Carte

See also: Tier, Tiering

CIMM DEFINITION: Refers to a model for cable companies to allow subscribers to select to which television channels, pay tv, specialty channels they would like to have access. This is in opposition to the large package deals currently prevalent in American cable deals, which often result in consumers paying for additional channels irrelevant to their interests. (Source: Wikipedia)

Algorithm

CIMM DEFINITION: A procedure or set of rules to be followed in mathematical calculations or other problem solving operations, especially by a computer.

NOTE – For example, search engines use algorithms to determine the order of search results. Advertising technology vendors use them to calculate and optimize campaign performance. (Source: Centro)

All-In-One Set-Top Box

See also: Advanced Set-Top Box, Digital Set-Top Box, Enhanced Set-Top Box, Integrated Set-Top Box, Set-Top Box

CIMM DEFINITION: Set-Top Boxes that have more advanced features and are more likely to be integrated with such services as DVRs, high-speed internet access, interactive TV, digital video recording and gaming.

Allo

See also: Duo

CIMM DEFINITION: An instant messaging app developed by Google and launched in May 2016 that uses machine learning technology that adds functionality to replies.

NOTE – Functions include 1. Smart reply which can suggest a reply to the last message, selected from a few options. 2. The analysis of images sent to the user in order to suggest responses. 3. The ability to learn from the user's behavior to adapt its suggestions over time. 4. Incognito, an optional mode, that includes expiring chats, private notifications, and end-to-end encryption. The encryption will use Open Whisper Systems' Signal Protocol, already used in the Signal app. 5. Whisper Shout which will allow the user to increase or decrease the size of a message to represent volume. 6. The Google Assistant which will allow users to make Google search queries in a conversational format. (Source: Wikipedia)



ADS abbr Alternate Delivery System

(Same acronym for Ad Decision Servers)

CIMM DEFINITION: Used in both local and national arenas, it refers to signals delivered by means other than via cable and over-the-air, such as satellite and Telco.

2: TV homes with unwired cable access are referred to as having Alternate Delivery Systems. The four components of ADS are 1. Direct Broadcast Satellite (DBS): Satellite service delivered directly via household's own small (usually 18") dish; the largest component of ADS. 2. Satellite Master Antenna (SMATV): Serves housing complexes and hotels; signals received via satellite and distributed by coaxial cable. 3. Microwave Multi Distribution System (MMDS), "WIRELESS CABLE": Distributes signals by microwave. Home receiver picks up signal, then distributes via internal wiring.

4. Satellite Dish (CBand/KU Band), "Big Dish": Household receives transmissions from a satellite(s), via a 1 to 3 meter dish. (Source: TVB)

Alternate Text

CIMM DEFINITION: A word or phrase that is displayed when a user has image loading disabled in their browser or when a user abandons a page by hitting "stop" in their browser prior to the transfer of all images. Also appears as —balloon text when a user lets their mouse rest over an image. (Source: IAB)

Always-on

CIMM DEFINITION: A system that is online and ready to go 24 hours a day. Nothing has to be turned on or dialed up in order to use it. DSL and cable modems are examples of always-on technologies. ISDN is a dial-up technology, but the process is extremely fast and gives the appearance of an always-on connection. (Source: PC Magazine)

Always-on App

See also Super App

CIMM DEFINITION: An app that is always working behind the scenes while it activates other functions whether listening and reacting to events, generating notifications, or sharing data with other applications, for example. (Source: Blackberry)

AWS abbr Amazon Web Services

CIMM DEFINITION: A comprehensive, evolving cloud computing platform provided by Amazon.com. Web services are sometimes called cloud services or remote computing services. The first AWS offerings were launched in 2006 to provide online services for websites and client-side applications. (Source: whatis.techtarget.com)



AAAA abbr American Association of Advertising Agencies

CIMM DEFINITION: Founded in 1917, it is the national trade association representing the advertising agency business in the United States. (Source: IAB)

AFTRA abbr American Federation of Television and Radio Artists

CIMM DEFINITION: An AFL/CIO union of broadcasting workers. Headquartered in New York, near the offices of the major networks, it is the primary organization of broadcast talent, with 30 local chapters. Performers who appear in TV and radio commercials are required to be members of this union and/or other unions. However, spokespersons and others who are retained by public relations professionals for talk shows and other radio and TV programs are not required to be union members, since they are generally not paid for their services. (Source: TVB)

AWRT abbr American Women in Radio and Television

CIMM DEFINITION: An association in Washington D.C. of women who work in all areas of broadcasting. (Source: TVB)

Analog Set-Top Box

See also: Set-Top Box, Digital Set-Top Box, Cable Converter, TV Converter Box CIMM DEFINITION: Similar to a cable converter box, it is an older form of Set-Top Box that converts over-the-air digital TV broadcasts to analog for TV sets that accept only analog input. The box transforms digital broadcasts in standard definition (SD) and high definition (HD) to analog. (Source: encyclopedia2.thefreedictionary.com)

Analog Signal

See also: Digital Cable, Digital

CIMM DEFINITION: In telecommunications, analog refers to a transmission standard that uses variable frequencies and amplitudes of electrical impulses to emulate the audio waveform of sound. A traditional form of telecommunications transmission in a constant variable wave, rather than in packet-based (or digital) form. (Source: Definition currently under review by CableLabs)

- 2 : An older version of a TV signal or the Set-Top Box that transmits programs in the lowest television definition in use today 480i format. Data is transmitted only in one direction to the household or viewers. There is usually no "back channel" or "return path" transmission where data or usage is transmitted back to the headend or operator.
- 3: A continuous electronic signal that carries information in the form of a continuously variable waves unlike digital signals which are made up of discrete pulses. (Source: Nielsen)



- 4 : Refers to the way cable broadcasts are transmitted directly from the television wall cable to the television. It is one method by which television signals are transmitted since Low Power TV stations still transmit analog signals.
- 5 : Type of cable signal that normally does not allow back channel. With a STB or DVR, return path data collection may become possible. (Source: TIVO)

NOTE – In addition to the lack of a return path, analog STBs provide no consistent mechanism for the download or execution of software, and thus cannot provide any interactivity, including IPGs and EBIF. (Source: FourthWall Media)

NOTE - You can't serve a household targeted ad via an analog signal. (Visible World)

NOTE - This definition is the definition of an analog STB not an analog signal, and it excludes the key relevant characteristic of an analog STB, namely it has fewer channels than a digital STB. (Source: TRA)

Analytics

CIMM DEFINITION: In the field of data analysis, it is the discovery, interpretation, computational analysis and communication of meaningful patterns in data. Relies on the application of statistics, computer programming and operations research to quantify performance and help to predict trends based on the data and past performance.

Anamorphic

CIMM DEFINITION: Describes the way 16:9 films are compressed to be shown on a 4:3 television screen with black bars on the top and bottom of the picture.

Android

CIMM DEFINITION: In device technology, it is an open-source operating system used for smartphones and tablet computers.

Animated GIF

CIMM DEFINITION: An animation created by combining multiple GIF images in one file. The result is multiple images, displayed sequentially, giving the appearance of movement. (Source: IAB)

Animation

See also: Video

CIMM DEFINITION: The technique and process of photographing or filming successive series of drawings or positions of puppets or models or computer graphics) that are



slightly different from one another and that when sequentially viewed quickly one after the other create the illusion of movement.

2 : A programmatically generated display of sequential images, creating the illusion that objects in the image are moving. Not digital video, as it relates to the IAB Glossary. (Source: IAB)

Anonymization

See also: Hashed ID, De-Identify

CIMM DEFINITION: A series of systems, processes and controls that remove personally identifiable data components from a data set thereby eliminating or reducing the likelihood that certain characteristics or attributes, whether by themselves or in combination with other information, can be mapped to specific identifiable individuals.

NOTE – "Hashing and anonymization are not synonyms. Hashing is a form of anonymization which sometimes prevents tracking the same household from one day to the next, hence not providing reach/frequency metrics. Anonymization can be achieved with persistent anonymous ID codes where reach/frequency metrics are still available." (Source: TRA)

Anonymization Tier

See also: Anonymization

CIMM DEFINITION: In the process of collecting, decoding, aggregating, processing and reporting STB measurements, data may pass through multiple processing points, each of which may enforce a different level of anonymity and network access. For example, within a cable back-end a mapping between STB MAC address and subscriber information must be available for billing purposes, but network access at this level is severely restricted. This represents a low-level tier of anonymization. A processing point in a higher anonymization tier may have wider network access, but MAC address may be replaced by a unique but anonymous identifier, while billing information may be replaced by ZIP+4 or the like, providing greater anonymity. (Source: FourthWall Media)

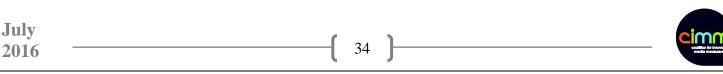
Anonymizer

CIMM DEFINITION: An intermediary which prevents Web sites from seeing a user's Internet Protocol (IP) address. (Source: IAB)

App-Centric aka Application Centric

See also: Component Software.

CIMM DEFINITION: A system that focuses on the application as the foundation or starting point. The program is loaded first, which in turn is used to create or edit a particular type of data structure such as text, spreadsheet, image, etc. (Source: PCMag)



ACI abbr **Application Centric Infrastructure**

CIMM DEFINITION: Integrates data center management and cloud computing that is often owned and managed by companies like Amazon and Google.

NOTE – A traditional network connects computing devices together so they can share data. That network can comprise gateways, routers, and switches – the hardware to manage the movement of data – and application software. With application-centric infrastructure, the focus is on the application and what's needed for it to work optimally, or, more importantly, what's needed to optimize the users' experience of using the application. The sorts of metric used are uptime and response times. (Source: it.toolbox)

API

CIMM DEFINITION: The method to enhance the current currency by which media is measured, through the use of enhancing the GRP (gross rating points) with new data sources to improve planning, decision-making and optimization for buyers and sellers. (Source: GABBCON, Global Audience Based Business Conference)

API abbr Application Program Interface

CIMM DEFINITION: A set of routines, protocols, and tools for building software applications. The API specifies how software components should interact. Used when programming graphical user interface (GUI) components. (Source: Webopedia)

A/P Meter

CIMM DEFINITION: A meter that monitors a television set by examining the content of what is watched, independent of the delivery path or tuning mechanism. The meter reads an active code embedded in a television audio or video signal that uniquely identifies the program content. In the absence of an active code, it develops an event signature through video pattern definition and recognition that is then matched to a database of signatures taken during the same time period at reference sites for each and every channel for which Nielsen generates ratings. (Source: Nielsen)

NOTE – Stands for Active / Passive meter.

App Advertiser

CIMM DEFINITION: Any person or company that promotes an app through advertising. (Source: IAB Mobile App Marketing Glossary Working Group)



App Deeplinking

CIMM DEFINITION: A method by which a URL links to and opens a specified page or location within a mobile app rather than simply launching the app. (Source: IAB Mobile App Marketing Glossary Working Group)

App Deferred Deeplinking

CIMM DEFINITION: Related to the process of app deeplinking. It occurs when the user does not have the app downloaded in advance, and must install the app prior to consuming content. Deferred deeplinking first directs the user to the appropriate app store page for app installation and then upon opening the app, the user is automatically redirected to the specified page or location in the app as intended in the initial engagement. (Source: IAB Mobile App Marketing Glossary Working Group)

App Developer

CIMM DEFINITION: The person (or business entity) that creates an application. (Source: IAB Mobile App Marketing Glossary Working Group)

Applet

CIMM DEFINITION: A small, self-contained software application that is most often used by browsers to automatically display animation and/or to perform database queries requested by the user. Applicable browser - any browser an ad will impact, regardless of whether it will play the ad. (Source: IAB)

Application

CIMM DEFINITION: Any program, or group of programs, that is designed for the end user. Application software can be divided into two general classes: systems software and applications software. Applications software (also called end-user programs) include such things as database programs, word processors, Web browsers and spreadsheets. (Source: Webopedia)

Application (or Asset) Content Owner

CIMM DEFINITION: The company or organization that is responsible for the creation and distribution of the interactive programming which is delivered to the TV through the set-top. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

API abbr **Application Programming Interface**

CIMM DEFINITION: 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. (Source: Wikipedia)



- 2 : Standard compliant web service interfaces. (Source: TRA)
- 3 : A way to interact with a piece of software. A method prescribed by an operating system (OS) or an application program used by programmers for making requests of the OS or other application. (Source: Mediamath)
- 4 : A set of protocols and tools for building software applications. They specify how software components should interact. For a third-party developer to incorporate another company's software application into its own technology, the developer needs access to the original API. (Source: Cynopsis)

Application Interactions

CIMM DEFINITION: The interaction and collaboration of two or more application components sometimes spurred by a user's input or action like the input of a PIN number. In the context of Set-Top Boxes, application interactions enable simultaneous data gathering and delivery of content (or other signals).

Application Launches and Terminations

CIMM DEFINITION: Applications are software that enables a user to interact with and utilize such things as content or datasets. It is different from an operating system software which is underlying and makes a system run. Set-Top Box applications include the Interactive Program Guide (abbr INTERACTIVE PROGRAM GUIDE) with which a viewer can interact and use.

2: With the advent of EBIF two new classes of applications are available. Bound applications are embedded within a video signal and are launched (triggered) and terminated automatically. Unbound applications are those applications explicitly launched by a viewer via either a button on the Remote Control, a selection from an onscreen menu, a selection of an on-screen icon, or tuning to a virtual channel. Interactive advertising enhancements are implemented as bound EBIF applications —e.g., FourthWall's AdWidgets. (Source: FourthWall Media)

Application Messaging

CIMM DEFINITION: Enables the ability to send a data or voice message (often via instant messaging or IM) wirelessly to a range of devices whether wireless or not.

API *abbr* **Application Programming Interface**

CIMM DEFINITION: Protocols, coding, tools and other applications placed on an interface that enables software programs to interact with each other. 2: An application programming interface (API) is a set of declarations of the functions (or procedures) that an operating system, library or service provides to support requests made by computer programs.



Application Virtualization

CIMM DEFINITION: Software that wraps applications and encapsulates them from the underlying operating system so they become portable and compatible.

App Open

CIMM DEFINITION: When a user launches an app. (Source: IAB Mobile App Marketing Glossary Working Group)

App Publisher (Content)

CIMM DEFINITION: In the context of advertising or publishing, a person (or business entity) that provides content or utility and in some cases also provides the advertising opportunity within an app. (Source: IAB Mobile App Marketing Glossary Working Group)

App Publisher (Distribution)

CIMM DEFINITION: Viewed through the eyes of the app development community, is a person or business entity that markets, distributes and acquires users on behalf of a specific app. The app publisher sometimes also monetizes the app on behalf of the app developer. (Source: IAB Mobile App Marketing Glossary Working Group)

App Remarketing

CIMM DEFINITION: Retargeting within app-only environments, after a user has downloaded an application. Typically, the message is to encourage users to revisit the app and have a new experience. (Source: Centro)

Apps

See also: Info Banner, Widgets

CIMM DEFINITION: An software program that is typically interactive and typically links to an on-screen icon but can also run on the STB with no user interface.

- 2 : Software applications, typically implemented in EBIF, that execute on a STB. (Source: FourthWall Media)
- 3 : A self-contained program or piece of software that's designed for a specific purpose or specific function directly for the user or, in some cases, for another application program.

App Store Optimization

CIMM DEFINITION: Refers to the process of modifying within the app storefront, the app description, icons and artwork, keywords etc. to lift the app's search rankings and



increase visibility in unpaid search results. (Source: IAB Mobile App Marketing Glossary Working Group)

App Store Ranking

CIMM DEFINITION: Also known as Chart Position. It is the ranked position of an app within the app store listings or 3rd party app catalog listing. App rankings may appear in the form of primary (main) category or sub-category listings (top paid app vs top free games Apps). App store and catalog rankings in both charts and searches are determined through a mix of proprietary app store algorithms and weighted factors. Higher rankings bring an app more visibility, traffic and downloads. (Source: IAB Mobile App Marketing Glossary Working Group)

Arbitrage

See also Advertising Arbitrage, Transparency, Black Box, White Box, Glass Box CIMM DEFINITION: The buying and selling of assets, often with the use of a middleman who acts as an intermediary between buyer and seller often at a mark-up price.

ADI abbr Area of Dominant Influence

See also: Designated Market Area (DMA)

CIMM DEFINITION: A geographic market area that serves as a measurable footprint for various media. Coined by Arbitron, similar in definition to Nielsen's DMA. Although similarly located ADIs and DMAs may be different in size and/or footprint.

Artifacting

CIMM DEFINITION: A compression technique that can be applied to any content whether an image, audio or video, that in the process, creates degradation because some of the data is discarded. Can sometimes lead to over compression.

2: The distortion that is introduced into audio or video by the compression algorithm (codec). Compressed images may have stray pixels that were not present in the original image. See codec. Aspect ratio - the width-to-height ratio of a picture or video frame. TV broadcasts at a 4:3 (1.33:1) aspect ratio; digital TV will be broadcast with a 16:9 (1.78:1) ratio; and most feature films are shot in at least a 1.85:1 ratio. IMUs have an aspect ratio of 6:5 (330x 250; 336 x 280; and 180 x 150). (Source: IAB)

Al abbr Artificial Intelligence

CIMM DEFINITION: Building, programming and / or engineering computers so they can better understand human intelligence, whether observable or computational.



2 : The scientific discipline of human-like intelligence displayed by software and/or machines (Source: SAS)

ANN abbr Artificial Neural Networks

CIMM DEFINITION: In machine learning and cognitive science, artificial neural networks (ANNs) are a family of models inspired by biological neural networks (the central nervous systems of animals, in particular the brain) which are used to estimate or approximate functions that can depend on a large number of inputs and are generally unknown. Artificial neural networks are *generally presented as systems of interconnected "neurons" which exchange mes*sages between each other. The connections have numeric weights that can be tuned based on experience, making neural nets adaptive to inputs and capable of learning. (Source: Wikipedia)

AR abbr Artificial Reality

CIMM DEFINITION: The simulated spaces created from a combination of computer and video systems. (Source: freeflyvr)

AS-03

See also: AS-03, MFX, Wrapper, Watermarking

CIMM DEFINITION: A MFX program delivery specification that is a form of unique watermark identification to define a master spot whose coding transcends platforms. AS-03 defines MFX files that are optimized for program delivery and intended for playout via a video server. (Source: http://www.amwa.tv/)

AS-12

See also: AS-03, MFX, Wrapper, Watermarking

CIMM DEFINITION: An addition to AS-03, it is a form of unique watermark coding that defines MFX files that are optimized for advertising delivery. It is a more automated form of ad identification coding. (Source: http://www.amwa.tv/)

Aspect Ratio

CIMM DEFINITION: The width-to-height ratio of the picture frame. TV broadcasts at a 4:3 (1.33:1) aspect ratio; digital TV is broadcast with a 16:9 (1.78:1) ratio; and most feature films are shot in at least a 1.85:1 ratio. (Source: itvt.com/glossary)

NOTE – HDTV also uses 16:9 aspect ratio. (Source: CableLabs)

As Run Logs

CIMM DEFINITION: The actual accurate record of programming and commercial schedules for each viewing network or entity.



2 : Program and spot data representing the content that was actually aired rather than what was scheduled to air. (Source: TIVO)

As-Run Report

CIMM DEFINITION: Detailed breakdown of exactly where a television ad was exposed to consumers. In Household Addressable advertising, this details of the households targeted, which actually were watching TV when an ad was run. (Source: MAGNA Global)

As Scheduled Logs

See also: As Run Logs, As Seen Logs

CIMM DEFINITION: The planned record of programming and commercial schedules for each viewing network or entity created before the content airs.

As Seen Logs

See also: As Run Logs

CIMM DEFINITION: Another term for As Run Logs. Not individually identifiable.

2: "An accurate record of programming and commercials actually presented on at least one STB, as reported by EBIF applications embedded within (bound to) said programming and commercial content. Applies to both video content and any interactive enhancements." (Source: FourthWall Media)

Asset

CIMM DEFINITION: Content or ads in any form.

2 : In VOD, assets are physical content. Typically referring to the movie file for On-Demand. Could also refer to the poster art or Barker videos. In dynamic VOD, there is a need to differentiate between ad asset (i.e. creative) and content asset (i.e. programming).

ADI abbr Asset Distribution Interface

CIMM DEFINITION: A CableLabs standard defining the metadata schema, and propagation standard of On-Demand content. The most common standard in use is ADI 1.1. ADI 2.0 is published.

AMS abbr Asset Management System

(Same acronym for Audience Measurement Service)

CIMM DEFINITION : Manages database library of VOD Assets and associated metadata.





ANA abbr Association of National Advertisers

CIMM DEFINITION: The Association of National Advertisers leads the marketing community by providing its members insights, collaboration and advocacy. The ANA strives to promote and protect all advertisers and marketers. See ana.net for more information. (Source: IAB)

Asymmetric Data

See also: Symmetric Data

CIMM DEFINITION: Similar to skewed data, when the data clusters towards one end of the spectrum.

2 : A system where the data speed or quantity differs in one direction as compared with the other direction, averaged over time. (Source: searchnetworking.techtarget.com)

ADSL *abbr* **Asymmetrical Digital Subscriber Line**

See also: Digital Subscriber Line, High Speed DSL, Symmetric DSL, Very High-Speed DSL

CIMM DEFINITION: A type of DSL that provides T1 rates or higher in the downstream (towards the customer) direction and 64 KBPS or higher in the upstream direction. (Source: itvt.com/glossary)

Asynchronous Bidding

See also: Synchronous Bidding

CIMM DEFINTION: In programmatic bidding, it is where all of the ad codes in a container have their bidding requests released and triggered at the same time.

NOTE – There is a universal timeout setting to manage how long the browser waits for bidders to respond, and partner specific "adaptors" that allow the wrapper to translate all bids into a common key value for the ad server. (Source: adopsinsider.com/)

ASI abbr Asynchronous Serial Interface

CIMM DEFINITION: The signal that contains compressed content whether HD, SD or audio. It is the final product of digital compression. (Source: Wikipedia)

Atmospheric Interference

See also: Jamming, Interference, Noise, Natural Interference CIMM DEFINITION: A form of natural interference where disturbances beyond the atmosphere of earth disrupt signals and transmissions.



ATSC 3.0 Broadcast Standard

CIMM DEFINITION: A new standard in over-the-air television from the Advanced Television Systems Committee. Considered the next-generation broadcasting system capable of broadcasting 4K content without the use of an outdoor antenna.

Attribute

CIMM DEFINITION: A single piece of information known about a user and stored in a behavioral profile, which may be used to match ad content to users. Attributes consist of demographic information segment or cluster information and retargeting information. Segment or cluster information is derived from the user's prior online activities. Generally, this is anonymous data (non-PII). (Source: Mediamath)

Attribution

CIMM DEFINITION: Cause of an action, in this case the reason that a prospective customer does what they do. More specifically, why they came to the site, entered the funnel, and performed a given action. (Source: Mediamath)

2: In marketing, refers to the process of identifying a set of user actions (also known as "events" or "touchpoints") that contribute to a desired outcome, and then giving each of those actions a specific value. The goal is for marketers to enhance their understanding of which combinations of events, in which particular order, can effectively influence consumers to engage in a desired behavior. With the rise of digital platforms and the growing availability of sophisticated data-gathering tools, attribution models have grown increasingly prevalent – and increasingly important. (Source: Cynopsis)

Attribution Measurement

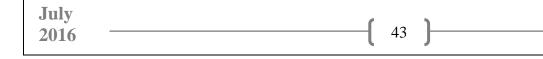
CIMM DEFINITION: A method of analyzing data across a campaign's various touchpoints and then assigning a value to each contact point that contributed to a specific outcome. (Source: Hubspot)

Attribution Modeling

CIMM DEFINITION: A methodology for linking marketing activities to specific outcomes such as an online product purchase. Attribution modeling typically analyzes the degree to which different blends of media exposure, across different channels, generate results. This can establish causality to properly credit each media channel for its impact on the final outcome. (Source: Centro)

Attribution Test

CIMM DEFINITION: Test to gauge the changes (positive or negative), caused by serving an ad. Generally an attribution test demonstrates the relative success of an flight of ad exchange purchases. (Source: Mediamath)





Attribution Window

CIMM DEFINITION: Period of time post-view (or post-click) in which the viewer (who was served an ad) performs a given action. Refers to the maximum length of time between click and conversion that an advertiser must include when calculating the revenue from a click. (Source: Mediamath)

2 : A configurable time period during which an impression/click/conversion can be credited to media exposure. (Source: IAB Mobile App Marketing Glossary Working Group)

Auction

CIMM DEFINITION: The practice of allowing multiple buyers to value and bid on a singular ad opportunity (impression or spot) leveraging 1st, 2nd or 3rd party data within a pre-fulfillment window. The concept of auction is different in TV than it is in digital. Auctions live on a spectrum delivering value for the both the buy and sell side. (Source: GABBCON, Global Audience Based Business Conference)

Auction Pricing

CIMM DEFINITION: A situation in which the price for an ad, impression or placement is determined by the participants in the auction. The highest bidder wins. (Source: Next.Srds.com)

Audience

CIMM DEFINITION: A collection of individual identifiers appended with data elements that enable a comparative relationship between the specific and the general, or otherwise. The collection is characterized by the fundamental capability to allow for a privacy-compliant segmentation and Boolean combinations against a vast body of business-driven objectives. As an example, such segmentation could be determined by geographic, behavioral, media consumption, financial spending, or product purchase/ownership attributes. (Source: GABBCON, Global Audience Based Business Conference)

Audience Buying

CIMM DEFINITION: Directly purchasing audience segments based on data that has been assembled about them, including their demographics, interests, etc. For example, audience buying gives a buyer the ability to target consumers who may be planning a vacation and then place ads on all of the sites they might visit in contrast to just airline, hotel and vacation websites. (Source: Next.Srds.com)

2 : Method by which ads are served to networks/programs/dayparts with the highest propensity to reach target audience of a campaign. Uses technology and audience data to deliver incremental reach. (Source: MAGNA Global)



3: In Programmatic TV, the method by which ads are served to networks / programs / dayparts with the highest propensity to reach target audience of a campaign. Uses technology and audience data to deliver incremental reach. (Source: MAGNA Global)

Audience Data

See also Advanced Audience Data, Advanced Data CIMM DEFINITION: Data that represents attributes of a target or segmented consumer or viewer.

Audience Composition

CIMM DEFINITION: The audience breakdown of aggregated, segmented characteristics, often reported as a percentage, based on such elements as age, gender, income, education, household characteristics etc.,

- 2: The relation between average audience of a specific target and the average audience of the reference target (e.g. total households) with regard to the same daypart and channel. (Source: Kantar Media Audiences)
- 3 : The distribution of a station's audience by demographic group. (Source: TVB)

NOTE - Since current Set-Top Box data is delivered by different data providers and in different footprints, standard audience composition levels and even the overall audience may vary greatly across processors and providers. Issue of weighting.

Audience Duplication

CIMM DEFINITION : The extent to which the audience of one station is exposed to that of another. (Source: TVB)

Audience Extension

CIMM DEFINITION: Offered by ad networks, server-side platforms, and demand-side platforms, audience extension tools allow publishers to follow site visitors to other websites. This provides publishers with the ability to offer advertisers media buys that include reaching a publication's audience outside of their website. (Source: Hubspot)

2: A process used in advertising technology that attempts to expand the target audience size while ensuring relevancy and maximizing engagement. The extension process takes a known audience segment and catalogs various shared characteristics that can be used to target people who bear similarities and are therefore likely to become customers. Audience Extension techniques are also sometimes called "Lookalike Modeling". (Source: Tubemogul)



Audience Flow

CIMM DEFINITION: A measure of the change in audience during and between programs. Audience flow shows the percentages of people or households who turn on or off a program, switch to or from another channel, or remain on the same channel as the previous program. (Source: TVB)

Audience Forecasting

CIMM DEFINITION: In media and advertising, it is the act of estimating the delivery of targeted and or guaranteed consumers or viewers for a program, product or service on a media platform.

2 : Estimating the volume of impressions during a given time period that match a defined audience segment. (Source: OpenX)

Audience Guarantee

Given the interest of advertisers to reach a target audience's, media sellers can provide advertisers with a guarantee to deliver a number of impressions to the target audience. Sellers can use a number of techniques, among them propensity indexes, to improve their chances of maximizing impression delivery within the target audience. (Source: GABBCON, Global Audience Based Business Conference)

Audience Intelligence

CIMM DEFINITION: The use of first and third-party data to determine an advertiser's audience. (Source: Centro)

AMS abbr Audience Measurement Service Data

See also: Data Logging Software

(Same acronym for Audience Management System)

CIMM DEFINITION: AMS is an acronym for "Audience Measurement Service". All processors of Set-Top Box data offer an AMS interface for their data delivery. A type of data logging software.

AMP *abbr* **Audience Monetization Platform**

CIMM DEFINITION: A system where audience data can be gathered, processed, analyzed, delivered and leveraged for revenue producing purposes.

AR Report abbr Audience Retention Report

CIMM DEFINITION: A TRA report. Builds on the data generated by TRA's AME report by analyzing the advertising creative embedded within the programming, and various aspects of its audience retention performance.





Audience Profile

CIMM DEFINITION: The characteristics of the people who make up an audience of an advertising medium in terms of age, sex, region, education, socio-economic group, occupation or any other demographic aspects. (Source: Nielsen)

Audience Segment

CIMM DEFINITION: A group of users, consumers or viewers that have similar traits or characteristics.

2 : Audience demographics recognized by web behavioral trends including pages visited, purchasing actions, gender, region, and socioeconomic status. (Source: Mediamath)

Audience Segment Beacon

CIMM DEFINITION: A piece of code placed into an ad space's source code, it assigns a visitor to a corresponding audience segment, which helps with retargeting. (Source: OpenX)

Audience Skew

CIMM DEFINITION: Describes a situation where a specific group is exposed to a given medium more than other groups (or the overall population). (Source: Nielsen)

Audience Syncing

CIMM DEFINITION: The ability for a publisher or buyer to push audience segments created in their DMP or DSP to an adserver for the purpose of forecasting, targeting, packaging, and/or reporting. (Source: OpenX)

Audience Targeting

CIMM DEFINITION: Collection of audience or consumers into like behaviors, attributes or segments for the purpose of reaching them collectively for a specific piece of content whether that is programming or advertising.

NOTE - Audience segments can be defined in an adserver platform or in an external data management platform (DMP). (Source: OpenX)

Audience Verification

CIMM DEFINITION: A similar term for Ad Verification.



Audio Watermarking

See also; Digital Watermarking, Watermarking, Signature, Fingerprinting, Video Watermarking

CIMM DEFINITION: A unique identifier that is embedding within an audio stream.

Audit

See also: Process Audit

CIMM DEFINITION: Third party validation of log activity and/or measurement process associated with Internet activity/advertising. Activity audits validate measurement counts. Process audits validate internal controls associated with measurement. (Source: IAB)

Auditor

CIMM DEFINITION: A third party independent organization that performs audits. (Source: IAB)

Audit Trail

CIMM DEFINITION: Logging of any changes to data (creation, modification, or deletion) to allow a system admin user to review all historical changes. (Source: OpenX)

Audio

CIMM DEFINITION: The audible file that may accompany ads. Advertising audio should never play without user-initiation. (Source: IAB)

Audio Card

CIMM DEFINITION: Another term for Sound Card.

AC3 abbr Audio Coding 3

See also: Advanced Audio Coding

CIMM DEFINITION: A file extension for surround sound audio files used on DVDs format. The AC3 file format was created by Dolby Labs for use in a Dolby Digital audio on DVD, Blu-ray and other digital video formats. (Source: Whatis.TechTarget.com)

AR abbr Augmented Reality

See also: Augmented Virtuality, Advanced Advertising

CIMM DEFINITION: The ability to combine video content with interactive features on the same screen so that it is interactive, real-time and is registered in 3D. Mixing reality with virtuality on the same screen.



- 2 : Augmented Reality is closer to the real environment while Augmented Virtuality is closer to the virtual environment. (Source: Wikipedia)
- 3: The use of transparent glasses on which a computer displays data so that the viewer can simultaneously view computer generated and real world scenes. (Source: freeflyvr)

NOTE – This is currently available in smartphones as an app. For example, standing in a subway station and seeing the station but then there is a virtual overlay of nearby restaurants, galleries etc.

Augmented Virtuality

See also: Augmented Reality, Advanced Advertising

CIMM DEFINITION: Like Augmented Reality, Augmented Virtuality combines real video content with interactive features to make it more virtual. AV is further along the reality / virtuality continuum in that it is more to the point of virtual than to the point of real.

Authenticated Streaming

See also: Signature

CIMM DEFINITION: The insertion of a verification key into content that enables only those with permission (such as a subscriber) to access the content. This technology allows users to watch television programs on a second screen device such as a broadband connected computer or tablet on demand.

Note – Authenticated streaming is thought to reduce cord-cutting but could have impact for local stations where MVPDs could bypass local stations and go directly to viewers who will be able to watch what they want when they want on any connected laptop. (Source: www.poynter.org)

Authentication

See also: Multiple Authentication

CIMM DEFINITION: The ability to verify that a certain subscriber has purchased specific content so they can access and view purchased networks, programming or user services.

2: The process of verifying the claimed identity of an entity to another entity.

Authenticity

CIMM DEFINITION: The ability to ensure that the given information is without modification or forgery and was in fact produced by the entity that claims to have given the information.



Authorized Devices

CIMM DEFINITION: A piece of equipment or mechanism adapted for a certain purpose or functionality that also has user verification software or encoding. This allows a user with the authentication key to access certain proprietary or subscriber-locked content while protecting the device, the network and the content from security breaches.

ACR *abbr* **Automatic Content Recognition**

See also: Watermarking, Fingerprinting

CIMM DEFINITION: A code technology that enables a content user to synchronize content retrieval across several platforms and interact with TV programming from their mobile or tablet computers.

2 : A technology that allows connected devices to determine what content a viewer is watching, regardless of how it is delivered on their screen, and trigger an action such as interactivity or data collection. (Source: IAB)

Automated Guaranteed

See also: Programmatic Guarantee, Programmatic Premium, Programmatic Direct, Programmatic Reserved

CIMM DEFINITION: A type of programmatic advertising. It refers to the direct sale of reserved ad inventory between a buyer and seller, with automation replacing the manual insertion order (IO) process. This inventory is sometimes categorized as premium, reserved, guaranteed, first-look, direct sold or class-1. Automated guaranteed allows the publisher to regulate the price of inventory to buyers. It also gives buyers the ability to buy more premium inventory on a direct basis from the publisher, transparently. Media buyers and sellers can connect and transact in this manner via automated guaranteed marketplaces, such as Shiny Ads, BuySellAds, PubMatic, Adslot and iSocket. (Source: Next.Srds.com)

2: Transaction in which inventory is guaranteed and pricing is fixed, with negotiation happening directly between buyer and seller. Transaction processes are automated but otherwise match a traditional I/O transaction. (Source: MAGNA Global)

AMOL abbr Automated Measurement of Lineups

CIMM DEFINITION: The technology which allows Nielsen Media Research (NMR) to track an identification code within locally transmitted TV signals for network and nationally syndicated programs. NMR is also linked by computers to networks and syndicators in order to receive their latest schedule changes. Using this technology, NMR can pin down exactly what program was shown on what channel at a particular time. (Source: TVB)



Automatic Placements

See also: Keyword-Targeted Ad, Managed Placements

CIMM DEFINITION : Ad placements that are the result of placing an ad based on

automatic targeting methods, like keywords or topics.

Automated Purchasing - Buying and Selling

CIMM DEFINITION: An internet or other network based system in which a firm is linked to the approved vendors, enabling direct purchase of goods and services. This system offers automatic authentication and (if two or more firms join as buyers) leveraging of buying power. (Source: Businessdictionary)

Automated Video Ad Customization

CIMM DEFINITION: The use of automated video customization to create different versions of the same commercial to different viewers with the purpose of tailoring the message for a particular geographic, and/or viewer or household segment to enhance viewer relevance and advertising effectiveness. (Source: Visible World)

Note: SAG-AFTRA has already used a similar definition for potential changes to their talent compensation model (for new contract in 2012). (Source: Visible World)

Automation

CIMM DEFINITION: In programmatic buying, it is the use of various software and systems that use algorithms in combination with other technology to utilize all available forms of data sets in order to expedite the delivery of data driven, targeted solutions to advertisers and content providers. Such processes results include but are not limited to the aggregation of available inventory and pricing mechanisms, audiences, segmentations and all forms of available-to-buy content.

2 : Using technology to facilitate media transactions in a way that mirrors traditional transactions in structure. (Source: MAGNA Global)

Auto-Optimization

CIMM DEFINITION: Also known as Automated Optimization. When algorithms or automated decision processes are used to improve campaign performance indicators (e.g. cost-per-click or cost-per-acquisition) based on available data. (Source: Centro)

Autotelic in the Flow State

CIMM DEFINITION: A state of intrinsic motivation in which a person is fully immersed in what he or she is doing for the sake of the activity itself. Named by Hungarian psychologist, Mihaly Csikszentmihalyi, it is characterized by a merging of action and



awareness, sense of control, high concentration, loss of self - consciousness, and transformation of time.

Available Impressions

CIMM DEFINITION: Impressions that are open to purchase by the advertising market.

Available Inventory

CIMM DEFINITION: In programmatic, the digital display advertising that a publisher has made available through their programmatic partners, both guaranteed direct and private marketplace, which you can now click to transact from their platforms. (Source: Next.Srds.com)

Avatar

CIMM DEFINITION: A graphical representation of an individual in a game or other virtual world or environment. (Source: IAB)

2 : Derived from Sanskrit and relates to a "mental traveller" in Indian fairy tales. An avatar - my virtual representative - communicates with others in a Virtual environment. (Source: freeflyvr)

Average Audience Rating

See also: Rating

CIMM DEFINITION: The amount of viewing (expressed as a percent) on average, to a program, network, channel, ad, version or time period out of the universe or full population. Can be parsed to the lowest viewing increment whether second, 5 second, minute etc.

2 : One of several different kinds of ratings used by Nielsen media research company. It reflects the average size of the audience on a minute-by-minute basis (average size at minute 1, minute 2, minute 3, and so on) throughout the length of a program. (Source: Answers.com)

NOTE - Weighting on averages: averages can be time-weighted or taken as a simple mean. (Source: TIVO)

AA abbr Average Audience (in thousands)

See also: Rating

CIMM DEFINITION: The amount of viewing (expressed in thousands) on average, to a program, network, channel, ad, version or time period out of the universe or full population. Can be parsed to the lowest viewing increment whether second, 5 second, minute etc.





- 2 : The average minute or second audience watching a channel, program or spot. (Source: Kantar Media Audiences)
- 3 : A widely used rating term, expressed as a percentage, to reflect viewing to the average minute of a program or time period. It is an average of the audience at minute 1, 2, 3, etc. As such, it serves as an estimate of the average commercial audience (households or persons). (Source: TVB)
- 4: The average number of people who tuned into the given time selected and expressed in thousands or as a percentage (also known as a Rating) of the total potential audience of the demographic selected. It is also known as a T.A.R.P Targeted Audience Rating Point. (Source: Nielsen)

NOTE - What is the accepted universe for certain viewer segments when Set-Top Box data is delivered by individual operators with specific regional footprints?

Average Clicks

See also: Interactive Household Addressable TV Advertising, Average Exposures, Average Responses

CIMM DEFINITION: In the context of Interactive Household Addressable TV Advertising, the average number of times that an audience segment or advertiser defined consumer segment interacts with any given campaign, TV ad or version of a commercial. (Source: Visible World)

Average Exposure

See also: Household Addressable TV Advertising, Average Clicks, Average Exposures CIMM DEFINITION: During any given campaign time frame, the average number of times that an audience segment or advertiser-defined consumer segment is exposed to any given campaign, TV ad or version of a commercial. (Source: Visible World)

Average Frequency

See also: Reach & Frequency

CIMM DEFINITION: The average number of times a viewer or household was exposed to a piece of content - whether program, network, ad or version - during a specific time frame.

2: Number of impressions received by the average household reached. The average number of times a household tuned to any part of any airing of any ad in the campaign. The average percentage of unique households watching ANY program in which ANY of the measured advertisements occurred. (Source: TRA)



NOTE - How much of a piece of content does the viewer need to consume before counting as an 'impression'? One second? ten seconds? etc., This issue should be flagged on every definition for Frequency, Reach, and Impressions. (Source: TIVO)

Average Frequency Clicks

CIMM DEFINITION: The average number of times a STB, viewer or household clicked on (interacted with) a specific interactive enhancement during a specific timeframe. (Source: FourthWall Media)

Average Frequency Exposures

CIMM DEFINITION: The average number of times a STB, viewer or household was presented with a specific interactive enhancement during a specific timeframe. (Source: FourthWall Media)

Average Frequency Responses

CIMM DEFINITION: The average number of times a STB, viewer or household responded positively to an offer made in a specific interactive enhancement during a specific timeframe. (Source: FourthWall Media)

Average Item Reach (%)

See also: Reach & Frequency

CIMM DEFINITION: Total unduplicated reach of a single item (e.g. a channel program spot or version) for a specific time period based on the underlying data. (Source: Kantar Media Audiences)

Average Item Reach (in thousands)

See also: Reach & Frequency

CIMM DEFINITION: Total unduplicated reach of a single item (e.g. channel, program, spot or version) for a specified time period. (Source: Kantar Media Audiences)

Average Lead

CIMM DEFINITION; Average number of leads generated. Calculated by dividing total leads by the total number of sessions (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Average Lead Rate

CIMM DEFINITION: The average number of leads that are generated for an interactive session. Calculated by dividing total leads by gross screen views. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)





Average Loyalty (Daily)

CIMM DEFINITION: Average minutes viewed in a day divided by the total minutes available in the selected day(s). (Source: Kantar Media Audiences)

Average Monthly Reach (%)

See also: Reach & Frequency

CIMM DEFINITION: The average monthly number of unduplicated homes or impressions reached expressed as a percentage of the measured universe. (Source: Kantar Media Audiences)

2 : The average of the monthly number of unduplicated impressions expressed as a percentage of the measured universe based a tuning minimum of 6 minutes. (Source: Nielsen)

Average Monthly Reach (in thousands)

See also: Reach & Frequency

CIMM DEFINITION: The average of the monthly number of unduplicated homes or impressions reached in thousands.

2 : The average of the monthly number of unduplicated impressions based a tuning minimum of 6 minutes. (Source: Nielsen)

Average Program Audience

See also: Rating

CIMM DEFINITION: The average delivery (expressed in thousands) of Set-Top Boxes or households out of the sample, footprint, census or universe that is attributed to a video, program, time period or daypart.

2 : The average number of units or households attributed to a program. (Source: Kantar Media Audiences)

Average Quarter Hour Audience

CIMM DEFINITION: Estimated number of people who watch a program or station for a minimum of five minutes within a specific quarter hour. (Source: TVB)

Average Response

See also: Average Exposures, Average Clicks, Interactive Household Addressable TV Advertising

CIMM DEFINITION: In the context of interactive household addressable TV advertising, the average number of responses generated by an audience segment or advertiser



defined consumer segment during any given campaign, or by being exposed to any given TV ad or version of a commercial. (Source: Visible World)

ARPDAU abbr Average Revenue per Daily Active User

CIMM DEFINITION: Total daily revenue/ (divided by) total daily active users. (Source: IAB Mobile App Marketing Glossary Working Group)

ARPPU abbr Average Revenue per Paying User

CIMM DEFINITION: Total revenue in a given time frame / (divided by) the number of paying users in that specified time frame. This metric is especially relevant for apps that have in-app purchases such as gaming apps or those with financial transactions involved such as m-commerce apps or cab booking apps. (Source: IAB Mobile App Marketing Glossary Working Group)

ARPU abbr Average Revenue Per User

CIMM DEFINITION: Total revenue in a given timeframe / (divided by) the total number of active users within the specified time frame. (Source: IAB Mobile App Marketing Glossary Working Group)

Average Second Commercial Rating

See also: Rating

CIMM DEFINITION: The number of homes, STBs or people tuned to a commercial during the average second, expressed as a percentage of all homes, STBs or people within the sample or coverage area. (Source: Nielsen)

Average Second Rating

See also: Rating

CIMM DEFINITION: The number of homes, STBs or people tuned to a network or program during the average second expressed as a percentage of all homes, STBs or people within the sample or coverage area. (Source: Nielsen)

AST abbr Average Second Tuning

CIMM DEFINITION: The average second rating as it pertains to STB or household tuning. (Source: Nielsen)

NOTE – Tuning vs. Viewing? Tuning is a more accurate definition as there may or may not be someone viewing the TV. (Source: Visible World)



ASV abbr Average Second Viewing

CIMM DEFINITION: The average second rating as it pertains to persons viewing.

(Source: Nielsen)

Average Seconds/Minutes Viewed per spot – Universe

CIMM DEFINITION: The average daily seconds/minutes viewed among the universe that meet the user defined reach criteria. (Source: Kantar Media Audiences)

Average Seconds/Minutes Viewed per spot - Viewers

CIMM DEFINITION: The average daily seconds/minutes viewed among viewers that meet the user defined reach criteria. (Source: Kantar Media Audiences)

Average Session Duration

CIMM DEFINITION: The average length of app usage per session. App usage length in a session counts from the start of the application to the end-time of use of the application, as long as the application does not encounter inactivity (application idle) of a pre-define duration. Average Session Duration = Total time of app usage sessions/total number of sessions within the reporting period. (Source: IAB Mobile App Marketing Glossary Working Group)

Average Session Length in minutes

CIMM DEFINITION: The total minutes viewed divided by the number of viewing sessions that met the user defined reach criteria. (Source: Kantar Media Audiences)

Average Session Time Spent

CIMM DEFINITION: The average length of time a viewer is engaged with an interactive session. Calculated by dividing the gross session time spent by the total number of impressions. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Average Time Spent

CIMM DEFINITION: The average of the aggregate time of all viewing in play mode; may be rounded to the nearest second. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Average Time Spent on Interactive Experience

CIMM DEFINITION: Duration spent on the overall interactive experience. (Source: Kantar Media Services)



Average Time Spent on Feature

CIMM DEFINITION: In interactive measurement, it is the duration spent on a specific feature. (Source: Kantar Media Services)

Average Weekly Reach (%)

See also: Reach & Frequency

CIMM DEFINITION: The average of the weekly number of unduplicated impressions expressed as a percentage of the measured universe. (Source: Kantar Media Audiences)

Average Weekly Reach (in thousands)

See also: Reach & Frequency

CIMM DEFINITION: The average of the weekly number of unduplicated impressions.

(Source: Kantar Media Audiences)

B ------

Back

See also: Trick Play

CIMM DEFINITION: Returns viewer to the previous screen. As distinguished from "Last" - primarily a Remote Control function - which returns the viewer to the last channel viewed. Usage of the term "Last" and its function varies across operators and platforms.

Backbone

CIMM DEFINITION: High-volume, central, generally—long-haull portion of a data network. (Source: IAB)

Back Channel

See also Back Haul and Back Path

CIMM DEFINITION: A return path connection that can be used by a Set-Top Box to communicate with the cable headend; Can be used to communicate to cable headend or the service provider. It applies to asymmetric data connections and is the slower of the two data paths in the connection.

2: "A communication channel that can be used by a Set-Top Box to communicate with the cable headend or other devices. Also known as Back Haul. A term used to describe the technology which provides the infrastructure for electronic traffic traveling from the subscriber to the platform company." (Source: Nielsen)



- 3 : "Term commonly used to describe the action of sending data back to a host server over a phone wire or cable pipe." (Source: itvt.com/glossary)
- 4 : A means of communication from users to content providers. As content providers are transmitting interactive television (analog or digital) to users, users can connect through a back channel to a website. It can be used to provide feedback, purchase goods and services, etc. (Source: TVB)

NOTE - Many other types of homes (with the exception of digital Set-Top Box homes) do not have backchannels. Satellite homes receive back signals from landline phone lines which vary from home to home.

NOTE— Available bandwidth on the return path is severely limited within the existing digital cable environment, and exceeding bandwidth limits can be catastrophic —i.e., STB reboots, network downtime. Motorola systems are limited to a raw bitrate of 256 Kbps per node (i.e., 500 to 1500 STBs), much of which is consumed by the system itself, VOD session management, IPG interaction, interactive application processing, etc., Also, communication on this return path is limited to UDP, which does not guarantee delivery of information from STB to the back-end, and generates additional bandwidth usage by applications to confirm delivery and resend lost data. Cisco systems provide slightly more return path bandwidth and support TCP (i.e., guaranteed delivery of data), but typically reserve more return path bandwidth for system and resident application (e.g., SARA) use. Collecting STB measurement data with low Latency is a complex task, especially for census data. Load on the back channel is an issue in downloading STB data. (Source: FourthWall Media)

NOTE - From Mediapost TV Board article by Weisler, Feb09- A way to get data back to the operator. Cable systems have a back channel but satellite operators can only send data back via the phone lines. Since not all satellite Set-Top Boxes connect to phone lines, this must be taken into account when receiving Set-Top Box data from satellite homes. Kantar Media Audiences says there is no significant difference in the satellite homes with and without the back channel. Rentrak says boxes are connected in different ways – some need to back channel to get scheduling data, others connect via broadband. It all varies by operator. More examination may be in order.

Background Skin

See Also: Skin, Page Skin, Ad Skin, Wallpaper CIMM DEFINITION: Another term for a Skin.

Back Haul

See also: Back Channel, Back Path

CIMM DEFINITION: Another term for Back Channel.



Back Path

See also: Back Haul, Back Path

CIMM DEFINITION: Another term for Back Channel.

Bandwidth

CIMM DEFINITION: In computer networks, bandwidth is often used as a synonym for data transfer rate - the amount of data that can be carried from one point to another in a given time period (usually a second). Usually expressed in bits (of data) per second (bps). A link with a high bandwidth is one that may be able to carry enough information to sustain the succession of images in a video presentation. In electronic communication, bandwidth is the width of the range (or band) of frequencies that an electronic signal uses on a given transmission medium. Here bandwidth is expressed in terms of the difference between the highest-frequency signal component and the lowest-frequency signal component. Since the frequency of a signal is measured in hertz (the number of cycles of change per second), a given bandwidth is the difference in hertz between the highest frequency the signal uses and the lowest frequency it uses. (Source: SearchEnterpriseWAN.com)

2: The transmission rate of a communications line or system, expressed as kilobits per second (kbps) or megabits per second (Mbps) for digital systems; the amount of data that can be transmitted over communications lines in a given time. (Source: IAB)

NOTE - Bandwidth impacts Latency and therefore Dwell Time measurement. Restricting or price tiering of bandwidth size impacts measurement too.

NOTE - It should be remembered that a real communications path usually consists of a succession of links, each with its own bandwidth. If one of these is much slower than the rest, it is said to be a bandwidth bottleneck.

NOTE - Key constraint determining the amount and type of addressable, interactive applications, which can be run at any one time. (Source: Visible World)

NOTE – In the digital cable environment there are multiple data paths, each with distinct characteristics. Most obvious is the downstream video path, carrying large volumes of MPEG-2 video data from cable headends to STBs. Non-video data (e.g., EBIF applications) may be embedded within the MPEG-2 data stream at any point in the delivery of video from programmer to headend, and retrieved on the STB. This path provides the most downstream bandwidth, but requires the STB to tune to a specific channel to access it. A second downstream data path is the Out-of-band network, which provides less downstream IP network bandwidth than the video path, but does not require channel tuning, and is thus always available. The out-of-band network also provides a small amount of upstream IP bandwidth (see Back Channel, Return Path). (Source: FourthWall Media)



Bandwidth Allocation

See also: Bandwidth Cap, Spectrum

CIMM DEFINITION: How frequencies are allocated by bands or within a spectrum and assigned to different applications, content providers, data and information flows.

Bandwidth Caps aka Bit Cap

CIMM DEFINITION: Limits the transfer of a specified amount of data over a period of time. A cap is sometimes applied by a content delivery channel such as an internet service provider to moderate the content flow so it does not become over-loaded by a few heavier users.

NOTE – Implementation of a bandwidth cap is sometimes termed a Fair Access Policy or Usage-Based Billing. (Source: Wikipedia)

Bandwidth Contention

CIMM DEFINITION: A bottleneck that occurs when two or more files are simultaneously transmitted over a single data line. Unless the system is able to prioritize among the files, the effect is to slow delivery of each. (Source: IAB)

Bandwidth Data Transmission

See also: Data Transmission, Digital Communications, Digital Transmission CIMM DEFINITION: The physical transfer of data (a digital bit stream or a digitized analog signal over a point-to-point or point-to-multipoint communication channel. (Source: Wikipedia)

Bandwidth Optimization

See also: QAM, Switched Digital Video

CIMM DEFINITION: Managing the trade-off between the cost and the efficiency of delivering video.

NOTE - Bandwidth is one of the primary cost concerns cable and telecommunications operators deal with when considering new consumer or advertising applications. Bandwidth optimization solutions have been developed to accommodate the growth in consumer applications including HD video and higher broadband speeds and advertiser applications such as household addressable TV advertising. (Source: Visible World)

Banners

CIMM DEFINITION: A type of advertising format for the internet (which is now being called display advertising) and addressable television offering the viewer an opportunity to clickthrough the banner to receive more information from the advertiser.



- 2 : Advertisements that link to an advertiser's site. (Source: Nielsen)
- 3: A type of EBIF interactive television application available from FourthWall Media's AdWidgets System. (Source: FourthWall Media)
- **4**: A graphic advertising image displayed on a Web page. (Source: IAB)

Banner Ads

CIMM DEFINITION: A form of display advertising that has long been considered one of the most popular forms of digital advertising. (Source: Next.Srds.com)

- 2: An ad that appears on a web page which is typically hyperlinked to an advertiser's website. Banners can be images (GIF, JPEG, PNG), JavaScript programs or multimedia objects (Flash, Java, Shockwave etc.). (Source: OpenX)
- 3 : Also known as "display ads", banner advertisements are a form of graphical ads embedded into a webpage, typically including a combination of static/animated images. text and/or video designed to convey a marketing message and/or cause the user to take an action. Banner dimensions are typically defined by width and height, represented in pixels. (Source: IAB)

Bar Codes

See also: QR Codes, Google Goggles

CIMM DEFINITION: The printed code used for recognition by a bar code scanner (bar code reader). The "bar" in bar code comes from the ubiquitous, one-dimensional (1D) UPC bar code found on countless product packages. Several two-dimensional (2D) bar codes are also in wide use, but they are not really as bar-like as the UPC. The 2D codes are scanned horizontally and vertically and hold considerably more data. (Source: PCMag)

Barker

CIMM DEFINITION: A promotional loop video played within a window in the On-Demand User Interface.

Barter

CIMM DEFINITION: The exchange of goods and services without the use of cash. The value of the barter is the dollar value of the goods and services being exchanged for advertising. This is a recognized form of revenue under GAAP (Generally Accepted Accounting Principles). (Source: IAB)

2: The exchange of quantities of commercial time for merchandise or services. (Source: TVB)



Barter Syndication

CIMM DEFINITION: A program distribution method in which the syndicator retains and sells a portion of the show's advertising time. In "cash plus barter," the syndicator also receives some money from the station on which the program airs. (Source: TVB)

Baseband Video

See also: Broadband Video, Multiplexing, Modulation

CIMM DEFINITION: Refers to analog or digital data before being intermixed with other

data. (Source: PCMag)

Baseline Variability

CIMM DEFINITION: A test that determines the ability to accommodate any adjustments to population weights or controls in the match process. (Source: GABBCON, Global Audience Based Business Conference)

BSS abbr Base Station Subsystem

See also: Network Switching Substation

CIMM DEFINITION: A fixed station in a cellular wireless network, used for communicating with mobile terminals (phones). It is what links mobile phones to a wireless carrier's network. A base station provides local coverage (an area where mobile phones will work) for a wireless network. The area of coverage may be many miles or just a few city blocks. The coverage can be in all directions, or the antennas may be aimed only in one direction. (Source: www.phonescoop.com)

2: In the computer world, refers to the wireless access point for computers with wireless cards. It is a router that communicates with devices based on the Wi-Fi standard. (Source: www.Techterms.com)

Basic Cable

CIMM DEFINITION: Channels received by cable subscribers at no extra charge, usually supported by advertising and small persubscriber fees paid by cable operators. (Source: TVB)

Beacon

See: Web Beacon, Tag, Page Tag, Web Bug

CIMM DEFINITION: Used in combination with cookies, it is an often-transparent graphic image, usually no larger than 1 pixel x 1 pixel that is placed on a Web site or in an e-mail that is used to monitor the behavior of the user visiting the Web site or sending the e-mail. (Source: Webopedia)



2 : An element on a publisher's website that is invisible to users while it gathers information. Also known as "tracking pixels." (Source: OpenX)

Beatbox

CIMM DEFINITION: A form of vocal percussion primarily involving the art of mimicking drum machines using one's mouth, lips, tongue, and voice. It may also involve vocal imitation of turntablism, and other musical instruments. Beatboxing today is connected with hip-hop culture, often referred to as "the fifth element" of hip-hop, although it is not limited to hip-hop music. The term "beatboxing" is sometimes used to refer to vocal percussion in general. (Source: Wikipedia)

Behavioral Data

CIMM DEFINITION: Information on the kinds of sites a user visits, the search terms they use, etc. Using behavioral data, someone who looks at a lot of technology products can be served an ad for a computer when they are on a sports site. (Source: Mediamath)

Behavioral Targeting

See also: Segment

CIMM DEFINITION: A technique used by online publishers and advertisers to increase the effectiveness of their campaigns. Behavioral targeting uses information collected on an individual's web browsing behavior such as the pages they have visited or the searches they have made to select which advertisements to be displayed to that individual. Practitioners believe this helps them deliver their online advertisements to the users who are most likely to be influenced by them. (Source: IAB)

- 2 : Attempts to deliver more relevant ads based on a user's past browsing and app usage. Platforms typically do this by analyzing and group visitors into audience segments. (Source: Hubspot)
- 3: Using previous online user activity to generate a segment, which is used to match advertising creative to users (sometimes also called Behavioral Profiling, Interest-based Advertising, or online behavioral advertising). (Source: Mediamath)
- 4 : Refers to the use of previous online user activity (such as content viewed, searches, or pages viewed) to generate a segment that is then used to match advertising creative to users. (Source: Cynopsis)
- 5 : A technique used by advertisers and publishers to utilize a web user's previous web browsing behavior to customize the types of ads they receive. Behavioral targeting can generally be categorized as onsite behavioral targeting or network behavioral targeting, depending on whether the tracking is deployed on a single website or domain, or across a network of websites. (Source: Tubemogul)



Behavior Analytics

See also: User Behavior Analytics, Business Analytics

CIMM DEFINITION: A subset of business analytics that focuses on how and why users of eCommerce platforms, online games, & web applications behave. It allows one to take seemingly unrelated data points in order to extrapolate, predict and determine errors and future trends, taking a more holistic and human view of data, connecting individual data points to tell us not only what is happening, but also how and why it is happening. (Source: Wikipedia)

BTF abbr Below The Fold

See also: Above the Fold

CIMM DEFINITION: The portions of a webpage, and specifically the ads, that are not visible to the visitor without scrolling. Traditionally, BTF was considered less premium and will typically have lower rates than "above the fold" inventory. (Source: Next.Srds.com)

BTL abbr Below the Line

See also: Above the Line

CIMM DEFINITION: Advertising that is direct to a specific consumer, more one to one, and involves the distribution of pamphlets, handbills, stickers, promotions, brochures placed at point of sale, on the roads through banners and placards. It could also involve product demos and samplings at busy places like malls and market places or residential complexes. (Source: TheAdvertisingClub)

Benchmark Ratings

See also: Rating

CIMM DEFINITION: A rating that serves as a measurement point to which other ratings are compared.

NOTE - While needed in the short term to help best aggregate different data streams, who is to set the standard?

Beta

CIMM DEFINITION: A test version of a product, such as a Web site or software, prior to final release. (Source: IAB)

Between-the-Page

CIMM DEFINITION: Also known as "interstitial" ads, between-the-page ad units display as a user navigates from one webpage to the next webpage. The ad appears after the user leaves the initial page, but before the target page displays on the user's screen. Typically, the ad is self-contained within its own browser window, but may also appear



briefly as an overlay on the target page rather than in its own browser window. (Source: IAB)

Biddable Media

CIMM DEFINITION: Online ad properties that are sold via a bidding process. (Source: Mediamath)

Bidding

See also: Real Time Bidding

CIMM DEFINITION: In programmatic buying it is the act of placing an order to buy advertising inventory through an auction for program or video content, usually, but not always, in real time.

Bidding Container

See also: Container, Head Bidding Wrappers

CIMM DEFINITION: A software application that enables the storage and application of a group of prospective advertising buyer codes to be used in programmatic auction bidding on advertising inventory.

Bid Management

CIMM DEFINITION: Process by which bids for online media (ad impressions) are managed with regards to exchanges, targeting, volume, pricing, etc. (Source: Mediamath)

Bid Request

CIMM DEFINITION: When an ad exchange receives an ad request, its communication to selected real-time bidders, which contains details about the impression and solicits bids for it. (Source: OpenX)

Bid Response

CIMM DEFINITION: After evaluating a bid request, a real-time bidder's communication to an ad exchange, indicating if they're interested in the impression, and if so, how much they're willing to pay for it. (Source: OpenX)

Big Data

CIMM DEFINTION: Data sets so large – in volume, velocity and variety – that they are impossible to manage with conventional database tools. (Source: CIO Magazine)



Big Data Automation

CIMM DEFINITION: Facilitating the use of multiple big data sets via automated analytics and algorithms.

Billable Impression

CIMM DEFINITION: An ad impression for which a content provider, network, publisher, agency or ad network charges the advertiser who owns the ad.

Billboards

CIMM DEFINITION: In Set-Top Box parlance it is an interactive overlay that enables viewers to clickthrough and receive more information about a product or advertiser.

- 2 : An IAB Universal Brand Package ad unit template designed with options for rich interactivity to display prominently in-line with Publishers' webpage content. A distinct feature of the Billboard is a close button that a user may click to collapse the ad completely if the user doesn't want to see the ad. (Source: IAB)
- 3: A brief announcement, usually 3, 5 or 10 seconds in length, and usually earned by advertisers paying extra for the program being ordered. Billboards are afforded, in most instances, at the top and bottom (beginning and end) of the show. The product and/or sponsor's name is mentioned in a statement such as "...the following portion of (program) is being brought to you by (sponsor)... "Also, called OPEN when used at the top of a show, and CLOSE when used at the bottom of a show. (Source: TVB)

Binge Viewing

See also: Binge Watching, Marathon Viewing

CIMM DEFINITION: The activity of viewing multiple episodes of a television series in one overall viewing session usually via streaming, VOD or a DVR.

Binge Watching

See also: Binge Viewing, Marathon Viewing

CIMM DEFINITION: Another term for Binge Viewing

Binocular Omni

CIMM DEFINITION: Orientation Monitor (BOOM): A 3-D display device suspended from a weighted boom that can swivel freely so the viewer can use the device by bringing the device up to the eyes and viewing the 3-D environment while holding it. The boom's position and orientation communicates the user's point of view to the computer. (Source: freeflyvr)



Biometrics

CIMM DEFINITION: The measuring and analysis of unique physical attributes as facial features, fingerprints and voice or retinal scans. This technology can be used to define an individual's unique identity, often for security purposes but now also for neuroscientific research.

Bionic Human

CIMM DEFINITION: Another term for Cyborg.

Bit Cap

See: Bandwidth Cap

CIMM DEFINITION: An inter-changeable term with Bandwidth Cap.

Bitcoin

See also: Crypto Currency

CIMM DEFINITION: A type of digital currency, not backed by any country's central bank, that employs encryption techniques that are used to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank.

Bitrate

CIMM DEFINITION: The rate at which bits of information or data is transferred from one location to another expressed as the amount of data transferred in bits per second, kilobits per second or megabits per second.

- 2 : A measure of bandwidth which indicates how fast data is traveling from one place to another on a computer network. Bit rate is usually expressed in kilobits per second (kbps) or megabits per second (Mbps). (Source: IAB)
- 3: The rate of bits processed per unit of time, commonly measured in bits per second (bps), kilobits per second (Kbps), or megabits per second (Mbps). The bitrate is one of the biggest factors in audio or video quality. (Source: IAB)

Bit Rate Reduction

See also: Digital Compression, Compression, Source Coding, Data Compression CIMM DEFINTION: Also known as Data Compression



BPS abbr Bits Per Second

See also: Bitrate, Kilobits Per Second, Megabits Per Second

CIMM DEFINITION: A common measure of data speed. The rate at which data or other content is transferred by a modem (for example) or other transmission carriers.

BitTorrent

CIMM DEFINITION: A peer-to-peer content distribution computer program protocol that enables efficient software distribution and used for uploading and downloading large files such as entire movies and TV shows, by enabling users to serve as network redistribution points.

Black Box

See also Arbitrage, Transparency, Glass Box, White Box

CIMM DEFINITION: A device, process, or system, whose inputs and outputs (and the relationships between them) are known, but whose internal structure or working is (1) not well, or at all, understood, (2) not necessary to be understood for the job or purpose at hand, or (3) not supposed to be known because of its confidential nature. (Source: Businessdictionary)

2; A usually complicated electronic device whose internal mechanism is usually hidden from or mysterious to the user; broadly: anything that has mysterious or unknown internal functions or mechanisms. (Source: Wikipedia)

Black Hat Hacker

See also: White Hat Hacker, Cracker, Dark Side Hacker

CIMM DEFINITION: An individual with extensive computer knowledge whose purpose is to break into, breach or bypass a computer system of internet security with malicious intent by either destroying files, stealing data or some future purpose. Also known as crackers or dark-side hackers.

Blacklist

CIMM DEFINITION: A list of website URLs a brand wishes to avoid placing ads on due to inappropriate content concerns. (Source: Mediamath)

Blacklisting

See also: White listing, Spam Filter

CIMM DEFINITION: In media, a list or register of emails, links or sites that are denied access to a specific account or activity because of any reason but usually because of previous suspicious, fraudulent or criminal behavior.



Blended Learning

CIMM DEFINITION: Blended learning approach combines face to face classroom methods with computer-mediated activities to form an integrated instructional approach. (Source: Mediamath)

Blind Match

See also: Anonymization

CIMM DEFINITION: A form of viewer / consumer de-identification which prevents identifying data with specific homes or viewers.

2: "Blind Matching also refers to the use of a 3rd party matching data while preserving anonymity by using a hash ID or an encrypted key." (Source: TIVO).

Blind Traffic

CIMM DEFINITION: Traffic generated by blind links or exit consoles. (Source: OpenX)

Blockchain

CIMM DEFINITION: A critical part of the bitcoin peer-to-peer payment system. The public ledger of all Bitcoin transactions that have ever been executed.

NOTE - The bitcoin system works using a blockchain ledger to record transactions. It is constantly growing as 'completed' blocks are added to it with a new set of recordings in a linear, chronological order.

Blockers

CIMM DEFINITION: In media, similar term to Ad Blocker

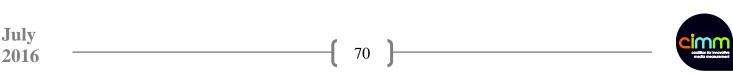
Blog

CIMM DEFINITION: Generic name for any Website featuring regular posts arranged chronologically, typically inviting public comments from readers. Blog postings are generally short and informal, and blog software is generally free and very easy for individual users, making it a popular tool for online diaries as well as more professional publications. (Source: IAB)

Blogger Outreach

See Also: Digital Word of Mouth

CIMM DEFINITION: The process of building relationships with bloggers who are thought to have influence or reach specific audiences by advertisers or marketers. Often involving incentivized requests for posts about a specific product, service or experience so as to provide authentication, brand recognition and / or call to action.



Blu Ray

CIMM DEFINITION: A digital optical disk format designed to supercede the DVD that has the ability to store high-definition and ultra-high definition video resolution and data.

Bonus impressions

CIMM DEFINITION: Additional ad impressions above the commitments outlined in the approved insertion order. (Source: IAB)

Bookmark

See also: Direct Traffic

CIMM DEFINITION: Saves programming, ads or other content to a list for later recall and viewing.

Boolean

CIMM DEFINITION: Often encountered when doing searches on the Web, it refers to a system of logical thought developed by the English mathematician and computer pioneer, George Boole (1815-64).

NOTE - In Boolean searching, an "and" operator between two words or other values (for example, "pear AND apple") means one is searching for documents containing both of the words or values, not just one of them. An "or" operator between two words or other values (for example, "pear OR apple") means one is searching for documents containing either of the words. (Source: Whatis.techtarget.com)

Bored at Work Network

CIMM DEFINITION: A term coined by Jonah Peretti that is considered a target group for Buzzfeed and other content providers who supply viral content for people who spend time on the internet during working hours because they are bored.

Bot

See also: Chat Bot

CIMM DEFINITION: Software that runs automatically without human intervention. Typically, a bot is endowed with the capability to react to different situations it may encounter. Two common types of bots are agents and spiders. Bots are used by companies like search engines to discover Web sites for indexing. It is short for robot. (Source: IAB)

2 : A software application that runs automated tasks – usually that are both simple and structurally repetitive – over the internet typically at a much higher rate than would be possible for a human alone. (Source: Tubemogul)



Bot Based App

CIMM DEFINITION: An advancement on the capability of apps. Expands the range of data collecting via the bots machine learning to gain deeper insights about the behaviors and actions of the end users from all channels of engagement. The results can be fed back into the apps to make improvements.

Botnet

CIMM DEFINITION: A distributed collection of computers running bots, typically home computers infected with malware. The distributed nature of the activity makes it harder to single out. (Source: Centro)

Bottom Tier Inventory

CIMM DEFINTION: Inventory that has the least amount of value to both the buyer and the seller. Often considered remnant.

Bounce

See also: Email Bounce

CIMM DEFINITION: Content, often an email that is automatically returned to the sender because it cannot be delivered to the intended recipient.

Bounce Rate

See also: Abandonment Rate

CIMM DEFINITION: Refers to the percentage of a webpage's visitors who exit without visiting another page on the site. A high bounce rate can alarm publishers: It may mean that something about the site is failing to compel users to stick around. (Source: Cynopsis)

Bound Application

See also: Unbound Application

CIMM DEFINITION: Applications that require extensive memory use and are therefore regulated by the computer processor. Bottlenecks can be ascertained and speed time can be theoretically improved.

- 2: An EBIF application that's transmitted to the Set-Top Box for execution along with the video programming. It is typically embedded as private data in the MPEG-2 video stream with signaling conforming to CableLabs' EBIF standards. (Source: FourthWall Media)
- 3 : Applications (OCAP and MHP usually) which are associated with a particular TV channel (service). When the viewer changes channel, the application bound to the previous channel is terminated. (Source: Unisoft)



Bounding Box

CIMM DEFINITION: A rectangular area defined by latitude and longitude lines, which is used in geographic targeting. (Source: OpenX)

Boxee

See also: Social Media Center

CIMM DEFINITION: A type of Social Media Center. Boxee, still in the beta phase as of early 2010, is a cross platform freeware social media center that has HD capabilities, large screen (10-foot user interface) and interactivity / social networking features.

Boxes Using EBIF

CIMM DEFINITION: Set- Top Boxes that are EBIF enabled and can present Enhanced TV applications and interactive advertising. (Source: Definition currently under review by CableLabs)

2 : Percentage of Advanced or Legacy Set-Top Boxes executing an EBIF user agent software supporting interactivity. (Source: FourthWall Media)

BUT *abbr* **Boxes Using Television**

See also: Homes Using Television

CIMM DEFINITION: Percent of Set-Top Boxes turned on to a program, time period,

daypart or area out of all the Set-Top Boxes in that universe. (Source: TIVO)

BUTT abbr **Boxes** Using Time Shifted TV

See also: Time Shifted HUT

CIMM DEFINITION: Percentage of Set-Top Boxes using television including any trick play viewing, specifically playback, whether based on time of taping or time or view.

(Source: TIVO)

Box On / Set Off

See also: STB on / TV off

CIMM DEFINITION: Another term for Set-Top Box On / TV Off, abbreviated as SOSO.

Box Zones

CIMM DEFINITION: A service offered through Box, a cloud file syncing and sharing service, enabling users to store files in data centers that are geographically located in other countries. Works on top of public cloud data centers from IBM and Amazon Web Services (AWS).



Brain Synchronization

See also: Synchronization

CIMM DEFINITION: Brain synchronization or "Neuronal synchrony" occurs when neurons from different areas of the brain fire at precisely the same time. These "assemblies" of neurons amplify to a higher frequency. Academic tests indicate that greater attention occurs when the brain is in this synchronized state. (Source: SyncSense.com)

BrandAssure

See also: Ad Verification

CIMM DEFINITION: A reporting solution from DoubleVerify that provides brand safety reporting and allows clients to improve the performance of current campaigns and make better-informed campaign planning decisions overall. BrandAssure monitors publisher and ad network partners for non-compliance such as: out of white list and out of inclusion, delivery to black listed sites and inappropriate content. (Source: Mediamath)

Brand

CIMM DEFINITION: A set of marketing and communication methods that help to distinguish a company from competitors and create a lasting impression in the minds of customers. (Source: Wikipedia)

2 : May be a branded subsidiary or a brand of a Property that has a consistent collection of branded content of the Internet. (Source: Nielsen)

Brand Awareness

CIMM DEFINITION: Research studies can associate ad effectiveness to measure the impact of online advertising on key branding metrics. (Source: IAB)

Branded Content

See also: Sponsorship

CIMM DEFINITION: A form of marketing or advertising that blurs the conventional distinctions between what constitutes an advertising message and what is considered content – whether for entertainment or informational purposes.

BDI abbr **Brand Development Index**

CIMM DEFINITION: A measure of the relationship of a specific brand's sales to population in a specific geographic area. The BDI is calculated by dividing an area's percent of total U.S. sales by that area's percent of population. (Source: TVB)



BNU abbr **Branded Navigational Unit**

CIMM DEFINITION: This is a spot that appears during linear TV to promote ON-DEMAND/VOD content. (Source: IAB)

Branding Channel

CIMM DEFINITION: Also known as Branding Tactics. A channel that is used primarily for branding and visibility. Branding channels vary per marketer. (Source: Centro)

Branding Tactics

CIMM DEFINITION: Similar term as Branding Channel.

Brand Mascot

CIMM DEFINTION: A person, animal or object that is thought to bring luck and offers an easily identifiable symbol to the brand. Examples include Frosted Flakes' Tony The Tiger, Keebler Elves, Travelocity's Gnome.

Brands

CIMM DEFINITION: A marketing term to indicate the product or service "essence", market position, competitive profile and/or personality in the mind of the consumer.

2 : Also used to refer to advertisers. (Source: TIVO)

Brand Safety

CIMM DEFINITION: The degree of a brand's exposure to inappropriate content on a publisher's site.

NOTE - The automation of programmatic means that brands do not always know where their ads will appear. (Source: Hubspot)

BrandShield

See also: Ad Verification

CIMM DEFINITION: DoubleVerify's ad blocking solution for advertisers, networks, publishers, exchanges, and DSPs. BrandShield blocks and prevents ads from running on inappropriate content - in real-time. (Source: Mediamath)

BrandShield Connect

CIMM DEFINITION: DoubleVerify's server-to-server ad blocking solution that enables networks to block and redirect ads in real-time - ensuring no latency issues or loss of inventory for both the networks and publishers. (Source: Mediamath)





Bricked

CIMM DEFINITION: When a mobile phone has a flawed software that renders the device permanently disabled.

BYOD abbr Bring Your Own Device

See also: Bring Your Own Technology

CIMM DEFINITION: Describes the recent trend of employees bringing personallyowned mobile devices to their place of work, and using those devices to access privileged company resources such as email, file servers, and databases. (Source: Wikipedia)

BYOT abbr Bring Your Own Technology

See also: Bring Your Own Device

CIMM DEFINITION: Similar to *Bring Your Own Device, Bring Your Own Technology* (BYOT), is a broader description of bringing your own personal technological devices to the workplace, which not only covers the hardware device(s), but also the software used on the device (e.g. web browser, media player, antivirus, word processor)

Broadband

See also: Wideband

CIMM DEFINITION: A transmission medium that allows transmission of voice, data, and video simultaneously at rates of 1.544Mbps or higher. Broadband transmission media generally can carry multiple channels—each at a different frequency or specific time slot. (Source: CableLabs)

- 2 : Broadband is essentially a signaling method and a form of distribution. With the internet, broadband enables a faster connection and a "high data rate internet access" vs. dial-up connection.
- 3 : Broadband video is used to refer to systems such as cable television Digital cable, Telcos and internet. Satellites are not broadband.
- 4 : An Internet connection that delivers a relatively high bit rate any bit rate at or above 256 Kbps. Cable modems and DSL all offer broadband connections. (Source: IAB)
- 5 : Connection speeds greater than 56k. Also referred to as high-speed internet. (Source: Nielsen)

Broadband Services

CIMM DEFINITION : Highspeed cable Internet, digital cable and digital phone services all through a single pipeline. (Source: TVB)



Broadband Video

See also: Baseband Video

CIMM DEFINITION: High speed delivered video though a broadband connection.

Broadband Video Commercials

CIMM DEFINITION: TV-like advertisements that may appear as in-page video commercials or before, during, and/or after a variety of content in a player environment including but not limited to, streaming video, animation, gaming, and music video content. Broadband video commercials may appear in live, archived, and downloadable streaming content. (Source: IAB)

Broadcast

See also: Broadcast Network

CIMM DEFINITION: Network, as opposed to Cable, Broadcast is a legacy content distribution business that distributes via a collection of affiliated local stations as well as those television stations that are owned and operated by the Broadcast entity.

2 : A broadcast is a service that is delivered to all customers. Each customer may select a particular broadcast channel out of many. (Source: CableLabs)

Broadcast Addressable TV

CIMM DEFINITION: One to one household targeting of advertising on TV - across all TV screens (Linear TV, TVE, VOD and SVOD). (Source: GABBCON, Global Audience Based Business Conference)

Broadcast Calendar

CIMM DEFINITION: This standard broadcast calendar, created in the 1960s, is designed to conform to the uniform billing period adopted by broadcasters, agencies and advertisers for billing and planning functions. Under this system, the standard week starts on Monday and ends on Sunday. The standard broadcast billing month always ends on the last Sunday of the calendar month. (Source: TVB)

Broadcast Coverage Area

CIMM DEFINITION: The geographic area that receives a signal from an originating television station. (Source: TVB)

Broadcast Flag

CIMM DEFINITION: Indicators on a stream of data that allows, prevents or places restrictions on the recording of the content. Such restrictions can include limits on



number of copies made, inability to save or diminished quality of video should it be recorded. (Source: Wikipedia)

2 : A set of status bits sent in the data stream of a digital television program indicating whether or not the data stream can be recorded or if there are any restrictions on recorded content. (Source: Nielsen)

Broadcasting Day

CIMM DEFINITION: The official start time and end time of a complete 24 programming period. For Nielsen, Rentrak and TRA it is 6am to 6am and for Direct TV it is 3am to 3am so both cross standard day changes of 12 midnight and actually include time portions of two different days.

- 2 : Day the program or spot aired. (Source: TIVO)
- 3 : Nielsen Broadcasting Day is 6a 6a
- 4 : Direct TV Broadcasting Day is 3a 3a
- 5 : TIVO reports on all program activity between 5AM and 1AM (next day). Broadcast day starts at 5:00AM and ends at 4:59AM.
- 6 : Data received from TIVO is never cut off. Data received from cable are cut off once per day at 2am and uploaded onto TRA servers.
- 7 : FourthWall Media's broadcast day is configurable, independent of the data collection period. (Source: FourthWall Media)

NOTE - Without standardization of terms, performance by day will vary across processor companies. Same issue for week start days - Sunday or Monday?

Broadcast Network

See also: Broadcast

CIMM DEFINITION: A broadcast network is an entity such as a corporation, that provides live or recorded video content, such as series, movies, newscasts, sports, and public affairs programs for transmission to a owned station group or affiliated local stations.

Broadcast TV Set-Top Box

See also: Set-Top Box. Thin Boxes

CIMM DEFINITION: Also known as a Thin Box. A Set-Top Box that only delivers data signals to the home and does not have the capability to receive data back from the



home, (no backchannel or return path) although this box might have some interface ports, some memory and some processing power.

- 2 : Thin clients or boxes also refer to units that may have a return path but no tuner and utilize tuners from another STB. In multi-room solutions, broadcast STBs may use tuners or streams from other STBs. (Source: TIVO)
- 3 : A box with no backchannel (return path). Might come with interface ports, some memory and some processing power. (Source: itvdictionary.com)

BTSC abbr Broadcast Television Systems Committee

CIMM DEFINITION: The group that sets a range of television standards for transmission. Metrics created by this group are considered the US standard.

Brogrammer

CIMM DEFINITION: (A portmanteau of bro and programmer) is a satirical, slang term for a male programmer in a fraternity-like milieu.

Browser

CIMM DEFINITION: A software program that can request, download, cache and display documents available on the World Wide Web. (Source: IAB)

2: In virtual reality, overviews, such as indexes, lists or animated maps, to provide a means of navigating through the physical, temporal, and conceptual elements of a virtual world. (Source: freeflyvr)

Browser Request

CIMM DEFINITION: A browser's attempt to load a web page and all of its ad components. (Source: Mediamath)

Browser Sniffer

See also: Sniffer

CIMM DEFINITION: Software within the website and web applications that determines which web browser the visitor is using in order to be able to deliver compatible content to that specific browser so that content displays correctly, for example.

BSD Licenses

See also: Copyleft Licenses

CIMM DEFINITION: A family of permissive free software licenses, imposing minimal restrictions on the redistribution of covered software. (Source: Wikipedia)



BtoB or B2B abbr Business-to-Business

CIMM DEFINITION: Businesses whose primary customers are other businesses. (Source: IAB)

BtoC or B2C abbr Business-to-Consumer

CIMM DEFINITION: Businesses whose primary customers are consumers (Source: IAB)

Buffer

CIMM DEFINITION: To guarantee continuous and fluid playback without any spurts, the data stream or video may be received a few seconds before it is viewable by the end-user. This smoothes out the fluctuations of the data stream for a better viewing experience.

- 2: The buffer is used to store the stream as it comes in. It is placed in an area of memory and then the playout is performed from that memory as opposed to going directly to the output port. Buffers are used by Internet video providers to gather enough data ahead of time so that there is little jitter or delay in the signal. Buffers are also used for writing the video to a DVR for delayed playback within a single session. (Source: Invidi)
- 3: Buffer is also used to refer to a cache of live television where viewers can rewind. For DVRs, this buffer or cache can be 30 minutes or adjustable. Viewers can view this content without having recorded it. (Source: TIVO)

NOTE - Buffer is an issue for measurement if it occurs as a "live event", that is as a non-DVR non-"recorded" playback where there may or may not be ad skipping.

Buffering

CIMM DEFINITION: When a streaming media player temporarily stores portions of a streaming media (e.g., audio or video) file on a client PC until there is enough information for the stream to begin playing. (Source: IAB)

Bugs

See also: Overlays

CIMM DEFINITION: Usually static, bugs are sight line, extraneous informational elements on a television screen that could also be interactive links to the internet.

2 : Also used to refer to technical issues, usually associated with software development. (Source: TIVO)



Bulk Buys

CIMM DEFINITION: The purchase at one time, and often at a reduced price, of a large quantity of advertising time inventory.

Bulk Content

CIMM DEFINITION: A large amount of entertainment of informational content gathered from different locations and from remote sites and servers.

Bulk E-mail Folder

See Junk E-mail Folder, Spam

CIMM DEFINITION: A specific location where unsolicited and unwanted emailed, often considered spam mail, are funneled upon delivery to an email address.

Bulk Upload

CIMM DEFINITION: The ability to upload and consolidate vast amounts of content, often in large files, from different servers and sites in an accurate and efficient manner.

Bundling

CIMM DEFINITION: Joining a collection of services such as telephone and cable TV and internet together for the purpose of selling them as a single package and transmitting them over a single communications system.

NOTE - This may not be within a single communication system. Verizon bundles DirecTV in areas where there is not FiOS. (Source: Invidi)

Bus

See also: Internal Bus, Address Bus, Data Bus, Expansion Bus CIMM DEFINITION: A collection of wires through which data is transmitted from one part of a computer to another.

NOTE - The size of a bus, known as its width, is important because it determines how much data can be transmitted at one time. For example, a 16-<u>bit</u> bus can transmit 16 bits of data, whereas a <u>32-bit</u> bus can transmit 32 bits of data. (Source: Webopedia)

Business Analytics

See also, User Behavioral Analytics, Behavioral Analytics, Business Intelligence CIMM DEFINITION: A discipline that takes a broad focus on the who, what, where and when of business intelligence and behavioral analytics to facilitate in forecasting, optimization of business efforts and planning.



Bl abbr Business Intelligence

CIMM DEFINITION: An umbrella term that refers to a variety of techniques, tools, systems, technologies, software applications and practices used to gather store and analyze an organization's own raw data to aid in strategic decision-making. It consists of several related activities including data mining, online analytical processing, querying and reporting.

BRMS *abbr* **Business Rules Management System**

CIMM DEFINITION: A software system used to define, deploy, execute, monitor and maintain the variety and complexity of decision logic that is used by operational systems within an organization or enterprise. This logic, also referred to as business rules, includes policies, requirements, and conditional statements that are used to determine the tactical actions that take place in applications and systems. (Source: Wikipedia)

Button

CIMM DEFINITION: A clickable graphic that contains certain functionality, such as taking one someplace or executing a program. These can also be ads. (Source: IAB)

Button 2

CIMM DEFINITION: A small rectangular standard ad unit with the size 120×60 pixels. (Source: IAB)

Buy

See also: Order

CIMM DEFINITION: Reserved for future potential e-commerce use in On-Demand (e.g., purchase DVD or soundtrack to movie just viewed).

Buyer

CIMM DEFINITION: In media, a company, usually an advertising agency, advertisier or other type of client, who negotiates and pays a content company like a network or digital content company or other type of demand partner to purchase ad inventory.

Buying Model

CIMM DEFINITION: The terms and deliverables under which a specific inventory purchase is made.

Buzz

CIMM DEFINITION: Another term for Buzz Marketing.



Buzzfeed,

CIMM DEFINITION: An internet based social news and entertainment media company located in New York City that focuses on viral, shareable breaking news, original reporting, entertainment and video.

Buzz Marketing

CIMM DEFINITION: Also known as Buzz, it is a type of viral marketing. The interaction of consumers and users of a product or service which amplifies or alters the original marketing message. This emotion, energy, excitement, or anticipation about a product or service can be positive or negative. (Source: Wikipedia)

Byte

CIMM DEFINITION: A unit of digital information in computing and telecommunications that most commonly consists of eight bits. Historically, a byte was the number of bits used to encode a single character of text in a computer and for this reason it is the basic addressable element in many computer architectures. (Source: IAB)

C -----

C3 Rating

CIMM DEFINITION: A term used to represent the average of a live rating for a (national) commercial minute and up to three days of DVR playback viewing.

- 2 : Average Commercial Minute (ACM) rating that includes time-shifted viewing within 3 days (75 hours) of the live program telecast. (Source: Nielsen)
- 3 : The average commercial second rating including live tuning to a program plus 75 hours of DVR playback. (Source: TRA)

CableCARD ™

CIMM DEFINITION: A removable security module which separates the cable operator's proprietary conditional access system from the host device. This separable security configuration provides secure access to encrypted digital cable programming and enables portability of retail host devices between cable networks throughout the nation. (Source: Definition currently under review by CableLabs)

2 : Removable security card for digital cable terminals, as defined by the OpenCable project. (Source: Unisoft)



Cable Converter

See also: Set-Top Box, Digital Television Adaptor

CIMM DEFINITION: An early term for a type of Set-Top Box. It is an electronic device attached to the television set that converts the feed into an analog signal that is then viewable on non-digital sets. Currently a Cable Converter box also unscrambles digital signals.

2 : Equipment in the homes of cable subscribers used to convert cable signals to normal TV channels. "Addressable" cable converters also allow cable operators to activate, disconnect or unscramble the signal received by a subscriber. (Source: Nielsen)

CableLabs - Cable Television Laboratories

CIMM DEFINITION: A non-profit research and development organization for cable operators in North and South America. CableLabs organizes member meetings and develops standards for all manner of cable equipment and software. (Source: itvt.com/glossary)

Cable Modem

CIMM DEFINITION: A device that permits high speed connectivity to the Internet over a cable television system. (Source: IAB)

Cable Network

See also: Cable Television, Broadcast Network, Broadcast

CIMM DEFINITION: The system network for the distribution of the television signal and now digital data and telephony services by cable (co-axial, twisted pair or fiber optic).

(Source: itvt.com/glossary)

Cable Ready Set

CIMM DEFINITION: A television set which includes an analog tuner which can plug directly into a video cable without an intervening Set-Top Box. Since there is no return path to the central office, channel changes made on a cable ready set are not visible to existing server log collection systems. (Source: Nielsen)

Cable Plant

CIMM DEFINITION: Term which refers to the central equipment and broadcasting headquarters of a cable operator. All initial broadcasts from the content providers are sent to the cable plant, aggregated, re-encoded, and broadcast to its Set-Top Box network. (Source: itvt.com/glossary)



CATV abbr Cable Television or Cable TV

See also; Cable Network, Broadcast Network, Broadcast CIMM DEFINITION: A television content provider that does not have affiliated local stations or owns and operates local television stations but who distributes video, internet and/or telephone signals to subscribers via a cable, through a phone line or via satellite.

- 2 : A non-broadcast facility which distributes signals of one or more television stations and non-broadcast services to subscribers via cable. (Source: Nielsen)
- 3 : A television distribution system whereby TV signals are transmitted via cable (insulated wire), rather than through the air, to TV sets subscribers in a community or locality. Cable television systems are generally called cable systems; the companies that own and operate them are known as cable system operators or cablecasters. (Source: TVB)

CTAM abbr Cable & Telecommunications Association for Marketing

CIMM DEFINITION: A non-profit professional association, dedicated to helping the cable business grow through the strategic use of consumer research, interactive executive innovation series, conferences, awards and electronic newsletters. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Cable Zone

See also: Zone

CIMM DEFINITION: Same definition as Zone but with only cable homes.

Cable Zone Addressable TV Advertising

See also: Community Addressable Messaging

CIMM DEFINITION: A form of Advanced and Addressable TV Advertising where a single ad placement can simultaneously feed different ads or versions of the same commercial to different segments based on attributes of the cable zone geography. (Source: Visible World)

Cache

CIMM DEFINITION: A form of data storage that improves a device's performance by storing the data in a form that is easily captured and deleted.

2 : A local copy of measurement data maintained for some period of time on cable Set-Top Boxes and other computers/servers in the data collection and processing chain to prevent data loss in the event of network and server outages. (Source: FourthWall Media)



3: Memory used to temporarily store the most frequently requested content/files/pages in order to speed its delivery to the user. Caches can be local (i.e. on a browser) or on a network. In the case of local cache, most computers have both memory (RAM), and disk (hard drive) cache. (Source: IAB)

Cache Busting

CIMM DEFINITION: The process by which sites or servers serve content or HTML in such a manner as to minimize or prevent browsers or proxies from serving content from their cache. This forces the user or proxy to fetch a fresh copy for each request. Among other reasons, cache busting is used to provide a more accurate count of the number of requests from users. (Source: IAB)

Cached Ad Impressions

CIMM DEFINITION: The delivery of an advertisement to a browser from local cache or a proxy server's cache. When a user requests a page that contains a cached ad, the ad is obtained from the cache and displayed. (Source: IAB)

Caching

CIMM DEFINITION: The process of copying a Web element (page or ad) for later reuse. On the Web, this copying is normally done in two places: in the user's browser and on proxy servers. When a user makes a request for a Web element, the browser looks into its own cache for the element; then a proxy, if any; followed by the intended server. Caching is done to reduce redundant network traffic, resulting in increased overall efficiency of the Internet. (Source: IAB)

2: The practice of temporarily storing files on local servers for quick retrieval the next time the file is needed. Cached files supply an old copy that may not be up to date with the file stored at the original source, but are often necessary for improving page load performance. (Source: IAB)

Callback

CIMM DEFINITION: Also referred to as 'postback' or 'pixel fire'. (Source: IAB Mobile App Marketing Glossary Working Group)

CTA abbr Call To Action

CIMM DEFINITION: A tactic used by the advertiser or marketer to drive the user to take an action. This may be toward the purchase of their product or towards the intended goal of the ad campaign (i.e. clicking on a link to go to the advertiser's micro-site) (Source: IAB)



- 2 : A statement or instruction, typically promoted in print, web, TV, radio, on-portal, or other forms of media (often embedded in advertising), that explains to a mobile subscriber how to respond to an opt-in for a particular promotion or mobile initiative, which is typically followed by a Notice. (Source: Mediamath)
- 3 : An instruction designed to encourage a user to perform a certain act immediately. (Source: Tubemogul)

Campaign

CIMM DEFINITION: In traditional marketing, a campaign is a series of advertisement messages that share a single idea and theme. In digital advertising, a campaign will refer to a set of ad buys from a specific ad network or publisher. (Source: Mediamath)

- 2 : An advertising project in its entirety, from conception through creation and buying to tracking and final analysis. A collection of related creatives with common advertising purpose and booking requirements. A set of criteria for purchasing inventory to achieve advertising goals. (Source: OpenX)
- 3: The advertising period in which an ad delivery strategy is executed. (Source: IAB)
- 4 : A specific advertising effort on behalf of a particular product or service which extends for a specified period of time. (Source: TVB)

Campaign Compliance

CIMM DEFINITION: When ads adhere to the details in a campaign's insertion order and are targeted appropriately to the right websites, content, audiences, page placement, and section targeting details. (Source: Mediamath)

Campaign Index

See also: Overall Plan

CIMM DEFINITION: Also known as an Overall Plan, it is calculated as a weighted average across all networks/dayparts where the weights are the relative percentage of demo impression delivery. (Source: GABBCON, Global Audience Based Business Conference)

Campaign Manager

CIMM DEFINITION: A software system responsible for supporting ad sales from inventory control through order processing and billing. The Campaign Manager produces, monitors and optimizes delivery schedules and verifies fulfillment through affidavits, billing, and analytic reports. The Campaign Manager provides a user interface for creating and interactively managing campaigns to provide feedback to the user via various reports and either implement a billing function or interface to a billing system.



Campaign Measurement

CIMM DEFINITION: For an advertiser, it is the ability to steward, monitor and quantify the results of an advertising buy.

Campaign Optimization

See also: Optimization, Media Optimization

CIMM DEFINITION: Campaign optimization involves the use of data and business rule driven systems that require the input of a media plan and related estimated audience data, definition and data associated with advertiser and campaign specific target consumer segments, along with minimum levels of desired message reach/frequency, or other campaign related constraints. The systems then considers all of this input to automate optimal message allocation across all media vehicles and/or addressable geographies (Source: Visible World)

Campaign To Date

CIMM DEFINITION: Results for an advertising campaign at a certain point in time whether partially through the flight or the full, completed duration.

Campaign Weight

CIMM DEFINITION: The agreed upon amount of inventory impressions and audience purchased and delivered that will meet the advertisers sales, marketing, branding or other goals.

Canonicalization

CIMM DEFINITION: Integration of clickstream data from differing sources - ingest and harmonize data into one internally consistent form. (Source: TRA)

2 : On the internet, canonicalization of a URL assures that however many URLs are available to get to the destination document, that document resides in only one final address.

CPF abbr Canvas Fingerprinting

CIMM DEFINITION: A browser fingerprinting technique that surreptitiously tracks online users. Relies on minute differences in text or images drawn on command by users' browsers thereby allowing websites to identify and track visitors. The technique relies on standard HTML5 and JavaScript, using the site's canvas element used for drawing or displaying graphs and charts instead of browser cookies or other similar means.



Capping

See also: STB On / TV Off

CIMM DEFINITION: The agreed upon amount of time that the Set-Top Box is on before it is decided that no one is watching the television because the television set is turned off.

2 : Part of a process by which abnormally long viewing records are edited to fall in line with known viewing behavior. (Source: Kantar Media Audiences)

NOTE - What protocols should be used to decide on when there is SOSO?

NOTE - Current processors offer varying solutions. Nielsen matches streams to the people meter boxes. Kantar Media Audiences, TIVO and Rentrak use a series of algorithms. Another company will use an entirely different data source that is currently in development.

NOTE - The TV On/Off buttons in current digital cable Remote Controls generate signals that are filtered out by IR drivers in the STB, and are not accessible to application level software. Also, FourthWall Media generates custom behavioral models per Set-Top Box to estimate the probability of viewers actively paying attention to content. This probability estimate is provided in addition to the complete stream of measurement data to aid editing by subsequent data processors. (Source: FourthWall Media)

Capping Algorithm

See also: Capping

CIMM DEFINITION: A statistical function or formula (often proprietary) that calculates when a viewer has stopped viewing even though the Set-Top Box is still on.

Capping Level

See also: Capping, Capping Algorithm

CIMM DEFINITION: The agreed upon amount of time that the Set-Top Box is on without any click on a remote before it is decided that no one is watching the television because the television set is turned off.

- 2: TV assumed off if channel remains unchanged for a long period of time. Length of time is set off by capping level. (Source: Kantar Media Audiences)
- 3 : The agreed upon time that measurement to a network or program is discontinued because the Set-Top Box is on but the television set is turned off. (Source: TIVO)

NOTE - Would vary by network and program. No standards are in place.



NOTE - Such levels may be set for different situations and household types for greater precision. Unnecessary when viewer turns off TV using TIVO remote in TIVO and TRA systems. TRA uses a Capping Algorithm to decide on a case by case basis how to determine the most appropriate capping rules. (Source: TRA)

NOTE - For the purpose of establishing a consistent baseline metric, it may be useful to use a predetermined time of inactivity with the STB as a parameter that is used to get a consistent metric across providers (e.g. No user initiated STB activity in the last XX minutes). (Source: Visible World)

NOTE - If remote clicks are used to show presence, then any click should be ok including volume changes, mute, info, etc., (Source: Invidi)

Captioning

See also: Closed Captioning, Open Captioning

CIMM DEFINITION: The text version of the spoken word. Captioning allows audio and video content to be accessible to those who do not have access to audio. Though captioning is primarily intended for those who cannot hear the audio, it has also been found to help those who can hear audio content and those who may not be fluent in the language in which the audio is presented. (Source: www.webaim.org)

Carousel Ads

CIMM DEFINITION: An advertising format in which several items – such as videos, photos, or text – are displayed and rotate within a banner. Users generally scroll through the items manually, making the format interactive. (Source: Cynopsis)

Carrier

CIMM DEFINITION: A continuous signal, or waveform, at a certain frequency on a circuit, or within a certain frequency range, and that can be modulated to support an information-bearing signal. In addition to carrying the information signal (which the transmitter impresses on the carrier by varying the signal in some fashion) the carrier also can support signaling and control information used to coordinate and manage various aspects of network operations. A carrier also is known as a carrier wave. (Source: Webster's New World Telecom Dictionary Copyright © 2010 by Wiley Publishing, Inc., Indianapolis, Indiana)

2 : A company that provides information transport services.

Cart Abandonment Marketing

See also: Conversion Marketing

CIMM DEFINITION: Similar term to Ecommerce remarketing services where attempts are made to re-contact visitors who have abandoned their shopping carts on a site in order to encourage them to a desired action like a purchase.





CSS abbr Cascading Style Sheet

CIMM DEFINITION: A style sheet language used to describe the presentation of a document written in a markup language. CSS provides a more elegant alternative to straight HTML to quickly specify the look and feel of a single Web page or a group of multiple Web pages. (Source: IAB)

Catalogue

CIMM DEFINITION: A complete listing of all titles/programming available to viewers via a specific source, in this case available On-Demand.

