

## **Digital Jargon Buster**

### **Hiding from the jargon? Lost in geek-speak?**

### **Join our Jargon Busting crusade!**

Edition 9, May 2007

We're on a mission to cut through the jargon. Digital media and marketing has spawned a new breed of jargon; the crashing together of the worlds of media, marketing, IT and telecoms has left us drowning in language most don't understand and even those that do still readily confuse. Our web monkeys have been searching high and low for some clear language that explains what it all really means.

We're on a mission to cut through the jargon. Digital media and marketing has spawned a new breed of jargon; the crashing together of the worlds of media, marketing, IT and telecoms has left us drowning in language most don't understand and even those that do still readily confuse. Our web monkeys have been searching high and low for some clear language that explains what it all really means.

### Your guide to the Digital Jargon Buster

Here's how the Jargon Buster works. Each word has a classification (the sort of thing it is), and a simple definition. Some words may also have extended definitions, some information about the context of the term, links to other websites and suggested related terms that are worth checking out.



We've built this up by listing the terms we hear most often. They only represent our interpretation of the meaning, but should point you in the right direction. If we've missed a term, then simply email us. And if you have a suggestion for the definition or links then be sure to email those as well.

Happy Jargon Busting!

## Digital Jargon Buster

### Hiding from the jargon? Lost in geek-speak? Join the jargon-busting crusade!

#### We hate jargon!

Ever had a conversation about the web and not understood anything the other person said? Hey, you're not alone! The jargon sucks. It's unnecessary, confusing and a barrier to everyone's understanding. So that's why we created this jargon buster. We're on a mission to stamp out the jargon.

#### Let's get jargon busting

Digital media and marketing spawned a new breed of jargon; the crashing together of the worlds of media, marketing, IT and telecoms has left us drowning in language most don't understand and even those that do still readily confuse. Sure, every industry has its abbreviations and common terms, but rarely has the obsession been as huge and overpowering as in digital marketing.

#### Let's put an end to it

There's clarity in simplicity, and good business through clarity. We've built this up by listing the terms we hear most often. They only represent a small slice of internet jargon, and they're our interpretation of the meaning, but should point you in the right direction. If we've missed a term, then simply email us. And if you have a suggestion for the definition or links then be sure to email those as well.

#### Run the Digital Jargon Buster free on your website

If you're in the digital industry why not use the Jargon Buster on your own site. There's no cost and it's just a few lines of code to add. Take the Jargon Busting crusade to your customers. The results will always be fresh and if your customers find some jargon they don't get then we'll define it for them too.

Just email our Jargon Busting web monkeys for more details.

#### Thanks to Digital Jargon Buster's supporters

We're delighted that trade associations across Europe are supporting our Jargon Busting crusade. If you're from a trade body then get in touch and take the jargon busting crusade to your members. We can also work with you on translation and terms in your national language.

## Digital Jargon: Busted.

### Ad network

See *Advertising network*.

### Ad rotation

See *Advertising rotation*.

### Ad space / Ad space group

(Advertising) *Also: Advertisement*

An ad space is a space on a webpage that is reserved for advertising messages. An ad space group is a group of these spaces that are typically within a single website and share certain characteristics so that a campaign can run across them all.

See also: *Advertisement*

### Ad view

(Counting and metrics) *Also: View*

An ad view or ad impression is the counting of a single ad that appears (usually in full view without scrolling) on a webpage when the page arrives at the viewer's display. Ad views are what most websites sell or prefer to sell. A webpage may offer space for a number of ad views. In general, the term impression is more commonly used.

See also: *Advertising impression, Page impression*

### Advertisement

(Advertising) *Also: Ad space, Creative*

Any form of promotional space bought on a web page.

