

Media Terminologies

Broadcast Media Terms	
ADEX	
Adjacency	An advertising pod positioned next to a particular TV or radio program. Also called commercial break positions.
Advertising Impressions	The audience delivery of media vehicles, programs or schedules. Usually expressed as thousands (000).
Advertising Research Foundation (ARF)	A non-profit organization of advertisers, agencies and the media for promoting advertising effectiveness through objective research.
Advertising Weight	The level of advertising support over a period of time, expressed in gross rating points, impressions, target audience reached, etc.
Aided Recall	A research technique where the respondent is given aid to help remember all or parts of advertising.
AMPS	
As It Falls	A testing method whereby the media test market receives the same media weight, purchased locally, as it would receive from a national theoretical plan.
Average Frequency	The number of times the average person or household is exposed to an advertising schedule. It is always derived from Gross Rating Points and Reach.
Affidavit	A statement, usually notarised, accompanying station invoices which confirm that the commercial actually ran at the time stated on the invoice.
Affiliate	A station associated with a network by contract to broadcast the network's programs
Air Date	The first broadcast of a commercial; also refers to the exact date of a particular TV or radio program.
Availability ("avails")	Unsold units of time available for broadcasters to sell to advertisers. Also refers to a station's submission of programs and rating estimates for advertising planning and buying.
Average Quarter-Hour Rating	The audience estimate reported by Nielsen and Arbitron for TV and radio. It provides the average number of persons or households who watched/listened for at least 5 minutes of the 15 minute segment being reported.
Added Value	Additional TV or radio spot provided to an advertiser at no charge to raise the overall audience delivery of the schedule.
Audio Auditing	Monitoring of radio commercial flighting on various radio stations
Break Position	A broadcast commercial aired between two programs instead of in the middle of one program.
Brief	A document compiled by the client, outlining the brand and advertising objectives for a given future period.

Broadcast Calendar Barter	An industry-accepted calendar used mainly for accounting and billing purposes. Weeks run Monday-Sunday, and each month is four or five weeks long. A term used to indicate that advertising was paid for by the advertiser using goods and services rather than cash.
BDI (Brand Development Index)	A measure of the strength of a brand's sales in a particular geographic area indexed to the national sales average.
Clutter	The term given to the proliferation of advertising messages aimed at consumers. In TV, it refers to all non-program minutes, such as commercials, station promotions, billboards, public service announcements, etc.
Cost Per Rating Point (Cost Per Point, CPP, Cost Per GRP)	The cost to reach one percent of the universe, households or individuals, in a given market or geographic area.
Cume (Cumulative Audience)	Another way of expressing reach. The total number of different people or households exposed to advertising at least once during the media schedule.
Clutter	The term given to the proliferation of advertising messages aimed at consumers. In TV, it refers to all non-program minutes, such as commercials, station promotions, billboards, public service announcements, etc.
Campaign	Total advertising and marketing effort conducted on behalf of a brand; advertising and marketing effort built around a specific appeal.
Chase list	A list prepared by a media buyer reflecting material deadlines for a given campaign.
Commitment	An agreement between a media owner and client guaranteeing a set net investment with that media owner in exchange for discount, usually cover 12 months, although shorter periods can be negotiated.
Coverage area	A geographic area within which a radio station can be received in terms of signal strength without extraordinary reception apparatus.
CPT (CPM)	Refers to the advertising cost of purchasing 1000 units of audience, calculated by dividing the cost of the media unit by audience in thousands. Example: R2000 / 537= R3.72 per thousand
Credit	Passed by a media owner to media agency/client in the event of non deliver.
Day part	Broadcast day may be divided into parts for analytical purpose for radio – morning drive, mid-day, afternoon and evening.