Catcher

See also: Pitcher

CIMM DEFINITION: A hardware product that is used to receive On-Demand assets by an MSO and/or aggregator. The On-Demand assets are received from the pitcher.

CDI abbr **Category Development Index**

CIMM DEFINITION: A measure of the relationship of a specific category's sales to population in a specific geographic area. The CDI is derived by dividing an area's percent of total U.S. sales by that area's percent of population. Comparing BDI and CDI can be helpful in gauging brand or category potential. (Source: TVB)

Cave

CIMM DEFINITION: Virtual reality world projected on the walls and ceiling of a room to give the illusion of immersion. (Source: freeflyvr)

Census Count of Collected STBs or Households

See also: Footprints

CIMM DEFINITION: Among boxes returning data, it is the complete number of Set-Top Boxes or homes in a Cable, Satellite, Telco or other set-top data provider's footprint. As opposed to a sample or panel which is a subsection of a population and not the entire population. In some cases, a census is whatever amount of homes or Set-Top Boxes the data provider sends to the data processor.

- 2 : According to Rentrak, a Census is every Set-Top Box in the house and/or every house that has service in the footprint.
- 3 : A complete count of a population or universe. (Source: Nielsen)
- 4: The total number of Set-Top Boxes or households collected in a given time frame, expressed by using the mean day's count.. The key phrase is "boxes returning data."



Not all systems / Set-Top Boxes return data on a regular basis. (Source: Kantar Media Audiences)

5 : A complete count of every EBIF-capable Set-Top Box in the digital cable footprint or universe. (Source: FourthWall Media).

NOTE - Not always provided by the data processors, for various reasons. Definitions for Census vs. Footprint vs. Universe vs. Coverage Area vs. Population sometimes overlap.

Central Office

CIMM DEFINITION: A telephone company facility where subscriber's lines are joined to switching equipment. Competing service providers often "co-locate" their equipment within the incumbent telephone company's facilities. (Source: Nielsen)

CPU *abbr* **Central Processing Unit**

CIMM DEFINITION: Considered the brains of the computer where most calculations take place.

2 : The key component of a computer system, which contains the circuitry necessary to interpret and execute program instructions. (Source: IAB)

CGI script (Common Gateway Interface)

CIMM DEFINITION: CGI's are used to allow a user to pass data to a Web server, most commonly in a Web-based form. Specifically, CGI scripts are used with forms such as pull-down menus or text-entry areas with an accompanying submit button. The input from the form is processed by a program (the CGI script itself) on a remote Web server. (Source: IAB)

Channel

CIMM DEFINITION: A transmission path between two points. The term channel may refer to a one-way path or, when paths in the two directions of transmission are always associated, to a two-way path. It is usually the smallest subdivision of a transmission system by means of which a single type of communication service is provided, i.e. a voice channel, teletypewriter channel, or data channel. (Source: CableLabs)

- 2 : A frequency band assigned by the FCC for AM, FM or TV transmission. Each broadcast television station is permitted to operate on only one channel. Channels are assigned geographically to minimize interference between stations. (Source: Nielsen)
- 3 : A band of similar content. (Source: IAB)



- 4 : A type of sales outlet (also known as channel of distribution), for example retail, catalogue, or e-commerce. (Source: IAB)
- 5: the lowest level of the hierarchical structure for Web properties. Channels can be loosely defined as destinations on the web where editorial consistency is focused on specific viewer interest such as auctions or weather. (Source: Nielsen)

NOTE – Broadcast or Cable channel.

NOTE - A TV station may broadcast in both HD and SD. (Source: Invidi)

Channel Capacity

CIMM DEFINITION: The maximum number of channel spaces available on a specific television system, operator, satellite or Telco.

Channel Change Gap

See also: Latency

CIMM DEFINITION: During a channel change, the period of time between the display of one channel and the next. Depending upon the Set-Top Box either a black screen, grey screen, still image, flickering, or some combination may be displayed during this time, which may last from a small fraction of a second to many seconds. During this time, the viewer typically has no control of the Set-Top Box, and all inputs from the Remote Control are ignored, or queued for later execution. Appropriate editing rules must account for these gaps when providing second-by-second metrics. (Source: FourthWall Media)

Channel Changes

CIMM DEFINITION: The movement change from one network or channel to another via the use of a device such as a remote. Depending on the service or the Set-Top Box, there can be a lag time between channel changes (often called "Latency") which can last several seconds.

NOTE - Latency in channel changes creates a challenge for standardization of measurement.

Channel ID

CIMM DEFINITION: Unique service ID that identifies the channel. (Source: Nielsen)

2: Channel IDs can vary by market or even cable zone or head end. (Source: Visible World)



Channel Line-Up

CIMM DEFINITION: The list of channel or network or service offerings from an operator, by channel number. Can vary by neighborhood, region, operator, subscriber level etc.,

2 : Listing of networks and channel numbers for a specific cable headend or satellite system. (Source: Nielsen)

NOTE - Varies by operator and by region and highly changeable, creating challenges for measurement across providers.

Channel Mapping or Channel Map

CIMM DEFINITION: Channel assignments by the operator that map to the networks and services offered. Sometimes shared between two or more networks and are often changeable and volatile.

2: A list of channel information that's used by both the cable headend and the cable Set-Top Boxes for viewers to select channels to watch. Channel information in the channel map includes channel number, channel name (both the short and long descriptions), tuning information for the Set-Top Box, source information, and other headend related information. Multiple Channel Maps may be used for the same market; thus requiring care in making the proper identification of a specific channel from viewing data. (Source: FourthWall Media)

NOTE – In some cable plants, reporting of channel map changes to external data providers (e.g., Tribune) may lag days or weeks behind the actual implementation of the changes. (Source: FourthWall Media)

NOTE - Changes often and therefore impacts measurement editing rules. Nielsen diary editing rules for example have three elements - channel number, network call letters and program name. If first two match but program name is wrong, credit goes to the channel number and call letter station. But argument could be made that viewer knows the program they watched but may not recall channel and call letter.

Channel Origination

CIMM DEFINITION: For the owners of collected content such as a cable network, it is MVPD origination point for the network feed. Because of new technological advances, the origination service would be platform-neutral and include the ability to create multiple formats and to integrate with all types of support systems such as for traffic.

Channel Share

CIMM DEFINITION: The share one channel has of all viewing for a particular time period. The share, expressed as a percentage, is calculated by dividing the channel's



average audience by the average audience of all channels. (Source: Nielsen)

Chaptering

CIMM DEFINITION: Allows user to see more specific views of On-Demand content

NOTE - studio content partners are exploring offering this functionality in the future, but for the short-term, VOD playback will more resemble VHS than DVD functionality.

Chart Position

CIMM DEFINITION: Another term for App Store Ranking. (Source: IAB Mobile App Marketing Glossary Working Group)

Chat

CIMM DEFINITION: Online interactive communication between two or more people on the Web. One can talk in real time with other people in a chat room, typically by typing, though voice chat is available. (Source: IAB)

Chat Bot

See also: Bot

CIMM DEFINITION: Short for chat robot, a computer program that simulates human conversation, or chat, through artificial intelligence. Typically, a chat bot will communicate with a real person, but applications are being developed in which two chat bots can communicate with each other. (Source: Webopedia)

Chat Room

CIMM DEFINITION: An area online where people can communicate with others in real-time. (Source: IAB)

Child Account

See also: Parent Account

CIMM DEFINITION: An account that is subservient to a parent account and contains further details such as an order (child account) from a customer (parent account).

Child Domain

See also: Sub Domain, Top Level Domain

CIMM DEFINITION: Another term for a Sub Domain.



CARU abbr Children's Advertising Review Unit

CIMM DEFINITION: A division of the Council of Better Business Bureaus that reviews advertising and promotional material directed at children in all media. See caru.org for more information. (Source: IAB)

COPPA abbr Children's Online Privacy Protection Act

CIMM DEFINITION: Legislation enacted by Congress in 1998 to prohibit unfair or deceptive acts or practices in connection with the collection, use, or disclosure of personally identifiable information from and about children on the Internet. Section 6502(b)(1) of the Act sets forth a series of general privacy protections to prevent unfair or deceptive online information collection from or about children, and directs the Commission to adopt regulations to implement those protections. The Act requires operators of Web sites directed to children and operators who knowingly collect personal information from children to: (1) Provide parents notice of their information practices; (2) obtain prior verifiable parental consent for the collection, use, and/or disclosure of personal information from children (with certain limited exceptions for the collection of "online contact information," e.g., an e-mail address); (3) provide a parent, upon request, with the means to review the personal information collected from his/her child; (4) provide a parent with the opportunity to prevent the further use of personal information that has already been collected, or the future collection of personal information from that child; (5) limit collection of personal information for a child's online participation in a game, prize offer, or other activity to information that is reasonably necessary for the activity; and (6) establish and maintain reasonable procedures to protect the confidentiality, security, and integrity of the personal information collected. (Source: IAB)

COPPR abbr Children's Online Privacy Protection Rule

CIMM DEFINITION: A rule issued by the FTC in October 1999 and went into effect on April 21, 2000 which implements the requirements of the COPPA by requiring operators of websites or online services directed to children and operators of Web sites or online services who have actual knowledge that the person from whom they seek information is a child (1) to post prominent links on their Web sites to a notice of how they collect, use, and/or disclose personal information from children; (2) with certain exceptions, to notify parents that they wish to collect information from their children and obtain parental consent prior to collecting, using, and/or disclosing such information; (3) not to condition a child's participation in online activities on the provision of more personal information than is reasonably necessary to participate in the activity; (4) to allow parents the opportunity to review and/or have their children's information deleted from the operator's database and to prohibit further collection from the child; and (5) to establish procedures to protect the confidentiality, security, and integrity of personal information they collect from children. As directed by the COPPA, the Rule also provides a safe harbor for operators following Commission-approved self-regulatory guidelines. (Source: IAB)



Chipset

CIMM DEFINITION: A group of integrated circuits, or chips, that are designed to work together. They are usually marketed as a single product. In home computers, chipsets are used for some gaming consoles. (Source: Wikipedia)

Churn

CIMM DEFINITION: Subscriber ebb and flow - the overall loss and gain of subscribers to a service that results in a constant ebb and flow (erosion and gain) of the subscriber base.

NOTE – MSOs often recycle Set-Top Boxes from previous customers to new ones. Thus, at least one anonymization tier must have access to both unique Set-Top Box identifier (e.g., MAC Address) and subscriber information (e.g., address) to insure that measurements from a Set-Top Box are always associated with the correct subscriber/viewer. (Source: FourthWall Media)

Cinematic VR

CIMM DEFINITION: For the most part, there are two types of virtual reality - computergenerated graphics, and the kind made of real images. The latter is cinematic VR, and is made using cameras, whether rigs made of mounted GoPros or actual 360 cameras. (Source: TechRepublic)

Cipher

CIMM DEFINITION: A secret or disguised way of encoding. A coded message.

Ciphertext

See also: Plaintext

CIMM DEFINITION: Encrypted text.

Claim

CIMM DEFINITION: An assertion by a self-attributing ad network or publisher taking credit for driving an app install or other conversions posited as a metric. (Source: IAB Mobile App Marketing Glossary Working Group)

Clear Gif

See Also: Tracking Pixel Tag, Pixel Tag, 1 x 1 Gif

CIMM DEFINITION: An embedded image similar to a Web Beacon.



Cleartext

CIMM DEFINITION: Similar term to Plaintext.

Click

CIMM DEFINITION: An action of selecting a piece of content such as a banner (or anything else on the page) with the cursor.

- 2 : A user action, such as clicking an ad with their mouse or touching the screen of a mobile device, which sends them to a click-through. (Source: OpenX)
- 3 : An event that occurs when a viewer clicks or taps, if on a mobile device any elements of a video ad while it is playing. (Source: Tubemogul)

Clickbait

See also: Paid Clickbait

CIMM DEFINITION: Internet content that is designed, through provocative, sensational or otherwise eye-catching links to encourage visitors to click to a particular webpage.

Click Down

See also: Click Within, Click

CIMM DEFINITION: Spawning a second display or window within the original web page when a user clicks elsewhere on the page. The additional space that a click down provides offers advertisers more real estate to pitch their product, without forcing users to leave the website they initially chose. (Source: Goldenmedia.com)

Click Farm

CIMM DEFINITION: A simplistic fraud strategy where humans are encouraged to view and click on banners, without regard to any actual interest in what is being advertised. (Source: Centro)

Click Fraud

See also: False Clicks

CIMM DEFINITION: Intentional form of internet fraud that occurs in pay per click online advertising when a person, automated script or computer program imitates a legitimate user of a web browser clicking on an ad, for the purpose of generating a charge per click without having actual interest in the target of the ad's link. (Source: Wikipedia)



Clicking

See also: Mouse

CIMM DEFINITION: The act of using the mouse buttons to move or select items on the computer monitor screen or site.

Click Rate

CIMM DEFINITION: The ratio of ad clicks to ad impressions. (Source: IAB)

Clicks

See also: Click Throughs, In-Unit Clicks, Mouseovers

CIMM DEFINITION: A metric which measures the reaction of a user to an Internet ad. (Source: IAB)

- 2: The opportunity for a user to download another file by clicking on an advertisement, as recorded by the server. (Source: IAB)
- 3 : The result of a measurable interaction with an advertisement or key word that links to the advertiser's intended Web site or another page or frame within the Web site. (Source: IAB)
- 4 : A metric which measures the reaction of a user to linked editorial content. (Source: IAB)
- 5: The number of click-throughs having occurred as a result of a user clicking on an ad and being redirected to an advertiser's page. (Source: OpenX)
- 6: An interaction between a website visitor and the browser in which the website visitor uses a device, such as a mouse, to move the cursor (or pointer) to an active area of the screen and then deliberately interacts with that area by clicking a button on their device, triggering an event. In the case of touch-screen devices, the user "clicks" by touching the active area with their finger or a stylus. (Source: IAB)

Clickstream (Data)

See also: Keystream Data

CIMM DEFINITION: A record of usage activity, for example, a visitor clicking on the internet or a viewer watching through a Set-Top Box using a remote, that is used for advertising measurement in an anonymized form.

- 2: "STB data representing button pushes via a remote." (Source: Nielsen)
- 3 : "A combination of all viewer-generated activity measurement on a Set-Top Box, including keystream data (i.e., button pushes via a remote), interactive data (i.e., response measurement from interactive applications and ad enhancements), linear





viewing data (i.e., channel changes), and explicit interest data (i.e., information provided by the viewer to an interactive application, such as stock symbols, favorite sports team, or yellow pages search terms)." (Source: FourthWall Media)

- 4: The electronic path a user takes while navigating from site to site, and from page to page within a site. (Source: IAB)
- 5 : A comprehensive body of data describing the sequence of activity between a user's browser and any other Internet resource, such as a Web site or third party ad server. (Source: IAB)

Click Throughs

See also: Clicks, In-Unit Clicks, Mouseovers

CIMM DEFINITION: The act of clicking on an interactive link whether on a computer or through a digital television box to go to another site or location for additional content and which may result in clickstream data.

- 2 : "The process of clicking on an interactive trigger to access additional content, often expressed as a rate." (Source: Nielsen)
- 3: "On the web, a single mouse click on a banner ad serves to express interest in the ad, and to navigate to a subsequent page. But for interactive TV advertising, a click or button press on the Remote Control may serve either or both functions depending on context. Typically, several clicks serve to navigate through the sequence of ad overlays, with a final click signifying acceptance of an offer or opt-in. Thus, interactive TV (EBIF) advertising reporting (e.g., AdWidgets) distinguishes between clicks —signifying activity and navigation— and responses —signifying acceptance, or opt-in. In this context, a "response" more closely matches the meaning of a "click through" in the web context." (Source: FourthWall Media)
- 4: The action of following a link within an advertisement or editorial content to another Web site or another page or frame within the Web site. (Source: IAB)
- 5 : The action of clicking an ad and being taken to another web page via a hyperlink. (Source: OpenX)

Note - Ad click-throughs should be tracked and reported as a 302 redirect at the ad server and should filter out robotic activity to avoid Click Fraud. (Source: IAB)

CTR abbr Click Through Rate

See also: Click Throughs

CIMM DEFINITION: The number of users who clicked on the ad divided by the number of times the ad was served.



- 2 : The measurement of click throughs such as measuring the success of an online ad campaign.
- 3 : The percentage of users who were delivered an ad and clicked on that ad. (Source: Hubspot)
- 4 : The percentage of impressions that results in a click through. For example if a banner was clicked on 87 times after being shown 1000 times, it would have a CTR or click-through rate of .087 or 8.7% (87/1000 = $0.087 \times 100 = 8.7$). (Source: OpenX)

NOTE - Click throughs are not a good measure for product interest and many if not most internet advertisers have moved away from them. (Source: Invidi)

CTR Optimized

CIMM DEFINITION: An ad delivery mode that enables you to serve higher performing (based on click-through-rate) creatives more often. (Source: OpenX)

Click-through Attribution

CIMM DEFINITION: An attribution model that credits conversions only when a user clicks on an ad. (Source: IAB Mobile App Marketing Glossary Working Group)

Click-Through URL

CIMM DEFINITION: A destination website address that a viewer goes to when they click on an ad. (Source: OpenX)

Click-to-Buy

See also: Click-to-Call

CIMM DEFINITION: The act of purchasing during a click-to-call.

Click-to-Call

See also: Click-to-Buy

CIMM DEFINITION: An interactive feature in which the Remote Control device is used to interact with an on-screen ad to request additional information or make a purchase. (Source: Mercury Media)

2: In the Interactive TV Advertising context (e.g., AdWidgets, Yellow Pages on TV), "click-to-call" defines a feature that allows a viewer to click an on-screen button with the Remote Control to initiate a telephone call (immediate or delayed) between themselves and the advertiser. (Source: FourthWall Media)



Click-Within

See also: Click Down, Click

CIMM DEFINITION: Ads that allow the user to drill down and click while remaining in the advertisement, not leaving the site on which they are residing. (Source: IAB)

Client

CIMM DEFINITION: A computer or software program that contacts a server to obtain data via the Internet or another network. Internet explorer, Outlook, and other browsers and e-mail programs are examples of software clients. (Source: IAB)

2 : Another term for a customer.

Client Based Targeting

See also: Network Based Targeting

CIMM DEFINITION: The ability, through the use of switched digital video (SDV) or EBIF or another program to feed different ad messages to individual households to improve targeting. (Source: BigBand Networks)

2 : The ability, through the use of AdWidget targeting to simultaneously feed different ad enhancements (e.g., EBIF overlays) to individual Set-Top Boxes and households. (Source: FourthWall Media)

NOTE - This is not limited to SDV. Addressable advertising provides this capability and can be performed without SDV. (Source: Invidi)

Client-Initiated Ad Counting

See also: Client Initiated Ad Impressions, Server Initiated Ad Impressions, Server Initiated Ad Counting

CIMM DEFINITION: A form of ad counting that relies on the user's browser for making requests, formatting and re-directing content. For organizations using a client-initiated ad counting method, counting should occur at the publisher's ad server or third-party ad server, subsequent to the ad request, or later, in the process. (Source: IAB)

Client-Initiated Ad Impressions

See also: Client Initiated Ad Counting, Server Initiated Ad Impressions, Server Initiated Ad Counting

CIMM DEFINITION: One of the two methods used for ad counting. Ad content is delivered to the user via two methods - server-initiated and client-initiated. (Source: IAB)



Client-Side

CIMM DEFINITION: Refers to operations that are performed by the client in a client–server relationship in a computer network. Generally, a client is a computer application (such as a web browser) that runs on a user's local computer and connects to a server. (Source: Cynopsis)

Clock Alignment

See also: Clock Drift, Clock Synchronization

CIMM DEFINITION: The readjusting of the Set-Top Box clock to make it accurate and remove any drift.

2 : The process used to adjust the start and end times of a tuning event to the "00" second. (Source: Nielsen)

Clock Drift

See also: Drift, Clock Slippage, Frequency Drift

CIMM DEFINITION: When the built-in clock within the Set-Top Box or other device slowly deviates from the actual time.

Clock Slippage

See also: Clock Drift, Drift, Frequency Drift

CIMM DEFINITION: A term used to describe the situation in which clocks of separate electronic devices run at slightly different speeds. Clock slippage is the difference an individual clock departs from true time. (Source: Nielsen)

Clock Synchronization

See also: Clock Alignment, Clock Drift

CIMM DEFINITION: The readjusting of the clock time when drift or slippage occurs.

2 : A mechanism to measure on the Set-Top Box the exact time delay between the broadcast of content by the headend and the display of that content on the Set-Top Box, and the adjustment of all reported event times accordingly. Thus, all Set-Top Boxes will report relative to content time reported in the as run logs, irrespective of any clock inaccuracies. (Source: FourthWall Media)

Clock Time (vs. Content Time)

See also: Content Time

CIMM DEFINITION: Where clock drift may occur, measuring the content by the clock rather than the exact time that the content aired.

2: The clock or time stamping used on a STB. (Source: TIVO)





3: The best available absolute time available from the internal clock in a Set-Top Box. Because of clock inaccuracies and varying stream delays between Set-Top Boxes, FourthWall Media performs clock synchronization to report all event timings relative to the content timing as reported in the as run logs. (Source: FourthWall Media)

Close

CIMM DEFINITION: Indicates that the user clicks or otherwise activates a close control which fully dispatches the ad from the player environment. (Source: IAB)

Note - May not apply to non-overlay ads. (Source: IAB)

Close Billboard

CIMM DEFINITION: A brief announcement, usually 3, 5 or 10 seconds in length, and usually earned by advertisers paying extra for the program being ordered that appears at the end of a broadcast program.

Closed Bid Auction

CIMM DEFINITION: Similar to Private Marketplace in programmatic buying and selling where bidders are pre-selected and submit bids simultaneously so that only the publisher sees the bid levels.

Closed Captioning

See also: Captioning, Open Captioning

CIMM DEFINITION: Technology embedded in broadcast / displays to provide scripted support of the program. Closed captioning displays captioned text only when it is desired by the viewer.

Closed Loop

CIMM DEFINITION: In media, when the media owner has a set core of first party data that is used, often in conjunction with third party data, to understand their audiences. It is often used as a guarantee to sell audiences and a guarantee in using in their own dataset.

Closed Loop Analysis

CIMM DEFINITION: Old-school digital campaign optimization was based on clicks and impressions. With Closed Loop Analysis, the impact of digital marketing is based on sales. The key is anonymization. When purchase data is anonymized, it can be linked with campaign exposure data (info on which devices were exposed to an ad or website), offering an end-to-end picture of a campaign that can be used to measure sales lift. (Source: Liveramp)



Close X

CIMM DEFINITION: A creative control that enables a user to close an ad (remove it from view) or to reduce an expanded panel back to its original size. (Source: IAB)

Cloud

See also: Hybrid Cloud, Public Cloud, Private Cloud

CIMM DEFINITION: Also referred to as Cloud Computing. Applications, content, technology, software and other resources that are available on the internet from any internet connected device.

Cloud Computing

See also: Hybrid Cloud, Public Cloud, Private Cloud

CIMM DEFINITION: A general term for any type of content, technology or software that involves delivering hosted services over the Internet. The name cloud computing was inspired by the cloud symbol that's often used to represent the Internet in flowcharts and diagrams. (Source: http://searchcloudcomputing.techtarget.com/)

CDC abbr Cloud Data Center

See also: Traditional Data Center

CIMM DEFINITION: A data center for cloud computing.

Clutter

CIMM DEFINITION: All non-program content that wraps programs such as commercials, PSA announcements, billboards, promos, any type of banner, overlays that take place within the context of the program etc. Anything not germane to the actual program that airs alongside or within that program.

- 2 : All extraneous non-program elements within a given program or time period. (Source: Nielsen)
- 3 : Excessive amounts of advertising carried by media vehicles. Term refers to the total amount of advertising time and space and to scheduling long strings of consecutive commercials for broadcasting. (Source: TVB)

CIMM abbr Coalition for Innovative Media Measurement

CIMM DEFINITION: A coalition of media companies funded by 14 leading Television content providers, Media Agencies and Advertisers to promote innovation in audience measurement for Television and cross-platform media. CIMM works to explore and identify new methodologies and approaches to audience measurement through a series of pilot studies with independent measurement companies initially focusing on two key



areas: 1. TV measurement through set-top-box data, 2. Cross-platform media measurement. (Source: www.cimm-us.org)

Coaxial Cable

CIMM DEFINITION: A type of cable that has an inner conductor surrounded by a tubular insulating layer, surrounded by a tubular conducting shield. Many also have an insulating outer sheath or jacket. (Wikipedia)

Co-Creation

CIMM DEFINITION: In media, a form of content creation that focuses on viewer or consumer experience and interactive relationships. Often results in personalized or unique content consumption experiences that is intended to increase loyalty, engagement and other enhanced values for the customer and greater revenue and brand value for the company.

2 : An economic model that brings together different parties in order to jointly produce a mutually valued outcome and generate improved revenue.

Codec

CIMM DEFINITION: Short for compressor / decompressor, Codecs are computer algorithms that are used to compress the size of audio, video, and image files for streaming over a data network or storage on a computer. Apple's QuickTime, Microsoft's Windows Media Video, and MP3 are examples of common codecs. (Source: IAB)

CDMA abbr **Code Division Multiple Access**

See also: LTE, GSM, Spread Spectrum

CIMM DEFINITION: A communication channel access principle that employs spreadspectrum technology and a special coding scheme (where each transmitter is assigned a code).

- 2 : CDMA also refers to digital cellular telephony systems that use this multiple access scheme, as pioneered by QUALCOMM, and W-CDMA by the International Telecommunication Union (ITU), which is used in GSM's UMTS.
- 3: A digital cellular technology that uses spread-spectrum techniques. Unlike competing systems, such as GSM, that use TDMA, CDMA does not assign a specific frequency to each user. Instead, every channel uses the full available spectrum. Individual conversations are encoded with a pseudo-random digital sequence. CDMA consistently provides better capacity for voice and data communications than other commercial mobile technologies, allowing more subscribers to connect at any given time, and it is the common platform on which 3G technologies are built. (Source: Webopedia)



Codemoji

CIMM DEFINITION: Mozilla web-based tool to teach encryption basics using coded message emojis. Marketed as a fun way to learn about ciphers.

Collapse

CIMM DEFINITION: An event where the expanded panel of an expandable ad reduces to its original size, or disappears completely. (Source: IAB)

Collection Engine

CIMM DEFINITION: A device and programming software that facilitates the aggregation of collected data, such as channels tuned by Set-Top Boxes in a geographic area.

NOTE – "In Charter this is an EBIF application known as the Event Stream Collector. Transmission of census data over the out-of-band return path is non-trivial, and the software in the Set-Top Box must cooperate with a collection server." (Source: FourthWall Media)

Collection Server

CIMM DEFINITION: Repository of Set-Top Box data.

NOTE - Transmission of census level linear channel data, keystream, interactive data, and explicit viewer interest data with minimal Latency over the minimal bandwidth available in the digital cable out-of-band return path requires coordination (i.e., scheduling, compression/decompression, multi-tier fault tolerance, etc.) between collection engines on Set-Top Boxes and a one or more collection servers in the cable headend. (Source: FourthWall Media)

Combination Smart Card

See also: Smart Cards, Contact Smart Cards, Contactless Smart Cards
CIMM DEFINITION: A smart card that functions as both a contact and contactless
smart card. Specific to interactive television, the viewer can insert smart cards into the
set-top box to trigger the box to decrypt contact programming. (Source: IAB)

Command-Driven Interface

See also: User Interface, Menu-Driven Interface

CIMM DEFINITION: A user interface in which you enter commands. (Source:

Webopedia)



Comma Separated Values

CIMM DEFINITION: A table form data file with the fields separated by commas.

Commercial Avoidance

See also: Ad Skipping

CIMM DEFINITION: Use of trick play or channel switching to avoid viewing commercials. Trick play in this case can be fast forwarding, skipping ahead or muting. Also includes viewers leaving the room to avoid commercials. changing channels or engaging in other activities.

Commercial CPM

CIMM DEFINITION: The cost for an advertiser to run their ad per one thousand viewers or homes of a target consumer segment.

2 : Shows the cost per 1000 impressions for the commercials / advertisements. Based on the amount paid for the advertising campaign, this shows the amount paid per thousand impressions of the advertisement for total households or in that target group.

NOTE – Demographic CPMs through Set-Top Box data would have to be segmented or profiled.

Commercial Engagement

See also: Engagement, Commercial Retention

CIMM DEFINITION: The amount of attention and involvement a viewer gives to an advertisement. The greater the attention and involvement, the more likely that viewer will retain memories and will feel more predisposed to that product that is advertised.

2: The ability of an interactively enhanced commercial to engage the viewer sufficiently for the viewer to interact with the commercial via the Remote Control. Measured in AdWidgets via the Remote Clicks metric. (Source: FourthWall Media)

Commercial Interactive Rating

CIMM DEFINITION: Percentage of STBs or households tuned to a specific commercial and presented with a specific interactive (EBIF) enhancement embedded within that commercial. Some commercials containing targeted EBIF enhancements (i.e., AdWidgets) may be broadcast to the entire EBIF-enabled footprint, but when executed only display an interactive enhancement to a select subset of viewer STBs. (Source: FourthWall Media)



Commercial Live Rating

See also: Rating

CIMM DEFINITION: A commercial rating viewed live in a linear fashion, that is, without any trick play.

2 : Percentage of STBs or STB Households tuned to a specific commercial without timeshifting. (Source: Nielsen)

NOTE - Can only measure Opportunity to See, as opposed to actual confirmed viewing. (Source: TIVO)

Commercial Pod

See also: Pod

CIMM DEFINITION: A collection of non-programming content whether commercials, billboards, PSAs, etc., that are inserted as a block of seconds or minutes, before during or after a program.

Commercial Ratings

See also: Rating

CIMM DEFINITION: Percent of homes or viewers who tuned into a commercial out of the specified universe of homes or viewers whether their sets were in use at the time or not. Commercial ratings can be average minute or, with second-by-second Set-Top Box data, on an average second rating level.

2 : Commercial rating defines the average second audience for the specified commercial/advertisement. Rating is calculated as the total tuned seconds divided by the total possible tuned seconds for the content and time period specified. (Source: TRA)

NOTE - How granular does the Set-Top Box data need to be - One second? Five second? More? And then what about Latency which can make accurate measurement at the one second level difficult.

CRI abbr **Commercial Rating Index**

CIMM DEFINITION: Index of the Household Average Second Rating of the Ad to the Average Second Rating of the Program. (Source: TRA)

Commercial Retention

See also: Retention

CIMM DEFINITION: The ability of a commercial to hold on to its tuned audience through the length of the commercial.



2: The ability to recall the commercial after it is viewed for some amount of time after the fact.

NOTE – Kantar Media Audiences devised a seconds-based metric, Tuneaway, to capture the percent of seconds lost due to channel changing from the audience present the second prior to the commercial start time.

CTI abbr **Commercial Tuning Index**

See also: Commercial Viewership Index

CIMM DEFINITION: Referenced by Nielsen as ratio of commercial rating to program rating available at spot level.

2 : An index which compares the rating an ad to the rating of the entire program in which it appears. (Source: Kantar)

CVI *abbr* **Commercial Viewership Index**

CIMM DEFINITION: Represents spot retention relative to underlying program. Average spot rating % divided by average program rating% (including commercial seconds) expressed as an index. (Source: Kantar Media Audiences)

2: Ratio of commercial rating to program rating (indicating audience retention) available at spot level. Indicating how often they fast forward through or tuned away from advertising. (Source: TIVO)

CAAS *abbr* **Common Advanced Advertising System / Canoe Advanced Advertising System**

CIMM DEFINITION: Originally conceived as a system designed to provide a centralized platform for the planning, execution, billing, and measurement reporting of advanced advertising services. A core tenant of a CAAS is to implement standard interfaces to communicate advertising campaign delivery instructions as well as common metrics gathering and reporting interfaces across different operating entities. Canoe Ventures has implemented a CAAS, named the 'Canoe Advanced Advertising System / Canoe Advanced Advertising Platform,' which is a national platform stewarding advanced advertising services across MSOs. (Source: Definition currently under review by CableLabs)

2 : A new advertising system utilizing the standards in SCTE-130, CableLabs' EBIF, and Canoe's Advanced Advertising to deliver advanced and interactive advertising products on cable operators' linear television and On-Demand platforms. (Source: FourthWall Media)



Common Carrier

See also: Carrier, Heavy carrier, Light Carrier

CIMM DEFINITION: An organization that provides access to a communication media, such as a telephone system or the Internet but exercises no controls over the content of that media. (Source: Hitachi-id))

2 : A carrier that provides transmission service of content, data or other information to the general public in a regulated environment.

Note - This has important legal implications, since offensive or otherwise illegal material may be carried on any media. If an organization acts as a Common Carrier, then that organization can reasonably expect to have no liability for the contents of that media. Otherwise, an organization that exercises even a very few controls over the content of a medium, such as an Internet connection, does not qualify as a Common Carrier, and may be liable for everything on that medium. To avoid such liability problems, many organizations, especially including Internet Service Providers, elect to behave as Common Carriers. (Source: http://hitachi-id.com/concepts/common_carrier.html)

Communication Error

CIMM DEFINITION: The failure of a Web browser/Web server to successfully request/transfer a document. (Source: IAB)

Communications Relay Satellite

CIMM DEFINITION: A device such as a satellite that is used to rapidly transmit signal content and messages from one tributary to another by automatic, semiautomatic, or manual means, or by electrically connecting circuits (circuit switching) between two tributaries for direct transmission. (Source: Answers.com)

CAM *abbr* **Community Addressable Messaging**

CIMM DEFINITION: Customized advertising and other content messages delivered to various geographies.

NOTE - "Based on our understanding of what Canoe Ventures intended, the CAM definition is Targeted TV advertising that is delivered to the individual cable zone level (as cable zones in population are on average roughly the size of a large neighborhood or suburb, hence, a community)." (Source: Visible World).

Companion Ad Units

CIMM DEFINITION: In an ad unit group, the ad units to serve ads for when the master ad unit wins an impression. (Source: OpenX)



Companion Line Item

CIMM DEFINITION: A line item that delivers multiple related ads to a predefined ad unit group. (Source: OpenX)

CLEC abbr Competitive Local Exchange Carrier

See also: Local Exchange Carrier

CIMM DEFINITION: Any telecommunications or cable company offering competing services against an already established, incumbent telecommunications service in a market area.

2 : Any telecommunications or cable company offering competing voice services within an incumbent telephone company's service area. (Source: Nielsen)

Comp Index By UA

CIMM DEFINITION: The likelihood that the demographic target will be found on a particular site. For example, an index of 657 indicates the value is 557% more likely. (657 - 100 = 557% more likely). (Source: Nielsen)

Completion Rate

CIMM DEFINITION: The percentage of video ad impressions that are played to completion, meaning the viewer does not skip or leave the video. (Source: Hubspot)

Component Software

See also: App-Centric, Application Centric, Componentware CIMM DEFINITION: Software that is designed to work as a component of a larger application.

NOTE - A good analogy is the way personal computers are built up from a collection of standard components: memory chips, CPUs, buses, keyboards, mice, disk drives, monitors, etc. Because all of the interfaces between components are standardized, it is possible to mix components from different manufacturers in a single system. Similarly, the goal of component software is to standardize the interfaces between software components so that they too can work together seamlessly. (Source: Webopedia)

Component Video

See also: Separate Video (S Video), Composite Video CIMM DEFINITION: An analog signal that is split into two or more components resulting in higher quality. (Most common is three separate analog components.) Component video is unlike Separate Video which carries two separate signals or a



Composite Video which carries a lower quality single video signal. There is no audio in component video so it must be must be paired with audio cables.

Componentware

See also: App-Centric, Application Centric, Component Software CIMM DEFINITION: Another term for Component Software

Composite Video

See also: Separate Video (S Video), Component Video CIMM DEFINITION: An analog picture only signal.

Composition %

CIMM DEFINITION: The number of unique persons falling into a specific demographic target expressed as a percentage of the total number of persons visiting the site or using the application or viewing the network. For example, "45% of the persons that went to Website A during the month of December were women." (Source: Nielsen)

Compression

See also: Digital Compression, Data Compression CIMM DEFINITION: The process by which files of data or video content are compressed / reduced in size to facilitate fast transmission and requiring less storage space.

2 : The practice of packaging a digital file so that it uses less storage space. (Source: IAB)

Compression Algorithm

See also: Data Compression, Source Coding, Bit Rate Reduction, Lossless, Lossy CIMM DEFINITION: The mathematical formula that is used in compression and decompression of an electronic file whether data or video. (Source: Businessdictionary)

Computer Graphics

CIMM DEFINITION: (1) The branch of computer science concerned with methods of creating, modifying, or analyzing pictorial data. (2) The use of a computer in any discipline to create, modify, or analyze images. coordinates: A set of data values that determine the location of a point in a space. The number of coordinates corresponds to the dimensionality of the space. (Source: freeflyvr)



Computer Virus

CIMM DEFINITION: A computer program that is designed to replicate itself by copying itself into the other programs stored in a computer. It may be benign or have a negative effect, such as causing a program to operate incorrectly or corrupting a computer's memory. (Source: Thefreedictionary)

ComScore 250

CIMM DEFINITION: List of online properties that have been evaluated by ComScore, to be generally considered as reputable, high traffic online sites. (Source: Mediamath)

Concentrated Marketing

CIMM DEFINITION: Highly targeted marketing strategy when a product, good or service is developed and marketed for a very well defined market and specific segment of the consumer population.

Conditional Access

CIMM DEFINITION: When a subscriber gets a code (usually upon subscription) which can be used in other platforms like Sling, for example.

2: Conditional Access Technology embedded on the Set-Top Box and satellite receiver that enables the cable or satellite broadcaster to filter out content the subscriber has not paid for or provide them with movies or special programs they have purchased on a pay-per-use system. (Source: itvt.com/glossary)

Confirmation

CIMM DEFINITION: A statement (verbal or written) given to advertising agencies by a network, station, or rep firm when accepting an order for a commercial and/or media schedule. (Source: TVB)

Connected Cars

CIMM DEFINITION: Technologically advanced cars that are equipped with internet access and often with a wireless local area network enabling the car to share internet access with other devices both inside as well as outside the vehicle.

Connected Devices

CIMM DEFINITION: Devices that enable television viewing of content that is sourced through internet protocol (IP) rather than through cable or broadcast. Examples include: game consoles, internet-enabled dvd/blu ray players and computers attached to TVs. (Source: Nielsen)



Connected Home

CIMM DEFINITION: A home with a digital connection for at least one set or computer. In a larger sense it is a household that avails itself of a range of digital services and signals.

2 : Also used to refer to a home with broadband Internet connection. (Source: TIVO)

CTV abbr Connected TV

See also: Hybrid TV, Smart TV

CIMM DEFINITION: Broadband-enabled TV connected to the open internet either through the cable provider set top box, built-in technology or through a consumer electronic device like a streaming box or game console. (Source: IAB)

- 2 : A Smart TV set or set top box, sometimes referred to as Connected TV or Hybrid TV, is a television set or set-top box with integrated Internet connectivity and features that can receive video programming through an open IP method outside of the traditional cable QAM transport, and is an example of technological convergence between computers, televisions and set-top boxes. Some examples include Roku, Apple TV, Chromecast, Samsung SmartTV, etc. (Source: GABBCON, Global Audience Based Business Conference)
- 3 : A television set or set top box with integrated internet features. Convergence point between TV and digital video. (Source: MAGNA Global)
- 4 : Refers to a television set that is connected to the Internet via OTT devices, Blu-ray players and gaming consoles, or has built-in Internet capabilities (in other words, a so-called "Smart TV"). Connected TVs can generally access short- and long-form webbased content. (Source: Cynopsis)
- 5 : Refers to any TV that can be connected to the Internet and access content beyond what is available via the normal offering from a cable provider. (Source: Tubemogul)

Connectivity

CIMM DEFINITION: A generic term for connecting devices to each other in order to transfer data back and forth. It often refers to network connections, which embraces bridges, routers, switches and gateways as well as backbone networks. (Source: YourDictionary)

Consideration Cycle

CIMM DEFINITION: The period of time post-view of an ad that a customer considers the brand before making a purchase decision. (Source: Mediamath)



CPG *abbr* **Consumer Packaged Goods**

CIMM DEFINITION: A marketing term to refer to specific classifications or categories of consumer products that are used every day.

Contact Smart Cards

See also: Smart Cards, Contactless Smart Cards, Combination Smart Cards CIMM DEFINITION: A smart card that must be inserted into a smart card reader. These cards have a contact plate on the face which makes an electrical connector for reads and writes to and from the chip when inserted into the reader. (Source: IAB)

Contactless Smart Cards

See also: Smart Cards, Contact Smart Cards, Combination Smart Cards
CIMM DEFINITION: A type of smart card that has an antenna coil, as well as a chip
embedded within the card. The internal antenna allows for communication and power
with a receiving antenna at the transaction point to transfer information. Close proximity
is required for such transactions, which can decrease transaction time while increasing
convenience. (Source: IAB)

Container

See also: Bidding Container

CIMM DEFINITION: A tag within which other tags are contained. (Source: Mediamath)

NOTE - Containers are intended to make it easy to add a lot of tags to a website by injecting them into the browser through JavaScript or an invisible frame. Many companies offer more sophisticated versions of the tag container to address the growing complexity and operational challenges introduced by multiple third-party tags. (Source: Signal.co)

Content

CIMM DEFINITION: A generic term for a range of video, audio, graphic or other programming formats that is distributed for viewer or consumer consumption via a range of platforms whether television, computer, radio, etc.

Content & Section Sponsorship

See also: Branded Content, Spotlights, Advergaming, Sweepstakes, Sponsorships CIMM DEFINITION: A type of sponsorship. It is when an advertiser exclusively sponsors a particular section of the site or email (usually existing content) reskinned with the advertiser's branding. (Source: IAB)



CDN *abbr* **Content Delivery Networks** or **Content Distribution Network**

CIMM DEFINITION: An inter-relationed group of computers that function without a central server. This enables users to access data more efficiently and avoid bottlenecks. The data in a CDN can be anything from internet content, digital video, software, files, applications etc.

- 2: Networks of servers used to reduce transfer latency. (Source: Mediamath)
- 3 : A distributed system of computers that increases bandwidth for the client by providing copies of creative content (such as media files and metadata) at various points in a network. Creatives are typically hosted on a CDN. (Source: OpenX)
- 4 : A system of geographically dispersed servers used to provide web content to a browser or other client. Files are strategically pulled from a server on the network based on the location of the user, the requesting server, and the delivery server of the CDN to provide the best delivery performance. (Source: IAB)

Content Descriptors

See also: Content Signifiers

CIMM DEFINITION: Same term used for Content Signifiers.

Content Display Ad

CIMM DEFINITION: Non-video ad unit that runs in conjunction with On-Demand content; may include ability to click to video ad.

Content Gating

See also: Gating

CIMM DEFINITION: A common lead generation tactic, it is the practice of requiring some kind of sign up information on a webform for giving access to specific web content. Most common forms of content used for content gating strategies are viewable or downloadable contents like ebooks, whitepapers and webinars.

Content Integration

See also: Web Advertorial

CIMM DEFINITION: Advertising woven into editorial content or placed in a contextual

envelope. (Source: IAB)

CMS abbr Content Management System

CIMM DEFINITION: A software system that provides a range of services for content management. Content can range from documents, movies, text, pictures, data etc and



management services and procedures can include website authoring, administration, publishing, editing and content modification.

Content Obligations

CIMM DEFINITION: Any outstanding costs that a distributor or service is contractually obligated to pay to producers or licensors for content. (Source: Cynopsis)

Content Signifiers

See also: Content Descriptors

CIMM DEFINITION: Information included with ratings to advise parents regarding suitability of programming for children. Five Content Signifiers are used with TV ratings; ten Content Descriptors are used with MPAA ratings. Content Signifiers and Content Descriptors are distinguished from ratings in that the specific reason for the advisory is indicated, e.g. language, violence.

Content Stream

CIMM DEFINITION: Real-time aggregate feed of social sharing, news, and information populating users' social channels and platforms. Envision your Facebook or Twitter feed. (Source: Centro)

Content Targeting

CIMM DEFINITION: A targeting dimension that describes the context and layout that the ad space exists within. (Source: OpenX)

Content Time

See also: Clock Time

CIMM DEFINITION: Where clock drift may occur, measuring the content by actual time that the content aired.

Content Topic

CIMM DEFINITION: Describes the main subject of the online content surrounding the ad space, such as sports or automotive. (Source: OpenX)

Content Type

CIMM DEFINITION: Describes the main function of the online content surrounding the ad space for targeting capabilities. For example, blog or news. (Source: OpenX)



Contextual Ads

CIMM DEFINITION: Online ads that are matched to keywords extracted from content. Advertisers can leverage existing keyboard-based paid search campaigns and gain access to a larger audience. Existing contextual ad engines deliver text and image ads to non-search content pages. (Source: IAB)

2 : A form of targeted advertising for advertisements appearing on websites or other media, such as content displayed in mobile browsers. The advertisements themselves are selected and served by automated systems based on the identity of the user and the content displayed. (Source: Wikipedia)

Contextual Advertising

CIMM DEFINITION: An automated system identifies the content of the page, such as keywords, and delivers targeted image- or text-based advertising. (Source: Hubspot)

Contextual Search

See also: Search, Paid Listings, Paid Inclusion

CIMM DEFINITION: Text links appear in an article based on the context of the content, instead of a user-submitted keyword. Payment only occurs when the link is clicked.

(Source: IAB)

Contextual Targeting

CIMM DEFINITION: Targeting content that deals with specific topics, as determined by a contextual scanning technology. (Source: Mediamath)

2 : A form of targeted advertising for advertisements appearing on websites, mobile browsers or other ad supported devices. The advertisements themselves are selected and served by automated systems based on the identity of the user and the content displayed. (Source: Tubemogul)

Contiguous Tuning

CIMM DEFINITION: Tuning events that continue uninterrupted over a period of time.

2 : A term used to describe tuning events which continue uninterrupted across a period of time. (Source: Nielsen)

Continuity

CIMM DEFINITION: Scheduling advertising consistently over a period of time without interruption in order to build or maintain advertising awareness and recall. (Source: TVB)



Contribution of Channel / Daypart to Total Channel Viewing

CIMM DEFINITION: The percentage of total seconds of TV tuning to a specific channel within a sample accounted for by a specific daypart. (Source: TRA)

2: The percentage of viewing to a specific channel in a given daypart relative to the viewing reached for a whole day by the same channel. (Source: Kantar Media Audiences)

Contribution of Channel / Daypart to Total TV viewing

CIMM DEFINITION: The percentage of total seconds of TV tuning to all channels accounted for by a specific channel/daypart. (Source: TRA)

2: The percentage of viewing to a specific channel in a given daypart relative to the viewing reached for a whole day by all channels. (Source: Kantar Media Audiences)

CLEAR *abbr* **Control Links for Education and Advertising Responsibly**

CIMM DEFINITION: A set of technical guidelines developed by the Interactive Advertising Bureau (IAB) and the Network Advertising Initiative (NAI) to empower members of the online advertising community to communicate their presence and behavioral advertising targeting practices (if any) to consumers in a simple and direct manner. Derived from:

http://www.iab.com/media/file/CLEAR_Ad_Notice_Final_20100408.pdf (Source: IAB)

Controls

CIMM DEFINITION: Active elements of an ad that enable a user to control the advertising experience. Examples of common controls include the "Close X" button in an expandable ad or the Play/Pause/Mute buttons in a video player. (Source: IAB)

Convenient Sample

CIMM DEFINITION: The sample that a provider decides to give a processor that may not replicate the footprint, be a census or a universe. (Source: Kantar Media Audiences)

CI abbr **Converged Infrastructure**

See also: Hyperconvergence

CIMM DEFINITION: Operates by grouping multiple information technology (IT) components into a single, optimized computing package to minimize compatibility issues. Components of a converged infrastructure may include servers, storage systems, data storage devices, networking equipment and devices and software for IT infrastructure management, automation and orchestration.



Convergence

CIMM DEFINITION: The merging of multiple media forms (such as print, television, radio, the internet and portable, interactive technologies) through various digital media platforms for the purpose of delivering a dynamic experience. (Source: http://blog.distinctstudios.com)

Conversion

CIMM DEFINITION: A desired action attributed to the advertisement. (Source: IAB)

- 2 : May also be referenced as a sale or transaction. Defined as when a consumer of a product or service authorizes the application content owner to complete the transaction with the iTVHH. Example: "Send a free sample, Purchase Complete or Please Send More Information. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)
- 3: When a visitor completes a given action on a website. This action is designated by the advertiser and could be anything ranging from buying a product to signing up for a newsletter. Once they perform that action, they have 'converted'. (Source: Mediamath)
- 4 : The measure of the number of times that a tracker has been displayed that has been successfully linked to a previous creative impression or click, according to the tracker's rules. (Source: OpenX)

Conversion Marketing

See also: Cart Abandonment Marketing

CIMM DEFINITION: Similar term to Ecommerce remarketing services where attempts are made to re-contact visitors to a site in order to encourage them to a desired action like a purchase.

Conversion Pixel

CIMM DEFINITION: Captures conversion events and is the only way marketers can record view-through and post-click conversions. The conversion pixel is installed on the page where the marketing goal is achieved (e.g. successful purchase, form, landing page). (Source: Rubicon)

Conversion Rate

CIMM DEFINITION: The average number of conversions for an interactive session. Calculated by dividing the Total Conversions by the Gross Screen View. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

2: The percentage of visitors to a website who sign up for advertised offers or buy advertised products. Proven high conversion ratios (via web analytics) add value to a website's inventory. (Source: OpenX)



Conversions Funnel

See also: The Funnel

CIMM DEFINITION : Same as Registration Funnel

Conversion Tag

CIMM DEFINITION: A small piece of code that tracks how users respond to the ads that serve for the orders they are associated with. (Source: OpenX)

Conversion Window

CIMM DEFINITION: The defined amount of time following the view or click of an ad for which a conversion can be attributed. (Source: OpenX)

Converter Box

See also: Digital Converter Box, Converter Device

CIMM DEFINITION: Device that is attached between the television set and the cable system that can increase the number of channels available on the TV, enabling it to accommodate the multiplicity of channels offered by cable TV. (Source: CableLabs)

Converter

See also: Set-Top Box, Converter Box, Digital Converter Box

CIMM DEFINITION: A hardware device that converts one type of media to another.

(Source: PCMag)

Cookie

See also: Session Cookie

CIMM DEFINITION: A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions. (Source: IAB)

- 2 : A piece of data that is sent from a website and stored in a user's browser that tracks browsing behavior and stores information, such as user information for login forms. This is how publishers collect information on visitors to sell advertising. Cookies do not work on mobile devices, which limits a seller's ability to fully understand users' behaviors. (Source: Hubspot)
- 3 : A portion of text that a server sends to a browser's cookie file that is then returned to the server each subsequent time a user accesses the particular site. Advertisers utilize cookies to monitor the rate at which brand messages appear before consumers. (Source: Mediamath)



4 : Small text files sent from a web server to a browser, then returned by the browser each time it logs on to that server. Advertisers use cookies to monitor the number of ads that have been shown to a visitor, while they are used by websites to gauge numbers of unique visitors. (Source: OpenX)

Cookie Buster

CIMM DEFINITION : Software that blocks the placement of cookies on a user's

browser. (Source: IAB)

Cookie-less

CIMM DEFINITION: Whether a platform, domain, tracking, retargeting, etc, the use of identification technologies that do not use HTTP cookies.

Cookie Match

See also: Cookie Sync

CIMM DEFINITION: Another term for Cookie Sync.

Cookie Sync

See also: Cookie Match

CIMM DEFINITION: Data appending done to link one company's user identifier (such as a cookie ID) to another company's user identifier so ad networks and exchanges can merge user information for a single person. (Source: Hubspot)

CoOp Advertising

CIMM DEFINITION: TV advertising paid for jointly by a manufacturer and retailer.

(Source: TVB)

UTC abbr Coordinated Universal Time

See also: Universal Time Code (with same abbreviation)

CIMM DEFINITION: An international time measurement system based on the atomic second but corrected periodically to keep in approximate sync with the earth's rotation. Previously referred to as Greenwich Mean Time (GMT), UTC represents standard time at the prime meridian and does not include any daylight savings adjustment. (Source: Nielsen)

2 : Related term: GMT. Some STBs log events based on GMT. As a result, local time needs to be derived from zip code or time zone. (Source: TIVO)



Cord Cutting

See also: Cord Shaving

CIMM DEFINITION: The process of cutting, forgoing or canceling certain often more expensive cable television subscriptions or landline telephone connection in favor of a lower cost option whether a lower tiered TV channel subscription, over-the-air (OT) free broadcast through antenna, over-the-top (OTT) broadcast over the Internet or an alternative internet-based option or wireless service.

Cord Shaving

See also: Cord Shaving.

CIMM DEFINITION: Similar to Cord Cutting. Another form of cost saving by cable services subscribers whereby consumers migrate to lower cost options by either canceling certain subscriptions or services or migrating to a lower cost tier option.

Core TV

CIMM DEFINITION: TV that is delivered through traditional methods whether linear, VOD and/or time shifted.

CIP *abbr* **Corporate Initiatives Partner**

CIMM DEFINITION: A partnership developed by CTAM to help facilitate advancements and initiatives that grow media businesses. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Co-Pricing

See also: Pay What You Want

CIMM DEFINITION: Also known as Pay What You Want, a form of pricing strategy where buyers decide what price they want to pay for a given piece of content, usually online.

Copyleft

See also: BSD Licenses

CIMM DEFINITION: The practice of offering people the right to freely distribute copies and modified versions of a work with the stipulation that the same rights be preserved in derivative works down the line. A form of licensing. (Source: Wikipedia)

Corporate / Financial Buyer

CIMM DEFINITION: Buyer that is looking for a financial investment in a company, is more concerned with a return on equity and investment. (Source: StateoftheMedia.org)



Cost

CIMM DEFINITION: In the context of advertising, the amount paid for a spot or full advertising campaign.

2 : For the chosen report group criteria this value shows the amount paid for the advertisements in dollars. The total cost of the advertising campaign and the breakdown airing by airing. (Source: TRA)

Cost Efficiency

CIMM DEFINITION: The cost of reaching a unit of your target audience i.e. measures the relationship between the audience reached and the cost of using the medium. (Source: Nielsen)

Cost Per Acquisition

See also: Cost Per Action

CIMM DEFINITION: An online advertising pricing model in which the advertiser pays for each specific action linked to a brand message. (Source: Mediamath)

CPA abbr Cost Per Action

CIMM DEFINITION: Cost of advertising based on a visitor taking some specifically defined action in response to an ad. "Actions" include such things as a sales transaction, a customer acquisition, or a click. (Source: IAB)

- 2 : Average cost of a user converting during a campaign. (Source: Hubspot)
- 3 : A pricing method which calculates cost based on the number of times a user takes action based on an ad (conversions). (Source: OpenX)
- 4 : An online advertising pricing model in which an advertiser pays for each specified action for instance, an impression, a sale, or a click. (Source: Cynopsis)
- 5: The amount of advertising dollars an advertiser spends for a visitor to take some specifically defined action in response to an ad. Examples of "Actions" related to app marketing are installs, registration, reactivation, completing a purchase etc. (Source: IAB Mobile App Marketing Glossary Working Group)

CPCV *abbr* **Cost Per Completed View**

CIMM DEFINITION: The amount of advertising dollars an advertiser spends for every video ad which runs through to completion. Equals the Total Cost/ (divided by) Completed Views. (Source: IAB Mobile App Marketing Glossary Working Group)



CPC abbr **Cost Per Customer**

CIMM DEFINITION: The cost an advertiser pays to acquire a customer. (Source: IAB)

CPC abbr **Cost Per Click**

CIMM DEFINITION: The cost of advertising based on the number of clicks received. (Source: IAB)

- 2 : Average cost of user click-through. Divide the total cost of clicks by the total number of clicks. (Source: Hubspot)
- 3 : An online advertising pricing model where advertisers pay for every instance that their ad is clicked. (Source: Mediamath)
- 4 : A pricing method which calculates cost based on the number of times a user clicks on an ad. (Source: OpenX)
- 5: The price paid by an advertiser to a publisher for a single click on the ad that brings the consumer to its intended destination. (Source: Tubemogul)

CPE abbr Cost Per Completed View

CIMM DEFINITION: The price paid by an advertiser to the publisher once a video has been viewed through completion. (Source: Tubemogul)

CPD abbr Cost Per Day

CIMM DEFINITION: A time-based pricing method in which an advertiser buys ad impressions on a "time" basis. It refers to the amount an advertiser is willing to pay, per day, to have their ad on a specific site. (Source: Next.Srds.com)

2 : a payment model where advertisers pay on a daily basis for their ads to be displayed on a particular website. (Source: OpenX)

CPEM *abbr* **Cost Per Effective Impression**

See also: Effective CPM

CIMM DEFINITION: A methodology to measure the true effectiveness and value of the impressions in addition to the CPM cost. It is calculated by dividing the effective CPM by the rate of correct audience times rate of correct frequency times rate of impact. (Source: www.mediapost.com)

Cost Per Engaged Visit

CIMM DEFINITION: Cost per 'engaged visit' whereby the definition of 'engaged' is generally specified by the client. (Source: Mediamath)





CPE *abbr* **Cost Per Engagement**

CIMM DEFINITION: With the CPE bidding strategy, impressions are free and advertisers only pay when users actively engage with ads (ie: click, watch, roll-over, etc.). (Source: Tubemogul)

CPFT *abbr* **Cost per First Transaction**

CIMM DEFINITION: The amount of advertising dollars an advertiser spends to generate the first transaction (first transaction is defined as a singular transaction after an install or after a specified period of inactivity). Equals the Total amount of advertising dollar spent / (divided by) total number of first transactions. (Source: IAB Mobile App Marketing Glossary Working Group)

CPI abbr Cost Per Install

CIMM DEFINITION: The amount of advertising dollars an advertiser spends to generate each app install. Equals the Total advertising dollars spent/ (divided by) total number of app installs. (Source: IAB Mobile App Marketing Glossary Working Group)

2 : An advertising method that only charges advertisers each time their app is downloaded. (Source: Tubemogul)

CPL abbr Cost Per Lead

CIMM DEFINITION: The cost of advertising based on the number of database files (leads) received. (Source: IAB)

- 2 : The cost per user becoming a lead, for example filling out registration information. (Source: Mediamath)
- 3: A payment model determined by the number of website visitors who clicked on a particular ad. Prices range, on average, from \$1-\$10. AKA "pay per lead (PPL)" or "cost per inquiry (CPI)." (Source: OpenX)

Cost Per Mille

CIMM DEFINITION: Same as CPM, The cost per thousand impressions.

- 2 : A pricing method which calculates cost based on the number of impressions (per 1000). (Source: OpenX)
- 3 : A measurement metric referring to the cost of an ad reaching 1,000 members of its audience. Digital display ads are generally sold under a CPM system. (Source: Cynopsis)



CPO abbr Cost Per Order

See also: Cost Per Transaction

CIMM DEFINITION: The cost of advertising based on the number of orders received.

(Source: IAB)

2 : Cost per order placed (usually on the site or on the phone) (Source: Mediamath)

Cost Per Quote

CIMM DEFINITION: Generally, an insurance industry term - this is the cost of requesting a quote. (Source: Mediamath)

CPP *abbr* **Cost Per Rating Point**

CIMM DEFINITION: Used by most media planners in developing and allocating market budgets and setting rating point goals. It is defined as the cost of reaching one percent of the target audience within a specified geographic area. (Source: TVB)

CPS abbr Cost Per Sale

CIMM DEFINITION: The advertiser's cost to generate one sales transaction. If this is being used in conjunction with a media buy, a cookie can be offered on the content site and read on the advertiser's site after the successful completion of an online sale. (Source: IAB)

CPTM *abbr* **Cost per Targeted Thousand Impressions**

CIMM DEFINITION: The cost of reaching a specific audience as defined by particular demographics or other specific characteristics, such as male golfers age 18-25. (Source: IAB)

Note - The difference between CPM and CPTM is that CPM is for gross impressions, while CPTM is for targeted impressions. (Source: IAB)

CPT abbr **Cost per TARP**

CIMM DEFINITION: The cost of reaching each audience rating point. The formula is Advertising cost / Average Rating (%).(Source: Nielsen)

CPM abbr Cost Per Thousand

CIMM DEFINITION: The cost of reaching 1000 households or viewers of a particular program, video or other media content.



- 2: Cost per thousand impressions against total homes or target group of the advertisement based on the amount paid for the advertisement airing or group of airings (e.g. network of daypart etc) or advertising campaign. (Source: TRA)
- 3 : The price of 1,000 ad impressions on a web page. (Source: Hubspot)
- 4: The cost of reaching 1,000 homes or individuals with a specific advertising message. CPM is a standard advertising measure to compare the relative cost efficiency of different programs, stations, or media. (Source: TVB)
- 5 : The cost of reaching every 1,000 units of audience. The formula is Advertising cost / Average Audience (000'). (Source: Nielsen)

CPT *abbr* **Cost Per Transaction**

CIMM DEFINITION: The same as metric as Cost Per Order. (Source: IAB)

CPV abbr Cost Per View

CIMM DEFINITION: A bidding method where you pay for each time your video is played. (Source: Tubemogul)

Cost Per Unique Visitor

CIMM DEFINITION: Total cost of the placement or application, divided by the number of unique visitors. (Source: Mediamath)

Count Audit

See also: Activity Audit

CIMM DEFINITION: Older term for an activity audit. (Source: IAB)

Counter Server

CIMM DEFINITION: Controls the spend count across all bidders to control strategy pacing. (Source: Mediamath)

ccTLD abbr country code TLD

See also: generic TLD, Top Level Domain

CIMM DEFINITION: A unique two letter top level domain that is assigned or used for a country or territory. Examples include: .uk for England and .jp for Japan.



Coupons

See also: Samples

CIMM DEFINITION: Clickable overlays or enhancements that directly incite viewers during or after a video ad to request products, get more information, or receive a discount, for example.

Coverage

CIMM DEFINITION: A general term that refers to the number or percentage of possible viewing venues such as homes or Set-Top Boxes or viewers that an entity can possibly reach whether it is a processor, measurement, network, program or other type of content.

- 2 : The number or percentage of TV households that could receive a program. Coverage reflects the ability to view, not actual viewing. (Source: Nielsen)
- 3 : The percentage of homes or persons receiving a particular broadcast signal within a specific geographic area. (Source: TVB)
- **4**: The reach percentage of website visitors or target audience members that exhibit a given behavior. (Source: Nielsen)

Coverage Area

See also: Footprints

CIMM DEFINITION: The total number of homes or Set-Top Boxes that receive a signal and subscribe to services in a providers' universe.

- 2 : Same as Footprint, according to Rentrak.
- 3: This is the geographic area claimed by e.g. a given Television or Radio station, to be capable of receiving adequate reception. (Source: Nielsen)
- 4: The extent of the geographical reach for a media company often reported as a percentage of homes or persons who have the ability to receive a particular signal within a specific geographic area.
- 5: The geographical area in which a wireless network company offers cellular service for their own mobile phone subscribers. Also called a service area. (Source: Webopedia)
- NOTE Definitions for Census vs. Footprint vs. Universe vs. Coverage Area vs. Population sometimes overlap as do Reach and Deployment Reach.



Coverage Area Rating

See also: Rating

CIMM DEFINITION: The percentage of homes or Set-Top Boxes viewing content out of the subscriber base footprint of the homes, Set-Top Boxes or provider. Can vary depending on availability of channels due to tiering packages.

Coverage %

CIMM DEFINITION: The percentage of unique persons falling within a specific demographic target that visited a particular Website or used a particular application. For example, "12% of all 18-24 year olds visited Website A during the month of December." (Source: Nielsen)

Coverage Universes

See also: Coverage

CIMM DEFINITION: The specific household, Set-Top Box or demographic population that can possibly be reached by a piece of content, time period, network, provider or measurement service. Expressed as a percentage or in thousands.

2 : A count of the number of subscribers who have access to a given channel. (Source: Kantar Media Audiences)

NOTE - Definitions for Census vs. Footprint vs. Universe vs. Coverage Area vs. Population sometimes overlap.

CPU Spike

CIMM DEFINITION: A brief increase in central processing power, sustained for no more than a few seconds, experienced while "heavy" content is loaded/executed. (Source: IAB)

CPU Usage %

CIMM DEFINITION: A guideline for the amount of central processing power used to display advertising content compared to what's available on an individual's computer. CPU usage percentage can be measured directly, during the execution of an online ad. In addition to file size, the complexity of drawings, gradients, slow moving animations and detailed moving elements can affect the number of calculations the CPU must make for each frame. (Source: IAB)

Cracker

See also: White Hat Hacker, Black Hat Hacker, Dark Side Hacker CIMM DEFINITION: Another term for a Black Hat Hacker.



Crawler

CIMM DEFINITION: A software program which visits Web pages to build indexes for search engines. See also spider, bot, and intelligent agent. Crowdsourcing- Taking a task that would conventionally be performed by a contractor or employee and turning it over to a typically large, undefined group of people via an open call for responses. (Source: IAB)

Creative

CIMM DEFINITION: Content in any form whether for programming or advertising.

- 2 : The media asset associated with an ad, such as an image or video file. (Source: OpenX)
- 3 : An advertising unit created by an ad designer, in accordance with publisher specifications and guidelines, for the purpose of communicating a marketing message to that publisher's audience. One creative may consist of multiple files in various formats, such as standard images, animation, video, execution files (.html, .js, etc.) and other files that work together for an interactive experience. (Source: IAB)

Creative Click Targeting

CIMM DEFINITION: Adding a pixel to a creative to be able to target based on when a user clicks an ad. (Source: Mediamath)

Creative Comparative Index

CIMM DEFINITION: Analysis of how well one creative is engaging audiences versus another based on tune-in within a target segment. (Source: Visible World)

Creative Dimensions

CIMM DEFINITION: Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 300×250 is 300 pixels wide by 250 pixels high). (Source: IAB)

Creative Retargeting

CIMM DEFINITION: A method that enables advertisers to show an ad specifically, to visitors that previously were exposed to or interacted with the advertisers creative. (Source: Mediamath)



Creative Template

CIMM DEFINITION: Enables the creation of custom code for non-standard ad formats that can be reused to speed up the process of creating multiple similar ads. (Source: OpenX)

Creative Versioning

See also: Versioning

CIMM DEFINITION: A form of addressable advertising that serves several different ad creative versions from a single advertiser for a specific spot time on a national basis rather than serving multiple advertisers' ad for that exact spot time.

Creative View Targeting

CIMM DEFINITION: Adding a pixel to a creative to be able to target based on when a user views an ad. (Source: Mediamath)

Credit

CIMM DEFINITION: A cash deduction for the loss of advertising time when a commercial is not aired or is improperly scheduled. (Source: TVB)

Cross Channel

CIMM DEFINITION: Technology or media that applies across multiple formats and across multiple devices. This is different from "cross-device", which implies only multi-device application rather than multiple formats within devices. (Source: Tubemogul)

Cross Channel Marketing

CIMM DEFINITION: The use of one or more marketing channels (such as direct mail or internet) to support or promote other channels (such as retailing).

2 : The experience you create for each individual customer as they journey through life and across devices. (Source: Centro)

Cross Device

CIMM DEFINITION: Refers to connecting digital devices with one another. Cross device involves linking a single user's desktop PC, mobile device, and tablet. Does not refer to links that occur outside the digital environment. (Source: MAGNA Global)

Cross-Device Tracking

CIMM DEFINITION: Platforms and publishers attempt to track individual users across every device -- mobile, tablet, desktop, and apps. The data is used to better understand



users' behaviors online and target or retarget individuals with relevant advertising. (Source: Hubspot)

2 : Refers to serving the same consumer targeted ads across more than one device. Effective cross-device targeting enables advertisers to reach audiences repetitively, regardless of which devices they're using. (Source: Cynopsis)

Cross-KPI

See also: KPI

CIMM DEFINITION: Performance indicators that can be used to ascertain performance, progress and success across more than one media platform.

Cross-Ownership Rule

CIMM DEFINITION: A rule that restricts companies from owning properties across media in the same market. It disallows the ownership of a television station and daily newspaper in all but the 20 largest media markets. (Source: StateoftheMedia.org)

Cross Platform

CIMM DEFINITION: In measurement it is the ability to garner user, consumer or viewer information from several different advertising or media platforms for a campaign.

- 2 : In computing is it a software, application or hardware that can work on various systems such as Macintosh and Windows.
- 3: In marketing it is using several forms of media to advertise a brand or product.
- 4: In gaming it is a game that can be used on several different gaming consoles.
- 5: "Specific to media measurement, the term seems to address the ability to measure how unique viewers consume content across multiple viewing mediums, following the user, not the content." (Source: Rentrak)
- 6: "In a digital cable context, it may be software that can execute on disparate cable systems, particularly Motorola and Cisco. EBIF applications are cross-platform, in this sense." (Source: FourthWall Media)

NOTE – Set-Top Box Data provides the potential for Cross Platform measurement within bundled homes.

Cross Platform Homes

CIMM DEFINITION: A subsample of the U.S. National People Meter homes with dual measurement for TV and Internet Meters. (Source: Nielsen)



Cross-Platform Targeting

CIMM DEFINITION: Identifying and matching audiences across devices (desktop, tablet, smartphone, TV, OOH, etc.) (Source: MAGNA Global)

Cross Screen

CIMM DEFINITION: Refers to connecting all screens that belong to a single user. This includes both digital devices, and television screens. Cross- Device is a subset of Cross Screen. (Source: MAGNA Global)

Crowd Financing

See also: Crowd funding, Equity Crowd funding, Hyper Funding CIMM DEFINITION: An internet driven method of funding projects, efforts, ideas, campaigns and / or businesses, relying on many small contributions or investments that collectively add up to a projected total monetary amount needed.

Crowd funding

See also: Crowd Financing, Equity Crowd funding, Hyper Funding CIMM DEFINITION: Another term for crowd financing, it is the collective effort of many small contributors or investors who send in money for a particular project, business, campaign, effort or idea, for example, usually via the internet that help the requesting group meet their monetary goal.

NOTE - The general intent of contributing via crowd funding is a as donation rather than as receiving an equity stake.

Crowdsourcing

CIMM DEFINITION: A process that involves outsourcing tasks to a distributed group of people. This process can occur both online and offline, and the difference between crowdsourcing and ordinary outsourcing is that a task or problem is outsourced to an undefined public rather than a specific body, such as paid employees. (Source: Wikipedia)

Cryptocurrency

See also: Bitcoin

CIMM DEFINITION: A digital or virtual currency that uses cryptography to secure transactions, regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank.



Cryptography

CIMM DEFINITION: The art or science of writing codes and decoding messages so as to keep these messages secure.

NOTE - Coding encryption takes place using a key that ideally is known only by the sender and intended recipient of the message. (Source: Wikipedia)

Cue Conflict

CIMM DEFINITION: A theory to explain the kind of motion sickness caused when the body tries to interpret conflicting clues being received by the senses. Frequent causes are faulty calibration of eye devices or delay between the sensory inputs and output display. (Source: freeflyvr)

Cue Tone (Spot)

CIMM DEFINITION: A signal from an operator that often indicates a program change that is used to prompt an action such as to load a certain commercial. Cue tones used locally to overlay a local commercial over a national spot via local ad insertions.

NOTE - Cue tones often work on MSOs proprietary systems for ad insertions. Standardization needed for measurement?

NOTE – It is being standardized by SCTE for digital content transmission. Some commercially available systems can "mark" and process content with these standardized cue tones. (Source: FourthWall Media)

Cume %

See also: Reach

CIMM DEFINITION: The unduplicated number (in thousands) of Set-Top Boxes or households or individuals exposed at least once to a channel, program or commercial in the specified time frame expressed as a percentage. (Source: Kantar Media Audiences and TRA)

2 : See Total Item Reach % below. Reach can be calculated for a spot, program, episode, network, genre, or brand. (Source: TIVO)

Cume (in thousands)

See also: Reach

CIMM DEFINITION: The total accumulated number of Set-Top Boxes, households or individuals exposed at least once to a channel program or spot in the specified time frame expressed as a percentage of the designated universe. (Source: Kantar Media Audiences)



2: The number of unique projected In-Tab households who saw a given program, ad, half hour, etc., A household is counted as "having seen" if it was tuned to any second of the commercial (commercial cume / reach), or if it was tuned to at least six minutes of the program (program cume / reach). etc., (Source: TRA)

CUME *abbr* **Cumulative Audience**

CIMM DEFINITION: It is the total non-duplicated audience for one or a series of telecasts, programs, messages, or time periods. It is expressed as a percentage of a given universe. A household or person is counted once no matter how many times the telecast has been viewed. This also is known as reach, net unduplicated audience, or net reach. (Source: TVB)

2 : Also known as 'reach', and relates to the total number of different people within the selected demographic who tuned into the selected time period for 8 minutes or more (i.e. reached at least once by a specific schedule or advertisement). It is usually represented in thousands, but can be transferred into a percentage of the potential audience. (Source: Nielsen)

Cumulative Loyalty

CIMM DEFINITION: Average minutes viewed divided by the total duration of the daypart, program or spot. (Source: Kantar Media Audiences)

Cumulative Reach (in thousands)

See: Cume (in thousands).

CIMM DEFINITION: The total accumulated number of Set-Top Boxes or households exposed at least once to a channel, program or spot in the specified time frame.

(Source: Kantar Media Audiences)

Curation

See also: Hyper Curation

CIMM DEFINITION: The careful selection of content based on type, interest, target consumer, behavioral or special interest, for example, on a network, website or other content driven entity.

Currency

See also: Social Currency

CIMM DEFINITION: In media, the entirety of the value to an object, action or person.



Current Digital Media Universe

CIMM DEFINITION: People who are 2+ and had access to (but did not necessarily use) an internet-enabled computer within the time period. (Source: Nielsen)

Cursor

CIMM DEFINITION: The graphical representation of a "pointer" on a user screen, controlled by the user's interaction with controlling devices such as a mouse, mouse pad, stylus or other input hardware. (Source: IAB)

Custom Encryption

See also: Encryption

CIMM DEFINITION: Using a customized code or algorithm, rather than a packaged encryption program, that is intended to be used for a specific business or purpose.

Customer Additions

See also: Churn

CIMM DEFINITION: Among the ebb and flow of subscriber customers (also known as Churn), customer additions are the adding of customers to a service provider's universe.

CRM *abbr* **Customer Relationship Management**

CIMM DEFINITION: Business practices that foster customer care, loyalty, and/or customer support. (Source; IAB)

2 : A system for managing a company's interactions with current and future customers. (Source: MAGNA Global)

Customized Advertising

See also: Advanced Advertising

CIMM DEFINITION: The ability to efficiently and automatically customize video in real or near-real-time so that the ads can be made more relevant to each of the targeted segment(s) of viewers. (Source: Visible World)

NOTE - Just as on the Internet, efficient customization has become a critical component of dynamic web-pages, online video and TV ads can leverage efficient video customization to enhance message relevance. (Source: Visible World)

Custom Rollup

CIMM DEFINITION: A Client-specified aggregation of pages and applications. These do not have any set branding rules. Some Clients choose to build a Custom



Rollup that can better reflect their total audience than our hierarchy. (Source: Nielsen)

Custom Targeting

CIMM DEFINITION: A targeting dimension that describes custom key-value pairs that a publisher defines based on what they know about their visitors. (Source: OpenX)

Custom Versioning

CIMM DEFINITION: A form of ad addressability where different messages for different segments of households or viewers are customized for segmentation purposes to increase viewer relevance and campaign ROI. For example, customizing featured offers based on the targeted segment.

Cyberattack

CIMM DEFINITION: A nefarious, illegal, deliberate exploitation of computer systems, information systems, infrastructures, computer networks, personal computer devices, technology-dependent enterprises and networks using malicious code to alter computer code, logic or data. This results in disruptive and/or disabling consequences that can compromise data and lead to cybercrimes, such as information and identity theft

Cyber Café

CIMM DEFINITION: A public venue like a bar or cafe which contains computers with access to the Internet. (Source: IAB)

Cyberchondria

CIMM DEFINITION: Refers to the unfounded escalation of concerns about common symptoms or perceived illnesses based on a review of search results and content online. For example, searching the internet for a cough that leads to a concern about having tuberculosis.

Cyberconversation

CIMM DEFINITION: A back and forth exchange on the internet, often via a social network in real-time.

Cyber Criminals

CIMM DEFINITION: An individual who makes illegal use of a computer, either as a tool or as a target or both, to perpetuate crime such as phishing for personal information and identity theft, for example.



Cyberespionage

CIMM DEFINITION: The often illegal act of using computer networks to access and obtain secrets, personal data, proprietary or other confidential information without the permission of the owner, whether an individual, company or government.

Cyber Player

CIMM DEFINITION: A shy or introverted person who, when using the relatively anonymous internet or wireless mode of communication, becomes much more extroverted.

Cybersecurity

CIMM DEFINITION: The body of technologies, processes, practices and other measures taken to protect networks, computers, programs and date from attack, damage, unauthorized use and access by criminals.

Cyberspace

See also: Virtual Reality

CIMM DEFINITION: A computer synthesized reality. Often a computer synthesized 3-D

space. (Source: freeflyvr)

Cyberspying

CIMM DEFINITION : A similar term for cyberespionage.

Cyberwarfare

CIMM DEFINITION: A conflict resulting from internet-based actions by a nation-state that involves politically motivated attacks on another nation's information, computers and information systems for the purposes of causing damage or disruption.

Cyborg

CIMM DEFINITION: Short for "cybernetic organism" a person whose body contains mechanical, electronic or robotic devices that aid in the body's functioning.

- 2 : Also known as a Bionic Human.
- 3 : A robotic humanoid modeled directly from digital readings of a real human and transformed into a photo realistic, animated character produced via illusionary metamorphosis. (Source: freeflyvr)





DAU abbr **Daily Active Users**

CIMM DEFINITION: Total number of unique users launching an app in one day. (Start day and end day timeframe may be defined by the advertiser partner). (Source: IAB Mobile App Marketing Glossary Working Group)

Daisy Chain

See also: Waterfall

CIMM DEFINITION: The linking of ad networks in order to ensure that an ad will be served in order to optimize revenues. For example, a flat CPM will be assigned to each network and the network with the higher agreed-upon CPM will be first in the daisy chain. If, for some reason, the network can't deliver an ad above or equal to that flat price, it passes the ad request back. The ad request is then redirected to the second network in the chain. (Source: Next.Srds.com)

2: When a network sells to another network or a wiring scheme in which multiple devices are wired together in sequence or in a ring. (Source: Mediamath)

NOTE - Traditionally, daisy chains are used for remnant inventory.

Dark Pool

CIMM DEFINITION: A private financial exchange or forum known for their lack of transparency that often use bots to execute trades in milliseconds ahead of human traders.

NOTE – Flash trades (financial trades that use superfast computers that beat out other trades because of their speed) often, but not always, operate out of a dark pool.

Dark Side Hacker

See also: White Hat Hacker, Black Hat Hacker, Cracker CIMM DEFINITION: Another term for a Black Hat Hacker.

Dashboard

CIMM DEFINITION: A user interface that facilitates the organization, access, processing, analysis, presentation and visualization of data in a readable and understandable output.



Data About Data

See also: Ad-ID, Digital Watermarking, Metadata, Program Code, Program IDs, Watermark

CIMM DEFINITION: In television, usually refers to program genre, source of origination, original versus repeat etc., (Source: Rentrak)

Data Aggregation

CIMM DEFINITION: A type of data and information mining process where data is searched, gathered and presented in a report-based, summarized format to achieve specific business objectives or processes and/or conduct human analysis. Data aggregation may be performed manually or through specialized software. (Source: Techopedia)

Data Aggregator

CIMM DEFINITION: A company or organization that collects and compiles data from various sources, often offering results or access for resale. There are three primary types of data aggregators: Offline Data Aggregators, Online Data Aggregators, Personal Data Aggregators. (Source: Mediamath)

DAAS abbr Data As A Service

CIMM DEFINITION: A service provider that enables data access on demand to users regardless of their geographic location. Similar to Software as a Service (SaaS) in that the information is stored in the cloud and is accessible by a wide range of systems and devices. (Source: Techopedia)

DBA abbr **Database Administration**

CIMM DEFINITION: Refers to the full set of activities performed by a database administrator to ensure that a database is always available as needed. Other closely related tasks and roles are database security, database monitoring and troubleshooting, and planning for future growth. (Source: Techopedia)

DBMS *abbr* **Database Management System**

CIMM DEFINITION: A collection of programs that enables the ability to store, modify, and extract information from a database. (Source: Webopedia)

NOTE - There are many different types of database management systems, ranging from small systems that run on personal computers to huge systems that run on mainframes. (Source: Webopedia)



Database Software

CIMM DEFINITION: Any software that is designed for creating databases and managing the information stored in them. Sometimes referred to as database management systems (DBMS), database software tools are primarily used for storing, modifying, extracting, and searching for information within a database. (Source: Webopedia)

Data Bus

See also: Bus, Internal Bus, Address Bus, Expansion Bus CIMM DEFINITION: One part of a bus, which is a collection of wires, that transfers the data from the source to the destination.

Datacasting

CIMM DEFINITION: The broadcast of information and other services using a digital television channel. Broadcasters can offer additional related information while a program is being viewed. (Source: TVB)

Data Center

See also: Traditional Data Center

CIMM DEFINITION: A large group of networked computer servers in a centralized location, typically used by organizations for the remote storage, management, processing, or dissemination of large amounts of data and information. Can be physical or virtual infrastructures.

Data Cleansing

See also: Harmonize the Data, Normalize the Data, Scrubbing the Data CIMM DEFINITION: It is the process of detecting, correcting and possibly deleting corrupt, incomplete, incorrect or inaccurate records from a dataset.

Data Collection

CIMM DEFINITION: The process and action of collecting data from the Set-Top Box. Varies by system. Some pull data on a second-by-second basis; others during an interval of time (such as quarter hour intervals) and others pull at activity points like channel change.

NOTE – "While switched digital video and people meters provide access to some data (e.g., channel change) continuously, or at frequent intervals, some data exists only in the Set-Top Box (e.g., keystream, interactive, explicit interest), and bandwidth limitations of the back channel (a.k.a. out-of-band return path) severely restrict when and how frequently this data may be pulled from STBs. Common practice is to schedule overnight transmission of such data, when viewership is low and available backchannel



bandwidth increases. This is especially important for census data." (Source: FourthWall Media)

Data Collection Pixel

CIMM DEFINITION: A pieces of software often embedded in an image that enables data collection companies to anonymously identify and classify web page visitors into various categories.

Data Compression

See also: Digital Compression, Compression, Source Coding, Bit Rate Reduction CIMM DEFINITION: Encoding information or data using fewer bits than the original representation. This speeds up transmission and reduces storage.

Data Connectivity

CIMM DEFINITION: Similar to connectivity, the process that creates the ability to connect devices for the purposes of transferring data back and forth.

Data Dimensions

See also: Multi-Dimensional Analysis

CIMM DEFINITION: In data warehousing, within a data set, it is a collection of data attributes that have been physically referenced in multiple database tables using the same key value to refer to the same structure, attributes, domain values, definitions and concepts.

NOTE – A data set consisting of the number of wins for a single football team at each of several years is a single-dimensional (in this case, longitudinal) data set. A data set consisting of the number of wins for several teams in a single year is also a single-dimensional (in this case, cross-sectional) data set. A data set consisting of the number of wins for several teams over several years is a two-dimensional data set. Two-dimensional data sets are also called panel data. While, strictly speaking, two- and higher- dimensional data sets are "multi-dimensional," the term "multidimensional" tends to be applied only to data sets with three or more dimensions. (Source: Wikipedia)

DDDM abbr **Data Driven Decision Marketing**

CIMM DEFINITION: The marketing insights and strategic business decisions that are based on the analysis and interpretation of data with the goal to improve and strengthen customer relationships, increase revenue and inform profitable long term business strategies.



DDM *abbr* **Data-Driven Marketing**

CIMM DEFINITION: The marketing effort by which data and its resulting insights are used as the primary decision-making and action point.

Data Fusion

See also: Data Integration

CIMM DEFINITION: Combining data from two or more different sources where the data merges and becomes blended into a new data source.

2 : Enables the connection of respondent-level information from disparate data sets with a high level of precision. (Source: Nielsen)

NOTE - However, this is not the same as an actual match of data from different sources for the same exact household. In fusion, data from one household is attached to a different household. (Source: TRA)

Data Glove

CIMM DEFINITION: A glove wired with sensors and connected to a computer system for gesture recognition and navigation through a virtual environment. Known generically as a "wired glove." (Source: freeflyvr)

Datagrid

CIMM DEFINITION: Similar term for Gridview.

Data Integration

CIMM DEFINITION: Combining data from two or more different sources while having the data maintain its individual database integrity.

2 : The addition of external data to a customer or prospect file to enhance the attributes known about individuals or households. (Source: Nielsen)

NOTE - This term sometimes is used with regard to fusion and sometimes with regard to exact household match. (Source: TRA)

Data Kidnapping

CIMM DEFINITION: A software exploit in which the attacker encrypts the victim's data and demands payment to remove the restriction and reestablish the data. Usually the result of ransomware malware being loaded unsuspectingly on a victim's computer or website.



Data Logging Software

CIMM DEFINITION: Varies by processor. The software that aids in securely receiving and delivering the data to a processor. Examples of data logging software include Audience Measurement System - AMS and Interactive Video Guard - IVG.

NOTE - May be impacted by stress on the unit. (Source: TIVO)

Data Management

CIMM DEFINITION: The administration and management of data and its uses by which the required data is acquired, validated, stored, protected, and processed, and by which its accessibility, reliability, and timeliness is ensured to satisfy the needs of the data users.

DMP *abbr* **Data Management Platform**

CIMM DEFINITION: Advertising-specific software used to ingest, normalize and syndicate data. Key components of a DMP include Data Collection – may include first, second, and third-party data or measurement data. Data Normalization – enables analytics and audience generation. Syndication of collected data or audiences for targeting. (Source: GABBCON, Global Audience Based Business Conference)

- 2 : A system for managing data, such as cookie IDs. This centralized management platform used by agencies, publishers, and brands helps manage first-party data and integrate it with third-party data to tie user information and activity together and optimize media buys. (Source: Hubspot)
- 3 : A data repository where media buyers or publishers can house and organize a variety of online and offline data, including first-party site user data, third-party data purchased on a data exchange, customer relationship management (CRM) data, mobile data, email service provider data, purchase data and more. (Source: Mediamath)
- 4 : A user data store that is used for the centralization, management and deployment of a brand's audience data, for example Oracle BlueKai, Lotame or Nielsen's eXelate. (Source: MAGNA Global)

Data Management System

CIMM DEFINITION: Software application that allows the user to enter all metadata regarding each asset into a program. In VOD, these systems are typically used for multiple functions, record keeping, schedule and planner creation, approvals of metadata. It also can be referred to as a CMS - Content Management System or an AMS- Asset Management System depending on usage.



Data Matching

See also: Data Integration, Blind Matching

CIMM DEFINITION: Comparison of two or more datasets where each dataset maintains its individuality and uniqueness.

2: "Data matching is most effective for measuring ROI, correlating specific household tuning exposure with household consumer purchasing behavior from within the same observed household. Household matching (i.e. shopper panels and STB tuning) is de facto the new single source and yields the highest level of accountability for much more reasonable costs. Using STB and other consumer databases afford sample sizes that allow for brand analysis which is impossible using traditional single-source panels." (Source: Nielsen)

Data Mining

CIMM DEFINITION: The process of finding anomalies, patterns and correlations within large data sets to predict outcomes. (Source: SAS)

Data Normalization

See also: Data Integration

CIMM DEFINITION: Where there are two or more disparate data points within a data set, combining them in such as way that maintains data integrity and accuracy while improving usability.

2: The process of synthesizing the unique attributes of data. Commonly used in database construction to minimize duplication and promote data integrity. (Source: Nielsen)

Data On-Boarding

CIMM DEFINITION: The process of transferring offline data to an online environment for marketing needs. Mainly used to connect offline customer records with online users by matching identifying information gathered from offline datasets to retrieve the same customers in an online audience. (Source: Wikipedia)

2: The process of transferring offline data into actionable digital data. Vendors specializing in data onboarding will use a company's offline data – such as customer email addresses, phone numbers, or sales transaction data – to gather digital information about those customers, such as their Facebook profiles or their Twitter handles. An effective onboarding campaign would also yield customer data such as interests, tweets, and social media statuses. The end result: digitally addressable consumers, and a richer array of data about them. (Source: Cynopsis)



Data Onboarding Platform

CIMM DEFINITION: Services that link data sets together by operating as a 'safe space' for personally identifiable information. Primarily used to link offline data sets to online data sets, but can also be used to link television and digital audiences. (Source: MAGNA Global)

Data On-Ramping

CIMM DEFINITION: Another term for Data-Onboarding

Data Overlay

CIMM DEFINITION: Laying third party data over an ad exchange campaign in order to optimize the bids. (Source: Mediamath)

Data Outage

See also: Outage

CIMM DEFINITION: A natural or man-made occurrence that can cause a gap or lapse in the signal or in data / video transmission. Often unexpected, can vary in time and length.

2: A period of time in which no data was collected by a provider due to environmental conditions including fire, power outages or system failures. (Source: Nielsen)

NOTE – Set-Top Box data collection often consists of a chain of transmission steps, from collection engine on the STB to collection server to aggregation servers and ultimately to the processors of the data, with possible hops through load balancers and proxy servers along the way. At each step in the transmission chain, either the server/computer or the network may fail. To provide avoid any gaps or data outage, multi-tier fault tolerance mechanism must be deployed including sufficient data caching at every error-detecting link in the transmission chain. (Source: FourthWall Media)

DOCSIS *abbr* **Data Over Cable Service Interface Specification**

CIMM DEFINITION: Specification for transmission of data over a cable network that has been approved by the ITU as an international standard. DOCSIS was developed by CableLabs and a consortium of North American multi-system cable operators. (Source: CableLabs)

Data Packets

CIMM DEFINITION: A formatted basic unit of data or communication over a digital network (Source: About.com)



Data Port

CIMM DEFINITION: A physical interface on a Set-Top Box or a computer or another device through which information, data, content and other signals travel.

NOTE - Different data ports on different boxes.

Data Quality

CIMM DEFINITION: A general term regarding the overall efficacy and accuracy of a data set.

Data Resource Management

CIMM DEFINITION: The development and execution of architectures, policies, practices and procedures that properly manage the full data lifecycle needs of an enterprise. (Source: Wikipedia)

Data Set

CIMM DEFINITION: A collection of data often corresponding to the contents of a single database table or a single statistical data matrix, where every column of the table represents a particular variable, and each row corresponds to a given member of the data set in question. (Source: Wikipedia)

Data Sonification

CIMM DEFINITION: Assignment of sounds to digitized data which may involve filtering to give illusion of localized sound. (Source: freeflyvr)

Data Spacialization

CIMM DEFINITION: The assignment of orientation (yaw, pitch) and position coordinates (x,y,z) to digital sounds assigned to data. (Source: freeflyvr)

Data Stream

See also: Clickstream

CIMM DEFINITION: A sequence of digitally-encoded coherent signals (packets of data or data packets) used to transmit or receive information. (Source: Wikipedia)

2 : Stream of events logged on a STB. (Source: TIVO)



Data Supplementation / Enrichment

CIMM DEFINITION: A process by which additional information is appended to tuning event records. It is paramount that this process be executed in a manner that protects the identity of the underlying household. (Source: MRC)

Data Transmission

See also: Bandwidth Data Transmission, Digital Communications, Digital Transmission CIMM DEFINITION: The process of sending digital or analog data over a communication medium to one or more computing, network, communication or electronic devices. (Source: Techopedia)

Data Type

CIMM DEFINITION: The various data that are delivered via the Set-Top Box or other sources like the television remote. Examples include: Linear, DVR, VOD, ELECTRONIC PROGRAM GUIDE, ITV, Remote Control.

2 : One type of viewer-generated activity measured on a Set-Top Box, including: keystream data (i.e., button pushes via a remote), interactive data (i.e., response measurement from interactive applications and ad enhancements), linear viewing data (i.e., channel changes), and explicit interest data (i.e., information provided by the viewer to an interactive application, such as stock symbols, favorite sports team, or yellow pages search terms). (Source: FourthWall Media)

NOTE - MSO, Satco, Telco, remote are all data sources that create data types.

NOTE – Other types of data are third party data sources that are used on segmentation. (Source: Invidi)

NOTE - No remote data is available, except on TIVO, but may be available through more advanced boxes and not through legacy boxes. (Source: FouthWall Media)

Data Utilization

CIMM DEFINITION: The process of effectively accessing, processing, analyzing and otherwise using data to improve understanding of all aspects and projections from the data.

Data Warehouse

CIMM DEFINITION: Houses all data that comes through the bidder and puts it in digestible form for our clients in reporting. (Source: Mediamath)



Data Warehousing

CIMM DEFINITION: Data storage in large scale facilities, such as a bonded third party data backup facility.

NOTE – "Both the EBIF collection engine and collection server of FourthWall Media's Event Stream Collector, deployed in MSOs like Charter, cache up to 7 days worth of second-by-second measurement data (linear channels, keystream, explicit interests, and interactive) in the event of a network or server outage preventing transmission of the data to the data warehouse. This applies to all STBs, including legacy STBs." (Source: FourthWall Media)

Daughter Window

CIMM DEFINITION: An ad that runs in a separate ad window associated with a concurrently displayed banner. In normal practice, the content and banner are rendered first and the daughter window appears thereafter. (Source: IAB)

Daypart

CIMM DEFINITION: A method to divide the viewing day into logical sections based on viewer behavior and often by length of time and days to distinguish certain types or genres of content / programming and audiences from other times of day.

- 2 : A section of a day, used for measuring audience ratings on TV. The cost of buying advertising varies according to the daypart selected. (Source: StateoftheMedia.org)
- 3: The time segments that divide the TV day for ad scheduling purposes. These segments generally reflect a television station's programming patterns. Comparison of audience estimates between dayparts may indicate differences in size and composition of available audience. While dayparts may vary by market, station and affiliation, the most common dayparts* are:

Early Morning 5:00am-9:00am
Daytime 9:00am-3:00pm
Early Fringe 3:00pm-5:00pm

Prime 8:00pm-11:00pm (Mon -Sat), 7:00pm11:00pm (Sunday)

 Late News
 11:00pm-11:30pm

 Early News
 5:00pm-7:00pm

 Late Fringe
 11:30pm-2:00am

 Prime Access
 7:00pm-8:00pm

 Overnight
 2:00am-5:00am

*Eastern Time (Source: TVB)

NOTE – While there are industry standard dayparts, dayparts often vary by network for sales and scheduling purposes.



Daypart Index

CIMM DEFINITION: The share of viewing to a channel in a given daypart divided by the share of the same channel in the reference daypart. (Source: TNS)

Days Sales Outstanding

CIMM DEFINITION: The measurement of how long it takes to collect an outstanding invoice to a client from the time the invoice is billed to the time it is collected. (Source: Mediamath)

Deal

CIMM DEFINITION: An agreement between buyer and seller that has a specific list of deliverables.

2 : A unique trading arrangement between a buyer and seller in a confined, programmatic environment. (Source: OpenX)

Deal ID aka Deal Identifier

CIMM DEFINITION: A system generated number assigned to an automated ad buy that identifies the buyer and the publisher. (Source: Hubspot)

- 2: A unique string of characters that is used in a private marketplace to match up specific buyers and sellers based on a number of rules they have agreed on previously. They grant buyer/ATD/DSP access to ad placements or data that a publisher exclusively makes available to them. Specifically, if a buyer and seller decide on a deal with specific prices, inventory and data, that information can be programmed into a Deal ID. It allows a private exchange to work more like a direct deal. (Source: Next.Srds.com)
- 2: Unique identifier that associates a transaction with prearranged agreement details, typically used to increase information in a transaction or change auction outcome from strict price criteria. (Source: MAGNA Global)
- 3 : A unique piece of code assigned to an automated ad buy, used to match buyers and sellers individually, based on a variety of criteria negotiated beforehand. (Source: Tubemogul)

Decoder

CIMM DEFINITION: A system, application or hardware that de-encrypts encrypted signals so it is viewable. Signals are encrypted to save space and / or to feed to certain subscribers. Modems often serve as decoders.



- 2 : Programming is usually encoded to save space and is compressed. The end user needs a decoder to uncompress the incoming data so it can be viewed on the television. (Source: itvdictionary.com)
- 3 : Term sometimes used for Set-Top Box. (Source: itvt.com/glossary)
- 4 : An electronic device used for converting a scrambled TV signal into a viewable picture. (Source: TVB)

Decoding

See also: Encoding

CIMM DEFINITION: The process of de-encrypting special codes so that the content is viewable by all. The process of decoding can also remove security features and anonymization protection.

DTS abbr Dedicated to Sound

CIMM DEFINITION: A series of multichannel audio technologies owned by DTS, Inc. (formerly known as Digital Theater Systems), an American company specializing in digital surround sound formats used for both commercial/theatrical and consumer grade applications. (Source: Wikipedia)

Deduplication

CIMM DEFINITION: Removing duplicate entries or events in a data set or across a group of compiled datasets.

NOTE - Quality programmatic buying is dependent on getting accurate and useful data sets, and deduplication is often a step in that process. (Source: Mediamath)

Deep Learning

See also: Deep Structured Learning, Hierarchical Learning, Deep Machine Learning CIMM DEFINITION: Considered a new area of machine learning. A branch of machine learning based on a set of algorithms that attempt to model high-level abstractions in data by using multiple processing layers, with complex structures or otherwise, composed of multiple non-linear transformations. (Source: Wikipedia)

Deep Machine Learning

See also: Deep Learning, Deep Structure Learning, Machine Learning, Hierarchical Learning

CIMM DEFINITION: Another term for Deep Learning



Deep Structured Learning

See also: Deep Learning, Hierarchical Learning, Deep Machine Learning

Machine Learning

CIMM DEFINITION: A branch of machine learning based on deep analytics and algorithms for high level, complex abstractions. Another term for Deep Learning

Default Ad

CIMM DEFINITION: A backup advertisement that runs in place of any non-compliant ad discovered on a verified brand campaign. (Source: Mediamath)

2 : Ad networks use this term to describe the ads served to fill unsold inventory space. These usually include lower-paying, non-paying or community service ads. Members of larger ad networks are usually offered a choice of defaults should they fail to sell all of their inventory. (Source: OpenX)

Deficiency

CIMM DEFINITION: The point at which the performance of a guaranteed ad unit is lower than the agreed contracted amount causing an under-delivery of an audience. Makegood inventory is usually added to the contract to make up for under-delivery deficiencies.

DOT abbr **Deformable Object Technology**

CIMM DEFINITION: Virtual objects which bend and deform appropriately when touched. depth cueing: Use of shading, texture, color, interposition, or other visual characteristics to provide a cue for the distance of an object from the observer. (Source: freeflyvr)

De-identify

See also: Anonymization

CIMM DEFINITION: A series of systems, processes and controls that remove personally identifiable data components from a data set thereby eliminating or reducing the likelihood that certain characteristics or attributes, whether by themselves or in combination with other information, can be mapped to specific identifiable individuals.

Delete From Saved List

CIMM DEFINITION: Deletes a video from viewer's saved list.

Delivery (in thousands)

CIMM DEFINITION: An audience metric indication of how many (often in thousands) viewers or homes viewed a program or network or other piece of content.





NOTE - Number of households exposed to a spot, program, or network. (Source: TIVO)

Delivery Medium

CIMM DEFINITION: The platform or device in which an end-user is exposed to ad inventory, such as television over-the-air, over-the-top, web, digital, tablet or mobile, for example.

Delivery – Set-Top Box

CIMM DEFINITION: An audience metric indication how many (often in thousands) STBs tuned to a program or network or other piece of content on a specified basis e.g. average second. (Source: TRA)

NOTE – Same TIVO note for Delivery (in thousands).

