

GLOSSARY

TV: Satellite / Digital

UK Primary Television: Freeview

UK Satellite: (non pan-continental) SKY, BT, Virgin, Talk Talk etc.

Video-On-Demand (VOD): streamed content available via 7-30 day catch up services such as 4OD, ITVplayer. This comes under TV usage and should be calculated on TVRs.

SVOD (Subscription Video-On-Demand): Netflix, Amazon Prime, Now TV, Apple TV etc.

Cinema: Commercial, theatrical cinema venues.

Online: Internet is defined as a worldwide, publicly accessible network of interconnected computer networks. Online media space is purchased on an individual basis.

Paid online advertising: (including VOD – stated under TV above); pre-rolls, banners and click-through links on webpages and on-line media/social media
Eg: TimesOnline, YouTube, Facebook.

Non-Paid online: Client's own channels to share the advertising – Eg: Client website, Client YouTube channel, Client social media and sometimes partners websites. So a client like Avios may also have their ad on British Airways site plus Shell and Tesco for example.

PR and Showreel Internet use: creative parties websites and social media - Agency, Production Company for reviews & news on sites like Campaign, Marketing, David Reviews, Marketing Week etc.

Podcast: audio/ video files distributed over the Internet for playback on portable media players/device.

Viral: using social networks to increase brand awareness. Usually sent as electronic mail ie. video clips, interactive flash games, ebooks, images etc.

Mobisode: an entertainment programme, not exceeding 5 minutes in duration, produced for exhibition on the screen of a hand held device. Most often seen on Instagram.

Out of Home (OOH): marketing in public places/ transit / waiting / commercial locations. NB: OOH tends to refer to poster print campaigns.

DOOH (Digital Out of Home, also known as Digital signage): out of home advertising on digital displays. Eg: Digital billboards, moving escalator commercials and large screens in public places.

NB: DOOH tends to be short, specific, creative, and not a full length 40 or 60 commercial.

Outdoor print: printed, static image/s in public locations. Eg: posters, bulletins, transits, terminals/stations, escalator panels, bus stops, bus sides.

NB: Most print work is used online in some format too.

In Store: in the store where the product is bought. Print and/or digital - when shown on a screen – Eg: airport duty free, retail shop, car dealership etc.

Point of sale (POS): advertising at the place where the product is bought. POS is usually print materials at the point of purchase - so cardboard stands, in-store posters, shelf inserts etc.

NB: the range of POS may extend to many retail units. It is advisable to try to find out which stores and how many i.e. Nurofen is sold at pharmacies and all supermarkets.

Other print: consumer and trade magazines, newspapers supplements, inserts, mailers, brochures, in-store leaflets, postcards etc.

Stills: still images, usually involving a stand-alone stills shoot (separate to the moving media broadcast campaign).

Screen grabs: still images taken from frames within the commercial to be used in print or digital media.

Stadiums: Print and/or Digital Billboards around the stadium (national and local).

NB be aware this may show to home audiences via broadcast, as well as those at the stadium.

Transport - including/excluding Transport For London: may include posters in the stations, at platform level, on bus stations, on bus sides, on the escalators. Can be print and/or moving image.

NB will often be included in OOH/DOOH use.

National Press: print and/or digital - Newspaper & Magazine advertising, including App and Digital versions (like Kindle etc).

Regional Press: print and/or digital. Will have less scope/reach than National Press.

Direct Mail: is a form of direct marketing where products and services are marketed through a range of promotional printed advertising materials which are directly posted to the business or home address of recipients. It is charged according to the proposed total audience/run of the marketing materials ie 1-2 million etc.

In-flight: advertising on-board an airline. Eg: in-flight entertainment, magazines, tray tables, seatbacks etc.

ATL (Above The Line): a more general term for media which is broadcast and published to large audiences such as TV, internet, cinema, radio, print, OOH (this category tends to have large budgets).

BTL (Below The Line): involves targeted audience specific advertising, usually with shorter duration and smaller budgets such as direct mail/email, flyers, POS, brochures, sales promotions, retailer promotions, retailer publications (eg Asda magazine), internet use such as retailer website/s.

Experiential Advertising: event based campaigns where there is some direct interaction with the consumer/audience.

Digital Windows: where commercials/films are broadcast to the public from retailer's windows - facing out towards street, not internal as in-store.

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If you have any queries on this document please email: info@thepma.com.