Demographics	Characteristics of a person /group of people expressed in terms of their age, income, education, sex, race, area, size, community etc.
Diary	An instrument for measuring viewing, listening or reading of media vehicles kept by people in a sample.
Digital TV	TV programming that is delivered by coaxial cable rather than over the air for the purposes of improved reception and delivery of additional program choices beyond the local stations.
Drive Time	The day-parts used in radio to signify primary listening being done in cars. Generally considered to be Monday-Friday 6h00-10h00 and 15h00-19h00. HUT -(Households Using Television) - a broadcast research term indicating the percent of homes with sets on during a specific time period.
Direct Response Advertising	Any advertising message that calls for a prompt response to purchase a product or request more information.
Duplication	The number or percent of the target audience in one media vehicle also exposed to another vehicle.
Efficiency	The ratio of cost to size of audience used to compare media vehicles, plans or schedules.
Exclusivity	An agreement whereby a media vehicle agrees to run no advertising directly competitive to the advertiser purchasing the media vehicle or program.
First Refusal	The opportunity for an advertiser to extend sponsorship rights of a program or vehicle before it is offered to another advertiser.
Fixed Position	An advertising position which remains fixed over time, such as the inside covers of a magazine.
Flighting	A technique for extending advertising dollars using periods of media activity interspersed with periods of inactivity.
Flow Chart	A calendar which dimensionalizes media activity over time, usually a year.
FY	An abbreviation for Fiscal Year.
Gross Impressions	The combined audiences of several media vehicles or several announcements within a vehicle, leaving in the duplication among the audiences.
Gross Rating Points (GRP's)	The sum of individual ratings in a media plan.
Heavy-up	An increase in advertising activity for a limited period of time.
ID	Station identification of its call letters and location, channel or frequency. Also refers to any commercial message less than ten seconds long.

Infomercial	A long (more than two minutes) commercial providing extensive product/service description and sales information.
Lifestage	A system which categorizes people into groups on the basis of the phase of life in which they find themselves – Newlyweds
Life style	A system which categorises people into groups on the basis of activities, interests and opinions.
Loading	A premium added to the normal advertising rate to either secure a special position or to recognize high demand period.
Log	Chronological record of a station's program and commercial exact air times.
LSM	Living standard measures – a series of grouping that segment the South African adult population based on living standards rather than any single demographic discriminator.
Marketing Share	Percentage of category sales in terms of rands or units, obtained by brand, line or company.
Market Research Bureau	A syndicated source of print and broadcast audience measurement, as well as product usage data.
MFSA	
MIW	Media inflation watch – survey which monitors media inflation trends against a comprehensive basket of media.
Nielsen	A.C Nielsen is the world largest market research company specializing in media research.
Net Cost	Advertising rates which do not include advertising agency commission and/or include discounts
Pay Per View	A type of Pay TV where viewers are charged each time they watch the special event or movie being broadcast.
Pay TV	TV system providing programs which are available only to the households, who subscribe, usually transmitted via coaxial cable or telephone lines. Also called "premium channels" on cable, such is HBO, Cinemax, Showtime, Disney Channel, etc.
Piggyback	Back-to-back scheduling of two or more brand commercials of one advertiser in network or spot positions.
Pilot	A sample of a proposed TV series.
Pre-emption	The substitution of one advertiser's local TV commercial by another advertiser paying a higher price for the spot, or by a different program of interest.
Penetration	The degree to which a medium or vehicle has coverage in a specific area. Can also refer to the effectiveness of advertising's impact on consumers.

Psychographic	Describes consumers on the basis of some psychological trait, characteristics or life style.
RAMS	
Rate Card	<p>A statement by a medium showing advertising costs, issue dates, program names, closing dates, requirements, cancellation dates, etc.</p> <p>A listing, published by medium that enumerates costs of advertising, mechanical requirements, date of issue, closing for orders and material deadline.</p>
Rating	An estimate of the size of an audience expressed as one percent of the total population.
Reach	A number of people exposed to advertising one or more times during a given period.
Roll Out	An advertising technique where advertising is expanded to cover more and more markets as distribution/ product sales are also expanded.
Road blocking	A scheduling technique where a brand's commercial airs at approximately the same time on all three networks or on all stations in a given market.
Simulcast	Broadcast of the same program at the same time on both AM and FM radio stations. Can also refer to a radio station simultaneously broadcasting the audio portion of a TV program.
Spill-In	The amount of programming viewed within a market area to stations that are licensed to an adjacent market.
Spill-Out	The amount of viewing to local stations outside the home market area or country.
Strip	A program scheduled at the same time each day, typically Monday-Friday.
Superstation	An independent station whose signal is transmitted to many markets via a satellite.
Sweeps	The four 4-week periods when all TV markets are measured for station viewing and demographic information. Sweep months are February, May, July and November.
Share	The percent of an audience tuned to a particular program at a given time.
Share of Voice (SOV)	Brand's percent of the total advertising weight in its product category.
Short Rate	The cost difference between the discounted contract rate and the higher rate actually earned by an advertiser if he fails to fulfill the contracted amount of advertising.
Syndicated Program	A program bought by a station or advertiser from an independent organisation, not a network.