Demand Fusion

CIMM DEFINITION: Enables the ability to unite real-time bidding demand and ad network demand to arrive at the best price for a publisher.

Demand Partner

CIMM DEFINITION: A company which purchases ad inventory on an ad exchange.

Demand Side

See also: Sell side

CIMM DEFINITION: In a programmatic economic model of buyers and sellers of digital advertising inventory, Demand Side is the buyer side.

DSP abbr **Demand-Side Platform**

CIMM DEFINITION: Platform that allows buyers to automate the purchase of display, video, mobile, and search ads. There is no negotiation of rates so buyers can quickly and efficiently buy targeted impressions across a wide variety of publishers and platforms. (Source: Hubspot)

2 : A technology layer that functions like a master command center for managing all auction-based media buys across ad networks, exchanges and supply-side platforms (SSP). DSPs are the main enabler of real-time bidding technology. Media buyers are able to specify their own bidding rules based on audience and site placement criteria, establish bid floors and frequency-cap the number of ads shown to a specific user across all inventory providers. (Source: Mediamath)



- 3 : A platform or provider that allows advertisers to manage multiple ad exchange and data exchange accounts through one interface, often in real time. (Source: OpenX)
- 4 : A tech solution to allow buyers to access inventory across multiple exchanges and from multiple media owners. (Source: MAGNA Global)
- 5 : An abbreviation for demand-side platform. A DSP is a system that lets digital ad buyers manage multiple ad exchange and data exchange accounts through a single interface. It's a piece of software that allows buyers to purchase advertising generally display, video, mobile, and search ads in an automated fashion. (Source: Cynopsis)

Demodulation

See also: Decoder, Heavy Lifting

CIMM DEFINITION: The process of turning an analog signal into a digital signal. This is what occurs on the receiving end of a transported signal. Demodulation separates the constant carrier signal from the variable data signals. This is part of what a Modem does. Video and audio streams must be de-multiplexed before they are decoded (Source: itvdictionary.com)

2 : Part of the decoding process.

Demographics

CIMM DEFINITION: Data that represents common characteristics related to a population or audience segment such as age, gender, household income, for example.

2 : Audience composition based on various socioeconomic characteristics such as age, sex, income, education, household size, occupation, etc. (Source: TVB)

Demographic Modeling

See also: Demographic Weighting

CIMM DEFINITION: Process used to ascribe age, gender and market break characteristics based on tuning patterns from another source. (Source: Nielsen Media Research)

Demographic Weighting

See also: Demographic Modeling

CIMM DEFINITION: The process by which a demographic data set is modified so as to better replicate the characteristics of the actual demographic universe or population.



Demultiplexing

See also: Decoder

CIMM DEFINITION: Part of the decoding process where multiplexed signals are

separated.

DoS abbr Denial of Service

CIMM DEFINITION: An attack on a computer system or network that causes an interruption in or suspension of an authorized user's access to that computer, system or online service.

DeOptimize

CIMM DEFINITION: In computing it is the reversal of an optimization effort when it is realized that the previous assumptions that made the optimization function valid is actually incorrect.

Deployment Reach

See also: Reach, Coverage Area

CIMM DEFINITION: The unduplicated number of homes with a provider's Set-Top Boxes as these devices are rolled out throughout a market area, footprint or population.

Descriptive Analysis

CIMM DEFINITION: The analysis of data in such a way that helps describe, showcase or summarize data in a meaningful way such that, for example, patterns or trends might emerge from the data.

Descriptive Statistics

See also: Inferential Statistics

CIMM DEFINITION: The discipline of quantitatively describing the main features or characteristics of a collection of information such as a dataset in a way that summarizes a sample of data in a descriptive manner.

DMA *abbr* **Designated Market Area**

See also: Area of Dominant Influence (ADI)

CIMM DEFINITION: Trademarked term for Nielsen Media Research Designated Television Market Area. Used by Nielsen Media Research to identify TV stations that best reach an area and attract the most viewers. There are 210 Nielsen DMAs in the United States and 56 metered markets as of January 2015. (Source: IAB)

2: Used in advertising to describe a specific geographic area, generally with specific attributes that make it more/less appealing to advertisers. (Source: Mediamath)



3 : Represents an exclusive geographic area of counties in which the home market stations are estimated to have the largest quarter hour audience share (as defined by Nielsen). (Source: TVB)

Desktop

See also: Laptop

CIMM DEFINITION: A form of personal computer that is not easily carried, often stationary on a desk.

2 : In programmatic, a personal computer small enough to fit in one person's workspace. The majority of publishers listed in SRDS.com offer their inventory on this platform. (Source: Next.Srds.com)

Deterministic Identification

CIMM DEFINITION: Using login details to associate devices with an individual user for the purpose of identifying a user across all devices through which they access content. (Source: MAGNA Global)

Device

See also: Authorized Device

CIMM DEFINITION: In media, it is a generic term for a piece of equipment or mechanism that is adapted for a particular purpose, task or function.

Device-agnostic

CIMM DEFINITION: Refers to the capacity of a computing component to work with various systems without the need for special adaptations. A device-agnostic mobile app, for instance, would be compatible with most operating systems, and might also work on different types of devices (tablets, smartphones, etc.). (Source: Cynopsis)

Device Graph

CIMM DEFINITION: A profile of a single user's digital devices, maintained by crossdevice identification companies. Devices are linked either deterministically or probabilistically. (Source: MAGNA Global)

Device ID

CIMM DEFINITION: A buyer and seller identifier for private programmatic advertising deals. The Deal ID incorporates all of the agreed upon parameters of the agreement including: targeting, rates, and avails. (Source: Centro)



2 : A device generated ID set and/or made available by the device's operating system. Users usually cannot control or change a device-generated identifier. Examples: MAC address, UDID. (Source: IAB Mobile App Marketing Glossary Working Group)

Device Makers

CIMM DEFINITION: In computing and technology, it is the group of manufacturers who produce range of computer electronics, specifically personal computer devices, mobile phones and tablets.

Device Recognition

CIMM DEFINITION: Also referred to as Fingerprinting. A method of creating a Statistical ID, an ID derived and assigned by an algorithm to determine a device or user, based on the values or a combination of standard attributes made available by the device. This analysis is largely dependent upon device information passed in HTTP headers of ad requests, namely: device type, operating system, user-agent, fonts and IP address. Some attributes can change over time due to device changes or updates. Device Recognition can be used for attribution, frequency capping and retargeting, among other applications. (Source: IAB Mobile App Marketing Glossary Working Group)

Device Targeting

See also: Technology Targeting

CIMM DEFINITION: Another term for Technographic Targeting,

Differentiated Marketing

See also: Multisegment Marketing

CIMM DEFINITION: A sales growth strategy in which several market niches or population segments are targeted with different products for each niche or segment. See also concentrated marketing and undifferentiated marketing. (Source: Business

Dictionary)

Digibabble

CIMM DEFINITION: Erroneously ascribing magical marketing powers to digital channels.

Digital

See also: Analog

CIMM DEFINITION: (1) In communications and computer technology, digital refers to a method of encoding information using a binary system made up of zeroes and ones. In communications technology this takes the form of two very different electrical voltages, several volts positive and negative, to represent the two values. This substantial



difference in voltages for each state makes it unlikely that minor fluctuations in voltage due to electro-magnetic interference will change the way a signal is interpreted when received. (2) Information that is encoded into bits and bytes, or packets (0s and 1s, computer binary language). Generally perceived to be an advanced communication form offering clearer signals and increased transmission capacity. (Source: Definition currently under review by CableLabs)

DAA abbr **Digital Advertising Alliance**

CIMM DEFINITION: A self-regulatory group for the interactive media and marketing industry. Issues guidelines for its Self-Regulatory Principles for web and mobile to provide consumer-friendly privacy controls.

DBS abbr **Digital Broadcast Satellite**

(Same acronym for Direct Broadcast Satellite)

CIMM DEFINITION: TV programming or other content transmitted via high-powered satellite to a dish mounted outdoors whether on a residence or a business e.g. DIRECTV and Dish Network.

DTTV abbr **Digital Cable**

CIMM DEFINITION: A generic term for cable television signal that is transmitted via digital encoding over a cable network. (Source: Definition currently under review by CableLabs)

- 2 : Cable television that is digitally compressed so as to offer a greater selection of content, and on-screen programming guide, VOD, HD, sharper picture quality and other advanced technological options to the viewer. Delivery of signal is through coaxial cable wired into the building. (Source: PC Mag.com)
- 3 : Network comprised of fiber and/or coaxial cable and used to enable cable TV service and/or two-way high-speed Internet.

Digital Communications

See also: Data Transmission, Bandwidth Data Transmission, Digital Transmission CIMM DEFINITION: The electronic transmission of information that has been encoded digitally (as for storage and processing by computers). (Source: Wordnik)

Digital Compression

See also: Compression

CIMM DEFINITION: An engineering technique for converting a cable TV signal into a digital format which may then be processed in a manner that requires a smaller portion of spectrum for its transmission. This compressed format allows many channels to be





carried in the bandwidth normally required for one signal. This format can also be easily stored and manipulated. (Source: CableLabs)

2 : An encoding process that saves storage space and enables more channels, networks and other content to be delivered to the Set-Top Box. An encoding / decoding process that minimizes data storage and transmission sizes in STB collection engines.

Digital Converter Box

See also: Converter Box, Digital-to-Analog Converter Box CIMM DEFINITION: A device that receives a digital transmission and converts that signal to analog format so that it can then be received and viewed on an analog television set. Normally does not refer to satellite. (Source: Wikipedia)

2 : An electronic device that converts the digital television signal into an analog format, making it viewable on analog TV sets. (Source: Nielsen)

Digital Distribution

See also: Content Delivery, Online Distribution, Electronic Software Distribution (ESD) CIMM DEFINITION: The delivery or distribution of media content such as audio, video, software and video games usually over an online delivery medium, such as the Internet, thus bypassing physical distribution methods, such as paper, compact discs, and DVDs. (Source: Wikipedia)

Digital GRP

See also: Gross Rating Points

CIMM DEFINITION: A gross ratings point metric that is calculated or delivered for a campaign on digital media. A comparative measure across all traditional media.

DECE abbr Digital Entertainment Content Ecosystem LLC consortium

CIMM DEFINITION: A consortium of major Hollywood studios, consumer electronics manufacturers and retailers, network hardware vendors, systems integrators and Digital Rights Management (DRM) vendors. DECE was chartered to develop a set of standards for the digital distribution of premium Hollywood content. The consortium intends to create a set of rules and a back-end system for management of those rules that will enable consumers to share purchased digital content between a domain of registered consumer electronics devices. (Source: Wikipedia)

Digitalization

CIMM DEFINITION: The use and integrations of digital technologies into daily personal or business processes that can change behaviors and outlooks. In the case of business, digitalization can offer methods to provide new revenue and value-producing opportunities.





2: The process of moving into a digital business.

Digital Locker

CIMM DEFINITION: A technology like an Internet service that allows registered users to access music, movies, videos, photographs, games, and other multimedia files. (Source: oxforddictionaries.com)

2 : A technology used for online shopping in a secured way. (Source: www.websters-dictionary-online.org)

Digitally Enabled Platforms

CIMM DEFINITION: Various content options such as video, VOD and gaming that are digitally enabled for greater viewer enjoyment and possible interaction.

DOOH abbr **Digital Out Of Home**

See also: Digital Signage, Digital Signage Technology

CIMM DEFINITION: Refers to digital media used for marketing purposes outside of the home. This excludes TV advertising and radio advertising, but includes digital signage.

(Source: http://www.scala.com)

DPI abbr **Digital Program Insertion**

CIMM DEFINITION: The digital splicing of one Moving Pictures Experts Group (MPEG) program (typically a commercial) into another based on digital 'cues' within the MPEG transport stream. (Source: CableLabs)

2 : Digital Program Insertion (DPI) allows cable headends and broadcast affiliates to insert locally-generated commercials and short programs into remotely distributed regional programs before they are delivered to home viewers. Digital Program Insertion also refers to a specific technology which allows an MPEG transport stream to be spliced into a currently flowing MPEG transport stream seamlessly and with little or no artifacts. The controlling signaling used to initiate an MPEG is referred to as an SCTE35 message. The communication API between MPEG splicers and Content Delivery Servers or Ad Insertion Servers is referred to as SCTE30 messages. (Source: Wikipedia)

Digital Remote

CIMM DEFINITION: Specific to the particular platform it supports. Almost all remotes support orthogonal navigation of Up / Down / Right / Left arrows with a center Select / Ok key. Most digital remote also have a number pad (for easy channel entry) and function keys to control Channel Up / Down, Mute, Volume Up / Down, etc., Also usually have function keys for FF, REW, Pause, etc., Different access keys can also be used,



like in the SA platform there are color coded shapes that do different functions, the TV Guide / Motorola navigation doesn't use these.

DRM *abbr* **Digital Rights Management**

See also: Digital Transmission Content Protection

CIMM DEFINITION: A coding system applied to digital content that manages the usage rights of that content. In order to present the content, the rights specified must be honored by the presenting device. This requirement is usually enforced by attaching the digital rights management (DRM) to encrypted content and protecting the information required to decode the content with keys that can only be obtained by a device authenticated by the DRM. (Source: CableLabs)

2 : The practice of technologically restricting what users can and can't do with digital media content. When a user or visitor is unable to download or copy a video or music file – access is being restricted by DRM controls. For a consumer, effective DRM restrictions can be frustrating. For a publisher, they're an absolute necessity. (Source: Cynopsis)

Digital Satellite

See also: Digital Cable

CIMM DEFINITION: Offering similar advanced television features as digital cable TV. Unlike digital cable, delivery of signal is through a satellite dish.

Digital Scratch Card

CIMM DEFINITION: Similar in principle to a physical scratch card such as a lottery card, digital scratch cards enable a user to digitally "scratch off" a surface to reveal a prize or other types of content of information.

NOTE – Originally developed for gaming sites, digital scratch cards are now available for a range of other purposes such as marketing, promotions, competitions, subscriptions, prize giveaways data capture and applications to increase brand engagement for use primarily in mobile.

Digital Set-Top Box

See also: Advanced Set-Top Box, All-In-One Set-Top Box, Enhanced Set-Top Box, Integrated Set-Top Box, Set-Top Box, Analog Set-Top Box

CIMM DEFINITION: Taking advantage of digital compression, the Digital Set-Top Box offers a higher quality signal, many more viewing choices and networks, a two-way communication (back channel) with the operator or headend and often a range of other advanced capabilities (depending on the type of digital box) such as voting and polling, T-commerce, DVR and VOD, for example.



- 2 : A Set-Top Box capable of decoding digitally encoded video streams (e.g., MPEG-2), and also capable of downloading and executing software applications, including an INTERACTIVE PROGRAM GUIDE, VOD Client, DVR, Advanced Advertising, Data Collection Engine, and EBIF User Agent. (Source: FourthWall Media)
- **3**: A hardware device that enables a television set to become a user interface to the Internet and also enables a television set to receive and decode digital television (DTV) broadcasts. (Source: searchnetworking.techtarget.com)

Digital Signage

See also: Dynamic Signage, Narrowcasting, Slivercasting

CIMM DEFINITION: A form of electronic display that shows television programming, menus, information, advertising and other messages. Digital signs (such as LCD, LED, plasma displays, or projected images) can be found in public and private environments, such as retail stores, hotels, restaurants and corporate buildings. (Source: Wikipedia)

Note: Advertising using digital signage is a form of out-of-home advertising in which video content, advertisements and messages are displayed on digital signs with a common goal of delivering targeted messages to specific locations at specific times.

Digital Signage Technology

See also: Digital Signage

CIMM DEFINTION: The technology behind Digital Signage. Often Digital Signage Displays are controlled by personal computers or servers by way of proprietary software programs which can be updated dynamically and have the capacity to be interactive with embedded touch screens, movement detection and image capture devices.

Digital Signal

See also: Analog Signal

CIMM DEFINITION: A signal that has a limited number of discrete states prior to transmission. This may be contrasted with an analog signal which varies in a continuous manner and may be said to have an infinite number of states. (Source: CableLabs)

2 : Information transmitted in discrete pulses rather than as continuous signals. Data is represented by a specific sequence of off-on electrical pulses. (Source: Nielsen)

Digital Signatures

CIMM DEFINITION: Signatures for electronic documents to establish identity that can be used to establish legal responsibility and the complete authenticity of whatever they are affixed to -- in effect, creating a tamper-proof seal. (Source: IAB)



Digital Subchannel

See also: Subchannel

CIMM DEFINITION: In broadcasting, digital subchannels are a means to transmit more than one independent program at the same time from the same digital radio or digital television station on the same radio frequency channel. This is done by using data compression techniques to reduce the size of each individual program stream, and multiplexing to combine them into a single signal. The practice is sometimes called multicasting. (Source: Wikipedia)

DSL *abbr* **Digital Subscriber Line**

See also: Asymmetric DSL, High Speed DSL, Symmetric DSL, Very High-Speed DSL CIMM DEFINITION: Modem telecommunications technology that enables broadband, digital data to be transmitted over ordinary telephone line. DSL comes in many flavors, known collectively as xDSL. (Source: itvt.com/glossary)

2: A high-speed dedicated digital circuit from a given location to the telephone company's central office, using normal copper telephone lines. DSL is the main form of consumer broadband worldwide. It is a general term that includes several variations: ADSL (Asymmetric Digital Subscriber Line), ranging up to 1.5 Mbps; HDSL (High-bitrate Digital Subscriber Line), 1.5 Mbps; SDSL (Single-line Digital Subscriber Line), 1.5 Mbps; VDSL (Very high-data-rate Digital Subscriber Line), ranging up to 2.3 Mbps; and RDSL (Rate Adaptive Digital Subscriber Line), various speeds. (Source: IAB)

Digital Sweatshop

See also: Electronic Sweatshop, Playbourer, Gold Farming

CIMM DEFINITION: Considered a byproduct of crowdsourcing, it is similar to physical sweatshops which are exploitative places of employment that violate two or more federal or state labor laws such as extending the working day without overtime and avoiding minimum wages for task oriented, repetitive work. The distinction between a physical sweatshop and a digital sweatshop is that digital sweatshops employ a digitally-based workforce via the internet and may involve higher level aptitude and work, such as creating a video, but still with meager payout.

DTA abbr Digital Television Adaptor

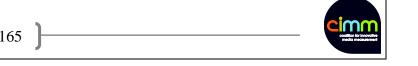
See also: Set-Top Box, Cable Converter

CIMM DEFINITION: A digital-to-analog converter box that converts an analog signal into a digital signal.

DTTV abbr **Digital Terrestrial TV**

See: Digital Cable

CIMM DEFINITION: Often considered the same as Digital Cable. An advancement in terrestrial analog television which has a land-based signal broadcast. Digital Terrestrial



uses less spectrum and offers more capacity and a higher quality picture than analog. It uses aerial broadcasts to a conventional antenna instead of a cable connection or a satellite feed.

Digital-to-Analog Converter Box

See: Digital Converter Box

CIMM DEFINITION: A device which accepts digital encoded television broadcasts and converts them to display on an analog television set. (Source: CableLabs)

Digital Tokens

See also: Tokens, Electronic Tokens

CIMM DEFINITION: Serves as an electronic or physical key to access digital information or other proprietary content that is security protected or encrypted.

Digital Transmission

See also: Bandwidth Data Transmission, Data Transmission, Digital Communication CIMM DEFINITION: The physical transfer of data (a digital bit stream or a digitized analog signal) over a point-to-point or point-to-multipoint communication channel. (Source: Wikipedia)

DTCP *abbr* **Digital Transmission Copy Protection technology**

See also: Digital Rights Management

CIMM DEFINITION: A digital rights management technology for content protection that encrypts interconnections between devices.

DTV abbr **Digital TV** or **Digital Television**

See also: Digital Cable

CIMM DEFINITION: DTV is a more advanced television delivery system (than analog) that offers higher quality signals, high definition and enables the viewer to receive significantly more channel choices and user interface software such as a DVR and VOD. Unlike analog, digital signal are compressed, expanding the number of channels four or five fold and enabling internet connectivity.

2 : Generic term that refers to all digital television formats, including high definition television (HDTV) and standard definition television (SDTV). (Source: TVB)

DMU abbr **Digital Universe**

See also: Universe

CIMM DEFINITION: The total number of Digital Set-Top Box homes or boxes for a data provider, MSO, Satco, Telco.



DVD *abbr* **Digital Versatile Disk**

CIMM DEFINITION: DVD, which once stood for Digital Video Disk or Digital Versatile Disk, is optical disk storage technology. A DVD holds a minimum of 4.7GB (gigabytes) of information on one of its two sides, or enough for a 133minute movie. With two layers on each of its two sides, it will hold up to 17 gigabytes of video, audio, or other information. (Source: TVB)

DVB abbr **Digital Video Broadcasting**

CIMM DEFINITION: A standards-based software layer developed by members of the DVB that allow ITV producers to develop applications that will run on all DVB-compliant Set-Top Box es. Also, a digital television standards development body with its primary influence in Europe. Standards developed include digital broadcasting for cable, satellite, and digital terrestrial. (Source: itvt.com/glossary)

DVR *abbr* **Digital Video Recorder**

See also: Personal Video Recorder

CIMM DEFINITION: It is a device that enables a viewer to record video that can be viewed at a later time and with trick play functionality.

- 2 : A device that allows a user to record programming to a hard drive to be watched at a later time available as a standalone device or through the Set-Top Box offered by a cable satellite or Telco service provider. (Source: Nielsen)
- 3 : A high capacity hard drive that is embedded in a Set-Top Box , which records video programming from a television set. These DVRs are operated by personal video recording software, which enables the viewer to pause, fast forward, and manage all sorts of other functions and special applications. (Source: itvt.com/glossary)
- 4 : A device that records video in a digital format to a disk drive or other memory medium within a device. The term includes stand-alone Set-Top Box es, portable media players (PMP) and software for personal computers which enables video capture and playback to and from disk. (Source: IAB)
- 5 : A high capacity hard drive that is embedded in a set-top box, which records video programming from a television set and enables the viewer to pause, fast forward, and store TV programming. (Source: IAB)
- 6 : Refers to "digital video recorder," also known as "personal video recorder." A DVR or PVR records broadcasts on a hard disk drive which can then be played back at a later time (this is known as "time shifting"). A DVR often enables smart programming, in which the device records an entire series or programming defined by keywords, genre, or personnel; and offers pause control over "live" broadcasts. (Source: TVB)



Digital Video Server

CIMM DEFINITION: A robust, dedicated computer at a central location that receives command requests from the television viewer through a video-on-demand application. Once it receives this request, it then instantly broadcasts specific digital video streams to that viewer. (Source: IAB)

DVR Viewing Through A Standalone

See also: DVR

CIMM DEFINITION: DVR Standalones are self contained digital recorders that compress multiple facilities into a standalone single box. An example is a TIVO box.

2 : Standalone also refers to units that are not acquired through an operator and can be used with different signal sources. (Source: TIVO)

DVR Viewing Through Remote Server

See also: DVR, Digital Video Server

CIMM DEFINITION: DVRs located on a remote server which stores all recorded content remotely by the operator or service provider. These DVRs have all the functionality and flexibility of a DVR box or a DVR in a Set-Top Box without the in-home DVR hardware.

NOTE - Currently offered by MSO Cablevision.

DVR Viewing Through STB

See also: DVR

CIMM DEFINITION: DVR capability available through a Set-Top Box. Subscribers to the DVR service are able to record video that can be viewed at a later time either linearly or with trick play.

Digital Video Server

See also: DVR

CIMM DEFINITION: A robust dedicated computer at a central location that instantly broadcasts specific digital video streams to a television viewer upon receiving command requests through a Video On-Demand application. (Source: Nielsen)

2 : A robust, dedicated computer at a central location that receives command requests from the television viewer through a Video On-Demand application. Once it receives this request, it then instantly broadcasts specific digital video streams to that viewer. SeaChange and Concurrent are examples of companies that provide this kind of equipment and software services. (Source: itvt.com/glossary)

NOTE - An ad inserter is a DVS and works with linear TV. (Source: Invidi)





Digital Watermarking

See also: Watermark, Ad-ID, Metadata, Program Code, Fragile Watermarking, Robust Watermarking

CIMM DEFINITION: The process of embedding information into a digital signal in a way that is difficult to remove. The signal may be audio, pictures or video, for example. If the signal is copied, then the information is also carried in the copy, so it prevents copyright infringement. A signal may carry several different watermarks at the same time.

Digital Wallet

See also: E-Wallet

CIMM DEFINITION: The electronic equivalent of a wallet for e-commerce transactions. Also called an "e-wallet," it holds credit card data and passwords for logging into Web sites. The wallet data may reside in the user's machine or on the servers of the wallet service. When stored in the client machine, the wallet may use a digital certificate that identifies the authorized card holder. Windows Live ID, Yahoo! Wallet and Gator's eWallet are examples of digital wallets. (Source: www.pcmag.com)

D-WoM abbr Digital Word of Mouth

See Also: Blogger Outreach

CIMM DEFINITION: The use of digital technology, such as Blogger Outreach, to develop buzz and chatter about a product, service or experience by influencers under the service of marketers and advertisers.

DBS abbr **Direct Broadcast Satellite**

(Same acronym for Digital Broadcast Satellite)

CIMM DEFINITION: Satellites powerful enough (approximately 120 watts on the Kuband) to transmit a signal directly to a medium or small receiving dish (antenna) at 18" and 3 feet in diameter. DBS does not require reception and distribution by an intermediate broadcasting facility and transmits directly to the end user. (Source: itvt.com/glossary)

- 2 : Satellite broadcasts intended for home reception also referred to more broadly as direct-to-home signals. (Source: IAB)
- 3; Television technology that delivers signals directly from a satellite to a home through the use of a small (usually 18") dish. (Source: TVB)

DMA *abbr* **Direct Memory Access**

CIMM DEFINITION: A feature of computer systems that allows certain hardware subsystems to access main system memory (RAM) independently of the central processing unit (CPU). (Source: Wikipedia)



Direct Inventory

CIMM DEFINITION: A designation for inventory that has a direct integration with the independent ad tech platform Appnexus. (Source: Mediamath)

Direct Marketing Association

CIMM DEFINITION: Trade association for users and suppliers in the direct, database and interactive marketing fields. (Source: Mediamath)

Direct Order Campaign

See also: Private Market, Preferred Look Market, Open Market, Programmatic Guarantee Market

CIMM DEFINITION: A type of sales or advertising campaign which seeks a consumer purchasing action (such as an order, a visit to a store or Web site, or a request for further information) from a selected group of consumers in response to a communication from the marketer. (Source: searchcrm.techtarget.com)

Direct Response

CIMM DEFINITION: A form of advertising that encourages the viewer or user to elicit some type of response whether to phone, click or email, for example.

- 2 : As opposed to 'branding', direct response advertising is designed to elicit a specific response. (Source: Mediamath)
- 3 : Advertising that seeks direct and prompt response from the viewer by means of exhibiting telephone numbers, box numbers, or other means of getting the viewer to order or inquire about objects shown. (Source: TVB)

Direct ROI

CIMM DEFINITION: The ability to ascertain the return on investment from campaigns that reach out directly to and seeks a response or action from the consumer such as an order, a visit to a store or Web site, or a request for information.

Direct Sold

CIMM DEFINITION: Inventory sold directly by the publisher to an advertiser, whereas remnant inventory is sold by a third party. (Source: OpenX)

Direct Traffic

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See also: Bookmark

CIMM DEFINITION: Visitors to a site or webpage that arrived there without a referral site. Examples include typing in the exact URL or clicking on a bookmark.



Direct Tune

CIMM DEFINITION: Messages that can appear on an overlay, such as billboards, that are interactive and enable viewers to clickthrough and view a video that provides more information.

NOTE – Also known as Telescoping. (Source: FourthWall Media)

Discovery Engine

CIMM DEFINITION: The next generation of search engine where searches are based on similar but not exact concepts or topics. These engines rank the Web by "similar-to" metrics rather than by strict popularity which enables the user to discover pages based on relevancy.

Discrepancy

CIMM DEFINITION: A difference between station billing and the original order; requires a discussion between the buyer and the station before the invoice is paid. (Source: TVB)

Disk Drive

See also: Optical Drives, Floppy Drives, Hard Disk Drives

CIMM DEFINITION: Hardware that is a randomly addressable and rewritable storage device that allows the computer to read from and write to computer disks.

DOS abbr Disk Operating System

CIMM DEFINITION: The first widely-installed operating system for personal computers.

Display Advertising

CIMM DEFINITION: Image-based advertising that appears on web pages and typically involves the uses of banners, text, logos, photographs, and rich media. (Source: Mediamath)

2 : A form of online advertising where an advertiser's message is shown on a web page, generally set off in a box at the top or bottom or to one side of the content of the page. (Source: Tubemogul)

Display Device

See also: Display Technology

CIMM DEFINITION: A computer output surface and projecting mechanism that shows text and often graphic images to the computer user, using a cathode ray tube (CRT), liquid crystal display (LCD), light-emitting diode, gas plasma, or other image projection





technology. The display is usually considered to include the screen or projection surface and the device that produces the information on the screen. (Source: http://whatis.techtarget.com)

NOTE - In some computers, the display is packaged in a separate unit called a monitor. In other computers, the display is integrated into a unit with the processor and other parts of the computer. (Some sources make the distinction that the monitor includes other signal-handling devices that feed and control the display or projection device. However, this distinction disappears when all these parts become integrated into a total unit, as in the case of notebook computers.) Displays (and monitors) are also sometimes called video display terminals (VDTs). The terms display and monitor are often used interchangeably. (Source: http://whatis.techtarget.com)

Display Advertising

See also: Banner Ads

CIMM DEFINITION: A form of online advertising where an advertiser's message is shown on a destination web page, generally set off in a box at the top or bottom or to one side of the content of the page. (Source: IAB)

Display Inventory

CIMM DEFINITION: Units of display advertising that can include banner ads and rich media and uses elements such as images, audio and video to communicate an advertising message.

Display Overlay Impressions

CIMM DEFINITION: The number of iTV-enabled STBs or households displaying an iTV application such as a RFI (Request For Information) or a polling / trivia survey for a specified campaign or period of time. (Source: Canoe)

Display Overlay Retention

CIMM DEFINITION: The ability of an iTV display overlay to hold on to its tuned audience through the length of its time appearing on-screen and/or to a sequential second or third display overlay. For example, for polling and trivia, the portion of audience who answer the poll or trivia question and who also stay tuned for the poll or trivia responses. (Source: Canoe)

Display-Related

CIMM DEFINITION: Digital media advertising formats, including banners, video and social, i.e. all digital advertising formats except Search. "Display-Related" is the addressable universe for programmatic development. (Source: MAGNA Global)



Display Technology

See also: Display Device

CIMM DEFINITION: The underlying technology behind a display device.

NOTE - Recent technological innovations, such as ultra-high definition display technology, enable a higher quality image with greater sharpness, detail and color quality using pixels that are eight times smaller than those on a regular computer display.

Disruption

CIMM DEFINITION: In media, it is the introduction of new technology, software or hardware that changes the normal flow of business or established forms of human media behavior or consumption.

DPO abbr **Distinct Point of Origin**

CIMM DEFINITION: A unique address from which a browser connects to a Web site on the Internet. (Source: IAB)

DDoS abbr Distributed Denial of Service

CIMM DEFINITION: A type of computer system attack where a multitude of compromised systems, which are often infected with a virus, malware or a trojan, are used to target and attack a single system causing a Denial of Service (DoS).

DNS Root Zone

See also: Root Zone, Subdomain

CIMM DEFINITION: Also known as Root Zone, it is the top level domain categorization of the hierarchical Domain Name System of the global internet. Examples include .com and .org.

DD 5.1 abbr Dolby Digital 5.1

CIMM DEFINITION: A standard for compressed digital audio from Dolby Laboratories. Dolby Digital encodes 5.1 channels of digital audio (Left, Right, Center, Left Surround, Right Surround, and a Bass Channel). Dolby Digital is used in film, on DVD, in the Grand Alliance High Definition Television (GA-HDTV) standard, and some laser discs.

Dolly Shot

CIMM DEFINITION: Display of a scene while moving forward or backward. See also pan shot and track shot. (Source: freeflyvr)



Domain

CIMM DEFINITION: A group of unique sites or web pages that begin with the same domain.suffix address. For example, netratings.com. Usually represents a site and can include multiple subdomains. (Source: Nielsen)

Domain Name

See also: Unresolved IP Addresses

CIMM DEFINITION: The unique name that identifies an Internet site. (Source: IAB)

Note - Every domain name consists of one top or high-level and one or more lower-level designators. Top-level domains (TLDs) are either generic or geographic. Generic top-level domains include .com (commercial), .net (network), .edu (educational), .org (organizational, public or non-commercial), .gov (governmental), .mil (military); .biz (business), .info (informational),.name (personal), .pro (professional), .aero (air transport and civil aviation), .coop (business cooperatives such as credit unions) and .museum. Geographic domains designate countries of origin, such as .us (United States), .fr (France), .uk (United Kingdom), etc. (Source: IAB)

Domain Name Service

See also: Domain Name, Domain Name Services

CIMM DEFINITION: Resolves IP address disputes and queries.

DNS *abbr* **Domain Name System**

CIMM DEFINITION: A hierarchical distributed naming system for computers, services, or any resource connected to the Internet or a private network. It translates computer host names into an IP address which is a series of numbers. For example, the domain name www.example.com translates to the addresses 192.0.43.10. (Source: Wikipedia)

2: A location system of computers and network services that contains internet domain names translated into Internet Protocol (IP) addresses. Organized into a hierarchy of domains used to locate computers and services via user-friendly names.

Dongle

CIMM DEFINITION: A security key. A small hardware device that plugs into the serial or USB port of a computer. Its purpose is to ensure that only authorized users can use certain software applications.

2 : A laptop Ethernet card adapter. A small connector that attaches to a PC card in a laptop on one end, and to an Ethernet cable on the other end. Since most PC (or PCMCIA) network interface cards are too small to connect directly to a standard RJ-45 Ethernet cable, they need this adapter to connect the card to the cable. 3Com cards that use an "X-Jack" connector do not need a dongle. (Source: Techterms)



Doppler Effect (VR)

CIMM DEFINITION: An apparent increase in the frequency of sound or light as its source approaches an observer or a decrease if it moves away. (Source: freeflyvr)

Double Blind Match

See also: Anonymization, De-Identify

CIMM DEFINITION: Blind matching is a form of viewer / consumer anonymization which prevents data from being identified with specific homes or viewers. Double blind matching insures that both the source and the destination of the datapoints are completely anonymous to each other.

Down Convert

CIMM DEFINITION: Refers to the conversion of a high-resolution broadcast to a lower, standard resolution broadcast that any TV can display.

DL abbr **Downlink**

CIMM DEFINITION: The action of transmitting an analog or digital signal to a satellite dish receiver on earth via a transponder on a satellite. (Source: itvt.com/glossary)

- 2 : Pertaining to cellular networks, the radio downlink is the transmission path from a cell site to the cell phone. Traffic and signaling flows within the base station subsystem (BSS) and network switching subsystem (NSS) may also be identified as uplink and downlink. (Source: Wikipedia)
- 4 : Pertaining to a computer networks, a downlink is a connection from data communications equipment towards data terminal equipment. This is also known as a downstream connection. (Source: Wikipedia)

Download

CIMM DEFINITION: Occurs when a user downloads an app from an app store environment to their device but does not necessarily launch or open the app. (Source: IAB Mobile App Marketing Glossary Working Group)

Downloadable Add-ons

See also: Plug-in

CIMM DEFINITION: Refers to a product designed to complement another product.

NOTE - Add-on products are also available for software applications. For example, there are add-on report generation programs that attach to popular database products such as dBASE, giving them additional report-generation and graphics capabilities. The terms add-on and add-in are often, but not always, used synonymously. The term add-



in can refer to individual chips you can insert into boards that are already installed in your computer. Add-on, on the other hand, almost always refers to an entire circuit board, cartridge, or program. (Source: Webopedia)

DLC abbr **Downloadable Content**

CIMM DEFINITION: Additional content created for a released video game, distributed through the Internet by the game's official publisher. Can be of several types, ranging from aesthetic outfit changes to a new, extensive storyline, similar to an expansion pack. As such, DLC may add new game modes, objects, levels, challenges or other features to a complete, already released game. (Source: Wikipedia)

Down Round

CIMM DEFINITION: A round of financing where a company's valuation is reduced in its latest funding round so that investors purchase stock from a company at a lower valuation, than that of earlier investors.

NOTE - This can impact many Silicon Valley start-ups.

Downstream

See also: Downlink

CIMM DEFINITION: To send information from the network to the user. (Source:

itvt.com/glossary)

Drift

See also: Clock Drift, Clock Slippage, Frequency Drift
CIMM DEFINITION: When a tuner mistakenly tunes into another, therefore inaccurate frequency. There is also "clock drift" where the Set-Top Box (or computer) clock

deviates off from actual time.

NOTE - How do we know when this occurs and then how to compensate in measurement?

Drill Down

CIMM DEFINITION: When an online user accesses more and more pages of the Web site, i.e., he or she goes deeper into the content of the site. (Source: IAB)

Drop In Ad

CIMM DEFINITION: A local commercial inserted into a national program, or more generally, an advertising message inserted into a larger advertisement, as for a local



dealer or retailer, or a phrase, such as a public service slogan, or symbol; also called a hitchhike ad. (Source: TVB)

Dual Tuners

See also: Multi Tuners

CIMM DEFINITION: A Set-Top Box that has two outputs so that two televisions are served by the same Set-Top Box.

2 : Refers to a STB or DVR that has two tuners allowing for recording of two programs simultaneously or viewing one program live while recording another. (Source: TIVO)

Duo

See also: Allo

CIMM DEFINITION: A Google video calling app usable on both Android and iOS systems, any range of connection and internationally.

NOTE - Like Allo, Duo is based on the phone number, allowing the ability to reach anyone in one's phonebook. Knock Knock feature shows a live video preview of the caller before the recipient picks up. Duo calls are in HD video (up to 720p) and audio and is optimized to work well even on limited bandwidth. Also features the ability to seamlessly transition calls between cellular and Wi-Fi. All calls on Duo are end-to-end encrypted.

Duopoly

CIMM DEFINITION: An instance where two stations in the same designated market area are owned by the same party. Though once forbidden by the FCC, the rules surrounding duopolies have been relaxed in recent years. (Source: TVB)

Duplicate Response

CIMM DEFINITION: The instances when an authenticated household, individual or device reacts to or attempts to react to an interactive session more than once. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Duplicate Responses - Device

CIMM DEFINITION: The number of times an authenticated device reacts to an interactive session. Currently associated with a TV connected to a set-top. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)



Duplicate Responses - Individual

CIMM DEFINITION: The number of times an authenticated member of a household reacts to an interactive session (FUTURE METRIC (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Duplicate Response – Household

CIMM DEFINITION: The number of times an authenticated iTVHH reacts to an interactive sessions. Currently associated with a TV connected to a set-top. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Duplicate Tuning Record

CIMM DEFINITION: A data condition in which a meter or reporting system provides an exact copy of a tuning record or event. (Source: Nielsen)

Duration

CIMM DEFINITION: The length of a particular event. In linear tuning statements, the duration is the contiguous time for which a particular channel was selected. (Source: Nielsen)

2 : The total duration of seconds in a spot. Tuning duration record provided by the operator. (Source: Kantar Media Audiences)

Note – Due to channel change Latency, channel change gaps, and the uncertainty of event reporting times in a STB, all of which may vary from STB to STB and channel to channel, accurate measurement of duration on a STB requires time synchronization, collection of STB timing data, and appropriate editing rules. (Source: FourthWall Media)

Duration In Seconds

See also: Duration

CIMM DEFINITION: The smallest increment of time that a Set-Top Box can provide for data. The collection of these seconds of data into portions of time indicate the duration.

2 : The total duration of seconds in a spot. (Source: Kantar Media Audiences)

Duration of a Web Page Viewed

CIMM DEFINITION: Average duration of time that a web page was viewed per person over the specified reporting period. (Source: Nielsen)



Dwell Filtration Standard

See also: Dwell Time

CIMM DEFINITION: An industry agreed upon standard (not yet in existence) minimum level of average seconds of tuning duration before a tuning event will be saved in STB memory and sent upstream for tabulation. (Source: TRA)

NOTE - There is a difference between a one second and a five, ten etc., second standard. How is surfing calculated below the sub five second level? How to agree upon the standard?

NOTE - TRA does not recommend any Dwell Time filtration when collecting tuning data.

Dwell Time

See also: Dwell Filtration Standard

CIMM DEFINITION: The amount of time a home or Set-Top Box spends on a channel - presumably viewing or interacting - with a piece of content such as a program, channel or network as indicated through the Set-Top Box.

- 2: The period of time that a user spends viewing a channel, estimated from the time between channel changes. The amount of time of a contiguous tuning event. (Source: Nielsen)
- 3: Dwell Time refers to the amount of time that the Set-Top Box must be tuned to a specific channel in order to report a viewing session. Set by Pay TV Operator. Once minimum Dwell Time had been reached, the viewing record is captured back to the initial second. (Source: Kantar Media Audiences)
- 4: Dwell Time is set by the software in the STB, and is controlled by the operator, not by Rentrak. Often for reasons of network bandwidth, operators tend to set Dwell Times at 5 or 20 seconds. From a pure data perspective, it would be best to have short Dwell Times, but operators are necessarily concerned about network loading. Fortunately, the viewing that is excluded by a 5- or even 20-second Dwell Time is negligible in terms of total hours and average audience. (Source: Rentrak)
- 5: TRA uses at least eleven seconds. TRA recommends zero Dwell Time Filtration. TRA data suppliers use zero in one case and at least eleven seconds in the other case and TRA algorithms make the data consistent by estimating what is going on during the filtered gaps. (Source: TRA)
- 6: FourthWall Media collects all events, irrespective of Dwell Time, on all advanced and legacy Set-Top Boxes. Dwell Filtration Standards may be applied after the fact to the collected data, if needed. (Source: FourthWall Media)

NOTE - What is considered acceptable Dwell Time and what constitutes Latency?



NOTE - Nielsen uses the term "Dwell Times" to describe tuning event intervals. Dwell Times are impacted by "Latency". Kantar Media Audiences says that Dwell Times are set by the Middleware. Kantar Media Audiences' Middleware delivers in ten second increments (for Charter) and five seconds (for Direct) but delivers second-by-second data going back to the first second if there is viewing. Gaps of ten seconds are called surfing.

NOTE - No Dwell Time filtration for TIVO, every second is measured and counted.

Dash abbr Dynamic Adaptive Streaming

See also: Rich Media

CIMM DEFINITION: In rich media services, it is standardization of streaming services over HTTP so that content in various formats and from various originations can be received and utilized on all possible platforms.

DAI abbr **Dynamic Ad Insertion**

See also: Dynamic Advertising, Advanced Advertising CIMM DEFINITION: The ability of advertisers to upload and insert targeted ads into video content quickly and frequently.

- 2 : The process by which an ad is inserted into a page in response to a user's request. (Source: IAB)
- 3 : Expands advanced advertising opportunities by allowing advertisers to target ads that can be swapped in and out of VOD content. (Source: Tubemogul)

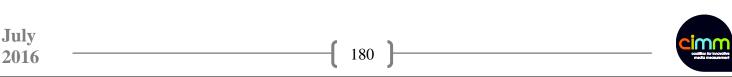
NOTE - Previously ads were inserted in advance and could not be changed once inserted into the program. Now with the advanced technology, ads can be swapped out immediately.

Dynamic Ad Placement

CIMM DEFINITION: A process that allows alteration of specific ads placed on a page based on any data available to the placement program. Simply, it allows for multiple ads to be rotated through one or more spaces. In more sophisticated examples, the ad placement could be affected by demographic data or usage history for the current user. (Source: IAB)

DAU abbr **Dynamic Ad Units**

CIMM DEFINITION: A form of interactive advertising where ad units with advanced elements such as Gaming, Geo-Targeting, Voting, Polling or Sweepstakes etc.,, can be delivered immediately and selectively, depending on the target home or viewer. (Source: Mercury Media)



2 : Advertising content that is not static, often changing in appearance or position. (Source: Nielsen)

NOTE – EBIF-based Interactive Advertising typically generates response data that contains a unique identifier associated with each ad placement. Additionally, FourthWall Media's AdWidgets return a code that identifies the specific Dynamic Ad Unit variation. (Source: FourthWall Media)

NOTE - Visible World's technology does enable tracking of each specific ad version that is delivered, even for Dynamic Ad Units (that use our system) And DAUs can be customizable in realtime. (Source: Visible World)

Dynamic Advertising

See also: Advanced Advertising

CIMM DEFINITION: The ability to update which ad or version of a commercial is displayed in real-time or near-real-time basis using automated data feeds (e.g. changes in local TV ads based on local weather conditions or inventory data). (Source: Visible World).

DART *abbr* **Dynamic Advertising Reporting and Targeting**

CIMM DEFINITION: DoubleClick is a subsidiary of Google which provides development and ad serving services, acting as a third party ad server, used commonly by both publishers and advertising clients to manage online advertising campaigns.

Dynamic Allocation

See also: DoubleClick For Publishers, Enhanced Dynamic Allocation, Dynamic Memory Allocation

CIMM DEFINITION: A process that enables greater real time auction bidding competition for publishers for their inventory impressions between Ad Exchange and all of the other demand partners set up interconnectedly inside their DFP because sequential bidding is disrupted.

- 2 : Alternatively referred to as a heap allocation; when referring to computer memory, a dynamic allocation is the computer memory process of allocation and de-allocation segments of memory. (Source; Computerhope)
- 3: When referring to a network or network device, dynamic allocation or a dynamic IP address is the automatic assignment of an IP addresses by the network. For example, an IP addresses being assigned by DHCP. (Source; Computerhope)



Dynamic CPM

CIMM DEFINITION: Dynamic and effective are interchangeable - both refer to a live metric in a live campaign (vs. a target or hypothetical goal) (Source: Mediamath)

Dynamic Creative

CIMM DEFINITION: Several different creatives and choosing the most appropriate one for the user through some automated means such as audience segmentation, or creating new creatives on the fly based on products the user has browsed in the past or some other components. An advertiser might also wish to serve dynamic creatives that change based on frequency and recency or other non-user-based criteria. (Source: Mediamath)

2 : Refers to video ad creative that's customized in advance and/or is able to be transformed upon delivery. The "transformation" in question would be geared toward more precise targeting of audience segments. Customization features might include delivering a specific combination of ad content, such as background images, copy, and the color and size of a call-to-action button. (Source: Cynopsis)

Dynamic Creative Optimization/ Dynamic Creative Service

CIMM DEFINITION: A technology that gives media buyers the capability to perform dynamic creative optimization. (Source: Mediamath)

Dynamic Editing

CIMM DEFINITION: Opposite of pre-defined, set parameters for data editing rules. Dynamic editing allows the system to compensate for unanticipated, changeable content conditions. It can remove or recalculate certain elements as part of the editing process. An example is the special dynamic capping edit undertaken for football overruns. (Source: Kantar Media Audiences)

Dynamic Frequency Capping

See also: Capping, Frequency Capping

CIMM DEFINITION: A program that has the ability to dynamically, in real-time, monitor and cap the number of ad messages a viewer receives via addressable advertising. (Source: Visible World)

DHTML *abbr* **Dynamic Hypertext Markup Language**

CIMM DEFINITION: An extended set of HTML commands which are used by Web designers to create much greater animation and interactivity than HTML. (Source: IAB)



Dynamic Insertion

See also: Time Shifted Commercial Substitution

CIMM DEFINITION: The ability to insert different content, usually different ads, within other content, often in realtime. Used to insert more relevant or targeted advertising for a specific zone, neighborhood, zipcode, etc.

2: The ability to show a specific user a specific ad, typically because of the characteristics of that user. (Source: MAGNA Global)

Dynamic IP Address

CIMM DEFINITION: An IP address (assigned by an ISP to a client PC) that changes periodically. (Source: IAB)

Dynamic Lighting

CIMM DEFINITION: Changes in lighting effects as objects or the observer move. dynamics: The rules that govern all actions and behaviors within the environment. (Source: freeflyvr)

Dynamic Memory Allocation

CIMM DEFINITION: The task of fulfilling an allocation request by locating a block of unused memory of sufficient size. (Source: Wikipedia)

NOTE - Memory requests are satisfied by allocating portions from a large pool of memory called the heap or free store. At any given time, some parts of the heap are in use, while some are "free" (unused) and thus available for future allocations. (Source: Wikipedia)

Dynamic Pricing

CIMM DEFINITION: The ability of an SSP to sell inventory at a price that matches and changes with market demand. A publisher can choose to set up floor (or a minimum, the opposite of dynamic pricing) or allow the impression to go to the highest bidder based on timing and its particular data attributes. (Source: Mediamath)

Dynamic Rotation

CIMM DEFINITION: The delivery of ads on a rotating, random basis so that users are exposed to different ads and ads are served in different pages of the site. (Source: IAB)



Dynamic Signage

See also: Digital Signage, Narrowcasting, Slivercasting

CIMM DEFINITION: A form of narrowcasting where video content is displayed in public places such as malls, airports and doctors' offices, for example.

Dynamic VOD

CIMM DEFINITION: The addition of interactive content into Video On-Demand such as addressable advertising capability.

Dynamic VOD Ad Insertion

See also: Dynamic Ad Insertion

CIMM DEFINITION: With the improved technology, it is the ability to insert household specific advertising messages within a VOD session while the VOD session is being streamed in real-time. Therefore a more relevant advertising spot is served to the viewer based on the specific content, location, demographics and household preferences and across multiple platforms.



Early Evening Newscasts

CIMM DEFINITION: Local affiliate newscasts between 5 and 7 p.m. in the Eastern and Pacific zones and 6 to 8 p.m. in the Mountain and Central zones. (Source: StateoftheMedia.org)

Early Morning News

CIMM DEFINITION: Local newscasts before national morning news programming on on ABC, CBS and NBC and newscasts on Fox and unaffiliated stations that air on 4:30 to 5 a.m. (Source: StateoftheMedia.org)

Earned Content

CIMM DEFINITION: Content created and shared to social and digital platforms by fans of a marketer's message – as opposed to the marketer itself. (Source: Cynopsis)

Earned Leads

CIMM DEFINITION: The sales leads a company receives through a combination of paid media across all platforms (such as advertising), owned media (content assets) and earned media (such as public relations, webinars, social creation and sharing).



Earned Media

CIMM DEFINITION: Traditionally considered public relations, it is any content that is created about a media business, content provider, marketer or brand that wasn't directly created or commissioned by that entity.

EBITA *abbr* **Earnings Before Interest, Taxes, Depreciation & Amortization** CIMM DEFINITION: A measure of profitability from operations when removing interest, income taxes, depreciation and amortization from the net income. (Source: Mediamath)

eBook

CIMM DEFINITION: A book composed in or, if a printed book, converted to a digital format that is then accessible on a computer or handheld device designed specifically for this purpose.

2 : A dedicated device for reading electronic versions of printed books.

eBox

CIMM DEFINITION: In computing, an electronic box that includes capacitive discharge ignition and computer controlled devices.

2 : A home system enabling the management of domestic customized modules such as lighting, blinds, heating, air conditioning and timers etc. with the ability to view and remotely manage all of the information virtually.

EBusiness

CIMM DEFINITION: The transfer of data from one computer to another. When computers connect, trading partners can conduct business transactions electronically. EBusiness promises a more efficient procedure for processing Spot TV buys electronically. (Source: TVB)

E-Commerce

CIMM DEFINITION: The process of selling products or services via the Web. (Source: IAB)

Ecommerce Remarketing

CIMM DEFINITION: Techniques, strategies and possibly automated technologies used by marketers and online merchants to re-contact website visitors who do not make a desired action on the website such as when they abandon their shopping cart in the hopes of converting them into a paying customer.



eCPM

CIMM DEFINITION: Short for Effective Cost per Thousand. A metric for measuring advertising revenue generated across various marketing channels, calculated by dividing total earnings by the total number of impressions in thousands. (Source: Tubemogul)

Editing Rules

CIMM DEFINITION: A predetermined set of rules governing how raw data collected is modified to ensure it is complete, accurate and consistent. Editing rules may be used to check that essential fields are populated, verify values fall within pre-established limits, or identify the existence of duplicate records, among other things. (Source: MRC)

Effective CPA (Cost Per Action)

CIMM DEFINITION: A calculated metric that tells the advertiser what the cost per action would have been compared to other types of actions.

2 : Actual CPA in a live flight (as opposed to CPA, which is a target) (Source: Mediamath)

Effective CPC (Cost per Click)

CIMM DEFINITION: A calculated metric that tells the advertiser what the cost per click would have been compared to other purchased metrics.

Effective CPE (Cost Per Event)

CIMM DEFINITION: A calculated metric that tells the advertiser what the cost per event would have been compared to other events.

2 : Actual CPE in a live flight (as opposed to CPE, which is a target) (Source: Mediamath)

Effective CPM (Cost per Mille)

CIMM DEFINITION: A metric that tells a publisher what he or she would have received if they sold advertising inventory on a CPM basis. (Source: OpenX)

Effective CPM (Cost Per Thousand)

See also: Targeted Effective CPM, Cost Per Effective Impression CIMM DEFINITION: The cost per thousand impressions achieved against a traditional audience segment(s) broadly defined in terms of age and / or gender. (Source: Visible World)



2; Can also be known as eCPM

3 : Actual CPM in a live flight (as opposed to CPM, which is a target) (Source: Mediamath)

Effective Frequency

See also: Reach & Frequency, Targeted Effective Frequency, Frequency Cap, Frequency Curves

CIMM DEFINITION: The percentage of the audience segment that are exposed to a

commercial. (Source: Visible World).

Effectors

CIMM DEFINITION: Interfacing devices used in virtual environments for input/output, tactic sensation and tracking. Examples are gloves, head mounted displays, headphones, and trackers. egocenter: The sense of one's own location in a virtual environment. (Source: freeflyvr)

Efficiency

CIMM DEFINITION: The relationship of media cost to audience delivery. (Source: TVB)

Egocenter

CIMM DEFINITION: A point of reference usually located between the eyes. In virtual reality it is the absolute judgement of distances and visual directions of objects.

E-learning

CIMM DEFINITION: Refers to the electronic media and information and communication technologies (ICT) in education. Provides numerous types of media that deliver text, audio, images, animation and streaming video, and includes technology applications and processes such as audio or video tape, satellite TV, CD-ROM, and computer based learning. (Source: Mediamath)

Electromagnetic Spectrum

CIMM DEFINITION: The full range of electromagnetic energy that can be radiated, as defined by frequency (f), or wavelength, which is the inverse of frequency. In terms of frequency, the spectrum begins at almost zero (0) and extends to infinity. In terms of wavelength, the spectrum begins at almost zero and extends to infinity, but in reverse. The portion of the spectrum currently usable for telecommunications includes electricity, radio, and infrared light. (Source: http://computer.yourdictionary.com)



EDI abbr **Electronic Data Interchange**

CIMM DEFINITION: The electronic transmission of information such as data or video between two companies.

EMM abbr Electronic Mobile Measurement

CIMM DEFINITION: Formerly known as On Device Meter, Electronic Mobile Measurement is a comprehensive mobile metering and reporting solution. It provides audience measurement and analytics for Android and iOS mobile devices. This project is a foundational part of Nielsen's 3-screen reporting (measurement across TV, Internet, and Mobile). Coupled with the current NetView capabilities, this program will allow our Watch and Buy clients to analyze internet and application usage across the entire digital landscape. (Source: Nielsen)

EPG abbr **Electronic Programming Guide**

See also: Interactive Programming Guide

CIMM DEFINITION: An electronic program guide is an application that displays television program information, including program name, start time, and duration. (Source: CableLabs)

- 2 : Same as an Interactive Programming Guide. Enables digital television viewers to search, filter and customize program listings and access content. (Source: mcobject.com)
- 3 : An on-screen guide of television programming and other On-Demand content and services which users may navigate and select by means of their Remote Control or similar device. (Source: Nielsen)
- 4 : Often refers to the scrolling non-interactive guide like the TV Guide Channel.
- 5 : An application that allows the viewer to interactively select their television programming. The development of applications enhancing the EPG such as dynamic video selection, recording options and more, is a high growth area. Currently, the EPG allows the viewer to also access summaries of shows, the ability to set recording times, show program length and names of crew members, as well as the ability to select content via categories. More advanced EPG (also called Interactive Programming Guides -IPGs) applications enable the viewer to select shows to record over several weeks every time a show or a selected movie star appears on the schedule Ultimately, EPGs will enable the TV set to learn the viewing habits of its user and suggest viewing schedules. (Source: itvt.com/glossary)



ESD *abbr* **Electronic Software Distribution**

See also: Content Delivery, Digital Distribution, Online Distribution CIMM DEFINITION: A solution devised by software producers, meant to allow users to download software products over the Internet (i.e. electronically) as opposed to delivering the software on physical media (e.g. CDs, DVDs). (Source: Wikipedia)

Electronic Sweatshop

See also: Digital Sweatshop, Playbourer, Gold Farming

CIMM DEFINITION: Also known as a Digital Sweatshop, it is a pejorative term describing a company or entity that exploits digital workers by under-paying them, extending the hours of their workday without commensurate compensation or other violations of federal or state Labor Laws.

Electronic Tokens or ETokens

See also: Digital Tokens, Security Tokens

CIMM DEFINITION: Electronic equipment that acts as a digital key or currency. It provides a secure way of accessing valuable content or data.

eWOM abbr Electronic Word of Mouth

CIMM DEFINITION: A form of marketing that focuses on online person-to-person communication with the intent to create buzz and possibly become viral.

eleet

See also: Leet

CIMM DEFINITION: Another term for Leetspeak where ASCII characters replace Latinate letters. Example is eleet may be spelled 31337 or 3l33t.

E-mail Advertising

CIMM DEFINITION: Banner ads, links or advertiser sponsorships that appear in e-mail newsletters, e-mail marketing campaigns and other commercial e-mail communications. Includes all types of electronic mail (e.g., basic text or HTML-enabled). (Source: IAB)

E-mail Bounce

See also: Bounce

CIMM DEFINITION: An e-mail that cannot be delivered to the mailbox provider and is sent back to the e-mail Service Provider that sent it. (Source: IAB)

NOTE - A bounce is classified as either hard or soft. Hard bounces are the failed delivery of e-mail due to a permanent reason, such as a non-existent address. Soft



bounces are the failed delivery of e-mail due to a temporary issue, such as a full inbox or an unavailable ISP server. (Source: IAB)

E-mail Campaign

CIMM DEFINITION: An advertising campaign distributed via e-mail. (Source: IAB)

E-mail Inbox

CIMM DEFINITION: Within a mailbox provider, the default, primary folder that stores delivered e-mail messages. (Source: IAB)

E-mail Mailbox Provider

CIMM DEFINITION: The e-mail program, and by extension the server, that hosts the targeted e-mail address. (Source: IAB)

E-mail Preview Pane

CIMM DEFINITION: A small window within a mailbox provider that allows the user to view some e-mail content without opening the e-mail. (Source: IAB)

ESP abbr E-mail Service Provider

CIMM DEFINITION: A business or organization that provides the e-mail campaign delivery technology. ESPs may also provide services for marketing, advertising and general communication purposes. (Source: IAB)

E-Marketing (Electronic Marketing)

CIMM DEFINITION: The process of marketing a product or service and driving sales though electronic efforts using the Internet.

Embedding

CIMM DEFINITION: Placing a code within the HTML of a page or site.

EMEA

CIMM DEFINITION: International businesses located in Europe, the Middle East and/or Africa.



Emoji

CIMM DEFINITION: A small digital image or icon or groups of images or icons used in text fields that are used to symbolically express an idea, emotion, state of mind, etc., from the sender in an electronic communication without using words.

Encoder

See also: Codec

CIMM DEFINITION: An encoder is hardware or software that places special code onto content for the purposes of identification, standardization, speed, anonymization, measurement or security.

- 2: A hardware or software service that inserts a code or watermark into an audio or video signal. (Source: Nielsen)
- 3 : A hardware or software application used to compress audio and video signals for the purpose of streaming. (Source: IAB)

Encoding

See also: Decoding

CIMM DEFINITION: The process of putting a special code, often a sequence of characters (letters, numbers, punctuation, and certain symbols) into a specialized format for efficient transmission, storage, privacy protection, security or measurement.

2: The process of compressing and separating a file into packets so that it can be delivered over a network. (Source: IAB)

Encryption

See also: Custom Encryption

CIMM DEFINITION: A protection procedure where an algorithm is inserted into a process or dataset that will allow access to the content only to those who have the security key.

- 2 : "A form of encoding transmitted data for security purposes. It normally requires the decryption "key" to decipher the transmission upon receipt. The level of security is dependent on the complexity of the key used. A method used to translate plaintext into ciphertext." (Source: CableLabs)
- 3 : "A process used to obfuscate information often used with MAC ID and / or system supplied keys." (Source: Nielsen)
- 4 : Securing digital information so that it is unreadable without the use of digital keys. (Source: IAB)



End Date

CIMM DEFINITION: The agreed upon and negotiated date that a campaign is scheduled to end.

Engagement

CIMM DEFINITION: The amount of attention and involvement a viewer gives to content. The greater the attention and involvement, the more likely that viewer will retain memories and will feel more predisposed to that content, whether a program, commercial, product or a video.

Engagement Channel

CIMM DEFINITION: A channel that is effective for generating various types of responses from users, such as a click, form-fill, purchase, a search, and more. (Source: Centro)

Engagement Rates

CIMM DEFINITION: What percent of total impressions for an ad were hovered on, clicked within. (Source: Mediamath)

Enhanced Content

CIMM DEFINITION: Universally used button (typically RED) that is both on-screen and on the remote to signal that there is interactive (value added) content associated with the program. Does not have to be branded to a specific provider. ITV content is mandated to use it, mostly seen in Europe on the BSkyB Platform.

NOTE - See http://www.broadbandbananas.com/vvenhanced.html for examples of this kind of "universal" button usage.

Enhanced Dynamic Allocation

See also: Dynamic Allocation

CIMM DEFINITION: A feature, along with dynamic allocation, which give AdX, Google's ad exchange, an opportunity to beat other demand in the ad server, even if it's not its turn. (Source: Adexchanger)

ETV abbr Enhanced TV

CIMM DEFINITION: A general term that refers to interactive services and applications provided in conjunction with video programming. ETV is used in particular in reference to Two-Screen Solutions TV + PC services. Generally users of these ETV services have their TV and computer in the same room, and navigate their web browser to a particular program-specific Web site that is synchronized to the live program by the broadcast TV



network. Alternatively, some computers have TV tuner cards, or some TVs offer web browsers.

- 2 : A specification by CableLabs which allows deployment of interactive content on "thin-clients" such as the Motorola DCT 2000 (with over 15M platforms deployed) and Scientific Atlanta Explorer 2000 as well as OpenCable (OCAP) host devices. (Source: Unisoft)
- 3 : A type of interactive television technology which allows content producers to send data and graphical "enhancements" through a small part of the regular analog broadcast signal called the Vertical Blanking Interval. These enhancements appear as overlays on the video and allow viewers to click on them if they are watching TV via special set-top box/software services. (Source: IAB)

EBIF abbr Enhanced TV Binary Interchange Format (EBIF Enabled STBs) CIMM DEFINITION: A multimedia content format specification that supports the efficient interchange, distribution and decoding of an ETV application across the cable industry's universe of both legacy and advanced set-top boxes that support the Tru2way® specification. (Source: Definition currently under review by CableLabs)

- 2 : Standard Set-Top Box software that enables advanced TV applications (including interactivity and addressability). Industry standard for all STB manufacturers.
- 3: A CableLabs defined standard interactive application format for software and data. adopted by all the large MSOs and many smaller operators. EBIF applications and data are interpreted by EBIF User Agent software deployed by MSOs in STBs. EBIF is the emerging standard for the implementation of interactive advanced advertising, programming enhancements, and third-party software (e.g., TV Widgets). (Source: FourthWall Media)

NOTE - Hand in hand with the EBIF standard is the CableLabs Application Messaging (AM) standard, which defines how EBIF programs and data are packaged and transmitted to and from Set-Top Boxes, and how bound applications (e.g., interactive advertising enhancements embedded in a video spot) are "triggered" for execution. (Source: FourthWall Media)

EBIF User Agent

CIMM DEFINITION: The software platform/middleware deployed on both legacy and advanced Set-Top Boxes to execute applications written with conformance to the EBIF standard. (Source: FourthWall Media)



Enhanced TV Set-Top Boxes

See also: Advanced Set-Top Box, Digital Set-Top Box, All-In-One Set-Top Box, Integrated Set-Top Box, Set-Top Box

CIMM DEFINITION: Another name for an Advanced Set-Top Box. These boxes all have backchannel return path as well as online and VOD capabilities.

NOTE - Also known as Smart TV Set-Top Box, Thick Boxes.

Enhancement

CIMM DEFINITION: An interactive application that runs in synchronization with linear video. The interactive application is typically delivered as an EBIF application and executed by the EBIF User Agent on the Set-Top Box. Examples of Enhancements include overlay of RFI with a spot ad. A CableLabs standard. (Source: FourthWall Media)

ECM *abbr* **Enterprise Content Management**

CIMM DEFINITION: A formalized means of organizing and storing an organization's documents, and other content, that relate to the organization's processes. The term encompasses strategies, methods, and tools used throughout the lifecycle of the content. (Source: Wikipedia)

DBMS *abbr* **Enterprise Database Management system**

CIMM DEFINITION: A group of computer programs that manage databases that are supervised by database administrators. The structure of the management system can impact usability, response time and flexibility.

ERP abbr Enterprise Resource Planning

CIMM DEFINITION: A category of business-management software—typically a suite of integrated applications—that an organization can use to collect, store, manage and interpret data from many business activities, including: product planning, purchase. manufacturing or service delivery. (Source: Wikipedia)

Environment

CIMM DEFINITION: In VR terms, this is a computer-generated model that can be experienced by an observer as if it were a place. exoskeleton: mechanically linked structure for control of an feedback from an application. (Source: freeflyvr)

Equal Time

CIMM DEFINITION: The FCC's Equal Opportunities Rule (part of Section 315 of the Communications Act) states that if a broadcast station or cable system gives or sells



time to one candidate for public office, it must offer equivalent time to other candidates. News shows are exempt. (Source: TVB)

Equal Weighting

See also: Ad Delivery Mode

CIMM DEFINITION: An ad delivery method for which the Ad Server evenly distributes impressions between ads in the line item.

Equitable Rotation

CIMM DEFINITION: In media, it is the scheduling and airing of advertising time throughout the programming day that represents a fair rotation or distribution of ad messenging through-out the agreed dayparts and time periods.

Equitable Distribution

CIMM DEFINITION: In media, it is the fair and even disbursement of ad inventory for a negotiated and agreed upon campaign or campaigns.

Equity Crowd Funding

See also: Crowd funding, Hyper Funding, Crowd Financing

CIMM DEFINITION: Often used interchangeably with Crowd funding where many small contributors or investors fund a project, program, idea, business or campaign, for example, via the internet, however this form of funding is considered an investment which also provides an equity stake for the contributor.

E-Radio

CIMM Definition: Another term for Internet Radio.

Ethernet

CIMM DEFINITION: A networking technology that links computers together in local area networks. (Source: IAB)

EISS *abbr* **ETV Integrated Signaling Stream**

CIMM DEFINITION: A protocol used to transport ETV applications. The protocol integrates application signaling and media content timelines to allow for their synchronized delivery in a single MPEG stream. (Source: Definition currently under review by CableLabs)



ETV User Agent

CIMM DEFINITION: Client software that interprets and presents ETV applications. An ETV User Agent processes ETV EISS application signaling and consumes ETV EBIF content. ETV User agents are typically implemented as native applications on legacy cable set-top boxes and as Java applications on Tru2way® receivers. Wikipedia provides a definition of the general term 'User Agent'. (Source: Definition currently under review by CableLabs)

Even Delivery

CIMM DEFINITION: Refers to the delivery of ads during a flight at a consistent rate, rather than, for example, increasing or decreasing. (Source: Mediamath)

Event Based Logging

CIMM DEFINITION: The collection, tracking and storing of user activity events.

- 2 : Logging actions on TIVO based on events taken by the STB. (Source: TIVO)
- 3 : The events do not have to be viewer initiated. An ad insertion can be an event. (Source: Invidi)

Event Reporting Latency

See also: Latency

CIMM DEFINITION: The time offset between the actual occurrence of an event on a Set-Top Box (e.g., channel change, Remote Control key press, etc.,) and the reception of that event signal by the collection engine. For example, consider channel change Latency. Not only is this affected by Set-Top Box type, resident application type and version, and other factors, but the exact moment in that Latency period when the event is reported to the Collection Engine varies based on these same factors. One STB may have a three second channel change Latency, and the channel change event is signaled at the start of those three seconds. Another STB may have a two second channel change Latency, but the channel change is signaled at the end of the Latency period. Collection engines must measure and account for such discrepancies on a STB by STB basis (e.g., via Clock Sychronization). (Source: FourthWall Media)

Events

CIMM DEFINITION: Events are asynchronous communication between applications and the OpenCable system on which they are being executed. They provide communication between solution elements. An event may also refer to a unit of programming, such as a movie, an episode of a television show, a newscast or a sports game. (Source: CableLabs)



Event Trackers

CIMM DEFINITION: Primarily used for click-through tracking today but also for companion banner interactions and video session tracking. (Source: Mediamath)

E-Wallet

See also: Digital Wallet

CIMM DEFINITION: Another term for a digital wallet.

Exact Commercial Ratings

CIMM DEFINITION: A rating based on the audience to a national commercial based on viewing from reported exact second start of the commercial to the exact end of the commercial. Able to be reported in Rentrak's TV Essentials Service due to the stability generated by its millions of reporting homes. (Source: Rentrak)

Exchange

CIMM DEFINITION: A technology/business model where vendors in the digital ecosystem place themselves as a middleware solution for the direct purpose of driving market liquidity between the demand and the publisher side. The primary purpose of improved liquidity through exchanges has been a solution for managing lower middle and long-tail publisher inventory. (Source: Mediamath)

2 : Technology platform that facilitates the buying and selling of ad inventory using various methods of purchase other than traditional I/O. (Source: MAGNA Global)

Exchanged Bid Management

See also: Prospecting

CIMM DEFINITION: The act of managing the buying and selling of ad inventory on an exchange.

Execution

CIMM DEFINITION: The act of creating and serving an ad. It can refer to the ad itself or the campaign as a whole. (Source: Centro)

Expandable Ads

CIMM DEFINITION: Rich media ads that can be enlarged to dimensions beyond the initial dimensions of the placement they fill on the webpage. The user initiates expanding events, sometimes after the ad initially expands briefly on its own to catch the user's attention. (Source: IAB)



Expandable Banners

CIMM DEFINITION: A banner ad which can expand to as large as 468 x 240 after a user clicks on it or after a user moves his/her cursor over the banner. (Source: IAB)

Expanded Dimensions

CIMM DEFINITION: The secondary dimensions of an expanding ad unit (after the ad is expanded). Initial dimensions are fit to the dimensions of the placement. Then, either by auto-play or by user interaction, the ad unit expands to its secondary dimension. (Source: IAB)

Expansion Board

See also: Add-on Board

CIMM DEFINITION: Another term for an add-on board.

Expansion Bus

See also: Bus, Internal Bus, Address Bus, Data Bus CIMM DEFINITION: A collection of wires, also known as a bus, that enables expansion boards to access the CPU and memory.

Explicit Interest Data

CIMM DEFINITION: Data provided voluntarily by viewers while interacting with (EBIF) applications running on the Set-Top Box. For example: product keywords entered into "Ebay on TV," service keywords entered into "Yellow Pages on TV," portfolio stock symbols entered into "Stock Tracker Widgets," favorite NFL teams / players entered into "Fantasy Football Tracker." (Source: FourthWall Media)

Exposure

CIMM DEFINITION: The action of showing a user, visitor or viewer a piece of content such as a video, program and/or an ad.

2 : A person's physical contact with an advertising medium or message. It can be in visual and/or audio form. (Source: TVB)

EDTV abbr **Extended Definition TV**

CIMM DEFINITION: An American Consumer Electronics Association (CEA) marketing shorthand term for certain digital *television* (DTV) formats and devices. (Source: Wikipedia)

2 : Television in which (a) improvements are made to the standard National Television System Committee (NTSC) television system, (b) the improvements are receiver-



compatible with the standard NTSC television system, and (c) the improvements modify the standard NTSC television system emission standards. Note 1: EDTV improvements may include (a) a wider aspect ratio, (b) a higher picture definition than NTSC definition, and (c) any of the improvements used in improved-definition television (IDTV). Note 2: When EDTV signals are transmitted in the 4:3 aspect ratio, it is referred to as "EDTV." When transmitted in a wider aspect ratio, it is referred to as "EDTV-Wide." (Source: US Government)

Extensible Markup Language

CIMM DEFINITION: A richer more dynamic successor to HTML utilizing SGML or HTML type tags to structure information. XML is used for transferring data and creating applications on the web. (Source: Mediamath)

External Identifier

CIMM DEFINITION: A free-form reference ID. For example, "Debbie's Account." (Source: OpenX)

Extra

CIMM DEFINITION: Additional (typically free) material used to promote content (free, subscription or pay). E.g., alternate endings, "Behind the Scenes" footage, "The Making Of..." programming.

ETL abbr Extract Transform and Load

CIMM DEFINITION: The process of extracting data from various outside sources, transforming the data into more useable forms and then loading it onto a platform. Always done electronically - never manually - and often involving data aggregation and standardization.

Extranet

See also: Intranet

CIMM DEFINITION: An intranet that is partially accessible to authorized outsiders via a valid username and password. (Source: IAB)

Eyeball in the Hand

CIMM DEFINITION: A metaphor for visualized tracking where the tracker is held in the hand and is connected to motion of the projection point of the display. (Source: freeflyvr)



Eyeballs

CIMM DEFINITION: Slang term for audience; the number of people who view a certain website or advertisement. (Source: IAB)

Eye Clearance

CIMM DEFINITION: The most accurate figure of merit used to describe the HMD positioning relative to the eye. (Source: freeflyvr)

Eye Tracking

CIMM DEFINITION: A form of neuroscience analysis which concentrates on the measurement of eye movements such as the point of gaze (where one is looking) or the motion of an eye relative to the head in order to ascertain interest and engagement, for example.

- 2 : Similar to headtracking, but instead reads the position of the users' eyes versus their head. (Source: TechRepublic)
- 3 : Measurement of the direction of gaze. (Source: freeflyvr)

NOTE - For example, there's an Head Mounted Display called FOVE that integrates eye tracking into their headset. In their demo, the user can aim a weapon (it looks like a laser) by looking in a different direction. Alternatively, a game like Rocket Toss relies on the user aiming with his or her head to determine the direction of rings. (Source: TechRepublic)



Facebook

CIMM DEFINITION: A popular, free, online social networking service where people can create profiles, connect with family and friends, share photos, videos, send messages, and get updates and otherwise engage in social connector activities via the internet on any platform or device.

Facial Recognition

CIMM DEFINITION: The technology that enables the identification of a person by biometric imaging of a digital image or video frame from a video source.



Facial Recognition System

CIMM DEFINITION: A computer application capable of identifying or verifying a person from a digital image or a video frame from a video source. In media it is becoming a commercial identification and marketing tool. (Source: Wikipedia)

Facilitator Led

CIMM DEFINITION: The practices or training and learning material between an instructor and learners, either individuals or groups. (Source: Mediamath)

Failed Lead to Conversion

CIMM DEFINITION: The total number of leads that don't move to conversions for a specific session or campaign. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Failure Mode

CIMM DEFINITION: The range of ways that a machine or computer could fail to perform. Can be caused by premature operation, faulty timing, failure to stop at prescribed time, failure during the normal operation, overuse, overload or damaged equipment.

FMEA abbr **Failure Mode Effects Analysis**

CIMM DEFINITION: An analysis tool that offers a series of steps to take for collecting knowledge about possible points of failure in a design, manufacturing, machine, process, etc.

Failure To Transfer

See also: Abandonment

CIMM DEFINITION: Content requested by a browser fails to transfer if the page is abandoned by the browser which requested it or if the server is unable to send the complete page, including the ads (known as an error or a communications error). (Source: IAB)

Fair Market Price

CIMM DEFINITION: The price of something at which both a seller and a buyer are willing to strike a deal. (Source: Mediamath)



False Clicks

See also: Click Fraud

CIMM DEFINITION: Accidental or intentional form of internet fraud where clicks occur on a pay per click online ad that is not from a legitimate user or potential customer.

False Negative

See also: False Positive

CIMM DEFINITION: In data analysis and processing, when an indicator erroneously reports an instance as normal but the actual results are not normal. When there is a problem with data but the analysis reports the data as free of error. Opposite of false positive.

False Positive

See also: False Negative

CIMM DEFINITION: A mistake in processing or interpretation of data where actual results are normal but the interpreted results are not normal. Within virus protection, for example, software that looks for "virus-like behavior" will register false problems - viruses where none exist. Opposite of false negative.

2. False positives mean cases where TV set is off but STB is on. Specific to STB data. (Source: TRA)

FPA abbr False Positive Algorithm

See also: Capping

CIMM DEFINITION: Another term for Capping, False Positive Algorithm (FPA) is a more inclusive term which may include rules other than a simple capping. (Source: TRA)

Family

See also: Ad Campaign

CIMM DEFINITION: Also called an Ad family. It is a collection of one or more ad

creatives. (Source: IAB)

Fan Base

CIMM DEFINITION: A community of admirers for a particular entity, content, network, persona etc. (Source: IAB)

Fan Gate

CIMM DEFINITION: Refers to a custom "welcome tab", also known as a "reveal tab" on Facebook. (Source: Pamannmarketing)



Fan-Gating

See also: Like-Gating

CIMM DEFINITION: Refers to the process of creating two versions of a tab on your [Facebook] page—one that's shown to users who already Like your page and one to those who have not Liked the page. (Source: Social Media Examiner)

Fashion Electronics

See also: Fashion Technology, Wearable Gadgets, Wearable Device, Wearable Technology, Tech Togs, Wearables

CIMM DEFINITION: Another term for wearables where clothing is infused with technology or software.

Fashion Technology

See also: Fashion Electronics, Wearable Gadgets, Wearable Device, Wearable Technology, Tech Togs, Wearables

CIMM DEFINITION: The technology that infuses clothing with software or technology enabling the collection of user data or further enabling the comfort of the wearer, for example.

Fast Forward

See also: Trick Play, Fast Forward Enabled, Fast Forward Denied
One trick play mode of the DVR or PVR or TIVO which speeds up the video, often through commercials as part of Commercial Avoidance.

2: Allows viewer to go ahead to later portion of programming; image remains on screen throughout.

NOTE - If viewed in the fast forward mode is there any credit given to the network or program for commercial viewing? Some studies indicate that viewers still retain some amount of ad information while viewing in the fast forward mode.

Fast Forward Denied

See also: Fast Forward, Fast Forward Enabled CIMM DEFINITION: The total number of HH or Set-top boxes who attempted to Fast forward through a DAI asset but were denied this functionality. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

2 : As a metric, it is the total universe of households in a given footprint where Fast Forward is disabled. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)



Fast Forward Enabled

See also: Fast Forward, Fast Forward Denied

CIMM DEFINITION: The total number of HH that are capable and allowed to perform fast forward functionality. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

2 : As a metric, it is the total universe of households in a given footprint that where consumers can actually initiate a fast forward action during a dynamic ad or programming view. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Faulting

See also: Flagged Fault, Gaps, Non-Response Bias, Un-Flagged Fault CIMM DEFINITION: Lapses and drops in data transmittal and receiving. In Set-Top Boxes, faults can include signal drops or any interrupted flow of signal to or from the box. Flagged faults are apparent in the data output. Un-Flagged faults must be ascertained through experience, algorithms or other methods. Faults from buffering can cause duplicative data records.

Favorites

CIMM DEFINITION: Saving preferred channels and or programs to a list for later recall and linear viewing or recording.

FOMO abbr Fear of Missing Out

CIMM DEFINITION: A psychological result of the social media age, it is a pervasive apprehension that others might be having more rewarding experiences from which one is absent. Social angst characterized by a desire to stay continually connected with what others are doing.

FCC abbr Federal Communications Commission

CIMM DEFINITION: Federal Communications Commission - Federal governmental agency responsible for the regulation of television in the United States.

2 : An independent United States government agency, directly responsible to Congress. The FCC was established by the Communications Act of 1934 and is charged with regulating interstate and international communications by radio, television, wire, satellite and cable. The FCC's jurisdiction covers the 50 states, the District of Columbia, and U.S. possessions. (Source: TVB)



Feedback

CIMM DEFINITION: In virtual reality, an output device that transmits pressure, force or vibrations to provide the VR participant with the sense of resisting force, typically to weight or inertia. This is in contrast to tactile feedback, which simulates sensation applied to the skin. (Source: freeflyvr)

Fiber

CIMM DEFINITION: Hardware technology for transmitting data and content via optic cable lines.

Fiber Optic Cable

CIMM DEFINITION: Strands of glass used to transmit data, encoded as light, at extremely high data rates. Fiber optics is widely deployed in backbone data networks today and is beginning to be used for last-mile broadband connections as well. (Source: IAB)

FiOS abbr Fiber Optics

See also: Optic Fiber

CIMM DEFINITION: A data communications service provided by Verizon that uses fiber optic cables to transfer data. Since fiber optic technology sends data via pulses of light, it is the fastest method of transferring data. (Source: www.techterms.com)

FTTH abbr Fiber to the Home

CIMM DEFINITION: Advanced, next generation data networking infrastructure being deployed by some telcos and other companies to provide faster broadband Internet connectivity and other services. (Source: IAB)

FTTP abbr Fiber to the Premises

See: Fiber Optics

CIMM DEFINITION: A service that brings fiber optic data transmission to residential homes as well as businesses. (Source: Techterms)

FOV abbr Field of View

CIMM DEFINITION: The angle of degrees in a visual field. Having a higher field of view is important because it contributes to the user having a feeling of immersion in a Virtual Reality experience. The viewing angle for a healthy human eye is about 200 degrees. The bigger that angle is, the more immersive it feels. (Source: TechRepublic)

2 : The angle in degrees of the visual field. Since a human's two eyes have overlapping 140 degree FOV, binocular or total FOV is roughly 180 degrees in most people. A



feeling of immersion arises when the FOV is greater than roughly 60 to 90 degrees. (Source: freeflyvr)

15 Minute CVI

See also: Commercial Video Index

CIMM DEFINITION: Ratio of commercial rating to 15 minutes program rating (audience retention) available at spot level. Commercial rating / program rating for the fifteen minutes surrounding the spot. This normalizes CVI for any dramatic fluctuations in viewing throughout the program. (Source: TIVO)

File Requests

CIMM DEFINITION: In the context of displaying digital content, the browser loads code that contains instructions about where to retrieve files such as text, images, videos, and any other components that contribute to the display experience. Each time the browser must retrieve content from another server, a file request is made. Too many file request may reduce page load performance. (Source: IAB)

FTP abbr File Transfer Protocol

CIMM DEFINITION: A network protocol that facilitates the exchange of data files from one host to another. (Source: MRC)

2 : Internet protocol which facilitates downloading or uploading digital files. (Source: IAB)

Fill Rate

CIMM DEFINITION: The ratio of ad requests that are successfully filled in relation to the total number of ad requests made, expressed in percentage. (Source: Tubemogul)

Film Strip

CIMM DEFINITION: A length of film containing a series of transparencies saved on a strip and used for projection.

2 : An IAB Universal Brand Package ad unit template that is 350×3000 pixels, divided into five 350×600 pixel segments that scroll by user interaction though a 350×600 pixel placement "window." (Source: IAB)

Filtration Guidelines

CIMM DEFINITION: IAB voluntary guidelines for removing non-human activity in the reported measurement of ad impressions, page impressions, unique visitors and clicks. (Source: IAB)





Filtering

CIMM DEFINITION: The process of removing robotic activity and error codes from measurement records to make the remaining records representative of valid human Internet actions. (Source: IAB)

Final Response Count

See also: Lead Count, Total Leads

CIMM DEFINITION: The total number of final actions, including leads that are generated from a single interactive TV application. Also known as Total Count. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Fingerprinting

See also Signature, Watermarking, Fragile Watermarking, Robust Watermarking CIMM DEFINITION: The technique in which the software identifies, extracts and then compresses characteristic components of a video, enabling that video to be uniquely identified by its resultant "fingerprint".

2 : Also referred to as Device Recognition. (Source: IAB Mobile App Marketing Glossary Working Group)

Note: Fingerprinting differs from a watermark in that fingerprinting does not add any new information to the content. It merely uses the asset's current features and characteristics to create a prototype identification that can then be compared to other content fingerprints on file to see if there is a match.

Firewall

CIMM DEFINITION: A security barrier controlling communication between a personal or corporate computer network and the Internet. A firewall is based on rules which allow and disallow traffic to pass, based on the level of security and filtering a network administrator wishes to employ. (Source: IAB)

Firmware

CIMM DEFINITION: Fixed, small programs that internally control low level devices such as a Remote Control or a digital Set-Top Box.

First Look

CIMM DEFINITION: When a publisher offers inventory to more than one ad network, it provides it to one network first, and then follows with the other networks if the first network passes. (Source: Hubspot)



- 2: When the media seller gives certain buyers priority in access to inventory. (Source: Next.Srds.com)
- 3 : An agreement in which a buyer has priority access to inventory in an auction environment. (Source: MAGNA Global)
- 4: In programmatic video, refers to a situation in which the media-seller gives certain buyers first priority in access to ad inventory. For instance, a publisher selling its inventory through two ad networks might give the first ad network a chance to buy the inventory first. If the network passes, the publisher would then offer the inventory to other buyers. (Source: Cynopsis)

First Party Data

See also: Third Party Data, Second Party Data

CIMM DEFINITION: Data owned by the advertiser; may include Customer Relationship Management (CRM) data from a customer database like Salesforce, data collected from the advertiser's website, or offline data. (Source: GABBCON, Global Audience Based Business Conference)

- 2: Data gathered by website owners about their visitors' behaviors. This is the most valuable type of data because of the quality and accuracy and because the company owns it. It may include subscription, social, and CRM data. (Source: Hubspot)
- 3 : Information compiled about visitors' direct relationships with particular sites. (Source: Cynopsis)
- 4 : The data owned by a brand, including CRM data, subscription data, social data and other data from a brand's site and apps. (Source: MAGNA Global)
- 5 : Data directly collected by a brand typically through e-commerce sites and company websites about the actions their users take while on that site. (Source: Tubemogul)

First Platform

See also: Third Platform, Second Platform, Fourth Platform CIMM DEFINITION: Beginning in the 1950s and characterized by mainframe/terminal computer systems.

First Screen

See also: Second Screen, Second Screen Apps

CIMM DEFINITION: The primary screen used by a viewer to view content. Often the primary screen is the television set.



Fish Tank VR

CIMM DEFINITION: The ego center of an observer looking "through" a computer monitor to a virtual outside world using a stereoscopic display system. That is, to a person looking through a stereo "window" to a virtual "outside", the person imagines him/herself to be in a fish tank. (Source: freeflyvr)

Fixation Time

CIMM DEFINITION: In media, it is the amount of time a viewer, user or potential consumer holds a visual gaze on a particular focal point. It is assumed that the higher the fixation time, the more attentive or engaged the viewer is.

Fixed Cost

CIMM DEFINITION: A pricing model that calculates cost as a total for the entire lifetime of the line item. A fixed price is assigned for the total impressions delivered throughout the duration of the line item's flight. No revenue attribution is calculated for this pricing model. (Source: OpenX)

Fixed Pricing

CIMM DEFINITION: In programmatic, a pricing model and agreement in which an ad buyer and seller determine a flat price the buyer will pay for the inventory or deal. This is stated within the contract as in contrast to an auction environment where the highest bidder wins. (Source: Next.Srds.com)

Flagged Fault

See also: Faulting, Gaps, Un-Flagged Fault

CIMM DEFINITION: Obvious, standard lapses or gaps in data transmission, output or receiving.

Flame

CIMM DEFINITION: An inflammatory opinion or criticism distributed by e-mail or posted on a newsgroup or message board. (Source: IAB)

Flash™

CIMM DEFINITION: Adobe's vector-based rich media file format which is used to display interactive animations on a Web page. (Source: IAB)

2 : Software and tools developed by Adobe used to build, generate, and play animated files. Also used to define the creative files generated by the program. In order for Flash files to execute in a browser, the Flash player plug-in must be installed. However, Flash



development tools can also generate files in HTML5 format so that no plug-in is required for execution. (Source: IAB)

Flash Ads

CIMM DEFINITION: Adobe's rich media file format, which is used to display interactive animations on the Web. Depending on the ad's design, an entire Flash ad can be animated, or just part can be while the other remains static. Publishers usually limit the file size of a Flash ad and the number of times or length of time the animation can loop. (Source: Next.Srds.com)

Flash Downloading

CIMM DEFINITION: The ability to automatically send software upgrades to a Set-Top Box network. (Source: itvt.com/glossary)

Flash Unit

CIMM DEFINITION: An ad/creative that utilizes flash - i.e. contains animation or some sort of interactive functionality (vs. a static banner) (Source: Mediamath)

Flight

CIMM DEFINITION: A period of time within a campaign in which a certain amount of money will be spent to accomplish a certain goal. (Source: Mediamath)

2 : A scheduling tactic that alternates periods of advertising with periods of no activity. (Source: TVB)

Flight Dates

CIMM DEFINITION: An agreed upon advertising message delivery interval that specifies the maximum life span of an item or service offering.

NOTE - If the impression goal is met before the end of the flight, the line item becomes unavailable. Flight dates must fall within order dates. (Source: OpenX)

Flixtape

CIMM DEFINITION: A new Netflix feature that enables viewers to compile movies and shows into shareable playlists.



Floating Ads

CIMM DEFINITION: An ad or ads that appear within the main browser window on top of the Web page's normal content, thereby appearing to "float" over the top of the page. (Source: IAB)

Floodlight

CIMM DEFINITION: A tag container, created by DoubleClick to house multiple tags. (Source: Mediamath)

Floor

CIMM DEFINITION: The minimum acceptable price for an ad unit or to bid on an impression.

Floor Price

CIMM DEFINTION: See Floor

Floppy

CIMM DEFINITION: Also called a diskette or disk, is a type of disk storage composed of a disk of thin and flexible magnetic storage medium, sealed in a rectangular plastic carrier lined with fabric that removes dust particles. (Source: Wikipedia)

FDD abbr Floppy Disk Drive

CIMM DEFINITION: The computer hardware computer that is used to save to, read and write upon a floppy disk.

Fold

CIMM DEFINITION: The line below which a user has to scroll to see content not immediately visible when a Web page loads in a browser. Ads or content displayed —above the fold are visible without any end-user interaction. Monitor size and resolution determine where on a Web page the fold lies. (Source: IAB)

2: Where a given page ends on the users screen so you would have to scroll past this point to see the rest of the page. (Source: Mediamath)

Footprints

See also: Coverage Area, Census, Universe

CIMM DEFINITION: A term used to define a logistical area in a region covered by a cable, Telco or satellite operator, though not necessarily every home in that area is served directly by them. (Source: Nielsen)





- 2 : Often interchangeable with the terms Census or Universe, a footprint is the distribution area of an operator whether MSO, Telco or Satco.
- 3 : Same as the universe. The number of homes reached by the data provider whether local, national or subset like residential. (Source: Kantar Media Audiences)
- 4: Where the operator has boxes (coverage area). Where the processor has access to the viewing or activity information. (Source: Rentrak)
- 5: This term is also used to define the amount of space a particular piece of software or hardware takes up inside a Set-Top Box. (Source: Nielsen)
- 6 : A term used to describe the TIVO DVR base. (Source: TIVO)
- 7 : A term used to define a logistical area in a region covered by a cable or satellite operator, though not necessarily served directly by them. This term is also used to define the amount of space a particular piece of software or hardware takes up inside a Set-Top Box . (Source: itvt.com/glossary)
- 8 : Total coverage area encompassing where a Service Provider's VOD service is offered. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE - Census vs. Footprint vs. Universe vs. Population vs. Coverage Area

NOTE - The issue of "Polling" vs. "Census" data where polling data is a subset of the full footprint. Data processors have no control over the amount of data they can receive from an operator. Therefore some data are census and some are a subset of the full footprint. Since sampling methodologies vary from operator to operator, the data must be used directionally until there is a census (or a consensus) for all data sets.

Forecasted Clicks

CIMM DEFINITION: The number of clicks that have been booked to deliver for a campaign. (Source: OpenX)

Forecasted Conversions

CIMM DEFINITION: The number of conversions that have been booked to deliver for a campaign. (Source: OpenX)

Forecasted Impressions

CIMM DEFINITION: The number of impressions that have been booked to deliver for a campaign. (Source: OpenX)



Forward Link

See also; Downlink, Uplink, Reverse Link

CIMM DEFINITION: The link from a fixed location like a base station to a mobile user. If the link includes a communications relay satellite, the forward link will consist of both an uplink (base station to satellite) and a downlink (satellite to mobile user).

4G

See also: 3G, WIMAX, HSPA

CIMM DEFINITION: The fourth generation of cellphone mobile communication standards, considered faster than 3G.

4K Ultra HD

CIMM DEFINITION: 4K Video has a resolution of 3840 pixels × 2160 lines (or 8.3 megapixels, with an aspect ratio of 16:9).

NOTE - As its "Ultra HD" moniker would suggest, 4K video is, well, ultra-high definition. In fact, it's the highest definition video format commonly used by consumers. An increasing number of devices and services, including Netflix, are starting to make use of 4K video. Will it truly catch fire with in the digital video market? Time will tell. (Source: Cynopsis)

Fourth Platform

See also: First Platform, Second Platform, Third Platform

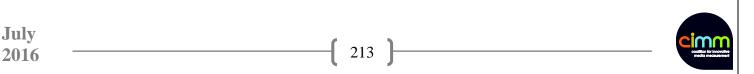
CIMM DEFINITION: Still in the conceptual phase, it is the next step in digitized solutions for media, data, processes and other intelligence accessed from cloud to multiple devices. Some say it is the Internet of Things with wearables, intelligent home appliances and self-driving cars, for example leading to the opportunity to truly innovate in the material world once well-run clouds are built out and Big Data analytics capabilities are fine-tuned.

NOTE - The fourth platform is ambient computing, which strong components that turn network potential from our favorite ecosystems into data, and then data into knowledge, and make it as easy as just thinking about it. The next generation commercial ecosystems will even augment time and thought for us, even predicting what we'll need before we figure it out ourselves. (Source: dionhinchcliffe.com)

4320p

See also: Ultra-High Definition, Ultra HD Television, UHDTV, Ultra HD, UHD-1, UHD, Super Hi-Vision

CIMM DEFINITION: Another term for Ultra-High Definition reflecting one of the two HD television standards - 8K UHD (4320p). The other standard is 4K UHD (2160p).



Fox Stations

CIMM DEFINITION: Not associated with a network news division, Fox stations generally counter-program their network affiliated (ABC, CBS, NBC) stations within their market. This means they air news during network newscasts in the morning (while Good Morning America, CBS Early and Today are on) and evening (World News, Nightly News and Evening News) and for late news during the last hour of primetime (10 p.m. in the Eastern and Pacific time zones and 9 p.m. in the Central and Mountain time zones). (Source: StateoftheMedia.org)

Fractal

CIMM DEFINITION :A self-similar graphical pattern generated by using same rules at various levels of detail. That is, a graphical pattern that repeats itself on a smaller and smaller scale. (Source: freeflyvr)

Fragile Watermarking

See also: Robust Watermarking, Digital Watermarking, Watermark, Lossy Compression CIMM DEFINITION: A watermark that allows some level of tampering, or would resist tampering only up to a certain, predetermined extent.

Fragmentation (of Audience)

CIMM DEFINITION: The increasing number of audience subdivisions which, together, constitute total TV usage. Television audiences are said to be fragmented, for example, across a broad spectrum of video sources: multiple broadcast networks, cable networks, syndicated programs, DBS services, VCR and video game usage, Internet usage, etc. (Source: TVB)

Frame Rate

CIMM DEFINITION: The number of frames of video displayed during a given time. The higher the frame rate, the more high-quality the image will be. (Source: IAB)

2: The rate at which video frames or animated images display as the video or animated file executes, measured as the number of frames per second (fps). (Source: IAB)

Frames

See also: Nonqualifying Page Impressions

CIMM DEFINITION: Multiple, independent sections used to create a single Web page.

(Source: IAB)

Note - Each frame is built as a separate HTML file but with one "master" file to control the placement of each section. When a user requests a page with frames, several files will be displayed as panes. Sites using frames report one page request with several



panes as multiple page requests. IAB ad campaign measurement guidelines call for the counting of one file per frame set as a page impression. (Source: IAB)

FPS abbr Frames Per Second

CIMM DEFINITION: FPS is an acronym for Frames Per Second, the metric used to indicate the frame rate of animated or video creative content. (Source: IAB)

Fraud

See also: Social Media Fraud

CIMM DEFINITION: In media, the act of deceiving users, visitors, consumers or

advertisers through the use of spam or deceptive links.

Freemium

CIMM DEFINITION: A business model by which a product or service (typically a digital offering such as software, media, games or web services) is provided free of charge, but a premium is charged for advanced features, functionality, or virtual goods. (Source: Wikipedia)

FOD *abbr* **Free On-Demand**

See also: VOD

CIMM DEFINITION: A Video On-Demand service that is free for the subscriber as part of their service subscription.

2 : Complimentary viewing of a selection of On-Demand ad supported and other programming

NOTE - This is solely an industry versus a consumer-facing term.

Frequency

See also: Reach & Frequency

CIMM DEFINITION: The average number of times the unduplicated homes reached are exposed to a schedule of content whether an ad, a program, a video or a schedule of spots.

- 2: The number of times a complete electromagnetic wave cycle occurs in a fixed unit of time, usually one second. The rate at which a current alternates, measured in Hertz on a telecommunications medium. (Source: CableLabs)
- 3: The number of times an ad is delivered to the same browser in a single session or time period. A site can use cookies in order to manage ad frequency. (Source: IAB)



- 4: How often an ad is shown in a certain period, such as 24 hours. Advertisers often want to limit frequency to avoid overexposure. (Source: Mediamath)
- **5**: The average number of times an accumulated audience has the opportunity to be exposed to advertisements, a particular program, or program schedule, within a measured period of time. Reach x Frequency = Gross Rating Points. (Source: TVB)

Frequency Capping

See also: Capping, Reach & Frequency, Targeted Effective Frequency, Frequency Curves

CIMM DEFINITION: The ability to regulate and cap the number of ad messages a Set-Top Box, viewer or home receives for addressable advertising. (Source: Visible World)

- 2 : A method of controlling how many times a specific user is served an ad. (Source: Hubspot)
- 3 : Exercising control over the rate at which a certain ad is served to a user. (Source: Mediamath)
- 4: Using cookies to track the impression count of ads served and stop any given ad being shown to a single visitor more than the set number of times. (Source: OpenX)
- 5: Limiting the total number of exposures a single consumer can have to media creative in a time period. Frequency capping across screens refers to having a single cap value that applies to any exposure, regardless of screen. (Source: MAGNA Global)

Frequency Curves

See also: Reach & Frequency, Targeted Effective Frequency, Frequency Capping, CIMM DEFINITION: A graph that represents a smooth distribution of data points, like a Bell Curve.

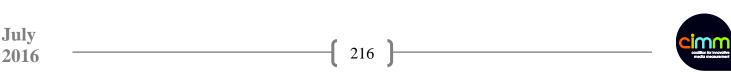
Frequency Distribution

CIMM DEFINITION: Percent of households that received the number of impressions defined in that frequency level during the campaign. For example "Freq1..3" would include all households that saw between one and three advertisement airings for the campaign. Freq 1... - The number of households that received the number of impressions defined in that frequency level during the campaign. (Source: TRA)

Frequency Domain

See also: Spread Spectrum, Jamming

CIMM DEFINTION: A unique plane on part of the spectrum where an entity's signal can reside. How much of the signal resides on a specific frequency.



