

## Glossary

<b>4OD</b>	<b>VOD</b> service of C4C.
<b>Act</b>	Enterprise Act 2002.
<b>Apple</b>	Apple Inc; see also <b>iTunes</b> .
<b>Archive content</b>	<b>VOD content</b> available after the initial 30-day catch-up period following its broadcast on a <b>linear TV channel</b> .
<b>ATVOD</b>	Association for Television on Demand, a self-regulatory body for <b>VOD</b> services.
<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>AVMS</b>	Audiovisual Media Services Directive; came into force on 19 December 2007 and EU member states have to implement the Directive within domestic law by 19 December 2008.
<b>Babelgum</b>	The brand name of an open VOD + service supported by advertising (currently under development).
<b>BARB</b>	Broadcasters' Audience Research Board Ltd: a body jointly owned by <b>ITV</b> , the <b>BBC</b> , <b>C4C</b> , <b>Five</b> , <b>BSkyB</b> and the <b>IPA</b> .
<b>BBC</b>	British Broadcasting Corporation: the longest-established, national TV <b>channel</b> operator in the UK; a corporation established by Royal Charter.
<b>BBC iPlayer</b>	The <b>BBC</b> 's free <b>catch-up VOD</b> service.
<b>BBC Release Policy</b>	The <b>BBC</b> 's published policy from time to time relating to the release of programmes first shown on <b>BBC PSB channels</b> for commercial exploitation in the secondary TV and commercial <b>VOD</b> sectors in the UK.
<b>BBCW</b>	<b>BBC</b> Worldwide Ltd.
<b>BERR</b>	Department for Business, Enterprise and Regulatory Reform.
<b>Broadband</b>	An Internet service which provides high-speed access.
<b>BT Vision</b>	The <b>digital TV</b> service of British Telecommunications plc, including a TV <b>VOD</b> service, available to BT <b>broadband</b> customers.
<b>C4C</b>	Channel Four Television Corporation; holder of the Channel 4 licence; a statutory organization with a public remit to make programmes the market might not otherwise provide.
<b>CA 2003</b>	The Communications Act 2003.

<b>Cable (TV)</b>	The distribution of TV and other services through a closed fibre-optic/hybrid fibre-coaxial network to individual premises (see also <b>Virgin Media</b> ).
<b>Catch-up content</b>	<b>VOD content</b> made available within the initial 0 to 30 days following 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>Channel4.com</b>	C4C's website; provides a <b>VOD</b> service offering principally <b>catch-up content</b> .
<b>Closed VOD</b>	Typically where the viewer accesses content over cable or the Internet with a subscription, via dedicated hardware (such as a TV <b>set-top box</b> ) or via a dedicated connection (eg as operated by <b>Virgin Media, BT Vision</b> ).
<b>Commercial broadcaster</b>	<b>Channels</b> operated as commercial ventures, with funding primarily coming from the sale of advertising airtime or subscription revenues.
<b>Content</b>	See <b>Audiovisual content</b> .
<b>CSA</b>	Content Supply Agreement.
<b>Demand Five</b>	<b>Five's VOD</b> service.
<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>DSat</b>	Digital satellite.
<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.

<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>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>	An <b>FTA DSat</b> service, launched in May 2008, backed by the <b>BBC</b> and <b>ITV</b> .
<b>Freesat from Sky</b>	An <b>FTA DSat</b> service launched in 2004, offering access to over 240 <b>channels</b> for a one-off installation and viewing card charge.
<b>Freeview</b>	The brand name for free-to-air <b>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 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 <b>BBC</b> .
<b>Go!View</b>	A 50/50 joint venture between Sony Computer Entertainment Europe Ltd and <b>Sky</b> , enabling users to download and view <b>content</b> on PSP hand-held consoles.
<b>HDTV</b>	High-definition TV: a broadcasting system providing significantly higher picture quality (sharper with more detail) than standard-definition TV signals, and enabling surround sound to be broadcast directly to consumers.
<b>Hold Back</b>	A contractual arrangement that does not allow either party to exploit <b>content</b> for a period of time.
<b>IP</b>	Intellectual property.
<b>IPA</b>	Institute of Practitioners in Advertising.
<b>iPlayer</b>	See <b>BBC iPlayer</b> .
<b>ISBA</b>	Incorporated Society of British Advertisers.
<b>iTunes</b>	Website of <b>Apple</b> offering an <b>open VOD service</b> , including TV and film <b>content</b> from several UK and US providers.
<b>ITV</b>	ITV Plc, the largest <b>FTA commercial broadcaster</b> in the UK, created by the merger of Carlton and Granada; owns a free 'catch-up' <b>VOD</b> service (ITV.com).
<b>ITV.com</b>	<b>ITV's</b> website; provides free catch-up and some archive <b>VOD</b> services from <b>ITV</b> .
<b>Joost</b>	An <b>open VOD service</b> providing through its website free-to-user, advertising-supported TV and short-form <b>archive content</b> .
<b>Linear TV</b>	Scheduled broadcast TV programmes.

