

Glossary

4OD	VOD service of C4C.
Act	Enterprise Act 2002.
Apple	Apple Inc; see also iTunes .
Archive content	VOD content available after the initial 30-day catch-up period following its broadcast on a linear TV channel .
ATVOD	Association for Television on Demand, a self-regulatory body for VOD services.
Audiovisual content	Content such as films, drama, soap operas, news, documentaries, reality shows, children's programmes, lifestyle programmes, sports events, quiz shows.
AVMS	Audiovisual Media Services Directive; came into force on 19 December 2007 and EU member states have to implement the Directive within domestic law by 19 December 2008.
Babelgum	The brand name of a free Internet TV service supported by advertising (currently under development).
BARB	Broadcasters' Audience Research Board Ltd: a body jointly owned by ITV , the BBC , C4C , Five , BSkyB and the IPA .
BBC	British Broadcasting Corporation: the longest-established, national TV channel operator in the UK; a corporation established by Royal Charter.
BBC iPlayer	The BBC 's free catch-up VOD service..
BBC Release Policy	The BBC 's published policy from time to time relating to the release of programmes first shown on BBC PSB channels for commercial exploitation in the secondary TV and commercial VOD sectors in the UK.
BBCW	BBC Worldwide Ltd.
BERR	Department for Business, Enterprise and Regulatory Reform.
Broadband	An Internet service which provides high-speed access.
BSkyB	British Sky Broadcasting Group plc, the main satellite TV provider in the UK; some of its channels and services are branded 'Sky'. See also Sky Anytime , Sky Player and others.
BT Vision	The digital TV service of British Telecommunications plc, including a TV VOD service, available to BT broadband customers.
C4C	Channel Four Television Corporation; holder of the Channel 4 licence; a statutory organization with a public remit to make programmes the market might not otherwise provide.

CA 2003	The Communications Act 2003.
Cable (TV)	The distribution of TV and other services through a closed fibre-optic/hybrid fibre-coaxial network to individual premises (see also Virgin Media).
Catch-up content	VOD content made available within the initial 0 to 30 days following its broadcast on a linear TV channel .
CC	Competition Commission.
Channel	A linear stream of programming/ content , bundled, scheduled, distributed and branded as a single proposition.
Channel4.com	C4C's website; provides a VOD service offering principally catch-up content .
Closed VOD	Typically where the viewer accesses content over cable or the Internet with a subscription, via dedicated hardware (such as a TV set-top box) or via a dedicated connection (eg as operated by Virgin Media, Sky, BT Vision).
Commercial broadcaster	Channels operated as commercial ventures, with funding primarily coming from the sale of advertising airtime or subscription revenues.
Content	See Audiovisual content .
CSA	Content Supply Agreement.
Demand Five	Five's VOD service.
Digital TV	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.
DSat	Digital satellite.
DTO	Download to own. Content available to consumers on an on-demand basis such that the viewer is entitled to download and retain a permanent electronic copy. Licence terms often include 'usage rights' that allow consumers to make a limited number of copies and/or copy onto additional computers and portable devices.
DTR	Download to rent. A service offering viewings of a specific programme or film on an on-demand basis in return for a one-off fee, such that the viewer is entitled to download and retain a copy of the programme for a defined temporary period of time. Licence terms often include 'usage rights' that allow consumers to view the content a certain number of times or unlimited times within a defined period of time.
DTT	Digital Terrestrial Television.

DVD	Digital versatile (or video) disc: a digital storage device. Can be used in DVD players and recorders and also in computers.
Five	Channel 5 Broadcasting Limited, holder of the Channel 5 licence; owned by the RTL Group (part of the German Bertelsmann group).
Freesat	An FTA DSat service, launched in May 2008, backed by the BBC and ITV .
Freesat from Sky	An FTA DSat service launched in 2004, offering access to over 240 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 DTV Services Limited consortium.
FTA	Free-to-air linear broadcast TV 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 .
Go!View	A 50/50 joint venture between Sony Computer Entertainment Europe Ltd and BSkyB , enabling users to download and view content on PSP hand-held consoles.
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.
Hold Back	A contractual arrangement that does not allow either party to exploit content for a period of time.
IP	Intellectual property.
IPA	Institute of Practitioners in Advertising.
iPlayer	(see: BBC iPlayer)
ISBA	Incorporated Society of British Advertisers.
iTunes	Website of Apple offering an open VOD service , including TV and film content from several UK and US providers.
ITV	ITV Plc, the largest FTA commercial broadcaster in the UK, created by the merger of Carlton and Granada; owns a free 'catch-up' VOD service (ITV.com).
ITV.com	ITV's website; provides free catch-up and some archive VOD services from ITV .
Joost	An open VOD service providing through its website free-to-user, advertising-supported TV and short-form archive content .
Linear TV	Scheduled broadcast TV programmes.

