



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

- .AI** An Adobe Illustrator file
- .EPS** Encapsulated Postscript file
- .PSD** An Adobe Photoshop file
- .PNG** Portable Network Graphic File - typically used for images with transparent background
- RAW** An image captured by a camera's CCD without processing
- EXIF** Exchangeable Image File Format is a standard for image information that is recorded by a digital camera
- GPS** Stands for Global Position System and is used for tagging the location that media was recorded
- SVG** Scalable Vector Graphic is an XML based vector image file for 2D design work
- GIF** Graphics Interchange Format is an image file format commonly used on websites
- Raster** An image consisting of a rectangular grid of pixels
- Vector** An image made from X & Y coordinates plus stroke, colour curve and thickness