

## Glossary

*This glossary has been prepared to assist parties to the CC's Movies on Pay TV market investigation. We ask parties to use this terminology when providing evidence to the CC to ensure consistency.*

<b>AEC</b>	Adverse effect on competition.
<b>Audiovisual content</b>	<b>Content</b> such as films, drama, soap operas, news, documentaries, reality shows, children's programmes, lifestyle programmes, sports events, quiz shows.
<b>Bandwidth</b>	A term used to describe the capacity of an <b>Internet</b> connection defined as the maximum bit rate downstream.
<b>Broadband</b>	An <b>Internet</b> service or connection generally defined as being 'always on' and providing a bandwidth greater than narrowband. Provides high-speed <b>Internet</b> access.
<b>CA</b>	Conditional Access. A technology enabling a broadcaster to restrict access to <b>content</b> that it has made available in a digital platform only to those customers that have been authorized to access it.
<b>Cable TV</b>	The distribution of TV and other services through a closed fibre-optic/hybrid fibre-coaxial network to individual premises.
<b>Catch-up content</b>	<b>Content</b> made available on <b>VOD</b> around the time of its broadcast on a <b>linear TV channel</b> .
<b>CC</b>	Competition Commission.
<b>Channel</b>	A linear stream of programming/ <b>content</b> , bundled, scheduled, distributed and branded as a single proposition.
<b>Churn</b>	The loss of customers subscribing to a particular <b>Pay TV</b> package or retailer.
<b>Content</b>	See <b>Audiovisual content</b> .
<b>Digital switchover</b>	The process of switching over the current analogue TV broadcasting system to digital, as well as ensuring that people have adapted or upgraded their TVs and recording equipment to receive <b>digital TV</b> .
<b>Digital TV</b>	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.
<b>DRM</b>	Digital Rights Management. Allows publishers to control access to, and facilitate payment for, their <b>content</b> .
<b>DSat</b>	Digital satellite, referring to the distribution of digital <b>content</b> via satellite.

<b>DTH</b>	Direct to home. Another term for satellite distribution technology.
<b>DTO</b>	Download to own. <b>Content</b> 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 on to additional computers and portable devices.
<b>DTR</b>	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 <b>content</b> a certain number of times or unlimited times within a defined period of time.
<b>DTT</b>	Digital terrestrial television. A digital distribution technology using terrestrial transmitters.
<b>DVB</b>	Digital Video Broadcasting. A set of internationally accepted open standards for digital broadcasting, including standards for distribution by satellite, cable and terrestrial.
<b>DVD</b>	Digital versatile (or video) disc. A high capacity CD-size disc for carrying <b>audio-visual content</b> . Can be used in DVD players and computers.
<b>DVR</b>	Digital Video Recorder (also known as a <b>PVR</b> and Digital Television Recorder). A <b>digital TV set-top box</b> including a hard disc drive which allows the user to record, pause and rewind live TV.
<b>EPG</b>	Electronic Programme Guide. A programme schedule, typically broadcast alongside <b>digital TV</b> or radio services, to provide information on the <b>content</b> and scheduling of current and future programmes.
<b>EST</b>	Electronic sell through.
<b>Freesat</b>	An <b>FTA DSat</b> service.
<b>Freeview</b>	The brand name for <b>FTA DTT</b> services launched in October 2002; promoted and marketed by DTV Services Limited consortium.
<b>FTA</b>	Free-to-air linear broadcast TV. Unencrypted <b>channels</b> and transmissions which may be received via any suitable receiver, free of subscription charge or other payment from the consumer; funded primarily by advertising and sponsorship and, in the case of the BBC, by the licence fee.
<b>HDTV</b>	High-definition TV. A broadcasting system providing significantly higher picture quality (sharper with more detail) than standard-definition TV, and enabling surround sound to be broadcast directly to consumers.
<b>Holdback</b>	A trading arrangement that precludes certain uses of <b>content</b> for a

period of time, often after the period of the licensed activity has expired.