<b>Ofcom</b>	The Office of Communications.
<b>OFT</b>	Office of Fair Trading.
<b>Open VOD</b>	Typically where the viewer accesses <b>content</b> over the Internet without subscription.
<b>P2P network</b>	Peer-to-peer network. A network in which each computer is treated as an equal and communicates directly with each other, as opposed to a client-server network in which communication is handled through a central server.
<b>PACT</b>	Producers' Alliance for Cinema and Television.
<b>Pay per view</b>	A service offering single viewings of a specific film or programme, provided to consumers for a one-off fee. The content is also referred to as <b>transactional funded content</b> .
<b>Pay-TV</b>	TV which viewers pay to receive by subscription (usually monthly or by one-off payments for specific broadcasts). <b>Channels</b> are encrypted, limiting access to subscribers with the appropriate viewing card.
<b>Platform</b>	The system for delivering TV and radio <b>channels</b> to viewers' reception equipment (eg analogue terrestrial, <b>DSat</b> , <b>cable</b> , <b>DTT</b> , mobile TV and <b>broadband TV</b> ).
<b>Primary rights</b>	Typically linear broadcast and corresponding <b>VOD</b> catch-up rights, together with accompanying restrictions on other forms of exploitation for a period of time.
<b>PSBs</b>	Public service broadcasters: these include the <b>BBC</b> , <b>ITV</b> , <b>C4C</b> , <b>Five</b> , S4C and Teletext. The <b>BBC</b> must under its charter provide high-quality, diverse programming for the public benefit on all its <b>channels</b> , while the licences granted to the commercial PSB <b>channels</b> impose similar conditions.
<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>digital TV 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>Secondary rights</b>	Rights which fall outside primary rights. Typically these would encompass (among other things) the right to broadcast on a secondary <b>linear TV channel</b> , consumer product rights such as DVD distribution rights, as well as other <b>VOD</b> rights which are not encompassed within primary rights.
<b>Series stacking</b>	Extends the catch-up availability window on the <b>iPlayer</b> for individual episodes of any <b>BBC TV</b> series beyond the <b>BBC release period</b> after their transmission, giving viewers the opportunity to catch up on multiple episodes.
<b>Set-top box</b>	A tuner/decoder connected to a TV for display; there are different <b>set-top boxes</b> for each <b>platform</b> , eg <b>DTT</b> , <b>DSat</b> , <b>cable</b> or Internet.
<b>Sky</b>	British Sky Broadcasting Group plc, the main <b>satellite TV</b> provider in the UK. See also <b>Sky+</b> , <b>Sky Anytime</b> , <b>Sky Player</b> and others.
<b>Sky+</b>	The brand name for <b>Sky's PVR</b> .
<b>Sky Anytime</b>	The brand name for a <b>Sky push VOD</b> service.
<b>Sky by Wire</b>	The brand name for <b>Sky's broadband TV</b> service.
<b>Sky Player</b>	The brand name for a <b>Sky VOD</b> service.
<b>SLC</b>	Substantial lessening of competition.
<b>SSNIP</b>	Small but significant non-transitory increase in price: a conceptual approach used to help define the relevant market or markets.
<b>Streamed content</b>	Audio or video files sent in compressed form over the Internet and watched by the viewer as they arrive. Streaming is different from downloading, where <b>content</b> is saved on the user's hard drive before the user accesses it.
<b>Subscription</b>	Payment, usually monthly, made by viewers to <b>pay-TV</b> operators, so as to receive encrypted TV <b>channels</b> .
<b>Syndication</b>	Exploitation of <b>content</b> by granting a third party <b>VOD</b> provider a sub-licence of <b>content</b> rights, in relation to either an entire service or concerning a selection of <b>content</b> from the service.
<b>Terms of Trade</b>	The terms agreed from time to time between <b>PACT</b> and a <b>PSB</b> licensor in respect of the commissioning and exploitation of programmes by the licensor.
<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>Tiscali</b>	Tiscali UK; operates an Internet service and offers <b>PPV</b> and subscription service <b>PC VOD</b> .

<b>Top Up TV</b>	A <b>pay-TV</b> broadcaster; offers <b>push VOD</b> services over the <b>DTT</b> platform.
<b>Transactional funded content</b>	<b>VOD content</b> in relation to which a consumer must pay for access, primarily offered on a <b>DTO</b> or <b>DTR</b> basis (see also <b>pay per view</b> ).
<b>UGC</b>	User generated content. Audio or video <b>content</b> that is produced or remixed/edited substantially by a user (ie not professionally produced).
<b>UKTV</b>	An independent joint venture between <b>Virgin Media</b> and <b>BBCW</b> , providing nine <b>linear TV channels</b> .
<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. It offers customers TV, <b>broadband</b> , fixed-line and mobile telephony services, as well as a <b>closed VOD</b> service.
<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 <b>content</b> ; available on <b>cable</b> , <b>DSat</b> , <b>DTT</b> and <b>broadband TV platforms</b> .