



platform status report
**AN INTERACTIVE TELEVISION
ADVERTISING OVERVIEW**



Interactive Television Advertising Contents

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Executive Summary

In the late 1970s Warner Cable pioneered a two-way interactive cable system called QUBE in Columbus, Ohio bringing with it the promise of a higher level of engagement between content and consumers. While not the only interactive system, it was probably the most famous, but it was not rolled out beyond Ohio. In the intervening years, numerous concepts and services for creating robust interactive applications, including advertising, have come and gone. These included Time Warner's Full Service Network in the early '90s, WebTV, and AOLTV, in the late '90s all of which faced both bandwidth and infrastructure limitations.

With the digitization of distribution technologies, proliferation of channels, and fragmentation of audiences, the technical barriers to interactivity are falling as is the need to find ways to create more stickiness in consumer interaction with the advertising that underwrites much of today's TV entertainment. Interactivity's ability to combine the emotive capabilities of television with the potential for high impact consumer engagement and measurement information is attracting renewed interest from advertisers. The impact of the internet has taught consumers to click while engaging with entertainment while giving advertisers more accountability through census versus small sample measurement. It is with this backdrop that the potential for an emerging widespread capability for interactive advertising is emerging.

The IAB Interactive Television Committee has developed this document to outline the emerging capabilities across the Cable, Telco, and Satellite distribution systems and their compatible devices in the US market. This report will also lay out the impediments to widespread adoption with an eye to approaches that advertisers can use to leverage these high impact advertising tools. Definitions and Nomenclature used in this document can be referenced in Appendix A.

Capabilities

There are many capabilities throughout the Interactive Television landscape available to advertisers. These capabilities are differentiated in various ways, including the initial consumer on-screen experience and follow-on engagement. Some of the capabilities covered include:

- Interactions can be initiated from:
 - On screen overlays, many of which look like web like banners. The experience can be self contained within these overlays for experiences like quizzes or can be linked to further information
 - On screen triggers (customized or standardized symbols)
 - Ad experiences listed within a menu
- When selected, a viewer may see:
 - An overlay application that enables interactivity while retaining the video experience
 - DALs (designated advertiser locations) or Microsites– these are mini web sites which can internally include multiple locations
 - Additional video
 - *Note:* in some systems the live stream is paused while the viewer engages with the Microsite, in others the content continues to advance while the viewer is engaging with the interactive element
- Metrics & Reporting: A key capability that iTV provides is reporting and measurement data around the engagement of viewer while viewing the TV. This allows the content owner to have new information about the viewership experience of their content.

Challenges

As noted above there is renewed interest in the power of interactive but there are challenges to its widespread adoption. These include:

- Scaling standardized technologies for a truly national footprint
- The lack of standards extends to lack of common measurement techniques and is compounded by the lack of standards



Industry Initiatives to Overcome Challenges

There are a few key things the industry is doing to implement and deploy the defined standards.

- Standard implementation and broad deployment of EBIF, a cable industry ETV standard, which at least one major Telco has also adopted.
- Deployment of a standardized stewardship platform to enable the buying, selling, execution and measurement of nationally delivered interactive television experiences
- Cross Industry consortium evaluating and coming together on standardizing and evangelizing of interactive TV capabilities.

The IAB Platform Status Report is a living document that will be updated by the IAB Interactive Television Committee regularly to reflect the most current state of this dynamic and ever-evolving platform.

Why Spend in Interactive Television?

Metrics/Accountability

Traditional commercial buys are not nearly as valuable in homes with DVRs. During the third quarter of 2009, 39% of all programs viewed in TiVo households were time-shifted. Further broken down that was 47% of broadcast television was time shifted in TiVo households, and 36% of cable TV. In that same time period, the overall ratio of commercial viewing compared to content viewing in time-shifted programming was 0.48 with broadcast delivering a 0.44 and cable a 0.51.

As the proliferation of DVRs increases, the measurement models for traditional 30 second commercial buys become more obsolete. At the same time, the online advertising measurement capabilities become more robust. The metrics that can be measured with many forms of Interactive Television Advertising bridge the gap, making televised advertising accountable in a way that traditional: 30s can't be. Measurement can include the exact number of people who interact as well as the length and depth of engagement.

Addresses and Engages Consumer

When choosing to engage with Interactive Advertising, the consumer indicates that he/she is open to receiving branded messaging and information at that time. Once engaged, the viewer can continue that engagement for as long as the interactive experience holds their interest. ITV enables consumer engagement improvements to the traditional TV spot and programming, as well as being a platform for longer form engagement.

Consumer Controls Engagement

By adding interactivity, the user experience of consuming messaging from a television screen can be a lean forward experience and can be targeted. National media buys can now be enabled with iTV in through a National distribution platform delivering the following benefits: 1) Scale, 2) customization, addressability, and localizations ensuring that marketing messages are their most impactful because they are being delivered to the right consumers.

Less Cluttered Ad Environment

Most interactive advertising offerings provide a brand with the opportunity to create a rich, singular branded experience that allows for an immersive experience for the consumer. This is not an experience that can be replicated within a series of commercials in a traditional commercial pod, or in the visually cluttered environment found on many websites. Unlike online advertising, Interactive Television Advertising often offers a single branding message at any given time.

