

## Glossary

<b>3G mobile</b>	Third generation of mobile phones (features include video calling, fast Internet browsing and <b>mobile television</b> ).
<b>4oD</b>	<b>Channel 4's VoD</b> service (available via the Internet).
<b>AC</b>	Access Control. These services allow broadcasters to offer <b>interactive television</b> services.
<b>Act</b>	The Enterprise Act 2002.
<b>ADSL</b>	Asymmetric Digital Subscriber Line: also known as <b>broadband</b> ; a digital technology allowing the use of a standard copper telephone line to transmit large quantities of data over a wide range of frequencies (bandwidth); primarily used for <b>broadband</b> Internet access, but can be used for <b>broadband television</b> services.
<b>Airtime</b>	Time that a channel is broadcasting. Advertising airtime—the time available for broadcasting advertisements, sometimes abbreviated to 'airtime'.
<b>Analogue terrestrial (transmission system)</b>	The original means of distribution for BBC1, BBC2, ITV1, Channel 4 and Five; in use since the 1950s: the signal directly represents the pictures and sound (cf <b>digital terrestrial</b> ); to be switched off completely by 2012 (see <b>DSO</b> ).
<b>Audiovisual content</b>	Content such as films, drama, soap operas, news, documentaries, reality shows, children's programmes, life-style programmes, sports events, quiz shows.
<b>BARB</b>	Broadcasters' Audience Research Board Ltd: a body jointly owned by <b>ITV</b> , the <b>BBC</b> , <b>Channel 4</b> , <b>Five</b> , <b>BSkyB</b> and the <b>IPA</b> .
<b>BBC</b>	British Broadcasting Corporation: the longest-established, national television channel operator in the UK; a corporation established by Royal Charter.
<b>BERR</b>	Department for Business, Enterprise and Regulatory Reform.
<b>Broadband</b>	See <b>ADSL</b> .
<b>Broadband television</b>	<b>Audiovisual content</b> distributed over the Internet, either in the form of a conventional television channel in a 'closed' system like <b>cable (IPTV)</b> , or in an 'open' system where the viewer goes to a website to view or download the content ('television-over-the-Internet').
<b>Broadcasting Code</b>	An <b>Ofcom</b> code imposing standards in programming, sponsorship, fairness and privacy for television services licensed by <b>Ofcom</b> , and television services funded by the licence fee and provided by the <b>BBC</b> and <b>S4C</b> .

<b>BSkyB</b>	British Sky Broadcasting Group plc, the main <b>satellite television</b> provider in the UK; some of its channels and services are branded 'Sky'.
<b>BT</b>	British Telecommunications plc: a wholly-owned subsidiary of BT Group plc encompassing virtually all businesses and assets of the BT Group.
<b>BT Vision</b>	BT's digital television service, launched in December 2006, available to BT broadband customers.
<b>CA 2003</b>	The Communications Act 2003.
<b>Cable (television)</b>	The distribution of television and other services through a closed fibre-optic/hybrid fibre-coaxial network to individual premises (see also <b>Virgin Media</b> ).
<b>Carlton</b>	Carlton Communications Plc; merged with Granada to form <b>ITV</b> .
<b>Channel</b>	A linear stream of programming/content, bundled, scheduled, distributed and branded as a single proposition.
<b>CC</b>	Competition Commission.
<b>Channel 3</b>	A national system of television broadcasting services structured, with the exception of <b>GMTV</b> , on a regional basis; <b>ITV</b> owns 11 of the 15 regional Channel 3 licensees.
<b>Channel 4</b>	Channel Four Television Corporation; owner of the Channel 4 licence; a statutory organization with a public remit to make programmes the market might not otherwise provide.
<b>Commercial broadcaster</b>	Channels operated as commercial ventures, with funding primarily coming from the sale of advertising <b>airtime</b> or subscription revenues.
<b>Commercial impacts</b>	The viewing of an advertisement by a single viewer.
<b>Conditional access</b>	A service enabling a broadcaster to restrict access to content that it has made available on a platform only to customers authorised to access it; Conditional access typically employs content scrambling and encryption technologies along with end user authorisation systems and decoders ( <u>see also</u> "Encryption").
<b>Content</b>	See <b>Audiovisual content</b> .
<b>Coverage</b>	The proportion of an advertiser's target audience viewing the advertisement.
<b>CRR</b>	Contract Rights Renewal: a mechanism set up by the competition authorities in 2003, following the merger of <b>Carlton</b> and <b>Granada</b> ; it ensures that ITV1's advertising customers have the right to renew the terms of their 2003 contracts and to reduce the proportion of their ITV advertising spend in line with reductions in ITV1's share of commercial impacts.

