

## MEDIA DEFINITIONS

<b>Above the Line (ATL)</b>	Broadcast to the masses without any sophisticated form of targeting. Used via traditional offline media such as TV ads, radio, newspapers, magazines and out of home billboards.
<b>Activations</b>	Execution of campaigns, events and experiences that generate awareness of the brand. Often used through an interactive experience.
<b>Ad Pod</b>	Group of ads that are sequenced together to be played back-to-back within a single ad break/placement.
<b>Addressable TV</b>	Enables advertisers to selectively segment TV audiences and serve different ads or ad pods (groups of ads) within a common program or navigation screen.
<b>Advertainment</b>	An advertising strategy that appeals to the audience by engaging them using entertaining mediums, such as songs, movies, television, games, and electronic communications.
<b>Affiliate Marketing</b>	An advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services.
<b>Algorithm</b>	A set of step-by-step instructions followed by a computer program to solve a problem or completed a task. Often used in various applications including social media platforms, where they determine what content to show users based on what they think you will like.
<b>Analytics</b>	The practice of tracking and analysing data across marketing efforts to evaluate performance and reach a quantitative goal.
<b>Application Programming Interface (API)</b>	The go-between for interacting software. They allow different platforms to connect without error or compatibility issues.
<b>App Store Optimisation (ASO)</b>	A tactic that improves an app's visibility in an app store.
<b>Augmented Reality (AR)</b>	An emerging strategy that uses AR technology to create richer viewer experiences and provide more information about a brand.
<b>Audio Dialogue Replacement (ADR)</b>	The process of re-recording audio in a quieter, more controlled setting, typically a recording studio.
<b>Audio Impression</b>	An impression is a metric used to quantify the number of digital views or engagements of a piece of content, usually an advertisement, digital post or web page.
<b>Autoplay Video Ad</b>	A feature that automatically allows videos to play once they are in view on social media or a webpage.
<b>AVOD (Advertising Video on Demand)</b>	A monetization strategy, where the platform relies on advertisers to generate revenue while users access their favourite content for free. YouTube for example.
<b>Baked-in Ads</b>	An ad that is a permanent part of the episode's audio file. Also referred to as embedded ads.
<b>Below the Line (BTL)</b>	An advertising strategy where products are promoted in media other than mainstream radio or television. They may include direct mail, tradeshow, catalogue, targeted search engine marketing.
<b>Billboards</b>	A large outdoor advertising structure, typically found in high traffic areas.
<b>Bounce Rate</b>	The percentage of visits to your website where only 1 page is viewed and wasn't engaged any further – they didn't click on links or view more pages, ultimately damaging the site conversion rate.
<b>Branded Channels</b>	An online account – such as a social media account, website, or marketplace – in which a business engages with customers and promotes its products and brand identity.
<b>Branded Content</b>	Branded or sponsored content is a type of editorial content paid for by a brand on a publisher's website.
<b>Branded Podcast</b>	A podcast series created by a brand or company as a form of content marketing.