Overview of the ITV Ecosystem

CURRENT STATE

After decades of trials, Interactive Television is ready for primetime in the U.S. marketplace. Thirty years after the Columbus, Ohio launch of QUBE, the first large scale interactive TV trial in history, there are numerous reasons ITV is poised to become a common feature of the television experience:

Technology is in place ...

Satellite and Telco TV is expanding ITV services. Cable has adopted industry standards and is readying systems for ETV-EBIF and tru2way/OCAP. Connected TVs, devices and set tops are hitting the market. Widgets are coming to TV.

Consumer expectations are forming ...

DVRs, Program Guides, VOD and Gaming Consoles, have trained viewers to enjoy interacting with TVs.

Competition is real ...

Satellite and Connected TVs offer interactive features & widgets; Advertising is shifting online; Consumers are "cutting the cord" – watching TV on PCs.

The industry is motivated ...

Six top MSOs have committed extensive resources to Canoe Ventures to develop and deliver a solution that enables interactive, addressable advertising to TV at SCALE. Canoe, through its cable operator partners, reaches a majority of American multichannel HH. Americans are watching more TV than ever – According to average American watched 31 hours of television per week; As Americans continue to watch more TV each Nielsen's recent "Third Screen Report," 99% of video viewing in the U.S. takes place via a television; the year, there also are more TVs in each home than people – 54% of Americans have three or more TV sets in the home. Scalable advanced ad solutions to bring more value to ad-supported TV will help maintain TV's dominance a marketing medium.

PRODUCT TYPES

Interactive Television boils down to three categories of products:

Bound Apps (Launch app via Channel)

- Overlay on channel (Dish, ETV-EBIF)
- Fullscreen with video squeezeback (DirecTV)
- Viewer launches app via on-screen prompt



Unbound Apps
(access app via remote or channel guide)

- Widget overlays on screen (e.g. Yahoo TV Widgets)
- Interactive Virtual channel (Available via program guide)



Portals/Walled Garden
(access via dedicated button on remote)

- Instant info (weather, horoscopes, lottery, etc) bundled with customer care features. (Panasonic VieraCast HOME, DirecTV ACTIVE)



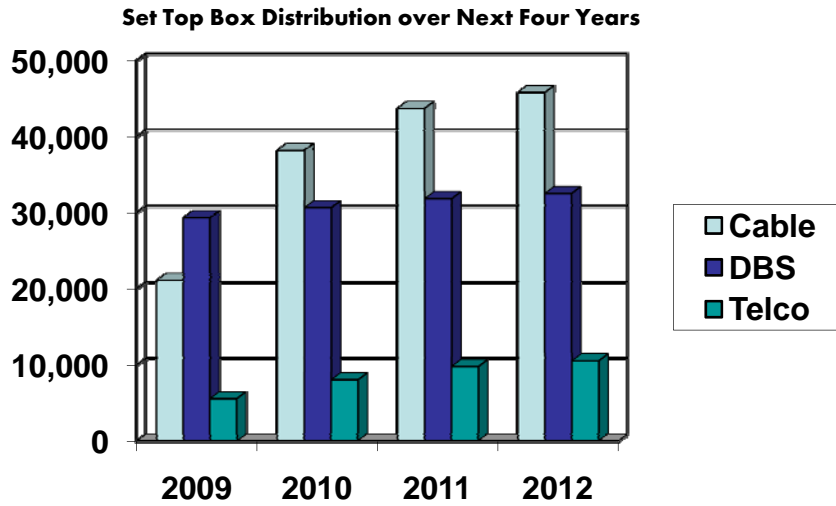
DISTRIBUTION PLATFORMS

For years, Interactive Television was talked about by many, but seen by few. In the U.S., ITV had long been relegated to limited trials in a handful of markets – and a snazzy booth at an industry trade show. But competitive pressures have now compelled the industry’s key players to add an “I” to their “TV” offerings.

<p>Satellite ITV applications on DirecTV and DISH now available in 25 million sub homes – the largest interactive “footprint” in the U.S.</p> <p><i>By 2012, DBS subscriber growth will peak at 32MM and an estimated 99% will have ITV STBs (SNLKagan)</i></p>	<p>Cable MSOs prepping systems for ETV EBIF and tru2way interactive programming, services and advertising.</p> <p><i>By 2012, ETV-EBIF will reach an estimated 50MM Cable subscribers & tru2way 34MM (SNLKagan)</i></p>
<p>Telco AT&T U-verse and Verizon FiOS have grown to combined 4.2 million subs, with both promoting ITV – including weather-on-demand services – as a key feature.</p> <p><i>By 2012, Telco TV subscriber growth in the US is projected to hit 10MM subs (SNLKagan)</i></p>	<p>Internet Connected TV Consumer electronics companies rolling out Internet-connected TVs, STBs and devices featuring ITV portals and widgets. LG, Sony, Samsung, Vizio & Toshiba are introducing HDTVs with Yahoo TV Widgets in 2009.</p> <p><i>By 2012, 6.5m households worldwide will be able to use TVs to go online (IMS Research)</i></p>
<p>Game Console General console growth and usage of Xbox 360, Wii, and Playstation 3 continue at a solid pace, evolving from gaming to entertainment (TV, movies, video, music) and social media (text messaging, video/audio chat, Twitter, Facebook). Online services such as Xbox Live and PSN are driving innovation. Xbox Live has over 20mm WW online members, while PSN and Wii online members are not available.</p>	