Initially web advertisements were mainly limited to a few graphical formats, but today come in dozens of shapes, sizes, technologies and formats. The 'banner' was the first widely adopted shape and remains a popular choice. Banners have been joined by pop-ups, skyscrapers, IMUs and a range of other graphical formats. Inside advertising spaces, a wide range of technologies can be used to present the advertising content. The shape and size of graphical images typically conform to a designated pixel e and byte size agreed by the industry. Early technical formats (such as GIF and JPEG) have been joined by sophisticated software programmes (collectively known as Rich Media). The act of purchasing the space usually acts as the test of whether self-regulatory codes of advertising content compliance can be applied. An ad or set of ads for a campaign is often referred to as 'the creative'.

See also: *Universal Ad Package, Banner, Creative, JPEG, GIF, Rich Media, Search, Skyscraper, Tag*

### Advertising network

(Type of company) *Also: Ad network, Rep firm, Marketing network, Network, Media network*

A firm that aggregates the media space from many digital services and centralises their selling.

These sales representation firms can be divided into different market segments and different types of products, selling anything from a single website to thousands of sites. Some networks encompass other digital channels such as interactive TV platforms or mobile networks. Typically they all provide centralised planning, execution,

control, tracking and reporting for online media campaigns. Ad networks leverage technology to create solutions that help advertisers and publishers benefit from their economies of scale. Networks of sites can be grouped by vertical-sector or premium-branded content such as sport or newspapers, while others will sell across a broad portfolio of sites. Sometimes the space is sold against specific environments, other times it can be sold 'blind'. Many also manage their own technology solutions that support the scheduling. Networks usually group their sites into vertical market sectors but also offer blind buys across the whole network.

See also: *Advertisement, Banner, Trafficking*

Links: IABEurope.ws and national IABs for links to advertising network companies

### Advertising rotation

(Advertising) *Also: Ad rotation*

The process of moving the delivery of web advertising through the different pages and templates of a website.

Advertising on web pages can be targeted to reach different audiences across different sections of the site.

'Rotation' is the shorthand for this process. Advertising is scheduled in a process called trafficking and is driven by powerful business management software called 'ad servers'.

In the early days of web advertising rotations were simple to plan and manage, but today the campaign may be rotating through a media schedule along with hundreds or thousands of other campaigns.

See also: *Ad server, Advertisement, Banner, Media planning, Run-of-site, Targeting, Trafficking*

### Affiliate marketing

(Marketing) *Also: Affiliates*

Affiliate marketing is the use by a website that sells products of other websites, called affiliates, to help market the products.

### Asset

See: *Creative*.

### Badges

(Advertising)

Animated badges are a rich media type of sponsorship and they come in various sizes. Depending on their size, they are effective either for driving traffic to a specific site or area of a site, e-commerce promotions and branding a company or product. Because of their various sizes and shapes, they are placed in different areas, such as next to banners, in the navigation bar of a site, integrated into e-commerce services boxes or part of a "trading floor". They are most frequently used for e-commerce purposes.

### Banner

(Advertising)

The first widely adopted graphical web advertising format.

Created by the IAB in 1996, the banner is a graphical advertising space that typically runs across the top of a webpage. The original banner is 468 pixels wide by 60 pixels deep, but the term 'banner' is often used to describe the whole family of industry approved graphical formats, including the skyscrapers and smaller sizes (such as 125 by 125 and 120 by 90 pixels). Banners can be made using a variety of design technologies, although initially they were typically either Graphics Interchange Format (GIF). To allow the same banner to run

across thousands of websites, the industry agrees standards for the fileweights, as well as the image area. The international standards and best practice taskforce of the Interactive Advertising Bureau (IAB) refines the agreed formats and develops new ones.

See also: *Email, Embedded formats, GIF, Interstitial, JPEG, Pixel, Pop-up, Pop-under, Rich media, Universal advertising package*

Links: IABEurope.ws for details of the full range of current standards for the image size and fileweight of graphical advertisements.

### Beyond the banner

(Marketing term)

Advertising that encompasses a range of formats, not simply banners.

