

Glossary

3G mobile	Third generation of mobile phones (features include video calling, fast Internet browsing and mobile television).
4oD	Channel 4's VoD service (available via the Internet).
AC	Access Control. These services allow broadcasters to offer interactive television services.
Act	The Enterprise Act 2002.
ADSL	Asymmetric Digital Subscriber Line: also known as broadband ; a digital technology allowing the use of a standard copper telephone line to transmit large quantities of data over a wide range of frequencies (bandwidth); primarily used for broadband Internet access, but can be used for broadband television services.
Airtime	Time that a channel is broadcasting. Advertising airtime—the time available for broadcasting advertisements, sometimes abbreviated to 'airtime'.
Analogue terrestrial (transmission system)	The original means of distribution for BBC1, BBC2, ITV1, Channel 4 and Five; in use since the 1950s: the signal directly represents the pictures and sound (cf digital terrestrial); to be switched off completely by 2012 (see DSO).
Audiovisual content	Content such as films, drama, soap operas, news, documentaries, reality shows, children's programmes, life-style programmes, sports events, quiz shows.
BARB	Broadcasters' Audience Research Board Ltd: a body jointly owned by ITV , the BBC , Channel 4 , Five , BSkyB and the IPA .
BBC	British Broadcasting Corporation: the longest-established, national television channel operator in the UK; a corporation established by Royal Charter.
BERR	Department for Business, Enterprise and Regulatory Reform.
Broadband	See ADSL .
Broadband television	Audiovisual content distributed over the Internet, either in the form of a conventional television channel in a 'closed' system like cable (IPTV) , or in an 'open' system where the viewer goes to a website to view or download the content ('television-over-the-Internet').
Broadcasting Code	An Ofcom code imposing standards in programming, sponsorship, fairness and privacy for television services licensed by Ofcom , and television services funded by the licence fee and provided by the BBC and S4C .

BSkyB	British Sky Broadcasting Group plc, the main satellite television provider in the UK; some of its channels and services are branded 'Sky'.
BT	British Telecommunications plc: a wholly-owned subsidiary of BT Group plc encompassing virtually all businesses and assets of the BT Group.
BT Vision	BT's digital television service, launched in December 2006, available to BT broadband customers.
CA 2003	The Communications Act 2003.
Cable (television)	The distribution of television and other services through a closed fibre-optic/hybrid fibre-coaxial network to individual premises (see also Virgin Media).
Carlton	Carlton Communications Plc; merged with Granada to form ITV .
Channel	A linear stream of programming/content, bundled, scheduled, distributed and branded as a single proposition.
CC	Competition Commission.
Channel 3	A national system of television broadcasting services structured, with the exception of GMTV , on a regional basis; ITV owns 11 of the 15 regional Channel 3 licensees.
Channel 4	Channel Four Television Corporation; owner of the Channel 4 licence; a statutory organization with a public remit to make programmes the market might not otherwise provide.
Commercial broadcaster	Channels operated as commercial ventures, with funding primarily coming from the sale of advertising airtime or subscription revenues.
Commercial impacts	The viewing of an advertisement by a single viewer.
Conditional access	A service enabling a broadcaster to restrict access to content that it has made available on a platform only to customers authorised to access it; Conditional access typically employs content scrambling and encryption technologies along with end user authorisation systems and decoders (<u>see also</u> "Encryption").
Content	See Audiovisual content .
Coverage	The proportion of an advertiser's target audience viewing the advertisement.
CRR	Contract Rights Renewal: a mechanism set up by the competition authorities in 2003, following the merger of Carlton and Granada ; it ensures that ITV1's advertising customers have the right to renew the terms of their 2003 contracts and to reduce the proportion of their ITV advertising spend in line with reductions in ITV1's share of commercial impacts.

