

Glossary

Analogue	The system currently used for transmitting most TV and radio signals, in which a radio frequency is modulated in a manner analogous to the variations of pictures or sound.
Anglia TV	Anglia Television Limited, a subsidiary of UNM , which holds a regional Channel 3 licence .
ADSL	Asynchronous Digital Subscriber Line: a relatively new telecommunications technology in the process of being to be introduced into the UK which can greatly increase the bandwidth capacity of the standard copper telephone wire (as used by BT) going to individual homes, though the capacity of the return path to the local exchange is increased to a far lesser extent.
BARB	Broadcasters' Audience Research Board Ltd, a body jointly owned by the ITV companies, the BBC, C4, C5, Flextech and the IPA, which measures TV audiences.
BSkyB	British Sky Broadcasting Group plc, the main DTH satellite operator in the UK.
Border TV	Border Television plc, holder of a regional Channel 3 licence .
Cable TV	The distribution of TV programmes by means of cable to individual premises (for example, homes, pubs and hotels).
Carlton	Carlton Communications plc, a party to two of the proposed mergers.
Carlton TV	Carlton Television Limited, a subsidiary of Carlton Communications plc, which holds the London weekday ITV/ Channel 3 licence.
Carlton Sales	Carlton Sales Limited, the sales house subsidiary of Carlton .
Central TV	Central Independent Television plc, a subsidiary of Carlton which holds a regional Channel 3 licence .
Channel	A band of frequencies of sufficient width for the transmission of a TV signal; a TV service using such a band.
Channel TV	Channel Television Limited, holder of a regional Channel 3 licence .
Channel 3	ITV.
Coverage	The proportion of a target audience viewing an advertisement over a period of time.
Digital broadcasting	Transmission system using technology whereby sounds and pictures for broadcast are processed electronically and converted into binary digits. The system is suitable for terrestrial , satellite and cable transmission.
DTH	Direct-to-home: transmission of TV from a satellite direct to premises (for example, homes, pubs and hotels) served by a single satellite dish, as distinct from transmission via a cable system.
DTT	Digital terrestrial TV.
Free-to-air TV	TV financed by either an annual licence fee (BBC) or by revenue from on-screen advertisements (Channels 3, 4 and 5), but not by viewer subscriptions . Normally received direct from ground-based transmitters.

Grampian TV	Grampian Television plc, a subsidiary of SMG , which holds a regional Channel 3 licence .
Granada	Granada Group plc, a party to two of the proposed mergers.
Granada TV	Granada Television Limited, a subsidiary of Granada Group plc which holds a Channel 3 licence .
GMS	Granada Media Sales, the sales house subsidiary of Granada .
GMTV	GMTV Limited, a company in which Carlton and Granada each have a 25 per cent holding. The remaining shares are held by SMG and Disney.
GSkyB	Granada Sky Broadcasting Limited, a joint venture between Granada and BSkyB which owns several pay-TV channels.
HTV	HTV Group plc, a subsidiary of UNM that holds a Channel 3 licence .
Impact	One viewing of an advertisement by a member of the target audience : measured in thousands.
ITC	The Independent Television Commission, the public body currently responsible for licensing and regulating commercially, funded TV in and from the UK.
ITN	Independent Television News Limited, the producer of national news programmes on the ITV Network . Carlton , Granada and UNM each owns 20 per cent of ITN, the maximum holding permitted by the ITC . The remaining shareholders are Reuters, and The Daily Mail and General Trust (the holding company of <i>The Daily Mail</i>).
ITV Network Limited	The company that runs the ITV network. Its members are the 15 regional and one national Channel 3 licence holders.
ITV Network Centre	A division of ITV Network Limited , the Network Centre acquires and commissions programmes and determines the ITV network schedule.
ITV2	A pay-TV channel jointly owned by Carlton (38 per cent), Granada (35 per cent), UNM (26 per cent) and Border (1 per cent).
Licence	A document conferring the right to broadcast (under the Broadcasting Act), to transmit signals over the air by electromagnetic radiation (under the Wireless Telegraphy Acts), or to convey signals by any form of telecommunications (under the Telecommunications Act).
London News Network	London News Network Limited, the producer of ITV regional news for London, in which Carlton and Granada each has a 50 per cent share holding.
LWT	LWT (Holdings) Limited, a subsidiary of Granada which holds a regional Channel 3 licence .
Media buyer	An agency which plans and implements advertising campaigns on behalf of the advertiser, including the buying of TV airtime.
Media auditor	A consultant employed by the advertiser, to assess the cost-effectiveness of advertising and the performance of the media buyer .
Meridian TV	Meridian Broadcasting Limited, a subsidiary of UNM which holds a regional Channel 3 licence .
Multiplex	The combination of several programme services (and possibly additional services) within a given frequency channel or group of channels: applies primarily to DTT .

MVDS	Microwave Video Distribution Service: distribution of broadband communications using microwave spectrum frequencies and terrestrial transmitters.
NAR	Net advertising revenue, net of production costs and agency commissions.
NTL	NTL Incorporated, a major UK cable TV and telephone operator.
ONdigital	ONdigital plc, the main DTT operator: a subsidiary of British Digital Broadcasting Holdings Ltd, in which Carlton and Granada each has a 50 per cent shareholding.
Pay-TV	TV for which viewers pay a subscription, ie all non- free-to-air transmissions, including services delivered via cable , DTH and DTT .
Pearson	Pearson Television Ltd, a major UK programme producer, and a part-owner of Channel 5.
Platform	A system for the delivery of TV channels, ie analogue terrestrial TV, DTH/satellite , cable and DTT .
S4C	The Welsh language broadcaster.
Sales house	An organization which sells advertising airtime on behalf of TV broadcasters.
SAP	Station average price, a benchmark price for delivery of a specific target audience ; the usual basis of negotiation between broadcaster/ sales house and advertiser/ media buyer .
Satellite TV	See DTH .
Scottish TV	Scottish Television plc, a subsidiary of SMG , which holds a regional Channel 3 licence .
SDN	S4C Digital Networks Limited: a company which has been granted licence rights to half of one of the UK digital multiplexes , and which is one-third owned by each of NTL , UNM , and S4C .
Share deal	An agreement in which an advertiser commits a proportion of its annual TV advertising budget to a broadcaster, in return for agreed discounts or premia on the station average prices for specific target audiences .
SMG	Scottish Media Group plc, the holder of the ITV/Channel 3 licences for the Scottish and Grampian regions.
Subscription	Payment made by viewers to pay-TV operators.
Target audience	The demographic group at which an advertisement is aimed, eg ABC1 men.
Terrestrial broadcasting	Sound and picture transmissions (both analogue and digital) through the earth's atmosphere using ground-based networks of transmitters and masts.
TSMS	TSMS Group Limited, the sales house subsidiary of UNM .
TVR	Television rating. Ratings are a percentage of the target audience viewing an advertisement.
Tyne Tees TV	Tyne Tees Television Limited, a subsidiary of Granada which holds a regional Channel 3 licence .
Ulster TV	Ulster Television plc, holder of a regional Channel 3 licence .

UNM	United News & Media plc, a party to two of the proposed mergers.
Westcountry TV	Westcountry Television Limited, a subsidiary of Carlton which holds a regional Channel 3 licence .
WQR	Weighted qualifying revenue, a voting arrangement used for certain key decisions of the ITV Network Council, in which each licensee has a share of the votes based on its agreed share of qualifying revenue.
Yorkshire TV	Yorkshire Television Limited, a subsidiary of Granada which holds a regional Channel 3 licence .