<b>Hybrid set-top box</b>	A single set-top box that will access both <b>DTT</b> and the <b>Internet</b> , providing both <b>linear TV</b> and <b>VOD</b> services.
<b>iDTV</b>	Integrated Digital Television. A TV set which has a built-in digital tuner (typically for reception of <b>DTT</b> ), removing the need for an external <b>set-top box</b> .
<b>Internet</b>	A global network, using a common set of standards (eg the <b>Internet Protocol</b> ).
<b>Internet Protocol</b>	The packet data protocol used for routing and carriage of messages across the <b>Internet</b> and similar networks.
<b>IP</b>	Intellectual property.
<b>IPTV</b>	Internet Protocol Television. The term used for TV and/or video signals that are delivered to subscribers or viewers using <b>Internet Protocol</b> , the technology that is also used to access the <b>Internet</b> . Typically used in the context of <b>linear TV</b> and <b>VOD content</b> .
<b>Linear TV</b>	Scheduled broadcast TV programmes.
<b>MOW</b>	'Movie of the week', a made-for-TV movie.
<b>Multi-channel</b>	In the UK, this refers to the provision or receipt of TV services other than from the main five <b>channels</b> (BBC1, BBC2, ITV1, Channel 4/S4C and Five) plus local analogue services. 'Multi-channel homes' comprise all those with <b>DTT</b> , <b>satellite TV</b> , <b>cable TV</b> or <b>broadband TV</b> .
<b>Multiplex</b>	A device that sends multiple signals or streams of information on a carrier at the same time in the form of a single, complex signal. The separate signals are then recovered at the receiving end.
<b>NVOD</b>	Near video on demand, where multiple viewing times are fixed by providers.
<b>Ofcom</b>	The Office of Communications.
<b>Ofcom's First Pay TV Consultation</b>	The first <b>Ofcom Pay TV</b> consultation published on 18 December 2007.
<b>Ofcom's Second Pay TV Consultation</b>	<b>Ofcom's</b> second consultation document on <b>Pay TV</b> , published on 30 September 2008.
<b>Ofcom's Third Pay TV Consultation</b>	<b>Ofcom's</b> third consultation document on <b>Pay TV</b> , published on 26 June 2009.
<b>Ofcom's reference consultation</b>	<b>Ofcom's</b> consultation on making a reference to the <b>CC</b> , published on 31 March 2010.

<b>Ofcom's reference decision</b>	<b>Ofcom's</b> decision to make a reference to the <b>CC</b> , published on 4 August 2010.
<b>Pay TV</b>	TV which viewers pay to receive whether <b>PPV</b> or by subscription.
<b>Platform</b>	The system for delivering <b>audiovisual content</b> to viewers' reception equipment (ie analogue terrestrial, <b>DSat</b> , <b>cable</b> , <b>DTT</b> , mobile TV and <b>broadband TV</b> ).
<b>PPV</b>	Pay per view. A service offering single viewings of a specific film or programme, provided to consumers for a one-off fee. The <b>content</b> is also referred to as transactional-funded <b>content</b> .
<b>Pull VOD</b>	Allows the user to select <b>content</b> from the service provider's library.
<b>Push VOD</b>	Allows material to be stored on a <b>PVR</b> at certain times, from which a viewer can select <b>VOD content</b> . <b>Content</b> is 'pushed' in anticipation of viewer demand and stored on a specially partitioned part of the <b>PVR</b> so that the consumer can enjoy <b>VOD content</b> without delay (ie not having to wait for download).
<b>PVR</b>	Personal video recorder. A <b>set-top box</b> including a hard disc drive which allows the user to record, store and access <b>content</b> from a <b>digital TV</b> service. This may include <b>content</b> 'pushed' by the service provider ( <b>push VOD</b> ). PVR functionality may also allow users to pause and rewind live TV and to record from multiple <b>channels</b> , including while watching a different <b>channel</b> .
<b>Satellite TV</b>	The transmission of TV <b>channels</b> from a satellite direct to premises served by a satellite dish.
<b>SDTV</b>	Standard Definition TV, in contrast to <b>HDTV</b> .
<b>Service bundling</b>	A marketing term describing the packaging together of different communications services (eg telephony, <b>Internet</b> and TV).
<b>Set-top box</b>	A tuner/decoder connected to a TV for display. There are different set-top boxes for each platform, eg <b>DTT</b> , <b>DSat</b> , <b>cable TV</b> or <b>broadband TV</b> .
<b>SSNIP</b>	Small but significant non-transitory increase in price: a conceptual approach used to help define the relevant market or markets. Used in the hypothetical monopolist test.
<b>SVOD</b>	Subscription video on demand. A <b>VOD</b> service paid for by <b>subscription</b> .
<b>Subscription</b>	Payment in advance, typically monthly, for a given service.
<b>Terrestrial broadcasting</b>	Sound and picture transmissions (both analogue and digital) using ground-based transmitters and masts, and received via an aerial.
<b>Time shift</b>	The broadcasting of a TV service on more than one <b>channel</b> with a specified delay (typically an hour), to provide more than one opportunity for viewers to watch the service. Alternatively, the recording of programmes by viewers (using <b>PVRs</b> , recordable

**DVDs** or **VCRs**) to watch at another time.

**VOD**

Video on demand. A service or technology that enables viewers to watch programmes or films from a range of **content** whenever they choose, not restricted by a linear schedule.