Digital terrestrial (transmission system)	Converts sounds and pictures from the broadcaster into computerized 'bits' of information to be sent through an aerial, satellite, telephone line or cable; the digital signal is then turned back into pictures and sound by a decoder (usually part of a set-top box or iDTV).
DSO	Digital switch-over: the phased decommissioning of analogue broadcasting spectrums in favour of digital television broadcasting on the DTT platform ; planned to take place in the UK, region by region, between 2008 and 2012.
DSat	Digital satellite: digital television received via a satellite dish.
DTH	Direct to home: television (analogue or digital) received via a satellite dish. See DSat .
DTT	Digital terrestrial television: a distribution platform that uses spectrum to transmit digital television signals over the air, which are then received via a standard aerial.
DTVSL	DTV Services Limited: a consortium, owned in equal parts by ITV , BSkyB , the BBC , Channel 4 and NGW , charged with marketing FTA services on DTT under the Freeview brand.
DVD	Digital versatile (or video) disc: a digital storage device; can be used in DVD players and recorders and also in computers.
EBITDA	Earnings before interest, taxation, depreciation and amortization.
Encryption	Method of encoding data/broadcasts so that they can be viewed only with the correct conditional access codes contained on a viewing card .
EPG	Electronic Programme Guide: an on-screen listing of what is on television now and, depending on the EPG used, for a number of days or weeks ahead.
FAPL	Football Association Premier League.
Five	Channel 5 Broadcasting Limited, holder of the Channel 5 licence; owned by the RTL Group (part of the German Bertelsmann group).
Freesat	A new FTA DSat service, planned for launch in spring 2008, backed by the BBC and others, such as ITV .
Freesat from Sky	An FTA DSat service launched in 2004, offering access to 200 channels for a one-off installation and viewing card charge.
Freeview	The brand name for free-to-air DTT services launched in October 2002; promoted and marketed by DTVSL.
FTA	Free-to-air: unencrypted channels and transmissions that

may be received via any suitable receiver, free of subscription charge; funded primarily by advertising and sponsorship; or licence fees in the case of the **BBC**.

GMTV	GMTV Limited, a company in which ITV has a 75 per cent interest and Disney holds the remaining shares; holds the only national Channel 3 licence and broadcasts daily from 6.00 am to 9.25 am.
Granada	Granada plc: merged with Carlton to form ITV .
HDTV	High definition television: a broadcasting system providing significantly higher picture quality (sharper with more detail) than standard definition television signals, and enabling surround sound to be broadcast directly to consumers.
iDTV	Integrated digital television: a television set with a built-in digital receiver/decoder that can receive Freeview services without a separate set-top box .
Interactive television	Features added to television programmes to enable viewers to get extra information, join in with activities such as quizzes, or make choices about what to view; normally accessed via the 'red button' on the television's remote control device.
IPA	Institute of Practitioners in Advertising.
iPlayer	The BBC's free 'catch-up' VoD service available via the Internet.
IPTV	Internet Protocol Television: a new delivery platform for digital television channels using Internet Protocol (rules) over a 'closed' broadband (ADSL) network, and enabling the provider to manage the quality of the service provided.
ISBA	Incorporated Society of British Advertisers.
ITN	Independent Television News Limited, the producer of national news programmes on the ITV network; shareholders: ITV (40 per cent), Daily Mail and General Trust (20 per cent), United Business Media (20 per cent) and Reuters (20 per cent).
ITV	ITV Plc, the largest FTA commercial broadcaster in the UK, created by the merger of Carlton and Granada ; owns ITV1, its flagship broadcasting channel available via analogue and digital transmission on an FTA basis, and several digital-only channels, including ITV2, ITV3, ITV4 and Citv, and a free 'catch-up' VoD service (ITV.com).
ITV Networking Arrangements	Arrangements under which the network of separate regional Channel 3 franchisees or licensees work together to produce a national television service; mandated under the Broadcasting Act 1990.
ITV Networking Centre	Coordinates the common scheduling of programming on

Channel 3 across regional franchises and also commissions programmes for broadcast over the network as a whole.