TAMS	
Tag	A brief announcement at the end of radio commercial program.
Telmar	Company/Computer system offering various media planning systems for reach and frequency, as well as cross tabulation of data.
TGI	
Upfront	Term indicating that an advertiser has purchased advertising for the coming broadcast year in an early buying season, typically for the benefit of lower rates and CPM guarantees.
Vehicle	Anything capable of exposing advertising to customers.

. Updated: 02 May 2012

Internet Media Terms	
Blog	A blend of web log. Part of a web site, usually maintained by individuals with regular entries of commentary, events or other material, including video. Entries are displayed in reverse chronological order.
Bookmark	A routine that allows you to save a reference to a site or page that you have already visited. At a later point in time, you can use a bookmark to return to that page. It commonly refers to a feature of Netscape Navigator (a web browser) that allows you to collect and organize bookmarks of your favorite web sites.
Browser	An application used to view and navigate the World Wide Web and other Internet resources.
Bug	Problem with computer software or hardware that causes it to malfunction or crash.
Bulletin Board System (BBS)	Open computer systems that members can dial into in order to send email, join discussion groups, and download files. Since the 1970s, BBS's have provided an early means for home users to get online. Originally, BBS's were freestanding local systems, but now many provide access to Internet email, telnet, FTP, and other Internet services.
Chat	A form of interactive online communication that enables typed conversations to occur in real-time. When participating in a chat discussion, your messages are instantaneously relayed to other members in the chat room while other members' messages are instantaneously relayed to you.
Congestion	A state occurring in a part of a network when the message traffic is so heavy that it slows down network response time.
Connection	When two computers have established a path through which the exchange of information can occur.
Cookies	Small files that are downloaded to your computer when you browse certain web pages. Cookies hold information that can be retrieved by other web pages on the site. Some cookies are programmed with an expiration date so that they are automatically deleted after a period of time.
Copy Protection	A software lock placed on a computer program by its developer to thwart piracy. This preventative measure was widely used in the mid-1980s but later abandoned by many developers because of numerous customer complaints.
Cracker	A malicious hacker who breaks (or cracks) the security of computer systems in order to access, steal, or destroy sensitive information. "Hacker" is often incorrectly used instead of cracker, especially by the media. See also hacker .
CPA	Cost per action.

CPC	Cost per click.
CPM	Cost per 1,000 impressions.
CRM	Customer relationship management.
CTR	Click through rate.
Crossload	To send an attached file via email. See also upload and download .
Domain Name	The official name of a computer connected to the Internet. Domain names are derived from a hierarchical system, with a host name followed by a top-level domain category. The top-level domain categories are com (for commercial enterprises), org (for non-profit organizations), net (for network services providers), mil (for the military), and gov (for government).
Domain Name System (DNS)	A database system which looks up host IP addresses based upon domain names. For example if you ask for "www.thisismyhost.com" it will return 123.45.67.89. Copies of the Domain Name System are distributed through the Internet.
Download	To transfer data from a larger "host" system to a smaller "client" system's hard drive or other local storage device. See also upload .
Download Charges	Monetary charges associated with downloading a file from a commercial online service. This method of information exchange is not very popular.
E-cash	Electronic money designed to be used over a network or stored on cards similar to credit cards. E-cash is still more of an idea than a practical reality, largely due to security concerns.
E-form	An electronic form that is filled out by a user and sent over a network. They are typically used to place orders or provide feedback. E-forms can be placed on web pages or in Java applets and usually contain text boxes, buttons, and other components.
Emoticon	A cute sideways face created by using special characters on the keyboard. Used to express emotions without words. For example, this winking face ;-) indicates "I'm joking", this sad face :-(expresses sadness or "I'm sulking". If this makes no sense, turn your head sideways and look again. Also known as a "smiley".
Encryption	A procedure that renders the contents of a message or file unintelligible to anyone not authorized to read it. PGP (Pretty Good Privacy) is a commonly-used encryption program.
Eyeballs	A viewing audience for a WWW site.
Facilitated Chat	In a facilitated chat, a host or facilitator controls the messages that appear on the chat screen. Usually used when there is a guest speaker. Facilitated chats provide an orderly environment for the guest speaker and ensure that she is not overwhelmed with dozens of questions all being asked at once. See also chat .

