

Our OTT experts at Gamut use proprietary data to build brand campaigns that redefine smart video strategy.



MEDIA CHEAT SHEET

OTT OVER-THE-TOP, A TERM USED FOR DELIVERY OF FILM AND TV CONTENT VIA THE INTERNET	
PMP PRIVATE MARKET PLACE	CPO COST PER ORDER
DID DEAL ID	CPS COST PER SALE
DFP DOUBLECLICK FOR PUBLISHERS	CPCV COST PER COMPLETED VIEW
DFA DOUBLECLICK FOR ADVERTISERS	CRM CUSTOMER RELATIONSHIP MANAGEMENT
DCM DOUBLECLICK CAMPAIGN MANAGER	CTR CLICK THROUGH RATE
CTV CONNECTED TV	DMA DESIGNATED MARKET AREA
MRC MOBILE RATINGS CERTIFICATE	DMP DATA MANAGEMENT PLATFORM
DAR DIGITAL AUDIENCE RATING	DR DIRECT RESPONSE
ATF ABOVE THE FOLD	DSP DEMAND SIDE PLATFORM
BT BEHAVIORAL TARGETING	eCPM EFFECTIVE COST PER THOUSAND IMPRESSIONS
BTF BELOW THE FOLD	FEP FULL EPISODE PLAYER
CPA COST PER ACQUISITION	GRP GROSS RATING POINT
CPC COST PER CLICK	HTML HYPER-TEXT MARKUP LANGUAGE
CPD COST PER DOWNLOAD	IO INSERTION ORDER
CPE COST PER ENGAGEMENT	IP INTERNET PROTOCOL
CPM COST PER THOUSAND IMPRESSIONS	

Get Smart OTT at www.gamut.media

KPI KEY PERFORMANCE INDICATOR
LDA LEGAL DRINKING AGE
MMM MIXED MEDIA MODELING
MRAID MOBILE RICH MEDIA AD INTERFACE DEFINITION
MSA MASTER SERVICES AGREEMENT
OBA ONLINE BEHAVIOR ADVERTISING
OOH OUT OF HOME
OPA ONLINE PUBLISHER ASSOCIATION
PII PERSONALLY IDENTIFIABLE INFORMATION
POI PLACES OF INTEREST
POP POINT OF PURCHASE
RFI REQUEST FOR INFORMATION
RFP REQUEST FOR PROPOSAL
ROAS RETURN ON AD SPEND
ROI RETURN ON INVESTMENT
RON RUN OF NETWORK SITES OR APPS
RSS REALLY SIMPLE SYNDICATION
RTB REAL TIME BIDDING
SOV SHARE OF VOICE
SSP SUPPLY SIDE PLATFORM
T&C TERMS AND CONDITIONS
TRP TARGET RATING POINT
UGC USER GENERATED CONTENT
VAST VIDEO AD SERVING TEMPLATE
VCR VIDEO COMPLETION RATE
VMAP VIDEO MULTIPLE AD PLAYLIST
VOD VIDEO ON DEMAND
VPAID VIDEO PLAYER AD INTERFACE DEFINITION
WAP WIRELESS APPLICATION PROTOCOL
WWW WORLD WIDE WEB

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