



ctv/ott glossary

CTV, OTT, and streaming are redefining how audiences watch and how brands reach them across Southeast Asia and India. This glossary helps the industry speak the same language when planning, buying, and measuring streaming advertising.

Term	Definition
Ad	A paid placement by an advertiser within or alongside streaming content.
Ad Pod	A group of ads played back-to-back in one commercial break. An ad pod can be placed before, during, or after streaming content.
Ad-based Video On Demand (AVOD)	A streaming service funded by advertising, offered free to the viewer.
Addressable TV	Serving different ads to different audience segments based on demographics, viewing behaviour, interests, or location.
Automated Content Recognition (ACR)	Technology built into smart TVs and connected devices that identifies what content is being watched in real time. ACR data is used for audience measurement, ad targeting, and content recommendations.
Brand Lift	The measured increase in awareness, favourability, or purchase intent resulting from an advertising campaign.
Broadcaster Video On Demand (BVOD)	A streaming service run by a broadcaster, funded by advertising and free to the viewer.
Co-Viewing	When two or more people watch streaming content together on the same screen.
Connected Device	Any device that connects a television to the internet for streaming, such as a streaming stick, gaming console, or set-top box. A smart TV with built-in internet access is also a connected device.
Connected TV (CTV)	A television connected to the internet, either directly as a smart TV, through a streaming device or gaming console.
Daypart	A specific time period within the day, such as morning or prime time, used for advertising planning.
Dwell Time	The length of time a viewer spends engaged with content or an ad.
Free Ad-Supported Streaming Television (FAST)	A streaming service that mirrors the channel-based experience of traditional TV, funded entirely by advertising.
Home Screen Ads	An ad placed on the first screen a viewer sees when they turn on their connected TV or streaming device.
Hybrid Video On Demand (HVOD)	A streaming service combining subscription and advertising models, giving users the choice between a lower-cost ad-supported plan or a premium ad-free tier.
Incremental Reach	The additional audience gained by adding a new channel or platform to an existing campaign.
Lean-Back Viewing	When a viewer is settled in to watch content on a large screen for an extended session.

Term	Definition
Linear/Traditional TV	Scheduled programming broadcast at a set time on a dedicated channel.
Live Shopping	A live video session where brands or creators showcase and sell products in real time.
Live Sports	Sporting events broadcast in real time.
Livestreaming	Video content broadcast in real time by a platform, brand, or creator.
Long-Form Video	Video content of extended length, such as movies, series, and full-length programmes.
Over-The-Top (OTT)	Video content delivered to viewers over the internet. OTT services include AVOD, BVOD, SVOD, and FAST, and can be accessed across multiple devices and screens.
Pause Ads	An ad displayed when a viewer pauses their streaming content.
Pre-Roll/Mid-Roll/Post-Roll	Ad placements running before (pre-roll), during (mid-roll), or after (post-roll) streaming content.
Primetime	The peak viewing period for CTV and streaming, when audiences are largest.
Set-Top Box	A device provided by a broadcaster or telco that connects a television to content services.
Shoppable Ads	An ad format that lets viewers buy products through clickable icons, QR codes, or action buttons within the ad.
Short-Form Video	Video content of shorter length, such as clips, reels, and social video.
Skippable/Non-Skippable Ads	Skippable ads give viewers the option to skip after a few seconds. Non-skippable ads play in full before content continues.
Streaming/Streaming Services	Video content watched over the internet. Streaming services can be ad-supported, subscription-based, or both.
Subscription Video On Demand (SVOD)	An on-demand video service where viewers pay a recurring fee to watch content.
Transactional Video On Demand (TVOD)	A service where viewers pay to rent or buy a single movie or episode.
User Generated Content (UGC)	Content created by consumers and creators including videos, livestreaming and social posts.
Video Completion Rate (VCR)/View-Through Rate (VTR)	The percentage of viewers who watch a video from start to finish. VCR and VTR are used interchangeably.
Viewability	A measure of how long an ad was displayed on screen and visible to the viewer.



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