FAQ	Acronym for Frequently Asked Questions. A reference document created for particular topic or group that answers to common beginners' questions. It is considered poor Netiquette to ask a question without first reading the FAQ.
Flame	A public post or email message that expresses a strong opinion or criticism. Flames can be fun when they allow people to vent their feelings, and then return to the topic at hand. Others are simply insulting and can lead to flame wars.
Forum	A topically-focused discussion group or area. From the traditional Roman forum.
Hacker	An expert programmer who likes to spend a lot of time figuring out the finer details of computer systems or networks, as opposed to those who learn only the minimum necessary. See also cracker .
Hit	A single user accessing a single file from a web server. A unit of measure often used erroneously to evaluate the popularity of a web site.
Home Page	A web page that is typically the main source of information about a particular person, group, or concept. Many people on the web create home pages about themselves for fun; these are also known as vanity pages.
Host	A computer that allows users to communicate with other host computers on a network A chat term for someone who is managing a chat. Hosts often act as referees and have the power to turn participants into spectators and vice versa.
Hyperlink	A highlighted word or picture within a hypertext document that when clicked takes you to another place within the document or to another document altogether.
Hypertext	Text that includes links or shortcuts to other documents, allowing the reader to easily jump from one text to related texts, and consequentially from one idea to another, in a non-linear fashion. Coined by Ted Nelson in 1965.
Hypertext Markup Language (HTML)	The tag-based ASCII language used to create pages on the World Wide Web. See also hypertext.
Hypertext Transfer Protocol (HTTP)	The protocol used by the World Wide Web to transfer HTML files.
Icon (Iconography)	A small graphic image that represents a file or application and when clicked upon produces a programmed result. Use of this mnemonic convention originated at Xerox PARC and was subsequently popularized by the Apple Macintosh. Producing an effective icon is non-trivial because of size and color restraints.
Identity Hacking	Posing as someone else. Posting anonymously or pseudonymously, usually with the intent to deceive.

IMHO	In my humble opinion. Used primarily by writers expressing a debatable view.
Integrated Services Digital Network (ISDN)	A technology offered by telephone carriers that allows for the rapid transfer of voice and data.
Internet	A worldwide network of networks that all use the TCP/IP communications protocol and share a common address space. First incarnated as the ARPANET in 1969, the Internet has metamorphosed from a military internetwork to an academic research internetwork to the current commercial internetwork. It commonly supports services such as email, the World Wide Web, file transfer, and Internet Relay Chat. The Internet is experiencing tremendous growth in the number of users, hosts, and domain names. It is gradually subsuming other media, such as proprietary computer networks, newspapers, books, television, and the telephone. Also known as "the net", "the information superhighway", and "cyberspace". See also domain , and Domain Name Service .
Internet Explorer	A free web browser application from Microsoft.
Internet Relay Chat (IRC)	A chat network that operates over the Internet. Originally evolved from the UNIX talk program, IRC is similar to the chat systems found on commercial online services.
Internet Service Provider (ISP)	A business that delivers access to the Internet, usually for a monthly fee. PSI, UUNET, and Netcom are examples of established ISPs but there are thousands of smaller ones all around the world. Any business that provides Internet services such as web sites or web site development.
Intranet	A private network that uses Internet-related technologies to provide services within an organization.
IP address	A string of four numbers separated by periods (such as 111.22.3.444) used to represent a computer on the Internet. The format of the address is specified by the Internet Protocol in RFC 791. When a PC accesses the Internet through an ISP, it sometimes receives a temporary IP address.
Jack In	To log in to a machine or connect to a network. Derived from cyberpunk fiction.
Java	An object oriented programming language created by Sun Microsystems. Java is a device independent language, meaning that programs compiled in Java can be run on any computer. Java programs can be run as a free-standing application or as an applet placed on a web page. Applets written in Java are served from a web site but executed on the client computer. Java applets have a built-in security feature which prevents them from accessing the file system of the client computer. See also applet . Here is the Java version of "Hello World!" class HelloWorld {public static void main (String args []) {System.out.println("Hello World!");}}
JavaScript	A scripting language that allows lines of Java code to be inserted into HTML scripts.
Joint Photographic	An image compression standard for still photographs that is commonly