<b>Digital terrestrial (transmission system)</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 (usually part of a <b>set-top box</b> or <b>iDTV</b> ).
<b>DSO</b>	Digital switch-over: the phased decommissioning of analogue broadcasting spectrums in favour of digital television broadcasting on the <b>DTT platform</b> ; planned to take place in the UK, region by region, between 2008 and 2012.
<b>DSat</b>	Digital satellite: digital television received via a satellite dish.
<b>DTH</b>	Direct to home: television (analogue or digital) received via a satellite dish. See <b>DSat</b> .
<b>DTT</b>	Digital terrestrial television: a distribution <b>platform</b> that uses spectrum to transmit digital television signals over the air, which are then received via a standard aerial.
<b>DTVSL</b>	DTV Services Limited: a consortium, owned in equal parts by <b>ITV</b> , <b>BSkyB</b> , the <b>BBC</b> , <b>Channel 4</b> and <b>NGW</b> , charged with marketing <b>FTA</b> services on <b>DTT</b> under the <b>Freeview</b> brand.
<b>DVD</b>	Digital versatile (or video) disc: a digital storage device; can be used in DVD players and recorders and also in computers.
<b>EBITDA</b>	Earnings before interest, taxation, depreciation and amortization.
<b>Encryption</b>	Method of encoding data/broadcasts so that they can be viewed only with the correct <b>conditional access</b> codes contained on a <b>viewing card</b> .
<b>EPG</b>	Electronic Programme Guide: an on-screen listing of what is on television now and, depending on the EPG used, for a number of days or weeks ahead.
<b>FAPL</b>	Football Association Premier League.
<b>Five</b>	Channel 5 Broadcasting Limited, holder of the Channel 5 licence; owned by the RTL Group (part of the German Bertelsmann group).
<b>Freesat</b>	A new <b>FTA DSat</b> service, planned for launch in spring 2008, backed by the <b>BBC</b> and others, such as <b>ITV</b> .
<b>Freesat from Sky</b>	An <b>FTA DSat</b> service launched in 2004, offering access to 200 channels for a one-off installation and <b>viewing card</b> charge.
<b>Freeview</b>	The brand name for free-to-air <b>DTT</b> services launched in October 2002; promoted and marketed by DTVSL.
<b>FTA</b>	Free-to-air: 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**.

<b>GMTV</b>	GMTV Limited, a company in which <b>ITV</b> has a 75 per cent interest and Disney holds the remaining shares; holds the only national <b>Channel 3</b> licence and broadcasts daily from 6.00 am to 9.25 am.
<b>Granada</b>	Granada plc: merged with <b>Carlton</b> to form <b>ITV</b> .
<b>HDTV</b>	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.
<b>iDTV</b>	Integrated digital television: a television set with a built-in digital receiver/decoder that can receive <b>Freeview</b> services without a separate <b>set-top box</b> .
<b>Interactive television</b>	Features added to television programmes to enable viewers to get extra information, join in with activities such as quizzes, or make choices about what to view; normally accessed via the 'red button' on the television's remote control device.
<b>IPA</b>	Institute of Practitioners in Advertising.
<b>iPlayer</b>	The <b>BBC's</b> free 'catch-up' <b>VoD</b> service available via the Internet.
<b>IPTV</b>	Internet Protocol Television: a new delivery <b>platform</b> for digital television channels using Internet Protocol (rules) over a 'closed' <b>broadband (ADSL)</b> network, and enabling the provider to manage the quality of the service provided.
<b>ISBA</b>	Incorporated Society of British Advertisers.
<b>ITN</b>	Independent Television News Limited, the producer of national news programmes on the ITV network; shareholders: <b>ITV</b> (40 per cent), Daily Mail and General Trust (20 per cent), United Business Media (20 per cent) and Reuters (20 per cent).
<b>ITV</b>	ITV Plc, the largest <b>FTA commercial broadcaster</b> in the UK, created by the merger of <b>Carlton</b> and <b>Granada</b> ; owns ITV1, its flagship broadcasting channel available via analogue and digital transmission on an <b>FTA</b> basis, and several digital-only channels, including ITV2, ITV3, ITV4 and Citv, and a free 'catch-up' <b>VoD</b> service (ITV.com).
<b>ITV Networking Arrangements</b>	Arrangements under which the network of separate regional <b>Channel 3</b> franchisees or licensees work together to produce a national television service; mandated under the Broadcasting Act 1990.
<b>ITV Networking Centre</b>	Coordinates the common scheduling of programming on