DISTRIBUTION REACH (PROJECTED)

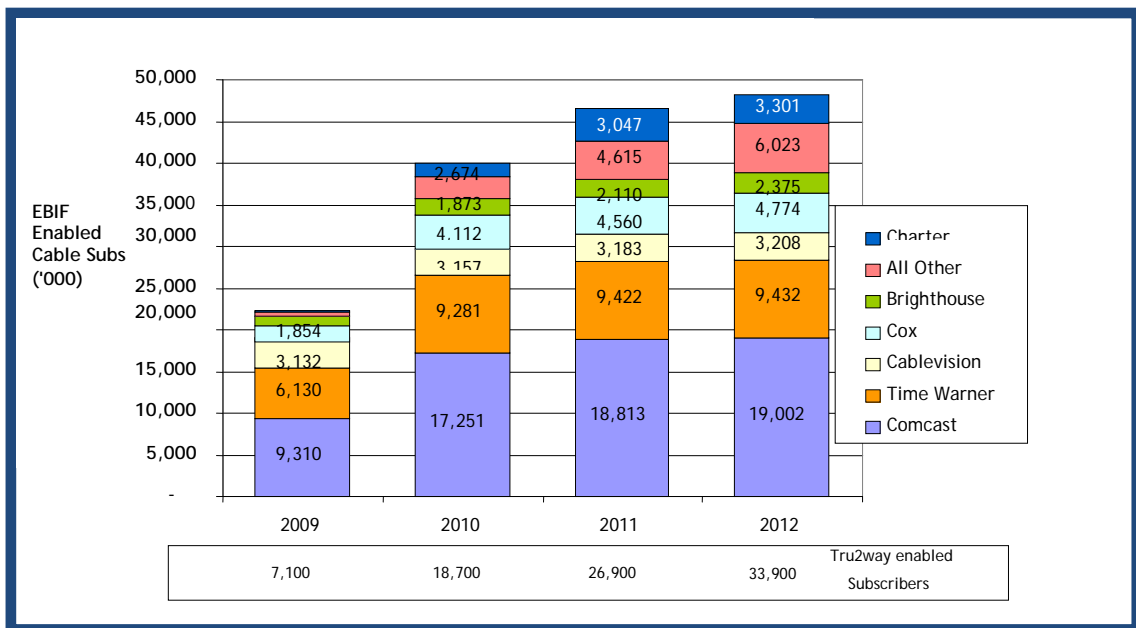
The ever faster deployment of digital set top boxes is expected to greatly expand the availability of ITV for U.S. consumers over the next four years.



Source: SNL Kagan VOD & ITV Investor Report 1/2009

PROJECTED CABLE ITV SUBS

The cable industry is banking its near-term ITV future on EBIF (Enhanced TV Binary Interchange Format), an enhanced TV standard installed on essentially all legacy set-top boxes. EBIF is the mechanism that can make interactivity work across digital set-top boxes from coast-to-coast. The MSOs will use EBIF to broadly deploy interactive programming – via bound and unbound applications – and addressable advertising. That said, the task of outfitting a critical mass of systems to accommodate EBIF will not happen overnight. Each of the MSOs is deploying EBIF at their own rate.



Source: SNL Kagan VOD & ITV Investor Report 1/2009



THE PLAYERS

The ITV ecosystem is growing and evolving, with players large and small, old and new, vying to stake a claim in an industry characterized by innovation and long-held promise.

<p>Distributors</p> <p><i>Satellite</i></p> <ul style="list-style-type: none">o DirecTVo Dish <p><i>Cable</i></p> <ul style="list-style-type: none">o Comcasto Time Warnero Chartero Cablevisiono Coxo Bright Houseo Comcast Media Center <p><i>Telco</i></p> <ul style="list-style-type: none">o AT&T U-verseo Verizon FiOS <p><i>Game Console</i></p> <ul style="list-style-type: none">o Xbox Live	<p>Application Developers</p> <ul style="list-style-type: none">o Alitcasto Ensequenceo EnableTVo Fourth Wall Mediao iTAASo Zodiac Interactiveo OpenTV <p>Advertising Solutions</p> <ul style="list-style-type: none">o Canoe Ventureso Navic (Microsoft)o Fourth Wall Mediao Visible Worldo Emuseo Ensequenceo ARRISo BlackArrowo Sigma Systemso Concurrento Brightlineo Backchannel Mediao Huluo Rovi	<p>Devices</p> <p><i>Connected TVs & Blu-Ray Players</i></p> <ul style="list-style-type: none">o Yahooo Sonyo Samsungo LGo Vizioo Panasonico Sharpo Anysource Media <p><i>Set Tops</i></p> <ul style="list-style-type: none">o TiVoo Digeoo Cisco/SAo Motorola <p>Application Testers & Integrators</p> <ul style="list-style-type: none">o CableLabso iTAASo Vidiomo EnableTV <p><i>Network Gaming Consoles</i></p> <ul style="list-style-type: none">o Microsoft Xbox 360o Sony Playstation 3o Nintendo Wii
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Available Advertising Products