Frequency Drift

See: Clock Drift, Drift, Clock Slippage

CIMM DEFINITION: When a tuner mistakenly tunes into another, therefore inaccurate frequency. There is also "clock drift" where the Set-Top Box (or computer) clock deviates off from actual time.

FAQ abbr Frequently Asked Questions

CIMM DEFINITION: An online document that contains a list of most common questions and answers for the site, service or on a certain subject.

Fresnel Zone

CIMM DEFINITION: The radio signal width between any two antennas is not perfectly straight and uniform, as if it were a beam of light. Instead as the signal propagates away from the transmitting antenna, it widens towards the center point between the two antennas and then narrows again as it approaches the receiving antenna. This limits the usefulness of satellite dish antennas in locations where there is extremely limited open sky for signal reception. The signal path through space must be clear not only for direct line of sight, but must also be clear for the expanding Fresnel zone, which may be several meters larger in diameter than the ground-based satellite dish. (Source: Wikipedia)

Front Loading

CIMM DEFINITION: To concentrate costs or benefits of a financial obligation or deal in an early period. (Source: Mediamath)

Frustum of Vision

CIMM DEFINITION: Three-dimensional field of view in which all modeled objects are visible. (Source: freeflyvr)

Full Funnel

CIMM DEFINITION: Whether in marketing, analytics or attribution, it is a process that tracks all stages of the consumer journey holistically from the top to the bottom of the funnel.

Full-Page Ad

CIMM DEFINITION: An ad that covers an entire page (in print) or webpage (in display advertising).



Full Power TV Station

CIMM DEFINITION: Any analog television station operating on channels 269 that is not licensed as a Class A, Low Power TV, TV translator, or TV booster. (Source: TVB)

Fully Addressable Ads

See also: Advanced Advertising

CIMM DEFINITION: More targeted than a Zone ad, fully addressable ads offer advertisers personalized, almost one-to-one advertising opportunities - the ability to finely target viewer segments based on attributes including consumer preferences and propensities.

Future Metric

CIMM DEFINITION: A metric that will be desired and reported in the future when it can be recorded and reported. Examples include metrics from devices other than a set-top, such as tablets, phones, etc. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)



Gamification

CIMM DEFINITION: The integration of gaming mechanics, software, attributes or dynamics into a media platform, content or program with the intent of making the interface or content more engaging to the user.

Gaps

See also: Faulting, Flagged Faults, Un-Flagged Faults

CIMM DEFINITION : Segment of time in which the state of a Set-Top Box is unknown

and no data is being reported. (Source: Nielsen)

Gateways

CIMM DEFINITION: A network node that provides a connection or entry way to another network. An example is an ISP which connects the computer to the internet.

2 : Deployed routers (Source: Visible World)

Gating

See also: Content Gating

CIMM DEFINITION: Creating requirements or some type of information from a visitor, viewer or user in order to access desired content or action.



2: Internal MM meeting that occurs when a new campaign is initiated to discuss the campaign, client, any changes/issues that need to be addressed. (Source: Mediamath)

Gaze Control

CIMM DEFINITION: In virtual or augmented reality, gaze control refers to a user's ability to control an interface and navigate an experience by looking in a certain direction. A headset generally directs gaze control by picking up on movements from the neck and head; some of the most sophisticated headsets can even pick up on eye movements. (Source: Cynopsis)

GIVT abbr General Invalid Traffic

See also: Invalid Traffic, Sophisticated Invalid Traffic

CIMM DEFINITION: Includes traffic identified through routine and list-based means of filtration—such as bots, spiders, other crawlers; non-browser user agent headers; and pre-fetch or browser pre-rendered traffic. (Source: MRC)

GPRS abbr General Packet Radio Service

CIMM DEFINITION: Digital mobile radio technology permitting moderate data rates along with voice communication. Evolution from the GSM standard. (Source: IAB)

gTLD abbr Generic TLD

See also: Top Level Domain, country level TLD

CIMM DEFINITION: A top level internet address that identifies the site as belonging to a particular domain class. Examples are .com (commercial), .net (internet service providers) and .gov (US government).

Geo-Fencing

See also: Location-Based Mobile Ads, Addressable Advertising

CIMM DEFINITION: An opt-in mobile feature where a user indicates interests. When they are in the geographic vicinity of something pertaining to those interests they are fed a text message about it. Currently fencing is capable within 1/2 mile radius of an urban store and one mile radius of suburban store. A form of mobile advertising.

Geographic Targeting

See also: Geotargeting

CIMM DEFINITION: The process of identifying a brand's geographic areas of opportunity, or the markets (DMAs) in which advertising is most likely to produce sales. Geographic targeting combines demographic and sales data to reach highpotential customers. (Source: TVB)



2 : A targeting dimension that describes a viewer's physical location, such as their city or state. (Source: OpenX)

Geographic Weighting

CIMM DEFINITION: The statistical readjustment of a sample - whether homes or Set-Top Boxes - to better replicate the actual universe footprint and improve projections from the data.

Geo-Marketing

See also: Geo-Targeting, Internet Marketing, Zoning

CIMM DEFINITION: The method of determining the geographic location of a website visitor and delivering different content to that visitor based on his or her location, such as country, region/state, city, metro code/zip code, organization, IP address, ISP or other criteria. (Source: Wikipedia)

Geosynchronous Orbit

CIMM DEFINITION: When launched, a satellite orbit around the Earth with a speed that allows the satellite to make a complete orbit of the Earth exactly every 24 hours. As such, they are in the same position relative to the Earth at all times, barring any unforeseen problems. This means that satellite dishes only have to be aimed at the satellites they use one time, making the whole system possible. (Source: Essortment)

Geo-Targeting

See also: Zoning, Geo-Marketing, Geographic Targeting CIMM DEFINITION: Displaying (or preventing the display of) content based on automated or assumed knowledge of an end user's position in the real world. Relevant to both PC and mobile data services. (Source: IAB)

- 2 : Sometimes used interchangeably with Zoning, involves the practice of reaching a geographically-defined universe through market-specific local broadcasts, cable zones, addressability, creative versioning (AdTag / AdCopy), or household aggregation. (Source: GABBCON, Global Audience Based Business Conference)
- 3: The method of identifying the location of your website visitor in order to deliver precise targeted content to that visitor. (Source: Mediamath)
- 4: In online marketing, refers to determining the geographical location of Internet users (such as their country, region, state, city, or even zip code) and then delivering ad content to them based on where they are. If you've ever seen a display ad for an event or merchant in your city or town, odds are you've been geotargeted. (Source: Cynopsis)



5 : Showing ads to people based on their mobile device's location, ZIP code information they submit when registering a site/service or GPS coordinates collected by site/service. (Source: Tubemogul)

Gesture

CIMM DEFINITION: Hand motion that can be interpreted as a sign, signal, or symbol. (Source: freeflyvr)

Gigabyte

CIMM DEFINITION: A unit of data measurement, computer memory or storage capacity.

NOTE - One gigabyte equals 1000 megabytes. (Source: IAB)

Glass Box

See also Arbitrage, Transparency, Black Box, White Box CIMM DEFINITION: Similar to a White Box.

Glass-Level

CIMM DEFINITION: Manufacturer-level measurement of content that has played from any source, so long as it is delivered to a screen made by that manufacturer, e.g. Samsung Galaxy and Samsung TV. (Source: IAB)

GSM *abbr* **Global System for Mobile Communication**

See CDMA, LTE, Spectrum Spread

CIMM DEFINITION: A competing wireless technology with CDMA. Technically, GSM is a specification of an entire wireless network infrastructure, while CDMA relates only to the air interface — the radio portion of the technology.

2: The wireless telephone standard in Europe and most of the rest of the world outside North America; also used by T-Mobile and AT&T, among other US operators. (Source: IAB)

GUID abbr **Globally Unique Identifier**

CIMM DEFINITION: Persistent ID by device or household that is a unique 128 bit number. Windows based.

2 : A unique and persistent number that may be associated with a device, household or entity. (Source: MRC)



GTAM abbr Global Television Audience Metering

CIMM DEFINITION: A Nielsen initiative designed to improve people meter technology. The initiative includes the development of four new audience metering technologies designed to deal with all of the conceivable challenges involved in measuring the viewing behavior of contemporary consumer households particularly cross platform – mobile, wireless and internet-based media with traditional television viewing. (Source: Mediapost)

Gold Farming

See also: Playbourer, Digital Sweatshop, Electronic Sweatshop

CIMM DEFINITION: The act of playing a massively multiplayer online game to acquire

in-game currency that other players purchase in exchange for real-world money.

(Source: Wikipedia)

NOTE - People in China and in other developing nations have held full-time employment as gold farmers. While most game operators expressly ban the practice of selling in-game currency for real-world cash, gold farming is lucrative because it takes advantage of economic inequality and the fact that much time is needed to earn ingame currency. Rich, developed country players, wishing to save many hours of playing time, may be willing to pay substantial sums to the developing country gold farmers. In 2009 the global market for gold farming was valued at around \$3bn annually. (Source: Wikipedia)

Google Cardboard

CIMM DEFINITION: A virtual reality feature introduced in 2014 at the I/O conference. A user's smartphone fits into the front, and the user holds the unit up to his or her face. It does not contain sensors, which makes some virtual reality purists dismiss it as too low quality, as it relies on the phone's accelerometer. Yet, it's cheap and the newer version accommodates phones with screens up to 6 inches can potentially put VR in the hands of a very wide audience. There's also the Cardboard app which can be found on the Google Play store. Cardboard units (as well as its knockoffs) can be customized and branded with company logos, meaning that they're being used as marketing tools. Google is reportedly working on a new headset that is made of plastic and has a few sensors. (Source: TechRepublic)

Google Display Network

CIMM DEFINITION: Google's advertising platform. A collection of websites, mobile sites and apps where ads can appear. Includes AdSense or the DoubleClick Ad Exchange.



Google Goggles

See also: Bar Code, QR Codes

CIMM DEFINITION: A visual search application for Androids and iPhones from Google that identifies objects by taking their pictures. Artworks and books are matched by their images, while stores, buildings and landmarks are identified by their image combined with the GPS and compass coordinates captured by the phone. (Source: PCMag)

Gouraud Shading

CIMM DEFINITION: The shading of polygons smoothly with bilinear interpolation in virtual reality. (Source: freeflyvr)

GIF *abbr* **Graphic Interchange Format**

CIMM DEFINITION: A standard web graphic format which uses compression to store and display images. (Source: IAB)

GPU abbr **Graphics Processing Unit**

CIMM DEFINITION: In modern computers, the GPU handles graphical processing, decreasing the processing burden handled by the CPU. (Source: IAB)

GUI abbr **Graphic User Interface**

See also: User Interface

CIMM DEFINITION: A more easily understandable type of user interface where icons can be used instead of text making access to various applications intuitive to the user.

2 : A way of enabling users to interact with the computer using visual icons and a mouse rather than a command-line prompt/interpreter. (Source: IAB)

Grazing

See also: Surfing

CIMM DEFINITION: The act of constantly flipping through TV channels, watching several shows at once, brought on by the ease of Remote Control units and the wider viewing selection offered by cable TV. (Source: Nielsen)

Grey Hat

See also: White Hat, Black Hat, Red Hat

CIMM DEFINITION: A computer hacker or computer security expert who may sometimes violate laws or typical ethical standards, but does not have the malicious intent typical of a black hat hacker. (Source: Wikipedia)



NOTE - The term began to be used in the late 1990s, derived from the concepts of "white hat" and "black hat" hackers.

Gridview

See also: Datagrid

CIMM DEFINITION: A graphical control element that presents a tabular view of data. A typical grid view also supports some or all of the following - Clicking a column header to change the sort order of the grid, Dragging column headers to change their size and their order, In-place editing of viewed data, Row and column separators, and alternating row background colors. (Source: Wikipedia)

Gross Exposures

CIMM DEFINITION: The total number of times an ad is served, including duplicate downloads to the same person. (Source: IAB)

Gross Impressions

See also: Delivery

CIMM DEFINITION: The total duplicated whole number of homes, Set-Top Boxes or target audience delivered for a certain time period, daypart, program or any piece of content. Often expressed in thousands. Reach of Households in Thousands (in thousands) X The Average Frequency equals Gross Impressions.

2 : The aggregate number of households / Set-Top Boxes exposed to the schedule of spots. (Source: Kantar Media Audiences)

Gross Interaction Rate

CIMM DEFINITION: The number of total interactions with an iTV application expressed as a percent of total households / STB universe exposed to a specific iTV campaign or period of time. (Source: Canoe)

Gross Rating Points

See also: Rating, Digital GRP

CIMM DEFINITION: The total of all the ratings for all the shows or ads bought in an advertiser's contract reported as a gross number. Originally a television term, now it has adopted it for internet video as well leading to a cross platform measurement tool for advertisers who buy both television and online video. Reach X Average Frequency equals Total GRPs

2: The sum of ratings achieved by a given spot or campaign utilized as a measure of advertising weight. (Source: Kantar Media Audiences)



- 3: The sum of the rating points for the spots in a campaign. (Source: TRA)
- 4: The sum of individual telecast ratings on a total program basis or advertiser commercial schedule, without regard to duplication. For example, 10 announcements each with a 10 rating would produce a total of 100 GRPs. (Source: TVB)

Gross Screen View

CIMM DEFINITION: The total number of screen views in a session or campaign. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Gross Session Time Spent

CIMM DEFINITION: The total number of seconds spent by all viewers exposed to and/or engaged with the interactive session. Calculated by multiplying the viewers by the average length of screen view. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Guaranteed Line Item

CIMM DEFINITION: A purchase that reserves inventory. (Source: OpenX)

Guerilla Marketing

CIMM DEFINITION: An advertising campaign tactic involving the placement of often humorous brand-related messages in unexpected places either online or in the real world; intended to provoke word-of-mouth and build buzz. (Source: IAB)

Gzip

CIMM DEFINITION: Automatic compression of creative assets for an ad when delivering from an ad server to a web page or application. The key difference between .zip files and gzip is that zip is used for storing files, and gzip is used for compressing files that are in transmission from one server to another. (Source: IAB)

H -----

H.264

CIMM DEFINITION: A video coding format that uses a block-oriented, motion-compensation-based video compression standard. H.264/MPEG-4 AVC is one of the most common formats used for recording, compressing, and distributing video content. (Source: IAB)



Hadoop

CIMM DEFINITION: Software framework that supports data intensive applications under a free license. It enables applications to work with thousands of nodes and petabytes of data. (Apache Hadoop – CIO Magazine)

Hands On Keyboard

CIMM DEFINITION: T1 clients who manage their own campaigns in T1. (Source: Mediamath)

Haptic Interfaces

CIMM DEFINITION: In virtual reality, the use of physical sensors to provide users with a sense of touch at the skin level, and force feedback information from muscles and joints. (Source: freeflyvr)

Haptics

CIMM DEFINITION: While not exclusive to virtual reality, it is tactile feedback. In virtual reality, it refers to users feeling like they're touching something that's not really there. (Source: TechRepublic)

2 : Also known as touch feedback, refers to technology that recreates a sense of touch. Haptic devices might apply forces, vibrations, or motions to a user. A vibrating video game controller is a good example. Virtual reality, meanwhile, still mostly uses sight and sound. But some companies are developing haptic gloves – and even full-body haptic suits – to complement the VR experience. (Source: Cynopsis)

HDD abbr **Hard Disk Drive**

See also: Optical Drives, Floppy Drives, Disk Drives

CIMM DEFINITION: A high capacity, self-contained hardware storage device containing a read - write mechanism and one or more hard disks inside a sealed unit. Serves as a securable, rewritable, randomly addressable form of data and computer content storage while allowing the computer to read from and write to computer disks.

Hard Paywall

See also: Paywall, Soft Paywall

CIMM DEFINITION: A paywall that allows minimal to no access to content without a subscription.



Harmonize The Data

See also: Data Cleansing, Scrubbing the Data, Normalize the Data CIMM DEFINITION: The process of taking disparate data sets for different constituencies and blending them so as to be able to exchange and share results to all constituencies from one database. To form a uniform language for future dialog.

Hashed ID

See also: Anonymization, De-Identify

CIMM DEFINITION: The result of anonymizing MAC addresses or other identifying information about the household or Set-Top Box. Results in a STB identifier per each data record that cannot be matched back to the original household, viewer or Set-Top Box.

NOTE - In some cases hashing is carried out daily which destroys ability to do Reach / Frequency / Frequency Distribution / ROI reporting because there is no persistent anonymous household identifier in those cases. (Source:TRA)

Hashing

CIMM DEFINITION: The act of converting identifiable data or other information into a string of numbers or letters so all aspects of the individual is disguised.

2 : A way for separate companies to match their data sets without either side being able to access the other's data. (Source: Tubemogul)

Hash Linking

CIMM DEFINITION: Associating an identifying tag with a specific user through a cryptographic function that does not allow reversing that tag back into the identifying characteristics for that user. Current best tracking option for protecting Personally Identifiable Information. (Source: MAGNA Global)

Hash Tags

CIMM DEFINITION: A type of label, word, phrase or metadata tag preceded by a hash or pund sign (#) that is used on social network and microblogging services to make it easier for users to identify and find messages with a specific theme or content.

Head-Coupled

CIMM DEFINITION: Displays or robotic actions that are activated by head motion through a head tracking device in virtual reality. (Source: freeflyvr)



Headend

CIMM DEFINITION: The control center of a cable television system, where incoming signals are amplified, converted, processed and combined into a common cable along with any original cablecasting, for transmission to subscribers. The system usually includes antennas, preamplifiers, frequency converters, demodulators, modulators, processors and other related equipment. Or the central location on the cable network that is responsible for injecting broadcast video and other signals in the downstream direction. (Source: CableLabs)

- 2 : The closest distribution point where a cable operator transmits content to their subscribers.
- 3: The electronic control center of a cable television system- generally located at the antenna site of CATV system. The headend takes incoming signals and amplifies, converts, processes, and combines them into a common coaxial or optical cable for transmission to cable subscribers. (Source: itvt.com/glossary)
- 4 : The site in a cable system or broadband coaxial network where the programming originates and the distribution network starts. Signals are usually received off the air from satellites, microwave relays, or fiber-optic cables at the head end for distribution. (Source: IAB)

Headend Clock Discrepancies

See also: Clock Drift, Clock Slippage, Drift, Frequency Drift CIMM DEFINITION: When the clock within the Headend slowly deviates from the actual time.

Note - Proper application of the Network Time Protocol (NTP) in Collection Servers, combined with Clock Sychronization information from the STBs can minimize STB and Headend Clock Discrepancies. (Source: FourthWall Media) This is the reason why FourthWall Media thinks content time is more appropriate for measurement than clock time.

Header Bidding

See also: Advanced Bidding, Pre-Bidding, Holistic Yield Management, Tagless Bidding, Tagless Integration

CIMM DEFINITION: A type of inventory bid management that allows publishers to offer first look and bid opportunity to multiple programmatic partners that is then carried through to the publishers adserver. The set-up is powered by a demand partner's javascript tag that is placed on a publisher's page (usually in the header) which requests bids from the partner before the adserver is called. This is sometimes referred to as header tag integrations or tagless integrations. The demand partner passes their bid value (through a key value pair) into the ad tag(s) that call the adserver. A campaign with line items in the publisher's adserver are pre-set to target to those parameters. If



the demand partner's campaign wins above all other opportunity, the partner is called to serve the ad at the price they bid to pay. (Source: Technorati)

HMD *abbr* **Head Mounted Display**

CIMM DEFINITION: The current form of hardware delivering VR experiences to users. Typically goggles or a helmet of some type, the kind that is strapped to the face or put on the head to view the Virtual Reality experience. Some have sensors for head tracking, some don't. (Source: TechRepublic)

2 : A set of goggles or a helmet with tiny monitors in front of each eye to generate images seen by the wearer as three-dimensional. Often the HMD is combined with a head tracker so that the images displayed in the HMD change as the head moves. (Source: freeflyvr)

Head Tracking

See Also: Positional Tracking

CIMM DEFINITION: In Virtual Reality, headsets that are limited to only registering the rotations and movements of a user's head.

- 2: Refers to the sensors that keep up with the movement of the user's head and move the images being displayed so that they match the position of the head. In short, if you're wearing an Oculus Rift, for example, head tracking is what lets you look to the left, right, up, or down, and see the world that's been built in those directions. (Source: TechRepublic)
- 3 : Monitoring the position and orientation of the head through various tracking device. (Source: freeflyvr)

Heartbeat Records

CIMM DEFINITION: Systematic recurring reporting event used by engineers to tell if a Set-Top Box is functioning. The absence of a heartbeat record indicates that there is a problem with the box. (Source: Nielsen)

NOTE - Would this type of signal quality measurement help measure STBs that do not have backchannel?

NOTE - Not all STBs use Heartbeat Records. (Source: TIVO)



Head-Related Transfer Function

CIMM DEFINITION: A mathematical transformation of sound spectrum that modifies the amplitude and phase of acoustic signals to take into account the shape effects of the listener's head. (Source: freeflyvr)

Heads-up Display

CIMM DEFINITION: A display device that allows users to see graphics superimposed on their view of the real world. (Source: freeflyvr)

Heap

CIMM DEFINITION: An area of pre-reserved computer main storage memory that a program process can use to store data in some variable amount that won't be known until the program is running. (Source: Whatis.com)

Heavy Carrier

See also: Carrier, Light Carrier, Common Carrier

CIMM DEFINITION: A facilities-based carrier, that is, one that owns the switching and transmission systems that comprise the network it uses to provide services to its customers.

Heavy Lifting

See also: Demodualization

CIMM DEFINITION: The process of turning an analog signal into a digital signal. This is what occurs on the receiving end of a transported signal. Heavy Lifting separates the constant carrier signal from the variable data signals. This is part of what a Modem does. Video and audio streams must be de-multiplexed before they are decoded (Source: itvdictionary)

HSP *abbr* **Heavy Swing Purchasers**

CIMM DEFINITION: Those consumers who have highly changeable purchasing patterns of behavior within a specific product category in which they buy heavily, indicating low brand loyalty in that category, and who have a propensity to sometimes switch brands, be motivated by advertising and marketing messages or other sales related messages or inducements.

- 2 . A term coined by TRA which is a combination of two consumer purchasing categorizations heavy overall category purchase combined with occasional purchasers of the specific brand.
- 3 : Heavy category purchasers who have bought a brand before, are the HSPs for that brand. For most mature packaged goods brands, HSPs are the ROI Driving Target for



television advertising ROI. The reason is because advertising is a "light tap" that rarely causes someone who has never bought a mature CPG brand before, to suddenly buy it; instead, TV advertising does most of its incremental sales generation for mature CPG brands by getting homes that have already made it into a brand's consideration set i.e. they have bought the brand before, to buy more of it than they would without advertising. HSPs are not simply ardent brand switchers. HSPs are specific to each brand, there is no such thing as e.g. soft drink HSPs or facial tissue HSPs i.e. HSPs are not a category level phenomenon but they are instead a brand level phenomenon. (Source: TRA, registered term)

Heuristic

CIMM DEFINITION: A way to measure a user's unique identity. (Source: IAB)

NOTE - This measure uses deduction or inference based on a rule or algorithm which is valid for that server. For example, the combination of IP address and user agent can be used to identify a user in some cases. If a server receives a new request from the same client within 30 minutes, it is inferred that a new request comes from the same user and the time since the last page request was spent viewing the last page. Also referred to as an inference. (Source: IAB)

Hiatus

Period in a campaign when an advertiser's schedule is suspended for a short period of time, after which the schedule resumes. (Source: TVB)

Hidden Surface

CIMM DEFINITION: In virtual reality, a surface of a graphics object that is occluded from view by intervening objects. (Source: freeflyvr)

Hierarchical Learning

See also: Deep Learning, Deep Structure Learning, Deep Machine Learning, Machine

Learning

CIMM DEFINITION: Another term for Deep Learning

HDCP abbr High Bandwidth Content Protection Technology

CIMM DEFINITION: A technology that protects high value digital content such as films and television programs against unauthorized access or copying between a set-top box or DVR and a digital TV or computer.



HDMI abbr **High Definition Multimedia Interface**

CIMM DEFINITION: A specification that combines video and audio into a single digital interface for use with DVD players, digital television (DTV) players, Set-Top Boxes, and other audiovisual devices. The basis for HDMI is High Bandwidth Digital Content Protection (HDCP) and the core technology of Digital Visual Interface (DVI). HDCP is an Intel specification used to protect digital content transmitted and received by DVI-compliant displays. (Source: CableLabs)

- 2 : The uncompressed audio and video digital connection standard that enables high definition.
- 3: Used for transferring video data and digital audio data from a source device to a different, compatible device, such as a television or a computer monitor. For example, Google's Chromecast and Amazon's Fire TV Stick are widely-used HDMI-based devices. (Source: Cynopsis)

HDTV *abbr* **High Definition Television**

CIMM DEFINITION: A television display technology that provides picture quality greater than that of traditional Standard Definition (SD) and digital sound similar to that of compact discs. (Source: Nielsen)

- 2: There are at least 18 different formats, but the ones most commonly in use are 1080i and 720p. CEA has established an icon which is used on HD monitors. Consistent language is critical here as well as differentiating between true HD and other formats.
- 3 : HDMI also allows STBs the ability to begin logging when television sets are on or off. (Source: TIVO)
- 4 : A higher quality signal resolution using a digital format for the transmission and reception of TV signals. HDTV provides about five times more picture information (picture elements or pixels) than conventional television, creating clarity, wider aspect ratio, and digital quality sound. (Source: itvt.com/glossary)
- 5: Various technical systems providing a finer and wider TV picture and usually twice as many scanning lines as standard TV. Provides the highest quality picture and sound simultaneously with a substantial data delivery service. (Source: TVB)

NOTE - HD vs. SD measurement

NOTE - There are three definitions for HD content: "Native HD" - refers to content filmed in HD, and does NOT apply to converted material; "True HD" -- refers to content that is shot and mastered in HD, but may also apply to some converted material; and "HD" which applies to any kind of HD programming, including all converted content.



HDR abbr High Dynamic Range

CIMM DEFINITION: Refers to viewing technology that allows for a wider and richer range of colors, brighter whites, and darker blacks. HDR content preserves details in the darkest and brightest areas of a picture that are otherwise lost. HDR content requires an HDR-enabled TV set, or the Dolby Vision. (Source: Cynopsis)

HF abbr High Frequency

CIMM DEFINITION: The International Telecommunications Union (ITU) designation for the range of radio frequency electromagnetic waves (radio waves) between 3 and 30 MHz. It is also known as the decameter band or decameter wave as its wavelengths range from one to ten decameters (ten to one hundred meters). Frequencies immediately below HF are denoted medium frequency (MF), while the next band of higher frequencies is known as the very high frequency (VHF) band. The HF band is a major part of the shortwave band of frequencies, so communication at these frequencies is often called shortwave radio. Because radio waves in this band can be reflected back to Earth by the ionosphere layer in the atmosphere – a method known as "skip" or "skywave" propagation – these frequencies are suitable for long-distance communication across intercontinental distances. The band is used by international shortwave broadcasting stations (2.310 - 25.820 MHz), aviation communication, government time stations, weather stations, amateur radio and citizens band services, among other uses. (Source: Wikipedia)

Highly Targeted Networks

See also: Long Tail Channels

CIMM DEFINITION: A Rentrak term for Long Tail Channels which are smaller, often

unmeasured-by-Nielsen networks. (Source: Rentrak)

HSD abbr **High Speed Data**

CIMM DEFINITION: Data that originate from broadband sources.

HDSL abbr **High Speed Digital Subscriber Line**

See also: Assymetric DSL, Digital Subscriber Line, Symmetric DSL, Very High-Speed DSL

CIMM DEFINITION: A type of DSL that Transmits 2 Mbps bi-directional signals over one or two twisted copper pairs. HDSL is used in applications such as corporate Internetworking, video conferencing, and remote data center access. (Source: itvt.com/glossary)

NOTE – Often referred to as High Bit Rate Digital Subscriber Line.



HSPA abbr High Speed Packet Access

See also: 3G, 4G, WIMAX

CIMM DEFINITION: A wireless broadband standard consisting of a group of highspeed 3G and 4G data services available to GSM carriers worldwide.

History List

CIMM DEFINITION: A menu in a web browser which displays recently visited sites. The same mechanism makes it possible for servers to track where a browser was before visiting a particular site. (Source: IAB)

Hit

CIMM DEFINITION: The point at which users access a Web site and their computer sends a request to the site's server to begin downloading a page. (Source: IAB)

2: The record of a single online transaction event stored in a log file. One page view may contain multiple hits, one for each image on a web page. (Source: Mediamath)

NOTE - Each element of a requested page (including graphics, text, and interactive items) is recorded by the site's Web server log file as a "hit." If a page containing two graphics is accessed by a user, those hits will be recorded once for the page itself and once for each of the graphics. Webmasters use hits to measure their servers' workload. Because page designs and visit patterns vary from site to site, the number of hits bears no relationship to the number of pages downloaded, and is therefore a poor guide for traffic measurement. (Source: IAB)

Hitchhike Ad

CIMM DEFINITION: Another term for a Drop In Ad.

Holistic Yield Management

See also: Advanced Bidding, Pre-Bidding, Header Bidding, Tagless Bidding, Tagless Integration

CIMM DEFINITION: The effort to maximize publishers' overall revenue by finding the best possible supply allocation (inventory) to traditional demand sources (performance and direct campaigns) where the allocation system simultaneously takes all demand sources – performance networks, direct buyers and programmatic - into account as a whole to assess which provides the best opportunity for each impression. (Source: Smartadserver)



Home Page

CIMM DEFINITION: The page designated as the main point of entry of a Web site (or main page) or the starting point when a browser first connects to the Internet. (Source: IAB)

NOTE - Typically, it welcomes visitors and introduces the purpose of the site, or the organization sponsoring it, and then provides links to other pages within the site. (Source: IAB)

Honey Wagon

CIMM DEFINITION: In media production, it refers to a dressing room trailer. (Source: The Hollywood Reporter)

Hops

CIMM DEFINITION: The excursion of a radio wave the earth to the ionosphere and back to the Earth. The number of hops indicates the number of reflections from the ionosphere. (Source: Wikipedia)

- 2 : A similar excursion from an earth station to a communications satellite to another station, counted similarly except that if the return trip is not by satellite, then it's only a half hop. (Source: Wikipedia)
- 3 : A waveform transmitted for the duration of each relocation of the carrier frequency of a Frequency-hopping spread spectrum system. (Source: Wikipedia.org)
- 4 : To modify a modulated waveform with constant center frequency so that it frequency hops. (Source: Wikipedia)
- 5: With routing a distance in terms of topology and of a length that may be not specified topographically, i.e. one hop is the step from one router to the next, on the path of a packet on any communications network (on the Internet often discovered with pings or traceroutes). The hop count then is the number of subsequent steps along the path from source to sink. The term "hop" can be seen in some networking based courses referred as "Hand Over Point" in routing terminology. (Source: Wikipedia)

Horizontal Ad Location

CIMM DEFINITION: An ad location that informs the advertiser where on the page the ad will appear. This could include "top," "middle," "right," "center," etc. (Source: Next.Srds.com)



Horizontal Integration

See also: Vertical Integration

CIMM DEFINITION: Where a company produces goods or services at the same part of the supply chain, sometimes risking a monopoly as the company expands horizontally...

Horizontal Projection

CIMM DEFINITION: Statistical restructuring of a dataset or sets into complete household estimates.

Host

See also: Server

CIMM DEFINITION: Any computer on a network that offers services or connectivity to other computers on the network. A host has an IP address associated with it. (Source: itvt.com/glossary)

- 2 : Set-Top Box or receiver containing and executing the OpenCable Application Platform implementation. It is also host to the CableCARD device. (Source: IAB)
- 3 : Any computer on a network that offers services or connectivity to other computers on the network. A host has an IP address associated with it. (Source: IAB)

Host Initiated

CIMM DEFINITION: Any activity that is auto-initiated. (Source: IAB)

Host-Initiated Sub-load

CIMM DEFINITION: The additional file limit allowed for rich media and Rising Star units that is auto-initiated one second after the domContentLoadedEventEnd occurs (web page content has been loaded) on the host computer or device. (Source: IAB)

Hotlists

CIMM DEFINITION: Pull-down or pop-up menus often displayed on browsers or search engines that contain new or popular sites. (Source: IAB)

Hot Spot

CIMM DEFINITION: Area of an ad that is clickable or is able to be interacted with. (Source: IAB)

2 : An area of an ad unit, which when rolled-over/rolled-on by the user's cursor, such rollover triggers an event (i.e. expand ad). The hotspot should never be larger than 1/4th the size of the original (collapsed) ad unit. The trigger event should not occur





unless the user's cursor rests in the hotspot zone for at least 1-second. Hotspots should never initiate audio (audio should only be initiated by a click). When hotspots are used, the trigger event should stop immediately upon the user's cursor leaving the hotspot zone (i.e. ad collapses), and the ad unit should return to its original state. (Source: IAB)

House Ads

CIMM DEFINITION: Ads for a product or service from the same company. (Source: IAB)

2 : Ads that promote the host website's features and services. They are a way to fill unsold inventory. (Source: OpenX)

HH abbr Household

CIMM DEFINITION: Defined as the subscriber and his / her co-habitants at a single physical address where video service is being delivered. (Source: IAB)

2 : An individual who has contracted with a MVPD to receive cable services. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Household Addressable TV Advertising

See also: Addressable Advertising, Advanced Advertising

CIMM DEFINITION: "A form of Advanced and Addressable Advertising where a single ad placement can simultaneously feed different ads or versions of the same commercial to different households based on the attributes of the household. To protect consumer privacy, no viewing or personal information should be used in Household Addressable TV Advertising. Using a blind-match process, a trusted third party facilitates a linkage between the operator subscriber, advertiser and third-party databases, while removing any personally identifiable information (PII), to create a campaign targeting database that is rich in data to identify and construct target segments of households, while ensuring consumer privacy protection. As such, data used for Household Addressable TV Advertising follows best practices associated with consumer privacy protection in direct marketing campaigns." (Source: Visible World)

Household Addressable Programmatic TV

CIMM DEFINITION: Method by which ads are served directly to the households in which the target audience resides. (Source: MAGNA Global)

Household Demographics

CIMM DEFINITION: Persons residing in a household. Often expressed as gender and within a standardized and generally accepted range of ages.



2 : Ability to report VOD metrics by demographic characteristics, ex: age, gender, language, income, kids, etc. A demographic type associated with a particular household based on the geographical location of that household, as defined by vendors of demographic information. Future methodologies for identifying demographic characteristics beyond a zip code basis need to be developed in compliance with MVPD privacy policies. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Household Identifier

See also: Identifier

CIMM DEFINITION: A unique, persistent, anonymous HH ID (such as an encrypted account number) to identify different households when calculating unique viewing metrics. It is specific to that household. The methodology for generating a Unique Household ID is subject to compliance with MVPD privacy policies. Future methodologies for ensuring uniqueness across MVPDs (i.e. no two HH IDs are the same) need to be developed. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Household ID

See also: MAC Address

CIMM DEFINITION: A unique code assigned to a household by the platform provider.

(Source: Nielsen)

Household Psychographics

CIMM DEFINITION: Ability to report metrics (such as VOD) by behavioral or lifestyle characteristics such as Attitudes, Interests, Activities, Opinions, Behavioral patterns, Habits, Lifestyle, Perception, Hobbies. One method of ascertaining psychographic profile associated with a particular household is based on the geographical location of that household, often by zip code. Future methodologies for identifying psychographic characteristics beyond a zip code basis need to be developed in compliance with MVPD privacy policies. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Household Rating

See also: Rating

CIMM DEFINITION: The percentage of homes or Set-Top Boxes tuned into a program, daypart, time period for a certain length of time out of all homes or Set-Top Boxes in their respective universes whether in use at the time or not.

2: The percentage of Households within a sample or population or a census that is watching a program, or during a time period or an ad or any piece of content out of the measured population or census. (Source: Nielsen)



Household Rating Index

See also: Rating

CIMM DEFINITION: The ratio between the Household Rating of the selected target group and the Household Rating for the entire population of households. (Source: TRA)

Household Rating for Target

See also: Rating

CIMM DEFINITION: The household rating for the selected target group (Source: TRA)

Household Rating for Total

See also: Rating

CIMM DEFINITION: The household rating for the entire population of households.

(Source: TRA)

HUT abbr **Household Using TV**

CIMM DEFINITION: In any universe, footprint or census, the number or percentage of homes using television at a certain time on the basis of a specific metric type e.g. average second. (Source: TRA)

- 2 : A Nielsen term indicating how many television homes in the population, expressed in thousands or as a percentage, have their set turned on (in use) at a specific time or for a specific program.
- 3 : The percentage of all television households in a survey area with one or more sets in use during a specific time period. (Source: TVB)

HTC Vive

CIMM DEFINITION: A virtual reality company that is a partnership between hardware maker HTC, and video game maker Valve, powered by the SteamVR platform. It has two wireless hand controllers, and three sensors called lighthouses, to be placed in the room. It provides a full room experience. Users can stand up and move around a set space as they interact with their games and apps. Requires a powerful PC to run. (Source: TechRepublic)

HLS abbr HTTP Live Streaming

CIMM DEFINITION: An HTTP-based media streaming communications protocol implemented by Apple Inc. It works by breaking the overall stream into a sequence of small HTTP-based file downloads, each download loading one short chunk of an overall potentially unbounded transport stream. As the stream is played, the client may select from a number of different alternate streams containing the same material encoded at a variety of data rates, allowing the streaming session to adapt to the available data rate.





At the start of the streaming session, it downloads an extended M3U playlist containing the metadata for the various sub-streams [that] are available. See http://en.wikipedia.org/wiki/HTTP_Live_Streaming for more information. (Source: IAB)

Hub

See also: Headend

CIMM DEFINITION: Device used to connect segments of a network. A hub offers bandwidth on demand to shared resources vs. being fixed to all accessible ports. A signal distribution point for part of an overall system. Larger cable systems are often served by multiple hub sites, with each hub in turn linked to the main headend with a transportation link such as fiber optics, coaxial supertrunk, or microwave. A hardware device that interconnects computers on a Local Area Network and acts as a central distribution point for the communications lines. (Source: CableLabs)

Hybrid Cloud

See also: Cloud, Open Cloud, Closed Cloud

CIMM DEFINITION: A hybrid cloud is a composition of at least one private cloud and at least one public cloud. A hybrid cloud is typically offered in one of two ways: a vendor has a private cloud and forms a partnership with a public cloud provider, or a public cloud provider forms a partnership with a vendor that provides private cloud platforms. (Source: searchcloudcomputing.techtarget.com)

2. A cloud computing environment in which an organization provides and manages some resources in-house and has others provided externally. For example, an organization might use a public cloud service, such as Amazon Simple Storage Service (Amazon S3) for archived data but continue to maintain in-house storage for operational customer data. Ideally, the hybrid approach allows a business to take advantage of the scalability and cost-effectiveness that a public cloud computing environment offers without exposing mission-critical applications and data to third-party vulnerabilities. This type of hybrid cloud is also referred to as hybrid IT. (Source: searchcloudcomputing.techtarget.com)

HFC *abbr* **Hybrid Fiber-Coaxial**

CIMM DEFINITION: A local cable TV or telephone distribution network. An HFC consists of fiber optic trunks ending at neighborhood nodes, with coaxial cable feeders and drop lines downstream of the nodes. (Source: itvt.com/glossary)

Hybrid TV

See also: Connected TV, Smart TV

CIMM DEFINITION: Like a Connected TV where the television set is able to receive internet content via a broadband signal in addition to the range of traditional station, broadcast and cable network signals.





Hyperconvergence

See also: Convergence

CIMM DEFINITION: A type of infrastructure system with a software-centric architecture that tightly integrates compute, storage, networking and virtualization resources and other technologies from scratch in a commodity hardware box supported by a single vendor. (Source: TechTarget)

Hyper Curation

See also: Curation

CIMM DEFINITION: A highly focused, niche-oriented form of content collection for a highly specific audience or interest, whether on a website, part of a blog, feed or other format or communications outlet.

Hyperlink

See also: Link

CIMM DEFINITION: A link from a hypertext file or document, usually via a phrase, word or image that takes the user to another location or page on the internet.

Hyperlocal Targeting

CIMM DEFINITION: A method for targeting ads to customers based on their vicinity or location. Targeting techniques can encompass a variety of data including geolocation, contextual element of media, user preferences and more. (Source: Centro)

Hyperscale Data Center

CIMM DEFINITION: Also known as Web-scale. A location point of computing infrastructure often associated with cloud computing and the very large data centers owned by Facebook, Google and Amazon. The architecture is typically made up of small, individual servers, called nodes, that provide compute, storage and networking.

HTML abbr Hypertext Markup Language

See also: SGML, XML

CIMM DEFINITION: A set of codes called markup tags in a plain text file that determine what information is retrieved and how it is rendered by a browser. There are two kinds of markup tags: anchor and format. Anchor tags determine what is retrieved, and format tags determine how it is rendered. Browsers receive HTML pages from the Internet and use the information to display text, graphics, links and other elements as they were intended by a Website's creator. (Source: IAB)



HTML5

CIMM DEFINITION: An acronym for Hypertext Markup Language, version 5. HTML5 extends earlier versions to include tags for processing video, audio, canvas, and other embedded audio and video items without requiring proprietary plug-ins and APIs. HTML5 has been used as an alternative to developing and executing interactions similar to those using Adobe Flash but with very different technology. (Source: IAB)

HTTP abbr Hypertext Transfer Protocol

CIMM DEFINITION: The standard for exchanging files (text, graphics, and multimedia) on the World Wide Web. Or HTTP is the transport layer for HTML documents over the Internet Protocol (IP). (Source: CableLabs)

- 2 : A server application that establishes a secure, encrypted connection to a server or web browser.
- 3: HTTP is the protocol that client and server computers use to transmit information over a bi-directional connection without interfering with each other. Typically, every HTTP transaction consists of a "request" for a specific file, web page, or other content sent from the client to the server, followed by a matching "response" from server back to client containing the requested content. HTTP is also the mechanism for EBIF applications to communicate with servers. (Source: FourthWall Media)
- 4 : The format most commonly used to transfer documents on the World Wide Web. (Source: IAB)

Hybrid Pricing

CIMM DEFINITION: A pricing model which is based on a combination of a CPM pricing model and a performance-based pricing model. (Source: IAB)

Hybrid STBs

CIMM DEFINITION: Hybrid set-top boxes are a new generation of advanced boxes that supports both traditional television content signals such as digital video broadcasting) and IP-based video from the internet. These boxes take on various forms such as Hybrid IPTV or OTT for example.

Hyper Funding

See also: Crowd funding, Equity Crown Funding, Crowd Financing CIMM DEFINITION: A term often used interchangeably with equity based funding it is the ability for many small investors and contributors to fund businesses, ideas, projects, campaigns etc often via the internet and receive an equity stake as part of their capital investment.



Hyperlink

CIMM DEFINITION: A clickable link such as on a Web page or within an e-mail, that sends the user to a new URL when activated. (Source: IAB)

Hypertext

CIMM DEFINITION: Any text that contains links connecting it with other text or files on the Internet. (Source: IAB)

Hypertext Markup Language

CIMM DEFINITION: A set of codes called markup tags in a plain text file that determine what information is retrieved and how a browser renders it. There are two kinds of markup tags: anchor and format. Anchor tags determine what is retrieved, and format tags determine how it is rendered. Browsers receive HTML pages from the Internet and use the information to display text, graphics, links and other elements as they were intended by a Website. (Source: Mediamath)

iChannel Line-Ups

CIMM DEFINITION: An interactive service where the viewer can construct their own program line-up based on available videos / content or videos / content that they create.

- 2: A Canadian website and station.
- 3 : A one-way publishing and communication application. It is like subscribing to a blog but not able to comment back. You just receive the subscription content.

IAM *abbr* **Identification Access Management**

CIMM DEFINITION: A broad administrative area that deals with identifying individuals in a system (such as a country, a network, or an enterprise) and controlling their access to resources within that system by associating user rights and restrictions with the established identity. (Source: TechTarget)

ID abbr Identifier

See also: Household Identifier

CIMM DEFINITION: Like a household identifier, it is a unique code ascribed to any item such as a piece of content to distinguish it from similar items.



ID Graph or Identity Graph

CIMM DEFINTION: A diagram that enables marketers, buyers, sellers and other media companies, for example, to connect identities across disparate marketing channels and devices to one customer.

iDisorder

CIMM DEFINITION: A theory that our obsession over new media devices such as smartphones lead to a range of psychiatric disorders such as obsessive compulsive behavior and narcissism.

iFrame abbr Inline Frame

CIMM DEFINITION: An HTML document embedded inside another HTML document on a website. The IFrame HTML element is often used to insert content from another source, such as an advertisement, into a Web page. (Source: whatis.techtarget.com)

2 : An HTML element that enables an entire page of HTML to be nested and displayed within the confines of another page. (Source: Mediamath)

Ignition

CIMM DEFINITION: Former name of TerminalOne. (Source: Mediamath)

Image Ads

CIMM DEFINITION: Static display ads that offer no movement or user interaction. These are simple images hyperlinked to an advertiser's site and can contain a combination of still images and text. (Source: Next.Srds.com)

Image Distance

CIMM DEFINITION: In virtual reality, the perceived distance to the object. (In contrast to the real object distance, if there exists a real object.) (Source: freeflyvr)

Image Map

CIMM DEFINITION: A GIF or JPEG image with more than one linking hyperlink. Each hyperlink or hot spot can lead to a different destination page. (Source: IAB)

Immersion

CIMM DEFINITION: The observer's emotional reaction to the virtual world as being part of it. (Source: freeflyvr)



Immersive Videos

CIMM DEFINITION: Similar term to 360 Video.

Impressions

See also: Delivery

CIMM DEFINITION: The delivery level of a piece of content such as video or within a time period or a daypart or a home or a Set-Top Box or a group thereof. Often expressed in thousands.

- 2 : The number of hits a spot received over some specified period. (Source: Kantar Media Audiences)
- 3: The total number of counts for the advertisement or specified group of advertisements or for the total campaign during a specified period of time. (Source: TRA)
- 4: Instances of an online advertisement for the purposes of reporting and billing. (Source: IAB)
- **5**: Single instance of an interactive app or assets "opportunity to be seen" on the television (TV) which can be measured for the purposes of performance analysis, reporting and billing; may be per device or per interactive TV household (iTVHH) and reported accordingly. 100,000 used as an example for calculation Purposes (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)
- 6: A measurement of responses from a Web server to a page request from the user browser, which is filtered from robotic activity and error codes, and is recorded at a point as close as possible to opportunity to see the page by the user. (Source: IAB)
- 7 : A 'view' of an ad on a site. (Source: Mediamath)
- 8 : A single display of an ad on a web page, mobile app, or other delivery medium. An impression does not have to be viewed or clicked on to count as an impression. See also billable impression, forecasted impression. (Source: OpenX)
- 9 : Number of homes or individuals exposed to an advertisement or group of advertisements. (Source: TVB)

Impression Cap

CIMM DEFINITION: An integer that represents the maximum number of impressions for a line item within its flight dates. (Source: OpenX)



Impression Goal

CIMM DEFINITION: The maximum number of impressions to deliver for a line item in a single day (per day) or over the duration of the line item's flight (total). When a line item reaches a daily impression goal, it is temporarily ineligible for ad selection. For example, if you set the daily impression goal to 5 and the line item reaches 5 impressions in a single day (e.g., on day 5 of a 20 day flight), then the line item is not available for ad serving for the rest of the day. However, the line item becomes eligible again for ad serving on day 6. When a line item reaches its total impression goal, no matter which day of the flight, it is no longer available for ad serving. (Source: OpenX)

Impression Laundering

CIMM DEFINITION: Distinguished from spoofing by using technical measures to make an impression appear to be something it is not. Most commonly, this involves creating a shell website such as "diychef.com", which appears to be a cooking blog, hosting a simple web page on that domain containing nothing but an ad unit, and using an IFRAME to load that web page on an unrelated website (such as piracy site "primewire.ag"). Simple automated identification of the domain of the ad will read "diyched.com", which is technically the domain the ad is serving on, but is misleading as it is actually loaded into another site. (Source: Centro)

Impression Stacking

CIMMD EFINITION: Loading multiple ad units on top of each other. So, while only one has any possibility of being seem, multiple impressions are generated and charged. (Source: Centro)

In-App

See also: Mobile Programmatic

CIMM DEFINITION: Services and features that are available from within a phone or computer application or app.

In-App Inventory

CIMM DEFINITION: Advertising available inside of connected TV applications. Typically in-app inventory is sold by the app publisher. (Source: IAB)

In-App Purchases

CIMM DEFINITION: Purchases made from within a mobile application typically in order to access special content or features in an app such as power-ups, restricted levels, virtual money, special characters, boosts, etc. The purchasing process is completed directly from within the app and is seamless to the user in most cases, with the mobile platform provider facilitating the purchase and taking a share of the money spent



(usually in the range of 30% or so), with the rest going to the app developer. (Source: Webopedia)

In(in thousands) [90s][90s]

See also: Reach

CIMM DEFINITION: A reach metric examining lead-in and lead-out viewing as source and destination. The number of Set-Top Boxes that were tuned to the program during the first ninety seconds of the program. A retention metric. (Source: Kantar Media Audiences)

Inactivity on the STB remote

See also: Dwell Time, STB On TV Off, Capping

CIMM DEFINITION: The Set-Top Box records that the TV set is in use on a channel for a period of time and the subscriber has not touched any key on the Remote to indicate presence.

NOTE - Is there viewing, avoidance or is the set off while the Set-Top Box is still on?

In-Article Video

CIMM DEFINITION: Refers to a video ad that loads and plays dynamically between paragraphs of editorial content, existing as a standalone branded message. (Source: Cynopsis)

In-App Purchase

CIMM DEFINITION: A transaction that occurs when the user pays for additional app functionality, content, or services directly, within the app. Examples of additional content or services may include access to otherwise restricted levels in games, subscriptions to newspaper or magazine media content, or access to video streaming services. (Source: IAB Mobile App Marketing Glossary Working Group)

In Band

See also: Out of Band

CIMM DEFINITION: Downstream video delivery only. (Source: FourthWall Media)

In-Banner Video

CIMM DEFINITION: Creatives that are played in standard banner placements rather than in video players.

2 : A video delivered as part of (inside of) the display ad creative for a given placement rather than initiating the use of a video player. (Source: IAB)





NOTE - AppNexus serves these creatives with the JW Player for Flash to enable playing in the banner placements. Any banner placement may accommodate an inbanner video creative, if allowed by the publisher. (Source: Mediamath)

Inbox

See also: E-mail Inbox

CIMM DEFINITION: Same as E-Mail Box, an area within an email server or interface where in-coming email is received.

Incentivized Acquisition

CIMM DEFINITION: A type of paid user acquisition whereby users receive a certain value exchange for installing an app. Examples of incentives may be virtual currency or a game item. (Source: IAB Mobile App Marketing Glossary Working Group)

Increase in Sales

CIMM DEFINITION: The increased sales, in dollars, for the designated brand between the base and report periods among reached increasers. (Source: Kantar Media Audiences)

2 : For the chosen report group, the increased sales, in dollars, for the designated brand between the base and report periods. (Source: TRA)

Increasers as Percent

CIMM DEFINITION: The percent of households who increased spending on the designated brand between the base and report periods. (Source: Kantar Media Audiences and TRA)

ILEC abbr Incumbent Local Exchange Carrier

See also: Local Exchange Carrier

CIMM DEFINITION: A local telephone company in the United States that was in existence at the time of the break up of AT&T into the Regional Bell Operating Companies (RBOCs) also known as the Baby Bells. (Source: Wikipedia)

Inattentional (Perception, Behavior, Blindness)

CIMM DEFINITION: The failure to notice a fully-visible, but unexpected object because attention was engaged on another task, event, or object. (Source: http://www.scholarpedia.org)



Independent Station

CIMM DEFINITION: Stations not affiliated with any network, usually refers to commercial stations only. (Source: TVB)

Index

CIMM DEFINITION: The target group rating divided by the reference audience rating multiplied by 100. (Source: Kantar Media Audiences)

2: The probability that website visitors or target audience members will exhibit a given behavior when compared to the overall online adult population. (Source: Nielsen)

Indexed Ratio

CIMM DEFINITION: Network, Daypart, Program, or other measurable unit Ratings for Audience Target Segment homes divided by Network, Daypart, Program, or other measurable unit Composite Rating for Total or Currency Population homes. (Source: GABBCON, Global Audience Based Business Conference)

Individualized Television

See also: Multi-Camera Angle, Mosaic

CIMM DEFINITION: This technology allows viewers to control camera angles during live events, select which commercials they want to watch, and generally control a selection of choices content producers provide as part of the broadcast. E-commerce and interaction with those commercials is possible. In the backend, servers collect choice information and offer viewers further selections based on those choices. This is enabled by the careful management of multiple video streams to one TV screen in which small windows capture video programming in one view. The viewer is able to switch to each window using their Remote Control one at a time. When they do so, the audio of that channel becomes active and, therefore, audible. Some applications enable other interactive graphics that overlay or sit within the frame of the screen that the viewer can also access. Companies pioneering this type of application are Sky Digital in the UK and DISH in the US. (Source: itvt.com/glossary)

ISCI abbr Industry Standard Commercial Identifier

CIMM DEFINITION: A code that conforms to a standard used to identify commercials (aka "spots") aired on commercial television worldwide, for TV stations, ad agencies, video post-production houses, radio stations and other related entities to identify commercials for airing. (Source: Wikipedia)

Note - First developed in 1970 by and for American local affiliate TV stations, the TV networks that serve the affiliates, and ad agencies, to distribute commercial television advertisements more efficiently. The ISCI coding system has been maintained and operated by the American Association of Advertising Agencies (AAAA) and the



Association of National Advertisers (ANA) since 1992. Prior to then, ISCI was independently maintained by its users. An ISCI code is usually a set of 8 characters, the first four being alphabetic, and the remaining four being numeric, in the format 'ABCD1234'. The alphabetical characters usually represent the advertiser (some examples are QWAN for Wells Fargo Bank, KOCL (and more recently CL) for Coca-Cola, and PEMX for Pepsi), and the numeric characters usually represent the spot itself, with different numbers used for either different spots, or different versions of the same spot.

In-Feed Ads

CIMM DEFINITION: Ads that are inserted in-between content. (Source: Cynopsis)

Inferential Statistics

See also: Descriptive Statistics

CIMM DEFINITION: The process of collecting, analyzing, deducing properties and otherwise using a distribution of data to make inferences, trends and projections on the population that the sample of data is thought to represent. The goal is to test hypotheses and derive estimates against the observed data subset of the larger population.

2: Also called Inductive Statistics.

Influenced Acquisition

CIMM DEFINITION: A form of app user acquisition that may appear to be organic but, upon closer investigation, was actually influenced by, or the result of other paid media efforts (ad impressions and clicks that have been delivered by ad networks and publishers who did not receive final attribution based on the last-touch attribution model). (Source: IAB Mobile App Marketing Glossary Working Group)

Info Banner

See also: Widgets, Apps

CIMM DEFINITION: A television screen overlay from the ELECTRONIC PROGRAM GUIDE in the Set-Top Box. It is normally invoked by viewer pressing a key on the remote or when changing channels, and it typically displays the information about the current programming the viewer is watching. There could be advertising elements such as Banner Ads embedded in the Info Banner. (Source: FourthWall Media)

Infomercial

CIMM DEFINITION: A television commercial that is similar in appearance to a news program or talk show format, usually 30minutes in length. (Source: TVB)



Info Page

See also: ELECTRONIC PROGRAM GUIDE, INTERACTIVE PROGRAM GUIDE CIMM DEFINITION: A feature available on many digital Set-Top Boxes (often accessed via the Remote Control) that displays additional details for selected content. (Source: Nielsen)

Informers

See also: Meformers

CIMM DEFINITION: Those who pass along objective information and interesting facts via social media platforms such as Twitter.

IR Drivers abbr Infra Red Drivers

CIMM DEFINITION: Software and hardware that enables a device to receive and transmit content whether data or digital, wirelessly.

ISMS abbr Information Security Management System

See also: Anonymization, De-identify

CIMM DEFINITION: A system designed to insure security controls to protect information datapoints.

ITI abbr Information Technology Industry Council

CIMM DEFINITION: Represents the leading U.S. providers of information technology products and services. It advocates growing the economy through innovation and supports free-market policies.

Ingestion

CIMM DEFINITION: A storage system process that enables the creation of one database from several different data sources that can then be accessed through an electronic data delivery system.

- 2 : The process used to populate a database from various individual sources to be accessed by an electronic data delivery system. (Source: Nielsen)
- 3: The process of receiving assets from the "catcher", successfully entering those assets into the systems' AMS, and making them available via a VOD system.

Initial Dimension

CIMM DEFINITION: The original width and height (in pixels) of an expanding ad. Expanding ads are designed to expand to dimensions larger than the initial dimensions. (Source: IAB)





Initial File Load

CIMM DEFINITION: Includes all assets and files necessary (.html, .js, .css, .woff, images, ets.) for completing first visual display of the Ad. The initial file load size of an ad is limited in order to preserve the page load performance and thus the user's web browsing experience. For non-rich media ads, the initial file load size limit is all that's allowed for the ad. (Source: IAB)

Initial Interaction

CIMM DEFINITION: The total number of first step interactions associated with an interactive application or asset in the television programming. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

In-Line Bidding

CIMM DEFINITION: Exchange bidding system, which is relatively close to RTB, but still not completely real time. (Source: Mediamath)

In-Memory

CIMM DEFINITION: A new form of computing that enables faster real time processing of large datasets with many variables. Notably it does not require storage on a hard disk.

Note - Computers typically store data on the hard disk, and when you want to perform a task, it pulls out the relevant data and applications for the purpose on to the computer's main memory, which is where computations happen. With the emergence of multi-core processors and the sharp decline in prices of processors and memory, German business software maker SAP developed a technology that made it possible for even large enterprises to dispense with hard disks and store and perform all operations on the main memory. It boosted performance enormously compared to systems based on retrieving data from hard drives. (Source: Times of India)

In-Navigation Video Ad

See also: Advanced Advertising

CIMM DEFINITION: A video ad unit that is embedded in navigation interface or content.

IPS abbr In-plane switching

CIMM DEFINITION: A type of LCD display that offers better viewing angles than other types of LCD screens.



In-Season Stacking Rights

CIMM DEFINITION: The rights to all of the episodes in the current season of a TV show so that a TV network and pay-TV distributor, for example, can stream or showcase an entire season at one time, rather than "rolling-five" rights limiting their rights to only the last five episodes of a program.

Insertions

CIMM DEFINITION: An advertisement or other non-programming element that is added to content whether scheduled beforehand or dynamically inserted for addressable advertising.

- 2 : The number of times a spot aired during the time frame. (Source: Kantar Media Audiences)
- 3 : Actual placement of an ad in a document, as recorded by the ad server.

I/O abbr Insertion Order

CIMM DEFINITION: In programmatic, the sales orders for a publisher's inventory that are submitted through an ad exchange. (Source: Hubspot)

- 2 : Directions given by an advertiser to a company (publisher, network, agency) that lay out parameters for a brand campaign and ad serving specifications. (Source: Mediamath)
- 3: In a direct buy (agency to publisher), Traditional method of buying media inventory. (Source: MAGNA Global)

In-Stream

CIMM DEFINITION: An ad that appears within a piece of content. (Source: Tubemogul)

In-Stream Video

CIMM DEFINITION: Creatives that are played in video players on web pages. They use VAST XML to ensure proper rendering in players and are shown before, in the middle of, or after other video content. (Source: Mediamath)

Instructional Design

CIMM DEFINITION: The practice of creating instructional experiences which make the acquisition of knowledge and skill more efficient, effective and appealing. The process consists broadly of determining the current state and needs of the learner, defining the end goal of instruction and creating some 'intervention' to assist in the transition. (Source: Mediamath)



Insertion

CIMM DEFINITION: The actual placement of an ad in a document, as recorded by the ad server. (Source: IAB)

2 : Actual placement of an advertisement – digital or otherwise – as recorded by the publisher. (Source: Tubemogul)

Insertion Order

CIMM DEFINITION: A purchase order between a seller of interactive advertising and a buyer - usually an advertiser or its agency. (Source: IAB)

Instagram

CIMM DEFINITION: Online mobile photo-sharing, video-sharing and social networking service that allows users to take pictures and videos and share them on a variety of social networking platforms. (Source: Centro)

Install

CIMM DEFINITION: Occurs when the time an app is fist launched (or opened) by a hardware device. (Source: IAB Mobile App Marketing Glossary Working Group)

Instant Access

CIMM DEFINITION: Refers to the section or interface in TubeMogul's premium ad inventory marketplace where advertisers can purchase high-end inventory that is not typically found in the marketplace's open exchange. (Source: Tubemogul)

IM abbr Instant messaging

CIMM DEFINITION: A method of communicating in real-time, one-to-one or in groups over the internet. Users assemble buddy lists which reflect the availability (or presence) of people with whom they communicate. (Source: IAB)

Instant Personalization.

CIMM DEFINITION: A social layer introduced by Facebook, that is essentially a social plugin where any web developer can insert a simple piece of code to add a Facebook frame onto a page, instantly make that page social.

NOTE - Instant personalization means that if you show up to the Internet radio site Pandora for the first time, it will now be able to look directly at your Facebook profile and use public information — name, profile picture, gender and connections, plus anything else you've made public — to give you a personalized experience. So if I have already publicly stated through my Facebook interests page that I like a musical artist — say,



The Talking Heads — the first song I hear when I go to Pandora will be a Talking Heads song or something that Pandora thinks is similar. (Source: Gigaom)

Instream Videos

CIMM DEFINITION: Linear video ads that interrupt content, appearing before, during and after Internet videos. They tend to look and behave like television commercials.

In-Tab

See also: Faulting

CIMM DEFINITION: Set-Top Boxes or homes that return usable viewer information or usage data and are considered as part of the sample for that time frame.

- 2 : Whatever boxes reported data that day. (Source: Kantar Media Audiences)
- 3 : Number of households or DVR units represented in the sample respectively counted at 5-minute intervals throughout the day. (Source: TIVO)

IRD abbr Integrated Receiver / Decoder

See also: All-In-One Set-Top Box, Advanced Set-Top Box, Set-Top Box CIMM DEFINITION: An electronic device used to pick up a signal and convert the digital information transmitted in it. A consumer IRD is a Set-Top Box. A professional IRD is the interface between a receiving network (whether a satellite or Telco) and a broadcasting facility. (Source: Wikipedia)

ISDN *abbr* **Integrated Services Digital Network**

CIMM DEFINITION: Faster-than-dial-up connections to the Internet over copper phone wires. DSL has in large part replaced ISDN. See DSL. ISP (Internet Service Provider) - A business or organization that provides Internet access and related services, to consumers. (Source: IAB)

Integrated Set-Top Box

See also: Set-Top Box

CIMM DEFINITION: The same as the All-In-One Set-Top Box

Intelligent Agents

CIMM DEFINITION: Software tools which help the user find information of specific interest to him/her. The user's profile is continually refined and improved based on the user's acceptance or rejection of recommendations over time. (Source: IAB)



Interaction (Response)

CIMM DEFINITION: A form of consumer engagement where viewer takes an action with the application or asset during an interactive session. Interactions can be negative (exit, tune away) or positive (yes, request information) (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Interactive Advertising

CIMM DEFINITION: All forms of online, wireless and interactive television advertising, including banners, sponsorships, e-mail, keyword searches, referrals, slotting fees, classified ads and interactive television commercials. (Source: Mediamath)

IAB abbr Interactive Advertising Bureau

CIMM DEFINITION: A non-profit trade association devoted exclusively to maximizing the use and effectiveness of interactive advertising and marketing. (Source: IAB)

Interactive In-App Pre-Roll

CIMM DEFINITION: Video ads containing rich media or interactive functionality running in-app on smartphones or tablets. Interstitial ads playing in-app expand to full screen unless viewer exits. (Source: Tubemogul)

Interactive Pre-Roll

CIMM DEFINITION: In-stream video ads that play before video content and feature interactive and rich media elements, such as overlays, video galleries, microsites and/or zip code locators. (Source: Tubemogul)

IMU *abbr* **Interactive Marketing Unit**

CIMM DEFINITION: The standard ad unit sizes endorsed by IAB. (Source: IAB)

iTV abbr Interactive Television

See also: Internet Television

CIMM DEFINITION: Any technology that allows for two-way communication between the audience and the television service provider such as the broadcaster, cable operator, set-top box manufacturer. (Source: IAB)

Interactivity

CIMM DEFINITION: The prefix "inter" means 'between' a or 'in the middle of a'. Activity signifies active behavior and was borrowed from the Latin word 'agere' in the 17th century. In the context of digital media, the concept of interactivity signifies mutual



communication between sender and recipient - the "author" can become the "user" and the "user" can become the "author". (Source: freeflyvr)

Interaural Amplitude

CIMM DEFINITION: Differences between a person's two ears in the intensity of a sound, typically due to the location of the sound. (Source: freeflyvr)

Interaural Time

CIMM DEFINITION: Differences between a person's two ears in the phase of a sound, typically due to the location of the sound. (Source: freeflyvr)

Interlaced Scanning

CIMM DEFINITION: The rectangular area of the TV screen is scanned by an electronic beam (raster) as it is deflected horizontally and vertically and creates an interlaced video display we see as the TV picture. Referred to as interlaced scanning because the raster skips every second line on the first pass and then fills in those lines on a second pass. The interlaced scanning system may result in a screen flicker. (Source: itvt.com/glossary)

Interaction

CIMM DEFINITION: When the viewer actually engages with an interactive asset or application during an interactive session. Interactions can be negative (exit, no, tune away) or positive (yes, request information, etc.) (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Interactive Advertising

See also: Advanced Advertising

CIMM DEFINITION: Advertising that allows the viewer to interact with the message. Interaction is often via the internet but increasingly via the television screen. Further, interactive advertising on the TV is expanding to include interactive apps on companion devices such as smart phones or tablets that are being used while watching TV. These companion devices can sync their interactivity with what is on the TV screen at the same time, using Automatic Content Recognition (ACR) technologies.

- 2 : Also used to refer to advertising on a STB or DVR that is not the standard linear commercial spot and can include long form video, branded areas and interactive applications specific to an advertiser and use a number of entry points (from the home page, other UI dialogs, guide). (Source: TIVO)
- 3 : Video advertising that contains an embedded EBIF application. The EBIF application typically presents a series of overlay screens over the video, with which the viewer may



interact, and then the specifics of the interaction (or lack of interaction) are measured and ultimately reported back to the advertiser. In the cable space it is EBIF once legacy is removed. DISH and Direct are different. (Source: FourthWall Media)

4 : All forms of online, wireless and interactive television advertising, including banners, sponsorships, e-mail, keyword searches, referrals, slotting fees, classified ads and interactive television commercials. (Source: IAB)

NOTE – Some interactive advertising is not actually "interactive", but merely displays information or animation over top of the video ad and / or generates measurement data. For example FourthWall Media's Measurement AdWidgets are invisible to the user, but track STB exposures and engagement. (Source: FourthWall Media)

Interactive Household Addressable TV Advertising

See also: Average Exposures, Average Clicks, Average Responses CIMM DEFINITION: Household Addressable TV Advertising that enables viewer interactivity and facilitates various levels of response tracking. (Source: Visible World)

Interactive Measurement

See also: Advanced Advertising

CIMM DEFINITION: Data collected from any interactive application, including interactive enhancements to video advertising.

NOTE - CableLabs has defined the Interactive Advertising Measurement (IAM) standard for describing user interactions with simple interactive ad enhancements. Similar measurement data can often be derived from Keystream data. Additionally, FourthWall Media's AdWidgets collect several additional metrics, including STB Exposures, Clicks, and Responses. (Source: FourthWall Media)

IPG abbr Interactive Program Guides

See also: Electronic Program Guide, Navigator

CIMM DEFINITION: Also known as EPG (Electronic Program Guide) or ESG (Electronic Service Guide), the IPG is enhanced television that offers viewers an advanced on-screen display to locate content such as available networks / channels, VOD offerings, program listings, show descriptions, schedules, ratings, genre, channel and user preferences. Offers a range of viewer services, the ability to switch to desired content, view future program offerings and implement DVR options with current and future viewing choices.

2 : Associated with Digital Cable where a viewer can interact with the guide through the remote to choose their viewing through genre, channel, time, premium, etc.,



3 : A digital guide to scheduled broadcast television or radio programs, typically displayed on-screen with functions allowing a viewer to navigate, select, and discover content by time, title, channel, genre, etc., by use of their Remote Control, a keyboard, or other input devices such as a phone keypad. (Source: IAB)

Interactive Session

CIMM DEFINITION: A segment of available interactive video content by a unique consumer, by viewing device. 12 seconds used as an example for purposes of calculation. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

iTV abbr Interactive Television

See also: Tru2way

CIMM DEFINITION: The ability of viewers to interact with television content immediately as they are viewing it. There are different degrees of interactivity from very basic (channel switching) to increasingly more sophisticated (On-Demand and Telescoping).

- 2 : Internet TV is a Television service that is provided through the Internet.
- 3: In the digital cable space, iTV is the experience provided by EBIF and / or Tru2Way applications executing in the Set-Top Box. (Source: FourthWall Media)
- 4: Interactive TV usually means the viewer using the Remote Control to "interact" with the TV to change the available video, audio and any graphics in some way. These changes are typically made by an interactive software application running in the Set-Top Box or TV. (Source: Unisoft)
- 5: The ability of viewers to interact with television content immediately as they are viewing it. There are different degrees of interactivity from very basic (channel switching) to increasingly more sophisticated forms such as On Demand, request for more information, telescoping, etc. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)
- 6: The catch-all term for adding a viewer engagement piece to television. This can include both interactive content and advertising and can be delivered in a variety of ways, including through the first- and second-screen. (Source: IAB)
- 7: A combination of television with interactive content. Programming can include richer graphics, one click access to websites through TV Crossover Links, electronic mail and chats, and online commerce through a back channel. (Source: TVB)



iTV Devices

CIMM DEFINITION: The set-tops that are iTV capable today; Future metrics will include other viewing devices. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Interactive Television Session

CIMM DEFINITION: A measureable segment of available interactive content by a unique user, by viewing device. Today the viewing device is a TV connected to the settop. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Interactive TV Household (iTVHH)

CIMM DEFINITION: Any household in a footprint that has the ability to and is authenticated to engage with interactive content delivered to the viewing device. Currently the viewing device is a TV connected to a set-top. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Note: Used as a metric, iTV Households are those that are iTV enabled via a video service provider, with televisions that are connected to a set-top. According to CTAM, future metrics will include TVs and devices that are not tethered to a set-top. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Interactive Viewing Rate

CIMM DEFINITION: A metric which compares usage to the potential iTV customer universe either within a MVPD footprint or a DMA; based upon iTV HH data comparable to a rating Calculated by dividing the total iTV HH by the number of HH that interacted with the session. Could be by spot, by flight, by day, week, month. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

IVG abbr Interactive Video Guard

See also: Data Logging Software

CIMM DEFINITION: A type of data logging software for content security.

IVOD abbr Interactive Video On-Demand

See also: Video On-Demand

CIMM DEFINITION: Same as Video On-Demand as seen through the television, usually delivered via the Set-Top Box and its network connection and servers containing programming. Has all trick play features.



Interactivity

See also: Interactive Television

CIMM DEFINITION: The capability for two-way electronic communication between a viewer, user, Set-Top Box, home etc., through a piece of on-screen content that is designed to increase engagement and attention.

2 : The capability for two-way user engagement with on-screen content typically using a Remote Control device. (Source: Nielsen)

Interconnect

CIMM DEFINITION: Two or more cable systems distributing a programming or commercial signal simultaneously. (Source: CableLabs)

- 2 : Several cable systems joined together in a specific area for the purpose of selling advertising. (Source: Nielsen)
- 3: Two or more cable systems distributing a commercial signal simultaneously, and offering a multiple system buy in which only one contract need be negotiated. Interconnects can be hard, where systems are directly linked by cable, microwave relays or by satellite, and the signal is fed to the entire Interconnect by one headend; or soft, where there is no direct operational connection between the participating systems. (Source: TVB)

IBA abbr Interest Based Advertising

CIMM DEFINITION: Also sometimes called "online behavioral advertising" — uses information gathered about a site user's visits over time and across different websites or applications in order to help predict preferences and show ads that are more likely to be of interest to you. For example, a sporting goods manufacturer might work with an advertising network that collects and uses interest-based advertising information to deliver ads to the browsers of users that have recently visited sports-related sites, or an airline might direct ads to users that recently visited mobile travel apps. Definition from aboutads.info site: http://www.aboutads.info/how-interest-based-ads-work (Source: IAB)

Interface (VR)

CIMM DEFINITION: A set of devices, software, and techniques that connect computers with people to perform tasks. (Source: freeflyvr)

Interface

CIMM DEFINITION: A boundary across which two systems communicate. An interface might be a hardware connector used to link to other devices, or it might be a convention used to allow communication between two software systems. Often there is some



intermediate component between the two systems which connects their interfaces together. (Source: freeflyvr)

Interference

See also: Jamming, Natural Interference, Noise

CIMM DEFINITION: A phenomena that causes disruption to a signal.

Intermercial Ads

See also: Transition Ads, Interstitial Ads, Splash Pages

CIMM DEFINITION: A commercial, usually a video, that runs during the uploading of a webpage.

Internal Bus

See also: Bus, Expansion Bus, Address Bus, Data Bus

CIMM DEFINITION: A collection of wires, also known as a bus, that connects all internal computer components to the CPU and main memory.

Internal Page Impressions

CIMM DEFINITION: Web site activity that is generated by individuals with IP addresses known to be affiliated with the Web site owner. Internal activity that is associated with administration and maintenance of the site should be excluded from the traffic or measurement report. (Source: IAB)

Internet

CIMM DEFINITION: The worldwide system of computer networks providing reliable and redundant connectivity between disparate computers and systems by using common transport and data protocols known as TCP/IP. (Source: IAB)

2 : A worldwide digital network capable of supporting shared virtual worlds. (Source: freeflyvr)

Internet Application

CIMM DEFINITION: Software files that enable a user to navigate the internet such as receiving requests from a client, typically a Web browser, process associated code, and return data to the browser.

2 : Any computer file ending in .exe that is primarily marketed for use in conjunction with the Internet. (Source: Nielsen)



NOTE – In Nielsen methodology, only "in focus" applications are counted towards reported unique audience and associated metrics. For example, If a media player launches upon system start-up, but only sits in the task bar it is not considered an active use of the application. Once a user opens any application into an "active" or infocus window, that user is counted toward unique audience and associated metrics. Internet Application categories include the following: Instant Messengers, Media Players, Media Sharing, ISP Applications (non-browsing), Wireless content systems, Web Phones, News & Information toolbars (ESPN Bottom Line), Connected Games, Proprietary AOL, Weather, Auction Assistants, and Shopping Assistants. Although the tracking meter tracks all types of applications, many are not considered to be "Internet" applications. These include basic software such as word processing, database, project management, spreadsheet, etc., installer programs, operating systems or other system's software (e.g. printing, cookie washers, FTP, etc.), adult and flash applications, software that exclusively sends or blocks advertising, and most games. Because the meter only tracks applications launched with an executable program ending in " .exe" plug-ins are not tracked, and are not included in the definition of Digital Media (e.g., Google Toolbar, Yahoo Companion, embedded media players, etc.). (Source: Nielsen)

IANA abbr Internet Assigned Numbers Authority

See also: Top Level Domain, Internet Corporation for Assigned Names and Numbers CIMM DEFINITION: An organization that is responsible for the global coordination of the DNS Root, IP addressing, and other Internet protocol resources, (Source: IANA.org)

ICANN abbr Internet Corporation for Assigned Names and Numbers

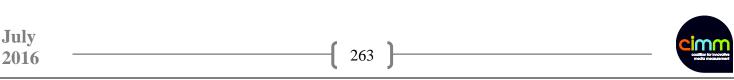
See also: Top Level Domain, Internet Assigned Numbers Authority
CIMM DEFINITION: An organization that coordinates the Domain Name System (DNS)
of the internet, Internet Protocol (IP) addresses, space allocation, protocol identifier
assignment, generic (gTLD) and country code (ccTLD) top-level domain name system
management and root server system management function. Once performed under
U.S. Government contract by the Internet Assigned Numbers Authority (IANA), ICANN
now performs the IANA function. (Source: ICANN.org)

Internet Marketing

See also: Geo-Targeting, Geo-Marketing, Zoning, Online Marketing CIMM DEFINITION: Refers to advertising and marketing efforts done solely over the internet to drive direct sales and sales leads via electronic commerce.

IoT abbr Internet of Things

CIMM DEFINITION: The industrialization and overall pervasiveness of the internet in everyday lives and tasks. Essentially a system of interrelated computer devices so that everyday objects have network connectivity, allowing them to send and receive data.



IP abbr Internet Protocol

CIMM DEFINITION: A set of rules that tells the computer network how packets are addressed and routed.

IP Address abbr Internet Protocol Address

See also: MAC Address

CIMM DEFINITION: The identifying numbered code address of a Set-Top Box configured with a Modem for internet access.

- 2 : A protocol telling the network how data packets are addressed and routed. (Source: itvt.com/glossary)
- 3 : An internet protocol numerical address that is assigned to each computer on the Internet so that its location and activities can be distinguished from those of other computers. The format is ##.##.## with each number ranging from 0 through 255 (e.g. 125.45.87.204) (Source: IAB)

NOTE - The IP Address is not the MAC Address. It should be noted that the MAC Address is a unique identifier that is assigned by the manufacturer. This address is permanent. Each manufacturer is given a block of addresses that they can use. An IP address is assigned by the network provider either on a static basis or dynamically. This address is typically given to the point of access at the home –the router. The router than assigns IP addresses to the devices behind it. (Source: Invidi)

iPTV abbr Internet Protocol TV

See also: Internet Television

CIMM DEFINITION: Ability of either the television or the Set-Top Box to interface with the internet like a Modem offering two way communication such as through the internet.

- 2 : "A term used to describe the distribution of television content via the internet." (Source: Nielsen)
- 3 : A system where a digital television service is delivered using Internet Protocol over a network infrastructure, which may include delivery by a broadband connection. A general definition of IPTV is television content that, instead of being delivered through traditional broadcast and cable formats, is received by the viewer through the technologies used for computer networks. (Source: itvt.com/glossary)
- 4: "An interface that examines guide activities including exposure to banner ads, engagement via click-through, switch to VOD, request for information, tune to channel, record programs etc.," (Source: Kantar Media Audiences)
- 5 : Also referred to as Over the Top viewing. (Source: TIVO)



- 6: A video programming delivery infrastructure, built upon a high-speed IP data network, in which a single video channel is narrowcast to each home from the head end, and channel changes are sent to the head end to change channels. Most common among Telcos providing TV services, but commonly seen as the successor cable's extant Hybrid Fiber-Coax (HFC) network. (Source: FourthWall Media)
- 7: Generally, iPTV is a system that uses Internet Protocols to render audio and video. The finer details can change depending on who's using the term. Web users who refer to iPTV are usually talking about Web video. In that case, iPTV is a synonym for broadband, streaming, and wireless video. (Source: OMMA)
- 8: Internet protocol content provided by network operators and others over closed networks. Can provide a single stream to multiple clients simultaneously (multicasting).
- 9: A system through which television services are delivered using the Internet protocol suite over a packet-switched network such as a LAN or the Internet as opposed to being delivered through traditional cable or satellite formats. (Source: Cynopsis)

NOTE - Incredible potential to shift viewership from cable operator signal to viewing on the internet. (Although the cable operator will control both signals and can narrow the delivery pipe or charge more for some usage.)

Internet Radio

See also: Radio on Internet

CIMM DEFINITION: Audio transmitted via the internet.

IRC *abbr* **Internet Relay Chat**

CIMM DEFINITION: A facility that allows people to chat in real time. The chats, or forums, are typed remarks, and they can be either public or private. (Source: IAB)

2 : A protocol that allows users to converse with others in real time. It is structured as a network of servers, each of which accepts connections from client programs. (Source: IAB)

Internet Scam

See also: Scam, Romance Scam

CIMM DEFINITION: A general way to define the different types of fraud that consumers face when using the Internet. Scammers can use a range of technical tools or 'social engineering' techniques to compromise consumer's personal information with different objectives, but normally with the intention of get consumer's money or personal information. (Source: ICPEN.org)



Internet Television

See also: ITV Interactive TV, Internet Protocol Television CIMM DEFINITION: Television provided, distributed and viewable over the internet - an open network - viewable On-Demand.

Interstitial Ads

See also: Transition Ads, Intermercial Ads, Splash Pages CIMM DEFINITION: Ads that appear between two content pages. (Source: IAB)

- 2 : Also known as transition ads, intermercial ads and splash pages. (Source: Mediamath)
- 3 : Ads that load between web pages without being activated by a request. (Source: OpenX)
- 4 : Also known as Between-the-Page. (Source: IAB)

Interval Data Collection

CIMM DEFINITION: The frequency with which data is collected from the home. Data is often collected hourly or at fifteen minute intervals, depending on storage capabilities. Finer resolution or more frequent data collection requires systems that will not crash or bog down. May also be impacted by stress or activity on the meter or unit.

NOTE - Different operators have differing systems and can store varying amounts of data for varying amounts of time.

NOTE - Within the digital cable environment, the limited bandwidth of the out-of-band return path (a.k.a. backchannel) has the greatest impact on the interval of data collection. The technology exists to store up to 7 days of second-by-second measurement data on even the least capable legacy Set-Top Boxes, so neither storage nor resolution need be an issue. (Source: FourthWall Media)

Intranet

CIMM DEFINITION: A network based on TCP/IP protocols that belongs to an organization, usually a corporation, and is accessible only by the organization's members, employees or others with authorization. (Source: IAB)

In-Unit Click

See also: Ad Click

CIMM DEFINITION: A measurement of a user-initiated action of responding to an ad element which generally causes an intra-site redirect or content change. In-unit clicks



are usually tracked via a 302 redirect. Also known as click-downs, click-ups and clickwithins. (Source: IAB)

In (Units)

CIMM DEFINITION: The number of individuals that fulfill the reach condition defined by the user in the program under study while fulfilling it in the previous program too. (Source: Kantar Media Audiences)

Invalid Traffic

See also: General Invalid Traffic, Sophisticated Invalid Traffic

CIMM DEFINITION: Any clicks or impressions on a site or content, often from non-human sources like bots or automatic clicking tools but also by fraudulent means like a publisher clicking on the ads, that may artificially inflate an advertiser's costs or a publisher's earnings, and for which sellers may decide to not charge the advertiser.

Inventory

CIMM DEFINITION: The number of ads available for sale on a media outlet or platform such as a web site, television network, magazine or newspaper.

- 2: The areas on the web where ads are placed. (Source: Mediamath)
- 3 : Refers to the amount of ad space available on a website. To calculate an accurate inventory figure, the number of possible page impressions in a certain time frame should be taken into account, as well as the number of zones available for ads to be shown per page. (Source: OpenX)

Inventory List

CIMM DEFINITION: A list of the content available to a VOD viewer. This list will appear as choices in program guide.

Inventory Management

CIMM DEFINITION: The ability to define advertising avails by program, by category, by provider, and in some cases by demographic. And then to specify the number of ad breaks, the placement of those ad breaks and the number of spots allowed per break.

Inverse Kinematics

CIMM DEFINITION: A specification of the motion of dynamic systems from properties of their joints and extensions. (Source: freeflyvr)



Invitation List

CIMM DEFINITION: A smallish still or animated graphic often overlaid directly onto video content. Typically used as a less-intrusive initial call-to-action. Normally when a viewer clicks or interacts with the invitation graphic, they expand into the ad's full expression, which might be a simple auto-play video or an interactive experience. (Source: IAB)

Invitation-Only Auction

CIMM DEFINITION: Auction environment comparable to open exchange, except only a select collection of buyers that have been white-listed by the media owner(s) are allowed to participate. (Source: MAGNA Global)

Invite Media

CIMM DEFINITION: An ad serving company with a software buying platform for agencies to run their biddable media campaigns.

IOS

CIMM DEFINITION: Originally iPhone OS, a mobile operating system created and developed by Apple Inc. and distributed exclusively for Apple hardware. It is the operating system that presently powers many of the company's mobile devices, including the iPhone, iPad, and iPod touch. It is the second most popular mobile operating system in the world by sales, after Android. (Source: Wikipedia)

IOS Jailbreak

CIMM DEFINITION: The act of bypassing the restrictions Apple puts on the operating system and taking full control of the device.

IP Capable

See also: IP Enabled

CIMM DEFINITION: IP enabled and capable mean the same thing, which is that that the receiver is capable of hooking up to broadband.

IP Connected

CIMM DEFINITION: IP connected is when the box can draw the data from that box on a daily basis and when the box is connected it can also draw from VOD assets via the internet instead of the satellite (in the case of Dish or other Satcos) as well as other types of internet content to the television. When a satellite receiver is connected to the internet, data can be exchanged such as VOD assets and viewer measurement



IP Enabled

See also: IP Capable

CIMM DEFINITION: Those services that use the Internet Protocol to connect users to media and products should the viewer / consumer choose to access them.

ISCI Code

See also: Ad Code

CIMM DEFINITION: A legacy ad code of eight digits. Sometimes this code includes category and product information. (Source: Visible World)

J -----

Jamming

See also: Frequency Domain, Spread Spectrum

CIMM DEFINITION: A signal that intentionally introduces interference into a communication channel, either to intentionally prevent error-free reception or as a means of advising stations of some event. (Source: computer.yourdictionary.com)

2: In local area networks (LANs), employing the carrier sense multiple access with collision detection (CSMA/CD) protocol, a station that detects a signal collision sends a jamming signal over a subcarrier frequency to advise all stations of that fact. See also CSMA/CD, frequency, LAN, signal, and subcarrier. (Source: computer.yourdictionary.com)

Java

CIMM DEFINITION: Java is an object-oriented programming language originally developed by Sun Microsystems. It is a programming language designed for building applications on the Internet. It allows for advanced features, increased animation detail and real-time updates. Java applications can typically run on any Java Virtual Machine (JVM) regardless of computer architecture and is specifically designed to let application developers "write once, run anywhere." (Source: IAB)

Java Applets

CIMM DEFINITION: Small applications that can be downloaded from a server and executed by Java-compatible browsers like Microsoft Internet Explorer and Netscape Navigator. (Source: IAB)

Javascript

CIMM DEFINITION : Common programming language for websites. (Source: Mediamath)





JavaScript Code

CIMM DEFINITION: A type of tag that contains coding that allows for more advanced data collection.

Javascript Libraries

CIMM DEFINITION: A collection of pre-written code used to simplify development of web-based applications. (Source: IAB)

Javascript Tags

CIMM DEFINITION: Tags coded in Java programming language that allows for more advanced data collection.

JavaTV

See also: Application Program Interface

CIMM DEFINITION: Sun invented this Application Programming Interface (API) called JavaTV, which enables the development of more complex functionality and interfaces to launch from the Set-Top Box if this Java layer is embedded in the device. (Source: itvt.com/glossary)

JPEG abbr Joint Photographic Experts Group

CIMM DEFINITION: Standard web graphic file format that uses a compression technique to reduce graphic file sizes. (Source: IAB)

JPC abbr Joint Policy Committee

CIMM DEFINITION: An industry committee formed with the ANA and the 4 A's.

Joystick

CIMM DEFINITION: An input device that consists of a short lever gripped with one hand to be moved from side to side or towards and away from the person. Frequently it is used to navigate in a virtual space. (Source: freeflyvr)

Judder

CIMM DEFINITION: Outside of virtual reality, judder is a significant shaking. But as for Virtual Reality, Oculus' CTO Michael Abrash defined it as "a combination of smearing and strobing that's especially pronounced on VR/AR HMDs." (Source: TechRepublic)



Juicers

See also: Project Beetlejuice

CIMM DEFINITION: Those who participate in Netflix's Project Beetlejuice program.

Jump-ins

CIMM DEFINITION: Percentage of households that were not watching at the first second of the commercials but were watching at the last frame at the end. (Source: TRA)

Jump Page Ad

CIMM DEFINITION: A microsite which is reached via click-through from button or banner ad. The jump page itself can list several topics, which are linked to either the advertiser's site or the publisher's site. (Source: IAB)

Junk E-mail Folder

CIMM DEFINITION: A folder within an e-mail client or on an E-mail Service Provider server that stores e-mail messages that are identified, either by the user or by an automated spam filter, as undesired or undesirable. (Source: IAB)



Keyboard

CIMM DEFINITION: A keyboard is a wireless device that a viewer uses to interact with various screens on their television. Not many applications supply them just yet, but some depend on them for credit card entry, email, etc., The keyboard can be set up like a typewriter with the QWERTY format and may use control keys for jump functions. Where a wireless keyboard is not available, some applications have been including an on-screen keyboard which can either be in traditional ABCDEF listing or the QWERTY format.

KPI *abbr* **Key Performance Indicator**

CIMM DEFINITION: A metric used to evaluate relative success of a campaign.

2 : A measurable value that demonstrates how effectively a company is achieving key business objectives. (Source: Tubemogul)

KVPs *abbr* **Key-Value Pairs**

CIMM DEFINITION: A set of two linked data items: a key, which is a unique identifier for some item of data, and the value, which is either the data that is identified or a





pointer to the location of that data. Key-value pairs are frequently used in lookup tables, hash tables and configuration files. (Source: searchenterprisedesktop.techtarget.com)

Keyword

See also: Search Engine Marketing

CIMM DEFINITION: Specific word(s) entered into a search engine by the user that result(s) in a list of Web sites related to the key word. Keywords can be purchased by advertisers in order to embed ads linking to the advertiser's site within search results. (Source: IAB)

Keyword Bidding

CIMM DEFINITION: The process of assigning bid amounts to specific advertising messages that are associated with a key word that will be used in an a search process. When the criteria is matched (such as matching a search word in an online search), the bid amounts are reviewed and the highest bids are selected. (Source: eMarketingDictionary)

Keyword-Targeted Ad

See also: Automatic Placements

CIMM DEFINITION: A form of online advertising in which an advertiser pays to have an advertisement appear in the results listing when a person uses a particular phrase to search the Web, typically by employing a search engine. The particular phrase is composed of one or more keyterms that is linked to one or more advertisements. (Source: Wikipedia)

Keystream Data

See also: Clickstream Data

CIMM DEFINITION: The collected measurement of all keys / buttons pressed on a TV Remote Control, along with precise timing for each keypress. This term has been coined to resolve the ambiguity of "clickstream" which has been used in various contexts to represent linear channel change data or key press data, or both. (Source: FourthWall Media)

KPI *abbr* **Key Performance Indicator**

See also: Cross KPI

CIMM DEFINITION: A defined set of raw measurement values that are fed into systems to help ascertain progress and success of a project or organization.

KPS *abbr* **Kilobits Per Second**

See also: Bitrate, Bits Per Second, Megabits Per Second





CIMM DEFINITION: A measure of bandwidth on a data transmission medium. (Source: searchnetworking.techtarget.com)

KB abbr **Kilobytes**

CIMM DEFINITION: A multiple of the unit 'byte' for digital information, used to quantify computer memory or storage capacity equal to a 1,000 bytes (or technically, 2^10 = 1,024 bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte) (Source: IAB)

Kinesthesis

CIMM DEFINITION: Sensations derived from muscles, tendons and joints and stimulated by movement and tension. (Source: freeflyvr)

Kinesthetic Dissonance

CIMM DEFINITION: Mismatch between feedback or its absence from touch or motion during virtual reality experiences. (Source: freeflyvr)

L -----

Labeling Requirements

CIMM DEFINITION: The minimal requirements for distinguishing an online advertisement from regular webpage content. (Source: IAB)

Lag

See also: Latency

CIMM DEFINITION: The delay between making an online request or command and

receiving a response. (Source: IAB)

Landing Page

CIMM DEFINITION: The web page to which a visitor is sent after clicking on an ad. (Source: Mediamath)

Laptop

See also: Desktop

CIMM DEFINITION: A personal computer small enough and light enough to be easily carried and transportable.



Large Rectangle

See also: Interactive Marketing Unit

CIMM DEFINITION : An IMU size. (Source: IAB)

NOTE - The IAB's voluntary guidelines include seven Interactive Marketing Unit (IMU) ad formats; two vertical units and five large rectangular units.

Last-touch Attribution

CIMM DEFINITION: An attribution model that gives 100% of credit to the last meaningful advertising event, generally the last ad impression, click or engagement. (Source: IAB Mobile App Marketing Glossary Working Group)

Latency

See also: Ad Serving, Redirect

CIMM DEFINITION: The lag time that occurs in the physical distribution plant and some STBs when the box changes channels or uploads so that tuning event timing relative to the same content can occur in one home at a slightly different time than in another home. Can be as much as several seconds.

- 2 : According to TIVO there are several types of Latency: 1. signal distribution Latency where there is a lag in transmission of the signal to the box, 2. channel change Latency which is the time between channel changes and 3. remote Latency when the remote is pressed and the action is logged. Stress loads on the Set-Top Box may impact length of Latency and logging. (Source: TIVO)
- 3: The amount of time it takes for content to appear on the TV screen once distributed by the Set-Top Box. The lag time that occurs in some boxes when the box changes channels or uploads, or clock slippage. Can be as much as several seconds. (Source: Nielsen)
- 4 : The time it takes for a data packet to move across a network connection. (Source: IAB)
- 5: The visible delay between request and display of content and ad. (Source: IAB)
- 6: In virtual reality, refers to a phenomenon in which visuals don't quite keep up with a user's of vision when the users head is moved. The lower the amount of latency, the more realistic the experience. (Source: Cynopsis)
- 7: In virtual reality, it is the lag between user motion and tracker system response, sometimes measured in from as. Delay between actual change in position and reflection by the program. Delayed response time. (Source: freeflyvr)



NOTE - How is this viewing ascribed, if at all? The standard here appears to be at 5 seconds but this could vary based on the operator and their platforms.

NOTE - Lag time as the box changes channels or uploads. From Weisler Mediapost article there is a comment from John Grono, GAP Research, Sydney Australia) "I would also like to caution analysis of data at the second-by-second level. There is considerable 'drift' in STB clocks, and of more importance there are Latency delays in broadcasts across platforms. Here in Australia on fiber-optic cable that Latency is around 8 seconds (the mode). Eight seconds out in a 15-second ad is an eternity! I would recommend some sort of content matching rather than time-based matching if this is an ongoing objective."

NOTE – Channel change Latency can be affected by the Set-Top Box type, the middleware and resident application running on the Set-Top Box, the encoding of the channel being tuned to (e.g., HD, standard definition digital, analog, encrypted, non-encrypted), and the connection between Set-Top Box and TV (e.g., HDMI, RF, S-Video). Thus, Set-Top Box timing synchronization and editing rules for channel change gaps must be applied for each Set-Top Box individually.

NOTE – Second-by-second measurement is possible if the collection engine on the STB performs time synchronization and measures and collects Latency-related STB timing data, and collection servers apply appropriate editing rules. All times are then synchronized to the content times as they appear in the As Run Logs, regardless of the various distribution and STB latencies. (Source: FourthWall Media)

NOTE - Latency sometimes leads to the user leaving the site prior to the opportunity to see. In streaming media, latency can create stream degradation if it causes the packets, which must be received and played in order, to arrive out of order. (Source: IAB)

NOTE - If you've ever tried a Virtual Reality experience and noticed that when you turn your head, the visuals don't quite keep up, that's latency. It's unpleasant, because that's not something that happens in the real world. That lag is an oft-cited complaint about VR experiences that aren't up to par for a variety of reasons. (Source: TechRepublic)

Late News

CIMM DEFINITION: Local affiliate newscasts from 11 to 11:30 p.m. in the Eastern and Pacific zones and 10 to 10:30 p.m. in the Central and Mountain zones. These newscasts generally follow prime-time entertainment programming and precede latenight talk shows including The Tonight Show (NBC) and The Late Show with David Letterman (CBS); ABC late newscasts are followed by Nightline. Fox stations generally air news at 10 p.m. in the Eastern and Pacific zones and 9 p.m. in the Central and Mountain zones. (Source: StateoftheMedia.org)



Lead

CIMM DEFINITION: A lead is created when a prospective consumer in an iTV enabled Household (iTVHH) shows interest in a product or service by interacting with the asset or application on the television screen, by which authorizing the content owner to follow-up with the consumer with the offer. A lead is not a conversion, but could be the first step to conversion where applicable. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Lead Count

See also: Final Response Count, Total Leads

CIMM DEFINITION: The number of leads that are generated from a single interactive application.

Leaderboard

CIMM DEFINITION: 728x90 horizontal banner ad.

Lead Generation

CIMM DEFINITION: Fees advertisers pay to Internet advertising companies that refer qualified purchase inquiries (e.g., auto dealers which pay a fee in exchange for receiving a qualified purchase inquiry online) or provide consumer information (demographic, contact, and behavioral) where the consumer opts into being contacted by a marketer (email, postal, telephone, fax). These processes are priced on a performance basis (e.g., cost-per-action, -lead or -inquiry), and can include user applications (e.g., for a credit card), surveys, contests (e.g., sweepstakes) or registrations. (Source: IAB)

Lead-in

CIMM DEFINITION: A program that immediately precedes another program on the same station or network. (Source: TVB)

Lead-in Percentage

CIMM DEFINITION: The flow of audience (as a percentage) from one program (or video or other content) into another that follows sequentially.

2: The percent of Set-Top Boxes that were tuned to the program during its first 90 seconds who were also tuned to at least 90 seconds of the previous program. (Source: Kantar Media Audiences)

NOTE – Different Latency and editing rules for each processor lead to vastly different results.



Lead-out

CIMM DEFINITION : A program that immediately follows another program. (Source: TVB)

Lead-out Percentage

CIMM DEFINITION: The percent of inherited audience flow from the prior program or other content that followed sequentially.

2: The definition can be read as the audience that is inherited by the following program as opposed to the audience that remains at the conclusion of a program and is passed on to the next. (Source: Invidi)

NOTE – Different Latency rules.

Leads

CIMM DEFINITION: In sales, the finding of a prospective consumer of a product or service when an individual or business shows interest and provides his or her contact information. Businesses gain access to sales leads through advertising, trade shows, direct mailings and other marketing efforts. (Source: Investopedia)

Leet (or "1337") or Leetspeak

See also: eleet

CIMM DEFINITION: A specialized form of symbolic writing, using an alternative alphabet for many languages that is used primarily on the Internet. It uses various combinations of ASCII characters to replace Latinate letters. For example, leet spellings of the word leet include 1337 and I33t.

Legacy Boxes

CIMM DEFINITION: Older versions of Set-Top Boxes with traditional functionality. Not state of the art.

2: Majority of the Set-Top Boxes currently in the consumers' homes in the US. In the cable space in general, any Set-Top Box that's not Tru2way enabled is a Legacy Box. (Source: FourthWall Media)

NOTE - Has less or different back channel data to collect. Inability to collect all the data you can collect on the older boxes.

NOTE - The households that still have legacy boxes are different from those with state of the art new boxes. May need to weight data for box type.



NOTE - FourthWall Media's Event Stream Collector stores up to seven days of secondby-second measurement data on even the least capable legacy Set-Top Boxes, so no special treatment is required for any two-way legacy STB. Data is normally uploaded to the collection server daily, and the seven day cache is provided merely for faulttolerance. (Source: FourthWall Media)

NOTE - What is the definition of older and what is the traditional functionality? When does a box become a legacy box? (Source: Invidi)

Length of Screen View

CIMM DEFINITION: Duration of display before subscriber navigates away or the content times out. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Length-of-Tune

CIMM DEFINITION: The amount of time logged during a specific tuning event, often expressed as an average of all tuning event durations for a given network. (Source: Nielsen)

Letterbox

See also: Widescreen

CIMM DEFINITION: Letterbox is the term used when 16:9 content is viewed on a 4:3 screen. In order to display the widescreen content without distortion or missing parts of the picture, the television will place black bars at the top and bottom of the image.