Experts Group (JPEG)	used on the web.
Kermit Kill File	A protocol used for transferring files over a dial-up connection that is commonly used on BBS systems. A file used by some USENET reading programs that filters out unwanted messages, usually from a particular author or on a particular subject. If you add someone to your kill file, you arrange for the person to be ignored by your news reader.
Line Noise	Static over a telephone line that interferes with network communications.
Link	A highlighted word or picture within a hypertext document that when clicked bring you to another place within the document or to another document altogether. See also hyperlink .
List Server	An automated mailing list distribution system. List servers maintain a list of email addresses to be used for mass emailing. Subscribing and unsubscribing to the list is accomplished by sending a properly formatted email message to the list server.
Local Area Network (LAN)	A group of computers at a single location (usually an office or home) that are connected by phone lines or coaxial cable.
Mailing List	A discussion group that occurs via mass email distributions. Mailing lists are usually maintained by individuals utilizing list server software. List servers maintain a list of email addresses to be used for the mailing list. Subscribing and unsubscribing to the list is accomplished by sending a properly formatted email message to the list server.
Mirror Site	A server which contains a duplicate of another WWW or FTP site. Mirror sites are created when the traffic on the original site becomes too heavy for a single server. Often mirror sites are located in different geographic areas allowing users to choose the site closest to them.
Net Surfing	Browsing or exploring a network or the World Wide Web to find places of interest, usually without a specific goal in mind. Analogous to channel surfing with a TV remote control.
Netiquette	Network etiquette or the set of informal rules of behavior that have evolved in Cyberspace, including the Internet and online services.
Netlag	A condition that occurs on the Internet in which response time is greatly slowed due to heavy traffic.
Network	A group of computers or devices that are connected together for the exchange of data and sharing of resources.
Newsgroup	A public place where messages are posted for public consumption and response. The most available distribution of newsgroups is USENET which contains over ten thousand unique newsgroups covering practically every human proclivity. The names of newsgroups are comprised of a string of words separated by periods, such as "rec. humor, funny" or "misc. jobs offered". The first word (i.e. "rec" or "misc") represents the top level category of newsgroups. The second word (in these examples "humor" and "jobs") represents a subcategory of the first level, and the

	third word a subcategory of the second.
Offline	As an adjective, not connected to a computer network. As an adverb, not here or not now, as in "Let's take this discussion offline." Often used to indicate that a topic should be discussed privately rather than in a public forum.
Online	Currently connected to a host, opposite of offline. Referring to anything connected to a computer network.
Post	To send a message to a public area like a BBS or newsgroup where it can be read by many others.
Read Receipts	An optional email feature that notifies you when a recipient has opened the email message you sent him. See also delivery receipts.
Refresh Response Time	To clear the screen or part of the screen and redraw it again. A measurement of the time between a request for information over a network and the network's fulfillment of that request. "Overall response time" is an aggregate or average measurement of various response times over a particular network or through a particular host.
Search Engine	A program or web site that enables users to search for keywords on web pages throughout the World Wide Web. For example, Google is a popular search engine located at http://www.google.com/
Security	Ensuring that private information remains private in an atmosphere where all other information is free. Security also means that viruses are prevented from infecting people's systems.
SEO	Search engine optimisation.
Server	A computer that provides information to client machines. For example, there are web servers that send out web pages, mail servers that deliver email, list servers that administer mailing lists, FTP servers that hold FTP sites and deliver files to users who request them, and name servers that provide information about Internet host names.
Shareware	Software that you can download from a network and "try before you buy." If you like the software and decide to use it beyond the trial period, you must register with the author and pay a registration fee.
Shouting	TYPING IN ALL CAPITAL LETTERS IS CONSIDERED SHOUTING IN ONLINE COMMUNICATIONS. Avoid this unless you really mean to shout.
Snail Mail	Regular postal mail, as opposed to email. Pejorative when implying postal mail's slowness relative to email.
Spam	To send a message (usually an advertisement) to many discussion groups (bulletin boards, mailing lists, and/or newsgroups), without regard for its topical relevance.
Telecommunications	The science of sending signals representing voice, video, or data through telephone lines.