Interactive Television Advertising takes many forms on the various platforms that are available throughout the US. Options range from simple overlays on top of commercials or program content to complex applications allowing consumers to purchase products or engage with a branded message for a lengthy period of time. One thing that is consistent is that interactive options allow for a more immersive advertising experience than a traditional fifteen or thirty second advertisement. Interactive advertising can create a lean-forward experience with a television, similar to what is capable through the internet with a PC.

While there is not yet one standard Interactive Advertising unit or functionality, there are some consistent advertising products that have been broadly deployed by service providers throughout the US. This section aims to give an overview of what is available today, and from which providers.

For the purposes of this section, the ad units have been broken down into two elements: Entry Points and Destinations or Technical Capabilities.

ENTRY POINTS

Entry Points are the place within the TV viewing or interactive experience where the viewer is first exposed to the interactive advertisement. Entry Points may be displayed within commercial or programming content based on some contextual or technical trigger, or may be displayed within the user interface screens or menus of the STB or other device connected to the TV.

Main Menu Banner

A Video or Non-Video entry point that is displayed on the main menu of an interactive service or portal that may be “clicked” to navigate elsewhere or launch other interactive advertising features.



Source: DirectTV and TiVo

Interactive Guide Banner

Advertising Entry Point placed within the Interactive Program Guide that can be used to direct viewers to tune to other channels or may be interactive and when selected will lead to an application, other section of User Interface, VOD channel or Branded Showcase/Microsite.



Source: Rovi

Interactive Tags in Commercials (a.k.a. Triggers)

Meta-data embedded or encoded in a commercial with additional information or graphics. When the commercial runs, graphics are triggered to appear with a call to action or other interactivity. This may also be activated during "trick play" modes. These are also sometimes referred to as Billboards or Speed Bumps when they are displayed over commercial content in fast forward or rewind mode.



Source: TiVo

Pause/Delete Screen Banner

Entry Point placed within the DVR user interface in the Pause Menu or Delete Screens of a program that can be used to direct viewers to tune to other channels or may be interactive and when selected will lead to an application, other section of User Interface, VOD channel or Branded Showcase/Microsite.



Source: TiVo

DESTINATIONS/CAPABILITIES

Destinations are the follow-on engagements that the consumer experiences once they have initiated the interaction. Technical Capabilities are applications or functionality that can be interacted with. They are either presented as part of an Entry Point or Destination, or can be accessed from the entry points. For example, a voting application may be deployed onscreen within an overlay, or may be accessed through a Showcase/Microsite.

Branded Showcases/Microsites (a.k.a Dedicated Advertiser Location/Virtual Channel)

Collection of segments (including ads, short form programming, and other elements) presented in a single interface package around an advertisers targeted message that is promoted in various entry point locations (within programming, in profile ads, interstitials, etc.)



Source: Xbox Live



Source: TiVo

Branded Theme

Consumers select and apply a branded theme to personalize their console gaming experience.



Source: Xbox Live

Promotions on Demand

A VOD destination where consumers can select and receive valuable offers.



Source: Time Warner Cable Sales

Broadband/VOD Sponsorships

Ads running within or adjacent to non-linear broadband delivered or VOD content.



Source: Xbox Live

Click to Call

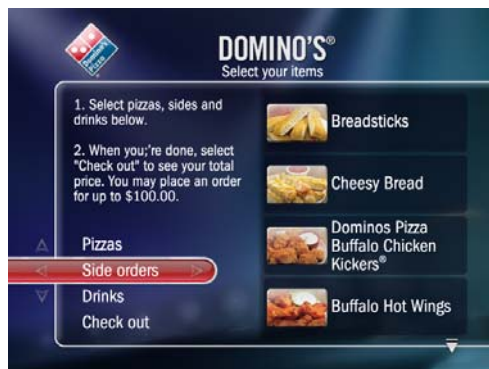


Source: TiVo

Viewer grants the advertiser permission to call via phone, and phone number from account is provided to advertiser for prompt action.

Customized Applications/Games/Commerce

A wide variety of examples exist from casual memory/match games including logos or product images to complex television commerce applications allowing for the purchase of products through an iTV interface. Retail locators can also be incorporated into custom applications.



Source: TiVo



Lead Generation Capability (a.k.a. Request for Information (RFI))

Viewer grants permission for the advertiser to contact (send sample, brochure, email, enter sweepstakes) via request for more product information.* Contact information is either taken from viewer's account interactive service or MSO account information or is entered through interactive interface. (For demonstration purposes only, not an actual offer.)



