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Digital Entertainment Definitions

Electronic Sell-through (EST) – Refers to digital titles priced for sale to consumers. Once a title is purchased, the consumer has the right to watch the title as many times as they like, on various devices.

Video-on-Demand – Refers to digital titles priced for rental, with consumers' paying for access to content for a limited term.

- **TVOD – Transactional Video-on-Demand.** Refers to a discrete transaction fee for a limited viewing period. Rental terms may vary, but many popular services make rentals available for 30 days from the date of the transaction. Once viewing is started, the renter typically has access to view the title as many times as they like within 48 hours.

iVOD – Transactional VOD delivered through an internet service, such as iTunes, Amazon Prime, Google Play or FandangoNow.

cVOD – Transactional VOD delivered through a cable or satellite TV service.

PVOD – Premium VOD. Refers to a premium priced rental transaction in an early home entertainment window prior to, concurrent with, or very soon after theatrical release.

- **SVOD* – Subscription Video-on-Demand.** Consumers pay a monthly fee to access content including movies and TV shows on demand through SVOD services, such as Netflix, Hulu, CBS All Access and Disney+.
- **AVOD* – Ad-supported Video-on-Demand.** Consumers have access to movies, TV shows and more on demand at no cost through these services, which include consumer advertising. PlutoTV and Tubi are examples of AVOD services.

*Some services offer hybrid models in which content is available for free or at a low price with ads, but consumers also may opt out of seeing ads by paying more for their subscription.

OTT – Over-the-top. Refers to media services delivered over the internet rather than through a cable, satellite or broadcast TV platform.

D2C – Direct-to-consumer. Refers to media delivered directly from the content owner to consumers, increasingly through their own branded streaming offerings, bypassing a retail or service partner intermediary.

Streaming vs downloading

When **streaming content**, the video file is played on a personal device but stored by the service. The personal device must be connected over the internet to the service to play the content.

With **downloaded content**, a copy is stored on the personal device that plays it. An internet connection is needed to transfer the content onto the personal device, but after the download the content can be watched offline.

Some **SVOD services** (often referred to as subscription streaming) allow content downloads for offline viewing. Downloads can be permanent, in the case of a title purchased through EST, or time-limited in rental options.

HD vs Ultra HD

High-definition, or HD, video refers to 1080p resolution, sometimes called "Full HD." HD content can be experienced with Blu-ray Disc and most digital services.

Ultra HD video (also known as **4K Ultra HD**) offers 4K resolution – 4x sharper than HD. UHD video can also incorporate high dynamic range, or **HDR**, for a greater range in contrast offering deeper blacks and more brilliant brights; wide color spectrum for an expansive range of colors; and higher frame rate for smoother, more realistic motion. Ultra HD video can be experienced with 4K Ultra HD Blu-ray Discs and on many digital services.

Filmmaker Mode refers to a collaboration by filmmakers, Hollywood studios, consumer electronics companies and the UHD Alliance to deliver a next-level home theater viewing experience. By disabling all post-processing (e.g. motion smoothing) and preserving the correct aspect ratios, colors and frame rates, Filmmaker Mode enables TVs to display movie and television content precisely as it was intended by the filmmaker. Filmmaker Mode is easily accessible on display devices from multiple manufacturers without requiring the viewer to sort through multiple menus.

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