Thread	A series of postings on a particular topic. Threads can be a series of bulletin board messages (for example, when someone posts a question and others reply with answers or additional queries on the same topic). A thread can also apply to chats, where multiple conversation threads may exist simultaneously. Also refers to an independent process taking place in a multi-tasking environment.
Triple-dub	An abbreviated way to say “WWW” when reciting a URL.
Upload	To send a file to a network. See also download and crossload .
URL	Uniform resource locator. An address on the internet. www.sabc.co.za
Virtual	A commonly used adjective that means having all of the properties of x while not necessarily being x. For example, “virtual Friday” in a workplace is the last day of work before a break, that is to say it is like Friday but may or may not actually be Friday. A “virtual reality” is an artificial environment that appears to be its own reality. On a mainframe, a “virtual machine” gives the user all of the properties and “feel” of a separate personal computer.
Virus	An insidious piece of computer code written to damage systems. Viruses can be hidden in executable program files posted online.
Webliography	A listing of source World Wide Web sites.
Webmaster	The person in charge of administrating a World Wide Web site. By convention, the webmaster of Internet domain foo.com can be reached at the email address webmaster@foo.com.
Wi-Fi	Wireless fidelity. Popular term for a form of wireless internet.
World Wide Web (WWW)	Currently, one of the most popular services offered on the Internet. A distributed hypertext system invented by Tim Berners-Lee on a NeXT Computer. Web pages are viewed using browsing software like Netscape Navigator, Sun Microsystems Hot Java, or Microsoft Internet Explorer. See also browser , Hypertext Markup Language , net surfing , and triple-dub .

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Mobile Media Terms	
Ad Impression	An advertisement impression transpires each time a consumer is exposed to an advertisement (either prepended or appended to an SMS message, on mobile web or web page, within a video clip, or related media).
Advertisement	Any collection of text, graphics or multimedia content displayed and accessible inside of an application for purposes of prompting a

	commercial brand, product or service.
Airtime	The number of connected minutes consumed by a mobile subscriber while placing and receiving calls on his/her mobile phone. Carriers calculate customer bills based on airtime minutes used during a specific period of time.
Alerts	Notifications, typically in the form of a text or multimedia message, containing time-sensitive information (event details, weather, news, services updates) that are pushed to a mobile subscriber who has opted-in to receive this information. Note: If the mobile subscriber has opted in to receive said information, the notification would be considered SPAM.
Application	Software solutions that power the business logic for mobile marketing initiative(s).
Average Revenue Per User	A commonly used financial benchmark to measure the average revenue generated by a mobile carrier's mobile subscriber, or "user".
Background Audio Ad	A background audio clip that is played throughout the MMS message. An example is a jingle.
Bandwidth	The carrying capacity, i.e. the range of frequencies available to be occupied by transmission signals, of a network channel in a given period of time. Digital bandwidth is measured in bits per second (bps), kilobits per second (kbps), or megabits per second (mps). Analog bandwidth is measured in Hertz (Hz, kHz, MHz, and GHz).
Call to Action	A statement or instruction, typically prompted in print, web, TV, Radio, on-portal, or other forms of media (often embedded in advertising), that explains to a mobile subscriber how to respond to an opt-in for a particular promotion or mobile initiative, which is typically followed by a Notice.
Click	The act of when a mobile subscriber interacts with (highlights and clicks on) an advertisement (banner, text link) or other actionable link, that has been served to their screen.
Click on Call	A service that enables a mobile subscriber to initiate a voice call to a specific phone number by clicking on a link on a mobile web site. Typically used to enhance and provide direct response mechanism in an advertisement.
Click-through	The process that takes a mobile subscriber to a jump or landing page once the mobile subscriber has clicked on a link.
Click-through Rate	A way of measuring the success of an online or mobile advertising campaign. A CTR is obtained by dividing the number of users who clicked on an ad on a Web page by the number of times the ad was delivered (impressions).
Combination Ad	A potentially clickable ad consisting of an image and text.
Commercial Messages	Text or multimedia messages that are sent to a mobile device, usually for commercial purposes.
Cookie	Information placed on a visitor's computer or mobile handset by a Web server that can be stored or retrieved when the site is accessed. Cookies are generally used as unique identifiers (i.e. user IDs or session IDs) to record a user's unique behavior during each visit. Cookies may be used to store other data such as email address, usernames etc. Most mobile handsets do not support cookies, although the market long-term is moving in this direction.
Cost per Thousand	A metric used to price advertising banners. Sites that sell advertising may guarantee an advertiser a certain number of impressions (number of times an ad banner is served and presumably seen by visitor) and then set the cost based guarantee, multiplied by the CPM rate.
Deck	A browseable portal of links to content, pre-configured usually by the network operator, and set as the default home page to the phone's