Source: Canoe

Survey/Voting/Polling



Source: Time Warner Cable Media Sales

Either overlay or application based questions designed to solicit information from consumers, or encourage longer brand engagement. Voting can be incorporated into an on-screen overlay for a single-location interactive experience, or can be included in the features that are accessed from a Showcase/Microsite.

Telescoping to VOD

When viewers select, they are directed immediately to the VOD channel.



Source: Time Warner Cable Sales



Each Interactive Television Advertising provider listed in the chart below has productized some combination of Entry Points, Destinations and Technical Capabilities into advertising products and is currently making these available to the marketplace. Some may be local or regional deployments whereas other capabilities are available across the provider's entire national footprint. Each provider may be contacted for information about the current reach of their deployed capabilities.

Current Offerings by Provider

The chart below outlines the Entry Points and Capabilities that are currently offered by the major players in the Interactive Television Advertising marketplace. In addition, the offerings that will be available by these providers in the near future are denoted below.

Entry points	AT&T-U-Verse	Cablevision (Not Confirmed)	Comcast	Charter	Comcast	Cox	DirecTV	Dish/Not Confirmed	THW/LodgeNet	Rovi	Time Warner	Xbox Live	TiVo	Verizon Fios
Main Menu Banner	R	x					x	x	x		R	x	x	
Interactive Guide Banner	R	x			x		x	x		x	x			R
Interactive Tags in Commercials	R	x	R	x	x	x			x		x		x	R
Overlay	R		R	x	x	x	x				x		R	R
Pause/Delete Speedbumps											R		x	
Screen Banner														
Destination/Capabilities														
Branded Showcases/Microsites	R	x		x	R		x	x	x	x	x	x	x	x
Branded Theme	R			x						x	x	x		R
VOD/Broadband Sponsorships (includes pre-roll, post-roll)	R	x		x	x	x	R				x	x	x	x
Click to Call	R	x		R	R						R			
Lead Generation Capability/RFI	R	x	R	x	x	x	x	x	R		x	x	x	R
Survey/Voting/Polling	R	x	R	x	R	x	x	x	x		x	R	x	R
Telescoping to VOD	R	x	R	x	x	x	x	x	x	x	x	x	x	R
Commerce	R	R	R	R	R		R				R	R	x	x
Customized Applications/Games	R		R	R			x	x			R	x	x	x
Addressable Advertising	R		R	x	R		R				R	R	x	R

x = launched in-market (either single markets or across footprint) R = in roadmap



Current Industry Challenges

Interactive Television has developed without an industry framework for technology standardization. As a result, the following challenges, as identified by the IAB Interactive Television Committee have been barriers to robust development of the Interactive Television marketplace. In the last few years, the success of interactive ads in the web advertising space in driving consumer engagement and therefore ad efficacy has energized many players in the industry to redouble their efforts to offer technologies that can deliver interactivity to television.

Challenge	Description
<p>Consistent Technology among the Multiple System Operators</p>	<p>Historically interactive capabilities and applications have been offered in a variety of portals, banners, and other experiences built upon a number of technology platforms, many of which are proprietary. These diverse and often incompatible systems evolved as a result of the naturally closed nature of television infrastructure. Additionally, as providers consolidated, the sunk costs of established infrastructure made it prohibitively expensive to homogenize even within a single company.</p> <p>Over the last 5 years, the cable industry has defined an iTV standard (EBIF) which will enable the cable platform to become homogenized and support a “write once, deploy anywhere” paradigm. The cable industry, is investing to further standardize the development and deployment of EBIF across the digital cable footprint. Verizon has also adopted the EBIF standard.</p> <p>Other iTV providers have chosen to adopt web standards to create interactive functionality. For example, Xbox Live and others support FLASH applications and ads. AT&T’s U-verse and other services that support widgets, allow the programs or ads to call out to a URL on the web to provide a rich interactive experience.</p> <p>These initiatives will support programmers and advertisers in delivering iTV experiences in a consistent, scalable, and economical way.</p>
<p>Lack of Standardized Metrics/Ratings to serve as currency</p>	<p>While there is growing consensus about the potential of interactive addressable advertising, the metrics which will be used to weigh advertising effectiveness remain undefined.#</p> <p>There are many vendors working with several MSOs on how to navigate the privacy, business, and technical issues associated with capturing and effectively using set-top box data. As of now, the venture to move towards this evolution has not been a unified effort. In order for ITV metrics to be most useful for advertisers, MSOs and the technology providers will need to establish uniformity with the variables that will be reported, report with consistent time periods (i.e. daily, weekly, monthly), and ideally provide deeper, more actionable metrics for this addressable advertising space.</p> <p>While there is still much work to do, the industry is working to come together across Programmers, Agencies, Advertisers, Vendors and SPs to come to a common set of metrics. Research firms are aiming to develop new currencies for networks and advertisers to conduct business with, either supplementing or replacing the age-old Nielsen panels in some instances. Set-top box data seems to offer the golden key to not only targeting advertising messages directly to the highest prospects, but also the ability to report on that data (e.g., ad click-through rate, geography, time spent with the ad unit, features of the ad unit most used, etc.).</p>

