



LEGEND: Full transparency Limited transparency Data used for targeting/measurement

Term	Definition	Term	Definition
Linear TV	Traditional television broadcast delivered via cable, satellite, or antenna with a fixed schedule via a set-top box.	Networks	Company or platform that connects advertisers with inventory suppliers (apps, TV manufacturers, operating systems or set top boxes (IP enabled).
IPTV (Internet Protocol TV)	Television service delivered over internet protocol, controlled and distributed by a service provider.	Clean Rooms	Secure environments where multiple parties can match and analyze data sets without sharing personally identifiable information.
CTV Platform (Connected TV)	The operating system or ecosystem within a CTV device that hosts and manages streaming apps, advertising technology, and user data.	IP Ad Server	An ad-serving technology used by publishers and broadcasters to deliver and track ads across internet protocol environments.
OTT (Over-The-Top)	Any video service delivered via the internet directly to the user, without a traditional pay-TV provider in between.	DSP (Demand-Side Platform)	A platform that allows advertisers and agencies to buy digital and CTV inventory programmatically.
AVOD (Advertising-Based Video on Demand)	Video-on-demand model funded primarily by advertising.	Buyside Ad Server	A system used by advertisers or agencies to manage, deliver, and track ad campaigns from the demand side.
SVOD (Subscription Video on Demand)	Video-on-demand model based on user subscriptions.	SSP (Supply-Side Platform)	A platform that enables publishers and broadcasters to manage, sell, and optimize their ad inventory programmatically.
ACR Data (Automatic Content Recognition)	Technology within smart TVs that identifies the content being viewed to enable measurement and targeting.	Customer Data	First-party information a company gathers about its customers to understand, serve, and communicate with them.
Data Platforms	Technology systems that collect, store, and activate audience and campaign data for advertising purposes.	Device Data	All the technical and behavioral signals generated by a user's device that can be used for measurement, targeting, or personalization.
Operating Systems	The software layer that manages a device's hardware and provides the environment where applications run.		