LOD abbr Level of Detail (VR)

CIMM DEFINITION: A model of a particular resolution among a series of models of the same object. Greater graphic performance can be obtained by using a lower LOD when the object occupies fewer pixels on the screen or is not in a region of significant interest. (Source: freeflyvr)

Library

CIMM DEFINITION: Typically used to describe a listing of older titles / programming available to viewers On-Demand.

Library VOD

See also: VOD on MSO Library

CIMM DEFINITION: Measurement of VOD content that may or may not have identical

linear commercials or may or may not have aired on linear TV. To enable

measurement, content must be encoded. (Source: Nielsen)



LTV abbr Lifetime Value

CIMM DEFINITION: The cumulative revenue generated at a unique user level, through for example advertising, app purchase price, subscription revenue, and in-app purchases, which accrues to a developer or publisher over a finite period of time predefined by the developer or publisher. (Source: IAB Mobile App Marketing Glossary Working Group)

Lift

CIMM DEFINITION: The percentage gain in brand performance that can be created to a brand campaign. (Source: Mediamath)

2 : The increase in effectiveness measurements (e.g., message recall) between respondents who did not view the ad and those who did. (Source: Tubemogul)

Light Carrier

See also: Carrier, Heavy Carrier, Common Carrier CIMM DEFINITION: A carrier that leases its facilities rather than owns the network it uses to provide services.

LED abbr Light Emitting Deode

CIMM DEFINITION: A semiconductor device that emits visible light when an electric current passes through it. The light is not particularly bright, but in most LEDs it is monochromatic, occurring at a single wavelength. (Source: Wikipedia)

Like-Gating

CIMM DEFINITION: Another term for Fan-Gating. Most commonly used to increase the number of "likes" on a Facebook page.

Linear Addressable

CIMM DEFINITION: The addressable ad inserted into live programing. DirecTV, Dish and Cablevision's inventory is all linear Addressable. (Source: IAB)

Linear Advertisement

See also: Linear Television

CIMM DEFINITION: Ads that are served and viewed in the program or video before during or after the program - whether real-time or playback but not served On-Demand. On the internet, these ads take up the full screen rather than running in a separate window.



Linear Channel Change Data

See also: Clickstream Data

CIMM DEFINITION: One type of measurement data collected from Set-Top Boxes describing channel change activity and timing. It is one of the data types sometimes referred to as Clickstream Data. (Source: FourthWall Media)

Linear Television or Linear TV

CIMM DEFINITION: Programming content streamed in real-time, as scheduled by the network.

- 2 : Standard broadcast television that is distributed as scheduled. (Source: Nielsen)
- 3: TV delivered in a standard, live broadcast, non-time-shifted or DVR'd manner. The way that people watched TV from the 1950's through today. (Source: IAB)
- 4 : Live television that is watched as scheduled; stands in contrast to pre-recorded or video on demand (VOD). (Source: Tubemogul)

Linear Viewing

See also: Linear Television

CIMM DEFINITION: Viewing of programming or content in real-time, not delayed or played back.

NOTE - Is linear viewing the same as "live"? Opposite of On-Demand viewing.

Linear Video

See also: Non-Linear Video

CIMM DEFINITION: Video that is played and viewed in realtime.

2 : An ad unit type that consists of video ads that play in sequence with video content in a video player. For example, this could be pre-, mid-, or post-roll. (Source: OpenX)

Line Item

CIMM DEFINITION: The most granular level of the exchange campaign - line items are essentially instructions to buy given certain criteria. The line item contains information about which real estate to buy, what to pay for it, and what to serve on it. (Source: Mediamath)

2: The primary unit of execution for an order, which represents a specific inventory purchase and the required conditions for ad delivery. (Source: OpenX)



Line-ups - Program and Channel

See also: Logs

CIMM DEFINITION: The detailed schedule of the network or channel indicating which programs are airing at what time and for how long and what channel space that network occupies. Sometimes includes details like Ad Occurrences. Containing Network Carriage, Program Line-Ups and Ad Occurrences.

Link

CIMM DEFINITION: A clickable connection between two Web sites. Formally referred to as a hyperlink. (Source: IAB)

Linkage

See also: Data Integration

CIMM DEFINITION: "Elements used to link disparate data for the purpose of integrating information i.e. TV tuning and purchasing behavior. Common linkages are MAC ID, name, address, ZIP code or segment." (Source: Nielsen)

Linux

CIMM DEFINITION: Multi-user operating system used by many OCAP receiver manufacturers to execute their OCAP middleware implementations. (Source: IAB)

LCD abbr Liquid Crystal Display

CIMM DEFINITION: Also known as a projection panel. A flat panel display, electronic visual display, or video display used in hardware such as computer monitors and television sets. LCDs use the light modulating properties of liquid crystals (LCs) that change reflectively but do not emit light directly.

2 : Display devices that use bipolar films sandwiched between this panes of glass. They are lightweight and transmissive or reflective, and are often used in HMDs. (Source: freeflyvr)

Listicle

CIMM DEFINITION: A format tool by Wibbitz, a company specializing in automated news video creation, which creates videos that automatically visualize list articles.

Listserv

CIMM DEFINITION: A mailing list comprised of e-mail addresses. (Source: IAB)



Listserver

CIMM DEFINITION: A program that automatically sends e-mail to a list of subscribers or listserv. (Source: IAB)

Live Capping

See also: Capping

CIMM DEFINITION: The agreed-upon time that measurement to a network or program is discontinued because the Set-Top Box is on but the television set is turned off during live viewing without any playback or other trick play included.

Live Ratings

CIMM DEFINITION: Nielsen Media Research term for ratings reported as strictly live with no DVR playback activity. (Source: TVB)

Live Plus Ratings

CIMM DEFINITION: Nielsen Media Research term for live ratings plus sevenday DVR playback activity. (Source: TVB)

Live Plus Same Day Ratings

CIMM DEFINITION: Nielsen Media Research term for live ratings plus DVR playback activity until 3:00 am of the same Nielsen day. Also known as Same day Ratings. (Source: TVB)

Live Streaming

See also: Streaming

CIMM DEFINITION: Video and audio content of an event (such as a sports event) that is transmitted, delivered or received live, in real time over the internet.

Live Viewing

See also: Trick Play

CIMM DEFINITION: Viewing levels without any trick play activity or viewership included.

2: Viewing at actual air time. Live viewing is defined as within five seconds of air time. This definition is used because, once outside of the five second window fast forwarding is possible. (Source: TIVO)



LAN abbr Local Area Network

See also: Wide Area Network

CIMM DEFINITION: A computer network that spans a relatively small area. Most LANs are confined to a single building or group of buildings, however, one LAN can be connected to other LANs over any distance via telephone lines and radio waves. (Source: Webopedia)

2 : A group of computers connected together (a network) at one physical location. (Source: IAB)

LEC *abbr* **Local Exchange Carrier**

CIMM DEFINITION: A telecommunications provider company divided into incumbent and competitive. Incumbent Local Exchange Carrier is the original carrier in a market or a footprint often once holding a monopoly on the service and subject to different regulations than CLECs. CLECs, competitive service providers, are newer providers that now compete with ILECs. (Source: Wikipedia)

Localization

CIMM DEFINITION: The process of adapting software and its output or a product or a service to make it more relevant and appealing to a specific group, locale or population.

Local Loops

See also: Twisted Pair

CIMM DEFINITION: In telephony, the wired connection from a telephone company's central office in a locality to its customers' telephones at homes and businesses usually on a twisted pair. The system was originally designed for voice transmission only using analog transmission technology on a single voice channel. Today, the household's computer modem makes the conversion between analog signals and digital signals. (Source: searchnetworking.techtarget.com)

LMA abbr Local Marketing Agreement

CIMM DEFINITION: An agreement between two owners in which one markets and sells advertising for the other. (Source: TVB)

Local Spot

CIMM DEFINITION: The advertising purchased in a market and aimed only at the audience in that market. (Source: TVB)



Location

CIMM DEFINITION: In programmatic, the position on the website where your ad will run. (Source: Next.Srds.com)

Location Based Mobile Ads

See also: Geo-Fencing

CIMM DEFINITION: Sending people ads via their cell phone usually on a opt-in basis when the cell phone user is near a particular location.

LBS abbr Location Based Service

CIMM DEFINITION: Mobile data service related to an end user's immediate location. Examples include store or service locators and friend finders. (Source: IAB)

Location Mapping

See also: Channel Mapping

CIMM DEFINITION: Location of Set-Top Boxes and other devices throughout the home by the operator that map to the networks and services offered.

Location Targeting

CIMM DEFINITION: A method for targeting ads to customers based on their vicinity or location. Targeting techniques can encompass a variety of data including geolocation, contextual element of media, user preferences, and more. (Source: Centro)

Locked

CIMM DEFINITION: Content and/or channels that have been restricted from viewing via activating Parental Controls. Icon / identifier to designate that a video has been locked, or an action icon to initiate a lock for a video.

Log file

CIMM DEFINITION: A file that records transactions that have occurred on the Web server. Some of the types of data which are collected are: date/time stamp, URL served, IP address of requestor, status code of request, user agent string, previous URL of requestor, etc. Use of the extended log file format is preferable. (Source: IAB)

Logging Viewing

See also: Snapshot Viewing

CIMM DEFINITION: A form of viewership tracking that actively trends viewing and tuning behavior over a period of time.



Login

CIMM DEFINITION: The identification or name used to access a computer, network or site. (Source: IAB)

Logging Level

CIMM DEFINITION: The amount of information or data that is monitored in a stream where each individual log entry is marked at a certain level such as "Warning", "Error" or "Information".

NOTE - The ALL has the lowest possible rank and is intended to turn on all logging. static Level. The DEBUG Level designates fine-grained informational events that are most useful to debug an application. The ERROR level designates error events that might still allow the application to continue running. The FATAL level designates very severe error events that will presumably lead the application to abort. The INFO level designates informational messages that highlight the progress of the application at coarse-grained level. The OFF has the highest possible rank and is intended to turn off logging. The TRACE Level designates finer-grained informational events than the DEBUG. The WARN level designates potentially harmful situations. (Source: https://logging.apache.org/)

Logs - Program and Channel

See also: Line-ups

CIMM DEFINITION: The delivery format of line-ups.

2 : Log(s) also used to refer to record of events from Set-Top Box. (Source: TIVO)

Long Click

See also: Short Click

CIMM DEFINITION: Depressing the mouse button longer than usual in order to invoke a menu or operation that is different than a normal, short click. Often considered a proxy for user satisfaction, the long click is used as an internal metric by Google uses to determine search success.

Long Tail

CIMM DEFINITION: Websites with lower impression volume and generally more specific content. (Source: Mediamath)

Long-Tail Ad Inventory

CIMM DEFINITION: Inventory with a smaller number of impressions because of the niche audience. Automated buys allow buyers to combine long-tail inventory to reach niche audiences. (Source: Hubspot)





Long Tail Channel

CIMM DEFINITION: Long tail channels (or networks) are the smaller networks and content services offered via a content service provider. Often these networks are unmeasured by Nielsen but measurable by using Set-Top Box data and whose collective viewing may total close to a third of all viewing in a certain time period or daypart or market.

Look-alikes

CIMM DEFINITION: Also known as Audience Modeling. A data model that is built based on an advertiser's first-party data (usually from customers who visit frequently and make purchases). These attributes are then matched against a larger audience from third-party data sources to create a pool of similar and "pre-qualified" users. (Source: Centro)

Looping Requirements

CIMM DEFINITION: Requirements concerning the number of 'loops' or animation cycles for a given ad. (Source: Mediamath)

Lossless Compression

See also: Lossy, Compression Algorithm

CIMM DEFINITION: When a decompressed file is the exact same size as the original

uncompressed file because no detail or content is lost in the compression-

decompression process. (Source: Businessdictionary)

Lossy Compression

See also: Lossless, Compression Algorithm

CIMM DEFINITION: A compression technique that does not decompress data back to 100% of the original. Lossy methods provide high degrees of compression and result in very small compressed files, but can result in a certain amount of loss when they are restored. (Source: PCMag)

Note - Audio, video and some imaging applications can tolerate loss, and in many cases it may not be noticeable to the human ear or eye. In other cases, it may be noticeable, but not that critical to the application. The more tolerance for loss, the smaller the file can be compressed, and the faster the file can be transmitted over a network. Examples of lossy file formats are MP3, AAC, MPEG and JPEG.

Lost Data

See also: Surfing

CIMM DEFINITION: Because of Latency, there may be some viewing or tuning data that is lost and not measurable during channel surfing and other viewer behaviors.



2 : May also be caused by other issues beyond Latency (corrupt or empty records, etc). (Source: TIVO)

Low Code Apps

CIMM DEFINITION: Apps that require minimal hand coding.

Low Code Platform

CIMM DEFINITION: A platform that enables fast application development and delivery with a minimum, although not an elimination of hand coding. Comparatively easy to deploy and likely to be used to develop customer-facing "systems of engagement." In addition to minimizing hand coding, they speed up application delivery by providing visual tools for the quick definition and assembly of forms and the rapid build-out of multistage workflows and allow the easy configuration of data models that help eliminate common data integration headaches. (Source: CIO Magazine)

LTPS abbr Low Temperature Polysilicon

See also: LCD, Pixel

CIMM DEFINITION: An advancement in LCD screen technology that uses low temperature polysilicon rather than amorphous silicon resulting in a faster, more integrated and higher resolution screen. Pixels can be closer together to achieve greater screen resolutions and higher quality images to the human eye.

Loyalty Index

CIMM DEFINITION: Total seconds viewed out of total seconds available. (Source: Kantar Media Audiences)

NOTE - Does this include multiple instances? Is there a second term or measurement for repeat viewing? (Source: Invidi)

LTE abbr Long Term Evolution

See CDMA, GSM

CIMM DEFINITION: An improvement on cell phone technology that enables significantly faster data rates for both uploading and downloading.

Lua / Lua Script

CIMM DEFINITION: A lightweight multi-paradigm programming language designed as a scripting language with 'extensible semantics' as a primary goal. Lua is cross-platform since it is written in ISO C. Lua has a relatively simple C API, thus 'Lua is especially useful for providing end users with an easy way to program the behavior of a software product without getting too far into its innards. (Source: Mediamath)



M -----

Machine Learning

See also: Deep Learning

CIMM DEFINITION: The scientific discipline of algorithms that can learn from data to

make predictions. (Source: SAS)

Macro

CIMM DEFINITION: A single computer programming instruction that expands automatically into a series of multiple instructions in order to perform a particular task.

2 : A command enclosed in curly braces {} that dynamically inserts attributes into a client's HTML or third-party ad creatives and click-through URLs when an ad server serves an ad. (Source: OpenX)

Magic Wand

CIMM DEFINITION: A three-dimensional input device used for pointing and interaction. A kind of three-dimensional mouse. (Source: freeflyvr)

Mailing List

CIMM DEFINITION: An automatically distributed e-mail message on a particular topic going to certain individuals. (Source: IAB)

Makegoods

CIMM DEFINITION: Additional ad impressions which are negotiated in order to make up for the shortfall of ads delivered versus the commitments outlined in the approved insertion order or guaranteed ad campaign. (Source: IAB)

2 : A spot offered by a station in place of a regularly scheduled announcement that did not run or was improperly aired. (Source: TVB)

Main

CIMM DEFINITION: A button on the Remote that returns to service provider's On-Demand "Main" menu page to restart from the beginning of On-Demand options.

Managed Placements

See also: Automatic Placements

CIMM DEFINITION: Pre-chosen webpages, videos, and apps that are specifically select to show a particular ad,





MSP abbr Management Service Provider

CIMM DEFINITION: A company that manages information technology services and/or end-user systems for other companies often under a subscription contract.

Manage & Monitor Screen

CIMM DEFINITION: The homepage screen of TerminalOne campaigns. (Source: Mediamath)

Managed Service

CIMM DEFINITION: Practice of transferring a certain responsibility to another party. (Source: Mediamath)

Managing Account

CIMM DEFINITION: The account relationship established between a container account (parent) and its sub-accounts (children), which provides the parent account full read and write access its managed accounts. (Source: OpenX)

Manual Weighting

CIMM DEFINITION: An ad delivery method for which the ad server distributes impressions between ads in a line item based on the Ad Weight setting for each of the ads in the line item. (Source: OpenX)

MOD abbr Manufactured on Demand

CIMM DEFINITION: In media, where individuals can order movies that are not popular or profitable enough to be mass produced for home video distribution,

Marathon Watching

See also: Binge Viewing, Binge Watching

CIMM DEFINITION: Also known as Binge Watching or Binge Viewing, it is the act of watching many episodes of a specific television program in succession over one period of time, usually using a DVR, VOD or streaming capabilities.

Marketing Causals

CIMM DEFINITION: A form of ROI which examines the cause and effect of certain marketing messages on individuals' purchasing behavior.



MarketView

CIMM DEFINITION: This is the name used by Nielsen//NetRatings for site classification. Includes the three levels (Parent, Brand, Channel) as well as Category and Subcategory. (Source: Nielsen)

MMORPG abbr Massively Multiplayer Role-Playing Game

CIM DEFINITION: Any of a variety of three dimensional, highly immersive, PC or console based video games where many players interact, competing or co-operating to achieve goals in real time. (Source: IAB)

MOOC *abbr* **Massive Open Online Courses**

CIMM DEFINITION: An online class that allows students from anywhere to view lectures and receive instruction, usually for free. (Source: NY Times)

Mass Marketing

See also: Undifferentiated Marketing

CIMM DEFINITION: The advertising or promotion of a product, good or service that appeals to an entire market or a wide variety of audiences at once with one basic marketing strategy utilizing mass distribution and mass media with the expectation of appealing to as many people as possible.

Master Ad Unit

See: Ad Delivery Mode

CIMM DEFINITION: The ad unit that anchors ad delivery for an ad unit group when a companion line item wins the impression for the master ad unit. The remaining ad units are filled with ads from the companion line item, as appropriate, based on the line item's Companion Delivery Mode. (Source: OpenX)

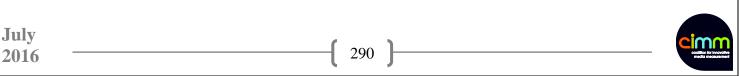
Master Headend

See also: Headend

CIMM DEFINTION: A headend that collects television program material from various sources by satellite, microwave, fiber, and other means, and distributes this material to Distribution Hubs in the same metropolitan or regional area. A master headend MAY also perform the functions of a distribution hub for customers in its own immediate area. (Source: CableLabs)

Master Services Agreement

CIMM DEFINITION: An agreement between a client and a supplier regarding terms of work. A master agreement permits the parties to quickly negotiate future transactions or agreements, because they can rely on the terms of the master agreement, so that the



same terms need not be repetitively negotiated, and to negotiate only the deal-specific terms. (Source: Mediamath)

MFX abbr Material Exchange Format

See also: AS-12, AS-03, Wrapper

CIMM DEFINITION: A metafile format wrapper of data for digital video and audio media that supports a variety in and flexibility of file formats. This enables greater content integration for cross platform content integration.

MathClarity

CIMM DEFINITION: Proprietary Mediamath reporting tool within T1. (Source: Mediamath)

MathSafe

CIMM DEFINITION: Protocol for how Mediamath links to publisher partners, allowing clients to know that their creatives won't be used and abused for any nefarious purposes on the publisher end. (Source: Mediamath)

MathSelect

CIMM DEFINITION: A list of brand-safe sites that Mediamath can publish on for clients who want to be sure that their ads are on safe sites. (Source: Mediamath)

MathTag

CIMM DEFINITION: Proprietary pixel technology that enables log-level data aggregation. (Source: Mediamath)

Max File Size

CIMM DEFINITION: In programmatic the largest file size that the publisher will accept for the specific creative for the ad unit they've made available. (Source: Next.Srds.com)

M-Commerce

CIMM DEFINITION: Short for Mobile Commerce, it is the ability to conduct monetary transactions via a mobile device, such as a WAP-enabled cell phone. (Source: IAB)

MTTI abbr Mean Time to Install

CIMM DEFINITION: The average time it takes a user to install and launch the app after the initial click of the advertisement. This metric is used, for example, to detect fraud



(short MTTI may indicate fraud). (Source: IAB Mobile App Marketing Glossary Working Group)

MTTR abbr Mean Time to Repair

CIMM DEFINTION: In cable television systems, the MTTR is the average elapsed time from the moment a loss of radio frequency (RF) channel operation is detected up to the moment the RF channel operation is fully restored. (Source: CableLabs)

Measured Ad Skipping

See also: Ad Skipping

CIMM DEFINITION: Ad skipping based on actual Set-Top Box tune-away data.

(Source: Visible World)

MAC Address abbr Media Access Control Address

See also: Node

CIMM DEFINITION: The Set-Top Box ID a unique identifying code by the manufacturer for each specific Set-Top Box. MAC Address indicates, among other things, address of the household (and the accompanying profile information that the provider will have for billing and home configuration).

- 2 : Media Access Control ID. Number unique to a specific Set-Top Box. May include a readable bar code label. (Source: Nielsen)
- 3. The ID that uniquely identified a network device, e.g. Set-Top Box or removable CableCard, (Source: FourthWall Media)

NOTE - A Set-Top Box may have several different MAC addresses depending on the number of network interfaces it has. For example, a Set-Top Box may have different MAC addresses, one for in-band and one for out-of-band tuner. (Source: FourthWall Media)

Media Buyer

CIMM DEFINITION: Person within an ad agency whose role involves purchasing media inventory space upon which ads can be published.

Media Center Set-Top Box

See also: Set-Top Box

CIMM DEFINITION: The ability to link up the Set-Top Box to the computer so content can be viewed on the computer instead of via the television set.



- 2. Typically refers to devices such as the Media Center PC, Xbox 360 or PS3 that have the capability to provide linear TV services in conjunction with other forms of media entertainment such as music, video games, internet browsing, streaming videos (aka Netflix), etc. (Source: Rentrak)
- 3 : Media Center PC: a personal computer with a tuner and video card that allows the user to view Linear TV and often has a PVR to record programs as well. (Source: TIVO)

Media Company

CIMM DEFINITION: A company that derives revenue from publishing content via one or more means of distribution, e.g., print publishing, television, radio, the Internet. (Source: IAB)

Media Mix

CIMM DEFINITION: The distribution of time and money allocated among TV, radio, print and Internet advertising that makes up the total advertising budget of an advertiser, agency or media buyer. (Source: TVB)

2 : A combination of media used for a particular schedule / campaign (Source: Nielsen)

Media Optimization

See also: Optimization, Campaign Optimization

CIMM DEFINITION: Media optimization involves the use of models that require the input of media audience and cost data for all qualified measured media vehicles, and the input of the brand's requirements in terms of budget, target audience, reach / frequency, and other factors. The models typically involve a complex set of equations which considers all of this input, and outputs one or more "best schedules" within the pre-determined budget and timing constraints. (Source: TRA)

Media Owner Cooperative

CIMM DEFINITION: Partnership between media owners through which they offer premium inventory in controlled auction environments; typically affiliated with a supporting tech platform. (Source: MAGNA Global)

Media Plan

CIMM DEFINITION: An overview of all active brand campaigns including current strategies as well as real-time media buys. (Source: Mediamath)



MRC abbr Media Rating Council

CIMM DEFINITION: A non-profit industry association established in 1964 composed of leading television, radio, print and internet companies, as well as advertisers, advertising agencies and trade associations whose goal is to ensure measurement services that are valid, reliable and effective. The MRC performs audits of Internet measurements as well as traditional media measurements. (Source: MRC)

2 : A body whose mission is to secure audience measurement that is valid, reliable, and effective. (Source: Tubemogul)

Media Spend

CIMM DEFINITION: The amount of money that an advertiser is willing to spend on a media or advertising platform whether in a campaign, flight or interval of time.

Media Synchronization

See also: Synchronization

CIMM DEFINITION: Adjusting the relative timing of different streams of content so that they align and can be consumed in real time.

Media Weight

CIMM DEFINITION: The total impact of an advertising campaign in terms of the number of commercials, insertions, reach or frequency achieved, etc. (Source: Nielsen)

Medium Rectangle

CIMM DEFINITION: 300x250 online ad unit. An IAB standard.

Meformers

See also: Informers

CIMM DEFINITION: Those who use social media platforms such as Twitter to pass along information only about themselves.

Mb abbr Megabit

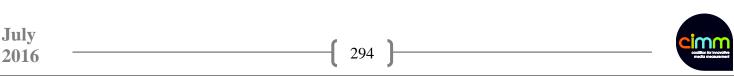
See also: Bitrate, Kilobits Per Second, Bits Per Second

CIMM DEFINITION: 10^6 bits of information (usually used to express a data transfer

rate; as in, 1 megabit / second = 1Mbps). (Source: itvt.com/glossary)

MB abbr Megabyte

CIMM DEFINITION: A multiple of the unit 'byte' for digital information, used to quantify computer memory or storage capacity equal to 1,000 kilobytes (or technically, 2^20 =



1,048,576 bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte) (Source: IAB)

MEG Stream Data

CIMM DEFINITION: Data streams that are transferred at a high-speed and controlled by the clock in the system generating the data. Used to transfer HDTV application, for example. The exact rate can vary for different data streams of the same size.

2 : Cisco term for Mega Event Generator.

Meme

CIMM DEFINITION: An idea, behavior, or style that spreads from person to person within a culture. It acts as a unit for carrying cultural ideas, symbols, or practices that can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable phenomena with a mimicked theme. Supporters of the concept regard memes as cultural analogues to genes in that they self-replicate, mutate, and respond to selective pressures. (Source: Wikipedia)

Memory Chips

CIMM DEFINITION: An integrated circuit made out of millions of capacitors and transistors that can store data or can be used to process code. Memory chips can hold memory either temporarily through random access memory (RAM), or permanently through read only memory (ROM). Memory chips comes in different sizes and shapes. Some can be connected directly while some need special drives. Memory chips are essential components in computer and electronic devices in which memory storage plays a key role. (Source: Techopedia)

Menu-Driven Interface

See also: User Interface, Command-Driven Interface

CIMM DEFINITION: A type of user interface in which you select command choices

from various menus displayed on the screen. (Source: Webopedia)

Merit Action

CIMM DEFINITION: The action that a visitor must take in the funnel in order to receive a conversion credit.

Message Recall

CIMM DEFINITION: A measurement used to evaluate an ad's effectiveness at driving a viewer's ability to remember a brand or the message. (Source: Tubemogul)



Messaging Apps

CIMM DEFINITION: Software that allows the exchange of instant written (text) messages between two or more people over the internet using different devices.

NOTE - Although the term may refer to instant messaging or e-mail software, it often refers to the texting app built into every cellphone and smartphone or to a third-party app that is used in lieu of the carrier's app. (Source: YourDictionary)

NOTE – Examples include kik, groupme and Twitter

Metaball

CIMM DEFINITION: A surface defined about a point specified by a location, a radius, and an "intensity." When two metaballs come in contact, their shapes blend together. (Source: freeflyvr)

Metadata

See also: Ad-ID, Data About Data, Digital Watermarking, Metadata, Program Code, Watermark

CIMM DEFINITION: Bits and packets of data that can be used for a variety of purposes including market positioning, advertiser commercial tracking, viewership etc., Data that assigns meaning to other data.

- 2: The information used in describing VOD assets, including marketing and functional information.
- 3 : Data that's typically used to describe the property of a piece of content such as broadcast programming, VOD, interactive applications, advertising enhancements. (Source: FourthWall Media)
- 4: 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. (Source: MRC)
- 5 : This includes descriptions of the characteristics of information, such as quality, origin, context, content and structure. (Source: Mediamath)

Metallic Distortion

CIMM DEFINITION: In virtual reality, it is the noise interference or degraded performance in electromagnetic trackers when used near large metallic objects. (Source: freeflyvr)



Metaverse

CIMM DEFINITION: A philosophical underpinning of virtual reality; Forbes defines it as a "collective virtual reality," but there's plenty of debate about what that applies to and really, what exactly that is. (Source: TechRepublic)

Metering / Meter

CIMM DEFINITION: Any automatic recording device which, when connected to a television set, will monitor the tuning status of that TV set (set on/off, time, duration and channel). (Source: Nielsen)

Metrics

CIMM DEFINITION: A calculate-able compendium of measurable data points delivered in standardize-able, reproducible solutions.

2: Information and data that is either provided by the publisher or a third party in order to give buyers more information about the site, its visitors and site usage. (Source: Next.Srds.com)

Metro Area

CIMM DEFINITION: A U.S. Government definition; the counties that comprise each Standard Metropolitan Statistical Area. (Source: TVB)

Microblogging

CIMM DEFINITION: Online publishing of very brief, spontaneous posts to a public Website, usually via a mobile device or wirelessly connected laptop. (Source: IAB)

Micro Moments

CIMM DEFINITION: Occur when people reflexively turn to a device—increasingly a smartphone—to act on a need to learn something, do something, discover something, watch something, or buy something. They are intent-rich moments when decisions are made and preferences shaped. (Source: Google)

Microsite

CIMM DEFINITION: A highly customized website (internet) or channel (television) destination.

2 : An overlay application, possibly implemented in EBIF, that provides multiple pages of text and graphics describing an advertised product or service. Clickable soft buttons for additional functions may also be provided (e.g., Click-To-Call, telescope to long form



video advertising, Bookmark, request further information, etc.,). (Source: FourthWall Media)

3 : Multi-page ads accessed via click-through from initial ad. The user stays on the publisher's Web site, but has access to more information from the advertiser than a display ad allows. (Source: IAB)

NOTE – MicroSite is one of the types of AdWidget templates provided to advertisers in FourthWall Media's AdWidgets System. (Source: FourthWall Media)

Midday

CIMM DEFINITION: Local newscasts that normally air between noon and 1 p.m. Part of the daytime programming daypart. (Source: StateoftheMedia.org)

Middleware

CIMM DEFINITION: General term for software programming that serves to connect to or communicate between two or more software applications so they can exchange data.

- 2 : Software that resides on a Set-Top Box that enables viewer measurement and advanced advertising capabilities, including interactivity and addressability. Middleware software additionally enables Set-Top Box data to be sent back to the distributor platform or to third party research companies. (Source: Nielsen)
- 3: In the digital cable context, it is a standard software platform on which MSO and 3rd party applications can execute identically, irrespective of STB or operating system software. The emerging standards are now EBIF for all STBs, and also Tru2Way on advanced STBs. (Source: FourthWall Media)

NOTE - Middleware sits between the system software (OS or firmware) and the application. (Source: Invidi)

Middleware Layer

See also: Middleware

CIMM DEFINITION: Another name for Middleware since Middleware is a layer on the system applications that form the Set-Top Box.

MPU abbr Mid-Page Unit

CIMM DEFINITION: Same as a medium rectangle ad - a banner (advertisement) size of (w) 300 x (h) 250 (in pixels).



Mid Roll Advertising

See also: Video On-Demand Advertising, Pre-Roll, Post-Roll CIMM DEFINITION: Ad content that is inserted within a program as in the middle of the video, in On-Demand content.

- 2 : An advertisement that is played at point(s) defined after the beginning and before the end of the VOD content that a viewer requests.
- 3 : Form of online video ad placement where the ad is played during a break in the middle of the content video. (Source: IAB)
- 4 : A linear video spot that appears in the middle of the video content. (Source: Mediamath)

Mid-Tier Inventory

CIMM DEFINITION: Inventory that is considered neither premium (the best) or remnant / bottom tier (the worst).

Mind Cloning

CIMM DEFINITION: A digital copy of your mind outside your body as part of virtual reality.

Mind Copying

CIMM DEFINITION: Another term for Mind Uploading.

Mind Loading

CIMM DEFINITION: Also known as Virtual Mind Loading. Refers to the uploading of fact databases directly into the human brain to avoid the monotony and drudgery of traditional education.

Mind Transfer

CIMM DEFINITION: Another term for Mind Uploading.

Mind Uploading

CIMM DEFINITION: The hypothetical process of scanning mental state (including long-term memory and "self") of a particular brain substrate and copying it to a computational device, such as a digital, analog, quantum-based or software-based artificial neural network. The computational device could then run a simulation model of the brain's information processing, such that it responds in essentially the same way as the original



brain (i.e., indistinguishable from the brain for all relevant purposes) and experiences having a conscious mind. (Source: Wikipedia)

Minification

CIMM DEFINITION: The practice of removing unnecessary characters from code to reduce its size, removing unnecessary spacing, and optimizing the CSS code; thus improving load times. (Source: IAB)

Minimum Bid

CIMM DEFINITION: The minimum price that must be bid for an offered impression package to be accepted by the seller.

Minimum Bid Formula

See also: Ad Position, Keyword-Targeted Ad Eligibility

CIMM DEFINITION: One of four different parts to a quality score that are formulated in different ways. Minimum Bid Formula is the click through rates of the advertisement in the past. (Source: Brickmarketing)

NOTE - The four parts of the ad quality score are minimum bid, ad position, keyword-targeted ad's eligibility and whether an ad will appear on a page or not. Includes the click-through rates, the relevance of the keywords used on the advertisement to the group the advertisement belongs to, The quality of the advertisement landing page, the account history, which is measured by click through rates and the keywords used. Other relevant factors to Google.com or whichever search engine is being used to get a quality score. (Source: Brickmarketing)

Minimum Buy

CIMM DEFINITION: A requirement by some content providers, publishers or programmatic partners for a minimum spend on an order for an advertiser to purchase inventory on their platforms or services or space on their website or on a specific ad unit.

Mobile

CIMM DEFINITION: A small, handheld computing device, that usually has a touch-display screen and/or a mini keyboard. While all publishers do not currently offer ad inventory on mobile, this number is increasing over time. (Source: Next.Srds.com)

Mobile Ad Viewability

CIMM DEFINITION: An advertising metric that aims to track only impressions that can actually be seen by mobile users. (Source: Cynopsis)





NOTE - The Media Rating Council recently proposed guidelines stipulating that a viewable impression has taken place after fifty percent of a mobile ad has been viewable to a user for either one second (for static ads) or two seconds (for video ads). (Source: Cynopsis)

Mobile App

See also: Smartphone App

CIMM DEFINITION: A software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers. (Source: Techtarget)

Mobile App Marketing

CIMM DEFINITION: A type of marketing that aims to drive app installs or higher user engagement or revenue from existing app users. (Source: IAB Mobile App Marketing Glossary Working Group)

Mobile App User Acquisition Marketing

CIMM DEFINITION: A form of marketing that aims specifically to drive app installs. (Source: IAB Mobile App Marketing Glossary Working Group)

Mobile DTV

CIMM DEFINITION: Technology that allows the transmission of over-the-air broadcast programming to cellphones and other hand-held devices. (Source: StateoftheMedia.org)

MMA abbr Mobile Marketing Association

CIMM DEFINITION: Industry trade organization dedicated to facilitating the growth of advertising on mobile phones Minimize- indicates that the user clicks or otherwise activates a close control which fully dispatches the ad from the player environment. (Source: IAB)

NOTE - May not apply to non-overlay ads. (Source: IAB)

Mobile Pre-Roll

CIMM DEFINITION: Video ads with standard functionality, such as click throughs, running on smartphone or tablet devices. Can be in-stream or in-app. (Source: Tubemogul)



MRAID abbr Mobile Rich Media Ad Interface Definition

CIMM DEFINITION: An industry standard API for rich media ads running in mobile applications (http://www.iab.net/mraid). It provides banner ads with a standard way to expand/collapse banners and handle other situations that are not possible in a mobile application environment. (Source: IAB)

- 2 : MRAID is a protocol that enables communication between an ad and a mobile application in order to execute interactions such as geolocation, ad resizing, and accelerometer functions among others. (Source: IAB)
- 3 : The standard for creating rich-media ads on mobile. Allows apps to show the user all types of ad formats within mobile devices. (Source: Digiday)

Mobile Programmatic

See also: In-App

CIMM DEFINITION: Programmatic buying on mobile platforms.

Mobile TV

CIMM DEFINITION: The ability to view television content or other video on a mobile device.

Mobisodes

CIMM DEFINITION: A shorted, condensed episode of a full length television program created specifically for viewing on the screen of a mobile phone or over the internet and usually lasting between 30 seconds and five minutes.

MobiTV

CIMM DEFINITION: A service that lets you watch live TV on your mobile phone.

Modal Dispersion

CIMM DEFINITION: The signal degradation or distortion mechanism that occurs in multimode fibers and other waveguides, in which the signal is spread in time because the propagation velocity of the optical signal is not the same for all modes. (Source: Wikipedia)

Modal Stitchaway Second

CIMM DEFINITION: The second during which the highest number / percentage of households switched away from a commercial, which can be used to identify creative weak spots or suspected creative weak spots. (Source: TRA)



Modeled Characteristics

CIMM DEFINITION: A household or person characteristic derived from a modeling process, typically to describe a behavior or demographic characteristic. (Source: Nielsen)

Model (VR)

CIMM DEFINITION: A computer-generated simulation of something real. motion parallax: A means whereby the eyes can judge distance by noticing how closer objects appear to move more than distant ones when the observer moves. (Source: freeflyvr)

Modem

See also: Modulation, De-Modulation

CIMM DEFINITION: A data communications device. Modem is a combination of two words, modulate and demodulate. Strictly speaking, a Modem is a device that accepts a digital signal, then converts or modulates it into an analog signal that another Modem can convert back, or demodulate into digital form again. A Modem's speed and dependability are adversely affected by electro-magnetic interference, or static. (Source: CableLabs)

2 : A device which transfers digital signals to analog signals and vice versa suitable for sending across phone or cable lines. (Source: IAB)

Modulation

See also: Decoder, Demodulation, QAM, Baseband, Multiplexing CIMM DEFINITION: The process of turning a digital signal into an analog signal.

MongoDB Cloud

CIMM DEFINITIONS: One of several database types to arise in the mid-2000s under the NoSQL banner. Instead of using tables and rows as in relational databases, MongoDB is built on an architecture of collections and documents. Documents comprise sets of key-value pairs and are the basic unit of data in MongoDB. Collections contain sets of documents and function as the equivalent of relational database tables. (Source: searchdatamanagement.techtarget.com)

Monitors

CIMM DEFINITION: Computer hardware. A display screen to provide visual output from a computer, cable box, video camera, VCR or other video generating device.

NOTE - Computer monitors use CRT and LCD technology, while TV monitors use CRT, LCD and plasma technologies. (Source: Wikipedia)



Monomode

CIMM DEFINITION: Another term for single mode fiber.

Mono Tasking

See also: Multitasking

CIMM DEFINITION: The opposite of multitasking, concentrating on solely one task at a time. Thought to be more efficient and productive.

MAU abbr Monthly Active Users

CIMM DEFINITION: The total number of unique users launching an app per month, expressed as a metric. (Source: IAB Mobile App Marketing Glossary Working Group)

Moore's Law

CIMM DEFINITION: A key observation regarding the growth in computer power experienced over the past several decades. (Source: IAB)

NOTE - Gordon Moore of Intel stated that the speed of semiconductor processors doubles every 18 months. So far this has remained true. (Source: IAB)

moov atom

CIMM DEFINITION: A video data object in a media file used to execute the video. The moov (or movie) atom should be placed at the beginning of a video file to ensure proper execution. (Source: IAB)

Morning News

CIMM DEFINITION: Local newscasts before or following national morning news programming on ABC, CBS and NBC and newscasts on Fox and unaffiliated stations that air any time between 5 and 8 a.m. (Source: StateoftheMedia.org)

Mosaic TV

See also: Picture In Picture

CIMM DEFINITION: The ability to display several thumbnail views on a television screen all at the same time. Offers the ability to simultaneously view several channels at one time as a separate channel itself.

2 : A feature available on digital systems in which multiple channels are displayed in boxes on a single screen. Considered a separate channel. Audio is credited for measurement. (Source: Nielsen)



Motion Platform

CIMM DEFINITION: A controlled physical system that provides real motion to simulate the displayed motion in a VR world. (Source: freeflyvr)

Mouse

See also: Clicking

CIMM DEFINITION: Also known as a computer mouse, an input device for a computer that moves along a flat surface or is embedded into a laptop keyboard to move the onscreen cursor to different items on the screen. The plural for Mouse is Mice.

Mouse-off

CIMM DEFINITION: The act of a user moving the cursor away (off) from the hot spot of an ad. Mouse-off by a user may trigger an event, such as collapsing an expanding panel or stopping any animation in progress. (Source: IAB)

Mouseover

CIMM DEFINITION: The process by which a user places his/her mouse over a media object, without clicking. The mouse may need to remain still for a specified amount of time to initiate some actions. (Source: IAB)

2: The act of a user moving the cursor and resting it on the hot spot of an ad for at least one second. Mouse-over may trigger an event such as expanding the ad or initiating an animated sequence within the ad. Mouse-over may NOT initiate audio play. (Source: IAB)

MOD abbr Movies On-Demand

See also: On-Demand

CIMM DEFINITION: Request viewing of a selection of movie programming with full pause, fast forward and rewind functionality for a per transaction charge.

Movie / TV Ratings

CIMM DEFINITION: Icon / identifier to designate the rating assigned to the programming along movie / TV standards.

MPEG abbr Moving Pictures Expert Group

CIMM DEFINITION: Set of standards created by the Moving Pictures Experts Group for the encoding and compression of signals, whether video or audio, for such content as movies and television.



- 2 : A voluntary body, which develops standards for digital, compressed moving pictures and associated audio. (Source: CableLabs)
- 3 : 1 1/4 broadcast quality which translates to 352 x 240 pixels. Typically compressed at 1.5 Mbs. (Source: itvt.com/glossary)
- 4 : The file format that is used to compress and transmit movies or video clips online. (Source: IAB)
- 5 : A set of standards for audio and video compression and transmission established by the Moving Picture Experts Group. (Source: IAB)

MPEG-DASH

CIMM DEFINITION: An acronym for MPEG Dynamic Adaptive Streaming over HTTP. This adaptive streaming technique allows for a streaming experience using progressive download of several small chunks of video at different bitrates. An HTTP-connected video player (the client) detects the bandwidth at each chunk of time (about 3-5 seconds) and determines which quality level to download and play for the small duration allotted. (Source: IAB)

MPEG-2

See also: MPEG

CIMM DEFINITION: Similar to MPEG-1, but includes extensions to cover a wider range of applications. MPEG-2 translates to 704 x 480 pixels at 30 frames per second in North America and 704 x 576 fps at 25 fps in Europe. Typically compressed at higher than 5 Mbs. The primary application targeted during the MPEG-2 definition process was the all-digital transmission of broadcast TV quality video. (Source: itvt.com/glossary)

MP3

See also: Codec

CIMM DEFINITION: Codec most commonly used for digital music online. Generic term for any digital music file, regardless of codec used to create or play it.

MP4

CIMM DEFINITION: A digital multimedia format used to store video and audio, but may also include features such as subtitles, chapter details, and other data related to the video or audio file. The filename extension for MPEG-4 files is .mp4. (Source: IAB)



MSO Data

See also: Data Type

CIMM DEFINITION: The information that a cable operator maintains on its customer base.

2 : Frequently used to refer to electronic information such as tuning records of Set-Top Boxes.

Mullet Strategy

CIMM DEFINITION: "Business in the front. Party in the back." Coined by the Huffington Post where the front pages of content look professional and business-like while the secondary or back pages are more informal, open to and allowing for user feedback, play, argument and venting.

Note - The mullet strategy is here to stay because the best way for web companies to grow traffic is to let the users have control, but the best way to sell advertising is a slick, pretty front page where corporate sponsors can wistfully admire their brands. (Source: Buzzfeed News)

Multi-Camera Angle

See also: Individualized Television, Mosaic, Multi-Screen

CIMM DEFINITION: This technology allows viewers to control camera angles during live events, select which commercials they want to watch, and generally control a selection of choices content producers provide as part of the broadcast. E-commerce and interaction with those commercials is possible. In the backend, servers collect choice information and offer viewers further selections based on those choices. This is enabled by the careful management of multiple video streams to one TV screen in which small windows capture video programming in one view. The viewer is able to switch to each window using their Remote Control one at a time. When they do so, the audio of that channel becomes active and, therefore, audible. Some applications enable other interactive graphics that overlay or sit within the frame of the screen that the viewer can also access. Companies pioneering this type of application are Sky Digital in the UK and DISH in the US. (Source: itvt.com/glossary)

Multicasting

See also: Advanced Advertising

CIMM DEFINITION: Multicasting refers to sending the same message or content to a group whereas "broadcasting" refers to sending the same message or content to everyone connected to a network, regardless of who wants to see or hear it. (Source: itvdictionary)

2 : Sending a message to multiple devices on the network by a host. (Source: CableLabs)



- 3 : A method for the efficient delivery of information to a group of destination simultaneously, often used for streaming media and internet television applications. (Source: Nielsen)
- 4 : Broadcasting several programs at once via DTV on a single channel. A viewer might be able to receive two programs at the same time, and choose the program preferred. (Source: TVB)

NOTE – The targeting mechanism provided by the AdWidgets System from FourthWall Media is an example of Multicasting, allowing interactive applications (i.e., AdWidgets) to be targeted to any subset of STBs in the footprint. (Source: FourthWall Media)

Multi-Channel

CIMM DEFINITION: The process of feeding content and buying of inventory across any channel (web, mobile, social, email, etc.) and any format (banners, rich media, video, etc.).

Multi-Channel DOOH

See also: Digital OOH

CIMM DEFINITION: Allows marketers to directly communicate with consumers who are located within a certain radius to deliver offers that can be redeemed at point of sale.

MVPD abbr Multichannel Video Programming Distributor

CIMM DEFINITION: A service provider delivering video programming services, usually for a subscription fee (pay TV). These operators include cable television (CATV) systems, direct-broadcast satellite (DBS) providers, and wireline video providers, including Verizon FiOS and competitive local exchange carriers (CLECs) using IPTV. (Source: IAB)

2 : An entity such as a cable operator, a BRS/EBS provider, a direct broadcast satellite service, a television receive only satellite program distributor, or a satellite master antenna television system operator, that makes available for purchase, by subscribers or customers, multiple channels of video programming. (Source: TVB)

MDA abbr Multi-Dimensional Analysis

See also: Data Dimensions

CIMM DEFINITION: A data analysis process that takes into account many different data relationships, grouping data together into data dimensions and measurements.



MHP abbr Multimedia Home Platform

See also: Digital Video Broadcasting

CIMM DEFINITION: The Multimedia Home Platform consists of an MHP viewer terminal, including all possible low-to-high functionality implementations, its associated peripherals, and the in-home digital network. (Source: CableLabs)

Multichannel Inheritance

CIMM DEFINITION: Enables users to determine what channels / programs viewers are coming from or going to on a commercial by commercial or pod basis. It answers the question "when did they leave and where did they go?" (Source: TNS)

Multi-Channel Operator

See also: Multiple Systems Operator, Multiple Service Operator CIMM DEFINITION: Video content and service providers usually referred to as MSOs, Satellite companies (Satcos) and Telephony companies (Telcos).

MFA abbr Multi-Factor Authentication

See also: Two-Factor Authentication

CIMM DEFINITION: A security system that requires more than one method of authentication from independent categories of credentials to verify the user's identity for a login or other transaction. (Source: TechTarget)

Multimedia Journalist

CIMM DEFINITION: A backpack journalist, one-man band, mobile journalist ("mo-jo"). A local news reporter who performs a range of tasks related to the reporting, shooting and editing of news stories for broadcast, Web or mobile content delivery. The availability and ease of use of inexpensive video cameras, laptop editing applications, and cost cutting has spurred an increase in the use multimedia journalists. (Source: StateoftheMedia.org)

Multimode Fiber

See also: Single Mode Fiber

CIMM DEFINITION: Optical fiber that is designed to carry multiple light rays or modes concurrently, each at a slightly different reflection angle within the optical fiber core. Its transmission is used for relatively short distances because the modes tend to disperse over longer lengths. (Source: searchnetworking.techtarget.com)



Multi-Platform

See: Cross Platform

CIMM DEFINITION: In marketing it is using several forms of media to advertise a brand

or product.

2: In measurement it is the ability to garner user, consumer or viewer information from several different advertising or media platforms for a campaign.

NOTE - Also used to refer to different STB platforms or legacy and new platforms in field. (Source: TIVO)

Multiplatform Storytelling

See also: Transmedia Storytelling

CIMM DEFINITION: The technique where digital technology is used to tell a single story across multiple platforms.

NOTE - From a production standpoint, it involves creating content that engages an audience using various techniques to permeate their daily lives. In order to achieve this engagement, a transmedia production will develop stories across multiple forms of media in order to deliver unique pieces of content over multiple channels. Importantly, these pieces of content are not only linked together (overtly or subtly), but are in narrative synchronization with each other. (Source: Wikipedia)

Multisegment Marketing

See also: Differentialted Marketing

CIMM DEFINITION: A marketing strategy that uses several different advertising messages in order to target several specific consumer or audience segments for the same product, good or service.

Multi-touch Attribution

CIMM DEFINITION: An attribution model that gives fractional credit to all advertising events that occur within a campaign, across channels, platforms and formats. There are different approaches within a multi-touch attribution model, as weighting of the credit among events can be done based on various pre-determined rules or tallied using specialized computer algorithms. (Source: IAB Mobile App Marketing Glossary Working Group)

Multiple Authentication

See also: Authentication

CIMM DEFINITION: A security system that requires more than one form of authentication, offering the potential for greater security. An example is a password, pin number and a token to validate the identity of the user..





MDU abbr Multiple Dwelling Unit

CIMM DEFINITION: A location where many households reside such as an apartment building (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

MSP abbr Multiple Service Provider

See also: Multiple Systems Operator, Multi-Channel Operator CIMM DEFINITION: A company that contracts with a subscriber to provide media services such as television, telephone and internet.

MSO abbr Multiple Systems Operator

See also: Multiple Service Provider, Multi-Channel Operator CIMM DEFINITION: Companies that own and operate a number of individual cable systems in the US and Canada.

- 2 : A cable company that serves multiple cable systems. Commonly accepted as a definition of large cable companies. (Source: Nielsen)
- 3 : A generic industry acronym for a cable TV system operator; more correctly, any cable network operator with more than one cable TV system. (Source: IAB)

Multiplexing

See also: Demultiplexing, Modulation, Baseband CIMM DEFINITION: The process by which analog signals or digital data streams are combined into one signal over a shared delivery or end user interface.

2: The simultaneous transmission through digital compression technology of multiple television programs on the same channel, in traditional cable terms, multiplexing refers to the use of two or more channels to present the same line-up at different times. (Source: Nielsen)

MIME abbr Multi-Purpose Internet Mail Extensions

CIMM DEFINITION : A method of encoding a file for delivery over the Internet. (Source: IAB)

MR-DVR abbr Multi-Room DVR

CIMM DEFINITION: DVR service that allows viewers to watch recorded content in multiple rooms. (Source: Nielsen)



Multi-Screen

CIMM DEFINITION: Playing a role in the fragmentation of viewer attention, multiscreen refers to the range of viewing / interacting platform choices available to the viewer - usually TV, Web and Mobile. (Source: Mercury Media)

Multi-Set

CIMM DEFINITION: A home or other measurable venue with more than one television set. Some of these secondary and tertiary sets may or may not have a digital cable box.

Multi-Set Edit

CIMM DEFINITION: Editing rules or assignment rules for homes with more than one STB.

2 : Credit HUT once yet credit multiple simultaneous viewing sources in the home. In TRA procedure, each Set-Top Box is credited to a channel and to HUT second-by-second, as is each internally analyzed household with each household tuning second counted only once to HUT. (Source: TRA)

Multitasking

See also: Simultaneous Media Usage, Mono Tasking

CIMM DEFINITION: When viewers or consumers perform several tasks simultaneously such as texting on a mobile device, viewing a television program, or other non-media related tasks. Said to reduce attention, retention and engagement.

2: The concurrent performance of several jobs on a computer or multiple tasks at the same time.

Multi-Touch Attribution

CIMM DEFINITION: A style of modeling that tries to give credit to multiple touchpoints in the consumer media journey, rather than simply awarding all credit for an action to the most recent media seen by that consumer (that is called last-touch attribution). (Source: MAGNA Global)

Multi-Tuner

See also: Dual Tuners

CIMM DEFINITION: Can be used to refer to a Set-Top Box that has two or more tuners or two or more outputs so that two or more televisions are served by the same Set-Top Box. Can hook up to four televisions on some dual tuner STBs.

2 : A Set-Top Box containing more than one television tuner enabling the user to simultaneously view and record content from different tuning sources. (Source: Nielsen)



3 : STB or DVR with more than one tuner that allows viewing and recording (potentially of multiple channels) at once. May also be used with thin client STBs that do not have a tuner. (Source: TIVO)

NOTE - Multi-Tuner does not require multiple outputs. It is typically available in DVRs allowing the subscriber to watch a show while recording another or to simultaneously record two shows. (Source: Invidi)

Mute

See also: Commercial Avoidance, Trick Play

CIMM DEFINITION: Can be done in live mode or one possible trick play mode where the sound is lowered to an inaudible level. Is considered part of Commercial Avoidance.

MVPD Data Stream

CIMM DEFINITION: Represents the set of continuous data collected from STBs and associated ancillary information under the control of the MVPD as part of its processing. Data streams can represent linear or time-shifted data. (Source: MRC)

MXF Wrapper Technology

See also: Transcoding, Wrapper

CIMM DEFINITION: A technology application that enables data from various sources, formats and types to be integrated across platforms.

N -----

Naked Domain

See also: Domain

CIMM DEFINITION: An internet name without the www as a prefix.

Nano

CIMM DEFINITION: Extremely small. When quantifiable, it translates to one-billionth, as in the nanosecond. (Source: Whatis.techtarget.com)

Nano-toons

CIMM DEFINITION: A daily webcomic about NaNoWriMo created by Debbie Ridpath Ohi and Errol Elumir.



Narrowcasting

See also: Slivercasting

CIMM DEFINITION: Choosing and feeding out different content to different segments of viewers based on demographic, geographic or lifestyle profiles.

2 : A term also used to describe cable networks and their position in the marketplace vis a vis broadcast networks. Cable networks generally program and appeal to special interest sub-sets (and therefore narrow and niche segments) of the viewing population such as music or gardening or cooking, for example.

National and Local Projectability

CIMM DEFINITION: The ability on both a national and local level to estimate viewing and usage performance based on a sample.

NAB abbr National Association of Broadcasters

CIMM DEFINITION: A nonprofit organization supported by TV and radio broadcasters whose purpose is to demonstrate to legislative bodies and other interested parties that broadcasters can maintain adequate standards without government interference. (Source: TVB)

National Roll Up

CIMM DEFINITION: National roll up is the process of matching time zone and local schedules to produce reliable and accurate national program and spot measurement. Unscheduled delays, differences in markets are accounted for by using as-run data as well as auditing spot start times with our fast forward data (does viewership line up as expected with spots at higher fast forward periods). (Source: TIVO)

National Spot

CIMM DEFINITION: A form of broadcast advertising in which national advertisers, through their agency or buying service, select their target markets and stations to fit their marketing needs. The station usually has a contract with a rep firm to represent it to ad agencies. (Source: TVB)

NTSC abbr National Television Systems Committee

CIMM DEFINTION: Committee, that defined the analog, color television, broadcast standard used today in North America. The standard TV format for North American television transmission is named after this standards committee; the format is 525 lines in a 4-MHz video bandwidth. All TV sets sold in North America are compatible. (Source: CableLabs)



2: The organization that developed the analog television standard currently in use in the U.S., Canada, and Japan. Now generally used to refer to that standard. The NTSC standard combines blue, red, and green signals modulated as an AM signal with an FM signal for audio. (Source: TVB)

Native Advertising

CIMM DEFINITION: A form of advertising that is presented as editorial content. Often the native content is indicated as such.

2 : An ad format that must be created specifically for one media channel in terms of the technical format and the content (both must be native to the channel on which they appear and unable to be used in another context). (Source: Harvard Business Review)

Native Application

CIMM DEFINITION: Typically an application which is written for the operating system of a receiver (Set-Top Box) rather than the middleware standard that may also be running on the receiver. ETV User Agents are implemented as native applications. (Source: Unisoft)

Native Channel

CIMM DEFINITION: A channel dedicated to native content of various lengths across all available platforms,

Native HD

See also: High Definition Television

CIMM DEFINITION: Refers to content filmed in HD, and does NOT apply to converted material.

Native Placements

CIMM DEFINITION: Ads that match the form, feel, and function of the content of the platform on which they appear. (Source: Centro)

Native Programmatic

CIMM DEFINITION: Sponsored content bought and sold programmatically. Thought to offer highly targeted advertiser long form content to specific audiences.



Natural Interference

See also: Jamming, Interference, Noise, Atmospheric Interference CIMM DEFINITION: Electromagnetic interference with a signal that is causes by natural disturbances or phenomena that occurs outside the atmosphere of the earth.

NOD abbr Naturally Occurring Data

CIMM DEFINITION: Data that are being collected anyway before being used for research purposes, such as set-top box data, point of purchase scanner records and other household level purchase data already collected for non-research purposes. (Source: TRA, trademarked term)

Navigation Display Ad

CIMM DEFINITION: Non-video ad unit that is embedded in navigation interface or content; may include ability to click to video ad.

Navigation

CIMM DEFINITION: Signifies the definition of and adherence to a course and is derived from the Latin "navigare" which can be translated as steering, sailing or travelling. The same symbols are used on the Internet as in real space - though virtual navigation involves the "re-configuring" - i.e. production - of a time process. (Source: freeflyvr)

Navigation (VR)

CIMM DEFINITION: Purposeful motion through virtual space. (Source: freeflyvr)

Navigator

See also: Electronic Programming Guide, Interactive Program Guide CIMM DEFINITION: Similar to EPG or IPG, an navigator may offer some additional services and applications outside of the core TV guidance functionality including VOD services, virtual channel, customer care. (Source: FourthWall Media)

Navigator DoubleVerify

CIMM DEFINITION: A platform tool that helps networks and platforms control their advertising and buying environment. Offers brand protection, insights on publishers being added to a network or platform's business, recommendations on other sites to add that meet required quality levels, monitoring and tracking ad tags to identify problems and prevent fraud and misuse of tags.



NCC Media

CIMM DEFINITION: NCC Media is the ad sales, marketing and technology organization that represents MVPDs in every U.S. market. NCC Media meets marketers' needs to target consumer prospects efficiently and effectively in the communities where they live. (Source: MRC)

NFC abbr Near Field Communication

See also: Bar Codes

CIMM DEFINITION: A low power technology for phones that beams and receives wireless information from up to four inches away. Provides a scanning capability for bar codes.

2 : Short range wireless transmitting technology that connects a smartphone to a receiver to transfer data (CIO Magazine)

Near Live Viewing

See also: Trick Play

CIMM DEFINITION: One possible trick play mode where viewing is paused for a short period of time so the viewer can watch in replay mode as close as possible to the live airing, without viewing being live.

2: Time-shifted viewing within one hour of air time. (Source: TIVO)

NOTE - Is a one second delay considered a "near live" viewing?

Negative Interaction Rate

See also: Negative Interaction Total

CIMM DEFINITION: The number of negative interactions as a percentage of impressions. Calculated by dividing the negative interactions by the total number of impressions (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Negative Interaction Total

See also: Negative Interaction Rate

CIMM DEFINITION: The total number of instances when the "exit", "no" "tune away" and "cancel" option is chosen by the viewer after the initial appearance of an interactive application on the TV screen. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Netiquette

CIMM DEFINITION: A term that is used to describe the informal rules of conduct ("do's and don'ts") of online behavior. (Source: IAB)





Net Radio

See also: Radio on Internet

CIMM DEFINITION: Similar term to Internet Radio.

Network

CIMM DEFINITION: A connecting system which allows simultaneous telecasting of a single origination by a number of stations. (Source: TVB)

NAI abbr **Network Advertising Initiative**

CIMM DEFINITION: A cooperative group of network advertisers which has developed a set of privacy principles in conjunction with the Federal Trade Commission. (Source: IAB)

2 : An online advertising industry association focused on consumer education about online behavioral advertising (OBA). (Source: Mediamath)

Note - The NAI provides consumers with explanations of Internet advertising practices and how they affect both consumers and the Internet. See networkadvertising.org for more information. (Source: IAB)

Network Affiliated Station

CIMM DEFINITION: Local television stations affiliated with one of the four major national broadcast networks, ABC, CBS, Fox and NBC. (Source: StateoftheMedia.org)

Network Based Targeting

See also: Client Based Targeting

CIMM DEFINITION: Feeding the same ad to a network of viewers as opposed to being able to target ads to specific households or Set-Top Boxes, which is Client Based Targeting. (Source: BigBand Networks)

NOTE - Network based targeting is already a method of TV ad targeting that is done by selecting which ad to run on a selected set of networks. Probably should include a definition for Day / Day-part Based Targeting which involves a method of TV ad targeting that is done by selecting which ad to run on selected days / dayparts. (Source: Visible World)

Network Configuration Data

See also: MAC Address

CIMM DEFINITION: Changeable datapoints that are provided by the network. Can include such identifiable user elements as IP Address, or MAC ID or Channel Map.



nDVR abbr Network DVR

CIMM DEFINITION: A digital recording device application that is located at the operator's location and not as a box in the subscriber's home.

2 : A DVR that resides on a network at a distributor's plant. Users do not need any additional hardware in the home in order to use DVR features. (Source: Nielsen)

Network Fabric

See also: Switching Fabric

CIMM DEFINITION: An underlying computer architecture that enables the effective trafficking of signals, feeds, content or other applications that travel through the operating system.

NPB abbr Network Packets Brokers

CIMM DEFINITION: is category of compact, hardware-based, rack-mounted devices that negotiate network traffic from various ports, offering a new approach for handling and manipulating network packets. NPBs optimize the access and visibility of traffic from one or many network links to monitoring, security and acceleration tools.

NSS abbr Network Switching Subsystem

See also: Base Switching Subsystem

CIMM DEFINITION: Part of the GSM core network that manages call switching and other mobile phone functions. It allows mobile devices to communicate with each other in multiple unfixed locations.

NTP abbr Network Time Protocol

See also: Coordinated Universal Time Code

CIMM DEFINITION: A protocol that uses algorithms to synchronize the time of a computer clock or other electronic devices with an internal clock with other devices within a network. Uses Coordinated Universal Time Code (UTC) to help in the synchronization of time often to a fraction of a millisecond.

Neural Net

See also: Artificial Neural Network

CIMM DEFINITION: Generally thought of as the central nervous system or either animals (biological) or machines (artificial).

Neuroscience

CIMM DEFINITION: In media, it is the implementation of neural science precepts to measure physiological changes in such areas as skin, eye, heart, brain functions in



response to content, particularly advertising in order to gauge unspoken engagement and attention, for example.

New

CIMM DEFINITION: In Video On-Demand, New is the Icon / identifier to designate that programming has recently become available for viewing. Length of time for "new" is configurable by MSO to allow for content differences, e.g., episodic TV vs. movies, or other considerations.

Newbies

CIMM DEFINITION: An inexperienced, naïve newcomer to a particular activity such as involving new technology.

New Buy GRP

CIMM DEFINITION: TRA metric in the context of a rebuy. Refers to gross ratings points in the improved buy based on TRA. (Source: TRA)

New Buy TRP

CIMM DEFINITION: TRA metric in the context of a rebuy. Refers to target rating points in the improved buy based on TRA. (Source: TRA)

New Fronts

See also: Upfronts

CIMM DEFINITION: As with the Upfronts, it is an annual sales initiative where new digital media companies present their new programming content and inventory for sale for the full upcoming season. Run by the IAB.

New Reach

See also: Reach & Frequency

CIMM DEFINITION: TRA metric in the context of a rebuy. Refers to the percentage of households that the ad schedule would reach in the new buy. (Source: TRA)

Newsfeed

CIMM DEFINITION: A continuous transmission of newly updated content or data, to web sites, social sites, blogs or other online services through a provider through a subscription.



Newsgroup

CIMM DEFINITION: An electronic bulletin board devoted to talking about a specific topic and open to everybody. Only a handful of newsgroups permit the posting of advertising. (Source: IAB)

Niche

CIMM DEFINITION: The Twitter-owned influencer program where brands can also include user-generated tweets from creators. (Source: Cynopsis)

NMR abbr Nielsen Media Research

CIMM DEFINITION: A firm involved in local and national measurement of the TV audience; also involved in other research activities. (Source: TVB)

NOCR abbr Nielsen Online Campaign Ratings

CIMM DEFINITION: Nielsen Online Campaign Ratings (NOCR) is an online measurement that provides advertisers with Internet audience reach and frequency data comparable to Nielsen's television ratings, including Gross Rating Points (GRPs). (Source: Nielsen)

NSI abbr **Nielsen Station Index**

CIMM DEFINITION: Local market audience measurement reports. (Source: TVB)

NTI abbr Nielsen Television Index

CIMM DEFINITION: National network audience measurement reports. (Source: TVB)

Node

See also: Zone, MAC Address

CIMM DEFINITION: Point in a cable television system that interconnects traditional coaxial cable and fiber-optics. The place where an optical signal is converted to a radio frequency (RF) signal, or vice versa. (Source: CableLabs)

- 2 : In Set-Top Box measurement it is the level of sample or census size of less than a certain number of television homes for Set-Top Box data measurement or reporting purposes. Granularity from Zone level to Node to a household level to a set level.
- 3 : In computing, a node is a unique processing location device that has a unique identifier such as MAC Address.
- 4: "In a digital cable context, a node is the switching station that converts the fiber optic signal from the head end into the electrical signal transmitted over coaxial cable on the



proverbial "last mile" of a Hybrid-Fiber-Coax (HFC) distribution network. Ideally, such a node services approximately 500 homes, but in practice nodes may service up to 1000 to 1500 homes. The return path bandwidth is shared by all homes in a node." (Source: FourthWall Media)

Noise

See also: Jamming, Spectrum Spread, Interference, Natural Interference CIMM DEFINITION: As applied to Set-Top Box data measurement, noise is the ancillary, unmeasurable points of data that create large margins of error in measurement. It is said to result from having too small a sample size. "Noise" diminishes as the dataset moves from a sample to a full all-inclusive census.

2 : The word "noise" is a carryover from audio practice. Refers to random spurts of electrical energy or interference. May produce a "salt-and-pepper" pattern over the picture. Heavy noise is sometimes called "snow." (Source: CableLabs)

Non-Guaranteed Line Item

CIMM DEFINTION: Fourth priority buying model, which does not reserve inventory. AKA "remnant line item." (Source: OpenX)

Non-Human Traffic

CIMM DEFINITION: Ad impressions made by bots. (Source: Hubspot)

Non-incentivized Acquisition

CIMM DEFINITION: A form of paid acquisition, in which users do not receive any value exchange for installing an app. (Source: IAB Mobile App Marketing Glossary Working Group)

Non-Linear Video

See also: Linear Video

CIMM DEFINITION: Content that is played back not in realtime.

2 : An ad unit type that consists of video ads that play during video content in a video player. (Source: OpenX)

Nonmophobia aka Nomophobia

CIMM DEFINITION: Short for "no mobile phone phobia", it is the irrational fear of losing or being without one's cellphone.

2 : Fear of losing or forgetting one's mobile phone, or of being outside of the phone's signal area. From no more (phone phobia). (Source: NY Times)



Non-Demographic Sectors

CIMM DEFINITION: Whereas demographics include age and sex, non-demographics includes those factors that are no ascribed to demography such as technology and genetics, for example.

Non-Digital

CIMM DEFINITION: Not having digital capabilities such as a wide choice of viewing channel options, DVR and On-Demand. Similar to analog.

Non-Linear Ads

CIMM DEFINITION: Ads that run at the same time as the programming and allows viewers to choose between watching the ad or the program. Can include In-Program Ad placement or Banners and Skins.

- 2. This usually refers to time shifted ad content either front loaded to a DVR, accessed via the internet, or long form VOD ad content (pre or post rolled) such as movie trailers or auto ads) etc., (Source: Rentrak)
- 3 : Ads that are not inserted in the linear TV programming, e.g. pre-roll ads in VOD. (Source: FourthWall Media)

Non-Linear Programming

See also: Non-Linear TV, Linear, Video On-Demand

CIMM DEFINITION: As opposed to Linear Television which is fed and viewed in realtime, Non-Linear Programming is advanced, interactive and is consumed at will by the viewer or consumer. Non-traditional ways of presenting television programming opposite of appointment-based television. Video On-Demand is one form of non-linear programming.

2 : Programming that is made available to a viewer upon request. Non-linear programming implementations include network-based VOD and DVR, local DVR, Home Networked file streaming, Web Video, and others. (Source: MRC)

Non-Linear TV

See also: Non-Linear Programming

CIMM DEFINITION: Same definition as Non-Linear Programming.

Nonqualifying Page impressions

See also: Frames

CIMM DEFINITION: Page impressions which should be excluded from traffic or measurement reports, such as unsuccessful transfers of requested documents,





successful transfers of requested documents to a robot or spider, and/or pages in a frame set. (Source: IAB)

Non-Registered User

CIMM DEFINITION: Someone who visits a Web site and elects not to, or is not required to, provide certain information, and hence may be denied access to part(s) of the site. (Source: IAB)

Non-Remnant Inventory

CIMM DEFINITION: Inventory sold directly by a publisher to an advertiser. Remnant inventory is usually sold by a third-party. (Source: Centro)

Non-Response Bias

CIMM DEFINITION: The lack of or under-representation of a specific segment of the viewing audience or the sample which can lead to erroneous research conclusions about overall behavior because the omitted segment has different viewing behaviors or patterns than the rest of the population. This can be due to such things as equipment malfunction or failure or a lack of cooperation by the viewer / subscriber.

NOTE – Does not exist in STB data? Non-response bias can exist in STB data if the sample of STBs is not representative of the targeted audience. However, in as much as the STB data enabled households are representative of the targeted segment, it should overcome issues of non-response bias. (Source: Visible World)

Non-Responding Boxes

See also: Faulting

CIMM DEFINITION: Those Set-Top Boxes that, because of a (temporary) problem, do not report any data back to the data provider.

Non-Secure Site

See also: Secure Site

CIMM DEFINITION: A Http type of site, as opposed to Https, the is less secure to protections from hacking and malware.

NOYE - Really only relevant in terms of pixel creation: Media operations create either a secure or non-secure pixel, depending. (Source: Mediamath)

Non-STB TVs

CIMM DEFINITION: Those, often older, televisions that do not have a Set-Top Box attached to it. These televisions are often located in parts of the home like the children's



room, kitchen, garage or attic where viewing is limited to analog signals or the television only is attached to a playback device. This sub-set of television sets are not counted in the Set-Top Box data because there is no return path data available from their viewing usage. Said to currently represent 10% of all US TV households and is continuing to diminish.

Non-Smooth Pacing

See also: Smooth Pacing

CIMM DEFINITION: A pacing configuration that delivers 95 percent of the goal impressions by the halfway mark for the line item's date range. (Source: OpenX)

Non-Streaming Video

See also: Streaming Video

CIMM DEFINITION: Video that must be completely downloaded first before it can be viewed. Therefore the video is not delivered in real-time. The video may be delivered via a download link that requires a certain type of media player. Form of internet delivery via a computer.

NOTE - Video can be delivered via download to a STB or DVR. (Source: TIVO)

No Play

See also: Perfect Play

CIMM DEFINITION: A TRA metric - How many households tuned to the program before and after the ad but did not tune into the ad. (Source: TRA)

Normalize (the Data)

See also: Data Cleansing, Scrubbing the Data, Harmonize the Data CIMM DEFINITION: The process of organizing data in various groupings so as to eliminate redundancy.

2: In creating a database, normalization is the process of organizing it into tables in such a way that the results of using the database are always unambiguous and as intended. Normalization may have the effect of duplicating data within the database and often results in the creation of additional tables. (While normalization tends to increase the duplication of data, it does not introduce redundancy, which is unnecessary duplication.) Normalization is typically a refinement process after the initial exercise of identifying the data objects that should be in the database, identifying their relationships, and defining the tables required and the columns within each table. (Source: searchsqlserver.com)



Number of Insertions

CIMM DEFINITION: The number of airing instances of the advertising creative contained in the report group. (Source: TRA)

Number of Spots in Original Buy

CIMM DEFINITION: A TRA metric - The number of spots that aired in the original campaign. (Source: TRA)

Number of Spots in New Buy

CIMM DEFINITION: A TRA metric in the context of a new buy - The number of spots that would air in the new campaign. (Source: TRA)

Number of Telecasts

CIMM DEFINITION: The number of times a program aired during the measurement period of the report. (Source: Kantar Media Audiences)

Number of Viewing Sessions Per Day

CIMM DEFINITION: Average number of viewing sessions per day among viewers. (Source: Kantar Media Audiences)



Objects (VR)

CIMM DEFINITION: Discrete 3-D shapes within the virtual world that a user can interact with. (Source: freeflyvr)

Occipital Cortex

CIMM DEFINITION: The back of the brain receiving retinotopic projections of visual displays. (Source: freeflyvr)

Occlusion

CIMM DEFINITION: In virtual reality, the hiding of an object or a portion of an object from sight by interposition of other objects. (Source: freeflyvr)



Oculus Rift

CIMM DEFINITION: A virtual reality company that started as a Kickstarter project. Facebook bought the company in 2014 for \$2 billion. In the past several years, Oculus released two developer kits and demoed different prototypes. The consumer version of the Rift started shipping in the spring of 2016. The Rift is considered high-end VR and requires a fairly strong PC in order to run. Next, Oculus will release its natively-built hand controllers, called Touch. Until then, units will ship with Xbox One wireless controllers. (Source: TechRepublic)

1 x 1 Gif

See Also: Tracking Pixel Tag, Pixel Tag, Clear gif

CIMM DEFINITION: An embedded image similar to a Web Beacon.

1x1 Transparent Pixel

CIMM DEFINITION: An unseen tag loaded onto the web.

OLE *abbr* **Object Linking** and **Embedding**

CIMM DEFINITION: One of two standards. (The other being Open Doc). A proprietary technology developed by Microsoft that allows embedding and linking to documents and other objects. Designed to help programmers develop components that can work together.

Object-Oriented Programming

CIMM DEFINITION: A type of computer programming or software design in which programmers define not only the data type of a data structure, but also the types of operations or functions that can be applied to the data structure.

NOTE – With object-oriented programming, the data structure becomes an object that includes both data and functions. In addition, programmers can create relationships between one object and another. For example, objects can inherit characteristics from other objects. (Source: Webopedia)

Obstructed Views

CIMM DEFINITION: The Set-Top Box indicates a viewing session where the set is tuned to a channel but viewer cannot view any of the channel content because they have not subscribed to that channel. Tuning onto a channel that is displaying a slide saying that the network is subscription only.



Offline Attribution

CIMM DEFINITION: Identifying a set of consumer actions or events based on offline sales or activities such as purchases from brick and mortar stores.

Offline Data Aggregators

CIMM DEFINITION: Compiling information from databases that are not controlled by or directly connected to a computer or external network.

Off-Site Measurement

See also: On-Site Measurement

CIMM DEFINITION: When a site forwards its log files to an off-site Web research

service for analysis. (Source: IAB)

Omni Channel

CIMM DEFINITION: A multichannel approach to sales that seeks to provide the customer with a seamless shopping experience whether the customer is shopping online from a desktop or mobile device, by telephone or in a bricks and mortar store. (Source: TechTarget)

Omni Channel Marketing

CIMM DEFINITION: A marketing strategy that targets consumers across all channels and devices as part of a seamless and consistent customer experience. An omnichannel strategy accounts for the likelihood that a consumer's path to purchase may begin on one channel and/or device (for instance, a brand's website on a desktop PC) and move to another channel and/or device (for instance, an ad on a mobile Facebook app). An omni-channel strategy operates under the assumption that, if marketers place their products in front of consumers on multiple channels and devices as part of one fluid experience, those consumers will be more likely to make a purchase. (Source: Cynopsis)

On-Demand

See also: Video On-Demand

CIMM DEFINITION: The ability for a viewer to pro-actively choose and view a piece of video content at their convenience through special channels on their television. Content is served and viewed upon request.

- 2 : A selection of channels designated for requestable commercial content.
- 3 : An entertainment service that allows viewers instant access to content such as movies, cable series, original programs, educational programming, premium channels, news, sports and more. Programming from the content provider is delivered by the



consumer's cable operator. The On-Demand content can be free, subscription based, or paid for on a transactional basis. Consumers control what they watch and when, with features such as play, pause, fast-forward, rewind, stop and resume. Preferred to "Video On-Demand."

- 4 : Unbound EBIF applications are sometime called On-Demand Applications. (Source: FourthWall Media)
- 5: The ability to request video, audio, or information to be sent to the screen immediately by clicking something on the screen referring to that choice. (Source: IAB)

ODM abbr **On Device Meter**

See also: Electronic Mobile Measurement

CIMM DEFINITION: An old term for Electronic Mobile Measurement.

OLAP *abbr* **Online Analytical Processing**

CIMM DEFINITION: A category of software tools that enable a user to provide and perform multi-dimensional analysis of data stored in a database and provides the capability for complex calculations, trend analysis, and sophisticated data modeling.

NOTE - OLAP is part of the broader category of business intelligence, which also encompasses relational database, report writing and data mining.

OBA *abbr* **Online Behavioral Advertising**

See also: Interest Based Advertising

CIMM DEFINITION: A broad set of activities and recommended compliances that companies engage in to collect information about any user's online activity, such as webpages visited, and use it to push more relevant ads or content to that user.

Online Behavioral Advertising Compliance

CIMM DEFINITION: A set of requirements formed and forwarded by the Digital Advertising Alliance that informs consumers about data practices through clear, meaningful and prominent notices. These include, 1. Display the Advertising Option Icon, 2. Prove disclosure on data collection practices, 3. Provide method for users to opt out. 4. Provide evidence of compliance.

Online Data Aggregators

CIMM DEFINITION: The searching, gathering, mining and collecting of information and data via online internet sources for a business objective.



Online Distribution

See also: Content Delivery, Digital Distribution, Electronic Software Distribution (ESD) CIMM DEFINITION: The process of disseminating content and messages via the internet. Can include electronic press releases, social media, blogs, search engines, browsers and widgets, for example.

Online Marketing

See also: Web Marketing

CIMM DEFINITION: Refers to tools and methodologies for advertising and marketing promotion efforts using the internet to drive direct sales via electronic commerce, in addition to sales leads from websites or emails.

OPA *abbr* **Online Privacy Alliance**

CIMM DEFINITION: A group of corporations and associations who have come together to introduce and promote business-wide actions that create an environment of trust and foster the protection of individuals' privacy online. (Source: IAB)

OPA abbr **Online Publishers' Association**

CIMM DEFINITION: A trade association representing a segment of online publishers. (Source: IAB)

Online Radio

CIMM Definition: Another term for Internet Radio.

OSI abbr **On-Schedule Indicator**

CIMM DEFINITION: A column in the Order Summary report that indicates the percentage of delivered impressions for a line item relative to the impression goal and the time elapsed in a campaign. It is defined by the following calculation: OSI = impressions-to-date/((impression_goal/(end_date - start_date + 1)) * flight_time-to-date) (Source: OpenX)

On-Site Measurement

See also: Off-Site measurement

CIMM DEFINITION: When a server has an appropriate software program to measure and analyze traffic received on its own site. (Source: IAB)



OCAP abbr Open Cable Application Platform

See also: Tru2Way

CIMM DEFINITION: CIMM DEFINITION – A standards-based software technology platform that enables two-way interactive services on the television and other devices within a cable system. This platform enables consumer electronics, programming, and cable companies to deliver interactive services, programming, and advertising on retail and cable devices. (Source: Definition currently under review by CableLabs)

- 2 : An operating system layer designed for consumer electronics (like a Set-Top Box) that connect to a cable television system where the cable company can control what programs run on the viewers device. (Source: Wikipedia)
- 3 : The old name for tru2way. (Source: FourthWall Media)

Open Ad Exchange

CIMM DEFINITION: Also known as Open Marketplace or Open Auction, it is an ad buying and selling environment in which the publisher allows buyers to access their inventory. This is usually remnant or unsold inventory. The exchange does not buy impressions up-front, but impressions are still bought and sold on an impression level. There is usually no direct relationship between the buyer and seller in an exchange model so it may be a blind transaction. Further, advertisers may not know which publishers they are buying from (and vice versa) because they may be transacting through a DSP and the publisher may be transacting through an SSP. (Source: Next.Srds.com)

Open Auction

CIMM DEFINITION: Transaction environment in which any brand can bid for offered inventory with few if any controls and little to no transparency. (Source: MAGNA Global)

2 : Similar to an Open Ad Exchange

Open Billboard

CIMM DEFINITION: A brief announcement, usually 3, 5 or 10 seconds in length, and usually earned by advertisers paying extra for the program being ordered that appears at the opening of a broadcast program.

Open Captioning

See also: Closed Captioning, Captioning

CIMM DEFINITION: A form of text captioning where the text is a permanent part of the video or visual picture, as opposed to Closed Captioning which is turned on and viewable at the discretion of the viewer.



ODBC abbr **Open Database Connectivity**

CIMM DEFINITION: An open, standard database access method developed by the SQL Access group in 1992. The goal of ODBC is to make it possible to access any data from any application, regardless of which database management system (DBMS) is handling the data. (Source: Webopedia)

Open Doc

See also: OLE

CIMM DEFINITION: One of two standards (the other being OLE) that is designed to help programmers develop components that can work together.

Open Exchange

See also: Open Market, Open Auction, RTB

CIMM DEFINITION: The most standard and unrestricted way to buy inventory. An Open Exchange allows many buyers to bid on the inventory of many publishers in an auction environment. (Google AdX is an example.) Publishers can participate on a blind basis (the buyer doesn't know the publisher). Publishers may also choose to use block lists so that certain advertisers can't buy their inventory. Most Open Exchanges operate on a 2nd price auction model (the winner pays equal to the second highest amount that was bid). (Source: adtechdaily)

2 : An open digital advertising marketplace for aggregated inventory from multiple partners where buyers can bid either manually or programmatically to purchase impressions. (Source: Tubemogul)

NOTE – When an advertiser seeks the most cost effective way to buy, Open Exchanges are a good option. They're fully automated and so avoid the manual headaches of PMPs. The Open Auction also gives access to the largest audience — meaning a sophisticated bidder can happily pick and choose the best impressions. (Source: adtechdaily)

Open Market

See also: Private Market, Preferred Look Market, Programmatic Guarantee Market, Direct Order Campaign

CIMM DEFINITION: An unrestricted competitive market where price of goods and services is governed by the forces of demand and supply and not by manipulation by special interest groups, cartels or governments.

Open Source

CIMM DEFINITION: Software that is available for public uses where the original source code is made freely available and may be redistributed and modified.



Open Source Wrappers

See also: Wrappers

CIMM DEFINITION: Programmatic header wrappers that are open source, that is freely available for public use and can be modified and redistributed.

Open Web

See also: Social Web

CIMM DEFINITION: A de-centralized world community where anyone can create a website or web service and browsers can work, unfettered with many locations, entities and companies without limitation. Other components include transparency, compatibility of code, open standards and sources, fluid two-way communication, integration and ease of use for the end users.

OpenX Market Rule

CIMM DEFINITION: Enables OpenX Ad Server, Bidder, and SSP customers to specify what inventory is eligible for RTB buyers to purchase. Publishers can use this tool to set specific criteria for selling their inventory, such as: inventory targeting, floor price, and ad quality filters. (Source: OpenX)

OS abbr **Operating System**

CIMM DEFINITION: The software that manages hardware and resources on a computer. Applications use the operating system to make requests for services and interact with the computer's devices. Or the software that controls the underlying hardware, performs the most basic functions for managing the resources of the hardware, and provides services to other software such as applications. (Source: CableLabs)

- 2: The most important program on a computer. Once loaded, it performs basic tasks and manages all other programs and resources in a computer.
- 3 : A set of programs that manage computer hardware resources and provide common services for application software. A vital component of the system software in a computer system. Application programs require an operating system which are usually separate programs, but can be combined in simple systems. (Source: Mediamath)

OTS abbr Opportunity to See

See also: Page Display

CIMM DEFINITION : When a page is successfully displayed on the user's computer

screen. (Source: IAB)

2 : This term is used when quantifying how many exposures / average frequency a campaign should be planned to. i.e over the duration of the campaign an average



person in our target audience should have the OTS 3 or more commercials. (Source: Nielsen)

ODD abbr **Optical Drives**

See also: Hard Disk Drive, Floppy Drives, Disk Drives

CIMM DEFINITION: In computing, a disk drive that uses laser light or electromagnetic waves within or near the visible light spectrum as part of the process of reading or writing data to or from **optical** discs. (Source: Wikipedia)

Optical Fiber

See also: Fiber Optic

CIMM DEFINITION: Refers to the medium and the technology associated with the transmission of information as light pulses along a glass or plastic strand or fiber. Carries considerably more information than conventional copper wire and is in general not subject to electromagnetic interference and the need to retransmit signals.

Optimal Sequencing

CIMM DEFINITION: In media it is the process of formulating the best sequential roll out of messages across platforms to best reach, engage and attract viewers and consumers.

Optimization Pixel

CIMM DEFINITION: Installed across an entire site and used to better identify ideal targets in prospecting and site-retargeting campaigns. (Source: Rubicon)

Opt-In

See also: Permission Marketing, Opt-In Email, Opt-Out

CIMM DEFINITION: A form of consumer choice requiring that consumers affirmatively give permission for their information to be used for specific purposes. In the absence of affirmative permission, the information gatherer may assume the information cannot be used for those purposes.

- 2 : Refers to an individual giving 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. See permission marketing. (Source: IAB)
- 3: The process by which a user agrees to receiving messages from a company. Opt in messages, therefore, cannot be considered as spam. (Source: OpenX)



Opt-In E-mail

See also: Opt-in, Opt-Out, Permission Marketing

CIMM DEFINITION: Lists of Internet users who have voluntarily signed up to receive

commercial e-mail about topics of interest. (Source: IAB)

Opt-Out

See also: Opt-In, Opt-In Email

CIMM DEFINITION: A form of consumer choice requiring consumers to affirmatively decline permission for their information to be used for specific purposes. In the absence of such affirmative notification, the information gatherer may assume that it can use the information for other purposes

- 2: When a company states that it plans to market its products and services to an individual unless the individual asks to be removed from the company's mailing list. (Source: IAB)
- 3: The process by which a user elects to stop receiving messages from a company. If a user continues to receive messages after opting out these messages can be considered to be spam. (Source: OpenX)

Optimization

See also: Media Optimization, Campaign Optimization, Bandwidth Optimization CIMM DEFINITION: In a media buy the ability to reach as many of consumer segments as possible in a buy for the least amount of money. In Set-Top Box data, the ability to improve a system's efficiency by reducing run time, improving memory capability or increasing Bandwidth etc.

- 2: The process of seeking out the best possible inventory to drive ROI for campaigns. Optimization can refer to pacing, pricing strategy, (increasing or decreasing 3rd party data usage), or any other campaign variables that can be adjusted to become more efficient. (Source: Mediamath)
- 3: Term used for a method of media planning using computer programs that develop the optimum media mix to spend advertising dollars most effectively. These media modeling systems allocate using media audience and cost data for all measured media vehicles plus the brand's requirements in terms of budget, target audience, reach & frequency goals and other factors. Television optimizers identify the combination of programs, dayparts and stations that will optimize reach at the lowest cost. (Source: TVB)

NOTE - We'd argue definition of optimization is much broader. For example, it is the ability to continuously tune targeting based on feedback to drive optimal ROI. (Source: Visible World)





Optimize

See also: Social Media Optimization

CIMM DEFINITION: In media, the process of maximizing the value and delivery of an advertising campaign by modifying the mix of media outlets and platforms based on the estimated audiences and costs of each outlet.

2 : Rearrange or rewrite (data, software, etc.) to improve efficiency of retrieval or processing.

Orbit

CIMM DEFINITION: A scheduling method in which the advertiser's commercials are rotated among different programs and/or time periods; this may also be called a rotation. (Source: TVB)

Order

See also: Buy

CIMM DEFINITION: In Video On-Demand, Order starts playback for transaction-oriented pay content.

- 2 : An order is calculated whenever the subscriber initiates a new Rental Period. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)
- 3 : The top-level demand-side component in an ad server, which represents the summary for an advertiser's inventory purchase to run a marketing campaign. (Source: OpenX)

Orders

CIMM DEFINITION: A billable On-Demand transaction for an asset during the lease / rental window.

OLED abbr **Organic Light-Emitting Diode**

See also: Pixel, LCD

CIMM DEFINITION: A technology that creates displays that are less power hungry and more efficient than existing LCD technologies. Unlike LCD, OLED pixel sites use organic materials that produce their own light, removing the need for a backlight. Initial OLED devices were somewhat prone to performance degradation over time, which is one of the reasons they did not start replacing LCD displays on a wide scale in mobile devices until late 2008. (Source: http://www.mobileburn.com)



Organic Acquisition

CIMM DEFINITION: A form of user acquisition that occurs when there is no attribution link/tag associated with the conversion. (Source: IAB Mobile App Marketing Glossary Working Group)

Organic Reach

See also: Viral Lift, Viral Reach, Social Lift, Paid Reach

CIMM DEFINITION: Represents the number of unique people who saw your content in their news feed, ticker or on your social media or site page. (Source: simplymeasured.com)

Organic Traffic

CIMM DEFINITION: Refers to website traffic deriving from search results that haven't been paid for or sponsored by the publisher. (Source: Cynopsis)

Original Buy GRP

CIMM DEFINITION: The amount of grps in the original advertiser buy in the context of a rebuy. (Source: TRA)

Original Buy TRP

CIMM DEFINITION: The amount of TRPs in the original advertiser buy in the context of a rebuy. (Source: TRA)

Original Reach

See Reach & Frequency

CIMM DEFINITION: The percentage of households in the report group that the ad schedule reached in the original buy in the context of a rebuy. (Source: TRA)

Out (In Thousands) [90s][90s]

See also: Multichannel inheritance

CIMM DEFINITION: The number of Set-Top Boxes that stayed tuned to the network to be counted in the first 90 seconds of the following program. A retention metric. (Source: Kantar Media Audiences)

Outage

See also: Reboot

CIMM DEFINITION: When a system or a STB is unavailable to do its required function because of a (temporary) problem.



Outlet Error

CIMM DEFINITION: The degree to which people who shop at different stores exhibit markedly different responses to a creative execution or exhibit a substantially different pattern of purchase response based on the program types in which they see this commercial execution. (Source: TRA)

NOTE - TRA has yet to observe or quantify this hypothetical type of error; TRA hypothesis is that such error is minimal based on homogeneity of response to creative across shoppers at different stores; to be studied.

Out of Band

See also: In Band

CIMM DEFINITION: Return channel stream, interactive, upstream. (Source: FourthWall

Media)

OOH Marketing *abbr* **Out-of-Home-Marketing**

CIMM DEFINITION: Refers to any marketing that reaches consumers outside the home. In the digital age, an OOH campaign can be shockingly sophisticated, making use of tools such as advanced data and location-based targeting. (Source: Cynopsis)

Out of Home Viewing

CIMM DEFINITION: Any viewing that is done outside of the primary residence, currently measured home whether in a bar, hotel, office, group home, dorm, second home, vacation home etc., Currently not measured by Nielsen (although Nielsen has an expanded college dorm sample).

Out-Stream Video Advertising

CIMM DEFINITION: Video ad units that aren't tied to content. An out-stream ad can run between paragraphs of text, on the side of a page, etc. (By comparison, in-stream video ads appear before, after, or in the middle of a piece of video content). For advertisers, one appealing aspect of out-stream ads is that they can guarantee 100% viewability. (Source: Cynopsis)

Overlays

See also: Bugs

CIMM DEFINITION: Visual baseline pop-ups added to a TV commercial reflecting the call-to-action prompts with instructions on how to use the remote for interactivity. According to the IAB, Overlays are clickable banner ads that appear on the bottom 20% of the video window. (Source: Mercury Media)



- 2 : Overlays also used to refer to STB screens that have transparency and are displayed over video. (Source: TIVO)
- 3: The individual pages or screens displayed by an EBIF application over top of video. In some context, "overlay" is used to describe an entire EBIF application, regardless of the number of actual pages or screens it displays. (Source: FourthWall Media)
- 4 : A media element that 'floats' above other content. This could be text floating over video, or an expanding banner ad expanding over page content. (Source: Mediamath)
- 5 : An ad unit that displays over the webpage content briefly when initiated. (Source: IAB)

OTA abbr Over The Air

CIMM DEFINITION: Can either mean terrestrial television signals that are not transmitted digitally or, with cell phones, the ability to distribute and upgrade software wirelessly.

- 2: Households that receive broadcast signals only on their television sets, with no connection to cable, satellite or another form of Alternate Delivery System (ADS). An individual, operating TV set in the home can also be designated as OTA if it has no such connection as described above. (Source: Rentrak)
- 3 : Also known as terrestrial television, a wireless broadcast of television using antennas. (Source: TVB)

Overall Plan

See also: Campaign Index

CIMM DEFINITION: Calculated as a weighted average across all networks/dayparts where the weights are the relative percentage of demo impression delivery. (Source: GABBCON, Global Audience Based Business Conference)

Overlay Ad

CIMM DEFINITION: An ad that appears on top of a content page. (Source: Hubspot)

OTT abbr **Over The Top**

CIMM DEFINITION: When the TV receives a signal that is irrespective of the Set-Top Box.

2 : Content viewed that is delivered via broadband streaming or download. (Source: TIVO)



3 : Refers to content accessed via the internet without the involvement of a television service provider. OTT includes Subscription Video-on-Demand (SVOD) services like Netflix, as well as free ad-supported services like Hulu. (Source: Tubemogul)

OTT Box *abbr* **Over the Top Box**

See also: Streaming Box

CIMM DEFINITION: Also known as a Streaming Box, an after-market device that viewers can use to connect their TV to the internet, allowing them to access app

content. (Source: IAB)

OTT Devices *abbr* **Over The Top Devices**

CIMM DEFINITION: Refer to devices that deliver media (in this case, video) to consumers without the involvement of an MVPD content distributor. Some of the most common OTT devices include Roku, Chromecast, and Apple TV. (Source: MAGNA Global)

O&O abbr **Owned and Operated Stations**

CIMM DEFINITION: Refers to a television or radio station that is owned by the network with which it is associated. This distinguishes such a station from an affiliate, whose ownership lies elsewhere other than the network it is linked to. (Source: Wikipedia)

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P3

CIMM DEFINITION: A TRA metric - Ratings based on the viewing of program content within 75 hours of the original broadcast. (Source: TRA)

P14

CIMM DEFINITION: A TRA metric - Ratings based on the viewing of program content within 14 days (two weeks) of the original broadcast. (Source: TRA)

Pacing

CIMM DEFINITION: How quickly (or slowly) the fulfillment of an advertising buy is occurring to deliver the targeted demographic at the agreed upon price and delivery level.



2 : The speed at which an ad server spends the client's money on an ad exchange by buying ads. (Source: Mediamath)

Pacing Model

CIMM DEFINITION: Indicates how an ad server distributes impressions for a guaranteed – volume goal line item during its flight, either smooth or non-smooth. With smooth pacing, the ad server evenly distributes impressions. With non-smooth pacing, the ad server distributes impressions based on the configuration. (Source: OpenX)

NOTE – In non-smooth pacing, the default, delivers 95 percent of the impressions by the midpoint of the line item's flight. (Source: OpenX)

Package

CIMM DEFINITION: A collection of inventory, channels, networks or other criteria that collectively effectively targets the desired viewer, user or consumer.

- 2 : A bundle of targeting criteria for similar inventory segments which you can offer at a predetermined price (typically to facilitate regular sales efforts) and automatically create line items from in an ad server. (Source: OpenX)
- 3 : A combination of commercial units offered as a group to an advertiser. A package is generally priced more attractively than the collective costs for each commercial unit. A package may also be called a rotation or scatter plan. (Source: TVB)

Package Tier

CIMM DEFINITION: A collection of specific viewing channels or content by a provider that is sold separately from other channels or content.

Packets

See also: Traceroutes

CIMM DEFINITION: Parts of a web transmission such as an email, that is collected into smaller bytes of information in order to enable faster transmission of the data, content or information. Packets carry the web information via protocols.

2 : A packet is the unit of data that is routed between an origin and a destination on the Internet or any other packet-switched network. When any file (e-mail message, HTML file, Graphics Interchange Format file, Uniform Resource Locator request, and so forth) is sent from one place to another on the Internet, the Transmission Control Protocol (TCP) layer of TCP/IP divides the file into "chunks" of an efficient size for routing. Each of these packets is separately numbered and includes the Internet address of the destination. The individual packets for a given file may travel different routes through the



Internet. When they have all arrived, they are reassembled into the original file (by the TCP layer at the receiving end). (Source: searchnetworking.techtarget.com)

Packet Sniffer

CIMM DEFINITION: A program used to monitor and record activity and to detect problems with Web transactions on a network. (Source: IAB)

Packet Switch Network

CIMM DEFINITION: A digital networks communications method in which relatively small grouped units of transmitted data, called packets, are routed through a network based on the destination address contained within each packet. Breaking communication down into packets allows the same data path to be shared among multiple simultaneous sessions by users in the network.

Page

CIMM DEFINITION: A document having a specific URL and comprised of a set of associated files. A page may contain text, images, and other online elements. It may be static or dynamically generated. It may be made up of multiple frames or screens, but should contain a designated primary object which, when loaded, is counted as the entire page. (Source: IAB)

Page Display

See also: Opportunity to See

CIMM DEFINITION: When a page is successfully displayed on the user's computer

screen. (Source: IAB)

Page Impression

CIMM DEFINITION: A measurement of responses from a Web server to a page request from the user's browser, which is filtered from robotic activity and error codes, and is recorded at a point as close as possible to the opportunity to see the page by the user. See iab.net for ad campaign measurement guidelines. (Source: IAB)

Page Load Time

CIMM DEFINITION: Refers to the amount of time it takes for a webpage to load in a browser window. Images and videos – and therefore ads - often slow down load time. As a result, slow load times are often cited as a major motivator in consumers' installation of ad blockers. (Source: Cynopsis)



Page Request

CIMM DEFINITION: The opportunity for an HTML document to appear on a browser window as a direct result of a user's interaction with a Web site. (Source: IAB)

Page Skin

See Also: Ad Skin, Page Skin, Background Skin, Wallpaper CIMM DEFINITION: Similar to a Skin.

Page Tag

See also: Web Beacon, Beacon, Web Bug, Tag, Tracking Bug CIMM DEFINITION: Similar to a Web Beacon or Web Bug, hidden embedded software that enables tracking of a piece of online content such as a web page.

Page View

CIMM DEFINITION: When the page is actually seen by the user. Note: this is not measurable today; the best approximation today is provided by page displays. (Source: IAB)

2: What is displayed each time a browser requests a web page. One pageview might register as multiple hits on the server because pages can contain more than one element, such as several banners. (Source: OpenX)

NOTE - Since pageviews do not account for browsers that are set to disable images, they are an unreliable way of gauging the success of a campaign. (Source: OpenX)

Paid Acquisition

CIMM DEFINITION: A form of user acquisition that results from paid media campaigns. (Source: IAB Mobile App Marketing Glossary Working Group)

Paid Clickbait

See also: Clickbait

CIMM DEFINITION: Internet based content links, designed through salacious, sensational other eye catching technique to encourage visitors to click on the content. Paid clickbait is advertiser sponsored and designed to maximize the number of clicks for revenue generation purposes.

Paid Content

See also: Paid Services

CIMM DEFINITION: Content on the internet, such as graphics, text, video, music and downloads, for example, that is only paying customers can access, utilize and see.