Challenge	Description
<p>Lack of Scale</p>	<p>Traditional television advertising built its value upon the ability to reach a broad audience through a consolidated medium. This is illustrated in the use of audience measurement data as the common means of evaluating the value of an advertisement – the bigger the audience, the greater the value.</p> <p>Inconsistent advertising experiences across MSOs make it difficult for an advertiser to broadcast their marketing message to a large audience. While some MSOs may have similar advertising products, their varied implementations require an advertiser to re-author creative to adapt it to each MSO’s platform. This increases costs and reduces the budget available to spend on media. The varied platforms also generate different metrics which make it difficult to compare results across MSOs. Lastly, it is also often the case that MSOs will only support functionality across a portion of their consumer footprint due to technological variations (i.e. analog vs. digital subscribers, supported functions on individual set-top boxes, infrastructure differences, etc.). This further reduces the addressable audience for an advertising experience.</p> <p>These factors make it difficult for an advertiser to achieve the necessary audience aggregation for an effective advertising campaign with consistent and replicable results. The steps, as described earlier, to create standardization either through EBIF or web standards could go a long way towards ameliorating the scale issue.</p>
<p>Lack of Clear Definition within the Marketplace</p>	<p>For years, interactive TV has been a sort of holy grail to Madison Avenue. But even now, with ITV finally reaching millions of U.S. consumers, the picture for advertising agencies and their clients, is promising, yes – but fuzzy, too.</p> <p>Programmers and distributors are pursuing the same goal – enhanced, addressable advertising – but rushing down different paths. For now, that fragmentation means advertisers can’t deliver the same campaigns, in the same way, and get the same metrics against a critical mass of consumers.</p> <p>And even now, there remains confusion as to what ITV actually is. Whether it’s ITV, eTV, IPTV, Web TV, Active TV, Advanced TV, etc . . . www.itvdictionary.com lists over thirty terms used to reference Interactive Television.</p> <p>With more than thirty names, a competing array of advertising solutions, and distributors pursuing different standards, it is difficult to get a grasp on what ITV is, and to understand the value it offers to advertisers.</p> <p>While there is significant work to be done to overcome the confusion in the marketplace, through industry forums like IAB, CTAM, CableLabs and documents like this, the ecosystem is starting to become more educated about interactive television. Further, key initiatives to create a national consumer brand for interactive television, educate the ecosystem and deploy national interactive TV applications and services will also help the natural consolidation of and clarification around marketplace definitions, much like the early days of the Internet.</p>

Challenge	Description
Lack of Content by the Brand	<p>The elements needed for an Interactive Television ad campaign are rarely considered during the creative planning process. This results in interactive TV campaigns being less effective or cost prohibitive. The necessary assets may be expensive to create once production has been completed of the other creative assets. However, they often wouldn't add much too overall cost if created alongside the elements developed for use online or on traditional television.</p> <p>Outtakes or behind the scenes footage from commercial shoots can make great pay-off content when driving viewers from a 30-second commercial into an interactive experience. Additional graphic sizes may be easy to include when requesting various sized treatments from a creative shop. Brand managers, planners and creative agencies should be aware of the requirements for the various platforms so that these elements can be created to be a cohesive part of a campaign, not an afterthought. Please contact the publishers to find out more about the technical requirements to publish interactive campaigns on each platform.</p>



Who is the IAB Interactive Television Committee?

The Interactive Television Committee was formed in March of 2009. The goal of the Interactive Television Committee is to implement a comprehensive set of measurement and creative guidelines for Interactive Television Advertising, as well as educate the marketplace on its strengths. The Committee has defined Interactive Television as Interactive Advertising occurring inside a television environment.

Co-Chairpersons: Jared Iwata, Verizon
Chris Falkner, NBC Universal

The Committee consists of various players in the Interactive Television ecosystem. The Committee will continue to grow as more interested parties become members of the Interactive Advertising Bureau. The current members of the Committee are:

IAB Interactive Television Committee	
AdMeld	Hulu
Agency.com	KPMG
AT&T	Microsoft Advertising
Atigeo LLC	MTV Networks
BackChannelMedia	National Geographic
Batanga	NBC Universal
BlackArrow	PointRoll
Canoe Ventures LLC	Quantcast
Cisco Media Solutions Group	Rovi Corporation
CMG Digital	ScanScout
Collective	Simulmedia
Comcast Spotlight	TARGUSinfo
comScore	Time Warner Cable Sales
Cox Cross Media/Cox TV	TiVo Inc.
Cybage Software Pvt. Ltd.	Turner Broadcasting System Inc
Discovery Communications	Univision Interactive Media
ESPN.com	Verizon Communications
Federated Media Publishing	Weather Channel Companies
Fox News Channel	Wild Tangent
Freewheel Media Inc.	Zeta Interactive
HealthiNation	



Appendix A: Definitions and Nomenclature

Addressable Advertising: Getting the right advertising message to the right viewer at the right time.

Ad-ID - Ad-ID upgrades the previous ISCI commercial coding system and replaces other methods used to identify advertising assets. Ad-ID is the industry standard identifier for all forms of media. Developed by the American Association of Advertising Agencies (4A's) and the Association of National Advertisers, Inc. (ANA).