## MEDIA DEFINITIONS

<b>BTS / Making of</b>	Gives a glimpse into the brand's inner workings by showcasing candid moments and exclusive looks at how products, services, events and productions come to fruition.
<b>Bumpers</b>	A short video ad, which allows the advertiser to potentially reach more people in their campaign.
<b>Buspak</b>	Printed advertising on the back of trams and buses etc.
<b>BVOD (Broadcast Video on Demand)</b>	All content from traditional TV broadcasters that is made available online for viewers to consume at any time.
<b>Chatbot Marketing</b>	A technique that employs computer programs to automate interactions with prospects and customers either on a website or in app, for the purpose of generating sales.
<b>Click-through Rate (CTR)</b>	Used to gauge how well your keywords and ads, and free listings, are performing. The number of clicks that your ad receives divided by the number of times that your ad is shown.
<b>Connected TV (CTV)</b>	Ads shown on devices such as smart TVs or mobile phones that allow brands to reach streaming audiences.
<b>Content Cards</b>	A channel that is embedded directly into the interface of your app or website so that you can engage users in a way that feels like a native, seamless part of the experience.
<b>Content Distribution Network (CDN)</b>	A network of interconnected servers that speeds up webpage loading for data-heavy applications.
<b>Content Marketing</b>	A marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media.
<b>Conversational AI</b>	A technology that allows machines to assess and understand human queries and solve them with valid replies.
<b>Conversion Rate</b>	Records the percentage of users who have completed a desired action. Conversion rates are calculated by taking the total number of users who 'convert' (for example, by clicking on an advertisement), dividing it by the overall size of the audience and converting that figure into a percentage.
<b>CPM (Cost Per Mile)</b>	A pricing model used in digital advertising, where advertisers pay the publisher a fixed price for 1,000 impressions of their ad.
<b>CPP (Cost Per Point)</b>	A measure of cost efficiency which enables you to compare the cost of an advertisement or campaign schedule to other advertisements.
<b>Cross Promotion</b>	A form of marketing promotion where customers of one product or service are targeted with promotion of a related product.
<b>CTA (Call to Action)</b>	An invitation to the customer to take a specific action. The CTA meaning in marketing is a word or phrase that marketers use to convince a customer to take the final step and make a purchase.
<b>CUTV (Connected TV)</b>	Ads shown on devices such as smart TVs or mobile phones that allow brands to reach streaming audiences.
<b>Digital Ad Exchange (DAX Audio)</b>	Connects brands with audiences at scale across audio and outdoor. Advertisers on DAX can reach their audience through smart targeting and award-winning effectiveness tools.
<b>Digital</b>	An umbrella term for promoting products and services on the internet and <u>not a singular unit of media</u> . Digital advertising can be delivered through a number of different channels, including computers, mobile devices, and tablets. Digital advertising refers to the promotion of products or services using digital channels such as websites, social media, search engines, email and mobile apps. It encompasses various formats like display ads, sponsored content, and social media. Digital ads span media formats, including text, image, audio and video.
<b>Digital Catalogue</b>	Web-based version of a traditional print catalogue.

## MEDIA DEFINITIONS

<b>Digital Display</b>	Banner Ads along with other visual ad formats to advertise their products on websites, apps, or social media.
<b>Direct Mail</b>	A form of advertising in which physical mail pieces (letters, postcards, brochures, catalogs, etc.) are sent directly to potential customers.
<b>Donut Ad</b>	A commercial with a blank time span in the center into which a special advertising message may be inserted. A donut is made by a production company and used by an advertiser who advertises on a regular basis and whose message is basically the same, but whose product will differ from time to time.
<b>DOOH (Digital Out of Home)</b>	The premise of DOOH is the same as OOH but the advertising is presented through digital infrastructure. Display panels in shopping centers and digital street signage are examples of DOOH formats.
<b>Dubbing</b>	A localisation method that allows global audiences to consume media in their native or preferred language.
<b>Dynamic Ad Insertion (DAI)</b>	A server-side video ad technology that allows you to serve video ads into live linear programming and video on demand content.
<b>Dynamic Creative</b>	A method of programmatic advertising that results in an ad's messaging being updated in real-time based on predefined parameters and rules defined by the advertiser.
<b>eDM (Electronic Direct Mail)</b>	A form of digital marketing strategy that businesses implement to promote products to a list of potential customers (who are opted-in) via email.
<b>Email Marketing</b>	The use of email to promote products or services, as well as incentivize customer loyalty.
<b>Engagement Rate</b>	Metrics that track how actively involved with your content your audience is.
<b>Event-Based Marketing (EBM)</b>	A form of marketing that identifies significant events in a customer's life or behavioral patterns and uses them to create targeted and relevant marketing campaigns.
<b>Firewall</b>	Protects a network or system from unauthorised access with a fire wall.
<b>FTA (Free to Air)</b>	Television or radio programs are broadcast to everyone and can be watched for free.
<b>Geo Fencing</b>	Virtual boundaries around a point or area that track whenever someone with a mobile device crosses them.
<b>Geo Location</b>	Uses geotargeting to pinpoint potential customers and supply them with content relatable to them.
<b>Geo Targeting</b>	The practice of delivering advertising content within a defined geographic boundary to customers who meet specified criteria.
<b>GIF</b>	A type of image file format (Graphics Interchange Format) that can store multiple image files and present them sequentially, creating an animated effect.
<b>High Rotation</b>	Allows you to specify how often you'd like the ads in your ad group to be served relative to one another, often to increase exposure and audience reach.
<b>Host-Read Ads</b>	These are generally placed in pre-roll slots, appearing before the start of the episode. Advertisers will usually supply pre-approved marketing copy for them to read as part of this, often customised in collaboration with the hosts to fit their individual tone and style.
<b>Hyper Personalisation</b>	Uses AI and real-time data to tailor ads to individuals based on their behaviour, preferences, and previous interactions to create one-to-one marketing experiences.
<b>Impression</b>	Also known as an ad view, quantifies the number of digital views an advertisement, post, or web page receives. It's a numerical value that tells you how many sets of 'eyes' have potentially viewed your content.
<b>In-App</b>	A strategy that enables developers to monetize their apps by allowing advertisers to serve ads to users.