	browser.
Dedicated Short Code	The process of running only one service on a Common Short Code at any given time.
Digital Multimedia Broadcasting	A digital radio transmission technology for sending multimedia (radio, TV, and data casting) to handsets.
Global Positioning System	A system of satellites, computers and receivers that can determine the latitude and longitude of a given receiver (within its system) located on Earth. It pin points the receiver's location by calculating the time it takes for signals from different satellites (positioned at various locations) to reach the receiver.
Global System for Mobile Communications	A digital mobile cellular standard developed and widely used in Europe. One of the main 2G digital wireless standards.
Graphic Banners	A graphic mobile ad represented by a banner featuring an image. Similar to web banner, but with lower size constraints.
Graphics Interchange Format	A supported format for color images, such as mobile banner ads.
Impressions	A business metric for counting the number of times mobile subscribers have viewed a particular page, mobile advertisement on a mobile internet site or embedded within a text message or similar mobile medium.
Information on Demand	Content delivered in the form of an alert. Subscriber receives updates of weather, traffic, horoscope, jokes of the day, etc via SMS text, at a predetermined time and frequency.
Instant Voice Response	A computerized system that allows a person, typically a telephone caller, to select options from the menu and otherwise interact with the computer phone system from their mobile device.
Interactive Voice Response	A phone technology that allows a computer to detect voice and touch tones using a normal phone call. The IVR system can respond with pre-recorded or dynamically generated audio to further direct callers on how to proceed. IVR systems can be used to control almost any function where the interface can be broken down into a series of simple menu choices.
International Mobile Equipment Identity	A 15 digit, unique serial number assigned to a mobile phone. IMEI consists of five groups of numbers. The first group represents the manufacture; the second sequence identifies the Type Approval Code (TAC) or model number; the third represents Final Assembly Code (FAC); the fourth is the device serial number and the fifth is a spare single digit (usually 0)
Keyword	A word or name used to distinguish a target message within Short Code Service.
Landing Page	A secondary page to which a user is directed when they click on an ad, where they are provided additional information and/or a mechanism to make a purchase. The user is often driven to a landing page via an ad banner, link or other offer-related communication.
MMS Banner	A transparent advertising screen image that is inserted with text onto an MMS message. This image will be displayed as the subscriber is viewing the complete MMS message.
Mobile Marketing Association	The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish mobile media guidelines and the best practice for sustainable growth, and evangelize the use of the mobile channel. The more than 600 member companies, representing over forty countries around the globe, include all members of the mobile media ecosystem. The Mobile Marketing