API (Application Programming Interface)

Bound Application: Applications (OCAP and MHP usually) which are associated with a particular TV channel (service). When the viewer changes channel, the application bound to the previous channel is terminated. (Source: Unisoft)

BNU – Branded Navigational Unit: This is a spot that appears during linear TV to promote ON DEMAND/VOD content.

CableCARD: Removable security card for digital cable terminals, as defined by the OpenCable project. (Source: Unisoft)

CableLabs: A non-profit research and development organization for cable operators in North and South America. CableLabs organizes member meetings and develops standards for all manner of cable equipment and software. (Source: ITVT)

Call-to-Action: A tactic used by the advertiser or marketer to drive the user to take an action. This may be toward the purchase of their product or towards the intended goal of the ad campaign (i.e. clicking on a link to go to the advertiser's micro-site)

Connected TV: Broadband-enabled TV, via either a set-top-box or built-in technology.

Conversion: A desired action attributed to the advertisement.

DBS (Direct Broadcast Satellite): Satellite broadcasts intended for home reception also referred to more broadly as direct-to-home signals.

DMA (Designated Market Area): Trademarked term for Nielsen Media Research Designated Television Market Area. Used by Nielsen Media Research to identify TV stations that best reach an area and attract the most viewers. There are 210 Nielsen DMAs in the United States and 56 metered markets.

DVR (Digital Video Recorder): a device that records video in a digital format to a disk drive or other memory medium within a device. The term includes stand-alone set-top boxes, portable media players (PMP) and software for personal computers which enables video capture and playback to and from disk.

EBIF (ETV Binary Interchange Format) Enhanced TV Binary Interchange Format – CableLabs Enhanced TV application and transport signaling specification. EBIF is an industry standard that defines the format used for transporting EBIF applications to a set-top. EBIF also defines how an EBIF user agent (UA) interprets, runs, and displays an EBIF application on a set-top. (Source: Canoe Ventures)

ETV: Enhanced Television, a specification by CableLabs which allows deployment of interactive content on "thin-clients" such as the Motorola DCT 2000 (with over 1.5M platforms deployed) and Scientific Atlanta Explorer 2000 as well as OpenCable (OCAP) host devices. (Source: Unisoft)

EPG (Electronic Program Guide): An application that allows the viewer to interactively select their television programming. The development of applications enhancing the EPG such as dynamic video selection, recording options, and more is a high growth area. Currently, the EPG allows the viewer to also access summaries of shows, the ability to set recording times, show program length and names of crew members, as well as the ability to select content via categories. More advanced EPG (also called Interactive Programming Guides -IPGs) applications enable the viewer to select shows to record over several weeks every time a show or a selected movie star appears on the schedule. Ultimately, EPGs will enable the TV set to learn the viewing habits of its user and suggest viewing schedules. (Source: ITVT)

Flash Downloading: The ability to automatically send software upgrades to a set-top box network. (Source: ITVT)

Headend: The control centre of a cable television system, where incoming signals are amplified, converted, processed, and combined into a common cable, along with any origination cable-casting, for transmission to the home. (Source: Unisoft)



Household (HH): A HH is defined as the subscriber and his/her co-habitants at a single physical address where video service is being delivered.

Host Device: Set-top-box or receiver containing and executing the OpenCable Application Platform implementation. It is also host to the CableCARD device.

Hotspot: Area of an ad that is clickable or is able to be interacted with.

Impression: A single instance of an online advertisement for the purposes of reporting and billing.

Invitation Unit: A smallish still or animated graphic often overlays directly onto video content. Typically used as a less-intrusive initial call-to-action. Normally when a viewer clicks or interacts with the invitation graphic, they expand into the ad's full expression, which might be a simple auto-play video or an interactive experience

IPG (Interactive Program Guide): a digital guide to scheduled broadcast television or radio programs, typically displayed on-screen with functions allowing a viewer to navigate, select, and discover content by time, title, channel, genre, etc. by use of their remote control, a keyboard, or other input devices such as a phone keypad.

IPTV: Generally, IPTV is a system that uses Internet protocols to render audio and video. The finer details can change depending on who's using the term. Web nerds who refer to IPTV are usually talking about Web video. In that case, IPTV is a synonym for broadband, streaming, and wireless video. (Source: OMMA)

ITV: Interactive TV usually means the viewer using the remote control to "interact" with the TV to change the available video, audio and any graphics in some way. These changes are typically made by an interactive software application running in the set-top-box or TV. (Source: Unisoft)

Java - Java is an object-oriented programming language originally developed by Sun Microsystems. Java applications can typically run on any Java Virtual Machine (JVM) regardless of computer architecture and is specifically designed to let application developers "write once, run anywhere".

Linear Ad: Conventional: 15, :30, or :30 video commercial spot. Linear refers to the fixed nature of the ad playback, which has a natural start, middle, and end which plays through without user interaction. (Source: Microsoft)

Linux: Multi-user operating system used by many OCAP receiver manufacturers to execute their OCAP middleware implementations.