Paid Inclusion

See also: Search, Contextual Search, Paid Listing

CIMM DEFINITION: Search that guarantees that a marketer's URL is indexed by a search engine. The listing is determined by the engine's search algorithms. (Source:

IAB)

Paid Listings

See also: Search, Contextual Search, Paid Inclusion

CIMM DEFINITION: Text links appear at the top or side of search results for specific keywords. The more a marketer pays, the higher the position it gets. Marketers only pay when a user clicks on the text link. (Source: IAB)

Paid Reach

CIMM DEFINITION: The number of unique people who saw your paid content. (Source: Simplymeasured)

Paid Search

See also: Sponsored Search, Search Engine Marketing

CIMM DEFINITION: A type of contextual advertising where Web site owners pay an advertising fee, usually based on click-throughs or ad views to have their Web site search results shown in top placement on search engine result pages. Some search engines will make it easy for users to determine which search results are natural and which are paid, while others will mix the results making it more difficult for users to determine which are the paid search results. (Source: Webopedia)

Paid Search Retargeting

CIMM DEFINITION: Retargeting users who conduct a given search. (Source: Mediamath)

Paid Services

See also: Paid Content

CIMM Definition: Online services, such as content (music, video, text, graphics and downloads, for example) or subscriptions that is only paying customers can access, utilize and see.

Pan

CIMM DEFINITION: The angular displacement of a view along any axis of direction in a three-dimensional world. (Source: freeflyvr)



Panel Data

See also: Census, Opt In

CIMM DEFINITION: A selected cross section of opt-in consumers or viewers whose behavior and usage is measured over a period of time as a group or set of sub groups with the intent to form opinions and trends about their behaviors.

2 : In some disciplines, considered a two-dimensional data set and therefore a multidimensional data set.

Panel Match

CIMM DEFINITION: "The process of matching STBs, homes or customer records from one dataset to another." (Source: Nielsen)

Pan Shot

CIMM DEFINITION: Display of a scene while moving about any axis. See also dolly shot and track shot. (Source: freeflyvr)

Parallax

CIMM DEFINITION: The difference in viewing angle created by having two eyes looking at the same scene from slightly different positions, thereby creating a sense of depth. (Also referred to as binocular parallax.) (Source: freeflyvr)

Parent

CIMM DEFINITION: A company that owns enough voting stock in another firm to control management and operations by influencing or selecting its board of directors.

NOTE – For Nielsen measurement purposes, the Parent company is a consolidation or group of domains and URLs that are owned by the company, the company's subsidiaries and operating units. In addition, a Parent may be an organization, government agency, private group, corporation, or other institution, which has controlling interest in each domain and URL with in the consolidation. If a Parent or subsidiary wishes to include domains and sites which are not controlled or owned by them, then proof of ownership or letter of traffic transfer must be on file with Nielsen and signed by a legal officer of the controlling interest of a domain. There must be a legitimate and reasonable business reason for this request. (Source: Nielsen)

Parent Account

See also: Child Account

CIMM DEFINITION: In database management, a relationship between two files. The parent file contains required data about a subject, such as employees and customers.



The child is the offspring; for example, an order is the child to the customer, who is the parent. (Source: YourDictionary)

Parental Controls

CIMM DEFINITION: A feature on devices such as computers and on services such as television delivery that enable parents or guardians set restrictive controls for children's content consumption and device use.

Parietal Cortex

CIMM DEFINITION: An area of the brain adjacent and above the occipital cortex, though to process spatial location and direction information. (Source: freeflyvr)

Partial Play

See also: Perfect Play

CIMM DEFINITION: The viewing of an ad not in its entirety. This may be due to a late start, an early exit, or both. (Source: Invidi)

2: How many households tuned to part of an ad airing. (Source: TRA)

Passed

CIMM DEFINITION: Households that can easily (and inexpensively) be connected to a multi video programming provider. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Passive People Meter

See also: Metering / Meter

CIMM DEFINITION: A camera-like Nielsen measurement box attached to televisions in the household that measure tuning and viewing passively – that is, without the panelist having to do any action such as pressing buttons to indicate attendance in front of the set.

Password

See also: Personal Identification Number

CIMM DEFINITION: A group of letters and/or numbers which allow a user access to a

secured Web site. (Source: IAB)



Patent Troll

CIMM DEFINITION: A pejorative term that refers to a person or company that attempts to enforce patent rights against accused infringers that go far beyond the patent's actual value or contribution to the patented property.

NOTE - Patent trolls often do not manufacture products or supply services based upon the patents in question. (Source: Wikipedia)

Pause

See also: Trick Play

CIMM DEFINITION: A trick play mode where the viewer can temporarily stop the video and then restart to continue viewing.

- 2 : Stops selection for a predetermined amount of time (configurable by MSO) and allows consumer to resume playback from that point.
- 3 : A video, animation or audio control that enables users to stop the video, animation, or audio from playing until the user is ready to resume play. (Source: IAB)

PAR abbr Pay After Reading

CIMM DEFINITION: A business model and the principle for paid Internet content that gives users access to content and information not made public and not free of charge. Payment occurs after the downloading or reading of the material.

Pay-For-Play

CIMM DEFINITION: Option to view programming with commercials on a free-of-charge basis or charging for the content when it is commercial-free.

NOTE – Pay for play should either be on a subscription basis or on a pay per view basis.

(Source: Invidi)

Pay-Per-Click

See also: Cost Per Click

CIMM DEFINITION: An advertising pricing model in which advertisers pay agencies and/or media companies based on how many users clicked on an online ad or e-mail message. (Source: IAB)



Pay-Per-Impression

See also: Cost Per Thousand

CIMM DEFINITION: An advertising pricing model in which advertisers pay based on

how many users were served their ads. (Source: IAB)

Pay-Per-Lead

See also: Cost Per Lead

CIMM DEFINITION: An advertising pricing model in which advertisers pay for each "sales lead" generated. For example, an advertiser might pay for every visitor that

clicked on an ad or site and successfully completed a form. (Source: IAB)

Pay-Per-Sale

See also: Cost Per Sale

CIMM DEFINITION: An advertising pricing model in which advertisers pay agencies and/or media companies based on how many sales transactions were generated as a

direct result of the ad. (Source: IAB)

PPV abbr Pay Per View

See also: Video On-Demand

CIMM DEFINITION: Also known as Transactional VOD (aka TOD). A form of Video On-Demand that charges for individual program offerings such as concerts or boxing events.

2 : A system in which payment is made for a single showing of a program. Subscribers of the pay television company can phone in their "orders" prior to a showing, activate the system – that is, clear the scrambled channel – or press a button to utilize two way equipment that activates the system. (Source: TVB)

Pay Television aka Pay TV

CIMM DEFINITION: Home television programming for which the viewer pays by the program or by the month; also called paytelevision, subscription television (STV), or tollTV. Pay television includes overtheair transmission (with scrambled signals) and cable transmission (pay cable). (Source: TVB)

Paywall

See also: Hard Paywall, Soft Paywall

CIMM DEFINITION: A point of entry on a website or webpage that restricts the access of that content to only those who have paid either through a subscription or other type of payment.



Pay What You Can

CIMM DEFINITION: Often used synonymously with Pay What You Want, it is more often used to apply to a charitable effort or social-good use and based more on ability to pay, rather than a willingness and ability to pay.

PWYW abbr Pay What You Want

See also: Co-pricing

CIMM DEFINITION: A pricing strategy where buyers decide what price they want to pay for a given piece of content, usually online. A buyer centered form of participatory pricing also referred to as co-pricing.

2 : Also known as "Pay What You Wish", "Pay What You Like", "Pay As You Want", "Pay What You Feel", "Pay As You Wish", "Pay As You Like", "Pay What You Will", and "Pay As You Will".

NOTE - In some cases, a minimum (floor) price may be set, and/or a suggested price may be indicated, as guidance for the buyer, or a deferred price until after the content has been consumed.

PC Time Spent (Average Usage)

CIMM DEFINITION: Average time spent during active computer sessions per person for the specified reporting period. (Source: Nielsen)

P2P abbr Peer-to-Peer

CIMM DEFINITION L The transmission of a file from one individual to another, typically through an intermediary. (Source: IAB)

Note – Individuals sharing files via P2P do not necessarily know one another, rather applications like BitTorrent manage file transmissions from those who have part or all of the file to those who want it. (Source: IAB)

Peer-to-Peer Encryption

See also: Trusted Peer-to-Peer Encryption

CIMM DEFINITION: The ability to secure peer-to-peer communications via encryption technology.

Pending

CIMM DEFINITION: This notification will display instead of a price when a rate is still being established. (Source: Next.Srds.com)



Penetration

CIMM DEFINITION: A proportion of households owning televisions or subscribing to cable. (Source: TVB)

People Meter

CIMM DEFINITION: An electronic metering device attached to a TV set to measure tuning status (set on/off, channel, time, and duration of tuning) as well as demographic data (who is watching). Household members and their guests push buttons to identify themselves. (Source: Nielsen)

Percentage of Commercial Seconds

CIMM DEFINITION: The percentage of a daypart or program devoted to commercial time. (Source: Kantar Media Audiences)

Percent Change

CIMM DEFINITION: Percent increase or decrease in Network's household audience between the first and last frame of this advertisement in the context of audience retention. (Source: TRA)

Percent Change GRP

CIMM DEFINITION: The percent change between the GRPs in the original buy and the new buy in the context of a rebuy. (Source: TRA)

Percent Change in Number of Spots

CIMM DEFINITION: Percent change in number of spots between the original buy and the new buy in the context of a rebuy. (Source: TRA)

Percent Change in Reach

See also: Reach & Frequency

CIMM DEFINITION: The percent change in reach between the original buy and the new buy in the context of a rebuy. (Source: TRA)

Percent Change in TRP

CIMM DEFINITION: The percent change between the TRPs in the original buy and the new buy in the context of a rebuy. (Source: TRA)



Percent Increase in Revenue

CIMM DEFINITION: The percent of increased total sales for the designated brand between the base and report periods in the context of a rebuy. (Source: TRA)

Percent of Households Visiting a Screen

CIMM DEFINITION: In Interactive measurement it is the unique households that visited a feature as a percentage of the unique HHs for the entry point. (Source: Kantar Media Services)

Percent Target Reach

CIMM DEFINITION: A metric based on the demographic and purchaser target selections, this is the percentage of households that were exposed to the advertisements defined in the campaign at least once (commercial reach). For program reach, percentage of such target households that were exposed to any program in the schedule for at least six minutes. (Source: TRA)

Perfect Play

CIMM DEFINITION: A percentage of the households tuned to the first second of the commercial that stayed tuned to the end. [Note that the reports do not document how many households or how many times a household jumped in to an ad and then switched away from the ad before its end (Partial Play) or how many households tuned to the program before and after the ad but did not tune to the ad (No Play). (Source: TRA)

Performance Pricing Model

See also: See Cost Per Action, Cost Per Click, Cost Per Load, Cost Per Order, Cost Per Sale, Cost Per Transaction

CIMM DEFINITION: An advertising model in which advertisers pay based on a set of agreed upon performance criteria, such as a percentage of online revenues or delivery of new sales leads. (Source: IAB)

Periscope

CIMM DEFINITION: Twitter-owned live-streaming app that enables sharing of live stream video from the phone. Considered a "live video streaming platform", enabling users to transmit, en masse, a live recording to all of ones Persicope and Twitter followers.

NOTE – Periscope will soon archive its broadcasts, enabling users to watch past streams. In addition, Periscope is adding discovery features, enabling users to search for shows. Finally, Periscope will be adding broadcast support for DJI drones. (Source: Cynopsis, 2016)



Permissioning

CIMM DEFINITION: The act of gaining access to a consumer's or viewer's personal information via an interactive, often opt-in approval process.

NOTE – There is a requirement is that any audience measurement must abide by the notice and permission obligations of the stringent privacy laws under which cable, telephone and satellite companies operate.

Permission Marketing

See also: Opt-In

CIMM DEFINITION: When an individual has given a company permission to market its products and services to the individual.

Persistent Cookie

CIMM DEFINITION: Small applications or software that remain in a client hard drive until they expire (as determined by the website that set them) or are deleted by the end user. (Source: IAB)

Persistent STB / Household Identifiers

CIMM DEFINITION: "Codes in the clickstream that identify the individual STB and the household across time (hence, persistent). Through anonymization and / or records separation, such identifiers do not identify individual households. Having these persistent ID's enables the tracking of reach and frequency which not all Return Path Data services can do." (Source: Kantar Media Audiences)

Personal Data Aggregators

CIMM DEFINITION: Those companies that mine, process, gather and collect personal information attached to an individual. It is said that aggregating this data will enable anonymization of identifiable data points to individuals.

PII abbr Personally Identifiable Information

CIMM DEFINITION: Data that can be used to identify a specific individual. This includes names, addresses, email addresses, phone numbers, among others. There are various processes to anonymize PII that are used in audience targeting and tracking. (Source: MAGNA Global)

2 : Personally Identifiable Information; digital information that can be used, on its own or together with other information, to track back actions to a specific, known individual. (Source: Tubemogul)



Personal Identifiable Information (PII) Ingestion

See also: Anonymization

CIMM DEFINITION: The ability to accumulate and aggregate hashed or encrypted personal identity information as part of the Set-Top Box data and measurement processing.

PIN abbr Personal Identification Number

See also: Password

CIMM DEFINITION: A group of numbers which allow a unique user access to a secured Web site and/or a secure area of a Web site. (Source: IAB)

PIV abbr Personal Identity Verification

See also: Authentication

CIMM DEFINITION: Accumulated data that are used to help identify consumers, users or viewers to verify the legitimacy of the data and overcome fraud.

PII abbr Personally Identifiable Information

See also: Anonymization, De-identify

CIMM DEFINITION: Information that reveals the identity of an individual subscriber, either alone or in combination with other information.

- 2 : "Any piece of information which can be used independently or with other sources to uniquely identify an individual." (Source: Nielsen)
- 3: "Any information about an individual maintained by an agency, including (1) any information that can be used to distinguish or trace an individual's identity, such as name, social security number, date and place of birth, mother's maiden name, or biometric records and (2) any other information that is linked or linkable to an individual such as medical, educational, financial and employment information." (Source: NIST, Guide to Protecting the Confidentiality of PII)
- 4 ; Refers to information such as an individual's name, mailing address, phone number or e-mail address. (Source: IAB)
- 5 : As used in information security, information that can be used on its own and/or with other information to identify, contact, or locate a single person, or to identify an individual in context. (Source: Mediamath)

PPM abbr Personal People Meter

CIMM DEFINITION: Hardware currently being tested by Arbitron. The PPM is a pagersized device that is worn by consumers throughout the day to automatically detect



inaudible codes that radio and television broadcasters and cable networks embed in the audio portion of their programming. (Source: TVB)

PVR abbr Personal Video Recorder

See also: Digital Video Recorder

CIMM DEFINITION: A consumer device which uses a hard disk drive to record television programs based on the user's preferences. Also provides pause of live television feature. Or a set of equipment that allows a user to timeshift television without removable media. (Source: CableLabs)

- 2: Older term for a DVR.
- 3 : Digital devices that use a hard drive instead of videotape as the recording medium. PVRs blend the features of a VCR with the programmability and storage of a computer. (Source: TVB)

PUT abbr **Persons Using Television**

CIMM DEFINITION: The percentage or delivery of viewers from a specific age and gender group who are using television at a certain time or day out of all available sets within that population.

- 2 : Individuals rating (Source: Kantar Media Audiences)
- 3 : A measurement of the total number of people in the target audience who are watching television for five minutes or longer during an average quarterhour. PUT is generally expressed as a percent. (Source: TVB)

Perspective

CIMM DEFINITION: The rules that determine the relative size of objects on a flat viewing surface to give the perception of depth. (Source: freeflyvr)

Per 30 Days

CIMM DEFINITION: In programmatic, a pricing method offered by some publishers, which gives advertisers a fixed rate for running their ad on a publisher's site for 30 days. (Source: Next.Srds.com)

Petabyte

CIMM DEFINITION: A unit of storage information equal to one quadrillion bytes, or 1024 terabytes. (Source: Wikipedia)



Phantom Vibration Syndrome

CIMM DEFINITION: Also known as Vibranxiety, it is the feeling of a mobile phone vibration on your person without any phone.

Phishing

See also: Smishing

CIMM DEFINITION: A form of fraud, usually sent via an electronic communication, that attempts to acquire personal information such as passwords, bank account numbers and credit card numbers by posing as a legitimate source, business or organization. The recipient is fooled into believing that the request is from a trustworthy source for an honest purpose.

Phong Shading

CIMM DEFINITION: A method for calculating the brightness of a surface pixel by linearly interpolating points on a polygon and using the cosine of the viewing angle. Produces realistic shading. (Source: freeflyvr)

Photo Realism

CIMM DEFINITION: An attempt to create realistic appearing images with great detail and texture. (Source: freeflyvr)

Picture In Picture

See also: Mosaic TV

CIMM DEFINITION: TV display in which one video source is embedded in a window overlaying the primary viewing source. (Source: Nielsen)

2 : Also referred to as Picture in Graphic when presented in interactive (UI) screens. (Source: TIVO)

Piggyback

CIMM DEFINITION: The back to back scheduling of two or more brand commercials of one advertiser in network or spot positions. (Source: TVB)

Piggybacking

CIMM DEFINITION: Tags that are chained together through a process called "piggybacking" enables tags to be appended to existing tags already in place on the website without making any changes to the page code. Piggybacking can add dozens of tags to a site and introduce services that the site owner may not be aware are on the site. (Source: Signal.co)



Piggyback Beacon

CIMM DEFINITION: A named code snippet returned to the browser when a user triggers another beacon it is associated with. (Source: OpenX)

Piggyback Pixel

CIMM DEFINITION :An image tag or code that redirects a user's browser to another pixel not directly placed on the publisher page. (Source: Mediamath)

Ping

CIMM DEFINITION: An electronic pulse sent to a Set-Top Box to garner data through the backchannel.

- 2: A computer network administration utility used to test whether a particular host is reachable across an Internet Protocol (IP) network and to measure the round-trip time for packets sent from the local host to a destination computer, including the local host's own interfaces. (Source: Wikipedia)
- 3: A network utility used to test whether a computing device is reachable via an Internet Protocol (IP) network, and measure round trip communication time. In practice, no other data is transmitted via "ping". (Source: FourthWall Media)

Pinterest

CIMM DEFINITION: A free online website service that requires registration to use and enables subscribers to upload, save, sort, and manage images—known as pins—and other media content (e.g., videos) through collections known as pinboards. It acts as a personalized media platform.

Pirate Radio

CIMM DEFINITION: The unlicensed broadcast of FM radio, AM radio, or short wave signals over a wide range often by amateurs and not in accordance with FCC regulations. In some cases radio stations are deemed legal where the signal is transmitted, but illegal where the signals are received—especially when the signals cross a national boundary.

Piracy

CIMM DEFINITION: The illegal copying, distribution, downloading, installing or other use of software, content or other licensed material without owning or paying for it.



Pitcher

See also: Catcher

CIMM DEFINITION: A hardware product that is used to distribute Video On-Demand assets to an MSO and / or aggregator. The Video On-Demand assets are sent to the catcher.

Pitch (VR)

CIMM DEFINITION: The angular displacement of the lateral axis about a horizontal axis perpendicular to the lateral axis. (Source: freeflyvr)

Pixel

See also: OLED, LCD, Resolution, Retina Display

CIMM DEFINITION: A pixel is a single point, or dot, in a digital photograph or on a mobile phone (or other) display. The number of pixels in an image or display that make up the X and Y axes are often referred to as the resolution. (Source: www.Mobileburn.com)

- 2 : A picture element (single illuminated dot) on a computer monitor. The metric used to indicate the size of Internet ads. (Source: IAB)
- 3 : Piece of code on a page that interacts with a user's cookies to track who the visitor was. (Source: Mediamath)
- 4 : A contraction of picture element, a pixel refers to a single point in a graphic. Ad units are typically measured in pixels, for example the default 468×60-sized banner. (Source: OpenX)
- 5: The smallest unit of measure for graphical elements in digital imagery, used as the standard unit of measure for ad creative (i.e. 300×250 pixels). Pixels may also represent x/y coordinates relevant to a given space, such as the browser window, an application workspace or the user's computer screen. (See also "Tracking Pixel") (Source: IAB)
- 6: In virtual reality, the smallest element of a display that can be adjusted in intensity. (Source: freeflyvr)

Pixel Based Tracking

CIMM DEFINITION: The process of using a 1X1 pixel transparent gif to track a visit or event on a webpage, to track ad impressions or to track opening for an email. On webpages, pixel tracking is an alternative to javascript tracking. Used in classic web analytics when javascript is not used or to complement, event tracking on webpage for analytics, conversion tracking by marketing vendors and affiliate platforms, for cookie pooling in retargeting, for opening measurement in email campaign. (Source: Signal.co)



Pixel Density

CIMM DEFINITION: The number of pixels displayed on the screen within an inch (pixels per inch or PPI) or within a centimeter (pixels per centimeter or PPCM). Screen pixel density varies by device with older monitors displaying 67 – 130 PPI. Mobile devices often exceed that at 300+ PPI. Pixel density of 163 PPI is referred to as pixel density of 1 according to the IAB. (Source: IAB)

Pixel Fire

CIMM DEFINITION: Also referred to as 'postback' or 'callback'. (Source: IAB Mobile App Marketing Glossary Working Group)

Pixel Implementation

CIMM DEFINITION: The act of placing a pixel in a strategic manner.

Pixel-Perfect

CIMM DEFINITION: The consideration of every detail, down to individual pixels, as opposed to designing things with all kinds of anti-aliasing and compression artifacts. (Source: Quora)

Pixel Placement

CIMM DEFINITION :Process by which pixels are placed within the HTML code of a given website.

Pixel Tag

See Also: Tracking Pixel Tag, 1x1 gif, Clear gif

CIMM DEFINITION: An embedded image similar to a Web Beacon.

Placement

See also: Screen Location, Position

CIMM DEFINITION: Where the ad is on the page, such as above the fold (ATF) or below the fold (BTF). This is also referred to as "screen location" or "position." (Source: OpenX)

Plaintext

See also: Ciphertext, Cleartext

CIMM DEFINITION: Ordinary, readable text that a sender wishes to transmit to a

receiver.



Planning

See also: Scheduling

CIMM DEFINITION: The process of deciding which type of media or program should be used in order to reach a client's target audience. Planning software systems are tools for pre- and post- buying, that proposes the network or program against the proposal criteria, provides analysis against media metrics — CPM / CPP, optimizes the network / program selection, tracks program performance against the metrics, and interfaces to the traffic and billing system for scheduling and billing.

Platform

CIMM DEFINITION: The type of computer or operating system on which a software application runs, e.g., Windows, Macintosh or Unix. (Source: IAB)

- 2 : The various device types a publisher has chosen to make its ad inventory available on. (Source: Next.Srds.com)
- 3: The movement in the marketing automation space for the creation of stacks of technology that solve many issues in one self-service platform: RTB, data management, tag management, brand protection. (Source: Mediamath)

P3P abbr Platform for Privacy Preferences Project

CIMM DEFINITION: A browser feature that will analyze privacy policies and allow a user to control their privacy needs. (Source: IAB)

Platform Provider

CIMM DEFINITION: Any supplier of subscription voice, video or data services typically a cable MSO, satellite operator or telecommunications company. (Source: Nielsen)

Platform Software

See also: Middleware

CIMM DEFINITION: Part of the computer architecture. Software (such as drivers, an operating system or firmware) that is required in order to run applications.

2: In the digital cable context, the emerging standard application platforms are EBIF, for all Set-Top Boxes, and Tru2way for Advanced Set-Top Boxes. (Source: FourthWall Media)

Platform (VR)

CIMM DEFINITION: Individual or shared virtual reality displays built into physical mockups of vehicles and other physical settings. (Source: freeflyvr)





Play

CIMM DEFINITION: A video, animation or audio control that enables a user to initiate (or avoid initiating) the video, animation or audio of an ad. (Source: IAB)

Playback

See also: Trick Play

CIMM DEFINITION: Part of Trick Play where pre-recorded content or video is viewed at the convenience of the viewer through the use of a recording device like a DVR.

NOTE - Issues on how to measure and what standards to apply. Is one second delay time shifted? What is the greatest delay in acceptable measurable playback (30 days)?

Playbourer

See also: Digital Sweatshop, Electronic Sweatshop, Gold Farming CIMM DEFINITION: A form of employment, possibly exploitative, where workers are hired to play online games and earn virtual goods that are then sold to other players who can better afford to pay for but cannot afford the time to play.

NOTE - "It is just like working in a factory, the only difference is that this is the virtual world," says Li Hua. "The working conditions are hard. We don't get weekends off and I only have one day free a month. But compared to other jobs it is good. I have no other skills and I enjoy playing sometimes." (Source: Guardian.co.uk)

Play For Pay

See also: Video On-Demand

CIMM DEFINITION: Where a viewer is compensated for viewing content or video.

Playlist

CIMM DEFINITION: In production, it relates to multiple content pieces being edited / stitched together to form one complete asset. Playlist is also a constructed compound asset consisting of at least one feature (possibly multiple features) and zero, one or more inserts played out in a specified sequence as if were a single asset. It is a logical (not physical) grouping of assets identified by metadata.

Plug-In

See also: Add-on

CIMM DEFINITION: A program application that can easily be installed and used as part of a Web browser. Once installed, plug-in applications are recognized by the browser and their function integrated into the main HTML file being presented. (Source: IAB)



Pod

See also: Commercial Pod

CIMM DEFINITION: A collection of non-programming content whether commercials, billboards, PSAs, etc., that are inserted as a block of seconds or minutes, before during or after a program.

2 : A group of commercials, promos or announcements contained in a television program break. (Source: Nielsen)

Pod Length

See also: Pod

CIMM DEFINITION: The duration of non-programming content that airs during a program break. (Source: Nielsen)

Pod Number

See also: Pod

CIMM DEFINITION: Where the commercial pod is located within an episode, program or time period.

2: The relative position of a pod within a given telecast. (Source: Nielsen)

Pod Position

See also: Pod

CIMM DEFINITION: The position of an individual advertisement within a certain commercial pod.

2: The sequential location of an individual commercial within a pod. (Source: Nielsen)

Pointcasting

See also: Narrowcasting

CIMM DEFINITION: Ability of marketer or advertiser to talk one-to-one with consumer or viewer. It is one-to-one narrowcasting.

Point of View

CIMM DEFINITION :Work slang for individual perspective on a given issue. (Source: Mediamath)

Point-to-Point

See also: Video On-Demand

CIMM DEFINITION: Communication connection between two end-points or nodes.





Polite File Load

CIMM DEFINITION: Withholding a portion of the total ad creative file size (besides any initial file load size) from loading on a page until publisher content has loaded. With the release of the Display Creative Guidelines in 2015, polite file load has been replaced by the "Host-initiated subload." (Source: IAB)

Polling (in Interactive Advertising)

See also: Advanced Advertising

CIMM DEFINITION: The ability of the viewer to access surveys via the television remote and register their opinion.

2: Refers to voting and polling activities via interactive applications in STBs (Source: Rentrak)

Polling (in STB or Household)

CIMM DEFINITION: The constant pinging of a Set-Top Box to determine signal readiness and quality.

Polygon

CIMM DEFINITION: A display element that consists of an area enclosed by a set of by a set of broken straight lines. (Source: freeflyvr)

Population

See also: Footprints

CIMM DEFINITION: A subset of a footprint or census where a group displays similar qualities or characteristics.

2 : Total count of households or persons within a defined geography or coverage area. (Source: Nielsen)

PDF abbr Portable Document Format

CIMM DEFINITION: A digital format developed by Adobe used primarily for distributing digital text files. Files with a .pdf extension can be viewed and printed consistently by anyone, regardless of platform. (Source: IAB)

Pop-Under Ad

CIMM DEFINITION: Ad that appears in a separate window beneath an open window. Pop-under ads are concealed until the top window is closed, moved, resized or minimized. (Source: IAB)



Pop-Up Ad

See also: Daughter Window

CIMM DEFINITION: An ad that appears in a separate window on top of content already on-screen. Similar to a daughter window, but without an associated banner. (Source: IAB)

- 2 : Any advertising experience where visiting a website in an initial browser window initiates a secondary browser window to deliver an ad impression directly above the initial browser window. (Source: IAB)
- 3 : Forms of online advertising intended to attract web traffic or capture email addresses. (Source: Tubemogul)

Pop-Up Transitional

CIMM DEFINITION: Initiates play in a separate ad window during the transition between content pages. Continues while content is simultaneously being rendered. (Source: IAB)

NOTE - Depending primarily on line-speed, play of a transitional ad may finish before or after content rendering is completed. (Source: IAB)

Portal

CIMM DEFINITION: A Web site that often serves as a starting point for a Web user's session. It typically provides services such as search, directory of Web sites, news, weather, e-mail, homepage space, stock quotes, sports news, entertainment, telephone directory information, area maps, and chat or message boards. (Source: IAB)

2 : Polygons or icons that a user can pass through in a virtual space to automatically load a new world or execute a user-defined function. A three-dimensional version of an interactive icon in multimedia. (Source: freeflyvr)

Portrait

CIMM DEFINITION: An IAB Rising Star ad unit template that uses up to three interactive modules chosen (by the ad designer) from a variety of modular application options in a 350×1050 pixel space. (Source: IAB)

Position

See also: Screen Location, Placement

CIMM DEFINITION: Where the ad is on the page, such as above the fold (ATF) or

below the fold (BTF). (Source: OpenX)



Position Sensor

CIMM DEFINITION: A tracking device that provides information about its location and/or orientation. (Source: freeflyvr)

Positional Tracking

See also: Head Tracking

CIMM DEFINITION: In virtual reality, refers to a headset's ability to recognize its exact spatial position, registering forward, backward, upward, downward, rightward, and leftward movements. (Source: Cynopsis)

NOTE - At the moment, mobile phone-based VR systems like the Samsung Gear VR and the Google Cardboard are not powerful enough for positional tracking (though some companies are trying to change that). A higher-end headset like the HTC Vive, which is powered by an advanced computer rather than a mobile phone, does have positional tracking capabilities. (Source: Cynopsis)

Position Trigger

CIMM DEFINITION: A hotspot, sensitive spot, or button that causes a change in the computer program when touched in some way. (Source: freeflyvr)

Positive Interaction Rate

CIMM DEFINITION: The number of positive interactions as a percentage of impressions Calculated by dividing the positive interactions by the total number of impressions. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Postback

CIMM DEFINITION: Also referred to as 'pixel fire' or 'callback' is a string of information that an advertiser sends to a network/agency/partner through a specific URL that contains information about the conversion or post-install event pertinent to the network for tracking, optimization or billing purposes. (Source: IAB Mobile App Marketing Glossary Working Group)

Post Buy Analysis

CIMM DEFINITION: An analysis of schedule performance after it runs; offers a means of measuring a media buy as run versus goal or original estimate of achievement. (Source: TVB)

Post Click

CIMM DEFINITION: Time after a user clicks on an ad. (Source: Mediamath)





Post Click Attribution

CIMM DEFINITION: Based on the general notion that the last advertising medium to persuade a consumer to click on an ad will receive credit for the entire sale. (Source: Mediamath)

Post Impression

CIMM DEFINITION: Time after a user has seen an ad. (Source: Mediamath)

Post Impression Attribution

CIMM DEFINITION: Similar term to Post View Attribution.

Posting

CIMM DEFINITION: An entry on a message board, blog, or other chronological online forum. (Source: IAB)

Post-install Event

CIMM DEFINITION: A Post-install Event is any action taken by the user after the user has installed the app. (Source: IAB Mobile App Marketing Glossary Working Group)

Post-roll

See also: Pre-Roll, Mid-Roll

CIMM DEFINITION: An ad that runs after a Video On-Demand.

- 2 : A form of online video ad placement where the advertisement is played after the content video plays. (Source: IAB)
- 3 : A linear video spot that appears after the video content completes. (Source: Mediamath)
- 4 : The streaming of a mobile advertising clip after a mobile TV/video clip. The mobile advert is usually 10-15 seconds. (Source: Tubemogul)

Post View

See also: Post Impression

CIMM DEFINITION: Time after having seen an ad. (Source: Mediamath)

Post View Attribution

CIMM DEFINITION: Refers to the situation in which a customer views an ad, then completes the goal action at a later time - this action will still be 'attributed' to the ad



itself, even though the viewer did not immediately take action after the impression. (Source: Mediamath)

Post View Test

CIMM DEFINITION: Test to gauge the after-the-fact effect of a user viewing an ad impression. (Source: Mediamath)

Potential

CIMM DEFINITION: The total number of people in a given geographical area who conform to a specific definition. Population potentials are derived from the latest census figures. (Source: Nielsen)

Pre-Bidding

See also: Advanced Bidding, Header Bidding, Holistic Yield Management, Tagless Bidding, Tagless Integration

CIMM DEFINITION: Enabling through negotiation to bid in advance of an auction, sometimes to obtain more favorable pricing or to shut out a competitor.

Pre-Caching

See also: Cache, Caching

CIMM DEFINITION: Storing advertising or content in a computer's RAM or hard disk memory before it is displayed on the user's screen, rather than at the time that it plays, to reduce delays in rendering. (Source: IAB)

Precision Targeting

CIMM DEFINITION: A highly focused form of consumer profiling, assessment and reach in order to deliver more relevant content or messaging to the potential customer.

Preemption

CIMM DEFINITION: An omission of an announcement from a previously confirmed broadcast schedule; the advertiser is either offered a makegood or takes a credit. (Source: TVB)

Preferred Look Market

See also: Private Market, Programmatic Guarantee Market, Direct Order Campaign, Open Market

CIMM DEFINITION: A marketplace of programmatic buying and selling that enables buyers to gain a "first look" at all available inventory.



Premium Exchange

See also: Premium Marketplace

CIMM DEFINITION: An exchange with only "premium" inventory supply. Offers all of the automation of an Open Exchange and none of the manual work of PMPs with only "premium" supply sources. Buyers often get first-look privilege with the supply sources that they bring on board and they're designed to avoid the more manual workflow of PMPs — no deal negotiations, advertiser approvals, etc. (Source: adtechdaily)

NOTE - Premium Exchanges make sense whenever you want to augment reach and frequency to the open market without sacrificing quality. Premium Exchanges are structured in a more automated fashion than PMPs (no manual workflow) and can also be more cost effective. (Source: adtechdaily)

Premium Inventory

CIMM DEFINITION: Ad space on a site that a publisher has deemed higher-quality, and subsequently attempts to sell it at a higher price. Inventory could be deemed premium because it's above-the-fold, on a popular section of the site or for other reasons. Historically, this inventory was sold through the publisher's direct sales team, though now, it's also being sold more often on direct guaranteed platforms. (Source: Next.Srds.com)

2 : Also known as guaranteed inventory, this is publisher inventory made available through direct channels. (Source: Mediamath)

Premium Marketplace

CIMM DEFINITION: Similar term to Premium Exchange.

Premium On-Demand

See also: Subscription On-Demand

CIMM DEFINITION: Preferred consumer term for impulse viewing of a selection of programming with full pause, fast forward and rewind functionality for a flat monthly charge.

Premium Remnant

CIMM DEFINITION: An oxymoron that describes advertising inventory that is essentially remnant (unsold or unsellable) but purchase through programmatic means, that is, auctioning and automation.

Pre-roll

See also: Post-Roll, Mid-Roll

CIMM DEFINITION: An ad that runs before a Video On-Demand.





- 2 : A form of online video ad placement where the advertisement is played before the content video plays. (Source: IAB)
- 3 : An in-stream video ad that occurs before the video content the user has requested. (Source: Mediamath)
- 4 : A video advertisement that appears directly preceding an online video. Common formats include :15, :30 and :60 lengths. (Source: Tubemogul)

Presence

CIMM DEFINITION: A feeling of being immersed in an environment, able to interact with object there. A defining characteristic of a virtual reality system. (Source: freeflyvr)

- 2: If virtual reality strives to takes users and immerse them in new environments, presence is what's achieved when that happens. It is when users feel like they're there, wherever "there" is. (Source: TechRepublic)
- 3 : In virtual reality, it refers to a user's perception of being physically present in a virtual world a state of consciousness where the VR experience appears and feels real. If you've designed a virtual reality experience that elicits a true sense of presence in users, it's safe to say you've done your job well. (Source: Cynopsis)

PGP abbr **Pretty Good Privacy Encryption**

See also: Anonymization

CIMM DEFINITION: Software that offers authentication and the ability to encrypt and decrypt data points.

Preview

CIMM DEFINITION: A Preview is something that a content provider produces to promote a particular piece of content. Previews are usually: 30 seconds to 1 minute long, and are most often excerpted from Trailer material provided by the studios for that asset.

Price Discrimination

CIMM DEFINITION: Within a Pay What You Wish pricing model, when there is a perceived different in price value among potential users or subscribers. For those with a perceived higher valuation, these potential users could pay more for a product or service.



Price Floor

CIMM DEFINITION : The lowest price a seller will accept for impressions. (Source: <u>Hubspot</u>)

Pricing

CIMM DEFINITION: The rate and pricing model the content provider or publisher accepts for a specific ad unit.

Pricing Control

CIMM DEFINITION: A tool for the creation and management of pricing, whether the implementation of the lowest acceptable price (a price floor) or the highest acceptable price (a price ceiling).

Pricing Model

CIMM DEFINITION: The process of assigning a cost value to a line item or piece of inventory. Models can include cost per thousand (CPM) or cost per click (CPC), for example.

Primary Merit Action

CIMM DEFINITION: The primary action by which the success of a given campaign is primarily measured. (Source: Mediamath)

Private Access

CIMM DEFINITION: Refers to a section or interface in TubeMogul's inventory marketplace where advertisers can negotiate private deals with premium inventory providers or upload their own pre-negotiated inventory streams into the TubeMogul platform. (Source: Tubemogul)

Private Auction

CIMM DEFINITION: Similar to Private Marketplace.

Private Exchange

CIMM DEFINITION: Similar to Private Marketplace. A publisher-owned ad exchange through which media buyers can purchase impression-level inventory, often in real time. As the name implies, private exchanges are private in the sense that publishers can choose which media buyers, agencies or other inventory providers they invite to access their inventory. Oftentimes, publishers use a supply-side platform (SSP) to power their private ad exchange. (Source: Mediamath)



PMP abbr Private Marketplace

See also: Private Auction, Private Exchange, Closed Auction
CIMM DEFINITION: Private marketplace is a type of programmatic advertising market.
It refers to an RTB, invitation-only, auction environment for digital advertising that leverages publishers' online ad inventory, typically to a select number of advertisers.
Inventory is bought and sold at an impression level and it is a one-on-one deal between publisher and buyer, facilitated through a private marketplace such as Rubicon Project. It also allows publishers to monetize their inventory more efficiently and place rules around who can purchase impressions. (Source: Next.Srds.com)

- 2 : Characterized by one-one and one-many type transactions. Usually operated by one or a few large enterprises and is open to the enterprises(s)' strategic trading partners along its entire supply chain. (Source: Mediamath)
- 3: Where either one or a small handful of media owners offer inventory via programmatic methods but with either limited invites for specific brands or pre-arranged pricing. (Source: MAGNA Global)
- 4: The inventory transaction is within an auction environment but the buyers need to be approved by the publisher and there is typically pre-negotiated pricing (i.e. a CPM floor). Prioritization is typically one level above the open auction and there's manual workflow involved in setting up a PMP. The terms of the deal must be negotiated between the buyer and seller (CPM floors, placements, etc.) and the advertiser must be approved. When this happens a unique identifier that represents the terms of the agreement between the buyer and seller (the Deal ID) is generated to represent the deal. This offers the benefits of high-value placements, access before the inventory hits the Open Exchanges and the opportunity to gain additional reach (access to users who might not be found across the Open Exchanges). Also offers exclusive and/or "premium" access at a lower price than one would get with Programmatic Guaranteed. (Source: adtechdaily)

Private Marketplace Exchange

CIMM DEFINITION: A way for online publishers to sell their excess display advertising space while maintaining control over their ad inventory and prices. These networks cut out the middleman, allowing advertisers to buy unsold inventory directly from premium publishers. Also known as Private Ad Exchanges or Private Ad Networks. (Source: Mediamath)

Private Transaction

CIMM DEFINITION: Transaction between one buyer and one seller where each is known to the other. (Source: MAGNA Global)



Privacy Compliant

CIMM DEFINITION: A company's accordance with established personal information protection guidelines, specifications or legislation. Privacy compliance has become a prevalent business concern due to an increasing number of regulations designed to protect unauthorized access to personally identifiable information. (Source: TechTarget)

Privacy By Design

CIMM DEFINITION: Building in a concern for consumer privacy from the start of a venture whether expressly required or not.

PLI abbr Privacy Leadership Initiative

CIMM DEFINITION: A partnership of CEOs from 15 corporations and 9 business associations using research to create a climate of trust that will accelerate acceptance of the Internet and the emerging Information Economy, both online and offline, as a safe and secure marketplace. (Source: IAB)

Privacy Policy

CIMM DEFINITION: A statement about what information is being collected; how the information being collected is being used; how an individual can access his/her own data collected; how the individual can opt-out; and what security measures are being taken by the parties collecting the data. (Source: IAB)

Privacy Seal Program

CIMM DEFINITION: A program that certifies the Web site owner complies with the site's proposed policy. Examples include TRUSTe and BBBOnline. (Source: IAB)

Private Cloud

See also: Hybrid Cloud, Cloud, Private Cloud, Virtual Private Cloud CIMM DEFINITION: A proprietary network or a data center that supplies hosted services to a limited number of people. (Source: searchcloudcomputing.techtarget.com)

Private Exchange

CIMM DEFINITION: Where publishers can control what advertisers buy their inventory and prevent the reselling of their impressions. (Source: Hubspot)

Private Market

See also: Preferred Look Market, Programmatic Guarantee Market, Direct Order Campaign, Open Market



CIMM DEFINITION: Similar to a Private Exchange where pre-selected or preauthorized advertisers can participate in a specific publisher's programmatic marketplace.

Privileged Credentials or Identities

CIMM DEFINITION: Logins to systems and software that enables unrestricted access to a privileged class of users (such as IT personnel) to view and change data, alter configuration settings and run programs, databases, middleware and other applications involving sensitive information and computing resources.

PIM abbr Privileged Identity Management

CIMM DEFINITION: Elevated permissions, such as software use special passwords that go beyond individual user credentials, that monitor and protect superuser accounts (such as IT personnel) in an organization's IT environment.

Probabilistic Identification

CIMM DEFINITION: Using an algorithm that combines non-personally identifiable information to associate devices with an individual user for the purpose of identifying a user across all devices through which they access content. (Source: MAGNA Global)

Probability Based Sample

CIMM DEFINITION: A random selection method to create a sample that best replicates the greater census. Each selection in the sample must have the same probability of being chosen for sample selection. (Source: SocialResearchMethods.net)

Processing

CIMM DEFINITION: To operate on computer data or other information through the use of a computer program.

Processing Power

CIMM DEFINITION: The speed, ability and extent of a computer to process data and other information. Often called CPU.

Processing Speed

CIMM DEFINITION: The speed by which a computer can process data and other information.



Product Trials

CIMM DEFINITION: Clickable overlays or enhancements that allow viewers to opt-in to product trials, test drives or other activities.

Profiling

CIMM DEFINITION: The practice of tracking information about consumers' interests by monitoring their movements online. This can be done without using any personal information, but simply by analyzing the content, URL's, and other information about a user's browsing path/click-stream. (Source: IAB)

Process Audit

See also: Audit

CIMM DEFINITION: The third party validation of internal control processes associated with measurement. (Source: IAB)

Profiling

CIMM DEFINITION: The practice of tracking information about consumers' interests by monitoring their movements online. Can be done without using any personal information, but simply by analyzing the content, URLs, and other information about a user's browsing path/click-stream. (Source: Mediamath)

Program

CIMM DEFINITION: Time between the As-Run start time and As-Run end time of the program block. Program is defined as both programming and commercial spot seconds within an episode. (Source: TIVO)

Program Codes

See also: Ad-ID, Data About Data, Digital Watermarking, Metadata, Program IDs, Watermark

CIMM DEFINITION: Unique identifiers in the audio and video signals that are added to programming and ads that make them easier to track and measure. Also Program IDs.

Program CPM

CIMM DEFINITION: The cost of reaching 1000 impressions of a certain marketing target or audience for the program being measured.

2 : Shows the cost per 1000 impressions total and / or target for the program using the cost data specified by the client or the cost data for the program in this channel / time interval. (Source: TRA)



Program Guide

See also: Interactive Program Guide

CIMM DEFINITION: Program Guide generically means a guide to TV shows, which used to be primarily in print.

Program IDs

See also: Ad-ID, Data About Data, Digital Watermarking, Metadata, Program Codes, Watermark

CIMM DEFINITION: Unique identifiers in the audio and video signals that are added to programming and ads that make them easier to track and measure.

Programmatic

See also: Advanced TV

CIMM DEFINITION: TV inventory planned, bought and sold on impressions using system automation with the use of advanced audience data, facilitating value and operational efficiency for both the buy and sell side. (Source: GABBCON, Global Audience Based Business Conference)

Programmatic A/B Testing

CIMM DEFINITION: Automation of testing of different versions of an advertisement to determine the highest performing ads and to remove ineffective versions. (Source: Hubspot)

Programmatic Ad Buying

CIMM DEFINITION: The use of software to purchase digital advertising, as opposed to the traditional process that involves RFPs, human negotiations and manual insertion orders. (Source: Tubemogul)

Programmatic Advertising

CIMM DEFINITION: Refers to the automation of buying and selling digital media. Advertisers use programmatic technology to more efficiently buy or bid on digital ad inventory, with less (and sometimes no) direct communication with people. It reduces much of the manual back and forth that come with the middle steps of buying and selling, including IOs. (Source: Next.Srds.com)

Programmatic Attribution

CIMM DEFINITION: Using automated methods to understand which combination of marketing contact points are contributing to a goal and using this information to optimize the campaign and reallocate budget. (Source: Hubspot)



Programmatic Buying

CIMM DEFINITION: Buying through automated means; for example by setting up a campaign in an RTB exchange or other automated system. This is opposed to more manual buys where you are in contact with a sales team, or other 'offline' mechanism. (Source: Mediamath)

2: The buying and selling of ad inventory in an automated fashion. In the context of this report, it encompasses both RTB and non-RTB methods. (Source: MAGNA Global)

Programmatic Creative

CIMM DEFINITION: Gives buyers the ability to create separate creative and copy which are then matched programmatically to find the most effective combination. (Source: Hubspot)

Programmatic Direct

Automated Guaranteed, Programmatic Premium, Programmatic Guarantee, Programmatic Reserved

CIMM DEFINITION: Allows buying and selling of media through a web interface. This allows advertisers to automate direct buys. (Source: Hubspot)

- 2 : A generic term for non-RTB programmatic transactions that is being replaced by more specific terms as non-RTB technology matures. (Source: MAGNA Global)
- 3 : An ad-buying process that provides automation of guaranteed deals. (Unlike programmatic real-time bidding, there is no auction, and no need to bid.) With programmatic direct, inventory availability and price are made directly available to buyers. The transaction phase of a direct sale is automated, and campaign delivery is automated through integration with a publisher's ad server. (Source: Cynopsis)
- 4 : An ad buy done directly between a publisher and advertiser through automated programmatic ad-buying systems. (Source: Tubemogul)

Programmatic Guarantee Via the Deal ID

See also: Automated Guaranteed, Programmatic Premium, Programmatic Direct, Programmatic Reserved

CIMM DEFINITION: A form of programmatic buying and selling that is essentially a quaranteed deal.

NOTE - Publishers and buyers negotiate a fixed price for a reserved inventory. In the RTB platform, the publisher links a deal to a reserved inventory. This solution can only be implemented in a holistic platform like Smart RTB+ as the publisher has the full vision on what he sold directly through the traditional ad server and programmatic performances. It is the first level because the transaction is processed with a solution



initially designed for real time bidding but pushed to its limits to support "direct sales". (Source: blog.smartadserver.com)

Programmatic Guarantee Via API of Publishers' Ad Servers

See also: Automated Guaranteed, Programmatic Premium, Programmatic Direct, Programmatic Reserved

CIMM DEFINITION: The programmatic automation of direct sales based on publishers ad servers' API.

NOTE - IAB members set a standard: OpenDirect, in order to standardize these API and accelerate the development of these technologies. Publishers can then package and market their inventories with guaranteed volume. Within a buying interface, buyers can directly access publishers packaged inventories. In the same way as with an ecommerce website, they can search and filter throughout publishers offers according to their desired criteria: site, format, device, targeting, pricing, etc. They can then benefit from publishers ad server capabilities to check available inventory, send booking request, traffic the campaign and access reports, all that from a single interface. On their side, publishers can accept or refuse booking requests, validate creative files and even propose discounted price. They keep control on their inventory while leveraging additional sales. (Source: blog.smartadserver.com)

Programmatic Guarantee Market

See also: Private Market, Preferred Look Market, Direct Order Campaign, Open Market CIMM DEFINITION: Inventory not bought programmatically but executed in the cloud.

2 : Sellers and buyers negotiate a buy with a set price and run date completed outside of an auction. (Source: Hubspot)

NOTE - It's never an auction environment. Prioritization is typically at the highest level - the same as other direct deals and/or sponsorships. This probably doesn't sound much like programmatic advertising but typically the RFP process is automated. Programmatic Guaranteed matters whenever you're focused on strict brand safety, inventory control, high-value placements, etc. (Source: adtechdaily)

Programmatic Non-Reserved

CIMM DEFINITION: A typical automated buy, similar to an open auction, in which relatively anyone can bid to buy ad space that is for sale. (Source: Tubemogul)

Programmatic Partner

CIMM DEFINITION: Ad tech companies that have entered into a business relationship with a company in the programmatic buying and selling media space.



Programmatic Premium

See also: Automated Guaranteed, Programmatic Guarantee, Programmatic Direct, Programmatic Reserved

CIMM DEFINITION: Technologies that increase the efficiency of buying and selling premium advertising. Others think programmatic premium suggests a focus on exchange, trading desk or marketplace executions.

2 : Automated access points to a publisher's inventory where the publisher is getting paid more because the advertiser is getting more value – viewability, preferential treatment or 'premium placement. (Source: QuadrantOne)

Program Pricing

CIMM DEFINITION: The pricing strategy for content. Set initial price based on recent demand for same or similar programs and then track sales and demand for each episode of each program into the future. Regularly adjust program prices to ensure programs are not under-utilized or sold too cheaply. (Source: Nielsen)

Programmatic Reserved

See also: Automated Guaranteed, Programmatic Guarantee, Programmatic Direct,

Programmatic Premium

CIMM DEFINITION: Same term as Programmatic Premium.

Programmatic Selling

CIMM DEFINITION: The practice of using a DSP to automate the sale of media assets.

(Source: Mediamath)

PTV abbr Programmatic TV

CIMM DEFINITION: A technology that enables brands and agencies to buy TV ads programmatically – using software. (Source: Tubemogul)

Programmatic Trading

CIMM DEFINITION: The practice of fully automating both the buying and selling of online media so that machines are talking to machines with no human intervention. (Source: Mediamath)

Programmatic Universe

CIMM DEFINITION: Total banner display spend plus total video spend. (Source: MAGNA Global)



Program Percentage %

CIMM DEFINITION: A Kantar metric - Total duration of program time as a percentage of total (program + commercial) time. (Source: Kantar Media Audiences)

Program Rating

See also: Rating

CIMM DEFINITION: The percent of viewers or homes who viewed a program in a certain time period for a certain length of time out of the entire universe of homes or viewers.

- 2: The average number of units that viewed the program in which the spot aired expressed as a percent of the designated universe. (Source: Kantar Media Audiences)
- 3: Program rating defines the average per-second audience for the specified program. Rating is calculated as the total tuned seconds divided by the total possible tuned seconds for the content and time period specified. (Source: TRA)
- 4: TIVO reports Average Program Second level Ratings for all programs on 112 networks. Program ratings defined as the average program second. Rating is calculated as the total viewed seconds divided by the duration of the specified period times multiplied by the in-tab. (Source: TIVO)

Progress Bar

CIMM DEFINITION: A video or animation control that shows users the progression of the video or animation in relation to its total duration. (Source: IAB)

Progressive Editing

See also: STB on / TV off

CIMM DEFINITION: SOSO (STB on / TV off) guidelines that do not require a specific channel knowledge and could, only on the basis of available STB data, determine when a STB statement requires capping and by how much. Progressive editing levels are proportional to the length of the raw viewing statement. The longer the viewing session is, the greater the probability it will be edited. (Source: Kantar Media Audiences)

Progressive Load Video

CIMM DEFINITION: A distribution method for serving video files in which the video file downloads progressively into the cache of a user's computer, much the same way images and other content elements are downloaded. HTML5 files use progressive download for video files, but streaming methods can be simulated using adaptive bit streaming technologies such as HLS and MPEG-DASH. (Source: IAB)



Project Beetlejuice

See also: Juicers

CIMM DEFINITION: A Netflix research initiative that pays individual respondents to view content (both movies and TV series) and choose their favorite still images and videos to help in content curation by subscribers.

Projection

See also: Weighting

CIMM DEFINITION: An estimate. A statistical application in which a sample's characteristics are modeled to match the overall population or universe to make it more accurate.

Projection Television

CIMM DEFINITION: Large screen sets, now mostly HDTV. Includes front and rear projection televisions.

Promoted Tweet Carousel

CIMM DEFINITION: A new ad unit enabling brands to compile up to twenty of their tweets (including their ads) into one slideshow format that users can swipe through. Photos and videos can both be used. Brands can even use tweets from regular users – but only if they get explicit permission. (Source: Cynopsis)

Propagation

CIMM DEFINITION: The process of moving assets throughout an MSO. For example, an MSO may receive and asset at a single site, then it push or propagate the assets throughout the geography (a DMA for example) to other head ends within its system.

PIV abbr Proportion of Viewers Viewing

See also: Viewers Per Thousand Viewing Households

CIMM DEFINITION: The proportion that a specific audience watches of a channel, network, time period or any video content out of an average 1000 homes.

Prospecting

See also: Exchanged Bid Management

CIMM DEFINITION: Basic bid strategy by which ads are served to a general group of users in order to determine which end users will convert best. (Source: Mediamath)



Protocol

See also: Transmission Control Protocol, Internet Protocol Address
CIMM DEFINITION: In information technology, a protocol is the special set of rules that
end points in a telecommunication connection use when they communicate. Protocols
specify interactions between the communicating entities. (Source:
searchnetworking.techtarget.com)

2 : A uniform set of rules that enable two devices to connect and transmit data to one another. Protocols determine how data are transmitted between computing devices and over networks. They define issues such as error control and data compression methods. The protocol determines the following: type of error checking to be used, data compression method (if any), how the sending device will indicate that it has finished a message and how the receiving device will indicate that it has received the message. Internet protocols include TCP/IP (Transfer Control Protocol/Internet Protocol), HTTP (Hypertext Transfer Protocol), FTP (File Transfer Protocol), and SMTP (Simple Mail Transfer Protocol). (Source: IAB)

Providers

CIMM DEFINITION: Set-Top Box data providers are the companies - usually MSO, Satellites and Telcos - who are the origination point of the data collection cycle. For consumers and viewers it is the generic term for the companies - usually MSO operators, Satellites and Telcos - who provide the Set-Top Box, Modem and transmission service of content to the home.

Proxy Bid

CIMM DEFINITION: An implementation of an English second-price auction used on eBay, in which the winning bidder pays the price of the second-highest bid plus a defined increment. It differs from a Vickrey auction in that bids are not sealed; the "current highest bid" (defined as second-highest bid plus bid increment) is always displayed. (Source: Wikipedia)

NOTE - When you win the auction with proxy bidding you pay only the lowest possible winning bid, which may not necessarily be your maximum bid. (Source: Sedo)

Proxy Servers

CIMM DEFINITION: Intermediaries between end users and Web sites such as ISPs, commercial online services, and corporate networks. Proxy servers hold the most commonly and recently used content from the Web for users in order to provide quicker access and to increase server security. (Source: IAB)



Psychographics

CIMM DEFINITION: Audience analysis on the basis of psychological factors such as lifestyles, values, and interests and how they affect purchase behavior. (Source: TVB)

Public Cloud

See also: Hybrid Cloud, Cloud, Private Cloud, Virtual Private Cloud CIMM DEFINITION: A cloud computing service that sells its cloud services to anyone on the Internet. (Source: searchcloudcomputing.techtarget.com)

PSA *abbr* **Public Service Announcements**

CIMM DEFINITION: Ad messages in the public interest disseminated by the media without charge, with the objective of raising awareness, changing public attitudes and behavior towards a social issue. (Source: Wikipedia)

Publisher

CIMM DEFINITION: An individual or organization that prepares, issues, and disseminates content for public distribution or sale via one or more media. Push advertising - pro-active, partial screen, dynamic advertisement which comes in various formats. (Source: IAB)

2 : Any website that produces content and sells advertising inventory. Company/organization that owns/has access to online real estate, upon which it publishes ads to make money. (Source: Mediamath)

Pulling

See also: Back Channel

CIMM DEFINITION: Opposite of "pushing" out content or signals from the operator to the viewer. Advanced Set-Top Boxes can also "pull" data such as usage and viewership from the home or Set-Top Box back to the headend and operator. Back Channels give the capability of both pushing and pulling data and content.

NOTE - Not all boxes pull data and have back channel. Missing viewership for measurement purposes.

Pump

CIMM DEFINITION: The VOD pump is the server which streams video to the viewer on request.



Purchase Data

CIMM DEFINITION: The information collected about consumer spending habits, often in dollars, used to help track ROI and advertising campaign efficiency and success.

PRPs abbr Purchaser Rating Points

CIMM DEFINITION: Gross Rating Points among the chosen purchaser target. (Source: TRA, registered term)

Pure Program Rating

See also: Rating

CIMM DEFINITION: A program content rating excluding any non-programming elements such as commercials, billboards and PSAs. The percent of viewing to the programming content only out of all sets or homes in the universe (or footprint or population or census or sample) with non-programming content excluded.

2: Time between the As-Run start time and As-Run end time of the program block, excluding non-program content. Rating of program seconds only, excluding commercial seconds. Pure Program is defined as just the program content or program seconds of an episode. Spot, PSA and Promo seconds are excluded. (Source: TIVO)

Purple Cow

CIMM DEFINITION: A marketing concept developed by marketer and entrepreneur Seth Godin that states that companies must build things that standout, are really different and are worth noticing right into their products or services.

Pushdown

CIMM DEFINITION: An IAB Rising Star ad unit template designed for rich interaction in a space similar to, but larger than, an expanding leaderboard, with initial dimensions of 970×90 pixels and expanded dimensions of 970×415 pixels. When the ad is expanded, it "pushes" page content down rather than displaying over the top of page content as most expandable ads do. (Source: IAB)

Pushdown Ad

CIMM DEFINITION: An ad on a site that moves all content on a page lower in order to create additional space for an ad unit, diminishing the viewer's experience.



Pushing

See also: Back Channel

CIMM DEFINITION: Opposite of "pulling" in viewer information and usage. "Pushing" out content can take place on any type of Set-Top Box - advanced or not, It is the delivery of content through the Set-Top Box to the home or viewer.

pwn

CIMM DEFINTION: Script kiddie jargon meaning to compromise or control another computer (server or PC), web site, gateway device, or application. It is synonymous with one of the definitions of hacking or cracking. (Source: Wikipedia)

2 : A leetspeak slang term derived from the verb own, as meaning to appropriate or to conquer to gain ownership. The term implies domination or humiliation of a rival, used primarily in the Internet-based video game culture to taunt an opponent who has just been soundly defeated. (Source: Wikipedia)

Q -----

Qip Boxes

See also: QAM, Internet Protocol

CIMM DEFINITION: A hybrid Set-Top Box from Motorola that offers QAM and IP at the same time and connects through the internet.

QAM *abbr* **Quadrature Amplitude Modulation**

CIMM DEFINITION: CIMM DEFINITION – A method of modulating digital signals onto a radio-frequency carrier signal involving both amplitude and phase coding. A modulation scheme used by telecommunications providers. More advanced modulation offers increased capacity (e.g., 256 QAM offers greater capacity/transmission speeds than 64 QAM). (Source: Definition currently under review by CableLabs)

2: The format by which digital cable channels are encoded and transmitted via cable television providers. QAM tuners can be likened to the cable equivalent of an ATSC tuner which is required to receive over-the-air (OTA) digital channels broadcast by local television stations; many new cable-ready digital televisions support both of these standards. (Source: Wikipedia)

Quality Assurance

CIMM DEFINITION: Term used to describe the pages on the client site that lead into the final goal page. (Source: Mediamath)



Quality Discrimination

See also: Versioning

CIMM DEFINITION: The process by which consumers self direct themselves into categories based on preferences or behaviors. For example, consumers who are willing to pay more for a product versus those who are more price conscious.

Quality Index

See also: Ad Quality Score

CIMM DEFINITION: Yahoo's term for an Ad Quality Score.

QAM Tuner

See also: Bandwidth Optimization, Switched Digital Video

CIMM DEFINITION: A device in some digital televisions or other devices that enables direct reception of any unscrambled digital cable channels with the use of a Set-Top Box. QAM stands for quadrature amplitude modulation, the format by which digital cable channels are encoded and transmitted via cable television providers. QAM that uses 6 MHz bandwidth carries 38.47 Mbp/s @256QAM (Source: Wikipedia)

QuadrantONE

CIMM DEFINITION: A failed joint venture of newspaper companies The New York Times Co., Tribune Company, Hearst and Gannett that sought to pool inventory resources and capitalize on the programmatic selling opportunity for U.S. display advertising. Shut down in February 2013.

Quarter Hour Audience

CIMM DEFINITION: Individuals viewing a station at least five minutes in a specific 15minute period. (Source: TVB)

Queries per Second

CIMM DEFINITION: A common measure of the amount of search traffic an information retrieval system, such as a search engine or a database, receives during one second. (Source: Mediamath)

Query

CIMM DEFINITION: A request for information, usually to a search engine. (Source: IAB)



QR Codes abbr **Quick Response Codes**

See also: Bar Code, Google Goggles

CIMM DEFINITION: A two-dimensional matrix bar code that is used to identify products. It can store up to 4,296 alphanumeric or 7,089 numeric characters. Depending on the level of error correction applied, it can restore from seven to 30% of the missing data. (Source: PCMag)

Note - Created by Japanese Denso Wave, Inc. and standardized by ISO, Japanese Industrial Standard (JIS), JEIDA and AIM, QR codes are increasingly used to identify the URL of a company's Web site so that mobile phone users can photograph the code and retrieve information about the organization. Some companies have created billboard-sized QR codes for this purpose. To promote the use of its Android phone visual search application, in 2009, Google sent more than 100,000 custom-coded QR codes to U.S. establishments. It suggested they place the code in a prominent location for "mobile tagging." (Source: PCMag)

Quintiles of Viewing

CIMM DEFINITION: Five equal proportions of the population derived from a ranking of their time spent viewing over a period of time range from 'light'(Q1) through to 'heavy' (Q2) viewers. (Source: Nielsen)

R ------

R

CIMM DEFINITION: A free open source language used in Big Data statistical analysis. Used for statistical computing and graphics, it compiles and runs on a wide variety of UNIX platforms, Windows and MacOS.

Rack Mounting

CIMM DEFINITION: Part of a multiple server installation where computers must work together in close proximity.

NOTE - Rack mounting simply refers to the fact that the systems are placed in an equipment rack. (Source: Invidi)

RF abbr Radio Frequencies

CIMM DEFINITION: The frequencies of the electromagnetic spectrum associated with radio waves, rather than electricity, light, x-rays, gamma rays, or cosmic rays. (Source: computer.yourdictionary.com)



2: The term may also be used to contrast wireless transmission systems that do not require line of sight with those that do. For example, an RF remote control does not require line of sight to the device it is controlling. (Source: PCMag.com)

ROI abbr Radio on Internet

CIMM DEFINITION: Audio service transmitted via the internet.

Radiosity

CIMM DEFINITION: A diffuse illumination calculation system for graphics based on energy balancing that takes into account multiple reflections off many walls. (Source: freeflyvr)

Rain Fade

CIMM DEFINITION: The interference with satellite communications due to moisture and various forms of precipitation (such as rain or snow) in the signal path between end users or ground stations and the satellite being utilized. The effects are less pronounced on the lower frequency 'L' and 'C' bands, but can become quite severe on the higher frequency 'Ku' and 'Ka' band. (Source: Wikipedia)

RAM *abbr* **Random Access Memory**

CIMM DEFINITION: The type of memory that contains data, text or other information that is stored temporarily and can be over-written, modified or erased,

Ransomware

CIMM DEFINITION: A type of malicious software called malware that is covertly installed on a computer or website without the owners knowledge or intention. The malware then prevents or restricts access to the infected target – usually the computer system, data, files or other information - until a ransom, usually a sum of money, is paid to remove the restriction.

Rate Card

CIMM DEFINITION: The list of advertising prices and products and packages offered by a media company. (Source: IAB)

- 2 : In programmatic, a listing of the prices of advertising on a publisher's or seller's website. (Source: Hubspot)
- 3 : Publishers compile rate cards to list prices for advertising on their sites. Larger sites usually give rates on a CPM basis. Technical details regarding banner size and positioning may also be included. (Source: OpenX)





Rating

See also: Household Rating

CIMM DEFINITION: The percentage of a sample or population or a census that is tuned to a program, or during a time period or an ad or any piece of content out of the entire population or census. Types of ratings include household, Set-Top Box, program, dynamic viewer segment etc., as well as types of viewing whether "live," linear or playback.

- 2 : The audience tuned to a channel program or spot in a given time frame divided by the selected universe. This is not reach based. (Source: Kantar Media Audiences)
- 3: Rating defined as the average second viewed. It is calculated as the total viewed seconds divided by the duration of the specified period times multiplied by the In-Tab. Can be calculated by delay of viewing (live, near live, same day, within three days, within seven days) (Source: TIVO)
- 4 : A percentage of total households or population owning TVs who are tuned to a particular program or station at a specific time (e.g., a six rating for women 18-49 means 6 percent of all women 18-49 in the defined geographic area were viewing that station or program). (Source: TVB)
- NOTE Standardization What is "live" viewing? Nielsen uses twenty-five seconds of viewing while TIVO counts viewing within 5 seconds of the originating time.

NOTE - In order to gauge viewership, the boxes are "pulled" at a certain point in time. The channel that the box is turned to at that moment is the channel that gets credit for the viewership. Box pulls might be regarded as ratings (in the case of a partial footprint), delivery or perhaps a new metric?

NOTE – "If you don't have an element of time, you don't have rating. Ratings are much more about time than they are about the population. There has to be some element of 'average quarter hour' or 'average minute' or similar, or it's not a rating." (Source: Glenn Enoch, ESPN,)

Rating Points

See also: Rating

CIMM DEFINITION: The aggregated total of ratings, whether a gross rating point (GRP) or a Targeted Rating point (TRP).

- 2: The same as GRPs (Source: TRA)
- 3 : A value equal to one percent of a population or universe. (Source: TVB)



Ray Tracing

CIMM DEFINITION: A technique for displaying a three-dimensional object with shading and shadows by tracing light rays backward from the viewing position to the light source. (Source: freeflyvr)

Reach

See also: Unduplicated Audience, Cume

CIMM DEFINITION: The amount of unduplicated homes or audience, expressed either as a percentage or in thousands who have viewed or tuned at least once during a time period or program or any piece of content.

- 2 : Unique users that visited the site measured over the course of the reporting period, expressed as a percent of the universe for the demographic category. (Source: IAB)
- 3: The total number of unique users who will be served a given ad. Real time events that happen live at a particular moment. When one chats in a chat room, or sends an instant message, one is interacting in real time. (Source: IAB)
- 4: Unique users that visited the site over the course of the reporting period, expressed as a percent of the universe for the demographic category; also called unduplicated audience. The total number of unique users who will be served a given ad. (Source: Mediamath)
- 5 : The number of unduplicated households or people exposed to a program, group of programs, or an advertiser's schedule over a specific time period. Reach x Frequency = Gross Rating Points. (Source: TVB)

Reach %

See also: Cume %

CIMM DEFINITION: The percentage of unduplicated homes, Set-Top Boxes or viewers who have viewed or tuned at least once during a time period or program or any piece of content.

Reach (in thousands)

See also: Cume (in thousands)

CIMM DEFINITION: The total number of unduplicated homes, Set-Top Boxes or viewers who have viewed or tuned at least once during a time period or program or any piece of content.

3: The total number of people who have contacted at least once during a plan. An item is a daypart, program, spot. (Source: Kantar Media Audiences)



Reach and Frequency

CIMM DEFINITION: In Interactive measurement, it is the measurement of the unduplicated total visits as well as duration for the entry point and overall interactive experience. (Source: Kantar Media Services)

2: The number of different people who are exposed to an advertising message at least once while frequency is the number of times they have been exposed to the message. (Source: Mediamath)

Reach Extension

CIMM DEFINITION: Audience Extension. A process by which a publisher helps advertisers find more targeted audiences, besides the ones already visiting a publisher's owned and operated properties, on other sites. In this case, the publisher would be selling ad inventory on other sites to the marketer. (Source: Centro)

ROM *abbr* **Read Only Memory**

CIMM DEFINITION: The type of memory that contains permanently stored data that a processor can read but cannot modify.

RSS abbr Really Simple Syndication

CIMM DEFINITION: The process for publishing content on the Internet that facilitates distribution of that content flawlessly and easily into other environments or platforms.

RSS Readers

CIMM DEFINITION: Software programs or websites that enable users to subscribe to one or more RSS feeds, delivering content and information from multiple sources into a single user interface and environment. (Source: Mediamath)

Real-time

CIMM DEFINITION: Events, content, advertising or actions that happen live / in the moment.

RTB abbr Real Time Bidding

See also: Ad Exchanges

CIMM DEFINITION: A market exchange for advertising where online content owners and publishers auction off their ad inventory at an individual impression level and in real time. This has led to a rise in specialist network optimizers known as ad exchanges.

2 : Bidding system that enables offers for inventory, from multiple buyers, on an impression by impression basis creating a marketplace for advertisers to bring their own



audience/customer data to TV advertising. (Source: GABBCON, Global Audience Based Business Conference)

- 3: The buying and selling of ad impressions through ad exchanges and platforms. Price is determined by immediate demand. Real-time bidding works within milliseconds -- a person visits a website and their information is given to an ad exchange where an auction for that impression occurs. (Source: Hubspot)
- 4 : The process by which inventory requests are managed in a real-time environment. (Source: Mediamath)
- 5 : Refers to the auctioning of online inventory within an ad exchange. Buyers will bid for impressions based on the value of users, while sellers will set pricing floors and award impressions to the highest bidder. The auction process takes place within milliseconds, which is where the phrase "real-time" comes from. (Source: Cynopsis)
- 6: Where an impression is offered through an auction where bid price is the most important (but not only) characteristic used to select a winning buyer. (Source: MAGNA Global)

NOTE - In linear TV, this does not result in instant ads like in the digital marketplace. For linear TV, the ad delivery is subject to the cycle of a TV traffic system, most likely resulting in daily not-real time delivery. (Source: Cynopsis)

RTB abbr Real Time Buying

CIMM DEFINITION: The ability of ad inventory buyers to purchase ad time and space dynamically in real-time.

RTB abbr Real Time Bidding

CIMM DEFINITION: A form of programmatic buying where display ad inventory is bought by agencies and / or advertisers and sold by publishers through an online media exchange with auction pricing in real time. It takes place one ad impression at a time, sometimes in 1/3 of a second. RTB is impression-by-impression buying and valuation, with cost efficiency. (Source: Next.Srds.com)

- 2 : Auctioning online inventory within an ad exchange. Buyers bid for the impression based on the value of the user, whereas the seller sets pricing floors and awards the impression to the highest bidder. The auction process takes place in milliseconds, which is why the process is referred to as "real-time." (Source: OpenX)
- NOTE The targeting and metrics involved deliver advertisers greater granularity. However, much of RTB is done blindly without the buyer knowing who will be running ads on their site and vice versa. Another disadvantage is that much of the inventory that is sold is remnant. (Source: Next.Srds.com)



Real-time Customization

CIMM DEFINITION: It is the ability to customize an advertising campaign dynamically in real-time so it is more effective and impactful. (Source: Visible World)

RTG abbr Real-time Guaranteed

CIMM DEFINITION: A programmatic direct deal type that allows a buyer and a publisher to commit to a flexible guarantee for the purchase of inventory and a buyer-defined audience. (Source: OpenX)

Real-Time Imaging

CIMM DEFINITION: Graphics or images synchronized with real-world time and events. reality engine. A computer system for generating virtual objects and environments in response to user input, usually in real time. (Source: freeflyvr)

Real-time Selling Rule

CIMM DEFINITION: Enables Ad servers, Bidders, and SSP customers to specify what inventory is eligible for RTB buyers to purchase. Publishers can use this tool to set specific criteria for selling their inventory, such as: inventory targeting, floor price, and ad quality filters. (Source: OpenX)

NOTE - Called "OpenX Market Rule" for OpenX products. (Source: OpenX)

Real Time (VR)

CIMM DEFINITION: Action taking place with no perceptible or significant delay after the input that initiates the action. (Source: freeflyvr)

Reboot

See also: Outage

CIMM DEFINITION: A readjusting of the Set-Top Box where the box is turned off and then on to help recalibrate it. All data can be lost during a reboot.

Recency

CIMM DEFINITION: A concept forwarded by Irwin Ephron which held that ad impressions closest to the time of purchase are the most powerful. The concept of reaching consumers at the right time -- when they're in the market to buy -- was key, as opposed to simply reaching them often.

NOTE - Mr. Ephron would later liken frequency to crabgrass, theorizing that advertisers were helping spawn ad avoidance with plans that carelessly inundate the same people with the same ads over and over. (Source: AdAge)





Recency Capping

CIMM DEFINITION: The process by which an advertiser's message would be monitored and capped based on the last time the user had seen an impression from that campaign.

2 : A way to space out the showing of an ad over time. (Source: Mediamath)

Recently Telecast VOD

CIMM DEFINITION: VOD content that is identical to live linear telecast (including all national commercials and Nielsen watermarks). Viewing of content within 7 days of telecast credits to Nielsen linear telecast audience estimates. (Source: Nielsen)

Recorded Event

See also: Trick Play

CIMM DEFINITION : A piece of content that is or has been recorded and is available for

playback.

Rectangle

CIMM DEFINITION: 180x150 online ad unit.

Re-Direct

See also" Ad Serving, Latency

CIMM DEFINITION: When used in reference to online advertising, one server assigning an ad-serving or ad-targeting function to another server, often operated by a third company. For instance, a Web publisher's ad management server might re-direct to a third-party hired by an advertiser to distribute its ads to target customers; and then another re-direct to a "rich media" provider might also occur if streaming video were involved before the ad is finally delivered to the consumer. In some cases, the process of re-directs can produce latency. (Source: IAB)

Reference Data

CIMM DEFINITION: Information that may be associated with tuning event records during the enrichment process. An example would be program schedule data. (Source: MRC)

Referral Link

See also: Referring Page

CIMM DEFINITION: A referring page, or referral link is a place from which the user clicked to get to the current page. In other words, since a hyperlink connects one URL



to another, in clicking on a link the browser moves from the referring URL to the destination URL. Also known as source of a visit. (Source: IAB)

Referral Fees

CIMM DEFINITION: Fees paid by advertisers for delivering a qualified sales lead or purchase inquiry. (Source: IAB)

Referring Page

See also: Referral Link

CIMM DEFINITION: Another term for a Referral Link. (Source: IAB)

2 : The web page a visitor was viewing before clicking on a hyperlink and arriving at the current page. (Source: OpenX)

Refresh Rate

See also: Virtual Reality Refresh Rate

CIMM DEFINITION: In viewing a series of images, whether on TV, or online or in virtual reality, it is the rate of how fast those images get updated.

2 : The frequency with which an image is regenerated on a display surface. (Source: freeflyvr)

NOTE – In virtual reality, higher refresh rates cut down on lag, and cutting down on lag means there's less of a chance of getting sick. It also means more responsive experiences. You definitely want to be north of 60 frames per second. (Source: TechRepublic)

RBOC abbr Regional Bell Operating Companies

CIMM DEFINITION: The smaller, regional telephone companies (also known as Baby Bells) created as a result of the break up of AT&T Bell System.

NOTE - Fragmentation of the Telco market impacts measurement.

Registration

CIMM DEFINITION: A process for site visitors to enter information about themselves. Sites use registration data to enable or enhance targeting of content and ads. Registration can be required or voluntary. (Source: IAB)



Registration Funnel

See also: Conversions Funnel

CIMM DEFINITION: A technical term used in e-commerce operations to describe the track a consumer takes through an Internet advertising or search system, navigating an e-commerce website and finally converting to a sale. The metaphor of a funnel is to describe the decrease in numbers that occurs at each step of the process. (Source: Mediamath)

Registry

CIMM DEFINITION: A collection of user information for advertisers. A way of determining what information is being collected about a user, ostensibly giving the user the ability to opt-out.

Remarketing

CIMM DEFINITION: Bidding strategy whereby ads are 'remarketed' to users who fulfill a certain characteristic that makes them special (Have already seen an ad, have visited a website, etc.)

NOTE - The idea here is that users who recently clicked on an Amex ad are more likely to respond to another one, and in turn are more likely to convert. (Also known as retargeting) (Source: Mediamath)

Remnant Inventory

CIMM DEFINITION: Advertising inventory that a publisher is unable to sell. Often considered undesirable, it is typically then sold to a third party, discounted, or used for PSAs.

2 : Non-premium inventory that publishers often sell through channels other than their direct sales force such as networks, exchanges, DSPs, etc. (Source: Mediamath)

NOTE - To be sold, remnant inventory is usually offloaded to ad networks or blind, RTB exchanges. (Source: Next.Srds.com)

Remote Clicks

See also: Remote

CIMM DEFINITION: Also referred to as remote key presses, the action of pressing keys or buttons on the remote as part of the viewer usage whether to change a channel, use the DVR, turn the set or box on or off, etc. "Clicks" are often captured by the service provider to execute transactions (e.g., deliver Video On-Demand), to change channels or measure channel usage.



- 2: "The number of STB exposures in which the user interacted with an AdWidget via clicking at least one key on the Remote Control. Also called Total Remote Clicks." (Source: FourthWall Media)
- 3 : "A metric measuring engagement with interactive content or advertising enhancements." (Source: FourthWall Media)

NOTE - Not always available to the data processor and often not granular enough. Eventually need to standardize it and store the data.

Remote (Remote Control)

CIMM DEFINITION: A separate hand held device that is electronically connected to media equipment to help control utilization preferences (such as channel choice) from a certain distance.

- 2 : A device which issues commands to any other device (TV, STB, Stereo etc) enabling the user to control functionality from a distance. (Source: Nielsen)
- NOTE There is data in the Remote Control that can help with Set-Top Box on / TV off measurement, among other things.
- NOTE Data normally stored on STB, not remote. (Source: TIVO)
- NOTE Extant Remote Controls shipped used with Cisco and Motorola STBs do not store data. Also, the TV control signals sent by the remote to control the TV are filtered by the low-level IR drivers in the STB, and not accessible. (Source: FourthWall Media)

NOTE - The use of the on / off button on the remote is problematic since it acts as a toggle and is not the only way to turn on / off the set. It will be very easy to get out of sync using this button. (Source: Invidi)

Remote Key Presses

See also: Remote Clicks

CIMM DEFINITION: Also referred to as Remote Clicks, the action of pressing keys or buttons on the remote as part of the viewer usage whether to change a channel, use the DVR, turn the set or box on or off, etc. "Clicks" are often captured by the service provider to execute transactions (e.g., deliver Video On-Demand), to change channels or measure channel usage.

Repeater

CIMM DEFINITION: In digital communication systems, a device that receives a digital signal on an electromagnetic or optical transmission medium and regenerates the signal along the next leg of the medium. In electromagnetic media, repeaters overcome the





attenuation caused by free-space electromagnetic-field divergence or cable loss. A series of repeaters make possible the extension of a signal over a distance. (Source: searchnetworking.techtarget.com)

Repeat Visitor

CIMM DEFINITION: A unique visitor who has accessed a Web site more than once over a specific time period. (Source: IAB)

Rep Firm

CIMM DEFINITION: Media sales representation company with offices in major advertising centers which represents stations in various markets for national advertising sales. (Source: TVB)

Reportable Day

See also: Broadcasting Day

CIMM DEFINITION: The 24-hour day definition used for validating tuning records and applying context to tuning behavior. (Source: Nielsen)

2: Broadcasting Day.

NOTE – Different reportable days for different processors.

Reporting

CIMM DEFINITION: The process by which a seller, media company, advertising agency, or other sellers of media inventory relays campaign or media performance back to the client. Often media reporting generally includes information regarding volume of ads purchased, amount of money spent during a given time, relevant metrics achieved (CPM, CPA, CPC), and any other agreed to performance metric.

Reporting Engine

CIMM DEFINITION: The software that processes and creates end-user reports.

Reports by VOD Asset

CIMM DEFINITION: A DAI metric developed by CTAM. The ability to report VOD DAI metrics by asset. Metrics that include the name of an entertainment and/or an advertising asset Content Provider. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)



Reports by Content Provider

CIMM DEFINITION: A DAI metric developed by CTAM. Ability to report VOD DAI metrics by content provider. Content provider metrics cover ad specific metrics to that specific network. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Reports by Footprint

CIMM DEFINITION: A DAI metric developed by CTAM. Ability to report VOD DAI metrics by MVPD Footprint. Reports by Footprint can be segmented by Syscode and DMA data. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Reports by Zip Code

CIMM DEFINITION: A DAI metric developed by CTAM. Ability to report VOD DAI metrics by MVPD zip code. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE - The minimum requirement is the standard 5-digit zip code for the serviceable location (i.e. the physical location of the household, not the billing address) including Syscode and DMA data. More detailed zip code level reporting (zip+2, zip+4, etc.) is subject to further review based on privacy policy implications. Ability to report by political district designations is also a future requirement. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Reports by Broadcast Month

CIMM DEFINITION: A DAI metric developed by CTAM. Ability to report VOD DAI metrics by Broadcast Month. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Reports by Broadcast Week

CIMM DEFINITION: A DAI metric developed by CTAM. Ability to report VOD DAI metrics by Broadcast Week. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Reports by Broadcast Day

CIMM DEFINITION: A DAI metric developed by CTAM. Ability to report VOD DAI metrics by Broadcast Day. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)



Reports by Calendar Month

CIMM DEFINITION: A DAI metric developed by CTAM. Ability to report VOD DAI metrics by Calendar Month. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Reports by Calendar Week

CIMM DEFINITION: A DAI metric developed by CTAM. Ability to report VOD DAI metrics by Calendar Week. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Reports by Calendar Day

CIMM DEFINITION: A DAI metric developed by CTAM. Ability to report VOD DAI metrics by Calendar Day. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Reports by Hour

CIMM DEFINITION: A DAI metric developed by CTAM. Ability to report VOD DAI metrics by hour. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Report by Minute

CIMM DEFINITION: A DAI metric developed by CTAM. Ability to report VOD DAI metrics by minute (minute-by-minute). (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

RSS / RSS Readers abbr Really Simple Syndication

CIMM DEFINITION: A process for publishing content on the Internet that facilitates moving that content into other environments. For example, top news stories on a newspaper website can be published as an RSS feed and pulled into and delivered via a Web portal site. RSS Readers are software programs or websites that enable users to subscribe to one or more RSS feeds, delivering content and information from multiple sources into a single user interface and environment. (Source: IAB)

Reliability

See also: Stability, Reproducibility

CIMM DEFINITION: The ability of a data set or sample to produce predictable and trendable forecasts.



Remarketing

See also: Retargeting

CIMM DEFINTION: An online marketing strategy or technique that enables advertisers to follow up with visitors who already visited a website and did not make a desired action, such as a purchase.

Report Snapshot

CIMM DEFINITION: Displays the status of past report data. (Source: OpenX)

Representative Sample

CIMM DEFINITION: A proportional representation of a given population that eliminates or ameliorates biases.

Reproducibility

See also: Stability, Reliability

CIMM DEFINITION: The ability of the results of a data analysis to be reproduced with a certain degree of variation, over time.

Repurposing

CIMM DEFINITION: Refers to the reformatting of existing content in order to extend the content's use. For instance, if a thirty second ad runs on linear TV, and is then shortened to ten seconds and reformatted in order to run on Snapchat, that ad has been repurposed. (Source: Cynopsis)

Request

CIMM DEFINITION: The number of times a creative has been requested to be displayed on a website (compare with impression). When a browser attempts to retrieve a page, or any of the elements within a page, from an internet server, it is said to be making a request. (Source: OpenX)

RFI abbr **Request For Information**

See also: Addressable advertising

CIMM DEFINITION: The ability of a viewer to request items via their Set-Top Box whether information, coupons, samples, etc.

2 : A specific type of EBIF application that offers the viewer the ability to request the advertisers to send more information. It is available, with many different templates for overlay display options on television, as an interactive advertising product. (Source: FourthWall Media)



3 : A standard business process whose purpose is to collect written information about the capabilities of various suppliers. Normally it follows a format that can be used for comparative purposes. Primarily used to gather information to help make a decision on what steps to take next. (Source: Mediamath)

Request for Proposal

CIMM DEFINITION: Invitation from a current or potential client to submit a proposal for a given project or campaign that requires outlining goals, expectations and deliverables in addition to the cost.

2: When a brand or media agency reaches out to a publisher or other firm to request a specific media buy on that property. Generally, a digital RFP outlines volume, spend, timeline, and ad units for a media plan. (Source: Cynopsis)

Reserved Inventory

CIMM DEFINITION: Ad space on a website that is set aside for an advertiser for an established price. This inventory is typically purchased through automated guaranteed methods. (Source: Next.Srds.com)

Resident Application

See also: Middleware

CIMM DEFINITION: Software program(s) in a Set-Top Box that can be updated via a signal or data stream by the network operator as needed.

2: In the digital cable context, "resident application" is the application which is loaded and always available to the viewer when the Set-Top Box is starts. It is effectively synonymous with the Interactive Program Guide (IPG). It is a software layer that is part operating system and part application. Examples are Cisco Sara, Rovi Passport, and Time-Warner Cable's MDN Navigator on Cisco STBs, and Comcast iGuide and Rovi Passport on Motorola STBs. (Source: FourthWall Media)

Resize Ad

CIMM DEFINITION: In digital, the ability to change the height, size or width of an element, in this case an ad, but also image, window, for example.

Resolution

See also: OLED, LCD, Pixel, Retina Display

CIMM DEFINITION: The sharpness or clarity of a graphic image, video or other piece of content or equipment such as a monitor or printer usually expressed in terms of number of dots per inch (pixels).



- 2: Though technically inaccurate, the term resolution in the world of mobile phone displays and digital cameras refers to the number of columns and rows of pixels. A display with 240 pixel columns and 320 pixel rows would generally be said to have a resolution of 240x320. Resolution can also be used to refer to the total number of pixels in a digital camera image. (Source: www.Mobileburn.com)
- 3: The quality of an image or video file often determined by the number of pixels displayed on the screen and usually annoted as a pixel width and height dimension. However, resolution can be measured in a number of ways and takes into account pixel aspect ratio, pixel density, and other factors that determine the viewing quality of the file. (Source: IAB)
- 4 : Usually the number of pixels in a VR display. (Source: freeflyvr)

Responses

CIMM DEFINITION: Viewer initiated action that indicates receipt of a message or content or video.

2: The number of remote clicks in which the user not only interacted but completely and positively opted-in. If an AdWidget requires a double opt-in then only full double opt-ins are counted. Also called Total Responses. (Source: FourthWall Media)

Response Rate

CIMM DEFINITION: The degree to which a certain piece of content or ad attracts a response from a user, viewer or consumer. The type of response can include a click or a view, for example.

2 : Rate of response per thousand impressions. (Source: Mediamath)

Restart Video

See also: Resume Video

CIMM DEFINITION: In Video On-Demand, starts a suspended video from the beginning from the Saved programs / My Rentals list option.

Resume Video

See also: Restart Video

CIMM DEFINITION: In Video On-Demand, resumes suspended video from the Saved programs / My Rentals list option.



Retargeting

CIMM DEFINITION: The act of gathering data on a web visitor and then serving an ad to that visitor on another website based on their online behavior. Data for this tactic is derived from the cookie that was placed on the visitor's computer upon the initial website visit. (Source: Centro)

- 2: Another term for Remarketing.
- 3 : A form of online targeting advertising and are served to people who have already visited your website or are a contact in your database (like a lead or customer). (Source: Tubemogul)

Retargeting Pixel Code

CIMM DEFINITION: A third party tag provided by a retargeting network or vendor for implementation on the advertiser pages. The tag is implemented on the web pages related to an action used for retargeting. On merchant websites it is often product pages or cart pages. This gives instruction to the visitor's browser to request a one single pixel image from the retargeting company servers. The retargeting network uses the request to place a cookie on the visitor's desktop. For tracking each product seen at the product page level, a unique product ID (often a SKU) is generated with the pixel request. (Source: Digitalmarketing-glossary.com)

Retention

See also: Commercial Viewing Index

CIMM DEFINITION: The ability to capture and hold on to the attention and / or retain a message in the memory of a viewer or consumer.

- 2: Ratio of ad rating in program to total program rating.
- **3**: The app usage rate by an active user during a defined period of time after the app install. (Source: IAB Mobile App Marketing Glossary Working Group)

Retention Rate %

CIMM DEFINITION: In Nielsen measurement, it is the percentage of unique person visiting the Website A last month who also visited Website A this month. (Source: Nielsen)

NOTE - For example, 41.4% of those who visited Website A in September also visited Website A in October. Another way to look at this is that Website A managed to retain 41.4% of last month's visitors this month. Therefore 58.6% of last month's visitors were lost and were replaced with new visitors this month. (Source: Nielsen)



Retina Display

See also: Pixel, Resolution

CIMM DEFINITION: The name given by Apple to their high resolution screen technology hardware that was introduced on the iPhone4. The display has a resolution of over 300 dpi and refers to the way the high resolution display appears as a smoother, sharper image to the human eye. (Source: Techterms)

RBD abbr Retinal Binocular Disparity

CIMM DEFINITION: Ratio of the convergence angle of the image to the convergence angle of the object. (Source: freeflyvr)

Retraction

CIMM DEFINITION: An event programmed into an expandable ad the causes the ad to be reduced to its original dimensions (i.e. the expanded portion of the ad retracts). (Source: IAB)

Retransmission Consent

CIMM DEFINITION: An option granted to television stations as part of the law that granted such stations the option to elect must-carry rights. Under retransmission consent, a full-power U.S. television station may elect to negotiate with a cable system operator for carriage of its broadcast programming. A station may propose that the cable operator pay cash to carry the station or ask for any other form of consideration. The cable operator may refuse the broadcaster's proposal and not carry the station or offer a counter-proposal. Broadcast stations have similar rights with respect to satellite television providers like DirecTV and Dish Network. (Source: StateoftheMedia.org)

Return Channel

See also: Reverse Link, Back Channel, Return Link
CIMM DEFINITION: A data path that goes from the subscriber to the cable headend.
Also known as Upstream, Reverse Path or Return Path. (Source: IAB)

2 : The transmission link from a user terminal to the central hub that is often slower than the corresponding forward links. (Source: Wikipedia)

NOTE - The return channel need not use the same medium as the main channel. For example, some "hybrid" Internet access services use a one-way cable television system for the forward channel and a dial-up modem and telephone line for the return channel. (Source: Wikipedia)



Return Link

See also: Return Channel, Reverse Link, Back Channel CIMM DEFINITION: The same term as Return Channel.

Return on Ad Spend

CIMM DEFINITION: Expressed as a dollar amount which equals total ad expenditure divided by revenue. (Source: Mediamath)

ROI abbr Return on Investment

CIMM DEFINITION: A term used to quantify the amount of income, calculatable value, business, market share, consumer affection or any other type of gain, garnered from an advertising campaign or other cost initiative. Financially it is how an entity measures the performance of its assets.

- 2 : Matching tuning records with consumer purchase behavior. (Source: Nielsen)
- 3 : The ratio of total incremental sales produced by a marketing stimulus to total cost of that stimulus. (Source: TRA)
- 4 : Net profit divided by investment. (Source: IAB)
- 5 : A metric used to evaluate the efficiency of a marketing action. (Source: Mediamath)

ROMI *abbr* **Return on Marketing Investment**

See also: Return on Investment

CIMM DEFINITION: The optimization of marketing spend for the short and long term in support of the brand strategy by building a market model using valid, objective marketing metrics. Improving ROMI leads to improved marketing effectiveness, increased revenue, profit and market share for the same amount of marketing spend. (Source: Wikipedia)

Return Path

See also: Back Channel, Pulling

CIMM DEFINITION: Another name for backchannel. A term used to describe the technology which provides the infrastructure for electronic traffic traveling from the subscriber to the platform company. (Source: Nielsen)

2 : A communication channel that can be used by a Set-top Box to communicate with the cable headend or a service provider. Some homes and certain types of devices (e.g. non digital Set-top Box) do not have return path capability. Return path communication in Satellite homes is facilitated through landline phone lines or an independent broadband connection. (Source: MRC)





RPD abbr Return Path Data

CIMM DEFINITION: Any data received from the return path. Data can be pulled from Set-Top Boxes, mobile, internet etc.

2 : A specific system component in the current Motorola cable headend environment that provides the return data service. Any Set-Top Box data sent to the server side utilizes this system. (Source: FourthWall Media)

NOTE - Census data not available. STB data currently limited. Nielsen has developed specific procedures to complete the value of STB tuning data. (Source: Nielsen)

RPDi abbr Return Path Data Individual

CIMM DEFINITION: Possibly unique to Kantar Media Audiences. It is an opt-in panel of individuals who have agreed to participate in a measurement panel and whose viewing will be recorded and ascribed back to them for measurement purposes. Enables the ability to see a person's viewing and tuning behaviors rather than just household level or Set-Top Box level viewing and tuning behaviors.

Return Visits

CIMM DEFINITION: The average number of times a user returns to a site over a specific time period. (Source: IAB)

Revenue Management

See: Yield Management

CIMM DEFINITION: The management of the sales, inventory control and pricing process so as to maximize the value of the inventory for sale and achieve the highest revenue.

Revenue Per Mille

CIMM DEFINITION: Revenue per thousand impressions. (Source: Mediamath)

Revenue Model

CIMM DEFINITION: The revenue relationship or deal type established between an ad network and the publishers that they directly manage. (Source: OpenX)

Revenue Share Model

CIMM DEFINITION: A partnership between a publisher and an ad provider in which profits from ad-serving are split between the two. It used to be that such agreements tended to come in at about 50/50. Since the rise of programmatic buying, the split has tended to favor of the publisher. (Source: Cynopsis)



Revenue Sharing

CIMM DEFINITION: A sales model that distributes both the profits and losses across all partners.

2 : An OpenX Ad Server feature that allows ad networks to manage and track revenue splits with the publishers they manage. (Source: OpenX)

Reverse Compensation

CIMM DEFINITION: The practice of a commercial television station paying a television network in exchange for being permitted to affiliate with that network. The word "reverse" refers to the historical practice of networks paying stations to compensate them for the airtime networks use to run network advertisements during their programming. (Source: StateoftheMedia.org)

Reverse Link

See also; Downlink, Uplink, Return Link, Return Channel

CIMM DEFINITION: Sometimes called a return channel. It is the link from a mobile user to a fixed base station. If the link includes a communications relay satellite, the reverse link will consist of both an uplink (mobile station to satellite) and a downlink (satellite to base station) which together constitute a half hop. (Source: Wikipedia)

Rewarded Video

CIMM DEFINITION: Modified video ads that are structured around an in-app economy. Ads give users premium content, such as credits or coins, in exchange for watching a short video ad. A major benefit of rewarded video is that it encourages interactivity, and therefore viewer engagement. Rewarded videos are used primarily, though not exclusively, in gaming apps. (Source: Cynopsis)

Rewind

See also: Zip, Trick Play

CIMM DEFINITION: Allows viewer to go back to earlier portion of programming; image remains on screen throughout.

RF Report

CIMM DEFINITION: A TRA Report which builds on the data generated by the AME report and adds commercial reach frequency and frequency distribution values for the campaign against total homes and purchaser / demographic target homes broken out as desired e.g. by advertising creatives executions, etc. (Source: TRA)



RDD abbr Rich Data Definition

CIMM DEFINITION: Provides an automated way of enriching the definition of the data on the user interface for the application data fields.

Rich Media

CIMM DEFINITION: Media content or services that feature a range of formats such as audio, video, images, text and graphics that are dynamic and / or interactive and are organized in a specific manner.

- 2 : Advertisements with which users can interact (as opposed to solely animation) in a web page format. These advertisements can be used either singularly or in combination with various technologies, including but not limited to sound, video, or Flash, and with programming languages such as Java, Javascript, and DHTML. These Guidelines cover standard Web applications including e-mail, static (e.g. html) and dynamic (e.g. asp) Web pages, and may appear in ad formats such as banners and buttons as well as transitionals and various over-the-page units such as floating ads, page take-overs, and tear-backs. (Source: IAB)
- 3: An ad that contains images or video and involves some kind of user interaction. The initial load of a Rich Media ad is 40K or more. While text ads sell with words, and display ads sell with pictures, Rich Media ads offer more ways to involve an audience with an ad. The ad can expand, float, peel down, etc. And you can access aggregated metrics on your audience's behavior, including number of expansions, multiple exits, and video completions. (Source: Mediamath)
- 4 : Ad technology that features more refined images as well as audio and video in the ad. Rich media ads frequently allow visitors to interact with a banner without leaving the page on which it appears (e.g., movie ads that expand and play a trailer on the host page). (Source: OpenX)

Rich Media Ads

CIMM DEFINITION: Ads that are programmed in a way that a viewer can more actively engage with them than via standard text or display formats. Examples are video ads, flash animated ads and ads that mix text and animated content and designs.

Rich Media for TV

CIMM DEFINITION: Solutions that offer marketers the ability to reach viewers in a way similar to how marketers are already reaching consumers in online and through mobile apps and browsers. (Source: IAB)



Right Media Exchange

CIMM DEFINITION: Yahoo's ad exchange; The dominant source of much of the advertising supply/inventory that we buy. (Source: Mediamath)

Rising Stars Display Ad Units

CIMM DEFINITION: IAB invited companies and individuals to submit ad templates designed to drive brand equity. Six templates were chosen to be validated by the market. Rising Star Display Ad Units are designed to be the only ad on a page. Their file load limits are larger than for other ads, so not only would a Rising Star Ad Unit overshadow any other ads on the page but they would also compromise the performance of the page should other rich media ads be allowed to load simultaneously. (Source: IAB)

Roadblock

CIMM DEFINITION: A form of advertising feed where ads are viewable across several channels or platforms at the same time.

- 2 : Premium 100% share-of-voice rotation typically for one day or one week. (Source: IAB)
- 3 : The scheduling of a brand's commercial at approximately the same time on all networks, or all stations in a given market. (Source: TVB)

Robot

See also: Spider

CIMM DEFINITION: A generic term for programs that trawl through the internet to collect data and other information from websites.

ROI Driving Target

CIMM DEFINITION: The purchaser segment that is driving the brand's current advertising ROI and which therefore should be chosen as the target for media selection purposes so as to maximize ROI. (Source: TRA, trademarked term)

ROI Index

CIMM DEFINITION: A Nielsen index which compares the ROI percentage of a specific program or campaign to all ROI percentages, thus creating an index. (Source: Nielsen)



ROI Report

CIMM DEFINITION: A TRA report that combines tuning and purchasing data to calculate the ROI associated with an advertising campaign and / or with parts of that campaign. (Source: TRA)

ROIx Report

CIMM DEFINITION: A TRA report that compares purchasing behaviors of households who were exposed to the advertising with those who were not. (Source: TRA)

ROVI i-Guide

CIMM DEFINITION: Once called the TV Guide channel, it is the viewer's interactive program guide channel that lists all programs for each available network and channel. Other information is available through addressable elements including exposure to Banner Ads, Click-Throughs, switch to VOD, RFI, tuning and recording programs.

