

TV Industry Acronyms



- ACR** – Automatic Content Recognition
- ADS** – Alternate Delivery Systems
- AI** – Artificial Intelligence
- AMRLD** – All Minute Respondent Level Data
- API** – Application Program Interface
- AOT** – All Other Tuning
- BBO** – Broadband Only Households
- CAGR** – Compound Annual Growth Rate
- CANs** – Contextual Audience Networks
- CDN** – Content Delivery Network
- CRM** – Customer Relationship Management
- CTV** – Connected TV
- DAI** – Digital Ad Insertion
- DASH** – Dynamic Adaptive Streaming over HTTP
- DBS** – Direct Broadcast Satellite
- DMA** – Designated Market Area
- DMP** – Data Management Platform
- DOM** – Description of Methodology
- DQA** – Data Quality Assurance
- DR** – Direct Response
- DRC** – Dedicated Return Channel
- DSP** – Demand Side Platform
- DSTB** – Digital Set-Top Box
- DVR** – Digital Video Recorder
- EMM** – Electronic Mobile Measurement
- FTO** – Nielsen Forced Turnover
- FTP** – File Transfer Protocol
- GRP** – Gross Ratings Point
- GTAM** – Nielsen Global Television Audience Meter
- HDR** – High Dynamic Range
- HH** – Household
- HOH** – Head of Household
- HTTP** – Hyper Text Transfer Protocol
- HUT** – Households Using Televisions
- IO** – Insertion Order
- IP** – Internet Protocol
- IVT** – Invalid Traffic
- JOA** – Joint Operating Agreements
- KPI** – Key Performance Indicator
- LCD** – Liquid Crystal Display
- LPM** – Local People Meter
- MAC** – Media Access Control
- MIT** – Nielsen Media Information Tape
- MMT** – MPEG Transport Stream
- MMX** – comScore Media Metrix
- MOE** – Margin of Error
- MRC** – Media Rating Council
- MRI** – Mediamark Research Inc.
- MVD** – Nielsen Metered Viewing Data
- MVPD** – Multichannel Video Programming Distributor
- NAD** – Nielsen National Audience Demographics
- NAVE** – Nielsen Audio & Video Encoder
- NBCU** – NBC Universal
- NHSI** – Nielsen Hispanic Station Index
- NLTV** – Nielsen Local TV View
- NNTV** – Nielsen National TV View
- NPM** – Nielsen National People Meter
- NSI** – Nielsen Station Index
- NSS** – Nielsen Syndication Service
- NTAR** – National Television Audience Report
- NTI** – Nielsen Television Index
- NTIH** – Nielsen Television Index Hispanic
- OEM** – Original Equipment Manufacturer

TV Industry Acronyms



- OOH** – Out of Home
- OTA** – Over the Air
- OTT** – Over-the-Top
- PC** – Personal Computer
- PII** – Personally Identifiable Information
- PM** – People Meter
- POV** – Point Of View
- PPM** – Portable People Meter
- R&D** – Research & Development
- RLD** – Respondent Level Data
- ROAS** – Return on Ad Spending
- ROI** – Return on Investment
- RPD** – Return Path Data
- SCTE** – Society of Cable and Telecommunications
- SDK** – Software Development Kit
- SM** – Set Meter
- SOW** – Statements of Work
- SQA** – Software Quality Assurance
- SSP** – Supply Side Platform
- STB** – Set-Top Box
- SVOD** – Subscription Video on Demand
- TCP** – Transmission Control Protocol
- TIP** – TV Interface Practices Initiative
- UE** – Universe Estimate
- UHD** – Ultra-High-Definition Television
- UI** – User Interface
- UTC** – Universal Timecode
- UV** – Unique Visitor
- VA** – Viewer Assignment Methodology
- VAST** – Video Ad Serving Template
- VMVPD** – Virtual Multichannel Video Programming Distributor
- VOD** – Video on Demand
- VPAID** – Video Player-Ad Interface Definition
- VPN** – Virtual Private Network
- W3C** – World Wide Web Consortium