

# MULTISCREEN TV ADVERTISING TERMINOLOGY

Lexicon of aligned terms for TV advertising in all its forms,  
developed by U.S. MVPDs and the VAB.

The following list of unified TV Advertising Terms was developed together by Ampersand, Comcast Advertising, Cox, DIRECTV Advertising, DISH Media, Optimum Media, Spectrum Reach, and Verizon Fios along with the experts at the VAB. The goal of this recommendation is to align the media and advertising industry around the various delivery types of TV advertising in all its forms.

## “Streaming”

**When referring to video content delivered via an internet connection, use the term streaming.**

Example: Major live streaming events create unique opportunities for publishers and advertisers to reach engaged viewers.

## “Traditional TV”

**When referring to content delivered via wired cable or telco, satellite or over-the-air distribution (versus internet), use the term traditional TV.**

Example: Broad messaging, often achieved through traditional TV buys, is still an important tactic for political advertisers.

## “Multiscreen TV”

**When referring to multiple TV/streaming endpoints, use the term multiscreen TV.**

Example: Today’s consumers view media across many screens, making multiscreen TV advertising necessary to reach a full audience.

## Notes

- The phrase “traditional TV & streaming” may be used in place of “multiscreen TV” when deliberately breaking out the two mediums for clarity.
- “Connected TV” may still be used when discussing a device, while “**premium video**” may still be used when referring to content that is delivered transparently in a trusted brand-safe environment, and seen by real people in a high-quality viewing experience.
- “Linear”, which refers to content watched on a pre-determined schedule, is a term that can be applied to traditional TV or to streaming (i.e. FAST is streaming but also linear). “Linear” is a viewing style rather than a distribution type.
- As MVPDs transition to IP-based infrastructures, some or all of the ads within a viewer’s “traditional TV” experience may be dynamically delivered.