Robot Clone

CIMM DEFINITION: Uploading the mind of a person through the use of artificial intelligence into a robot thus creating a replica or clone of the person.

Robust Watermarking

See also: Fragile Watermarking, Digital Watermarking, Watermark, Lossy Compression CIMM DEFINITION: A watermark that resists manipulation of the media, such as lossy compression (where compressing data and then decompressing it retrieves data that may well be different from the original, but is close enough to be useful in some way), scaling, and cropping for example.

Role

CIMM DEFINITION: A grouping of user permissions, which, when assigned to a user, defines the tasks that they can perform on behalf of their accounts. (Source: OpenX)

Roll (VR)

CIMM DEFINITION: In virtual reality, the angular displacement about the lateral axis. (Source: freeflyvr)

Rolling-Five

See also In-Season Stacking Rights

CIMM DEFINITION: The right of program providers such as TV Networks and Pay-TV services to make available to viewers only the last five episodes of a show that aired on TV rather than the full season.





Rollover

CIMM DEFINITION: The willful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause lasting at least one second in duration, before an action may be initiated by the ad (i.e. trigger an expand event, etc.). This one-second pause/delay requirement prevents unwanted, user-initiated actions and false reporting of user engagement. Rollover may NOT initiate audio. (Source: IAB)

Romance Scam

See also: Scam, Internet scam

CIMM DEFINITION: A form of internet scam where thieves use social media, dating apps, dating websites, email and other online services to pretend to be romantic companions in order to form a duplicitous connection with the intent to steal from the lonely heart.

Root Server

CIMM DEFINITION: One of several domain name system servers on the Internet that contain the IP addresses of the top level domain registry organizations that maintain the global domains (.com, .net, .gov, etc.) and country code domains (.uk, .ca, .fr, etc.). The first point of entry for resolving a domain name, there are currently 34 root servers throughout the world operated by government agencies and private organizations, all of which contain the same data. (Source: PCMag)

Root Zone

See also: DNS Root Zone

CIMM DEFINITION: The top level categorization namespace of the global internet.

Examples include .com and .org

Rotation

CIMM DEFINITION: A way in which creatives are served on a page. The creative will change when the page is refreshed, rather than stay static. Some advertisers may request that their ad not be rotated. (Source: OpenX)

2 : Scheduling of advertising in the same program or time period on different days each week (horizontal rotation) or throughout a particular day (vertical rotation) in order to increase advertising exposure to different prospects. (Source: TVB)

Router

CIMM DEFINITION: In packet-switched networks such as the Internet, it is a device or, in some cases, software in a computer, that determines the next network point to which a packet should be forwarded toward its destination. (Source: searchnetworking.techtarget.com)





Run-of-Exchange

CIMM DEFINITION : All inventory available for purchase on an ad exchange. (Source: Mediamath)

RON abbr Run-of-Network

CIMM DEFINITION: The scheduling of advertising on any platform whereby an ad network positions ads across the network or site it represents at its own discretion, according to available inventor. The advertiser usually forgoes premium positioning in exchange for more advertising weight at a lower CPM.

- 2: Ads that will appear anywhere on any page of any site that is part of a specific ad network. Such untargeted advertising is the cheapest to purchase. (Source: OpenX)
- 3: The scheduling of Internet advertising whereby an ad network positions ads across the sites it represents at its own discretion. (Source: Tubemogul)

ROS abbr Run of Schedule

CIMM DEFINITION: The scheduling and airing of advertising time throughout the programming day left to the discretion of the network.

- 2: The scheduling of Internet advertising whereby an ad network positions ads across the sites it represents at its own discretion, according to available inventor. The advertiser usually forgoes premium positioning in exchange for more advertising weight at a lower CPM. (Source: Mediamath)
- 3 : Scheduling of commercials at any time of a station's choosing. (Source: TVB)
- 4: The scheduling of Internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site sub-sections. (Source: Tubemogul)

ROS abbr Run-of-Site

CIMM DEFINITION: The scheduling of Internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site subsections. (Source: IAB)

2: In programmatic, the ability to purchase an ad which will run and alternate on any of the pages of that chosen publisher's website. (Source: Next.Srds.com)



- 3: The scheduling of Internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site sub-sections. (Source: Mediamath)
- 4 : Ads that will appear anywhere on a website. (Source: OpenX)

S ------

Same Day Ratings

CIMM DEFINITION: Also known as Live Plus Same Day Ratings

Same Day Viewing

See also: Trick Play

CIMM DEFINITION: Any live viewing plus any playback within the same broadcast day.

Sample

CIMM DEFINITION: A subset of a universe whose properties are studied to gain information about that universe. (Source: IAB)

Sample (in Measurement)

See also: Census

CIMM DEFINITION: A statistically stable, randomly selected subset of a full census or population whose behavior is a projectable prototype of the behavior of the full population or census.

2 : Set-Top Boxes or households randomly selected from a universe to represent that universe. (Source: Kantar Media Audiences)

Sample (in Advertising)

See also: Coupons

CIMM DEFINITION: In such services as VOD, samples are like coupons. They are clickable overlays or enhancements before, during or after a video ad whereby a viewer can request products, get more information, or receive a coupon.

Sampling Frame

CIMM DEFINITION: The source from which the sample is drawn.



SPI *abbr* **Sample Performance Index**

CIMM DEFINITION: A measurement used as a substitute for Response Rate in some panel design applications and for television people meters. In personal people meters, SPI is the percentage of persons in Basic Households who were In-Tab over a given period of time over the total number of persons In-Tab. (Source: Arbitron)

Samsung Gear VR

CIMM DEFINITION: <u>The Gear</u> is powered by Oculus, but differs in that its display is the screen of the Samsung Galaxy phones, as well as the Note 5. There have been three iterations. The newest is compatible with the Samsung Galaxy 7. The Samsung platform features a variety of games, game demos, 360 photos, 360 videos, and other virtual reality experiences, both computer-generated and cinematic. (Source: TechRepublic)

Satellite

CIMM DEFINITION: Device located in geostationary orbit above the earth which receives transmissions from separate points and retransmits them to cable systems, DBS and others over a wide area. (Source: CableLabs)

2 : Synchronous communications satellites orbiting earth from a stationary position transmitting television and other signals. (Source: Nielsen)

Satellite (aka Satco) Data

See also: Data Type

CIMM DEFINITION: Like MSO operator Set-Top Box data, the usage and / or viewership data that is retrieved from the boxes of a satellite provider.

Satellite Station

CIMM DEFINITION: A station that has agreed to rebroadcast the transmission of another station (generally operating in a larger nearby market) to an area that cannot otherwise be served by that station. (Source: TVB)

Saturation

CIMM DEFINITION: The concentration of a heavy amount of advertising in a short period of time in order to attain maximum reach. (Source: TVB)

Saved Programs

CIMM DEFINITION: Denotes a viewer has stopped play of a particular piece of On-Demand content. Content (currently only some subscription and paid programming) is automatically saved for a specified period of time for consumer access.





Scalability

CIMM DEFINITION: The capability of a system, network, or process to handle a growing amount of work, or its potential to be enlarged in order to accommodate that growth. For example, it can refer to the capability of a system to increase its total output under an increased load when resources (typically hardware) are added. An analogous meaning is implied when the word is used in an economic context, where scalability of a company implies that the underlying business model offers the potential for economic growth within the company. (Source: Wikipedia)

2: When used in context of social, refers to the audience reach available to marketers via social media platforms. (Source: Centro)

Scam

See also: Internet Scam, Romance Scam CIMM DEFINITION: To perpetuate a fraud.

Scam Blogging

CIMM DEFINITION: The creation of fraudulent blog content with the intent of misleading readers.

Scareware

CIMM DEFINITION: A form of spyware, adware or malware designed to trick victims into purchasing and downloading useless, virus-laden and potentially dangerous software. Often generates pop-ups that resemble system messages.

NOTE - A tactic frequently used by criminals involves convincing users that a virus has infected their computer, then suggesting that they download (and pay for) fake antivirus software to remove it. (Source: Wikipedia)

Scatter Plan

CIMM DEFINITION: Scheduling method where the advertiser's commercials are rotated among a broadly described group of programs and/or time periods. The advantage is that the advertiser gains a greater net audience (reach); the disadvantage may be that the station may include less attractive spots/commercial units in the schedule. (Source: TVB)

Scenes View

CIMM DEFINITION: Virtual display viewed on a large screen or through a terminal window rather than with immersive devices. (Source: freeflyvr)



Schedule

CIMM DEFINITION: A listing of the time of day and dates an advertiser's commercials are planned to run. (Source: TVB)

Schedule Accuracy

See also: As Run Logs

CIMM DEFINITION: A challenge for Set-Top Box data and other types of viewership measurement because of last minute changes to the program line-up that do not match with the line-up information provided by the scheduling services or content providers.

Scheduling

See also: Planning

CIMM DEFINITION: The process of deciding where to place advertising content, dependant on various factors including, duration, time to be shown, product, audience make up. The schedule uses a grid broken into seasons, i.e., Q1, Q2, Q3, Q4, football, political, dayparts (i.e., prime time, late night) and program genre.

Scrambling

See also: Encryption

CIMM DEFINITION: The encryption of a signal that prevents non-subscribers from accessing the content, channel or network.

Screen Location

CIMM DEFINITION: Where the ad is on the page, such as above the fold (ATF) or below the fold (BTF). This is also referred to as "position" or "placement." (Source: OpenX)

Screen Type Targeting

CIMM DEFINITION: Targeting based on where the ad would be delivered, such as Web, video, mobile, or email. (Source: OpenX)

Screen View

CIMM DEFINITION: Display of an image or images that appear as full screen or as an overlay to the linear content being watched on that particular viewing device or on that specific TV. The total count of screen views per application is a reportable metric. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Note - Currently the viewing device is a TV connected to a set-top. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)



Script Bunny

CIMM DEFINITION: Similar term for a Script Kiddie.

Script Kiddie

See also: Skid, Script Bunny, Skiddie

CIMM DEFINITION: In programming and hacking culture, an unskilled individual who uses scripts or programs developed by others to attack computer systems and networks and deface websites. (Source: Wikipedia)

NOTE - It is generally assumed that script kiddies are juveniles who lack the ability to write sophisticated programs or exploits on their own and that their objective is to try to impress their friends or gain credit in computer-enthusiast communities. However, the term does not relate to the actual age of the participant. The term is generally considered to be pejorative. (Source: Wikipedia)

Scripts

CIMM DEFINITION: Files that initiate routines like generating Web pages dynamically in response to user input. (Source: IAB)

Scrubbing the Data

See also: Data Cleansing, Harmonize the Data, Normalize the Data CIMM DEFINITION: The process of cleaning up or erasing the duplicated, incomplete, incorrect datapoints from a database.

Search

See also: Paid Listings, Contextual Search, Paid Inclusion CIMM DEFINITION: Allows viewer to "interactively" identify content of particular interest.

2 : Fees advertisers pay Internet companies to list and/or link their company site or domain name to a specific search word or phrase (includes paid search revenues). Search categories include: Paid listings—text links appear at the top or side of search results for specific keywords. The more a marketer pays, the higher the position it gets. Marketers only pay when a user clicks on the text link. Contextual search—text links appear in an article based on the context of the content, instead of a user-submitted keyword. Payment only occurs when the link is clicked. Paid inclusion—guarantees that a marketer's URL is indexed by a search engine. The listing is determined by the engine's search algorithms. (Source: IAB)



Search Engine

CIMM DEFINITION: An application that helps Web users find information on the Internet. The method for finding this information is usually done by maintaining an index of Web resources that can be queried for the keywords or concepts entered by the user. (Source: IAB)

SEM *abbr* **Search Engine Marketing**

See also: Keyword

CIMM DEFINITION: A form of Internet Marketing that seeks to promote websites by increasing their visibility in the Search Engine result pages Search engine optimization (SEO) - SEO is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results. (Source: IAB)

- 2: The process of gaining website traffic by purchasing ads on search engines. Once used as an umbrella term to encompass both SEO (Search Engine Optimization) and paid search activities. Over time, the industry has adopted the SEM acronym to refer solely to paid search. (Source: SearchEngineLand)
- 3 : Form of marketing by which a company will increase the visibility in search engine result pages. This is one form of internet marketing (vs. Display, Email, etc) (Source: Mediamath)
- 4 : A form of Internet marketing that seeks to promote websites by increasing their visibility in the search engine result pages. (Source: Mediamath)

SEO *abbr* **Search Engine Optimization**

CIMM DEFINITION: An internet marketing strategy. The process of improving the visibility of a website or a web page in search engines' "natural," or un-paid ("organic" or "algorithmic"), search results. (Source: Wikipedia)

2 : The process of improving the volume and quality of traffic to a web site from search engines. (Source: Mediamath)

SERP abbr Search Engine Results Page

CIMM DEFINITION: A listing of web pages returned by a search engine in response to a keyword query. The results normally include a list of web pages with titles, a link to the page, and a short description showing where the Keywords have matched content within the page. A SERP may refer to a single page of links returned, or to the set of all links returned for a search query. (Source: Wikipedia)



Search Retargeting

CIMM DEFINITION: A method that enables advertisers to show an ad specifically to visitors based one or more searches or search click events. (Source: Mediamath)

Search Targeting

CIMM DEFINITION: Local search targeting helps advertisers target users when they look for places, businesses, housing, entertainment, etc. in specific geographies using a search engine (such as Google or Bing). This allows advertisers to present highly relevant localized offers and advertisements to users. (Source: Mediamath)

Season Stacking

See also In-Season Stacking Rights

CIMM DEFINITION: In programming distribution, it is the streaming an entire season of a series so that viewers who are late to the series or who have otherwise missed previous episodes can catch up.

Secondary Merit Action

CIMM DEFINITION: A secondary action which may not be the end goal (ie a transaction), but still helpful in terms of measuring campaign success. (Source: Mediamath)

SAP abbr Second Audio Program

CIMM DEFINITION: In a BTSC-encoded television sound carrier, a monaural audio subcarrier that can be used to transmit supplemental foreign language translation audio or other information.

Second-by-second Ratings

See also: Rating

CIMM DEFINITION: Program, time period or other performance ratings that are in second-by-second increments.

2 : Second level program and commercial ratings defined as percentage of boxes viewing a given second. (Source: TIVO)

NOTE - Latency impacts measurement and standardization.

Second Party Data

See also: Third Party Data, First Party Data

CIMM DEFINITION: Data purchased directly and exclusively for the advertiser.

(Source: GABBCON, Global Audience Based Business Conference)



- 2 : First-party data either bought directly from a seller/publisher or through a DMP. (Source: Hubspot)
- 3 : Provided by digital media companies or by advertisers, refers to information previously aggregated from online and offline sources. (Source: Cynopsis)
- 4: When a company makes its first-party data directly available to another company, which then uses it to sell ads. (Source: Tubemogul)

Second Platform

See Also: Third Platform, First Platform, Fourth Platform
CIMM DEFINITION: Manifesting in the 1980s and characterized by client-server
systems and architecture and PC computers introduction and rapid growth due to their
lower cost of ownership and ease of deployment and use.

Second Price Auction

CIMM DEFINITION: The winner of an ad impression in an auction pays one cent above the next highest bidder. (Source: Hubspot)

Second Price Auction Model

CIMM DEFINITION: When an ad put for sale through a DSP fails to hit the floor or minimum pricing set and the publisher decides it. (Source: Mediamath)

Second Screen

See also: First Screen, Second Screen Apps

CIMM DEFINITION: The term given to content platforms that are utilized for content display beyond the primary screen (often the television set itself). A computer is an example of a second screen.

Second Screen Apps

See also: Second Screen, First Screen

CIMM DEFINITION: Software applications that are accessible from the second screen, such as a computer or a tablet.

Secure Site

See also: Non-Secure Site

CIMM DEFINITION: A Https type of site, as opposed to Http, which is more secure for the user or visitor, offering better protection from hacking of personal information and malware.



SSL / VPN abbr Secure Sockets Layer / Virtual Private Network

CIMM DEFINITION: Web addresses beginning with https that are accessible over web browsers and that are more secure for certain remote access sessions.

2 : Cryptographic protocols that provide communication security over the Internet. They use asymmetric cryptography for authentication of key exchange, symmetric encryption for confidentiality and message authentication codes for message integrity. Several versions of the protocols are in widespread use in applications such as web browsing, electronic mail, Internet faxing, instant messaging and voice-over-IP. (Source: Mediamath)

Security Tokens

See also: Electronic Tokens, Digital Tokens

CIMM DEFINITION: Tokens, whether digital, security or electronic, serve as an access key with which to gain access to content in any form. Often requires authentication or a special code.

See-Through Rate

CIMM DEFINITION: The percentage of ad impressions that can be accurately located and verified. Most standard verification solutions have STRs between 30 percent-60 percent. (Source: Mediamath)

Segment

See also: Behavioral Targeting

CIMM DEFINITION: A set of users who share one or more similar attributes. (Source:

Mediamath)

Segmentation

CIMM DEFINITION: A market segment is a sub-set of a market made up of people or organizations sharing one or more characteristics that cause them to demand similar product and/or services based on qualities of those products such as price or function. A true market segment meets all of the following criteria: it is distinct from other segments (different segments have different needs), it is homogeneous within the segment (exhibits common needs); it responds similarly to a market stimulus, and it can be reached by a market intervention. (Source: Wikipedia via Visible World)

Segment Targeting

CIMM DEFINITION: The process of dividing the market into behavioral groups that result from amassing consumers into segments based on similar attributes and behaviors. Marketing efforts then follow against those segments are are considered most valuable to the advertiser or programmer.



2: In theory semantic targeting means figuring out what the content on a webpage is really about and being able to place ads based on that content. However, the term is often used by different people to mean slightly different things, and is often used to be synonymous with Contextual Targeting. (Source: Mediamath)

Select OK

CIMM DEFINITION: Allows viewer to choose an action or piece of content (as displayed on the screen).

Self-attributing Networks

CIMM DEFINITION: App publishers that perform attribution on their traffic independently of 3rd party tracking services, and provide notification of which installs they have claimed. (Source: IAB Mobile App Marketing Glossary Working Group)

Selfie

CIMM DEFINITION: The photographing of oneself via a mobile phone's camera.

Self-Paced

CIMM DEFINITION: Any kind of instruction that proceeds based on learner response. The content itself can be curriculum, corporate training, technical tutorials, or any other subject that does not require the immediate response of an instructor. Self-paced instruction is constructed in such a way that the learner proceeds from one topic or segment to the next at his/her own speed. (Source: Mediamath)

Self Serve

CIMM DEFINITION: The ability of marketers to directly take control over their campaign purchases and customize them to the distinct needs of their brands without the need for a trading desk or agency.

Selling Rule

CIMM DEFINITION: Enables Ad server, Bidder, and SSP customers to specify what inventory is eligible for RTB buyers to purchase. Publishers can use this tool to set specific criteria for selling their inventory, such as: inventory targeting, floor price, and ad quality filters. (Source: OpenX)

NOTE - Called "OpenX Market Rule" for OpenX products. (Source: OpenX)

Sell Side

See also: Demand Side





Sell-Through Rate

CIMM DEFINITION: The percentage of ad inventory sold as opposed to traded or bartered. (Source: IAB)

2 : The amount of inventory sold directly by publishers. (Source: Mediamath)

Semantic Targeting

CIMM DEFINITION: A technique enabling the delivery of targeted advertising for advertisements appearing on websites and is used by online publishers and advertisers to increase the effectiveness of their campaigns. (Source: Wikipedia)

2 : Determines the true nature of a web page. (Source: Mediamath)

Semiocclusion

CIMM DEFINITION: In virtual reality, the occlusion (hiding objects in 3D space, by putting other objects in front of them) to one eye only.

S Video abbr Separate Video

See also: Composite Video, Component Video

CIMM DEFINITION: An analog video signal that has two separate components - luma for luminance and chroma for color and offers better signal quality than a composite video which combines the two signals into one with lower quality.

Sequential Messaging

CIMM DEFINITION: The process of exposing the same consumer to multiple advertisements in sequence to tell a story. Putting the right message in front of the right consumer at the right time. (Source: MAGNA Global)

SDI abbr **Serial Digital Interface**

CIMM DEFINITION: Transmission of uncompressed, unencrypted digital video signals (optionally including embedded Audio and/or Time Code) within television facilities; they can also be used for packetized data. (Source: Wikipedia)

Served Impression

See also: Viewable Impressions

CIMM DEFINITION: Considered the current industry standard. Ad display as recorded by ad servers that are counted whether or not the ad itself is fully loaded and in a space viewable to the end-user.



Server

CIMM DEFINITION: A computer or computer program that provides services to other computer programs and their users such as fulfilling requests from other programs.

2 : A computer which distributes files which are shared across a LAN, WAN or the Internet. Also known as a "host". (Source: IAB)

Server Centric Measurement

CIMM DEFINITION: Audience measurement derived from server logs. (Source: IAB)

Server-Initiated Ad Impression

See also: Client Initiated Ad Counting, Client Initiated Ad Impressions, Server Initiated Ad Counting

CIMM DEFINITION: One of the two methods used for assessing ad impressions. Ad content is delivered to the user via two methods - server-initiated and client-initiated. (Source: IAB)

Server-Initiated Ad Counting

See also: Client Initiated Ad Counting, Server Initiated Ad Impressions, Client Initiated Ad Impressions

CIMM DEFINITION: A form of ad counting that uses the publisher's Web content server for making requests, formatting and re-directing content. For organizations using a server-initiated ad counting method, counting should occur subsequent to the ad response at either the publisher's ad server or the Web content server, or later in the process. (Source: IAB)

Server Log Data

CIMM DEFINITION: A file of historical data that is created and maintained by a server. Can contain a range of viewer and consumer datapoints that can be used for measurement purposes.

Server Pull

CIMM DEFINITION: A process whereby a user's browser maintains an automated or customized connection or profile with a Web server. The browser usually sets up a unique request that is recorded and stored electronically for future reference. Examples are: requests for the automated delivery of e-mail newsletters, the request for Web content based on a specific search criteria determined by the user, or setting up a personalized Web page that customizes the information delivered to the user based on pre-determined self selections. (Source: IAB)



Server Push

CIMM DEFINITION: A process whereby a server maintains an open connection with a browser after the initial request for a page. Through this open connection the server continues to provide updated pages and content even though the visitor has made no further direct requests for such information. (Source: IAB)

S2S abbr Server to Server

CIMM DEFINITION: A computer system in a network that is shared by multiple users and is connected to communicate with other servers.

2 : Inter-server communication is an extension of the client. (Source: Mediamath)

Service Providers

CIMM DEFINITION: A company that provides its subscribers Internet connection.

Session

See also: Visit

CIMM DEFINITION: A measurable segment of available content seen by a unique viewer, by viewing device. Today the viewing device is the set-top. In the future, the device will need to be defined and specified. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

- 2 : A sequence of Internet activity made by one user at one site. If a user makes no request from a site during a 30 minute period of time, the next content or ad request would then constitute the beginning of a new visit. (Source: IAB)
- 3 : A series of transactions performed by a user that can be tracked across successive Web sites. For example, in a single session, a user may start on a publisher's Web site, click on an advertisement and then go to an advertiser's Web site and make a purchase. (Source: IAB)
- 4 : A continuous series of URL requests, running applications, or AOL proprietary online service page requests. Logging off or 30 minutes of computer inactivity ends a session. This differs slightly from a Visit which only considers URL requests. (Source: Nielsen)
- 5 : A single application-use event that spans an unspecified period of time of constant or ongoing application activity by a user. Sessions are terminated by user actions indicating the closing of the application, or by inactivity levels that meet or exceed defined thresholds. Sessions are generally applicable to the calculation of reach metrics. (Source: Mobile Application Advertising Measurement Guidelines, April 2016)



Session Cookies

See also: Cookie

CIMM DEFINITION: These are temporary and are erased when the browser exits at the end of a web surfing session. (Source: IAB)

Session Cap

CIMM DEFINITION: An integer that specifies the total number of times during a session that a viewer can be exposed to a combination of ads for a particular line item. (Source: OpenX)

Sessions So Short They Need To Be Capped

See also: Capping

CIMM DEFINITION: A Kantar term for when there are gaps between viewing sessions that are so short (under 60 seconds) that there has to be some viewing. (Source: Kantar Media Audiences)

Sets - Primary, Secondary etc

CIMM DEFINITION: Televisions as they are located in the home. The primary set is the one that is the primary set for television viewing by most of the family. A secondary set is usually located in the secondary choice of venue for viewing television, such as a bedroom.

2: When multiple televisions are located in the home, the primary set is the one used for the majority of television viewing time within the home. A secondary set contributes less of the total household viewing time. (Source: Rentrak)

Set-Top Box

See also: Analog Set-Top Box, Digital Set-Top Box

CIMM DEFINITION: A device that can be an actual box attached to the television externally or it can reside within the television. The Set-Top Box can be analog or digital, based on the quality and the signal and the technological capabilities of the box software.

2 : A Set-Top Box is a device that enables a television set to become a user interface to the Internet and also enables a television set to receive and decode digital television (DTV) broadcasts. DTV Set-Top Boxes are sometimes called receivers. In the Internet realm, a Set-Top Box is really a specialized computer that can "talk to" the Internet that is, it contains a Web browser (which is really a Hypertext Transfer Protocol client) and the Internet's main program, TCP / IP. The service to which the Set-Top Box is attached may be through a telephone line as, for example, with WebTV, or through a cable TV company like TCI. In DTV, a typical digital Set-Top Box contains one or more microprocessors for running the operating system. A Set-Top Box also includes RAM,



an MPEG decoder chip, and more chips for audio decoding and processing. More sophisticated Set-Top Boxes contain a hard drive for storing recorded television broadcasts, for downloaded software, and for other applications provided by your DTV service provider. (Source: itvdictionary.com and Searchnetworking.techtarget.com)

- 3 : Any device that connects to a television set and an external source of digital or analog signal, converting the signal into content which is then displayed on the television screen, Also known as a converter box or video access device (VAD). (Source: Nielsen)
- 4 : A cable Set-Top Box is a device that is an actual customer premises equipment that received television and other data signals through Cable, processes the signal, and outputs to the television. Majority of US cable Set-Top Boxes are manufactured by Motorola and Cisco / Scientific-Atlanta.(Source: FourthWall Media)
- 5: A device electronic device that connects to a TV providing connectivity to the Internet, game systems, or cable systems. (Source: IAB)
- 6 : A physical device attached externally to a television, or resident internally, which when connected to an external source of digital or analog signal enables the display of video content on the television screen. (Source: MRC)
- 7: These receivers (named because they typically sit on top of a television set) convert and display broadcasts from one frequency or type analog cable, digital cable, or digital television to a standard frequency (typically channel 3 or 4) for display on a standard analog television set. (Source: TVB)

STB Churn

See also: Churn

CIMM DEFINITION: The ebb and flow of a Set-Top Box population. Occurs when moving homes - from address to address or subscriber to subscriber - or cancellation of or new subscription to service for other reasons.

STB Exposures

CIMM DEFINITION: The number of instances of an AdWidget (embedded in a spot ad) executing on Set-Top Boxes. Also called total STB exposures. (Source: FourthWall Media)

STB ID

See also: MAC address

CIMM DEFINITION: A unique identifier used to represent an individual Set-Top Box.

(Source: Nielsen)



SOSO abbr STB On / TV Off

CIMM DEFINITION: A measurement challenge - instances where the television set is turned off but the Set-Top Box remains turned on. In this situation, no viewing is taking place but the Set-Top Box continues to record viewing to the last channel.

NOTE – Possibly use data gathered from the Remote Control to match set off with viewing cessation.

Set-Top Box Rating

See also: Rating

CIMM DEFINITION: Rating based on the Set-Top Box rather than household or person.

2: The percentage of available STBs within a sample or population or a census that is watching a program, or during a time period or an ad or any piece of content out of the measured population or census. (Source: Nielsen)

STU abbr Set-top Unit

See also: Set-Top Box

CIMM DEFINITION: Same term used for Set-Top Box

Sex Bots

CIMM DEFINITION: A science fiction creation that is robotic hardware or software or a combination of both created to have a range of sexual interactions with a human.

Sextortion

CIMM DEFINITION: A type of crime related to a cyberattack. When a person's nude photographs are hacked from a victim's computer or gained by commandeering a webcam and then used to blackmail the victim for either money or more images.

Share

CIMM DEFINITION: The percentage of viewing to a program or time period out of only those sets or Set-Top Boxes in use at the time.

- 2 : A channel's average audience divided by the total audience of television viewers (TTV) expressed as a percentage. (Source: Kantar Media Audiences)
- 3 : The percent of households (or persons) using television who are tuned to a specific program, network, or station at a specific time. (Source: TVB)



Shared Libraries

CIMM DEFINITION: In digital advertising, shared libraries are collections of pre-written code and resources that are used for implementing features and functions for an HTML5 ad. Instances of such resources that are downloaded to the browser from a specific server, like a CDN, are cached on the browser. Once cached, shared libraries can be shared with other ads that reference the library and the host server. (Source: IAB)

Shared Worlds

CIMM DEFINITION: Virtual environments that are shared by multiple participants. shutter glasses: Glasses that alternately block out the left and right eye views in synchrony with the computer display of left and right eye images to provide stereoscopic images on the computer screen. (Source: freeflyvr)

Share of Active Days

CIMM DEFINITION: In Nielsen measurement it is the number of days individuals visited a Website, expressed as a percentage of the total number of days they were active on the web for the specified reporting period. For example, if an individual was on the web 7 days in a month and visited Website A in 4 of those days, their Share of Active Days % would equal (4/7) = 0.57, or 57%. (Source: Nielsen)

Share of Hours

CIMM DEFINITION: The percentage of hours spent on content or channel out of the total number of hours available.

SOR *abbr* **Share of Requirements**

CIMM DEFINITION: The amount of money the consumer spends on a particular brand divided by the amount of money that consumer spends on the entire category of products. (Source: TRA)

Share of Voice

CIMM DEFINITION: An ad revenue model that focuses on weight or percentage among other advertisers. For example, if there are four advertisers on a website, each advertiser gets 25 percent of the advertising weight. (Source: Wikipedia)

2: The percentage of advertising activities for one brand within the total advertising activity for an entire sector or product type. The measurement indicates frequency, reach and ad ratings. (Source: BusinessDictionary.com)



Shockwave

CIMM DEFINITION: A browser plug-in developed by Macromedia (now part of Adobe) which allows multimedia objects to appear on the Web (animation, audio and video). (Source: IAB)

SWF *abbr* **Shockwave Flash**

CIMM DEFINITION: ".swf" is the file naming extension used for animated files complied using Adobe Flash™ software. HTML cannot execute .swf files without the browser-installed Flash player plug-in. For this reason, many content and ad providers are moving to the HTML5 format for more efficient execution of interactive media files. (Source: IAB)

Shopping Bot

CIMM DEFINITION: Intelligent agent which searches for the best price. (Source: IAB)

Shopping Cart

CIMM DEFINITION: Saves content to a list for later purchase.

Short Click

See also: Long Click

CIMM DEFINITION: A short click is when a SERP visitor clicks through on a result and comes back quickly to the same SERP for clicking another search result or for refining his query. (Source: DigitalMarketing-glossary.com)

NOTE - A short click is seen by Google and other search engines as a sign of short visit to the site and therefore as a potential sign of low quality. However, the short visit may be due to the context of search or the nature of the website. (Source: DigitalMarketing-glossary.com)

SMS abbr Short Message Service

See also: Text Messaging, Texting

CIMM DEFINITION: Standard for sending and receiving short (160 character) text

messages via mobile handsets. (Source: IAB)

Showcase

CIMM DEFINITION: Collection of video segments (including ads, short-form programming, other elements) presented in a single interface, branded package around an advertiser's targeted content or message.



Sidekick

CIMM DEFINITION: An IAB Rising Star ad unit template initially displayed as one of three standard ad unit dimensions, but upon user initiation, "pushes" publisher content to the left to display a canvas of up to 970×550 pixels full of rich interaction. (Source: IAB)

Signal

See also: Digital Signal

CIMM DEFINITION: When original information is converted into a string of bits before

being transmitted. (Source: dictionary.reference.com)

Signal Latency

See also: Latency

CIMM DEFINITION: The lag time that occurs in the physical distribution plant and some STBs when the box changes channels or uploads so that tuning event timing relative to the same content can occur in one home at a slightly different time than in another home. Can be as much as several seconds.

2 : Broadcast and display time differences (typically in seconds) caused by variations in signal source. (Source: TIVO)

Signature

See also: Watermarking, Fingerprinting

CIMM DEFINITION: A digital signature (not to be confused with a digital certificate) is an electronic signature that can be used to authenticate the identity of the sender of a message or the signer of a document, and possibly to ensure that the original content of the message or document that has been sent is unchanged. Digital signatures are easily transportable, cannot be imitated by someone else, and can be automatically time-stamped. The ability to ensure that the original signed message arrived means that the sender cannot easily repudiate it later. (Source: searchsecurity.techtarget.com)

NOTE - A digital signature can be used with any kind of message, whether it is encrypted or not, simply so that the receiver can be sure of the sender's identity and that the message arrived intact. A digital certificate contains the digital signature of the certificate-issuing authority so that anyone can verify that the certificate is real. (Source: searchsecurity.techtarget.com)

SMTP *abbr* **Simple Mail Transfer Protocol**

CIMM DEFINITION: The protocol used to transfer e-mail. (Source: IAB)



SWIG *abbr* **Simplified Wrapper and Interface Generator**

CIMM DEFINITION: An open-source software tool used to connect computer programs or libraries written in C or C++ with scripting languages such as Lua, Perl, PHP, Python, R, Ruby, Tcl, and other languages like C#, Java, JavaScript, Go, Modula-3, OCaml, Octave, Scilab and Scheme. Output can also be in the form of XML or Lisp S-expressions. (Source: Wikipedia)

Simulated Reality

See also: Virtual Reality

CIMM DEFINITION: A "created reality", possibly by computer, that is indistinguishable from actual reality. Opposite of virtual reality which the user recognizes as not actual reality.

Simulator Sickness

CIMM DEFINITION: Various disturbances, ranging in degree form a feeling of unpleasantness, disorientation, and headaches to extreme nausea, caused by various aspects of a simulator. Possible factors include sensory distortions such as abnormal movement of arms and heads because of the weight of equipment, long delays or lags in feedback, and missing visual cues from convergence and accommodation. (Source: freeflyvr)

NOTE - A conflict of sorts between what your brain and body think they're doing. Your eyes say, "We're moving!" And your brain says "Nope! Let's get nauseated!" Science Magazine suggests that this disparity is interpreted as a toxin, and the human body does what it can to get that toxin out, ergo, vomiting. As much as people look at virtual reality and want to do things like fly or jump, for many folks, it's the beginning of a bad idea. But, as everyone has different thresholds, not everyone gets sick, or as sick as someone else might. This is one of the big challenges for developers — figuring out how to move people without making them ill. (Source: TechRepublic)

SDSL abbr Single-line Digital Subscriber Line

CIMM DEFINITION: A connection is to the internet that is a high-speed dedicated digital circuit from a given location to the telephone company's central office, using normal copper telephone lines.

NOTE - 1.5 Mbps. DSL is the main form of consumer broadband worldwide. DSL is a general term that includes several variations. (SDSL being one of them) (Source: Mediamath)



Simultaneous Media Usage

See also: Multitasking

CIMM DEFINITION: A form of multi-tasking where a viewer or consumer uses several different forms of media all at the same time. Overlapping use of different media.

Single Mode Fiber

See also: Multimode Fiber

CIMM DEFINITION: Also called a monomode. A type of optical fiber that is designed for the transmission of a single ray or mode of light as a carrier and is used for long-distance signal transmission. (Source: searchnetworking.techtarget.com)

Single-Part Expandable Ad

See also: Two-Part Expandable Ad

CIMM DEFINITION: A type of rich media ad unit that extends to cover over the content on a site, diminishing the viewer's experience.

Single Platform Measurement

See also: IPTV

CIMM DEFINITION: A type of Tru2Way measurement that enables data gathering and aggregation through one processor box. A single platform that captures and processes all Set-Top Box data.

Single Source Data

CIMM DEFINITION: Different kinds of data that are derived from the same viewer or household. Can be media data, shopping data etc.

2 : Data that is derived from one source. Single source data is the electronic measurement of TV (and possibly other media/marketing) exposure, and purchase behavior for the same household. This measurement is gauged through the collection of data components supplied by one or more parties overlapped through a single, integrated system of data collection. The means by which these data are stored is known as a single source database. In TV advertising measurement, single source data are used to explore an individual's loyalty and buying behavior in relation to advertising exposure within different windows of time – e.g. year, quarter, month, week. In this sense, single source data is a compilation of (1) Home-scanned sales records and/or loyalty card purchases from retail or grocery stores and other commerce operations, (2) TV tune-in data from cable Set-Top Boxes or people meters (pushbutton or passive) or household tuning meters, and (3) Household demographic information. The value of single-source data lies in the fact that it is highly disaggregate across individuals and within time. Single source data reveals differences among households' exposure to a brand's ads and their purchases of those brands within advertising fluctuations. (Source: Wikipedia)



2 : The ability to report on integrated media/advertising and CPG product purchases behavior measures. (Source: Kantar Media Audiences)

Siri

CIMM DEFINITION: Base on machine learning, a built-in "intelligent assistant" that enables users of Apple iPhone 4S and later and newer iPad and iPod Touch devices to speak natural language voice commands in order to operate the mobile device and its apps. Users can speak commands -- and receive audible confirmation from Siri -- to send messages, place calls, set reminders, operate iTunes and more. (Source: Webopedia)

Site

CIMM DEFINITION: Short for website.

2 : An OpenX component that represents top-level domains or sub-domains and is used to organize ad units. Sites enable you to target and report on inventory performance. (Source: OpenX)

Site-Centric Measurement

CIMM DEFINITION: Audience measurement derived from a Web site's own server logs. (Source: IAB)

Site Optimization

CIMM DEFINITION: The action of modifying a site to make it easier for search engines to automatically index the site and hopefully result in better placement in results. (Source: IAB)

Site Section

CIMM DEFINITION: A way of classifying inventory, for example into vertical segments of content. (Source: OpenX)

6DOF *abbr* **Six Degrees of Freedom**

CIMM DEFINITION: Ability to move in three spatial directions and orient about three axes passing through the center of the body. Thus the location and orientation are specified by six coordinates. (Source: freeflyvr)



Skewed Data

See also: Asymmetric Data, Symmetric Data

CIMM DEFINTION: Similar to asymmetric data, when the data clusters towards one end of the spectrum.

NOTE - An example in media is the charting of ratings for all networks from large to small where the highest data points occur at the beginning of the chart and the lowest at the end.

Skews

CIMM DEFINITION: When a sample or a subset of a population or a specific footprint deviates from the actual distribution of the universe or population.

NOTE - Population or data skews in the STB data - based on the footprint, can skew more upscale (as in AT&T) or lack of linear TV viewing because entire sample is DVR (such as in TIVO).

NOTE - Kantar says there are no skews to their data since census or sample is representative of the underlying universes from which they are drawn.

Skid

CIMM DEFINITION: Similar term for a Script Kiddie.

Skiddie

CIMM DEFINITION: Similar term for a Script Kiddie.

Skin

See Also: Ad Skin, Page Skin, Background Skin, Wallpaper CIMM DEFINITION: In computing, a skin is graphical overlay to either make the webpage more aesthetically pleasing or easier to use.

Skinny Bundles

CIMM DEFINITION: A type of MVPD network programming package that offers fewer channels or cheaper offerings than their standard or traditional bundle of network programming options. Can be a standalone network package of certain networks or programming genres such as sports.

2 : An offering to cable subscribers that is a slimmed down bundle that contains Internet access with a basic or simple TV package instead of the standard "Triple Play" of TV, Phone, and Internet.



Skinny OTT

CIMM DEFINITION: A standalone Over the Top Television Service that will work on any internet connection. (Source: Shane Cannon, VIDGO)

Skins

CIMM DEFINITION: A type of ad in addressable advertising where a frame around a piece of content contains the ad information / message.

- 2 : Also referred to as Wrappers. (Source: TIVO)
- 3: Customized and interchangeable sets of graphics, which allow Internet users to continually change the look of their desktops or browsers, without changing their settings or functionality. Skins are a type of marketing tool. (Source: IAB)

Skipping

See also: Trick Play

CIMM DEFINITION: The act of avoiding content, particularly advertising, by skipping over the ads via the use of the DVR trick play modes.

Skippable Pre-Roll

CIMM DEFINITION: In-stream video ads that allow viewers to skip ahead to non-advertisement video content after playing for a few seconds. (Source: Tubemogul)

Skunkworks

CIMM DEFINITION: A skunkworks project is a project developed by a small and loosely structured group of people who research and develop a project primarily for the sake of radical innovation. The terms originated with Lockheed's World War II Skunk Works project. (Source: Wikipedia)

Skype

CIMM DEFINITION: A free Voice Over Internet Protocol (VOIP) IP telephony service which is essentially a computer program that is used to make free voice calls over the Internet to anyone else who is also using Skype. Also enables file transfers, texting, video chat and videoconferencing.

NOTE - Once you download, register and install the software, you'll need to plug in a headset, speakers or USB phone to start using Skype. On September 12, 2005 Skype was acquired by eBay. (Source: Webopedia)



Skyscraper

CIMM DEFINITION: A tall, thin online ad unit. (Source: IAB)

NOTE - The IAB guidelines recommend two sizes of skyscrapers: 120 X 600 and 160 x

600. (Source: IAB)

Slider

CIMM DEFINITION: An IAB Rising Star Ad Unit template designed with an overlay "slider" (90 pixels high) that rests at the bottom of a publisher's page and when prompted by user interaction, slides page content to the left for a canvas of 970×550 pixels full of rich interaction possibilities for user engagement. (Source: IAB)

Slingbox

CIMM DEFINITION: A television streaming device that enables remote viewing. It connects the home television feed - whether from a DVR, cable operator, satellite or Telco - to a broadband enabled computer. It enables a viewer to view content from their home television anywhere in the world via their computer screen.

SlingPlayer Mobile

See also: Sling Box

CIMM DEFINITION: An application that lets you watch and control your home TV and DVR via your Slingbox™ on your smartphone.

Slivercasting

See also: Narrowcasting

CIMM DEFINITION: Like Narrowcasting it is the transmission of video programming to a niche audience, often through relatively inexpensive means like streaming video over high-speed connections. By this means, programming what would not generate enough interest or revenue for broadcast can be made available to a small but highly dedicated audience of viewers. (Source: whatis.techtarget.com)

Slogan

See also: Tagline

CIMM DEFINITION: A short, memorable attention-getting phrase, motto, catchword or catchphrase that serves to express a characteristic position in an advertising message of a product, service, good, person, or group.



Sloppy arithmetic

See Sloppy Chips

CIMM DEFINITION: A "guesstimate" by a computer that more closely replicates human intelligence and problem solving processes and attributes.

Sloppy Chips

See Sloppy arithmetic

CIMM DEFINITION: Slightly inaccurate chips that "guesstimate" like human intelligence rather than like computer intelligence. These chips are much smaller, more efficient, much faster and more closely replicating human intelligence with 100,000 times the computing power of a traditional computer. The error rate from these "guesstimating" chips is an error range around 1%. The value of sloppy chips is that they are able to rifle down enormous databases in fraction of the time.

Slotting Fee

CIMM DEFINITION: A fee charged to advertisers by media companies to get premium positioning on their site, category exclusivity or some other special treatment. It is similar to slotting allowances charged by retailers. (Source: IAB)

Smallest Viewing Increment

CIMM DEFINITION: The agreed upon minimum length of time that a viewer has to spend on a piece of content that will constitute actual measurable viewing. Differing latencies by box manufacturer impacts the calculation and standardization.

NOTE - If someone is channel surfing, then a pull to that box for that second would not represent actual viewing. Most processors say that the standard length of time should be in five second increments. However Rentrak uses a formula to calculate a standard length that varies by programming genre and changes as the amount of data increases. (Rentrak attributes this to SOSO curves)

Smart Card

See also: Contact Smart Cards, Contactless Smart Cards, Combination Smart Card CIMM DEFINITION: Usually about the size of a credit card, a smart card has embedded computer chips or a micro processor that enables Set-Top Box data providers to deliver certain channels and levels of service as well as to track viewing, usage and tuning.

2: Identical in size and feel to credit cards, smart cards store information on an integrated microprocessor chip located within the body of the card. These chips hold a variety of information, from stored (monetary) value used for retail and vending machines, to secure information and applications for higher-end operations such as



medical/healthcare records. The different types of cards being used today are contact, contactless and combination cards.

Smart Home

CIMM DEFINITION: A home equipped with lighting, heating, and electronic devices that can be controlled remotely via the internet or an app by phone or computer.

Smartphone

CIMM DEFINITION: A cellular phone that performs many of the functions of a computer, typically having a touchscreen interface, Internet access, and an operating system capable of running downloaded applications. (Source: Google)

Smartphone Apps

See also: Mobile App

CIMM DEFINITION: A computer program application that is designed to run on mobile devices such as smartphones and tablet computers. (Source: Wikipedia)

Smart TV

See also: Hybrid TV, Connected TV

CIMM DEFINITION: Synonymous with Connected TV. (Source: IAB)

Smart TV Set-Top Box

See also: Set-Top Box

CIMM DEFINITION : Same as Advanced Set-Top Boxes.

Smishing

See also: Phishing

CIMM DEFINITION: A form of phishing that uses e-mails that look legitimate to trick victims into handing over vital information. However, with smishing, the identity thieves ply their scam through messages to a mobile phone rather than on a computer.

Smooth Pacing

CIMM DEFINITION: A method of delivering ad impressions in a way that evenly distributes messages and impressions delivery over a specified, mutually agreed upon time period.



Smoothing

CIMM DEFINITION: A technique that tries to compensate for the differences in successive backchannel pings from the Set-Top Box for measurement and service purposes.

2 : Also used to refer to Video Smoothing. (Source: TIVO)

Snacking

CIMM DEFINITION: A form of television or video content viewing where the viewer samples small segments of the content in a viewing session rather than view the content in its entirety.

Snapchat

CIMM DEFINITION: An image messaging and multimedia mobile application that allows users to take, share and broadcast photos and short-form videos from their mobile devices that are self-destructing.

Snapshot Viewing

See also: Logging Viewing

CIMM DEFINITION: A frozen view of data at a specific point in time which can be viewed as a report such as in a PDF file, at a later time. (Source: http://blogs.msdn.com)

NOTE - In computing, Snapshots are back-up records that can be used for troubleshooting and fixing problems.

Sniffer

CIMM DEFINITION: Software that detects capabilities of the user's browser (looking for such things as Java capabilities, plug-ins, screen resolution, and bandwidth). (Source: IAB)

Snippet

CIMM DEFINITION: A three second ad.

Snippet Code

CIMM DEFINITION: A third party HTML code-based snippet that might include a pixel request to track user behavior. Often placed on webpages.

NOTE - For email campaigns, the snippet code is automatically added within messages by the email service provider. For ad tracking it is tied to the creative code. (Source: Rubicon)





Social Ads

CIMM DEFINITION: Ad displayed on social media sites that are targeted to you by your (or your friends) interests or shopping behavior as culled by data analytics.

Social Ad Spend

CIMM DEFINITION: Annual dollars marketers funnel towards paid promotion on social networks, social network games, and social network apps. Does not include money spent on creating and maintaining a social network presence. (Source: Centro)

Social Bookmarking

CIMM DEFINITION: Aggregating, rating, describing, and publishing bookmarks links to Web pages or other online content. (Source: IAB)

Social Currency

CIMM DEFINITION: The extent to which people are sharing information about content, a brand, company, product or service during their everyday, normal social lives and how that impact reflects back on them in terms of recognition, impact and influence.

2: The entirety of actual and potential resources which arise from the presence in social networks and communities, may they be digital or offline. It derives from Pierre Bourdieu's social capital theory and is about increasing one's sense of community, granting access to information and knowledge, helping to form one's identity, and providing status and recognition. (Source: Wikipedia)

Social Layer

CIMM DEFINITION: Internet based applications or websites that enable the exchange of person-to-person or group messagings and other social activity.

Social Lift

See also: Viral Lift, Viral Reach

CIMM DEFINITION : Calculated as: Number of social views / Number of seed views +

1. The resulting number is rounded to the nearest tenth. (Source: Quora)

Social Marketing

CIMM DEFINITION: Marketing tactic that taps into the growth of social networks, encouraging users to adopt and pass along widgets or other content modules created by a brand, or to add a brand to the user's social circle of friends. (Source: IAB)



Social Media

CIMM DEFINITION: A term given to the range of web-based media platforms that offer accessible and scalable publishing techniques for users to connect to and communicate with each other and create community by sharing opinions, personal messages, photos, videos and other content.

Social Media Center

See also: Boxee

CIMM DEFINITION: A home-based cross platform freeware home entertainment system that gives viewers the ability to view content and have interactivity where they can, among other things, rate content and engage in social networking.

Social Media Fraud

See also: Fraud

CIMM DEFINITION: A post or page on a social media site designed to deceive users and spread rapidly through their personal networks. Scams are sometimes created for identity theft or to spread malware but the usual purpose is financial gain – the more frequently a post is liked and shared, the more money the scammer makes. (Source: whatis.techtarget.com)

SMO *abbr* **Social Media Optimization**

CIMM DEFINITION: The use of a number of social media outlets and communities to generate publicity to increase the awareness of a product, brand or event. (Source: Wikipedia)

Social Network

CIMM DEFINITION: An online destination that gives users a chance to connect with one or more groups of friends, facilitating sharing of content, news, and information among them. Examples of social networks include Facebook and LinkedIn. (Source: IAB)

Social Plugin

CIMM DEFINITION: Embeddable buttons and links that are functions that enable easier sharing of information and attitudes on social media from the web or an app.

2: Things like the Like button, the Share button, comments and other tools that let you share your experience off of Facebook with your friends and others on Facebook. Social plugins include: Like button: Click Like to share and connect with things from other websites that you find interesting. (Source: Facebook)



Social Targeting

CIMM DEFINITION: The process of using data and analytics to find those consumers who are social networkers and who influence the social conversation on the internet or on a social media site.

Social Views

CIMM DEFINITION: Clicks on links shared to social media sites, email, or in chat clients. (Source: Quora)

Social VR

CIMM DEFINITION: This term refers to a type of app that aims to create a shared virtual reality space where users can interact with each other and even participate in activities. (Source: TechRepublic)

2 : Refers to a type of virtual reality app designed to create a shared VR space in which users can interact and participate in activities. The social VR startup Altspace VR is a good example; among other activities, the app allows users to play virtual Dungeons & Dragons together. (Source: Cynopsis)

Social Web

See also: Open Web

CIMM DEFINITION: Web-based services that enable internet users to socialize, interact and connect across the web.

SCTE *abbr* **Society of Cable Telecommunications Engineers**

CIMM DEFINITION: Creators of standard measurements for advanced television. SCTE 30 - Originally intended to be used for Digital Program Insertion in linear broadcast channels, this standard has since grown to support addressable advertising with SCTE 130 formerly DVS 629. SCTE 30 messages are sent between the ad insertion server and the splicer to ad insertion points. SCTE 35 - Originally intended to be used for Digital Program Insertion in linear broadcast channels. The digital cue tone that defines when a switch should occur in the splicer.

Soft Paywall

See also: Hard Paywall, Paywall

CIMM DEFINITION: A paywall that allows the user to access some content without having to pay or subscribe. Example - Some newspapers allow some content to be freely accessed without subscribing.



SaaS abbr Software as a Service

See also: Ad Manager, Cloud Computing

CIMM DEFINITION: A model of software deployment where a software provider licenses an application for use as a service On-Demand. (Source: Wikipedia)

2 : Software provided to customers on a license basis. (Source: Mediamath)

SDDC abbr Software-Defined Data Center

See also: Virtual Data Center

CIMM DEFINITION: Refers to a data center where all infrastructure is virtualized and delivered as a service. Control of the data center is fully automated by software, meaning hardware configuration is maintained through intelligent software systems. This is in contrast to traditional data centers where the infrastructure is typically defined by hardware and devices. (Source: Webopedia)

NOTE - Software-defined data centers are considered by many to be the next step in the evolution of virtualization and cloud computing as it provides a solution to support both legacy enterprise applications and new cloud computing services. (Source: Webopedia)

SDN *abbr* **Software Defined Network**

CIMM DEFINITION: An umbrella term encompassing several kinds of network technology aimed at making the network as agile and flexible as the virtualized server and storage infrastructure of the modern data center. (Source: TechTarget)

Solution Software

CIMM DEFINITION: Another term for Stacking Software.

Sony's PlayStation VR

CIMM DEFINITION: Formerly Project Morpheus, <u>PlayStation VR</u> will be compatible with PlayStation 4. PSVR is the only console-based VR system so far. It works with the DualShock PlayStation controllers, but users can also purchase handheld Move controllers. Movement is more limited than with the Vive. PSVR is considered the third of the trio of high-end VR systems (the other two being he Oculus and Vive). It's less immersive than the Oculus or the Vive, but it is cheaper, and has the advantage of a 36-million unit install base of PlayStation 4s already out in the wild. (Source: TechRepublic)



SIVT abbr Sophisticated Invalid Traffic

See also: General Invalid Traffic, Invalid Traffic

CIMM DEFINITION: Includes traffic identified through advanced analytics, multipoint corroboration, human intervention—such as hijacked devices, ad tags, or creative; adware; malware; misappropriated content. (Source: MRC)

Sort Content

CIMM DEFINITION: Sorting content so that it makes the most sense to the viewer.

Sound Card

See also: Audio Card

CIMM DEFINITION: A peripheral device that can be slotted or attached to the ISA or PCI slot on a motherboard in a computer that enable the computer to input, process, and deliver sound through the use of audio components for multimedia applications.

Source Coding

See also: Digital Compression, Compression, Bit Rate Reduction, Data Compression CIMM DEFINITION: The process of encoding data so that it requires less bandwidth. A form of data compression.

Sourced Traffic

CIMM DEFNITION: Any method by which digital media sellers acquire visitors through third parties.

- 2 : Refers to a practice in which publishers acquire audiences from third parties, then represent those audiences as their own. Publishers generally do so in order to fulfill advertiser commitments. (Source: Cynopsis)
- NOTE As the Association of National Advertisers has warned, sourced traffic represents far less fertile territory for advertisers, as it is particularly susceptible to fraudulent traffic generated by bots and other shady practices. Buying sourced traffic is a fairly common practice, and the ANA argues that it represents a major (and highly under-recognized) threat to digital advertisers. (Source: Cynopsis)
- NOTE This technically could cover a wide variety of nuanced business practices, especially so-called "audience extension" models utilized by a variety of big publishers, some of whom utilize programmatic exchanges to acquire "lookalike" audiences to fill in for under-delivering on their own audience guarantees. With sourced traffic, a publisher pays a third-party vendor to send users to its site by advertising on other publishers' sites. Sourced traffic may occur when a seller needs to meet the audience delivery requirements of a campaign and has to increase visitors to its site. (Source: ANA)



Space

CIMM DEFINITION: The location on a page of a site in which an ad can be placed. Each space on a site is uniquely identified. There can be multiple spaces on a single page.

Spatial Navigation

CIMM DEFINITION: Self-orientation and locomotion in virtual worlds. (Source: freeflyvr)

Spam

CIMM DEFINITION: Essentially unsolicited bulk email. An electronic message that is sent indiscriminately over the internet and delivered to inboxes as unwanted and sometimes harmful email.

2 : Term describing unsolicited commercial e-mail. (Source: IAB)

Spam Bot

See also: Bot

CIMM DEFINITION: A computer program designed to assist in the sending of spam by creating accounts and sending spam messages from them.

Spam Filter

See also: White Listing, Blacklisting

CIMM DEFINITION: Software built into e-mail gateways as well as e-mail client applications designed to identify and remove unsolicited commercial messages from incoming e-mail before the end user sees them. (Source: IAB)

Spanish Language Programming

CIMM DEFINITION: Icon / indicator designating that programming is available in Spanish.

Special Offers

CIMM DEFINITION: Refers to all types of promotional offers, not just "sales" events. E.g., could use to notify when PPV content (concerts, fights, etc.,) becomes available to On-Demand users, in addition to Double Feature or other promos.

Spectrum

CIMM DEFINITION: In media, it is the entire range or band of wavelengths in an electromagnetic field. Different bands of spectrum are able to transmit more data or



higher quality data than others, providing higher levels of transmission and clearer signals.

Spend Out

CIMM DEFINITION: Refers to the full utilization of media spend within a certain duration of time during the campaign - often times, the pacing of a campaign will have to be adjusted so that the entire budget is depleted to meet the spend out the goal. (Source: Mediamath)

Spider

See also: Robot

CIMM DEFINITION: A program that automatically fetches Web pages. Spiders are used to feed pages to search engines. It is called a spider because it crawls over the Web. Because most Web pages contain links to other pages, a spider can start almost anywhere. As soon as it sees a link to another page, it goes off and fetches it. Large search engines have many spiders working in parallel. (Source: IAB)

Spill In

CIMM DEFINITION: The penetration of a television signal transmitted from outside the market area. (Source: TVB)

Spill Out

CIMM DEFINITION: The transmission of a television signal beyond its own market area. (Source: TVB)

Spinoff

CIMM DEFINITION: When a character/characters and/or a concept from a television series is "spun off" to its own series. Examples include "The Jeffersons" and "Maude" spun off from "All in the Family" or "Law & Order: Special Victims Unit" spun off from "Law & Order." (Source: TVB)

Splash Page

See also: Transition Ads, Interstitial Ads, Intermercial Ads
CIMM DEFINITION: A preliminary page that precedes the user-requested page of a
Web site that usually promotes a particular site feature or provides advertising. (Source: IAB)

Note - A splash page is timed to move on to the requested page after a short period of time or a click. Splash pages are not considered qualified page impressions under



current industry guidelines, but they are considered qualified ad impressions. (Source: IAB)

Splice

CIMM DEFINITION: A hardware or software system that inserts or combines audio / video streams to be played on a Set-Top Box.

Splunk

CIMM DEFINITION: Is a software to search, monitor and analyze Big Data (machine-generated data from websites, applications, servers, networks, mobile devices, etc) by applications, systems and IT infrastructure at scale via a web-style interface. The software captures, indexes and correlates real-time data in a searchable repository from which it can generate graphs, reports, alerts, dashboards and visualizations.

Sponsor

CIMM DEFINITION: An individual, corporation or organization that provides advertising, funding, in-kind services or barter support so as to be included or highlighted on a media platform, program or piece of content.

- 2 : An advertiser who has sponsored an ad and, by doing so, has also helped sponsor or sustain the Web site itself. (Source: IAB)
- 3 : An advertiser that has a special relationship with the Web site and supports a specific feature of a Web site, such as a writer's column or a collection of articles on a particular subject. (Source: IAB)

Sponsored Search

CIMM DEFINITION: Another term for Paid Search.

Sponsor Produced Content

See also: Sponsorship, Branded Content

CIMM DEFINITION: Branded, stand-alone content produced by a sponsor. Unlike Branded Content, Sponsor Produced Content is clearly advertiser driven and advertiser created and not blended into other entertainment or informational content.

Sponsorship

See also: Branded Content, Spotlights, Advergaming, Sweepstakes, Content & Section

Sponsorships

CIMM DEFINITION: In media, an advertising campaign.



- 2: In the online sector, sponsorship represents custom content and/or experiences created for an advertiser which may or may not include ad unties (i.e., display advertising, brand logos, advertorial and pre-roll video).
- 3 : A way for an advertiser to sponsor a section of a website. As a sales technique, sponsorship works best when the web page is relevant to the advertiser's products or services. (Source: OpenX)
- 4: The purchase of all or part of a television program by one advertiser. (Source: TVB)

Spoofing

CIMM DEFINITION: Misrepresenting an impression as something that it is not. For example, claiming that an impression is "cnn.com" when it actually serves on a completely different website. This is possible when platforms allow inventory to be self-declared, with no validation of what it actually is. (Source: Centro)

Spooking

CIMM DEFINITION: Following someone surreptitiously online by tracking their mobile phone calls and texting logs.

Spotfire

See also: T1

CIMM DEFINITION: A business company based in Massachusetts, bought by TIBCO in 2007. (Source: Wikipedia)

2 : Online information resource where reports and other data is shared. (Source: Mediamath)

Spot Level Ratings

See also: Rating

CIMM DEFINITION: The percentage of viewers viewing the commercial spot out of the total universe or population.

Spotlights

See also: Branded Content, Sponsorship, Advergaming, Sweepstakes, Content & Section Sponsorships

CIMM DEFINITION: A type of sponsorship. Custom built pages incorporating an advertiser's brand and housing a collection of content usually around a theme. (Source: IAB)



Spot Runs

CIMM DEFINITION: The number of times a given spot ad was broadcast from the headend regardless of the number of STB exposures, remote clicks or responses. (Source: FourthWall Media)

Spot TV

CIMM DEFINITION: The advertising time purchased from individual stations. There are two major types local and national. Local spots are purchased in one market and aimed only at the audience in that particular market. National spots are bought by national advertisers in several markets. (Source: TVB)

Spreadability

CIMM DEFINITION: A new form of participatory culture where consumers take media in their own hands reworking its content to serve their personal and collective interests. (Source: Convergence Culture Consortium)

Spread Spectrum

See also: Code Division Multiple Access, GSN

CIMM DEFINITION: A type of technological technique where an electrical, electromagnetic, or acoustic signal, for example, is generated in a particular bandwidth and deliberately spread in the frequency domain. This results in a signal that has a wider bandwidth. These techniques are used for a variety of reasons, including the establishment of secure communications, increasing resistance to natural interference, noise and jamming, to prevent detection, and to limit power flux density (e.g. in satellite downlinks). (Source: en.wikipedia.org)

Spybot

CIMM DEFINITION: Another term for Ad Bot

Stability

See also: Reliability, Reproducability

CIMM DEFINITION: The ability for a dataset to maintain inherent consistent levels and therefore stability characteristics over time.

Stacking

CIMM DEFINITION: A form of content delivery that gives the right and ability to showcase entire seasons of programming content on all devices and platforms.



Stacking Software

See also: Solution Stack

CIMM DEFINITION: A set of software subsystems or components needed to create a complete platform such that no additional software is needed to support applications. Applications are said to "run on" or "run on top of" the resulting platform. (Source: Wikipedia)

Standard Ad Units

CIMM DEFINITION: A set of ad specifications for standard image or animated in-page ad units that establish a framework for advertising inventory and webpage design. (Source: IAB)

SAU abbr Standard or Static Ad Units

See also: Advanced Advertising

CIMM DEFINITION: The opposite of Dynamic Ad Units (which are interactive and addressable). Static Ad Units are those advertisements that are delivered uniformly in a standard size and format. (Source: Mercury Media)

SDTV abbr Standard Definition TV

See also: High Definition TV

CIMM DEFINITION: A TV with an internal digital tuner. SDTV has the basic digital television format closest to traditional analog TV.

2 : An alternative method of operation for digital television which offers the opportunity to transmit two to eight standard quality programs in place of, but in the same channel as, that used for HDTV. By employing higher compression ratios, more programs may be transmitted. (Source: TVB)

Standard Error

CIMM DEFINITION: The estimated standard deviation of a statistic (margin of error). Standard error of a sample mean equals sample standard deviation divided by the square root of the sample size. (Source: TVB)

SGML abbr Standard Generalized Markup Language

See also: HTML, XML

CIMM DEFINITION: The parent language for HTML. (Source: IAB)

Standard Pre-Roll

CIMM DEFINITION: In-stream video ads that play before video content. (Source: Tubemogul)





Standard Technical Specification

CIMM DEFINITION: Refers to information or instructions for technical standards that can be accessed to provide specific details regarding such information as requirements, functions, designs, products or services, for example.

Start Sate

CIMM DEFINITION: The date an advertising campaign is scheduled to start.

Start / End of Recording

See also: Trick Play

CIMM DEFINITION: The indicators of when the video content (such as a program) will start recording and when it will stop and end the recording.

Start Over

CIMM DEFINITION: A capability and service offered through Time Warner Cable. Start Over is a Digital Cable feature that allows you to start over certain TV shows that are already in progress.

Static Ad Placement / Static Rotation

CIMM DEFINITION: Ads that remain on a Web page for a specified period of time or embedded ads. (Source: IAB)

Statistical Identification

CIMM DEFINITION: The process of identifying devices across sessions based on a series of non-personally identifiable data points and algorithms to narrow these characteristics to a single or small handful of users. (Source: MAGNA Global)

Statistics

CIMM DEFINITION : A scientific discipline of the numeric study of data relationships. (Source: SAS)

Stay Away Minutes

See also: Perfect Play

CIMM DEFINITION: Average number of minutes households stayed away, that switched away during a specified commercial airing but did return to this channel before the end of the programming day. (Source: TRA)



Stayed Away

See also: Perfect Play

CIMM DEFINITION: Percentage of households that switched away during the commercial that did not return to this channel for the remainder of that programming

day. (Source: TRA)

Stereo

CIMM DEFINITION: Icon / indicator designating sound transmission from two sources through two channels.

Stereopsis

CIMM DEFINITION: Binocular vision of images with different views by the two eyes to distinguish depth. (Source: freeflyvr)

Stickers

CIMM DEFINITION: Colorful, graphic icons that are used in social media in place of text. Considered a move away or evolution from traditional text messaging.

Stickiness

CIMM DEFINITION: A measure used to gauge the effectiveness of a site in retaining individual users. Stickiness is usually measured by the duration of the visit. (Source: IAB)

Stickiness Index

CIMM DEFINITION: An engagement metric indicating the degree to which a program is viewed. The percent of program that has been watched. The greater the percentage of the program viewed compared to all programs of the same duration in a certain time period, the greater the stickiness index. (Source: Rentrak)

Sticky

CIMM DEFINITION: A descriptive term for websites where users typically stay longer than normal. For example, gambling sites are often considered sticky. (Source: OpenX)

Stitch Fix

CIMM DEFINITION: A fashion retailer that employs the use of proprietary technology to create more personalized clothing in a one-to-one customer relationship.



Stitching

CIMM DEFINITION: In a digitalized media environment it is the ability to combine many pieces of content (videos, graphics etc) into one high quality signal that has less bandwidth than the sum of its parts.

- 2: An algorithm used to connect the same Set-Top Box's tuning from one day to the next, when a Set-Top Box is tuned across the daily cut off point (e.g. 2am). (Source: TRA)
- 3: In virtual reality, it is the process of taking footage from different cameras, like GoPro cameras that have been used in a 360 camera mount, and combining that footage into spherical video. The process usually involves reorienting video, placing seams, and generally editing it so that it looks like one continuous view, rather than a patchwork of angles. (Source: TechRepublic)

Stop

CIMM DEFINITION: Allows viewer to cease playback of Video On-Demand programming.

Storyfinder

CIMM DEFINITION: A TRA report reporting the advertisers and brands that a network should approach first for ad inventory sale of the network or one of its dayparts or programs, because the network or its daypart or program are most heavily skewed to those advertiser categories and/or brands. (Source: TRA, registered term)

Strategic Buyer

CIMM DEFINITION: Usually from a similar industry and typically has a specific reason for wanting to buy a particular company. The strategic buyer will frequently be willing to pay a premium price in order to obtain a company possessing that quality. (Source: StateoftheMedia.org)

Streaming

See also; Live Streaming

CIMM DEFINITION: Technology that permits continuous audio and video delivered to a computer from a remote Web site. (Source: IAB)

2 : An Internet data transfer technique that allows the user to see and hear audio and video files. The host or source compresses, then "streams" small packets of information over the Internet to the user, who can access the content as it is received. (Source: IAB)



Streaming Media Player

CIMM DEFINITION: A software program which decompresses audio and/or video files so the user can hear and/or see the video or audio file. Some examples are Real PlayerTM, Windows Media and Quick Time Player. (Source: IAB)

Streaming Meter

CIMM Definition: A meter that controls and measures the amount of bytes of information piped through it. Can control for surges, for example.

Streaming Radio

CIMM Definition: Another term for Internet Radio.

Streaming Server

CIMM DEFINITION: A centralized internet server that distributes VOD assets to a viewer upon request.

Streaming Video

CIMM DEFINITION: A form of compressed video that is delivered over the internet in real-time. It can be played instantly without the need to buffer and pause.

2 : A distribution method for serving video files such that the video is played over a persistent connection between the browser and the ad server. Versions of the file at different levels of compression (quality) can be served based on detection of the user's Internet bandwidth. HTML5 files cannot be streamed and rely on adaptive bitrate streaming technologies such as HLS and MPEG-DASH. (Source: IAB)

Stress Loads

CIMM DEFINITION: The amount of processing activity that a Set-Top Box may be performing at the same time such as program log corrections with DVR taping, DVR playback. Can slow the system and increase Latency.

NOTE - Impacts logging and therefore Latency and standardization of Latency metric.

Stress Testing

CIMM DEFINITION: Testing performed to ensure Set-Top Box reliability, in particular how it functions and how it logs actions under higher activity loads. (Source: TIVO)



Strip

CIMM DEFINITION: Refers to a television program aired five days a week, mainly Monday Friday. (Source: TVB)

Structured Data

See also: Big Data, Unstructured data

CIMM DEEFINITION: "Machine friendly" information managed in rows and columns as opposed to unstructured data which is more human friendly originating from various sources such as email and social media and includes not just words and numbers but also video audio and images.

Sub Carrier

See also: RF

CIMM DEFINITION: A frequency channel that occupies only a portion of RF bandwidth allocated to the carrier and, therefore, has a smaller information capacity.

2 : A subcarrier sometimes is used for signaling between stations on a network.

Sub Channel

See also: Digital Subchannel

CIMM DEFINITION: A pathway within a wired or wireless communications channel. Multiple subchannels are transmitted via different carrier frequencies or by interleaving bits and bytes. (Source: encyclopedia2.thefreedictionary.com)

2 : The portion of an input/output channel associated with a specific input/output operation. (Source: Answers.com)

Sub Data

CIMM DEFINITION: As it is used here, this refers to a distinguishing field in the subscriber data associated with AdWidget data. Zip code is one such field. But others (e.g. has voice, has HBO etc) may be useful for grouping data in reports. (Source: FourthWall Media)

Sub Domain

See also: Top Level Domain, Child Domain

CIMM DEFINITION: A domain that is a sub-set of a larger hierarchical domain name in the Domain Name System of the global internet. It is a more specific portion of a domain name and is used to create more locator files of a web domain without needing to register a new domain name. The hierarchy is as follows: The Root Level Domain, the Top Level Domains, the Second level Domains and then Sub Domains.



Submission Lead Time

CIMM DEFINITION: The number of business days (non-weekend/non-holiday days) prior to a campaign going live in which a publisher needs to validate advertiser submitted creative(s) for a campaign. (Source: IAB)

Subscriber

CIMM DEFINITION: A contracted consumer of a particular product or service. (Source: Nielsen)

- 2 : Subscriber database that can link STB ID to postal code and a demographic code. (Source: BigBand Networks)
- 3 : An individual who has contracted with a cable company to receive cable television services. Individual with services provisioned for video services on cable video (analog or digital), HSD, etc. at residential, commercial or MDU locations. Does not include individuals contracted for non-video services, such as HSD-only or Phone-only services. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE - Counted by the STB or by the household?

Subscription Model

CIMM DEFINITION: A revenue model that charges for content on a per piece or clustered content basis.

SVOD abbr **Subscription VOD**

See also: Subscription Model, Video On-Demand CIMM DEFINITION: Same as Subscription Model but for VOD services. Examples are HBO On-Demand and Showtime On-Demand.

- 2: Impulse viewing of a selection of programming with full pause, fast forward and rewind functionality for a flat monthly charge. Note: "Premium On-Demand" is the preferred consumer term for this service.
- 3 : Enables subscribers to a particular tuning source to view content from that source on demand. (Source: MRC)
- 4: The ability for a viewer to pro-actively choose and view a piece of video content at their convenience through any video consumption device, including their television. Content is served and viewed upon request and is based on subscription mode availability. (Source: Nielsen)



Suite

See also: Tier

CIMM DEFINITION: Bundles of channels offered as a package

Sunsetting

CIMM DEFINITION: The retirement of a business process, application, software, etc. Done intentionally. Gradually phasing out process while retaining access to historical data or other information.

Superbowl Effect

See also: Capping

CIMM DEFINITION: Different capping indicators for long viewing sessions. The Superbowl is an example of viewing for long periods without changing the channel.

(Source: Kantar Media Audiences)

Super Box Set-Top Box (All In One)

See also: Advanced Set-Top Box, All-In-One, Digital Set-Top Box, Enhanced Set-Top Box, Set-Top Box

CIMM DEFINITION: Same as "All In One" Set-Top Box. Set-Top Boxes that have more advanced features. Are more likely to be integrated with such services as DVRs, high-speed internet access, interactive TV, digital video recording and gaming.

Super Hi-Vision

See also: Ultra-High Definition, Ultra HD Television, UHDTV, Ultra HD, UHD-1, UHD, 2160p

CIMM DEFINITION: A form of ultra-high definition television that currently can deliver four times the amount of pixels of 4K and 16 times the number of pixels of 8K.

Super Leaderboard

CIMM DEFINITION: A display ad unit that is typically 970 pixels wide by 90 pixels tall.

Supermetrics

CIMM DEFINITION: Essentially a mathematical formula that contains one or more metrics. Often it is a custom metric that is designed for a specific tracking purpose.

Superstation

CIMM DEFINITION: A station that provides satellite transmission of its signal to cable systems throughout the country. The extended coverage allows the superstation to claim increased viewership. (Source: TVB)





Superstitials®

CIMM DEFINITION: An interstitial format developed by Unicast which is fully precached before playing. Specs are 550 x 480 pixels (2/3 of screen), up to 100K file size and up to 20 seconds in length. (Source: IAB)

Superuser

CIMM DEFINITION: A network account user of a computer system who has special privileges far beyond those of other user accounts. Such access is needed to administer and maintain the system, such as for a network, system or database administrator or certain C-Suite executives.

Supporting Files

CIMM DEFINITION: In the context of HTML file loads, supporting files are files that the browser needs to reference in order to execute display of file contents and any interactions. Examples of supporting files include JavaScript libraries, font libraries, CSS files, and others. (Source: IAB)

SSP abbr Suppy-Side Platform

CIMM DEFINITION: Software platform that allows publishers connect their inventory with ad exchanges, networks, and DSPs at the same time to sell impressions at their highest value in real time. An SSP provides publishers with access to many potential buyers, and they can set a minimum price they will sell impressions for. (Source: Hubspot)

- 2 : A layer of technology that allows publisher sites and other inventory providers (in some cases, ad networks) to organize and monetize ad inventory. (Source: Mediamath)
- 3 : A platform or provider that allows publishers to manage and optimize revenue for their inventory from multiple sources, often in real time. (Source: OpenX)
- 4 : A tech platform used by web publishers to find the most appropriate available audience and optimize pricing of a publisher's inventory. (Source: MAGNA Global)
- 5 : Sometimes also referred to as a 'sell-side platform.' It is a technology platform that enables web publishers to manage their advertising space inventory, fill it with ads, and receive revenue. Online publishers use SSPs to sell display, video, and mobile ads in an automated fashion. SSPs are a sort of flip-side to DSPs (demand-side platforms), which are used by marketers and ad-buyers. (Source: Cynopsis)



Surfing

See also: Grazing

CIMM DEFINITION: When a viewer grazes over various channels, networks or any series of content in short time spans without viewing it.

2 : Exploring the World Wide Web. (Source: IAB)

Sweeps

CIMM DEFINITION: Ratings surveys in which local markets are simultaneously measured by a rating service. (Source: TVB)

NOTE - Nielsen Media Research measures television audiences to help the industry determine advertising rates for television stations. Sweeps months are generally February, May, July and November. In anticipation of the federally mandated switch to digital television in 2009, Nielsen elected to change the winter sweep month from February to March. (Source: StateoftheMedia.org)

Sweepstakes

See also: Branded Content, Spotlights, Advergaming, Sweepstakes, Content & Section Sponsorships

CIMM DEFINITION: On the internet, it is a form of sponsorship which can range from branded sweepstakes on the site to a full-fledge branded contest with submissions and judging. (Source: IAB)

Switch Away

See also: Retention

CIMM DEFINITION: The percentage of households who were tuned to the first frame of the commercial or advertisement but who tuned away before the last frame. (Source: TRA)

SDV abbr Switched Digital Video

See also: Advanced Advertising, Bandwidth Optimization

CIMM DEFINITION: A method of distributing digital video, utilizing bandwidth more efficiently by only broadcasting channels that have been requested by at least one household within a cable service area. (Source: Definition currently under review by CableLabs)

2: "Switched digital video refers to a network scheme for distributing digital video by managing network bandwidth resources. Switched video sends the digital video in a more efficient manner so that additional programs may be available for users using he freed up bandwidth. One of the core technologies that can make advanced advertising in linear programming a reality for cable operators." (Source: BigBand Networks)



3: "A telecommunications industry term for a network scheme for distributing digital video via a cable. Switched video sends the digital video in a more efficient manner so that additional uses may be made of the freed up bandwidth. The scheme applies to digital video distribution on cable TV systems using QAM channels, or on IPTV systems." (Source: Wikipedia)

Switched Unicast

See also: Switched Digital Video

CIMM DEFINITION: A form of switched digital video in which each active subscriber receives a unique stream.

Switching Fabric

See also: Network Fabric

CIMM DEFINITION: The combination of hardware and software that moves data coming in to a network node out by the correct port (door) to the next node in the network. (Source: searchstorage.techtarget.com)

Symmetric Data

See also: Asymmetric Data, Skewed Data

CIMM DEFINTION: Data that occurs at predictable intervals generally resulting in a bell curve graph result.

Symmetric DSL

See also: Asymmetric DSL, Digital Subscriber Line, High Speed DSL, Very High-Speed DSL

CIMM DEFINITION: Similar to High Digital Subscriber Line, SDSL is an HDSL variation that is rate adaptive, uses one cable pair and is offered in speeds from 144 Kbps to 1.5 Mbps. Like HDSL, SDSL does not share lines with analog phones. (Source: PC Mag.com)

Synchronization

See also: Brain Synchronization

CIMM DEFINITION: The ability to connect electronically to multi-platforms such as a television set to a tablet, computer or mobile phone.

2 : In neuroscience, it is the use of stimuli to better engage brain activity, enhancing attention and engagement. Also known as brain synchronization. (Source: SyncSense.com)



Synchronization Software / Hardware

CIMM DEFINITION: An application or hardware designed to help incorporate and often aggregate various disparate streams of datapoints.

NOTE - All streams must be matched (audio and video) before viewing.

Synchronous Bidding

See also: Asynchronous Bidding

CIMM DEFINTION: In programmatic bidding, it is where all of the ad codes in a container have their bidding requests released and triggered in successive order as opposed to all at once.

Synch to Commercial

CIMM DEFINITION: Non-video ad unit that is synchronized to a broadcast commercial; may include ability to click to video ad.

Syndicated Program

CIMM DEFINITION: A program that is produced for national distribution, but which is shown on individual local stations rather than on a national network is called a syndicated program. These programs may be sponsored either locally or nationally. (Source: TVB)

Syndicated Program Measurement

CIMM DEFINITION: Syndicated programming measurement poses a challenge in Set-Top Box data measurement because programming line-ups and program title and episode coding must be nationalized and aggregated over various time periods, channels and networks.

System Software

See also: Operating System

CIMM DEFINITION: Underlying software that enables all other software to run.

T -----

T-1

CIMM DEFINITION: A dedicated, typically corporate, high-speed (1.54 megabits/second) Internet connection. (Source: IAB)



T-3

CIMM DEFINITION: A very high-speed (45 megabits/second or higher) dedicated, corporate Internet connection. (Source: IAB)

Tablet Computer

CIMM DEFINITION: A general-purpose computer contained in a single panel. Its distinguishing characteristic is the use of a touch screen as the input device. Modern tablets are operated by fingers, and a stylus is an option, whereas earlier tablets required a stylus. (Source: PCMag)

2 : A one-piece mobile computer that typically has a touchscreen, used with finger or stylus gestures. Tablets are larger than smart phones or personal digital assistants.

NOTE - While all publishers do not currently offer ad inventory on mobile, this number is increasing over time. (Source: Next.Srds.com)

Tactile Displays

CIMM DEFINITION: Devices that provide tactile and kinesthetic sensations. (Source: freeflyvr)

Tag

See also: Web Beacon, Beacon, Web Bug, Tracking Bug, Page Tag, Pixel CIMM DEFINITION: A piece of software that helps identify what should be on the screen and when the page loads. (Source: Techterms)

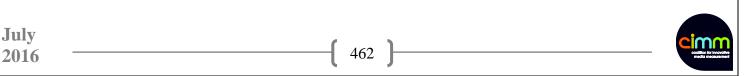
- 2 : Sometimes referred to as a pixel or beacon is the means by which data is collected on a website. (Source: Rubicon Projects)
- 3 : Generic term for a piece of web code that sends data to or requests data from another site could reference a number of things. (Source: Mediamath)

NOTE - Tags are not cookies and cookies are not tags. Rather, a tag can be used to set a cookie. Cookies are text-only strings of code placed on a computer or device for a variety of purposes including remembering a user's preferences or the contents of their online shopping cart. (Source: Signal.co)

Tag Container

See also: Container

CIMM DEFINITION: Originally introduced by the major ad networks as a way to add a lot of tags to a website and manage them all in one place. Examples are Doubleclick's Floodlight tag or the Atlas Universal Action Tag (UAT). (Source: Signal.co)



NOTE – At its core, a tag container is still sending third-party code through the end user's browser putting data ownership, performance or privacy at risk. There is also a danger of data loss for the site owner and third-party provider when browser tags don't fire properly. Tag containers do not solve for the inevitability of tags going dark. When it comes to scalability and performance, tag containers are dependent on optimizations to the browser which is yet another third-party service the site owner does not control. (Source: Signal.co)

Taggers

CIMM DEFINITION: Those individuals who are contracted and paid by Netflix to view movies and label them as a way to better serve subscribers.

Tagging

CIMM DEFINITION: The act of embedding a tag within a site, ad, etc. (Source: Mediamath)

Tagless Bidding

See also: Advanced Bidding, Pre-Bidding, Header Bidding, Holistic Yield Management, Tagless Integration

CIMM DEFINITION: Ad tech that requires changes to a publisher's source code or invocation code that trigger established KVPs (key-value pairs) in DFP (DoubleClick For Publishers), giving an ad partner the opportunity to compete against Google and its ad exchange AdX for ad impressions they deem most valuable by passing the CPM (cost-per-thousand) directly into the ad server. (Source: StudyBreakMedia)

Tagless Integration

See also: Advanced Bidding, Pre-Bidding, Header Bidding, Holistic Yield Management, Tagless Bidding

CIMM DEFINITION: Despite the name, this form of ad serving still requires tags but in tagless, the tag is secondary in the decision as to how to fill the ad slot.

NOTE - The script that is added to allow for the first look at impressions allows the tagless partner to evaluate the impression but not return creative. The eventual call to the partner, should their tagless tag win, does return a creative. (Source: StudyBreakMedia)

Tagline

See also: Slogan

CIMM DEFINITION: A short text, catchphrase, final line or slogan which serves to clarify a thought for, or is designed with a form of, dramatic effect, often in advertising or in performances.





NOTE - Many tagline slogans are reiterated phrases associated with an individual, social group, or product. As a variant of a branding slogan, taglines can be used in marketing materials and advertising. The idea behind the concept is to create a memorable dramatic phrase that will sum up the tone and premise of an audio/visual product, or to reinforce and strengthen the audience's memory of a literary product. Some taglines are successful enough to warrant inclusion in popular culture. Consulting companies which specialize in creating taglines may be hired to create a tagline for a brand or product. (Source: Wikipedia)

Target Audience

CIMM DEFINITION: The intended audience for an ad, usually defined in terms of specific demographics (age, sex, income, etc.) product purchase behavior, product usage or media usage. (Source: IAB)

2 : The audience most desired by advertisers in terms of potential product/service usage and revenue potential. (Source: TVB)

Targeted Advertising

See also: Advanced Advertising

CIMM DEFINITION: Selection of different advertising messages to segmented groups of viewers so as to more effectively reach consumers with relevant advertising and information.

Targeted Attack

CIMM DEFINITION: A malicious internet action, targeted to an individual, system, computer, business, software, that seeks to breach the security measures with the purpose to disrupt operations, steal or extract information, infect machines or destroy a specific data type on a target machine or otherwise cause harm or conduct espionage.

Targeted Effective CPM

See also: Effective CPM

CIMM DEFINITION: The cost per 1000 impressions achieved against an advertiser specific target segment(s) that is more refined and/or a better proxy for the desired consumer profile than the traditional audience segments that are broadly defined by age and/or gender. (Source: Visible World).

Targeted Effective Frequency

See also: Effective Frequency, Reach & Frequency

CIMM DEFINITION: The average number of times an advertiser specific target segment is exposed to a targeted commercial. (Source: Visible World).



Targeted Effective Reach

See also: Effective Reach, Reach & Frequency

CIMM DEFINITION : The total number of households within an advertiser specific target

segment(s) that are exposed with an effective frequency. (Source: Visible World).

TRPs abbr Targeted GRPs

See also: GRP

CIMM DEFINITION: The total of all the ratings for all the shows or ads bought in an advertiser's contract reported as a gross number among the viewer target for that advertiser.

2 : Targeted GRPs. Same as GRPs but among the specific target audience. (Source: TRA)

Targeted Placement

CIMM DEFINITION: A group of ads shown only to a specific population - could be 3p segments, channel testing, remarketing, etc. (Source: Mediamath)

Targeting

CIMM DEFINITION: The computational and actionable ability, often through the use of data, to more accurately identify and ultimately connect with a certain target consumer or viewer.

- 2 : Identifying optimal audience concentration of media plan and executing a buy against fulfil such plan. (Source: GABBCON, Global Audience Based Business Conference)
- 3: Refers to following some sort of strategy or using some sort of additional information to make informed decisions regarding who the campaign is aimed at (generally people who are more likely to convert). As opposed to blindly purchasing random ads and waiting to see what happens. (Source: Mediamath)

Targeting Criteria

CIMM DEFINITION: The rules that define how a creative should be targeted for delivery to viewers. There are several types of targeting criteria: audience targeting, custom targeting, geographic targeting, inventory and content targeting, screen type (delivery media) targeting, and technology and devices targeting. (Source: OpenX)

Targeting Options

CIMM DEFINITION: The specific targeting selections a publisher has made available for this specific ad unit. Each unique publisher determines their targeting options so they





will vary. Examples include geographic targeting (by country, state, zip code or DMA), browser targeting as well as some custom targeting. (Source: Next.Srds.com)

Tay

CIMM DEFINITION: A Microsoft developed English-language artificial intelligence application whose vulnerabilities were exploited causing the chat box to spew hateful comments. Created for 18- to 24- year-olds in the U.S. for entertainment purposes.

NOTE – "The logical place for us to engage with a massive group of users was Twitter. Unfortunately, in the first 24 hours of coming online, a coordinated attack by a subset of people exploited a vulnerability in Tay. Although we had prepared for many types of abuses of the system, we had made a critical oversight for this specific attack. As a result, Tay tweeted wildly inappropriate and reprehensible words and images. We take full responsibility for not seeing this possibility ahead of time. We will take this lesson forward as well as those from our experiences in China, Japan and the U.S. Right now, we are hard at work addressing the specific vulnerability that was exposed by the attack on Tay." (Source: Blogpost by Peter Lee, Corporate VP, Microsoft Research)

T-Commerce

See also: Advanced Advertising

CIMM DEFINITION: Interactive television commerce.

- 2 : A specific set of EBIF applications in the FourthWall Media's AdWidgets System to enable commercial transactions on television, e.g. buy a pizza. (Source: FourthWall Media)
- 3 : Electronic commerce via interactive television. (Source: IAB)

Technical Arbitrage

CIMM DEFINITION: The use of technology to build an internal ad platform that maximizes data science and data collection, the development of statistical models to monitor users, historical models for sales and inventory, matching capabilities for optimal user engagement and action, inventory management and pricing and algorithmic sales executions.

Technographic Targeting

CIMM DEFINITION: A targeting dimension that describes the technologies a user employs in their computing environment, such as their computer's operating system. (Source: OpenX)



Technsplanation

CIMM DEFINITION: Use of virtual reality technology and other communication technology to explain or teach. (Source: freeflyvr)

Tech Togs

See also: Fashion Technology, Wearable Gadgets, Wearable Device, Wearable Technology, Wearables, Fashion Electronics

CIMM DEFINITION: Similar to Wearables, clothing that is infused with software or other technology that either transmits data back to a source for analysis such as a heart meter from a short or offers the user an additional element of comfort such as shirts that cool down the body when it is overheated.

Telco

CIMM DEFINITION: An abbreviated term referring to a telecommunications or telephone company. (Source: Nielsen)

Telco Data

See also: Data Type

CIMM DEFINITION: The viewership and usage data provided by Telephone company video providers.

Tele-Existence

CIMM DEFINITION: Virtual reality experienced from remote locations.

Telemanipulation

CIMM DEFINITION: Robotic control of distant objects. (Source: freeflyvr)

Telemetry Data

CIMM DEFINITION: An automated measurement process and wireless transmission of data from remote sources or inaccessible points.

NOTE - The word is derived from Greek roots: tele, meaning remote, and metron, meaning measure. (Source: Wikipedia)

Teleoperator

CIMM DEFINITION: Person doing telemanipulation. (Source: freeflyvr)



TM abbr Teleos

CIMM DEFINITION: A tool to create Silicon Graphics computer-based realtime interactive environments with "life-like" deformable objects in virtual reality. (Source: freeflyvr)

Teleport

CIMM DEFINITION: A satellite ground station with multiple antennas that functions as a hub that connects a satellite with a terrestrial telecommunications network. Teleports may provide various broadcasting services among other telecommunications functions, such as uploading computer programs or issuing commands over an uplink to a satellite. (Source: Wikipedia)

2 : A hypothetical method of transportation in which matter or information is dematerialized, usually instantaneously, at one point and recreated at another. (Source: Thefreedictionary)

Telepresence

CIMM DEFINITION: Remote control with adequate sensory data to give the illusion of being at that remote location in virtual reality. (Source: freeflyvr)

Telescoping

See also: Advanced Advertising, Interactive Advertising

CIMM DEFINITION: A form of interactive or advanced advertising in which the viewer can link from a video on a channel to deeper content, such as Video On-Demand or a website for more information and possible purchase.

- 2 : Form of advanced TV advertising in which linear programming leads a viewer to a corresponding video asset within a VOD environment. (Source: Nielsen)
- 3 : Video ad unit(s) associated with or accessible from video commercials, display ads or overlays, which provide more in-depth product information.
- 4 : A form of interactivity where the viewer can link from the interactive asset or application on display to corresponding content, such as a VOD channel, a website, or a new interactive session content. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

TV abbr Television

CIMM DEFINITION: In terms of content, it is the broadcasting of a piece of content whether a still or moving image, whether digital or analog, whether short or long form via transmission waves that are receivable on a piece of hardware often also referred to as a television (set).





- 2: Hardware for receiving broadcasted content as in a television set.
- 3 : A category of the media industry.
- 4 : Programming feed that is packaged, created and distributed through various delivery means to various devices. This may include a TV set, a mobile device, PC, app or tablet. (Source: GABBCON, Global Audience Based Business Conference)

Television Households

CIMM DEFINITION: An estimate of the number of households that have one or more television sets. (Source: TVB)

Temporal Accuracy

See also: Second-by-second Rating

CIMM DEFINITION: That a tuning event said to occur at a specific time really did occur

at that time. (Source: TRA)

Temporal Lobe

CIMM DEFINITION: An area of the brain in front of the occipital cortex and the parietal cortex which is the receiving site for hearing. (Source: freeflyvr)

Terms & Conditions

CIMM DEFINITION: The details of the contract accompanying an insertion order. See iab.net for voluntary guidelines for standard terms & conditions for Internet advertising for media buys. (Source: IAB)

Territorial Breach

CIMM DEFINITION: The abrogation of distribution, content or any other rights of an entity in a specific geographical area whether they are licensed or granted by law.

Terrain

CIMM DEFINITION: Geographical information and models that can be either randomly generated or based on actual data. (Source: freeflyvr)

Terrestrial Television

See also: Over The Air

CIMM DEFINITION: Often referred to as broadcast television it is the ability to transmit television signals through the atmosphere and an antenna without the use of satellite or



cable. Does not require a subscription and is offered free to view as long as you have the equipment. Considered an older form of television distribution.

Textalyzer

CIMM DEFINITION: An app on Google Play that provides statistics on one's texts. Reportage includes average text length per conversation, number of texts sent/received from a recipient, number of emoticons used, average response time, number of times conversations are started.

2 : Adaptation of this technology to be used by law enforcement to reveal whether one is texting while driving.

Text-Based Ads

CIMM DEFINITION: Online advertising that uses text rather than images or rich media to display the advertising message.

Texting

See also: Text Messaging, Short Message Service CIMM DEFINITION: The act of text messaging.

Text Messaging

See also: Texting, Short Message Service

CIMM DEFINITION: The common term for the sending of "short" (160 characters or fewer) text messages, using the Short Message Service, from mobile phones. (Source: IAB)

Textual Ad Impressions

CIMM DEFINITION: The delivery of a text-based advertisement to a browser. To compensate for slow Internet connections, visitors may disable "auto load images" in their graphical browser. When they reach a page that contains an advertisement, they see a marker and the advertiser's message in text format in place of the graphical ad. Additionally, if a user has a text-only browser, only textual ads are delivered and recorded as textual ad impressions. (Source: IAB)

Texture Mapping

CIMM DEFINITION: A bitmap pattern added to an object to increase realism. (Source: freeflyvr)



Thank You Page

CIMM DEFINITION: Generally the last page in the transaction funnel indicating the end of the company / client interaction.

The Brain

CIMM DEFINITION: The proprietary MediaMath intelligent algorithm that runs their bid optimization for various campaigns, learning and optimizing as it runs. (Source: Mediamath)

The Funnel

CIMM DEFINITION: Registration pages following the landing page (or whatever series of pages the client would like potential customers to go through before their final action). (Source: Mediamath)

The Media Trust

CIMM DEFINITION: Used to scan creatives before they are served. (Source: Mediamath)

The Optimizer

CIMM DEFINITION: Was a targeted advertising tool created and used by Barack Obama's 2012 campaign for reelection. In addition to using Nielsen Media Research data, the Optimizer ingested data from voters the campaign had come in contact with. The campaign then took that data, as well as publicly available data about registered voters, and cross-referenced it against Rentrak set-top box data. With Rentrak's help, the campaign's advertising then targeted programs that voters – particularly persuadable voters – were frequenting. (Source: Cynopsis)

Thick Set-Top Box

See also: Advanced Set-Top Box, Set-Top Box

CIMM DEFINITION: Casual term for Advanced Set-Top Box.

Thin Set-Top Box

See also: Set-Top Box, Broadcast Set-Top Box

CIMM DEFINITION: Another term for Broadcast TV Set-Top Box or Analog.

2 : Also used to refer to STBs that may not have a tuner. (Source: TIVO)



Third-Party Ad Server

CIMM DEFINITION: Independent outsourced companies that specialize in managing, maintaining, serving, tracking, and analyzing the results of online ad campaigns. They deliver targeted advertising that can be tailored to consumers' declared or predicted characteristics or preferences. (Source: IAB)

- 2 : Web server that stores/delivers ads to an array of publishers. Can be local (i.e. for a single publisher) or remote (i.e. DART, which works across publishers). Additional features can include: uploading, delivering, targeting, reporting, optimization, etc. (Source: Mediamath)
- 3: Information that an established data company collects indirectly or aggregates from others and then sells to ad buyers. (Source: Tubemogul)

Third Party Data

See also: First Party Data, Second Party Data

CIMM DEFINITION: Data sold by a vendor that is available to anyone who like to purchase the data. (Source: GABBCON, Global Audience Based Business Conference)

- 2 : Aggregated data from other platforms and websites. This data can be imprecise as companies have different collection methods for information on users. (Source: Hubspot)
- 3: Data collected by a third party which will have agreements with certain websites that allows them to pixel viewers. This information is then sold to buyers on networks / exchanges in order to help them make more informed bidding decisions. (Source: Mediamath)
- 4 : Refers to descriptive data than can be collected by outside vendors in order to create broad sets of data segments. (Source: Cynopsis)

Third Platform

See also: First Platform, Second Platform, Fourth Platform

CIMM DEFINITION: The third model of computing platform. The convergence of cloud, big data, social business and mobile technologies enabled by and driving via the cloud.

3D Printing

See also: Additive Manufacturing

CIMM DEFINITION: An additive process of creating a physical object by adding layer upon layer of a material (often plastic) under computer control resulting in a three-dimensional replica.



Three-Dimensional Graphics

CIMM DEFINITION: The presentation of data on a two-dimensional display surface so that it appears to represent a three dimensional model. (Source: freeflyvr)

3D TV

CIMM DEFINITION: A form of advanced digital television where images in content appear three dimensional with the use of special glasses.

2 : 3D television employs some form of stereoscopy and a special viewing device to project a television program into a realistic three-dimensional field.

3**G**

See also: 4G, WIMAX, HSPA

CIMM DEFINITION: A generation of cellphone mobile communication standards, whether it is the phone itself or the network the signal is carried on.

2: The Third Generation mobile network infrastructure. As of 2007 being deployed (or already deployed) by mobile operators in most of Europe, East Asia, and North America. Supports much higher data speeds than previous mobile networks, in some cases approaching wired broadband connections. (Source: IAB)

NOTE - The higher the number next to the G, the newer, and presumably faster, is the network the device is using. (But when Apple calls a product 4G, that means it is the fourth generation of that device, but not necessarily that it works on a 4G network, although sometimes it does.) Not all 4G is created equal. Different carriers use different kinds of 4G. In terms of speed, the technologies, rated from fastest to slowest, are LTE, WiMax and HSPA+. After that come EVDO and EDGE, which are 3G. RootMetrics, a company that measures mobile network performance, tested in 42 markets and found that the fastest provider over all was Verizon (it has the most LTE), followed by AT&T, then T-Mobile and Sprint. Caveats: 1. Not every city has 4G from every carrier. 2. You need a phone that receives the 4G network and not all do. 3. The speed of a network doesn't matter if you can't get a signal. (Source: New York Times)

3MS *abbr* **Making Measurement Make Sense**

CIMM DEFINITION: A cross-industry initiative founded by the American Association of Advertising Agencies (4A's), the Association of National Advertisers (ANA), and the Interactive Advertising Bureau (IAB). The Media Rating Council (MRC), an independent body, is responsible for setting and implementing measurement standards. (Source: measurementnow.net)



3V Ads

CIMM DEFINITION: Snapchat's full-screen vertical video advertising format that appear on Snapchat's publisher-operated Discover platform, as well as on Snapchat's Live platform. As Snapchat is quick to point out, the ads are 100% viewable. (Source: Cynopsis)

302 Redirect

CIMM DEFINITION: The process of a server sending a browser the location of a requested ad, rather than sending the ad itself. Ad servers use 302 redirects to allow them to track activities such as ad requests or ad clicks. (Source: IAB)

360 Ads

CIMM DEFINITION: A campaign that takes the brand into account in a holistic manner including a range of advertising and outreach - both online and offline.

