

DEG: The Digital Entertainment Group's D2C Alliance Steering Committee compiled a list of industry terminology endorsed by its members to help standardize communication about the latest digital business models and services.

AVOD*

Ad-Supported Video-on-Demand services are usually free (no subscription fee) or discounted with the inclusion of advertising.

DTC

Direct-to-Consumer services deliver single- or multi-channel content to consumers directly from a network or provider.

DTO

Download-to-Own digital content is purchased or licensed from platforms like Amazon Prime and iTunes (similar to EST).

EST

Electronic Sell-Through enables standard or premium digital content to be streamed or downloaded by consumers for a fixed one-time fee over an extended period of time across multiple delivery points and devices.

FAST

Free Ad-Supported Television linear channels are delivered over the internet and available from third party platforms (e.g., Pluto, Tubi).

Linear TV

Linear TV refers to live or prerecorded television programs that are distributed in real time, rather than on-demand, by cable (e.g., Comcast), satellite (e.g., DirecTV), telco (e.g., Verizon Fios) or broadcast OTA (over-the-air) networks, as well as internet-delivered digital program distributors (e.g., Hulu + Live TV, YouTubeTV, SlingTV).

MVPD

Multichannel Video Program Distributors offer a variety of different linear content channels from multiple providers over cable, satellite or telco services (e.g., Comcast, DISH, DirecTV, Verizon Fios) on a subscription basis. Virtual MVPDS (vMVPDs) offer channels through internet-delivered services (e.g., Hulu + Live TV, YouTube TV).

O&O

O&O is an abbreviated way to reference a broadcast station that is "owned-and-operated" by the network or company that it's affiliated with. NBC 4 Los Angeles, for example, is owned and operated by NBCUniversal.

OTT

Over-the-Top services bypass traditional cable, broadcast and satellite TV platforms and use the internet to deliver or "stream" video directly to viewers. Netflix, Apple TV, and YouTube are all examples of OTT services.

PEST**

Premium Electronic Sell-Through for a one-time fee offers a specific piece of digital content to be purchased or licensed earlier than its traditional release "window."

PVOD**

Premium Video-on-Demand services permit limited-time access, for a one-time fee, to a specific piece of content earlier than its traditional release "window."

SVOD*

Subscription Video-on-Demand services require a periodic fixed fee (most often monthly) for accessing and viewing content an unlimited number of times while a subscriber (e.g., Disney+, Netflix, HBO Max, Peacock).

TVOD*

Transactional Video-on-Demand services charge a one-time fee for viewing a specific piece of content for either a limited rental period (typically 24 or 48 hours), or an extended collection period (EST).

* Some services may fall into more than one category. Amazon Prime, for example, offers both TVOD and SVOD components. Peacock offers a menu of plans ranging from free AVOD to SVOD.

** PEST and PVOD are generally offered through transactional services but may also be presented for added fees on subscription services, such as Disney+'s offering of Mulan.