

AVOD – Ad-supported Video on Demand

Video on Demand that includes the use of advertisements by the provider to offer the service free to the viewer.

Broadband

High-speed internet access that is “always on” and fast enough to provide integrated access to voice, high-speed data service, and video streaming services. The most common types of broadband access are cable modems, DSL, fiber, wireless and satellite.

FCC Broadband Definition: a minimum download speed of 25Mbps and a minimum upload speed of 3Mbps.

Cable Modem

Technology that transmits digital computer information across cable television networks at high speeds.

Cord-cutting

Canceling pay TV service and accessing content through other means, like an antenna, a subscription service or the internet.

DSL – Digital Subscriber Line

Allows broadband access for data to be transmitted over standard telephone lines to a home or business.

EST – Electronic Sell-Through (Download to Own)

Digital sales of video on demand content that are downloaded to own for unlimited viewing in exchange for a transaction fee.

MVPD – Multi-Channel Video Distributor

Pay-TV providers.

FCC Definition: A person such as, but not limited to, a cable operator, a multichannel multipoint distribution service, a direct broadcast satellite service, or a television receive-only satellite program distributor, who makes available for purchase, by subscribers or customers, multiple channels of video programming.

OTT – Over the Top

Accessing content delivered via the internet rather than through a traditional pay-TV provider.

STB – Set-Top Box

Hardware that augments TVs to allow the viewer to receive video content from an external source such as satellite or cable. Some will allow standard TVs to receive digital broadcasts. Others allow Web use via a TV.

Streaming

A form of video or content that is accessible in real-time, over the internet without the need to first download to view or listen.

SVOD – Subscription Video-on-Demand

Video that is accessible in real-time or at the convenience of the viewer upon request by the viewer, but requires payment or a subscription to gain access to the content.

TV Everywhere

The cable industry's platform for consumers to access TV programming on their computer, smartphone, tablet, or other internet connected device with their pay-TV subscription.

VOD – Video-on-Demand

Video that is accessible in real-time or at the convenience of the viewer through a service provider. VOD can be free or pay per piece of content.

Windowing

The delay in the ability to access content on various platforms. This is better known as the "window" the content is available to the viewer on a video platform and is set by the content distributor's license agreement.