Listed events	Several leading sports events and other events of national interest that are not allowed, under rules flowing from CA 2003 , to be televised exclusively on pay-TV in the UK.
LLU	Local loop unbundling. A process by which BT 's exchange lines are physically disconnected from BT 's network and connected to other operators' networks, enabling operators other than BT to use the BT local loop to provide services (eg IPTV) to customers.
Mobile television	A new distribution/transmission platform allowing pay-TV channel packages to be received on 3G mobile phones.
Multi-channel	All television channels in the UK that are broadcast via platforms other than the old analogue terrestrial platform .
Multiplex	A way of combining several television and radio channels and sometimes additional data services into a single digital transmission. The Broadcasting Act 1996 applies the term exclusively to DTT . (DTT capacity is divided up into six multiplexes.)
NGW	National Grid Wireless.
Ofcom	Office of Communications.
OFT	Office of Fair Trading.
PACT	Producers' Alliance for Cinema and Television.
Pay-TV	Television which viewers pay to receive by subscription (usually monthly or by one-off payments for specific broadcasts. Channels are encrypted, limiting access to subscribers with the appropriate viewing card).
Platform	The system for delivering television and radio channels to viewers' reception equipment (eg analogue terrestrial, DSat, cable, DTT, mobile television and broadband television).
Premium channels	Channels carrying high-value content, such as recently released films and exclusive coverage of live sporting events.
PSBs	Public service broadcasters: these include the BBC, ITV, Channel 4, Five, S4C and Teletext. The BBC must under its charter provide high-quality, diverse programming for the public benefit on all its channels, while the licences granted to the commercial PSB channels impose similar conditions.
PVR	Personal video recorder (also known as a DVR or digital video recorder): a device that records television programmes in a digital format to a hard disc (like that on a computer), rather than on videotape or DVD ; it allows pausing or

'rewinding' of a programme while it is being watched; can be built into equipment, such as a **set-top box**, television or DVD player, or supplied as computer software.

Reach	The number of members of an advertiser's target audience who watch a particular channel for three consecutive minutes over a given time period: one day, one week or one month.
S4C	Sianel Pedwar Cymru: Welsh-language television channel broadcasting in Wales - the equivalent of Channel 4.
Sales house	The part of a broadcasting organization responsible for selling advertising on behalf of its own channels and, in many cases, also those of joint venture and third party channels.
SAP	Station average price, a benchmark price for delivery of a specific target audience; the usual basis of negotiation between the broadcast/sales house and the advertiser/media buyer.
Satellite television	The transmission of television channels from a satellite direct to premises served by a satellite dish.
Secondary television sets	Television sets other than the main household television.
Setanta	Setanta Sport Holdings Limited; an international pay television sports broadcaster with subscribers in the UK and the Republic of Ireland.
Set-top box	A tuner/decoder connected to a television for display; there are different set-top boxes for each platform , eg DTT , DSat , cable or IPTV .
Share of broadcast	The proportion, by value, of an advertiser's or media buyer's television advertising received by (or committed to) a particular channel.
Sky Anytime	The brand name for a range of on-demand television services from BSkyB available via suitable set-top boxes , computers and 3G mobile phones.
Sky Broadband	The brand name for an Internet service provider offered by BSkyB .
Sky by Mobile	The brand name for BSkyB's mobile television services.
Sky by Wire	The brand name for BSkyB's broadband television services.
Sky HD	The brand name for BSkyB's HDTV offering.
Sky Talk	The brand name for a home telephone service available to BSkyB DTH subscribers with a BT landline.
Sky+	The brand name for BSkyB's PVR .
SLC	Substantial lessening of competition.

Spectrum capacity	The set of radio frequencies used to transmit television, radio and other forms of electronic communication.
SSNIP	Small but significant non-transitory increase in price: a conceptual approach used to help define the relevant market or markets.
Subscription	Payment, usually monthly, made by viewers to pay-TV operators so as to receive encrypted television channels.
Technical platform services	Technical services (conditional access , EPG and AC) provided on regulated terms by a digital platform operator to broadcasters and operators of interactive television services wishing to make their content available on a digital platform .
Television-over-the-internet	One of two service variants of broadband television distributed via the internet (see also IPTV , Broadband television).
Terrestrial broadcasting	Sound and picture transmissions (both analogue and digital) through the earth's atmosphere using ground-based transmitters and masts, and received via an aerial.
Top Up TV	A pay-TV broadcaster offering pay-TV services on the DTT platform .
TopUp TV+	The brand name for Top Up TV's PVR .
V+	The brand name for Virgin Media's PVR .
V-box	The brand name for BT Vision's PVR .
Viewing card	A plastic card inserted into a slot in a set-top box or television that decodes signals and allows a viewer to receive encrypted television channels; also known as 'smart card'.
Virgin Media	A company created by the merger in March 2006 of NTL and Telewest, and the subsequent purchase of Virgin Mobile in February 2007; controls access to nearly all the UK's cable network.
VoD	Video-on-demand: a service allowing viewers to select and watch programmes or films when they want to, from a range of alternative content; available on cable , DSat , DTT and broadband television platforms .