360 (Degree) Video

See also: Immersive Videos

CIMM DEFINITION: There is a difference between virtual reality and 360-degree video. The latter is less immersive and typically keeps the viewer in a fixed point surrounded by roughly 360 degrees of video. This is what you're most likely to see if you're playing around with YouTube 360 or Google Cardboard apps. Purists will say that 360 video is not actually virtual reality. (Source: TechRepublic)

2 : Panoramic videos shot using an omnidirectional camera or a collection of cameras. Viewers can manually explore the video in 360 degrees, usually by clicking and dragging. A virtual reality headset is necessary – though many 360-degree videos are also accessible in full VR (virtual reality). (Source: Cynopsis)

Throughput

CIMM DEFINITION: The amount of data transmitted through Internet connectors in response to a given request. (Source: IAB)

Ticker

CIMM DEFINITION: A Facebook update box that updates in real time, showing all your connections' current activity including but not limited to status updates, new friendships, fresh photos and videos, added links, page likes, game progress, and comments.



Tier, Tiering

See also: A la Carte

CIMM DEFINITION: The packaging of channels or service options sold as a group of channels or as a level of service.

Tiered Plan

See also: Tiers of Service

CIMM DEFINITION: Mobile phone packages with varying amounts of minutes, instant messages and data. The more time and data you buy, the more you pay. (Source: New York Times)

Tiers of Services

See also: Tiered Plan

CIMM DEFINITION: A pricing structure that enables the consumer to select services or content on media platforms that are collected into sub-sets that are offered as increasingly more expensive levels.

Tile Locator

CIMM DEFINITION: An application and RFID hardware device package, for Android (Google) and iOS (Apple) platforms that enables users to locate lost items via Bluetooth 4.0 radio technology. (Source: Wikipedia)

Time Adjustment

See also: Clock Drift

CIMM DEFINITION: Clocks in Set-Top Boxes may be logged differently and may have clock drift. Processors must standardize the various clock times as part of the measurement process.

Time / Date Stamps

CIMM DEFINITION: Unique codes inserted into content to help identify the time and date of the exposure for tracking purposes. Also referred to as Time Codes.

TDMA *abbr* **Time Division Multiple Access**

See also: Spread Spectrum, LTE, GSM, CDMA

CIMM DEFINITON: A technology for delivering digital wireless service using timedivision multiplexing (TDM). TDMA works by dividing a radio frequency into time slots and then allocating slots to multiple calls. In this way, a single frequency can support multiple, simultaneous data channels. TDMA is used by the GSM digital cellular system. (Source; Webopedia)



TDM abbr Time Division Multiplexing

See also: TDMA

CIMM DEFINITION: A type of multiplexing that combines data streams by assigning each stream a different time slot in a set. TDM repeatedly transmits a fixed sequence of time slots over a single transmission channel. (Source: Webopedia)

Time Duration of the Interactive Session

CIMM DEFINITION: The length of time that the interactive session is available during a TV advertising spot or TV programming. Length of time may vary per application. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Time-of-Exposure Time Stamp

See also: Time / Date Stamp

CIMM DEFINITION: An embedded code that indicates the time and date of a video, program, ad or other piece of content.

Time Out

See also: Time Out Total, Time Out Rate

CIMM DEFINITION; The instance when an interaction session timed out as a result of no viewer response. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Time Out Rate

See also: Time Out Total, Time Out

CIMM DEFINITION; The number of time outs as a percentage of impressions. Calculated by dividing the Time Out total count with the total number of impressions.

(Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Time Out Total

See also: Time Out, Time Out Rate

CIMM DEFINITION; The total number of instances when an interactive session timed out as a result of no viewer response. Calculated by subtracting the initial interaction total from the total number of impressions. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Time Shifted Commercial Substitution

See also: Dynamic Insertion

CIMM DEFINITION : During time-shifted viewing, original broadcast ads replaced with

other video ads.



Time Shifted HUT

CIMM DEFINITION: Percentage of homes using television including any trick play viewing, specifically playback, whether based on time of recording or time of playback.

NOTE - Edit rules vary by data processor.

Time Shifted Television

See also: Trick Play

CIMM DEFINITION: Content that has been recorded with the intent to view at another time in the future. Also, the playing back of such content.

- 2 : Recorded or stored program content that is accessed at a time later than the original telecast. Pre-recorded content stored with the intent to tune at future dates. (Source: Nielsen)
- 3: The phenomenon of playing back home-recorded TV content. (Source: TRA)

Time Shifted Tuning

CIMM DEFINITION: Tuning to any pre-recorded content from any digital device. (Source: Nielsen)

Time Shifted Viewing

See also: Trick Play

CIMM DEFINITION: A form of delayed viewing in which the viewer records a piece of content with the intent of viewing it at some time in the future.

Timeslot

CIMM DEFINITION: A designated time on a television schedule for a particular program or type of programming. (Source: StateoftheMedia.org)

Time Spent

CIMM DEFINITION: The amount of time that a home, Set-Top Box or viewer spends on a piece of content whether viewing or interacting with it in some form.

2: The amount of elapsed time from the initiation of a visit to the last audience activity associated with that visit. Time spent should represent the activity of a single cookied browser or user for a single access session to the web-site or property. (Source: IAB)

Note – According to TIVO, refers to Duration or Dwell Time. TIVO also measures time spent in specific features and in interactive advertising.



TiVo Bolt Box

CIMM DEFINITION: A media box that now allows users to stream their DVR recordings and live programming on iOS and Android devices as well as the ability to transfer recorded content to their devices. At this time, out-of-home streaming will be Wi-Fi-only on iOS: iOS users can't stream content using cellular data. (Source: Cynopsis)

NOTE - Not all content will be available: Some content can still block TiVo from letting users view it outside the home. (Source: Cynopsis)

Token

See also: Digital Tokens

CIMM DEFINITION: An event or a grouping of bits or characters or bits of data that describes a tune-in to an event. A set of data that indicates when an event has occurred.

2 : A tracer or tag which is attached by the receiving server to the address (URL) of a page requested by a user. A token lasts only through a continuous series of requests by a user, regardless of the length of the interval between requests. Tokens can be used to count unique users. (Source: IAB)

NOTE - Blank Video tokens are a challenge to measurement.

TLD abbr **Top** Level **Domain**

See also: generic TLD, country code TLD

CIMM DEFINITION: One of the domains at the highest level in the hierarchical Domain Name System of the Internet. The top-level domain names are installed in the root zone of the name space. For all domains in lower levels, it is the last part of the domain name, that is, the last label of a fully qualified domain name. For example, in the domain name www.example.com, the top-level domain is .com (or .COM, as domain names are not case-sensitive). (Source: Wikipedia)

Total Active VOD Households

CIMM DEFINITION: Akin to a Viewing Universe, it is a total count of unique HHs which initiated any VOD asset during a given reporting period. An Active VOD HH is counted each time any Viewing Device within a household (as designated by a HH Identifier) initiates any VOD session. Active VOD HH counts are specific to the reporting period (month, week, day, etc.). At the beginning of a new reporting period, the counts of Active HHs are reset. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)



Total Audience

CIMM DEFINITION: Percent of households tuning to all or to any portion of a program for at least 6 minutes. (Source: TVB)

Total Audience Rating

See also: Rating

CIMM DEFINITION: Unduplicated percentage of the specified population that has tuned to a particular network, program or other piece of content for a given minimum interval of time such as six minutes. The total audience rating is higher than the average audience rating, which is measured on an average minute or an average second basis.

Total Household Demographics

CIMM DEFINITION: Total estimated number of HHs in the geography that are categorized to be within a specific demographic. A demographic type associated with a particular household based on the geographical location of that household, as defined by third party providers. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Total Household Psychographics

CIMM DEFINITION: Total estimated number of HHs in the geography that are categorized to be within a specified psychographic. A psychographic type associated with a particular household based on the geographical location of that household, as defined by third party providers. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Total DAI Enabled Household

CIMM DEFINITION: Total DAI enabled households (HH) provisioned for VOD and DAI as reported at the end of the prior completed fiscal quarter. Total gross count of VOD enabled Households (HH) in a distributor footprint with DAI capability. Does not include traditional PPV-only households. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Total HHs Passed

CIMM DEFINITION: Total households (HHs) passed as reported at the end of the prior completed fiscal quarter. Total gross count of households (HHs) passed by a cable system's network including Syscode and DMA data Reports can be segmented by Syscode and DMA data. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)



Total Impressions

See also: Delivery

CIMM DEFINITION: The simple aggregate count of how many times a channel program or spot was accessed over a designated period by a specified population. Includes duplicated audiences or homes. (Source: Kantar Media Audiences)

- 2 : In Interactive metrics, it is the total visits including repeat entries. (Source: Kantar Media Audiences)
- 3 : The aggregate count of households, STBs or persons exposed to a tuning event. (Source: Nielsen)

Total Item Reach (%)

See also: Reach & Frequency

CIMM DEFINITION: The total cumulative homes or Set-Top Boxes exposed at least once to a channel program or spot in the specified time frame expressed as a percentage of the designated universe. (Source: Kantar Media Audiences)

Total Item Reach (in Thousands)

See also: Reach & Frequency

CIMM DEFINITION: The total accumulated number of units in thousands (Set-Top Boxes or households) exposed at least once to a channel program or spot in the specified time frame. (Source: Kantar Media Audiences)

Total Leads

See also: Final Response Count, Lead Count

CIMM DEFINITION: The total number of leads that are generated from a single interactive application. Also known as Final Response Count. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Total Minutes

CIMM DEFINITION: Total tuning or viewing in minutes among the designated universe. (Source: Kantar Media Audiences)

2 : TIVO does not provide total minutes among viewers. They measure second-bysecond and can derive total seconds viewed from logs. (Source: TIVO)

Total Minutes Among Viewers

See also: Reach & Frequency

CIMM DEFINITION: Total tuning or viewing in minutes among viewers that meet userdefined reach condition. (Source: Kantar Media Audiences)



NOTE – TIVO doesn't provide total minutes among viewers or user-defined reach criteria. The total seconds viewed from all viewers with a minimum exposure to the content (ex: spot) for at least 10% of the length of the content can be calculated from Reach.

Total Orders

CIMM DEFINITION: The total count of rental window instances initiated by subscribers for a specific title asset. An order is calculated whenever the subscriber initiates a new Rental Period. A title asset may be viewed multiple times during a rental window; however, it still counts as a single order. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE - See Total Views for explanation of difference of Orders vs Total Views.

Total Play Time

CIMM DEFINITION: Aggregated Play Time of all views initiated reported in minutes. Total sum of Play Times for all views. Play Time measures the amount of time an asset was viewed in Play Mode (NPT) regardless of any trick modes that may have been invoked in between. Play Time is a subset of Run Time; Play Time does not include session set-up/tear-down time or any time relating to FF, Rewind, or Pause (which may all be included in Run Time). (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Total Remote Clicks

See also: Remote Clicks

CIMM DEFINITION: Cumulative Remote Clicks.

Total Run Time

CIMM DEFINITION: Aggregated Run Time of all views initiated (also referred to as View Duration) reported in minutes. Total sum of Run Times for all views. Run Time is measured from the time a view was initiated until the time the view was exited regardless of any trick modes that may have been invoked in between. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Total Scheduled

CIMM DEFINITION: For Ad Assets Only. Total count of scheduled insertions for a particular VOD DAI asset into a VOD playlist for any VOD asset. A scheduled insertion is counted every instance of a specific VOD DAI Asset placed into a playlist at VOD Session Creation. Does not infer that the particular VOD DAI Asset was viewed. Can be grouped by pod and pod position. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)



Total Subscriber HHs

CIMM DEFINITION: Total subscriber households (HHs) as reported at the end of the prior completed fiscal quarter. Total gross count of accounts provisioned for cable video (analog or digital) including residential, commercial, and MDU subscribers, including Syscode and DMA data. Reports can be segmented by Syscode and DMA data. Does not include HSD-only or Phone-only cable subscribers. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

TSA abbr Total Survey Area

CIMM DEFINITION: A geographic area term; includes metro area and any additional counties where a statistically significant amount of viewing can be attributed to stations originating in the metro area. These outlying counties may well be a part of an adjacent metro area or DMA. (Source: TVB)

Total Video

CIMM DEFINITION : Native digital content like YouTube.

Total Video Converter

CIMM DEFINITION: A program that can convert many video formats and audio in various formats such as MP4, 3GP, AVI (MPEG-4 Part 2), audio AMR, which are used by AVCHD, mobile phone, PDA, PSP, iPod, iPhone, Xbox 360, PS3, Microsoft Zune, etc, as well as video conversion, the current version desktop screen capture program is included. Users also have the option of combining several video or audio files into one and de-multiplexing and extract audio from various videos and convert them to MP3, AC3, Ogg, WAV, AAC, etc. The program also includes a function to convert videos to MPEG format compatible with DVD / SVCD / VCD and burn the converted videos to DVD / SVCD / VCD. There are two main modes of Total Video Converter, Easy mode and Advanced mode. (Source: Wikipedia)

Total Views

CIMM DEFINITION: Total count of instances a specific asset was initiated in play time by subscribers regardless of rental period (or order window). Total count of all instances of a specific asset initiated. There is no "delay time" in which a video could be initiated and not counted. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE - Delay time is a legacy PPV term where viewers could exit within 5 minutes and not be billed.) There is no regard to Rental Period or Order Window. Each time the video is initiated, a View is counted. Views for Ad Assets can be grouped by pod and pod position. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE - Explanation and differences of Orders vs. Views - Assuming that the consumer has a 24 hour window to view the content that they ordered, in each case, the consumer



can view the program 10 times but because MVPD B reports in orders only, the program gets counted only once but the commercial gets counted 10 times. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Total VOD Enabled HHs

CIMM DEFINITION: Total households (HHs) provisioned for VOD as reported at the end of the prior completed fiscal quarter. Total gross count of accounts provisioned for VOD including residential, commercial, and MDU subscribers, Including Syscode and DMA data. Reports can be segmented by Syscode and DMA data. Does not include traditional PPV-only households. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Total VOD Enabled Devices

CIMM DEFINITION: Total set-top boxes (STBs) and devices provisioned for VOD as reported at the end of the prior completed fiscal quarter. Total gross count of STBs or other devices provisioned for VOD services; includes Syscode and DMA data. Reports can be segmented by Syscode and DMA data. Does not include analog, one-way STB subscriber devices not provisioned for VOD. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Touch Feedback

CIMM DEFINITION: Also known as Haptics.

Touch Points (or Touchpoints)

CIMM DEFINITION: A contact point with the consumer, service, brand or viewer, often via an ad through a media vehicle. That which connects to a viewer before during and after a transaction that can raise awareness, affinity and adoption.

Traceroute

CIMM DEFINITION: A <u>computer network</u> diagnostic tool for displaying the route (path) and measuring transit delays of <u>packets</u> across an <u>Internet Protocol</u> (IP) network. (Source: Wikipedia.org)

Tracker (VR)

CIMM DEFINITION: A device that provides numeric coordinates to identify the current position and/ or orientation of an object or user in real space. (Source: freeflyvr)



Tracking Bug

See also: Web Beacon, Beacon, Web Bug, Tag, Page Tag

CIMM DEFINITION: Similar to a Web Bug or Web Beacon, a piece of software that is

hidden to the user but enables the ability to track web, page and email usage.

Tracking Pixel

See Also: Pixel Tag, 1x1 gif, Clear gif

CIMM DEFINITION: An embedded image similar to a Web Beacon.

2 : A term that originally referred to actual 1x1 transparent gif pixels appended to webpages for tracking desktop PC users. Now encompasses all technologies that mark consumers across devices for the purposes of identifying them and tracking actions. (Source: MAGNA Global)

3 : A 1x1 pixel-sized transparent image that provides information about an ad's placement. In many cases, a tracking pixel is used to notify an ad tracking system that either an ad has been served (or not served, in some cases) or that a specific webpage has been accessed. Also known as: beacon, web beacon, action tag, redirect, etc. (Source: IAB)

Track Shot

CIMM DEFINITION: Rotating display of the same scene. See also dolly shot and pan shot. (Source: freeflyvr)

Trading Desk

See also: Ad Trading Desk

CIMM DEFINITION: Centralized management platforms used by ad agencies that specialize in programmatic media and audience buying. They are typically layered on top of a DSP or other audience buying technologies. (Source: Kantar)

2 : A buy-side platform that operates on behalf of an ad agency. (Source: Mediamath)

Traditional Data Center

See also: Data Center, Cloud Data Center

CIMM DEFINITION: Also known as a Data Center. A facility used to house telecommunications and storage systems such as separate racks, staffs and management tools for servers, storage, routers and other networking infrastructure.

Traditional Transaction

CIMM DEFINITION: Any transaction executed through non-programmatic means.

(Source: MAGNA Global)





Traffic

CIMM DEFINITION: The flow of data over a network, or visitors to a Web site. (Source: IAB)

Traffic & Billing

CIMM DEFINITION: A software solution which provides scheduling, inventory management analysis and billing of commercial media inventory.

Traffic Router

CIMM DEFINTION: A router (or Wi-Fi router) feature that monitors the data consumption (upload and download) of all the devices on one's network and then notifies the user when they approach a predefined threshold. A traffic meter is useful if the ISP is enforcing a maximum monthly data transfer allocation (typically this is 250-GB). (Source: Webopedia)

Trailer

CIMM DEFINITION: Trailers are typically produced by the studios to promote a particular piece of content, and range from about one to three minutes in length.

Transactional Ads

CIMM DEFINITION: Clickable overlay or enhancement that allows viewers to engage in transactions during the content experience.

Transactional On-Demand

CIMM DEFINITION: Where the user pays a fee to view particular content and that content can generally be viewed multiple times within a specified timeframe (e.g. 24 hours). (Source: MRC)

TOD abbr Transactional VOD

See also: Pay Per View, Video On-Demand

CIMM DEFINITION: Same definition as Pay Per View. (Source: Rentrak)

Transaction Funnel

CIMM DEFINITION: Another term for The Funnel.



Transcoding

See also: MFX Wrapping Technology, Wrappers

CIMM DEFINITION: The direct digital-to-digital data conversion of one form of encoding to another such as within movie data files or audio files. This is usually done in cases where a target device does not support the format or has limited storage capacity that mandates a reduced file size, or to convert incompatible or obsolete data to a better-supported or modern format. (Source: Wikipedia)

Transfer

CIMM DEFINITION: The successful response to a page request; also when a browser receives a complete page of content from a Web server. (Source: IAB)

TCP/IP abbr Transfer Control Protocol/Internet Protocol

CIMM DEFINITION: Part of series of protocols designed to connect different computer networks enabling functions such as email and data file transfers. (Source: MRC)

2 : The software protocols that run the Internet, determining how packets of data travel from origin to destination. (Source: IAB)

Transitional Ads

See also: Interstitial Ads, Intermercial Ads, Splash Pages

CIMM DEFINITION: An ad that is displayed between Web pages. In other words, the user sees an advertisement as he/she navigates between page _a' and page _b.' Also known as an interstitial. (Source: IAB)

Transitional Pop Up

CIMM DEFINITION: An ad that pops up in a separate ad window between content pages. (Source: IAB)

Transmedia

CIMM DEFINITION: The delivering, broadcasting and experiencing of content across several digital platforms using digital technologies.

Transmedia Storytelling

See also: Multiplatform Storytelling

CIMM DEFINITION: Like Multiplatform Storytelling, it is the technique where a single storyline or story experience is told across several digital platforms creating a seamless viewer experience.



TCP abbr Transmission Control Protocol

See also: User Datagram Protocol

CIMM DEFINITION: A set of rules (protocol) used along with the Internet Protocol (IP) to send data in the form of message units between computers over the Internet. While IP takes care of handling the actual delivery of the data, TCP takes care of keeping track of the individual units of data (called packets) that a message is divided into for efficient routing through the Internet. (Source: Searchnetworking.techtarget.com)

Transparency

See also Arbitrage, Black Box, White Box, Glass Box
CIMM DEFINITION: To be considered transparent, a solution provider must fully
disclose all components of the buy including pricing, any related mark ups, delivery,
placement level media location, inventory type, inventory mix and how advanced

audience data is applied and reported. Arbitrage and black box inventory solutions are not transparent. (Source: GABBCON, Global Audience Based Business Conference)

2: Involves informing potential customers about the methods used to present ads. Additionally, it theoretically gives users the opportunity to 'opt out' of advertising tracking methods. (Source: Mediamath)

Triangulation

CIMM DEFINITION: A solution to the problem of how to send a signal around the curvature of the earth. The signal is beamed from the earth to a separate location which then beams it from that location back down to the individual receiving home, such as with a satellite signal.

Trick Mode

See also: Trick Play

CIMM DEFINITION: Another term for trick play - when the viewer is involved in using the features of the DVR.

Trick Play

CIMM DEFINITION: A term used to describe the use of DVR time shifted viewing or On-Demand with a TV Remote Control device. Features include fast forward, rewind and pause.

NOTE - DVR metrics need to be decided. According to Kantar this data are not currently available in the U.S. but are available in the U.K. Rentrak says that it depends on the operator and the device. Some operators have trick mode data available in various forms (some more detailed than others) and Rentrak has been measuring multiple forms of these data from millions of Set-Top Boxes for years.



NOTE - The issue of measurement with trick modes needs further definition. For example, how many times do you count an impression within a session when it has been viewed more than once due to rewinds? (Source: Invidi)

Trick Play Metrics

CIMM DEFINITION: Refers to any "interruption" of the ad or programming view once initiated by the consumer. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE - Pause, fast-forward, rewind are the most common trick-play actions. Parameters need to be in place in order to accurately record and report these metrics. Not all MVPDs may have trick-play capabilities for the DAI asset. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Triggers

CIMM DEFINITION: A command from the host server that notifies the viewer's set-top box that interactive content is available at this point. The viewer is notified about the available interactive content via an icon or clickable text. Once clicked by using the remote control, the trigger disappears and more content or a new interface appears on the TV screen. (Source: IAB)

2 : Can go into effect when a user attempts to modify data with an insert, delete, or update command.

Trojan

CIMM DEFINITION: Any malicious computer program which is used to hack into a computer by misleading users of its true intent. The term is derived from the Ancient Greek story of the wooden horse that was used to help Greek troops invade the city of Troy by stealth. (Source: Wikipedia)

Troll

CIMM DEFINITION: A person who sows discord on the Internet by stalking, starting arguments, scaring or otherwise upsetting people, by posting threatening, derogatory, inflammatory, extraneous, false or off-topic messages online (such as in a newsgroup, forum, chat room, or blog, for example) with the deliberate intent of provoking readers into an emotional response or of otherwise disrupting normal on-topic discussion, often for their own amusement. Considered part of internet discourse, it is equated with online harassment.



Trolling

CIMM DEFINITION: The act of posting threatening, derogatory, inflammatory, extraneous, false or off-topic messages online.

Tru2way

See also: IPTV, Open Cable Application Platform

CIMM DEFINITION: The branded name for the OpenCable™ Application Platform (OCAP™) including Host, CableCard™, OCAP™, and other components. It is a standards-based technology platform that enables two-way interactive services on the television and other devices within a cable system. This platform enables consumer electronics, programming, and cable companies to deliver interactive services, programming, and advertising on retail and cable devices. (Source: Definition currently under review by CableLabs)

- 2 : A Set-Top Box that can hyperlink with the web and provide two way communication.
- 3: Tru2way is a brand name for interactive digital cable services delivered over the cable video network, for example interactive program guides, interactive ads, games, chat, web browsing, and t-commerce. The brand also appears as "<tru2way>" and is used to market cable services, applications, and devices that support the tru2way cable architecture. Tru2way includes a middleware technology that may be built into televisions, Set-Top Box es, digital video recorders and other devices. Because the middleware is based on Java technology, it enables cable companies and other interactive application developers to "write" applications once and see them run successfully on any device that supports the tru2way architecture. (Source: Wikipedia)
- 4 : The interactive TV standard for use cable systems. It replaces the term "OpenCable Platform" and is CableLabs' brand for the OCAP middleware standard. (Source: Unisoft)

NOTE - Tru2way is the new name for OCAP. (Source: FourthWall Media)

True HD

See also: High Definition Television

CIMM DEFINITION: Refers to content that is shot and mastered in HD, but may also apply to some converted material.

TTI Report abbr True Target Index

CIMM DEFINITION: A TRA report that is used to help in the media purchasing optimization process. The report allows the user to see a comparison of ratings for specified purchaser / demographic target groups across programs, networks, dayparts, campaigns, etc. on a single report. (Source: TRA)



Trusted Peer-to-Peer Encryption Technology

CIMM DEFINITION: A system whereby a trusted server is used to validate and authenticate every significant action taken. The author of the sensitive content has an installed encryption application, so the digital communication can be completed secured before it ever hits the Internet. On the recipient's end, they can have an easily installed (FREE) viewer, with read-and-reply capability, to decrypt the message. The sensitive email content never resides on the company's server, instead being encrypted on the author's PC and decrypted on the recipient's PC. Company servers are used only for authentication and validation, which takes place repeatedly for every step in the process. Thus, any message and its content can be completely controlled by the author. (Source: Encryptics.com)

TAG abbr Trustworthy Accountability Group

CIMM DEFINITION: A first-of-its-kind cross-industry accountability program to create transparency in the business relationships and transactions that undergird the digital ad industry, while continuing to enable innovation. A joint marketing-media industry program, TAG was created with a focus on four core areas: eliminating fraudulent digital advertising traffic, combating malware, fighting ad-supported Internet piracy to promote brand integrity, and promoting brand safety through greater transparency. TAG was created by the American Association of Advertising Agencies (4A's), Association of National Advertisers (ANA), and Interactive Advertising Bureau (IAB) and works collaboratively with companies throughout the digital ad supply chain. (Source: Tagtoday.net)

Tuneaway

See also: Retention

CIMM DEFINITION: Percentage of commercial time lost to channel changing among viewers who were present in seconds prior to the start of the commercial. The opposite of retention. It is the average of individuals who viewed a segment immediately before of an event and who disconnect during the event. The Infosys audience analytics platform enables users to create custom categorizations of ad-skipping by a number of variables including channel program, daypart etc., (Source: Kantar Media Audiences)

- 2 : Specific second-by-second tune out of program or commercial content. (Source: Nielsen)
- 3: Technical term when the cable Set-Top Box needs to tune away from the existing channel the viewer is on to a different channel to acquire data or performance other functions. Example of this is launching an unbound EBIF applications from an in-band data path. IN that scenario, the EBIF application downloading requires a Tuneaway. (Source: FourthWall Media)



4: The interaction when a viewer changes the channel away from an interactive asset or application. This is one type of negative interaction. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Tune Away Total

CIMM DEFINITION: The cumulative number of times that viewers tune away from an interactive TV application or program. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Tune Away Rate

CIMM DEFINITION: Channel changes as percent of initial interactions. Calculated by dividing tune aways by the initial interaction. Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Tuner Level

CIMM DEFINITION: In addressable advertising, the finest level of targeting - going from Zone to Node to Household to Tuner at the specific Set-Top Box.

Tuning

See also: Viewing

CIMM DEFINITION: Tuning, as opposed to viewing, is an indicator that the device (e.g. Television set, Set-top Box) is turned on to a channel or network or other content but it is unclear whether there is anyone watching at the time.

NOTE – Measurement of tuning vs. viewing.

Tuning Duration

See also: Duration

CIMM DEFINITION: The length of time that a device (Television, Set-Top Box) is tuned into a channel, network, programming source or other content. Duration is impacted by Latency and can differ from viewing duration (Dwell Time) in that there may not be anyone viewing during a tuning duration.

Tuning Event (Tune In, Tune Out)

CIMM DEFINITION: Similar to tuning duration - the specific piece of content that is recorded on the Set-Top Box. Some processors are using channel change activity to denote tuning events. Others say they are using 5 second intervals.

2 : Any access to a single channel via the STB for a duration of time. (Source: Nielsen)



3 : Point in time events that identify any access to a single programming source or content for a duration of time, Tuning event generally have a start time, end time and a duration. (Source: MRC)

NOTE - Some processors are using channel change activity to denote tuning events. Others say they are using five second intervals. A combination of both might indicate actual viewing.

Tuning Retention

CIMM DEFINITION: Amount of time tuned to an event measured by seconds. (Source: Nielsen)

2 : Also known as Tune-In (Source: Visible World)

TV Converter Box

See also: Set-Top Box, Digital Set-Top Box, Cable Converter, Analog Set-top Box CIMM DEFINITION: An analog set-top box that converts over-the-air digital TV content into analog format.

TV Everywhere

CIMM DEFINITION: After being authenticated as a subscriber to an operator, it is the ability to view TV content on the internet in addition to on one's television.

- 2: A term coined by TimeWarner.
- 3 : A platform (generally a mobile app or an Internet-based service) that allows consumers to view pay TV content by authenticating themselves as current subscribers to a channel. As long as you subscribe to a major cable or satellite TV service, you likely have access to a lot of TV Everywhere content. (Source: Cynopsis)

TV Usage

CIMM DEFINITION: Households Using Television (HUT) and Persons Using Television (PUT); total viewing to all television. (Source: TVB)

Twisted Pair Cable

CIMM DEFINITION: Twisted pair cabling is a type of wiring in which two conductors of a single circuit are twisted together for the purposes of canceling out electromagnetic interference (EMI) from external sources. (Source: Wikipedia)



Twitter

CIMM DEFINITION: A free instant online microblogging service which limits messages to 140 characters. Subscribers can update, message and interact with others in real time while broadcasting to followers.

2160p

See also: Ultra-High Definition, Ultra HD Television, UHDTV, Ultra HD, UHD-1, UHD,

Super Hi-Vision

CIMM DEFINITION: Another term for Ultra-High Definition reflecting one of the two HD

television standards - 4K UHD (2160p). The other standard is 8K UHD (4320p),

2FA abbr Two-Factor Authentication

See also: Multi-Factor Authentication

CIMM DEFINITION: A security process in which the user provides two means of identification from separate categories of credentials; one is typically a physical token, such as a card, and the other is typically something memorized, such as a security code. (Source: TechTarget)

Two-Part Expandable Ad

See also: Single-Part Expandable Ad

CIMM DEFINITION : A type of rich media ad unit that extends to cover over the content

on a site, diminishing the viewer's experience.

Two Way Networking

CIMM DEFINITION: The term used to describe user interaction data as it travels from the platform company to the subscribers location and back. Connotes the presence of an interactive infrastructure. (Source: Nielsen)

TXT-to-Order / Connect with TSR

CIMM DEFINITION: Using a mobile phone to text an order or request more information from an ad seen on a TV as a call-to-action. (Source: Mercury Media)



UHD

See also: Ultra-High Definition, Ultra HD Television, UHDTV, Ultra HD, UHD-1, Super

Hi-Vision, 2160p

CIMM DEFINITION: Similar to Ultra-High Definition.





UHD-1

See also: Ultra-High Definition, Ultra HD Television, UHDTV, UHD, Ultra HD, Super Hi-

Vision, 2160p

CIMM DEFINITION: Similar to Ultra-High Definition television.

UHDTV

See also: Ultra-High Definition, Ultra HD Television, Ultra HD, UHD-1, Super Hi-

Vision, 2160p

CIMM DEFINITION: Similar to Ultra-High television.

Ultra HD

See also: Ultra-High Definition, Ultra HD Television, UHDTV, UHD, UHD-1, Super Hi-

Vision, 2160p

CIMM DEFINITION: Similar to Ultra-High Definition television.

Ultra HD Television

See also: Ultra-High Definition, Ultra HD, UHDTV, UHD, UHD-1, Super Hi-Vision, 2160p CIMM DEFINITION: Television that has ultra-high definition capability offering increased picture screen resolution.

Ultra-High Definition

See also: Ultra HD Television, Ultra HD, UHDTV, UHD, UHD-1, Super Hi-Vision, 2160p CIMM DEFINITION: Digital video formats of television resolution that is targeted towards consumer television. The two standards of ultra-high definition are 4K UHD with a resolution of 3840 pixels × 2160 lines (8.3 megapixels, aspect ratio 16:9) and 8K UHD which is 7680 pixels × 4320 lines (33.2 megapixels).

UHF abbr **Ultra High Frequency**

CIMM DEFINITION: An area of the broadcast spectrum that carries television signals for stations with channels 14 through 83. (Source: TVB)

Unauthorized View

CIMM DEFINITION: Must be a subscriber to a channel in order to be able to view. Otherwise unauthorized.

NOTE - Is viewership counted if an unauthorized viewer is just viewing the "Can't View" slide on the subscription channel?



Unbound Application

See also: Bound Application

CIMM DEFINITION: An EBIF application that's transmitted and loaded to the Set-Top Box independent of the video programming. It is typically not bound to any MELECTRONIC PROGRAM GUIDE-2 video programming. There are multiple ways an unbound application can be downloaded from the headend system to the Set-Top Box es, e.g. in-band, out-of-band, DSG, Ethernet. Unbound applications are also sometime called widgets. EBIF applications from FourthWall Media's TVWidgets product suite are examples of unbound applications.(Source: FourthWall Media)

Unbundling

CIMM DEFINITION: Separating the charges for individual items in a product or services package such as to unbundle computer hardware from the software or unbundle internet services from cable services.

Undifferentiated Marketing

See also: Mass Marketing

CIMM DEFINITION: A marketing strategy that focuses on an entire target market rather than a segment of it where market segment differences are ignored. This strategy employs a single marketing mix -- one product, good or service, one price, one placement and a single promotional effort -- to reach the maximum number of consumers.

Unduplicated Audience

See also: Reach, Cume

CIMM DEFINITION: The number of unique individuals exposed to a specified domain, page or ad in a specified time period. (Source: IAB)

Un-Flagged Fault

See also: Flagged Faults, Gaps

CIMM DEFINITION: Unanticipated or non-standard lapses or gaps in data transmission, output or receiving requiring special processing or procedures.

Ungated Content

See also: Gated Content

CIMM DEFINITION: Refers to a content marketing strategy by which the content is freely accessible without requiring to fill up a webform or signing-in. The concept of ungated content is mostly used for referring to downloadable content or viewable content like webinars but it may also be used for all kinds of contents. (Source: DigitalMarketing)



Unicast

See also: Video On-Demand

CIMM DEFINITION: Similar to the concept of broadcasting where one signal containing the same data is sent out to all possible destinations. It is the opposite of Multicast.

Unicast TV

CIMM DEFINITION: A one-to-one model of content distribution to a Television screen (TV, Mobile Device, PC, Tablet), generally targeted using audience data. (Source: GABBCON, Global Audience Based Business Conference)

Unification

See also: Data Fusion, Data Matching

CIMM DEFINITION: The process of aggregating and integrating unique datasets, removing disparate or incorrect elements to create a single database.

URL abbr **Uniform Resource Locator**

CIMM DEFINITION: The unique identifying address of any particular page on the Web. It contains all the information required to locate a resource, including its protocol (usually HTTP), server domain name (or IP address), file path (directory and name) and format (usually HTML or CGI). (Source: IAB)

2: Is the acronym for a website's Uniform Resource Locator, also known as a web address. It is generally displayed in web browsers with a leading HTTP, HTTPS, or www. A URL may contain a specific character string linking to a specific website resource; for example pages, images and files. Most web browsers display the URL of a web page in its address bar at the top of the site or in a status bar at the bottom of the browser. (Source: TVB)

Unique

CIMM DEFINITION: An unduplicated household, Set-Top Box or viewer to a piece of content.

Unique Browser

CIMM DEFINITION: An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period. This definition requires taking account for the potentially inflationary impact of cookie deletion among certain of the cookied browsers that access Internet content. (Source: IAB)



Unique Cookie

CIMM DEFINITION: A count of unique identifiers...that represents unduplicated instances of Internet activity (generally visits) to Internet content or advertising during a measurement period. (Source: IAB)

Unique Device

CIMM DEFINITION: An unduplicating computing device that is used to access Internet content or advertising during a measurement period. A count of unduplicated devices necessarily accounts for multiple browser usage on an individual computer or other computing device. (Source: IAB)

Unique Device Install

CIMM DEFINITION: An install attributed to an unduplicated device. (Source: IAB Mobile App Marketing Glossary Working Group)

Unique Households

CIMM DEFINITION: Unduplicated visits in a given period to an asset initiated by the user from entry point or feature. (Source: Kantar)

Unique Households Viewing

CIMM DEFINITION: Total count of unique HHs which initiated at least one session for a particular VOD asset or set of VOD assets during a given reporting period. A Unique HH View is counted each time any Viewing Device within a household (as designated by a HH Identifier) initiates a VOD session for a particular asset or set of assets and is counted once and only once during the reporting period. Unique HH counts are specific to the reporting period (month, week, day, etc.). At the beginning of a new reporting period, the counts of Unique HHs is reset. A Unique HH that watches the same asset twice is only counted once when reporting by asset within a given reporting period. A Unique HH that watches two assets from the same campaign is only counted once when reporting by campaign with a given reporting period. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Unique Interaction Rate

CIMM DEFINITION: The net, unduplicated number of STBs or Households interacting with an iTV application, expressed as a percent of the total STB / Household Universe exposed to a specific iTV campaign or period of time. (Source: Canoe)



Unique Reach

See also: Reach & Frequency

CIMM DEFINITION: The number of unduplicated homes, Set-Top Boxes or individuals that have been exposed to the channel program or spot based on some minimum time spent condition (e.g. one second or one minute). Within a specific program or time period. (Source: Kantar Media Audiences)

2 : Subset of cume household or STB tuning by network or event on an impression basis. (Source: Nielsen)

Unique Reach %

See also: Reach & Frequency

CIMM DEFINITION: The number of unduplicated homes, Set-Top Boxes or individuals that have been exposed to the channel, program or spot expressed as a percentage of the designated universe. (Source: Kantar Media Audiences)

2 : Subset of cume household or Set-Top Box tuning by network or event on a percentage basis. (Source: Nielsen)

Unique Remote Clicks

CIMM DEFINITION: In interactive television advertising, the number of subscriber Set-Top Boxes reporting at least one remote click for a given ad. Demonstrates first stage interest in the message. (Source: TRA)

- 2 : The number of unduplicated households or STBs reporting at least one remote click for a given spot ad. (Source: Nielsen)
- 3: The number of subscriber Set-Top Boxes reporting at least one remote click for a given spot ad. (Source: FourthWall Media)

NOTE – Not available in TIVO's reporting portal but available on a custom basis from their PowerWatch product.

Unique Responses

See also: Unique Remote Clicks

CIMM DEFINITION: In interactive television advertising, the number of subscriber Set-Top Boxes reporting at least one response for a given spot ad. Shows final stage of interest in the message.

2 : The number of subscriber Set-Top Boxes reporting at least one response for a given spot ad. (Source: FourthWall Media)



Uniques

CIMM DEFINITION: The number of unduplicated individual people being counted once no matter how many times they may have accessed the content.

Unique STB Exposures

CIMM DEFINITION: The number of subscriber Set-Top Boxes reporting at least one STB exposure for a given ad spot. (Source: FourthWall Media)

NOTE - We will calculate unique reach at a household level, not box level. (Source: TIVO)

Unique Screen View

CIMM DEFINITION: The total number of distinct screen views from a viewer, unduplicated per viewing device. At this time, this refers to a TV connected to a set-top. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

UU abbr **Unique User**

CIMM DEFINITION: A unique individual or browser which has either accessed a site (see unique visitor) or which has been served unique content and/or ads such as e-mail, newsletters, interstitials and pop-under ads. Unique users can be identified by user registration or cookies. Reported unique users should filter out bots. See iab.net for ad campaign measurement guidelines. (Source: IAB)

- 2 : A site's total number of users or visitors over a certain length of time. Accuracy depends on each user logging in with a unique username to access the site. (Source: OpenX)
- 3 : An unduplicated person using an application and exposed to advertising messages during a reporting period. For the requirements of reporting a unique user metric, refer to IAB's Audience Reach Measurement Guidelines. Source: IAB Mobile App Marketing Glossary Working Group)

UDID abbr Unique User / Device ID

CIMM DEFINITION: Identifier assigned to a device or user that lasts until the device is reset or the account is deleted. (Source: Tubemogul)

Unique User Install

CIMM DEFINITION: An install attributed to a unique user regardless of the number of devices the user has installed the app upon. (Source: IAB Mobile App Marketing Glossary Working Group)



Unique View

See also: Unique Visitor

CIMM DEFINITION: An individual user viewing a given web page. (Source: Mediamath)

Unique Viewing Devices

CIMM DEFINITION: Total count of unique Viewing Devices which initiated at least one session for a particular VOD asset or set of VOD assets during a given reporting period. Today, unique viewing devices refer to set-tops. A Unique Viewing Device is counted each time a specific Viewing Device (as designated by a Viewing Device Identifier) initiates a VOD session and is counted once and only once during the reporting period. Unique Device or Unique Device counts are specific to the reporting period (month, week, day, etc.). At the beginning of a new reporting period, the counts of Unique Devices are reset. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Unique Visitor

CIMM DEFINITION: A unique user who accesses a Web site within a specific time period. See unique user. (Source: IAB)

- 2 : A metric used to help a buyer understand the popularity and relevance of a site. Specifically, it refers to the number of unique individuals or browsers, which have accessed the site in a specific time period. Within the publishers who have programmatic ad inventory available in SRDS.com, we report unique monthly visitors via a third-party provider, Compete. (Source: Next.Srds.com)
- 3: Unique visitors refers to the number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit. Visits refers to the number of times a site is visited, no matter how many visitors make up those visits. (Source: Wikipedia)
- 4: Unique individual or browser which has accessed a site or application and has been served unique content and/or ads such as email, newsletters, interstitials or pop-under ads. Unique visitors can be identified by user registration, cookies, or third party measurement like ComScore or Nielson. (Source: Mediamath)
- 5 : Another term for Unique Viewer.

Universal Action Tag

CIMM DEFINITION: A tag that allows advertisers and agencies to better manage the flow of conversion and event data that they share with piggybacked networks and publishers.

NOTE - With selective pinging, the advertiser or agency can decide if a network or publisher should be notified every time a conversion is logged (by turning on the 'Always



Ping' setting), or only when that network or publisher is actually responsible for delivering the conversion (the 'Selectively Ping' setting). (Source: Mediamath)

UAP *abbr* **Universal Ad Package**

CIMM DEFINITION: A set of four ad units (728×90, 300×250, 160×600 and 180×150 pixels) offered by UAP-compliant publishers as a 'package' where ads in in these four formats are used collectively across the publisher's site, enabling advertisers to reach more of the publisher's audience. (Source: IAB)

Universal Ad Tag

CIMM DEFINITION: How many actual different people have visited an advertisement.

(Source: Mediamath)

Universal Brand Package (UBP) Display Ad Units

CIMM DEFINITION : See "Rising Stars" (Source: IAB)

UDID abbr Universal Device ID

CIMM DEFINITION: Used to identify specific devices across sessions and apps.

(Source: MAGNA Global)

UMTS *abbr* **Universal Mobile Telecommunications System**

See also: 3G

CIMM DEFINITION: A broadband, packet-based wireless transmission of text, digitized voice, video, and multimedia at data rates up to and possibly higher than 2 megabits per second, offering a set of services to mobile computer and phone users. (Source: IAB)

UTC *abbr* **Universal Time Code**

See also: Coordinated Universal Time (with same abbreviation)

CIMM DEFINITION: Coordinated Universal Time is a time measurement standard. Some internal Set-Top Box clocks are on UTC which replaced Greenwich Mean Time (GMT) as the main reference time scale.

Universe

See also: Footprints, Census

CIMM DEFINITION: Larger than a footprint.

2: It is the defined population to which the STB measurement applies. (Source: TRA)



3 : According to Rentrak it is the larger population than a footprint to which the data processor is projecting. (Source: Rentrak)

4 : See census. (Source: TIVO)

5 : The total population of audience being measured. (Source: IAB)

6: In virtual reality, the collection of all entities and the space they are embedded in for a virtual reality world. (Source: freeflyvr)

UE abbr Universe Estimate

CIMM DEFINITION: The population chosen for a research study. The estimated number of actual households or people from which the sample will be taken and to which data will be projected. (Source: TVB)

Universes - Coverage

See also: Footprints

CIMM DEFINITION: The coverage area universe is the total number of homes or Set-Top Boxes reached for an operator, network or channel. Because of tiering, some networks are not carried in the full universe of an operator and therefore use a coverage area universe to calculate performance.

NOTE - Census vs. Footprint vs. Universe

Universes – Digital, etc.

See also: Footprints

CIMM DEFINITION: The digital universe is total number of homes or Set-Top Boxes reached for an operator. Because not all homes are digital homes, there is a lower universe of digital homes compared to the full universe of all homes that an operator can serve.

NOTE - Census vs. Footprint vs. Universe

Unlocked

CIMM DEFINITION: Icon / identifier for a video that would normally be locked is temporarily unlocked due to a user setting.

Unlocked Cable Box

CIMM DEFINITION: A cable box that can be owned outright by the consumer instead of renting a cable box from an MVPD for an annual fee,



Unmeasured Networks

See also: Highly Targeted Networks, Long Tail Channels

CIMM DEFINITION: Networks, usually smaller and niche, that are not currently

measured by Nielsen which is the current media currency.

Unmeasured TVs

See also: Over The Air

CIMM DEFINITION: Television sets in the home that do not have a digital box or households in general that do not subscribe to digital television. Since these homes tend to have no box or boxes without a return path, they are not measured by Set-Top Box data.

NOTE - According to Rentrak, in their Live system, they can assume that the distribution of viewing on non-digital networks is the same for digital and non-digital TVs. Then they compare the share of the non-digital channels from the STB data and apply that share to the full viewing hours of non-STB TVs. The adjustment is only applied to broadcast stations (the channels that are available to over-the-air households) to account for the unmeasured viewing from those households.

Unreserved Fixed-Rate

CIMM DEFINITION: A transaction in which price has been agreed upon in advance but no guarantees on exact inventory or impression delivery have been made. (Source: MAGNA Global)

Unreserved Inventory

CIMM DEFINITION: Ad space on a site that is available for advertisers to purchase or bid on. Typically, this inventory is purchased through direct deals or within private marketplaces and RTB exchanges. (Source: Next.Srds.com)

Unresolved IP Addresses

See also: Domain Name

CIMM DEFINITION: IP addresses that do not identify their 1st or 2nd level domain. Unresolved IP addresses should be aggregated and reported as such. See also

domain. (Source: IAB)

Unskew

CIMM DEFINITION: Remove or adjust for study result biases due to poor or inadequate sampling.

2 : To adjust data to suit one's beliefs or a desired outcome. Coined from the name of a website unskewedpolls.com which adjusted polling findings to reflect what the results



would look like if more Republicans had been questioned. (Source: Media Literacy: Keys to Interpreting Media Messages by Art Silverblatt and Donald C. Miller)

Unsold Inventory

CIMM DEFINITION: The ad units that did not sell often because the floor price was not met.

Upfronts

See also: New Fronts

CIMM DEFINITION: An annual advertising buying and selling time frame, often beginning in the second quarter of the year for the North American television industry and usually involving a series of meetings and presentations attended by potential and current clients, advertisers, agencies and press by media companies specifically television. It offers advertisers the opportunity to buy advertising inventory early for the following programming season, often beginning in fourth quarter, for advantageous pricing.

2: The first selling wave for broadcast and cable networks and syndication. It usually occurs in the spring after the new fall schedules have been announced and presented to major advertisers. The commercial time not sold in the upfront is sold later in the season in the scatter market. (Source: TVB)

Upgrade

CIMM DEFINITION: Automated upgrade icon / indicator for non-subscribers to upgrade to subscription services via the On-Demand content listings for the subscription service.

Upload

CIMM DEFINITION: To send data from a computer to a network. An example of uploading data is sending e-mail. (Source: IAB)

Upstream

See also: Back Channel

CIMM DEFINITION: A return path signal. Part of the back channel.

URL Tagging

CIMM DEFINITION: The process of embedding unique identifiers into URLs contained in HTML content. These identifiers are recognized by Web servers on subsequent browser requests. Identifying visitors through information in the URLs should also allow for an acceptable calculation of visits, if caching is avoided. (Source: IAB)



Usage Patterns

CIMM DEFINITION: The map of activity for a viewer based on their routine usage of media devices.

Usenet

CIMM DEFINITION: Internet bulletin-board application. User - an individual with access to the World Wide Web. (Source: IAB)

User

CIMM DEFINITION: An anonymous person who uses a web browser to access Internet web content. (Source: IAB)

2 : A person using an application and exposed to advertising messages, as determined through registration, user self-identification or some form of heuristic. (Source: IAB Mobile App Marketing Glossary Working Group)

User Agent String

CIMM DEFINITION: A field in a server log file which identifies the specific browser software and computer operating system making the request. (Source: IAB)

User Attribute

CIMM DEFINITION: Information, such as demographic, past visits, and interests, about a user to create a behavior profile that will be used for ad targeting. (Source: Hubspot)

UBA abbr **User Behavior Analytics**

See also: Behavior Analytics

CIMM DEFINITION: As defined by Gartner, a cybersecurity process about detection of insider threats, targeted attacks, and financial fraud. (Source: Wikipedia)

User Centric Measurement

CIMM DEFINITION: Web audience measurement based on the behavior of a sample of Web users. (Source: IAB)

UDP *abbr* **User Datagram Protocol**

See also: Transmission Control Protocol

CIMM DEFINITION: A simple communications protocol that offers a limited amount of service when messages are exchanged between computers in a network that uses the Internet Protocol. Delivery of content or information is not guaranteed.



UGC abbr **User Generated Content**

CIMM DEFINITION: Content that is created, owned, modified or generated by independent consumers or users.

NOTE - Advertisers sometimes choose not to advertise on UGC sites because they have less control over what context their ad will be served within. (Source: Mediamath)

User Initiation

CIMM DEFINITION: The willful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). When a user engages the ad using a rollover action, the user's cursor must rest on the hotspot for at least one second before any action may be initiated in the ad. See the definition for rollover for more information. (Source: IAB)

User Interaction

CIMM DEFINITION: The actions that a viewer takes to indicate that they are using their remote and television. On the internet it is the indication that the user is accessing content, clicking on ads etc.

NOTE - Remote button presses - used to ascertain capping.

UI abbr User Interface

See also: Graphic User Interface, Command-Driven Interface, Menu-Driven Interface CIMM DEFINITION: A system that enables a viewer to interact with a piece of equipment whether a television or a computer.

- 2 : Allows people to interact with electronic devices such as computers; hand-held devices such as MP3 Players, Portable Media Players or Gaming devices; household appliances and office equipment.
- 3 : Abbreviated UI, the junction between a user and a computer program. An interface is a set of commands or menus through which a user communicates with a program. (Source: Webopedia)

NOTE - One of the most important parts of any program because it determines how easily you can make the program do what you want. A powerful program with a poorly designed user interface has little value. Graphical user interfaces (GUIs) that use windows, icons, and pop-up menus have become standard on personal computers. (Source: Webopedia)



UI Bidding abbr **User Interface Bidding**

CIMM DEFINITION: Bidding on exchanges via an interface, doubleclick for example. Less efficient or manipulate-able than RTB or API. (Source: Mediamath)

User Registration

CIMM DEFINITION: Information contributed by an individual which usually includes characteristics such as the person's age, gender, zip code and often much more. A site's registration system is usually based on an ID code or password to allow the site to determine the number of unique visitors and to track a visitor's behavior within that site. (Source: IAB)

User Role

CIMM DEFINITION: A grouping of user capabilities that describe the tasks a user can perform in an ad server. (Source: OpenX)

US TV Households

CIMM DEFINITION: The total number of households in the United States that have a television set - whether digital or analog - usually calculated by Nielsen.

2 : A home with at least one TV capable of tuning to at least one channel. For example, television sets that are not updated for digitally transmitted content would not count under the current guidelines. (Source: Nielsen)

Unstructured Data

See also: Big Data

CIMM DEFINITION: Not "machine friendly" information managed in rows and columns. Unstructured data is more human friendly originating from various sources such as email and social media and includes not just words and numbers but also video audio and images.



Validation

CIMM DEFINITION: Verification that something is correct or conforms to a certain standard. In data collection or data entry, it is the process of ensuring that the data that are entered fall within the accepted boundaries of the application collecting the data. (Source: Webopedia)

NOTE - For example, if a program is collecting last names to be entered in a database, the program validates that only letters are entered and not numbers; or in a survey





collecting data in the form of "yes" or "no" questions, the program validates that only those responses are used and not some other word. Validation procedures typically are written into the program code and are therefore invisible to the user.

Value Passing

CIMM DEFINITION: Using MathTag, Mediamath can catch and log up to three string and three numeric variables from the event page. Uses for this can be an offer code, order number, or user ID to match to client data later, a revenue number to calculate ROI, or other information about the customer or the purchase the client would like to have better insights into. (Source: Mediamath)

Vection

CIMM DEFINITION: Sensation of egocenter caused by motion of the visual environment. (Source: freeflyvr)

Verification Tracking Pixel

CIMM DEFINITION: A method for tracking actions in which the advertiser places an image tag representing a 1_1 pixel on the page that is displayed immediately after the action being tracked. (Source: Mediamath)

Version Control

See also: Versioning

CIMM DEFINITION: Considered the same as versioning.

Versioning

See also: Quality Discrimination

CIMM DEFINITION: The process of adding aspects or qualities to products, services, software, etc. to make them unique, improved, upgraded, customized or otherwise targeted.

Vertical Integration

See also: Horizontal Integration

CIMM DEFINITION: In business where the supply chain of a company is owned by that company.

NOTE – An example of vertical integration in media is a broadcast network that creates, develops, produces and distributes programming as a production company.



Vertical Pixels

CIMM DEFINITION: Pixels that are specifically targeted towards certain vertical

segments. (Source: Mediamath)

VHF abbr Very High Frequency

CIMM DEFINITION: The International Telecommunications Union (ITU) designation for the range of radio frequency electromagnetic waves (radio waves) from 30 MHz to 300 MHz, with corresponding wavelengths of ten to one meters. Frequencies immediately below VHF are denoted high frequency (HF), and the next higher frequencies are known as ultra-high frequency (UHF). Common uses for VHF are FM radio broadcasting, television broadcasting, two way land mobile radio systems (emergency, business, private use and military), long range data communication up to several tens of kilometres with radio modems, amateur radio, and marine communications. Air traffic control communications and air navigation systems (e.g. VOR, DME & ILS) work at distances of 100 kilometres or more to aircraft at cruising altitude. VHF was used for analog television stations in the US, and continues to be used for digital television. (Source: Wikipedia)

VDSL abbr Very High-Speed DSL

See also: Asymmetric DSL, Digital Subscriber Line, High Speed DSL, Symmetric DSL CIMM DEFINITION: Very high-speed digital subscriber line that utilizes existing copper infrastructure of the telephone companies. VDSL offers video and data transmission rates up to 52 Mbps up to 2,700 feet. (Source: CableLabs)

Vibranxiety

See also: Phantom Vibration Syndrome

CIMM DEFINITION: Another term for Phantom Vibration Syndrome. It is considered a psychological disorder where you feel the vibration of a mobile phone on your person when there is no phone.

Video

CIMM DEFINITION: A generic terms for any type of recording or broadcasting of sequential moving visual images, either digitally or on a hardware format like videotape.

2: In online advertising, the digital recording of a physical event or animated files that have been transcribed into a digital video format. (Source: IAB)

VAD abbr Video Access Device

See also: Set-Top Box

CIMM DEFINITION: Any device which enables the TV set to access video content.

Another term for a Set-Top Box. (Source: Nielsen)





Video Ad

CIMM DEFINITION: Refers to advertising that occurs on the internet within programming content, served before, during and/or after the program streamed on the internet.

VCR abbr Video Ad Completion Rate

CIMM DEFINITION: A measurement referring to the percentage of all video ads that play through their entire duration. Also known as View Through Rate (VTR). (Source: Cynopsis)

VAST *abbr* **Video Ad Serving Template**

CIMM DEFINITION: A universal specification released by the Interactive Advertising Bureau (IAB) that sets a standard for communication requirements between ad servers and video players. (Source: Wikipedia)

- 2 : A script that gives video players information about which ad to play, how the ad should show up, how long it should last, and whether users are able to skip it. (Source: Digiday)
- 3 : An XML response framework that enables a consistent delivery format for ad across streaming video platforms. (Source: GABBCON, Global Audience Based Business Conference)

Videobiquity

CIMM DEFINITION: The presence of video everywhere, simultaneously. ABC coined this term and recently had it trademarked. (Source: Zip2Media)

Video Capture Cards

CIMM DEFINITION: Like a TV tuner. That which accesses video on a device like a television.

Video Companion

CIMM DEFINITION: An ad that serves in conjunction with a video ad and is located outside of the video player. (Source: OpenX)

VC abbr Video Conferencing

CIMM DEFINITION: A method of holding a meeting via a set of telecommunication technologies that enables participants located at two or more locations to communicate by simultaneous two-way video, audio and sometimes text transmissions via a live connection.





NOTE - At its simplest, videoconferencing provides transmission of static images and text between two locations. (Source: TechTarget)

Video Game Console

CIMM DEFINITION: An interactive entertainment computer or electric device that manipulates the video display signal of a display device (a television, monitor, etc.) to display a game. (Source: IAB)

NOTE - The term video game console is typically used solely for playing video games, but the new generation of consoles may play various types of media such as music, TV shows, and movies. (Source: IAB)

Video Interstitial Ad

CIMM DEFINITION: A video ad unit which appears before the expected content before an entry page or between two webpages on a site.

VMAP abbr Video Multiple Ad Playlist

CIMM DEFINITION: A universal specification that helps video content owners / creators control the ad inventory displayed throughout their footage. This is particularly useful when they do not control the video player that their content is played back in.

2 : An XML response framework that defines where to place ads within the video content. (Source: GABBCON, Global Audience Based Business Conference)

VPAID abbr Video Player Ad-Serving Interface Definition

CIMM DEFINITION: Specifies the protocol between the ad and the video player required to enable ad interactivity and other advanced video advertising functionality. (Source: GABBCON, Global Audience Based Business Conference)

- 2 : A universal specification code developed by the IAB for interaction between ad units and video players focused on enabling a rich interactive in-stream ad experience.
- 3 : Allows a rich interactive user experience with in stream video ads. (Source: Tubemogul)

NOTE - It's what jazzes up a run-of-the-mill car ad and makes it an interactive one with features like overlays that let viewers click to read more. Advertisers like ads that trigger a response from viewers so they can measure their effectiveness. (Source: Digiday)



Video Verification

CIMM DEFINITION: A measure taken to analyze the content surrounding the pre-roll, post-roll, mid-roll or in-banner video.

Video Watermarking

See also; Digital Watermarking, Watermarking, Signature, Fingerprinting, Audio Watermarking

CIMM DEFINITION: A form of digital identifying code pertaining strictly to video content.

VOD abbr Video On-Demand

See also: Point to point, Unicast, Trick Play

CIMM DEFINITION: A service provided by the operator that enables digital subscribers to access programming on channels that can be viewed at the viewers convenience and that have DVR and addressable capability. Video On-Demand content is delivered to the end user at the time of request via multiple platforms such as cable, satellite, IPTV, Internet, Mobile, etc., Sometimes these channels are pay On-Demand and sometimes they are free On-Demand. Content can be streamed either through a Set-Top Box (allowing viewing in real-time) or downloaded to a device such as a computer or DVR (for future viewing). Internet television, accessed online, is an increasingly popular form of VOD.

- 2 : VOD permits a customer to browse an online program or film catalogue, to watch trailers and to then select a recording for playback. The playout of the selected movie starts nearly instantaneously on the customer's TV or PC. Technically, when the customer selects the movie, a point-to-point unicast connection is set up between the customer's decoder (Set-Top Box or PC) and the delivering streaming server. The signaling for the trick play functionality (pause, slow-motion, wind / rewind etc.,) is assured by RTSP (Real-time Streaming Protocol). The most common codecs used for VOD are MPEG-2, MPEG-4 and VC-1. In an attempt to avoid content piracy, the VOD content is usually encrypted. Whilst encryption of satellite and cable TV broadcasts is an old practice, with IPTV technology it can effectively be thought of as a form of Digital Rights Management. A film that is chosen, for example, may be playable for 24 hours following payment, after which time it becomes unavailable. (Source: itvt.com/glossary)
- 3: The ability for a viewer to pro-actively choose and view a piece of video content at their convenience through any video consumption device, including their television. Content is served and viewed upon request. (Source: Nielsen)
- 4 : Allows VCR type control of broadcast or cable programs, or video and movies offered on a PPV basis. (Source: TVB)



VOD Addressable

CIMM DEFINITION: The addressable ad that is inserted into cable programs within the VOD content. (Source: IAB)

VOD Advertising (Pre-roll, Mid-roll, Post-roll)

CIMM DEFINITION: The placement of advertising before, within or after Video On-Demand content.

VOD on Broadband

See also: iPTV

CIMM DEFINITION: A form of IPTV. Video On-Demand that is delivered via an online broadband connection.

VOD on Cable

CIMM DEFINITION: Video On-Demand that is delivered via a cable or Modem, therefore viewable on the television as opposed to video which is delivered to be viewed on the computer or via satellite, IPTV, internet, mobile etc.

VOD on MSO Library

See also: Library VOD

CIMM DEFINITION: Video On-Demand offered via MSOs that creates a point of difference from Satellite and Telco companies. Offered in both SD and HD. Culls product from a specific program providers stored library of programs.

VOD Telescoping

See also: Telescoping

CIMM DEFINITION: To stop watching linear television and begin the playback of a VOD. It is typically triggered by the viewer responding to an telescoping offer on screen.

(Source: FourthWall Media)

Video Smoothing

See also: Smoothing

CIMM DEFINITION: A technique that tries to compensate for the differences in successive backchannel pings from the Set-Top Box for measurement and service purposes.



View

CIMM DEFINITION: An exposure to a piece of content.

2 : Often used as a synonym for impression. Any measurement and reporting of a view should be governed by the impression definition above. (Source: IAB)

NOTE - As a metric, a View is counted each time an individual video asset, whether it be an ad asset or a programming asset, is initiated by a subscriber. A view is counted when the first frame of the VOD asset watched in normal play time. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Viewable Completion

CIMM DEFINITION: When a video is viewable at the end of ad play. (Source: Tubemogul)

vCPM abbr Viewable CPM

CIMM DEFINITION: Cost per thousand viewable ads served – a simple calculation for vCPM = CPM / viewability rate. (Source: Tubemogul)

Viewable Impression

CIMM DEFINITION: A term in online advertising industry for a metric used to report on how many of the distributed ads were actually viewable (in part, entirely or based on other conditional parameters). (Source: Wikipedia)

- 2: Those delivered ads that are at least 50% visible to the user for at least one second.
- 3 : As defined by the Media Ratings Council, a viewable video impression is one where 50% of a video player's pixels are in view in an active browser tab for any two consecutive seconds. (Source: Tubemogul)

Viewability

CIMM DEFINITION: An online advertising metric that aims to track only impressions that can actually be seen by users. For example, if an ad is loaded at the bottom of a webpage but a user doesn't scroll down far enough to see it, that impression would not be deemed viewable. (Source: Digiday)

- 2 : In programmatic, an advertising metric that tracks impressions that can be seen by users. (Source: Hubspot)
- 3: Whether or not an impression was on screen for long enough to count as being viewable. Viewable impressions are gradually becoming the currency for an increasing



number of campaigns. For a standard banner in the US, the requirement is that 50% of the pixels be on screen for at least one second. (Source: MAGNA Global)

Viewable Impression

CIMM DEFINITION: A digital or programmatic metric that determines how much of an ad needs to be viewable or how the user needs to view the ad for it to be counted as an impression. (Source: Hubspot)

Viewer

CIMM DEFINITION: A person viewing content or ads.

2 : Person viewing content on the web. (Source: Tubemogul)

NOTE - There is currently no way to measure viewers on the internet. (Source: IAB)

VCT *abbr* **Viewer Controlled Triggers**

CIMM DEFINITION: Interacting with a video or display ad that permits the viewer to respond to a question (e.g. viewer poll) and/or offer (e.g., coupon, sample, brochure, buy now). The ad runs when viewer initiates a control or trick play (such as pause or fast forward) or clicks on an overlay; may include the ability to save an ad to be viewed later.

Viewpoints

CIMM DEFINITION: In virtual reality, the points from which raytracing and geometry creation occurs. The geometric eye point of the simulation. (Source: freeflyvr)

ViP abbr Viewers in Profile

CIMM DEFINITION: The local television ratings book from Nielsen Media Research, issued after sweeps periods for each of the 210 television markets in the U.S. (Source: TVB)

VPVH *abbr* **Viewers Per Thousand Viewing Households**

See also: Proportion of Individuals Viewing

CIMM DEFINITION: The proportion that a specific audience watches of a channel, network, time period or any video content out of an average thousand homes.

2 : Proportion of individuals viewing within homes where the set is turned on. (Source: Kantar Media Audiences)



Viewer Retention

See also: Viewer Retention Rate

CIMM DEFINITION: The degree to which an interactive session holds or retains the viewer. This can be calculated against the total universe of possible viewers or by the total number of actual interactive viewers. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Viewer Retention Rate

See also: Viewer Retention

CIMM DEFINITION: The percentage of opportunity that viewers are engaged with an interactive session defined according to the form of the app. i.e. In-program, incommercial, telescope, RFI, etc. Presented in minutes/ seconds or number of screen views. Used to measure engagement and stickiness of the app, promotion or advertisement. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

Viewership

CIMM DEFINITION: Collectively, the viewers of a television program. (Source: StateoftheMedia.org)

Viewing

See also: Tuning

CIMM DEFINITION: The duration that a Set-Top Box or household viewer watches a piece of content. Viewing implies that there is a viewer actively viewing through remote or other Set-Top Box activity.

2 : Tuning vs. Viewing issue - viewing is reporting of a person. It is a subset of tuning where there may not be anyone watching even though the set is on. (Source: Nielsen)

Viewing Device

See also: Viewing Device Identifier, Viewing Device Manufacturer, Viewing Device Profile, Viewing Device Type

CIMM DEFINITION: The television connected to a set-top that is displaying the interactive asset or application. Currently the viewing device is the television connected to a set-top. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

2 : Devices which initiated at least one session for a particular VOD asset or set of VOD assets. Today, the device refers to a set-top. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE - At this point in time, the viewing device refers to the set-top connected to the TV. Future Metrics will include additional types of devices. Definition to be expanded in the future to include other VOD-enabled Viewing Devices such as PCs, mobile phones,





connected TVs and devices, etc. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Viewing Device Identifier

See also: Viewing Device, Viewing Device Manufacturer, Viewing Device Profile, Viewing Device Type

CIMM DEFINITION: An encrypted, unique persistent, anonymous code (such as an encrypted MAC ID) to identify different Viewing Devices when calculating unique viewer metrics. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

NOTE - A Viewing Device that is returned and re-deployed to another household should be considered as a new Viewing Device when calculating unique user metrics. The methodology for generating a Unique Viewing Device ID is subject to compliance with MVPD privacy policies. Future methodologies for ensuring uniqueness across MVPDs (i.e. no two Viewing Device IDs are the same) need to be developed. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Viewing Device Manufacturer / Model

See also: Viewing Device Identifier, Viewing Device, Viewing Device Profile, Viewing Device Type

CIMM DEFINITION: The company that built the Viewing Device and the type of Device. Can also contain versions of firmware and other similar relevant software installed on the device. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Viewing Device Profile

See also: Viewing Device Identifier, Viewing Device Manufacturer, Viewing Device, Viewing Device Type

CIMM DEFINITION: The characteristics and capabilities of that device which can include capabilities such as VOD enabled, iTV enabled, etc. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)

Viewing Device Type

See also: Viewing Device Identifier, Viewing Device Manufacturer, Viewing Device Profile, Viewing Device

CIMM DEFINITION: Type of Viewing Device on which the VOD content is being watched whether it is a Set-top box, PC, Connected TV, Tablet etc. A unique label specifying the type of device used by the subscriber provisioned to view VOD content. (Source: CTAM Advanced Cable Solutions Consortium, DAI Metrics)



Viewing in the Buffer

See also: Buffer

CIMM DEFINITION: Viewing a form of playback without setting the recording through the DVR. Tuning into a program and letting it run and then rewinding back to the beginning without actually recording the content via the DVR. Playback can be fully linear (Live) or used to skip commercials.

NOTE - Is the viewer skipping ads or not skipping ads? Measurement - If viewing asset in the buffer it usually counts as live viewing. Live is viewing within 25 seconds of linear viewing (the industry standard). Viewing in the buffer often includes viewing of commercials whereas in true time shifted viewing, the number of ads viewed is much less. (Source: Dish Network)

Viewing Logs (Daily)

CIMM DEFINITION: The tuning records.

NOTE - Are they drawn from the same homes every day?

NOTE – Census level measurement (e.g., FourthWall Media's Event Stream Collector) measures the same households and Set-Top Boxes every day, except for subscriber and STB churn, which must be accounted for. (Source: FourthWall Media)

View Later

See also: View Later Rate. View Later Total

CIMM DEFINITION: When a viewer chooses to delay viewing of additional content from an interactive asset or app. by selecting the 'view later' option. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

View Later Rate

See also: View Later. View Later Total

CIMM DEFINITION: Number of View Later compared to total leads. Calculated by dividing the View Laters by Total Leads. (Source: CTAM Advanced Cable Solutions Consortium. itv Metrics)

View Later Total

See also: View Later, View Later Rate

CIMM DEFINITION: The total number of times a viewer chooses to view the VOD asset at a later date. (Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)



View Now

See also: View Now Rate, View Now Total

CIMM DEFINITION : The interaction when a viewer selects the 'view now' option of an

interactive asset or application being viewed on the television. (Source: CTAM

Advanced Cable Solutions Consortium, itv Metrics)

View Now Rate

See also: View Now, View Now Total

CIMM DEFINITION: Number of View Now compared to total leads. Calculated by dividing the view now's by total leads. (Source: CTAM Advanced Cable Solutions

Consortium, itv Metrics)

View Now Total

See also: View Now Rate, View Now

CIMM DEFINITION: The total number of times the viewer selects the View Now button.

(Source: CTAM Advanced Cable Solutions Consortium, itv Metrics)

View-through Attribution

CIMM DEFINITION: An attribution model which attributes conversions to the view of an ad impression that is not clicked. (Source: IAB Mobile App Marketing Glossary Working Group)

VTR abbr View Through Rate

CIMM DEFINITION: Measurement of how many people saw an ad and eventually visited the advertiser's site. (Source: Tubemogul)

2 : Similar term to Video Ad Completion Rate.

Vine

CIMM DEFINITION: The name of a social media site that enables users to post short videos of up to 7 to 10 seconds in length. Also the name of the video type as in "a vine".

Viral Lift

See also: Social Lift, Viral Reach, Organic Reach

CIMM DEFINITION: The ratio of shares to clicks to indicate how viral a piece of content is. A share is when someone shares your content to a social network, and a click is when someone uses that shared link to visit your site. (Source: Addthis)



Viral Marketing

CIMM DEFINITION: An online advertising or marketing technique via digital platforms such as websites that encourages users to pass on a marketing or branding message to other sites or users, creating a potentially exponential growth in the message's visibility and effect.

- 2 : Any advertising that propagates itself. (Source: IAB)
- 3 : Advertising and/or marketing techniques that "spread" like a virus by getting passed on from consumer to consumer and market to market. (Source: IAB)

Viral Reach

See also: Social Lift, Viral Lift, Organic Reach

CIMM DEFINITION: The number of unique people who saw your post or page mentioned from a story published by a friend. These stories can include liking, commenting or sharing on your page, answering a question or responding to an event. (Source: Simplymeasured)

Viral Video

CIMM DEFINITION: Online video clips (typically short and humorous) passed via links from one person to another. (Source: IAB)

Virtual Channels

CIMM DEFINITION: Links through Interactive Television that work like the internet. Like a "Walled Garden," a Virtual Channel is private. Example, TIVO subscribers can access a private channel where they can upload personal information that can be shared.

- 2: In the digital cable context, a "virtual channel" is an arbitrary channel number that appears to the viewer as a normal, tunable channel, but in reality may map to an entirely different channel number, represent the HD / SD version of a broadcast channel, or map to another service entirely (e.g., the IPG, VOD client, DVR service, or EBIF applications). (Source: FourthWall Media)
- 3 : A specific channel number accessible through the IPG or remote number pad that is the storefront for a particular content provider's On-Demand content.

Virtual Data Center

CIMM DEFINITION: A similar term for Software-Defined Data Center.



Virtual Hosting

See also: IP

CIMM DEFINITION: A server that contains several websites, each with its own domain name, that is hosted under a single IP address.

Virtual MIS

CIMM DEFINITION: Use of computer models and specialized interaction devices that mimic surgical tools to allow medical personnel to practice minimally invasive surgery (MIS) procedures. (Source: freeflyvr)

Virtual MVPD

CIMM DEFINITION: An MVPD that offers a range of premium video content without having to own any network infrastructure. Examples include Internet video service providers such as Sling TV and Sony PlayStation Vue. (Source: Cynopsis)

Virtual Private Cloud

See also: Cloud, Public Cloud, Hybrid Cloud, Private Cloud CIMM DEFINITION: When a service provider uses public cloud resources to create their private cloud. (Source: searchcloudcomputing.techtarget.com)

Virtual Prototype

CIMM DEFINITION: Simulation of an intended design or product to illustrate the characteristics before actual construction. Usually used as an exploratory tool for developers or as a communications prop for persons reviewing proposed designs. (Source: freeflyvr)

VR abbr Virtual Reality

See also: Simulated Reality

CIMM DEFINITION: Particularly in gaming, the ability to create a different, false reality framework within a community.

2 : A computer system used to create an artificial world in which the user has the impression of being in that world with the ability to navigate through the world and manipulate objects in the world. (Source: freeflyvr)

VRML abbr Virtual Reality Modeling Language

CIMM DEFINITION: A programming language designed to be a 3D analog to HTML. (Source: IAB)





Virtual Reality Refresh Rate

CIMM DEFINITION: Just like TV, a VR experience presents a user with a series of images. Refresh rate refers to how fast those images get updated. A higher refresh rate means that the experience will be more responsive – and that users will be less likely to experience VR motion sickness. Any refresh rate below 60 frames per second is likely too low. (Source: Cynopsis)

Virtual Reality Sickness aka VR Sickness

CIMM DEFINITION: A feeling similar to motion sickness, is primarily caused by a disconnect between what a user's eyes are seeing and what the user's vestibular system - the parts of the inner ear and brain that help control balance and eye movements – is sensing. Some VR users are more susceptible to VR sickness than others. (Source: Cynopsis)

Virtual Visitors

CIMM DEFINITION: Advanced visual web crawlers that analyze the HTML structure of a web page, render and visually capture the entire page along with the advertising placement. The technology is designed to take a screenshot of the page and copy the page.

Virtual Worlds

CIMM DEFINITION: Three-dimensional computerized environments that multiple users can explore and interact with via avatars, characters representing themselves. (Source: IAB)

2: Whole virtual environment or universe within a given simulation. (Source: freeflyvr)

NOTE - Online games like World of Warcraft take place in virtual worlds, but the term is often used to define services that are open-ended and geared for socializing, as opposed to the more goal-oriented environments of online games. (Source: IAB)

Visit

See also: Session

CIMM DEFINITION: A single continuous set of activity attributable to a cookied browser or user (if registration-based or a panel participant) resulting in one or more pulled text and/or graphics downloads from a site.

Visit Duration

CIMM DEFINITION: The length of time the visitor is exposed to a specific ad, Web page or Web site during a single session. Visitor - individual or browser which accesses a Web site within a specific time period. (Source: IAB)





Visualization

CIMM DEFINITION: The ability to graphically represent abstract data that would normally appear as text and numbers on a computer. (Source: freeflyvr)

VOIP *abbr* **Voice Over Internet Protocol**

CIMM DEFINITION: Telephone service offered via broadband over the internet.

NOTE - As this protocol becomes more prevalent through bundling, does it offer an easier way to measure cross platform?

Volume

CIMM DEFINITION: A control that enables users to adjust the audio output of ad creative. Volume controls should always allow adjustment down to zero (0) output. (Source: IAB)

Volume Goal

CIMM DEFINITION: A setting for guaranteed line items. A volume goal for impressions is used to reach a set number of impressions as soon as possible, depending on the Priority setting for the line item. (Source: OpenX)

Vook

CIMM DEFINITION: A video book that inserts and blends video into electronic text.

Voting and Polling

See also: Advanced Advertising

CIMM DEFINITION: The ability of the viewer to interact with content on the television via the Set-Top Box remote to register opinions, provide information and answer questions.

2 : Clickable overlays or enhancements to programming that allow viewers to input likes and dislikes of show participants, products, issues or other programming elements.

Voxel

CIMM DEFINITION : A cubic volume pixel for quantizing three-dimensional space. (Source: freeflyvr)

VPS

CIMM DEFINITION: A video compression format owned by Google and created by ON2 Technologies. Latest version is VP9. (Source: IAB)





VR Face

CIMM DEFINITION: The slightly embarrassing, slack-jawed look people get on their face when they wear an Head Mounting Device and experience virtual reality. (Source: TechRepublic)



Walled Garden

See also: Virtual Channel

CIMM DEFINITION: A closed community of channels or services.

- 2 : A software system in which a carrier or service provider has control over applications, content, and media, and restricts convenient access to non-approved applications or content. On the Internet, a walled garden is an environment that controls a user's access to Web content and services. The garden directs the user's navigation within particular areas, in order to allow access to certain material or prevent access to other material. Although a walled garden doesn't prevent users from navigating to other environments, it does make it more difficult to navigate away than to stay within the environment. (Source; Cynopsis)
- 3: A closed digital environment that requires a user login for access. Data use is typically limited to the boundaries of that digital environment. Examples include Facebook, Google, Amazon, Pandora, etc. (Source: MAGNA Global)

Wallpaper

See Also: Skin, Page Skin, Background Skin, Ad Skin

CIMM DEFINITION: Another term for a Skin.

Watch

CIMM DEFINITION: In Video On-Demand, this command starts playback for non-transaction, subscription, and free content.

Waterfall

See also: Daisy Chain

CIMM DEFINITION: In programmatic buying and selling it is a method of auction whereby the bidding happens sequentially. The first bidder group has the opportunity to bid and buy first then the next level of bidder group is able to bid and so forth with the first top priority bidders having the earliest opportunity to bid and buy.



2: In programmatic video, refers to the order of priority in which advertisers have the opportunity to buy inventory. Demand sources might include exchanges, direct sales, or networks. (Source: Cynopsis)

Watermark

See also: Ad-ID, Metadata, Program Code, Digital Watermarking CIMM DEFINITION: An element or a specific identifier that is added to content to prevent copyright infringement. This code is embedded in the signal.

2 : Unique identifiers embedded in the content audio signals that allows for identification of distributor and content for purposes of audience measurement. (Source: Nielsen)

Wearables

See also: Fashion Technology, Wearable Gadgets, Wearable Device, Wearable Technology, Tech Togs, Fashion Electronics

CIMM DEFINITION: Items, whether clothing or attachable elements that can be worn and that are built with technology / software enabling the tracking, measurement or more comfortable wear-ability for the user.

Wearable Devices

See also: Fashion Technology, Wearables, Wearable Gadgets, Wearable Technology, Tech Togs, Fashion Electronics

CIMM DEFINITION: Technological devices that can be worn by the user that are built with technology / software that relay tracking data or other information.

Wearable Gadgets

See also: Wearables, Fashion Technology, Wearable Devices, Wearable Technology, Tech Togs, Fashion Electronics

CIMM DEFINITION: Similar to Wearable devices.

Wearable Technology

See also: Wearables, Fashion Technology, Wearable Gadgets, Wearable Devices, Tech Togs, Fashion Electronics

CIMM DEFINITION: A category of technology devices that can be worn by a consumer and often include tracking information related to health and fitness. (Source: Webopedia)



Web Advertorial

See also: Content Integration

CIMM DEFINITION: An advertisement promoting the interests or opinions of a corporate sponsor, often presented in such a way as to resemble an editorial. (Source:

Thefreedictionary.com)

Web-Based Training

CIMM DEFINITION: An innovative approach to distance learning in which computer-based training (CBT) is transformed by the technologies and methodologies of the World Wide Web, the Internet, and intranets. Web-based training presents live content, as fresh as the moment and modified at will, in a structure allowing self-directed, self-paced instruction in any topic. (Source: Mediamath)

Web Beacon

See also: Web Bug, Beacon, Tracking Bug, Tag, Page Tag
CIMM DEFINITION: Like a Web Bug, it is a line of code which is used by a Web site or
third party ad server to track a user's activity, such as a registration or conversion. A
Web beacon is often invisible because it is only 1 x 1 pixel in size with no color.
(Source: IAB)

2 : An object embedded in a web page or email, which unobtrusively (usually invisibly) allows checking that a user has accessed the content. Common uses are email tracking and page tagging for web analytics. (Source: Wikipedia)

NOTE - Common names for web beacons implemented through an embedded image include tracking pixel, pixel tag, 1×1 gif, and clear gif. When implemented using JavaScript, they may be called JavaScript tags. There is a work in progress to standardize an interface that web developers can use to asynchronously transfer small HTTP data from the User Agent to a web server that call it simply beacons (in the context of web development) which can be used to send data to a web server prior to the loading of the document without delaying the load and affecting the perception of page load performance for the next navigation. (Source: Wikipedia)

Web Bug

See also: Web Beacon, Beacon, Tracking Bug, Tag, Page Tag CIMM DEFINITION: A piece of tracking software is embedded in a web page or email and that serves as a tag and is usually invisible to the user but allows checking that a user has viewed the page or email.

Webcasting

CIMM DEFINITION: The real-time or pre-recorded delivery of a live event's audio, video, or animation over the Internet. (Source: IAB)



2 : Also known as Broadcasting on the Internet since it is not transmitted broadly through wireless means. (Source: Wikipedia)

Web Crawler

See also: Spidering Software

CIMM DEFINITION: An Internet bot which systematically browses the World Wide Web, typically for the purpose of Web indexing. (Source: Wikipedia)

NOTE - Web search engines and some other sites use Web crawling or spidering software to update their web content or indexes of others sites' web content. Web crawlers can copy all the pages they visit for later processing by a search engine which indexes the downloaded pages so the users can search much more efficiently. (Source: Wikipedia)

Web Feed

CIMM DEFINITION: Similar to a news feed providing a continuous stream of updated news content as summaries or links that refer the user back to the original news source.

WebM

CIMM DEFINITION: A video file format. It is primarily intended to offer a royalty-free alternative to use in the HTML5 video tag. The development of the format is sponsored by Google, and the corresponding software is distributed under a BSD license. (Source: IAB)

Web Marketing

See also: Online Marketing

CIMM DEFINITION: A similar term for online marketing. Advertising or marketing efforts by an advertiser, brand or content provider that is internet based.

Web Pages

CIMM DEFINITION: A hypertext document connected to the World Wide Web in a format that is compatible for use on the World Wide Web and the web browser.

Web Radio

See also: Radio on Internet

CIMM DEFINITION: Audio transmitted via the internet.



Web Scale IT

CIMM DEFINITION: A similar term for Hyperscale. A global-class of computing — or architectural approach — used to deliver the capabilities of large cloud service providers within an enterprise IT setting. (Source: Webopedia)

Web Search Engine

CIMM DEFINITION: A software system that is designed to search for information on the World Wide Web. (Source: Wikipedia)

Web Server

CIMM DEFINITION: Computers that deliver (serves up) Web pages. Every Web server has an IP address and possibly a domain name. (Source: Webopedia)

Web Site

CIMM DEFINITION: The virtual location (domain) for an organization's or individual's presence on the World Wide Web. (Source: IAB)

Web Surfing

CIMM DEFINITION: Also referred to as 'surfing the web', it is the activity of spending time navigating the internet.

Webvertising

CIMM DEFINITION: An amalgam of the terms web and advertising.

2 : A form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. (Source: Wikipedia)

WeChat

CIMM DEFINITION: (Chinese: 微信; pinyin: Wēixìn; literally: "micro message") is a mobile text and voice messaging communication service developed by Tencent in China, first released in January 2011. It is one of the largest standalone messaging apps by monthly active users. (Source: Wikipedia)





Weighted Average

CIMM DEFINITION: A statistical quantity calculated by multiplying each value in a group by an assigned weight, summing these products and dividing the total by the sum of the weights. (Source: TVB)

Weighting

CIMM DEFINITION: The statistical application that creates stronger or lesser impact on parts of a sample or a subset of a data set to help the entire sample results better conform to the universe it is projecting to measure.

NOTE - Big Band, Fourth Wall, Rentrak and TIVO do not weight their STB data. Arbitron, Nielsen, TNS and TRA apply weighting methodology

White Box

See also Arbitrage, Transparency, Black Box, Glass Box CIMM DEFINITION: A machine or system whose internal structure or processing is known in addition to the knowledge about its inputs, outputs, and the relationship between them. (Source: Businessdictionary)

2 : Custom- or self-built computer or computer system with no, generic, or an unknown, brand name.

White Hat Hacker

See also: Black Hat Hacker

CIMM DEFINITION: A hacker or computer specialist, expert in penetration testing and other testing methodologies, who breaks into systems in order to discover vulnerabilities, weaknesses and flaws in the system or software. These vulnerabilities, once discovered are used to correct problems and to ensure the security of an organization's information systems.

Whitelist

CIMM DEFINITION: A directory of websites where an advertiser is willing to serve its ads. (Source: Hubspot)

2 : Marking a particular entity as "approved" in order to ensure it is included. For example, you could use an industry filter to allow (whitelist) technology. (Source: OpenX)



White Listing

See also: Blacklisting, Spam Filters

CIMM DEFINITION: A list of e-mail addresses or domain names from which an e-mail blocking program will allow messages to be received. E-mail blocking programs, also called a spam filters, are intended to prevent most unsolicited e-mail messages (spam) from appearing in subscriber inboxes. (Source: searchexchange.techtarget.com)

2 : Anti-spam filtering software that allows only specified e-mail addresses to be delivered to the inbox.

WAN abbr Wide Area network

CIMM DEFINITION: A system of at least two interconnected LANs that span a relatively wide geographical area.

2 : Connectivity between a number of computers not located at the same physical location. (Source: IAB)

Wideband

See Also: Broadband

CIMM DEFINITION: In communications when the message bandwidth significantly exceeds the coherence bandwidth of the channel. Some communication links have such a high data rate that they are forced to use a wide bandwidth; other links may have relatively low data rates, but deliberately use a wider bandwidth than necessary for that data rate in order to gain other advantages. (Source: Wikipedia.com)

WCDMA abbr Wideband Code Division Multiple Access

See also: CDMA

A G3 cellular technology that uses CDMA airspace. (Source: PCMag)

Widescreen

See also: Letterbox

CIMM DEFINITION: A term used generally to describe an aspect ratio wider than 4:3. For television, this refers to the 16 x 9 aspect ratio. A TV signal with a wider picture of 16:9 aspect ratio instead of conventional 4:3. A preferred term vs. "letterbox", as it is more well-known to consumers.

Widgets - Ad and TV

See also: Apps

CIMM DEFINITION : Another name for "applications". Small software programs that have a distinctive purpose or use.



- 2 : Ad Widget is an authoring and campaign management solution for interactive advertising that operates either independently, or by augmenting existing linear campaign management systems, for the effective management and delivery of interactive enhancements. TV a suite of bound and unbound, Emmy-nominated, EBIF User Agent-agnostic EBIF applications such as news, weather, sports, finance widgets, eBay on TV widget, Fantasy Football widget, and local Search widget such as Yellow Pages on TV. (Source: FourthWall Media)
- 3 : A small application designed to reside on a PC desktop (Mac OS X or Windows Vista) or within a Web-based portal or social network site (e.g., MySpace or Facebook) offering useful or entertaining functionality to the end user. (Source: IAB)

WIFI

CIMM DEFINITION: Technology of wireless local area networks that can be used for mobile computing devices such as laptops, Internet and VOIP phone access, gaming, and connectivity of consumer electronics such as televisions.

2 : Any of a family of wireless LAN data standards (IEEE 802.11) used fairly ubiquitously for corporate and home connectivity. Also available as hotspots in public areas such as cafes and airport terminals, either for free or for a one-time use charge or subscription fee. (Source: IAB)

Windowing

CIMM DEFINITION: In computing, a windowing system (or window system) is a type of graphical user interface (GUI) which implements the WIMP (windows, icons, menus, pointer) paradigm for a user interface. (Source: Wikipedia)

- 2 : The process of taking a small subset of a larger dataset, for processing and analysis. (Source: Wikibooks)
- 3 : The simultaneous display of different portions of one or more files on a screen. (Source: Dictionary.com)
- 4 : The time period over which pieces of content are released to the public, such as a movie.

Win Rate

CIMM DEFINITION: The total number of impressions won divided by the total number of impressions bid on. (Source: Hubspot)



WAP abbr Wireless Application Protocol

CIMM DEFINITION: A secure specification that allows users to access information instantly via handheld wireless devices such as mobile phones, pagers, two-way radios, smartphones and communicators. A WAP browser provides all of the basic services of a computer based web browser but simplified to operate within the restrictions of a mobile phone, such as its smaller view screen. WAP sites are websites accessed via the WAP browser.

2 : A specification for a set of communication protocols to standardize the way that wireless devices, such as cellular mobile telephones, PDAs and others access and browse Internet-based content. (Source: IAB)

WASP abbr Wireless Applications Service Provider

CIMM DEFINITION: An organization that provides content and applications for wireless devices. (Source: IAB)

Wireless IP

CIMM DEFINITION: Internet protocol that is transmitted wirelessly

Word Cloud

CIMM DEFINITION: A visual representation of text or data which creates a more artistic or graphic representation of the relative importance of each data point or text.

World in the Hand

CIMM DEFINITION: A metaphor for visualized tracking where a tracker is held in the hand and is connected to the motion of an object in a display. (Source: freeflyvr)

WiMAX abbr Worldwide Interoperability for Microwave Access

See also: 3G, 4G, HSPA

CIMM DEFINITION: A wireless WAN standard (IEEE 802.16) designed to provide portable (eventually mobile) wireless broadband access. (Source: IAB)

NOTE - Single WIMAX antennas can provide coverage over large physical areas, making deployment potentially very cost effective. Although not widely available as of 2007, sometimes considered a potential competitor to cable modems and DSL for residential broadband. (Source: IAB)

Wraparound Commercial

CIMM DEFINITION: A commercial with noncommercial material wrapped around it, such as a question about a past sports event at the beginning and the answer at the



end; sometimes called an insert, as when it is inserted within a movie surrounded by questions about the movie. (Source: TVB)

Wrappers

See also: Skins. Material Exchange Format, Open Source Wrapper CIMM DEFINITION: A type of ad in addressable advertising where a frame around a piece of content contains the ad information / message.

2 : A design technology that precedes the main dataset and is used to frame subsequent data (such as audio and digital content) enabling it to run successfully and interface on various platforms. This enables cohesive cross platform capabilities.



Xiaoice

CIMM DEFINITION: Literally translated as "Microsoft Little Ice", IPA [uéiluâneiâupíŋ]) is an advanced natural language chat-bot developed by Microsoft. It is primarily targeted at the Chinese community on the micro blogging service Weibo. The conversation is text based. The system learns about the user and provides natural language conversation. Microsoft gave Xiaoice a compelling personality and sense of "intelligence" by systematically mining the Chinese Internet for human conversations. Because Xiaoice collects vast amounts of intimate details on individuals, the program raises privacy questions. (Source: Wikipedia)

XML abbr eXtensible Markup Language

See also: SGML, HTML

CIMM DEFINITION: A richer more dynamic successor to HTML utilizing SGML or HTML type tags to structure information. XLM is used for transferring data and creating applications on the Web. (Source: IAB)

XPPR

CIMM DEFINITION: Measurement of VOD content that may or may not have identical linear commercials or may or may not have aired on linear TV and includes online viewing. To enable measurement, content must be encoded. (Source: Nielsen)





Yaw

CIMM DEFINITION: The angular displacement about the vertical axis. (Source: freeflyvr)

Yield

See also: Ad Click Rate

CIMM DEFINITION: The percentage of clicks vs. impressions on an ad within a specific page. Also called ad click rate. (Source: IAB)

Yield Curve

CIMM DEFINITION: Expresses the relationship between performance and volume. (Source: Mediamath)

Yield Management

See also: Revenue Management

CIMM DEFINITION: The process of understanding, anticipating and influencing advertiser and consumer behavior in order to maximize profits through better selling, pricing, packaging and inventory management, while delivering value to advertisers and site users. (Source: IAB)

Yield Optimization

CIMM DEFINITION: Technique used by ad servers to determine the value of ad impressions and maximize revenue from potential advertisers. (Source: Hubspot)

2 : From a publisher perspective, how much are your impressions worth and how can you manage flow of inventory to make the most money. SSPs look at each impression available on a web publisher. (Source: Mediamath)

YouTube Channel

CIMM DEFINITION: A home page on the video-sharing website YouTube.com for an account. Accounts contain profile or other personal information as well as a collection of publically viewable videos.



Z -----

Zapping

See also: Trick Play

CIMM DEFINITION: The act of changing channels rapidly to avoid viewing

commercials.

NOTE – TIVO measures channel changing during commercial spots.

Zettabytes

See also: Big Data, Unstructured data, Structured Data

CIMM DEFINITION: Each zettabyte equals 1 billion terabytes.

Z-index

CIMM DEFINITION: Enumerated layers of elements and content on a publisher's webpage. Consideration of the z-element in page content design such as navigation, imagery, and ads is important for providing a seamless experience when page content overlaps (i.e. an expanding ad with a z-index that is lower [on the z-index scale] than navigational elements may give the appearance that page navigational elements are showing through the expanded portions of the ad). (Source: IAB)

Zip Code

CIMM DEFINITION: A system of numerical codes that reflect block level or postage delivery areas. In media, zipcodes are used as a dataset to help ascertain household demographics and lifestyle assessments.

Zipping

See also: Trick Play, Fast Forward

CIMM DEFINITION: The act of fast forwarding through a commercial.

2 : Percentage of total and/or target households that fast forwarded during the commercial. (Source: TRA)

Zombie STBs

CIMM DEFINITION: For STB On / TV Off; another name for the STBs that are counted as on when no one is actually watching, i.e., the box is on but the TV set is off. (Source: Canoe)



Zombie impressions

CIMM DEFINITION: The number of impressions (over)counted when the STB is on but the TV set is off. (Source: Canoe)

Zones

CIMM DEFINITION: A sub level of sample or census size for Set-Top Box data measurement or reporting purposes. Granularity from Zone to Node.

2 : Multiple zip codes. (Source: FourthWall Media)

Zoning

See also: Geo-Targeting, Geo-Marketing, Internet Marketing
CIMM DEFINITION: The method of collecting a population in a specific hyper-focused
manner such as by zipcode or neighborhood in order to better target consumer
behaviors.



LEXICON SOURCES AND REFERENCES

In addition to the sources indicated against each term, there are other source documents and lexicons that have proven useful in expanding the range of terms and their definitions. Here are the other Reference Sites and Guides for Lexicon that have proven to be informative and may not necessarily be noted within the body of the Lexicon:

Terms and Definitions	
adopsinsider.com/	Definition
adtechdaily.com/	Definition
BigBand Networks	Glossary of Terms
blog.distinctstudios.com	Definition
blog.hubspot.com/	Glossary of Terms
blog.smartadserver.com/	Definition
Buzzfeed News	Definition
Canoe	Glossary of Terms
CIO Magazine	Definition
computer.yourdictionary.com/	Definition
contango.technorati.com/	Definition
CTAM	Glossary of Terms
Cynopsis	Glossary of Terms
dictionary.reference.com	Definition
digiday.com/platforms/wtf-viewability/	Definition
digitalmarketing-glossary.com/	Glossary of Terms
Dish Network	Definition
encyclopedia2.thefreedictionary.com	Definition
escience.washington.edu/	Definition
GABBCON, Global Audience Based Business Conference	Glossary of Terms
Gigaom	Definition
Harvard Business Review	Definition
hitachi-id.com/	Definition
https://logging.apache.org/log4j/1.2/apidocs/org/apache/log4j/Level.html	Definition
https://www.centro.net/	Glossary of Terms
https://dionhinchcliffe.com/2015/05/04/	Definition
https://www.encryptics.com/true_relief.aspx	Definition
https://www.freeflyvr.com/virtual-reality-glossary/	Glossary of Terms
https://open.mediamath.com/glossary	Glossary of Terms
https://www.quora.com	Definition
https://wohlersassociates.com/	Definition
https://www.icann.org/	Definition
https://www.icpen.org/	Definition
https://marketing.acxiom.com/glossary	Definition
https://sedo.com	Definition
https://www.tubemogul.com/glossary/	Glossary of Terms
https://www.tvb.org	Definition
https://www.wordnik.com/words/	Definition
IAB Mobile App Marketing Glossary Working Group	Glossary of Terms
IANA.org	Definition
Invidi	Glossary of Terms
it.toolbox.com/	Definition
itvdictionary.com	Glossary of Terms
Kantar Media	Glossary of Terms
MAGNA Global	Glossary of Terms
measurementnow.net/	Definition
mercurymedia.wordpress.com	Dictionary of terms
MRC	Definition
Nielsen	Glossary of Terms
next.srds.com/resources/	Glossary of Terms
OMMA	Definition
openx.com/glossary/	Glossary of Terms





oxforddictionaries.com	Dictionary of terms
	Definition
Pamannmarketing.com	
programmaticadvertising.org/ QuadrantOne	Dictionary of terms Definition
Rentrak	Glossary of Terms
robertoigarza.files.wordpress.com/	Glossary of Terms
Rubicon Projects	Defintion
SAS	Definition
searchcrm.techtarget.com	Definition
searchcloudcomputing.techtarget.com	Definition
searchdatamanagement.techtarget.com/	Definition
searchengineland.com/	Definition
searchenterprisedesktop.techtarget.com/	Definition
SearchEnterpriseWAN.com	Definition
searchexchange.techtarget.com	Definition
searchnetworking.techtarget.com	Glossary of Terms
searchsecurity.techtarget.com	Definition
searchsqlserver.techtarget.com/	Dictionary of terms
simplymeasured.com/blog/	Definition
Smartadserver.com	Definition
socialmediaexaminer.com/	Definition
Tagtoday.net	Definition
technorati.com/	Definition
techopedia.com	Glossary of Terms
Times of India	Definition
TIVO	Glossary of Terms
TRA	Glossary of Terms
VIDGO.com, Shane Cannon	Definition
Visible World	Glossary of Terms
webopedia.com	Glossary of Terms
whatis.techtarget.com/	Glossary of Terms
wikis.sun.com/	Definitions of types of addressable ads
www.about.com	Definition
www.adexchanger.com	Definition
www.adotas.com	Definition
www.addthis.com	Definition
www.answers.com	Dictionary of terms
www.arbitron.com/	Definition
www.attentional.com/	UK glossary
www.brickmarketing.com/	Glossary of Terms
www.businessdictionary.com/	Glossary of Terms
www.cablelabs.com/	Glossary of Terms
www.computerhope.com/	Definition
www.diffen.com/	Definition
www.emarketingdictionary.com/	Definition
www.essortment.com	Definition
www.facebook.com	Definition
www.fourthwallmedia.tv/	Terms and metrics
www.goldenmedia.com/	Glossary of Terms
www.google.com	Definition
www.googie.com	Deminion



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www.socialresearchmethods.net/	rch definitions
http://www.stateofthemedia.org/2011/local-tv-essay/glossary-3/	ary of Terms
www.studybreakmedia.com/ Definiti	ion
www.techrepublic.com/article/mini-glossary-virtual-reality-terms-you-should-know/ Glossa	ary of Terms
www.techterms.com/ Diction	nary of terms
www.theadvertisingclub.net/	ion
www.thefreedictionary.com Diction	nary of terms
www.thehollywoodreporter.com/	ion
www.unisoft.com/ Definiti	ion
www.webaim.org Defintion	on
www.webopedia.com Diction	nary of terms
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	for VOD definitions
www.whatis.techtarget.com Definiti	ion
www.wikipedia.org Diction	nary of terms
www.wordnik.com Definiti	
www.yourdictionary.com/	ion
www-01.ibm.com/	ion
www.zip2media.com Definiti	ion
Reference and Background	
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Peter Lee, Corporate VP, Microsoft Research Blogpo	
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