**Channel 3** across regional franchises and also commissions programmes for broadcast over the network as a whole.

<b>Listed events</b>	Several leading sports events and other events of national interest that are not allowed, under rules flowing from <b>CA 2003</b> , to be televised exclusively on <b>pay-TV</b> in the UK.
<b>LLU</b>	Local loop unbundling. A process by which <b>BT's</b> exchange lines are physically disconnected from <b>BT's</b> network and connected to other operators' networks, enabling operators other than <b>BT</b> to use the <b>BT</b> local loop to provide services (eg <b>IPTV</b> ) to customers.
<b>Mobile television</b>	A new distribution/transmission <b>platform</b> allowing <b>pay-TV</b> channel packages to be received on <b>3G mobile</b> phones.
<b>Multi-channel</b>	All television channels in the UK that are broadcast via platforms other than the old <b>analogue terrestrial platform</b> .
<b>Multiplex</b>	A way of combining several television and radio channels and sometimes additional data services into a single digital transmission. The Broadcasting Act 1996 applies the term exclusively to <b>DTT</b> . ( <b>DTT</b> capacity is divided up into six multiplexes.)
<b>NGW</b>	National Grid Wireless.
<b>Ofcom</b>	Office of Communications.
<b>OFT</b>	Office of Fair Trading.
<b>PACT</b>	Producers' Alliance for Cinema and Television.
<b>Pay-TV</b>	Television 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 <b>viewing card</b> ).
<b>Platform</b>	The system for delivering television and radio channels to viewers' reception equipment (eg <b>analogue terrestrial, DSat, cable, DTT, mobile television</b> and <b>broadband television</b> ).
<b>Premium channels</b>	Channels carrying high-value content, such as recently released films and exclusive coverage of live sporting events.
<b>PSBs</b>	Public service broadcasters: these include the <b>BBC, ITV, Channel 4, Five, S4C</b> and Teletext. The <b>BBC</b> 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.
<b>PVR</b>	Personal video recorder (also known as a DVR or digital video recorder): a device that records television programmes in a digital format to a hard disc (like that on a computer), rather than on videotape or <b>DVD</b> ; it allows pausing or

'rewinding' of a programme while it is being watched; can be built into equipment, such as a **set-top box**, television or DVD player, or supplied as computer software.

<b>Reach</b>	The number of members of an advertiser's target audience who watch a particular channel for three consecutive minutes over a given time period: one day, one week or one month.
<b>S4C</b>	Sianel Pedwar Cymru: Welsh-language television channel broadcasting in Wales - the equivalent of Channel 4.
<b>Sales house</b>	The part of a broadcasting organization responsible for selling advertising on behalf of its own channels and, in many cases, also those of joint venture and third party channels.
<b>SAP</b>	Station average price, a benchmark price for delivery of a specific target audience; the usual basis of negotiation between the broadcast/sales house and the advertiser/media buyer.
<b>Satellite television</b>	The transmission of television channels from a satellite direct to premises served by a satellite dish.
<b>Secondary television sets</b>	Television sets other than the main household television.
<b>Setanta</b>	Setanta Sport Holdings Limited; an international pay television sports broadcaster with subscribers in the UK and the Republic of Ireland.
<b>Set-top box</b>	A tuner/decoder connected to a television for display; there are different set-top boxes for each <b>platform</b> , eg <b>DTT</b> , <b>DSat</b> , <b>cable</b> or <b>IPTV</b> .
<b>Share of broadcast</b>	The proportion, by value, of an advertiser's or media buyer's television advertising received by (or committed to) a particular channel.
<b>Sky Anytime</b>	The brand name for a range of on-demand television services from <b>BSkyB</b> available via suitable <b>set-top boxes</b> , computers and <b>3G mobile</b> phones.
<b>Sky Broadband</b>	The brand name for an Internet service provider offered by <b>BSkyB</b> .
<b>Sky by Mobile</b>	The brand name for <b>BSkyB's mobile television</b> services.
<b>Sky by Wire</b>	The brand name for <b>BSkyB's broadband television</b> services.
<b>Sky HD</b>	The brand name for <b>BSkyB's HDTV</b> offering.
<b>Sky Talk</b>	The brand name for a home telephone service available to <b>BSkyB DTH</b> subscribers with a <b>BT</b> landline.
<b>Sky+</b>	The brand name for <b>BSkyB's PVR</b> .
<b>SLC</b>	Substantial lessening of competition.

<b>Spectrum capacity</b>	The set of radio frequencies used to transmit television, radio and other forms of electronic communication.
<b>SSNIP</b>	Small but significant non-transitory increase in price: a conceptual approach used to help define the relevant market or markets.
<b>Subscription</b>	Payment, usually monthly, made by viewers to <b>pay-TV</b> operators so as to receive encrypted television channels.
<b>Technical platform services</b>	Technical services ( <b>conditional access</b> , <b>EPG</b> and <b>AC</b> ) provided on regulated terms by a digital <b>platform</b> operator to broadcasters and operators of <b>interactive television</b> services wishing to make their content available on a digital <b>platform</b> .
<b>Television-over-the-internet</b>	One of two service variants of broadband television distributed via the internet (see also <b>IPTV</b> , <b>Broadband television</b> ).
<b>Terrestrial broadcasting</b>	Sound and picture transmissions (both analogue and digital) through the earth's atmosphere using ground-based transmitters and masts, and received via an aerial.
<b>Top Up TV</b>	A <b>pay-TV</b> broadcaster offering <b>pay-TV</b> services on the <b>DTT platform</b> .
<b>TopUp TV+</b>	The brand name for <b>Top Up TV's PVR</b> .
<b>V+</b>	The brand name for <b>Virgin Media's PVR</b> .
<b>V-box</b>	The brand name for <b>BT Vision's PVR</b> .
<b>Viewing card</b>	A plastic card inserted into a slot in a <b>set-top box</b> or television that decodes signals and allows a viewer to receive encrypted television channels; also known as 'smart card'.
<b>Virgin Media</b>	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 <b>cable</b> network.
<b>VoD</b>	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 <b>cable</b> , <b>DSat</b> , <b>DTT</b> and <b>broadband television platforms</b> .