This is the idea that, in addition to banner ads, there are other ways to use the Internet to communicate a marketing message. These include sponsoring a website or a particular feature on it; advertising in email newsletters; co-branding with another company and its website; contest promotion; and, in general, finding new ways to engage and interact with the desired audience. Beyond the banner approaches can also include the interstitial and streaming video infomercial. The banner itself can be transformed into a small rich media event. See also: *Banner, Email, Embedded formats, Interstitial, Pop-up, Pop-under, Rich media, Universal advertising package*

### Booked space

(Advertising)

The number of advertising views booked as part of a campaign.

See also: *Banner, Rich media, Trafficking, Universal advertising package*

### Bot

See: *Web crawler*.

### Brand advertising

(Marketing)

Brand advertising creates a distinct favourable image that customers associate with a product at the moment they make buying decisions.

### Brand, brand name, and branding

(Marketing)

A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed. A brand name is the name of the distinctive product, service, or concept. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names. In web and other media advertising, it is recognised that there is usually some kind of branding value whether or not an immediate, direct response can be measured from an ad or campaign. Companies like Proctor & Gamble have made a science out of creating and evaluating the success of their brand name products.

### Brand Integration

(Marketing)

In brand integration, one brand explicitly endorses another. Typically the sponsorship is presented in the form of a homepage or site-wide position where "their site" recommends "that product".

### Bricks and Mortar

(Type of company)

A traditional retailer.

The phrase is used as a contrast to e-tailer, or clicks-and-mortar retailers.

### Bulletin board

(E-learning)

An electronic forum that hosts posted messages and attachments related to a common subject. Similar applications include newsgroups and discussion groups. Instead of writing messages to individual users, participants in bulletin boards post their messages to the server where they are stored. Users participate in bulletin boards by reading the messages and responding to them.

See also: *Blog*

### Caching

(Technical)

In Internet advertising, the cache of pages in a cache server or the user's computer means that some ad views won't be known by the ad counting programs; this is a source of concern. There are several techniques for telling the browser not to cache particular pages. On the other hand, specifying no caching for all pages may mean that users will find your site to be slower than you would like.

### Click

(Metrics and counting)

A click is "when a visitor interacts with an advertisement". Apparently this does not mean simply interacting with a rich media ad, but actually clicking on it so that the visitor is taken to the advertiser's destination. It also does not mean that the visitor actually waits to fully arrive at the destination, but just that he started going there.

See also: *Banner, Click-through, Trafficking, Universal advertising package*

### Clicks and Mortar

(Type of firm)

Online retailers that are operated by a traditional retailer.

See also: *E-commerce*.

### Click rate

(Metrics and counting)

The click rate is the percentage of ad views that resulted in click-throughs. Although there is visibility and branding value in ad views that don't result in a click-through, this value is difficult to measure. A click-through has several values: it's an indication of the ad's effectiveness and it results in the viewer getting to the

advertiser's website where other messages can be provided. A new approach is for a click to result not in a link to another site but to an immediate product order window. What a successful click rate is depends on a number of factors, such as: the campaign objectives, how enticing the banner message is, how explicit the message is (a message that is complete within the banner may be less apt to be clicked), audience/message matching, how new the banner is, how often it is displayed to the same user, and so forth. In general, click rates for high-repeat, branding banners vary from 0.15 to 1%. Ads with provocative, mysterious, or other compelling content can induce click rates ranging from 1 to 5% and sometimes higher. The click rate for a given ad tends to diminish with repeated exposure.

See also: *Click-through*

### Click stream

(Technical)

A click stream is a recorded path of the pages a user requested in going through one or more websites. Click stream information can help website owners understand how visitors are using their site and which pages are getting the most use. It can help advertisers understand how users get to the client's pages, what pages they look at, and how they go about ordering a product.

### Click-through / Click-through rates (CTR)

(Metrics and counting)

A click-through is what is counted by the sponsoring site as a result of an ad click. In practice, click and click-through tend to be used interchangeably. A click-through, however, seems to imply that the user actually received the page. Sometimes advertising is traded only on the basis of a price for the click-through.