Metadata: Refers to additional information about a creative asset other than the video itself. Includes things like creative description and AdID. Other logical objects can also have metadata, such as a stream, viewer, or content asset. (Source: Microsoft)

Middleware: In the context of interactive TV, the software which runs on a TV receiver which is layer between the operating system and the applications. Most middleware which are open standards are based on Java. (Source: Unisoft)

MSO: Multiple System Operator. A term for US cable companies that operate multiple cable systems. Time Warner Cable and Comcast are MSOs. (Source: Unisoft)

MVPD: Multichannel Video Programming Distributor. A service provider delivering video programming services, usually for a subscription fee (pay TV). These operators include cable television (CATV) systems, direct-broadcast satellite (DBS) providers, and wireline video providers, including Verizon FiOS and competitive local exchange carriers (CLECs) using IPTV.

Native Application: Typically an application which is written for the operating system of a receiver (set-top-box) rather than the middleware standard that may also be running on the receiver. ETV User Agents are implemented as native applications. (Source: Unisoft)

Non-Linear Ad: Unlike linear ads, non-linear are displayed concurrently with the content programming. Additionally, most non-linear ads carry an expectation of user interaction or some call-to-action. Examples of non-linear ads include lower-fifth overlays, and display ads surrounding the content i.e. in the channel guide. (Source: Microsoft)

Non-Overlay Non-Linear Ad: This specific type of non-linear ad type strictly does not overlay the video content. And example of non-overlay ads is a display ad surrounding the content i.e. in the channel guide. (Source: Microsoft)



OCAP: OpenCable Application Platform, the US cable industry's middleware standard specified by CableLabs. Also known as "tru2way". OCAP is Java based. (Source: Unisoft)

OpenCable: A project established by CableLabs, to standardize a cable network interface and to build a retail market for digital cable terminals. (Source: Unisoft)

Overlay Non-Linear Ad: This specific type of non-linear ad type may overlay the video content. An example of an overlay ad is a lower-third overlay. (Source: Microsoft)

Placement: Refers to the logical target that a creative may occupy in a specific media buy. For example, the bumper spot before the start of the 1pm "The Andy Griffith Show" from May 1st to May 5th. A placement specification may be more or less specific in terms of the targeted audience intended to reach. (Source: Microsoft)

Playlist: Refers in a technical sense to a logical stretch of video programming, with all the streams, clips, segments, and other events that are to occur in sequence for that programming. (Source: Microsoft)

Portal: Refers to a virtual destination where users can go to search for and consume content from multiple providers. Like MSOs, portals may share some of the ad insertion rights into the content with others in the ownership chain. (Source: Microsoft)

PVR (Personal Video Recorder): Also known as DVR. Device used by consumers, often provided by MSO to pause, rewind, and record video content for later playback. Many PVRs also have advanced content discovery functions such as scheduled recording and search by keyword. TiVo is a well-known brand of PVR. (Source: Microsoft)

Return Channel: A data path that goes from the subscriber to the cable headend. Also known as Upstream, Reverse Path or Return Path.

Set Top Box (STB): Refers to the device actually residing in the home that provides final content presentation and also facilitates individual user interaction with the programming. STBs perform functions such as descrambling, decoding, demixing of video signals; caching video content (i.e. PVR functions), sending uplink data from user interactions such as navigational actions; compositing display components such as channel guide, content streams, and ads together into a seamless full-screen experience. (Source: Microsoft)

Session: Refers to a viewing session. May be longer or shorter than the duration of a single show or episode. (Source: Microsoft)

Stream: Refers in a technical sense to the uninterrupted flow of video from a specific source that is delivered continuously in real-time to the user's display environment. A stream can be paused or jumped to different points in the timeline, depending on STB and headend capabilities. (Source: Microsoft)

Subscriber: Refers to the billable household customer about which certain demographic, psychographic, and technographic information is known by the local MSO, and which can be used for addressability purposes. (Source: Microsoft)

Telescoping: Refers to the navigational feature whereby a user can select or highlight a region of a video, still, or scene, and "drill down" for more information, or to open a new level of navigation for that selection. (Source: Microsoft)

Trick Mode - FF, RW, Pause: Refers to standard user playback actions coming from a viewer's remote control. (Source: Microsoft)

Tru2way; tru2way is the interactive TV standard for use cable systems. It replaces the term "OpenCable Platform" and is CableLabs' brand for the OCAP middleware standard. (Source: Unisoft)

Unbound Application: An OCAP application which is not bound to a particular cable network or service. It is present across all of the TV channels. (Source: Unisoft)

User Agent: Usually used in the context of ETV, a User Agent is native application which interprets EBIF binary code and renders images on the TV screen appropriately. (Source: Unisoft)

VOD (Video on Demand): A feature which allows TV viewers select (usually from the program guide) a movie or program to be played almost immediately. Usually VOD services are provided by VOD servers located in the cable company's headend. (Source: Unisoft)

W3C: W3C Consortium - An organization formed to develop common protocols to ensure interoperability and promote the World Wide Web. (Source: Unisoft)