
GLOSSARY OF TECHNICAL TERMS

This glossary contains certain definitions and technical terms used in this document in connection with our business. As such, some terms and definitions may not correspond to standard industry definitions or usage of such terms.

“Ad Exchange”	a digital marketplace that enables brand owners and publisher to buy and sell advertising space, often through real time biddings. The brand owner or its agent, who pays the highest price, will get the advertising resources
“advertiser”	a person, a company or an organisation that advertises. Advertisers are generally companies which are brand owners or advertising companies controlled by the brand owners
“advertising resources providers”	ultimate advertising resources suppliers which are generally companies possessing advertising resources directly, examples of which include TV station operators, owners of websites, search engines, social media platforms, and outdoor platform
“advertising services”	traditional offline media advertising services and online media advertising services
“CAGR”	compound annual growth rate
“CPC”	cost per click, a pricing model where advertising is paid on the basis of each click of the advertisement
“CPM”	cost per mille, a pricing model where advertising is paid based on one thousand impressions of the advertisement
“CPT”	cost per time, a time-based pricing model where advertising is paid on a fixed price for a given period
“display advertising”	a type of online advertising, in which the company’s promotional messages appear on third-party websites, apps or social media platforms through banners or other advertisement formats made of text, images, flash, video, and audio. It includes web banners, pop-up ads, floating ads, expanding ads, and trick banners

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“gross rating point”	a standard measure for measuring the effects of advertisement. It represents the aggregate viewership from all the relevant broadcasting channels during the broadcasting period
“hard-sell advertising”	an advertising approach which is especially direct and uses insistent language, and focuses on getting a consumer to purchase a good or services in the short-term

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“in-feed advertising”	a type of online advertising, that matches the form and function of the platform upon which it appears. In many cases, it manifests as either an article or video, produced by the advertiser with specific intent to promote a product or service, while matching the form and style of the platform’s surroundings
“LED”	light-emitting diode, a semi-conductor light source, used for lighting and illumination in diverse applications including flashlight, mobile phones, computers, television sets, traffic lights, lamps, street lights
“OTT”	over-the-top channels that distribute streaming media content directly to viewers over the internet via open network, including subscription-based video on demand services
“prime time”	the time at which viewership is expected to be at its highest in TV broadcast
“reach rate”	estimated number of audience who viewed the advertisements as a percentage of all TV audience or defined target audience during a given period
“real time bidding”	a server-to-server buying process that allows ad space on websites to be bought and sold on a per-impression basis. Once the brand owner or its agent’s bid wins the auction, the digital advertisement is instantaneously shown on the website. By applying such technologies, the brand owners can place advertisements on websites or mobile applications through third-party Ad Exchange platforms to targeted internet users which are selected according to the database relating to the users’ interests, searching history, browsing history and the track of previous activities of the internet users

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“search engine advertising”	a type of online advertising, where in a sponsored search, companies that wish to advertise their products or services submit product information in the form of specific keyword listings to search engines. When a consumer searches for a specific term that matches with the key words specified by the advertisers on the search engine, the advertisers’ webpage appears as a sponsored link next to the organic search results. In addition, searching engine optimisation allows the advertiser to improve its website’s organic search ranking in search engine results pages
“TV”	television
“verbal slogan”	verbal slogan relating to the products to be advertised presented by the hosts or the guests of a variety show
“viewership”	the number of viewers of a certain TV channel or programme during a certain period of time presented as a percentage of total TV subscribers