	Association's global headquarters are located in the United States and in 2007 it formed the North America (NA), Europe Middle East & Africa (EMEA), Latin American (LATAM) and Asia Pacific (APAC) branches.
Mobile Terminated Message	The reply message from the consumer's mobile network that reaches his/her handset after sending the MO message.
Motion Picture Experts Group	A compression technology for voice and video, which allows these forms of information to be transmitted over difficult links or small-bandwidth networks.
Multimedia Messaging	Standard for telephony messaging systems that enable the sending of messages that include multimedia objects (images, audio, video, rich, text). May or may not include normal text.
Peer to Peer Chat	A one-to-one chat program of interactions between two individuals, neither of whom is paid "chat professional".
Penetration	The percentage of the total population that owns a mobile phone.
Personally-Identifiable Information	Information that can be used to identify or contact a person, including names, addresses. PII also includes any other data, such as, but not limited to, anonymous identifiers, demographic or behavioral data, when such data are linked to PII and identify a person to the party holding such data. Data that are PII for one party may not constitute PII for another.
Picture Message	An SMS that is designed with qwerty text to form a picture, and is sent via SMS.
Placement	The area where an advertisement is displayed/placed within a publisher's mobile content.
Potential Audience	It is a) the total number of unique users/devices that is reached by any site's content (pull advertising), or b) the number of addressable devices to which the service provider or marketer has the permission and ability to push advertising (push advertising).
Predictive Text	Intelligent software that makes typing words/text messages easier on a mobile phone keypad. Utilizes a built in dictionary. As the mobile subscriber presses certain keys, the software tries to predict the words the subscriber intends to compose based on the letters that correspond to those keys.
Premium Billing	The ability to bill above standard SMS/ text rates.
Pre-paid	Term used for non-contract, no rental charge service where a mobile subscriber buys credit usually in predetermined denominations, in advance for the use of a mobile carrier's wireless telecommunication services.
Pre-roll	The streaming of a mobile advertising clip. The
Privacy	The quality of being secluded from the presence or view of others.
Qwerty	A text entry method for subscribers to enter information or queries into a handset, similar to a keyboard text entry.
Real Time Streaming Protocol	A protocol for use in streaming media systems which allows a client to remotely control a streaming media server, issuing VCR-like commands such as "play" and "pause", and allowing time-based access to files on a server.
Redemption	The number or percentage of consumers that actually took advantage of a particular offer.
Referrer	The Web page that delivered your visitor to your website.
Reply Actions	The mobile subscriber may respond by replying to the MMS message.
Revenue Share	Each party behind the mobile marketing initiative splits the revenue derived from the mobile marketing program.
Roaming	A service allowing mobile subscribers to use their handsets on the networks of other mobile carriers.
Short Message Service	A standard for telephony messaging systems that allow sending messages between mobile devices that consist of short messages,

	normally with text only content.
SIM Toolkit	A kit that allows mobile carries to add additional functions to the phone menu in order to provide new services. It is also specified within the GSM standard.
Smartphone	A handheld device that integrates mobile phone capabilities with the more common features of a handheld computer or PDA. Smartphone's allow users to store information, e-mail, and install programs, along with using a mobile phone in one device.
Smishing	A security attack in which the mobile subscriber is tricked into downloading a Trojan horse, virus or other malware onto his/her handset. SMiShing is short for "SMS phishing".
Sweepstakes	A sweepstakes is a legal game that includes a prize, and a game of chance. No consideration is allowed.
Synchronized Multimedia Integration Language	A protocol designed to allow the authorizing of MMS messages. The protocol describes the sequence, timing and source of the message elements. These elements could be images, audio, video or text.
Unique User	A specific mobile subscriber. Every mobile subscriber has some form of alpha and/or numeric code (not personal subscriber data like name or phone number) that is sent with each advertisement request. These unique identifiers are used to determine how many "unique users" view each ad.
Unsolicited Messages	Commercial SMS or MMS messages sent to subscribers without seeking approval.
Unsubscribe	Process of opting out of a mobile subscription service/application.
Value Added Service	Additional services which add value to those already available on the network.
Visibility	How well-placed your Web site is in the search engines for relevant keyword searches.
Viral Marketing	The communication via text or other mobile content including ringtones, games and wallpaper by process in which consumer A receives the original messages, identifies consumer B who he/she believes will be interested in the message and initiates a process – such as inputting a phone number, by which consumer B automatically receives the same message.
Wireless Advertising	See Mobile Advertising.

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Source: Mobile Marketing Industry Glossary (MMA)

Industry Interest Bodies

AAA	Association of Advertising Agencies
AMASA	Advertising Media Association of South Africa
ASOM	Association of Marketers
CDF	Creative Directors' Forum
DMASA	The Direct Marketing Association of Southern Africa
IMM	The Institute of Marketing Management
MFSA	Marketing Federation of South Africa
NAB	National Association of Broadcasters
PRISA	Public Relations Institute of South Africa
RAB	Radio Advertising Bureau
SAARF	South African Audience Research Foundation
SAMRA	South African Marketing Research Association

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