

IAB MENA - CTV HELPFUL TERMS AND DEFINITIONS

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AD INVENTORY

All the available advertising space that a content owner has for sale to advertisers

AD LOAD

The amount of advertising in your programming. e.g 10 minutes per hour

AD-SUPPORTED SVOD (AD-SUPPORTED SUBSCRIPTION VIDEO-ON-DEMAND)

SVOD services with an Ad-supported tier that is cheaper than the premium plans

AVOD (ADVERTISING-BASED VIDEO-ON-DEMAND)

On-demand content that is Ad-supported and free to watch

CTV (CONNECTED TELEVISION)

CTVs are regular TVs connected to devices like Apple TV and Chromecast or TVs with built-in Internet connectivity like smart TVs

EST (ELECTRONIC SELL-THROUGH)

On-Demand content that users can purchase on a pay-per-view basis to own indefinitely

FAST (FREE AD-SUPPORTED STREAMING TV)

Streaming linear channels that are Ad-supported and free to watch

FILL RATE

The amount of ad inventory that gets sold to advertisers (versus remaining unfilled)

HYBRID AVOD/SVOD (ADVERTISING & SUBSCRIPTION VIDEO-ON-DEMAND)

On-demand content that is Ad-supported and free to watch + On-demand content that is subscription-based

OTT (OVER THE TOP)

OTT content can be watched on any device that has an internet connection: Desktop, mobile, smartphone, tablets Apps, set-top boxes, smart TVs, etc.

SVOD (SUBSCRIPTION VIDEO-ON-DEMAND)

Entire catalog of On-Demand content that users can access for a monthly fee

TVOD (TRANSACTIONAL VIDEO-ON-DEMAND)

On-Demand content that users can rent for a limited period of time