



## Glossary of Common Media Terminology

- VOD** Video On Demand
- EPG** Electronic Programme Guide
- DVB-T** Digital Video Broadcast – Terrestrial received via an aerial
- DVB-S** Digital Video Broadcast – Satellite received via a satellite dish
- Bitrate** The Amount of data required per second to deliver the video stream e.g. 800Kb/s
- Live Streaming** Video delivery of live events such as conferences, lectures and sporting events
- HLS** HTTP Live Streaming used for live delivery to primarily mobile devices
- Mb/s** Megabit per second (8 bits in a byte)
- MB/s** Megabyte per second
- Codec** Format video/audio data is compressed with
- HDMI** High-Definition Media Interface
- HD** High Definition
- SD** Standard Definition UK resolution 720x576
- 720P** High Definition format of a resolution 1280x720
- 1080P** High Definition format of a resolution 1920x1080
- UHD** Ultra High Definition resolution of 3840x2160
- 4K** Resolution of 4096x2160
- Progressive Download** The method used to view VOD content as it is being downloaded
- Streaming** The method used to deliver video in a constant stream
- Widescreen** The aspect ratio commonly used to film video in High Definition 16:9
- Standard SD** The aspect ratio commonly used to film video in Standard Definition 4:3
- DVD** Digital Versatile Disc Standard definition video content 720x576
- PAL** Phase Alternative Line 625 line 50 Field interlaced video content (obsolete)
- NTSC** National Television Standards Committee 525 line 59.94 Field (obsolete)
- FPS** Frames Per Second e.g. 720P25 = 25FPS
- CVBS** Composite Video Baseband Signal (usually a yellow phono connector)
- AV** Audio Video
- RSS** Really Simple Syndication (used in Planet eSign for news ticker tapes etc.)
- AGC** Automatic Gain Control
- CCD** Charged Coupled Device used as a sensor in camcorders
- H.264** Mpeg 4 compression - this is the most widely used codec for video delivery
- Letterbox** A method of delivering widescreen video on 4:3 by leaving bars top and bottom
- MPEG** Motion Picture Expert Group - Group of standards for encoding and compressing video
- Saturation** Amount of colour
- Transcoding** The method of changing one type of video codec to another