

# Streaming Television FAQs

## WHAT ARE MY BUYING OPTIONS?

### DSP

The DSP aggregates open ad inventory from multiple content providers that advertisers can then bid on in real-time auctions for placements. This can include limited options for live-streaming placements.

### Direct

Advertisers purchase ad placements directly with the content provider. This is the more common way to purchase live-streaming placements, especially for high traffic channels like Amazon Prime's Thursday Night Football program.

## WHAT IS VOD?

Video on Demand (VOD) is a blanket term for most television streaming services. There are several sub-categories of VOD depending on how the consumer can access that content.

### Streaming Video-on-Demand (VOD)

#### Over-the-Top (OTT)

Any content provider available over the internet.

##### aVOD

Ad-Supported



##### HYBRID

Ad/Sub-Supported



##### sVOD

Subscription-Supported



##### tVOD

Transactional



#### Cable-Supported

The more traditional TV "channels." Requires authenticated cable subscription



**Note:** Some cable-supported providers have developed secondary OTT services that are not dependent on a cable subscription. Examples are Discovery vs. Discovery+. Discovery is reliant on a cable subscription, Discovery+ can be purchased as a standalone product.

## WHAT IS CTV?

Connected TV (CTV) refers to the device the content is being viewed on. All VOD can be accessed by any device connected to the internet, but only devices that are primarily for the purpose of streaming content, like smart TVs or streaming devices are considered connected TVs.

#### Streaming Device



#### Smart TV



#### Game Console



#### Phone/Tablet



#### Computer



Connected TV