## MEDIA DEFINITIONS

<b>In-Banner Video</b>	Banners with videos embedded in them, and users can expand them into a larger window, or go to the domain where the videos are hosted.
<b>Industrial</b>	Industrial marketing involves one company showcasing goods and services to other companies who then sell to other businesses or end consumers. It centers on business-to-business (B2B) relationships and interactions, which is why industrial marketing is also commonly known as B2B marketing.
<b>In-Feed Video</b>	Include an image thumbnail, a headline, and a maximum of 2 lines of text. In specific contexts, hovering over the thumbnail will trigger the video ad to play automatically with muted sound.
<b>Influence Marketing</b>	A collaboration between popular social-media users and brands to promote brands' products or services.
<b>In-Game Advertising</b>	Advertisements that appear in video games. These ads can either be programmed into the game and unchangeable (static) or programmed to be changed like on an advertising network (dynamic).
<b>In-Store</b>	The practice of promoting brands and products by addressing the consumers directly while they are in a physical store.
<b>In-Stream Video</b>	Brief video ads that play within other videos on platforms like YouTube, Facebook, and Instagram. They show up before, in the middle, or after the main video, grabbing the viewer's attention when they are most focused on the content.
<b>Interactive Video</b>	Allows consumers to engage and interact with an ad, nurturing communication between brands and their audiences.
<b>Interstitial</b>	A full-screen ad that covers the entire interface of the host app. These ads are designed to be placed between content, and are typically displayed at transition points in an app flow, such as between activities, during a pause, or between levels in a game.
<b>IPTV (Internet Protocol Television)</b>	The delivery of television content over Internet Protocol (IP) networks. This is in contrast to delivery through traditional terrestrial, satellite, and cable transmission formats.
<b>Live Streaming</b>	The marketing strategy where you broadcast a live video, usually over a social media platform, in order to better interact with your audience.
<b>Location-Based Advertising</b>	A form of advertising that integrates mobile advertising with location-based services. The technology is used to pinpoint consumers location and provide location-specific advertisements on their mobile devices.
<b>Masthead</b>	A premium advertising format typically found on major digital platforms, such as YouTube, where they occupy a prominent position at the top of the home page or a highly visible area within an application or website.
<b>Metrolite or Transit Advertising</b>	Showcasing ads within public transportation modes, as well as in nearby areas frequented by commuters.
<b>Micro-fencing</b>	Micro-fencing creates a virtual boundary around an area using GPS satellites or RFID technology (radio frequency identification), enabling software to trigger a response when a mobile device enters or leaves a certain area.
<b>Microsite</b>	A branded content site that companies use to promote their individual products, events, or campaigns. These are hosted on their own domain or company website's subdomain and have a different URL than their company websites.
<b>Mid-Roll</b>	On monetised videos that are 8 minutes or longer, you can also turn on ads during the middle of the video (known as "mid-rolls"). By default, mid-roll ads are automatically placed at natural breaks in your videos to balance viewer experience and monetization potential for you. Also available on audio content.
<b>Mobile Rich Ad Media</b>	A digital advertising term for an ad that includes advanced features like video, audio, or other elements that encourage viewers to interact and engage with the