Ofcom	The Office of Communications.
OFT	Office of Fair Trading.
Open VOD	Typically where the viewer accesses content over the Internet without subscription.
P2P network	Peer-to-Peer network. A network in which each computer is treated as an equal and communicates directly with each other, as opposed to a client-server network in which communication is handled through a central server.
PACT	Producers' Alliance for Cinema and Television.
Pay-TV	TV 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 TV and radio channels to viewers' reception equipment (eg analogue terrestrial, DSat , cable , DTT , mobile TV and broadband TV).
PPV	Pay per View . A service offering single viewings of a specific film or programme, provided to consumers for a one-off fee.
Primary rights	Typically linear broadcast and corresponding VOD catch-up rights, together with accompanying restrictions on other forms of exploitation for a period of time.
PSBs	Public service broadcasters: these include the BBC , ITV , C4C , 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.
Pull VOD	Allows the user to select content from the service provider's library.
Push VOD	Allows material to be stored on a PVR at certain times, from which a viewer can select VOD content . Content is 'pushed' in anticipation of viewer demand and stored on a specially partitioned part of the PVR so that the consumer can enjoy VOD content without delay (ie not having to wait for download).
PVR	Personal Video Recorder. A digital TV set-top box including a hard disc drive which allows the user to record, store and access content from a digital TV service. This may include content 'pushed' by the service provider (Push VOD). PVR functionality may also allow users to pause and rewind live TV and to record from multiple channels , including while watching a different channel .
Satellite TV	The transmission of TV channels from a satellite direct to premises served by a satellite dish.

Secondary rights	Rights which fall outside primary rights, typically these would encompass (among other things) the right to broadcast on a secondary linear TV channel , consumer product rights such as DVD distribution rights as well as other VOD rights which are not encompassed within primary rights.
Series stacking	Extends the catch-up availability window on the iPlayer for individual episodes of any BBC TV series beyond the BBC release period after their transmission, giving viewers the opportunity to catch up on multiple episodes.
Set-top box	A tuner/decoder connected to a TV for display; there are different set-top boxes for each platform , eg DTT , DSat , cable or Internet.
Sky+	The brand name for BSkyB's PVR .
Sky Anytime	The brand name for a BSkyB push VOD service.
Sky by Wire	The brand name for BSkyB's broadband TV service.
Sky Player	The brand name for a BSkyB VOD service.
SLC	Substantial lessening of competition.
SSNIP	Small but significant non-transitory increase in price: a conceptual approach used to help define the relevant market or markets.
Streamed content	Audio or video files sent in compressed form over the Internet and watched by the viewer as they arrive. Streaming is different to downloading, where content is saved on the user's hard drive before the user accesses it.
Subscription	Payment, usually monthly, made by viewers to pay-TV operators. so as to receive encrypted TV channels .
Syndication	Exploitation of content by granting a third party VOD provider a sub-licence of content rights, in relation to either an entire service or concerning a selection of content from the service.
Terms of Trade	The terms agreed from time to time between PACT and a PSB licensor in respect of the commissioning and exploitation of programmes by the licensor.
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.
Tiscali	Tiscali UK; operates an Internet service and offers PPV and subscription service PC VOD .
Top Up TV	A pay-TV broadcaster; offers push VOD services over the DTT platform.
Transactional content	VOD content in relation to which a consumer must pay for access, primarily offered on a DTO or DTR basis.

UGC	User generated content. Audio or video content that is produced or remixed/edited substantially by a user (ie not professionally produced).
UKTV	An independent joint venture between Virgin Media and BBCW , providing nine linear TV channels .
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. It offers customers TV, broadband , fixed-line and mobile telephony services, as well as a closed VOD service.
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 TV platforms .