## MEDIA DEFINITIONS

	content. 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.
<b>Mobile Advertising</b>	Any form of advertising that appears on mobile devices such as smartphones and tablet computers. Companies advertise on these devices with text ads (via SMS), banner advertisements, other display ads, and videos.
<b>Native Ads</b>	A form of paid advertising in which the ads match the look, feel and function of the media format where they appear.
<b>New Media</b>	Encompasses many different mediums, including display advertising, content marketing and social media promotions. The objective of all new media marketing is to get consumers to interact with the brand, engaging them in a way that increases awareness and correlates to sales.
<b>Online</b>	A form of marketing and advertising that uses the Internet to promote products and services to audiences and platform users. Online advertising includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising.
<b>Online Banners / Web Banners</b>	Clickable digital ads that are embedded into websites to drive traffic to the website of the advertiser. They can be manually embedded into websites or delivered by an ad network through a server.
<b>Organic Installs</b>	App installs that occur without marketers using paid advertising to acquire users or customers.
<b>OTT (Over the Top)</b>	A form of online advertising that takes place on video streaming services and devices, like YouTube, Hulu, or Amazon Fire TV stick.
<b>Out of Home (OOH)</b>	Also known as outdoor advertising, refers to billboards, signage, or other highly visual, highly impactful media displayed in public spaces people walk past and drive by every day. OOH falls into four main categories: <ol style="list-style-type: none"> <li>1. Billboards</li> <li>2. Street Furniture (like bus shelters, urban panels)</li> <li>3. Transit (like airports and bus shelters)</li> <li>4. Place-based (like shopping centers etc.)</li> </ol>
<b>Outlet Venues / Restroom Advertising</b>	Placed on walls / doors of restrooms.
<b>Pay TV</b>	Television that you can watch only if you pay a fee such as a subscription to a satellite or cable television company.
<b>Pay to Play</b>	A marketing or advertising strategy that involves paying for access or exposure to an audience, often through sponsored content, paid partnerships or collaborations with influencers.
<b>Podcast Audio Advertising</b>	Speaks to potential customers through digital audio ads within podcast episodes
<b>Portrait Panels</b>	Posters outside buildings or inside public transport.
<b>Point of Sale (POS)</b>	A form of in-store promotion or marketing campaign that takes place at the point a transaction occurs, in order to increase the number of purchases.
<b>POS at shelf</b>	Any advertising material attached on the shelf to stimulate sales, encourage impulse buys, and improve product visibility within the retail environment.
<b>Post Roll</b>	Advertisements that appear after the conclusion of streaming video or audio content, typically before the audience return to the main content or exits the player.
<b>Post Synchronisation</b>	The recording of dialogue and sound effects in synchronisation with the picture after the film has been shot.
<b>Podcast Video / Audio</b>	A type of paid marketing that takes place within a podcast episode.
<b>Pre-Fetch Ads</b>	Using a request for caching site content and ads on a user's device for later use. Prefetching might be used, for example, to fetch the page linked by a "Next" button or its sub resources, or a link popup that a user hovers over, or search results.

## MEDIA DEFINITIONS

<b>Pre-roll</b>	A video or audio advertisement that automatically plays directly before the main content on both mobile and desktop.
<b>Programmatic</b>	The automated buying and selling of digital advertising space in real time, often using algorithms to optimise targeting strategies.
<b>Push Notifications</b>	An advertising strategy whereby marketers inform their target audience about services and products via browser notifications on an array of devices.
<b>Reach</b>	The measurement of the size of the audience that has seen your ads or campaign content.
<b>Seeded Targeting</b>	A marketing strategy where a brand first shares its ads or content with a small, carefully chosen group (seed audience) – such as influencers who then help send the content viral organically.
<b>Subscription Video on Demand (SVOD)</b>	Covers services like Netflix and Disney+, where users pay a monthly or annual fee to subscribe and watch the platform's content. Typically, SVOD platforms have ad-free content, but some offer ad-supported tiers as more affordable options.
<b>Self-Serve</b>	Any platform you can deliver ads on without going through a salesperson face-to-face. It also allows the advertiser to define the ad's criteria.
<b>SEM (Search Engine Marketing)</b>	The process of advertising to help your brand and content appear higher in search engine results. SEM uses a pay-per-click model to help companies reach target audiences and improve their visibility in search engines.
<b>SEO (Search Engine Optimisation)</b>	The process of gaining traffic and visibility from search engines through both paid and unpaid efforts.
<b>Shopalites / Retail Advertising</b>	Strategically located at entrances and exits, as well as the main thoroughfares of the shopping centers.
<b>Skippable Advertising</b>	The viewer receives some brief information about the advertiser and then decides whether to continue viewing the ad or to move directly to the intended content.
<b>SMS (Short Message Service)</b>	A form of marketing that businesses use to send promotions to customers via text messages.
<b>Social Media Listening</b>	The process of identifying and assessing what is being said about a company, individual, product or brand on the internet.
<b>Sponsored Segments</b>	A form of advertising where a company will sponsor some event or organisation.
<b>Sticky Ads / Anchor Ads</b>	Ads that stay visibly afloat as a user scrolls through the content of a web page.
<b>Streaming TV Ads</b>	Advertising served directly to an audience via internet-based streaming devices.
<b>Street Furniture</b>	Street furniture advertising is out-of-home (OOH) advertising that is affixed to street furniture using various displays often providing a public amenity and are positioned at close proximity to pedestrians for eye-level viewing or at a curbside to impact vehicle traffic.
<b>Supersites</b>	A large outdoor advertising structure (billboard), typically found in high-traffic areas such as alongside busy roads.
<b>SVOD (Subscription Video on Demand)</b>	An online VOD service based on (usually) a monthly payment for (usually) unlimited content, e.g. Netflix.
<b>Synthetic Media</b>	An umbrella term for the artificial production, manipulation, and modification of data and media by automated means in order to deceive or alter its original purpose. The modifications are often achieved through AI algorithms.
<b>Tag</b>	An Ad Tag or Placement Tag is a chunk of code inserted within the webpage that sends a request to the ad server to show an ad in a given place.
<b>Text To Speech (TTS)</b>	A speech recognition software that enables the recognition and translation of spoken language into text through computational linguistics. It is also known as speech recognition or computer speech recognition.
<b>Text to Voice (TTV)</b>	Audio description that is read aloud using synthetic voices through text to speech.

## MEDIA DEFINITIONS

<b>Top &amp; Tail</b>	When an advertisement is placed at the beginning of an ad break and at the end of the same ad break.
<b>Transit Advertising</b>	Involves showcasing ads within public transportation modes, as well as in nearby areas frequented by commuters.
<b>User Generated Content (UGC)</b>	Any form of content—such as text, posts, images, videos, reviews, and more—that has been created by users or consumers rather than the brand itself.
<b>Video Aspect Ratio</b>	The ratio of the width to the height of an image on screen.
<b>Video Blog (VLOG)</b>	A content marketing strategy that involves creating and sharing video content to engage and attract your target audience.
<b>Video on Demand (VOD)</b>	An Online service where user chooses to watch content at a time of their choice as opposed to at a scheduled broadcast time.
<b>Video Player Ad Interface Definition (VPAID)</b>	Establishes a common interface between video players and ad units, enabling an in-stream ad experience.
<b>Viral Marketing</b>	A method of marketing whereby consumers are encouraged to share information about a company's goods or services via the internet.
<b>Virtual Reality (VR)</b>	Brands promoting products in a virtual 3D world.
<b>Voice Activated Advertising</b>	Consumers interact with the voice-activated technology through which the device records the audio and sends it to a server for analysis.
<b>Voice Assistant</b>	A voice-activated device, app, or computer program that can respond to commands or questions and perform tasks electronically.
<b>Voice Clone</b>	The creation of an artificial simulation of a person's voice.
<b>Voice Dub</b>	The original speaker's voice is replaced with the new recording.
<b>Webinar</b>	An online presentation, meeting, or workshop that allows individuals or groups to interact in real time.
<b>X-Track</b>	Rail Screens / Posters.