See also: *Banner, Click, Trafficking, Universal advertising package*

### Co-branding

(Marketing)

Co-branding on the web often means two websites or website sections or features displaying their logos (and thus their brands) together so that the viewer considers the site or feature to be a joint enterprise. (Co-branding is often associated with cross-linking between the sites, although it isn't necessary.)

See also: *Branding*

### Content integration

(Advertising)

Content integration allows advertisers to utilise consumer confidence in a site to better reach their target audience. Advertisers' content is placed within the look-and-feel of a host site and can even be mingled with site content depending on the extent of the integration.

### Cookie

(Technical)

A cookie is a file on a web user's hard drive (it's kept in one of the subdirectories under the browser file directory) that is used by websites to record data about the user. Some ad rotation software uses cookies to see which ad the user has just seen so that a different ad will be rotated into the next page view.

See also: *Beacon*

### Cookie Churn

(Technical) Also: *Churn rate*.

The rate at which cookies are deleted or cleared from a user's computer.

See also: *Cookie*

### CPA

(Metrics and counting)

1. Cost-per-action.

A standard industry measure for selling advertising on websites. The advertiser pays for each visitor that takes some specifically defined action in response to an ad beyond simply clicking on it. For example, a visitor might visit an advertiser's site and request to be subscribed to a newsletter.

See also: *CPC, CPL, CPM, CPT*

2. Cost-per-acquisition.

See: *CPC (Cost-per-customer)*

### CPC

(Metrics and counting)

1. Cost-per-click. Also: *Cost-per-click, Click-price*

A standard industry measure for selling advertising on websites. The advertiser pays for each user that clicks on their advertisement. The model is popular in graphical advertising, but dominates the search advertising market.

See also: *CPA, CPL, CPM, CPT*

2. Cost-per-customer. Also: *Cost-per-acquisition*

A standard industry measure for selling advertising on websites. The advertiser pays for each customer they acquire resulting from interaction with the advertising. The model has been popular among online retailers and firms trying to quickly build their brand and customer base.

See also: *CPA, CPL, CPM, CPT*

### CPL

(Metrics and counting) Also: *Cost-per-lead, Cost-per-customer*

Cost-per-lead.

A standard industry measure for selling advertising on websites. This is a more specific form of cost-per-action in which a visitor provides enough information at the advertiser's site (or in interaction with a rich media ad) to be used as a sales lead. Note that you can estimate cost-per-lead regardless of how you pay for the ad (in other words, buying on a pay-per-lead basis is not required to calculate the cost-per-lead).

See also: *CPA, CPC, CPM, CPT*

### CPM

(Metrics and counting) Also: *CPT, Cost-per-thousand*

Cost per thousand.

A standard industry measure for selling advertising on websites. This measure is taken from print advertising.

The "M" has nothing to do with "mega" or million. It's taken from the Roman numeral for "thousand".

See also: *Banner, Embedded formats, Interstitial, Pop-up, Pop-under, Rich media, Universal advertising package*.

See also: *CPA, CPC, CPL, CPT*

**CPS**

(Metrics and counting)

Cost-per-sale.

A standard industry measure for selling advertising on websites. Sites that sell products directly from their website or can otherwise determine sales generated as the result of an advertising sales lead can calculate the cost-per-sale of web advertising.

See also: *CPA, CPC, CPL, CPM, CPT*

**CPTM**

(Metrics and counting)

Cost-per-thousand-targeted ad impressions.

A standard industry measure for selling advertising on websites. Denotes specific audience targeting in the media being traded. The details of the targeting should be made clear as part of the media plan.

See also: *Banner, CPA, CPC, CPL, CPM, CPT, Email, Embedded formats, Interstitial, Pop-up, Pop-under, Rich media, Targeting, Universal advertising package*

**Creative**

(Advertising) Also: *Ad, Asset*

Ad agencies and buyers often refer to ad banners and other forms of created advertising as "the creative". Since the creative requires creative inspiration and skill that may come from a third party, it often doesn't arrive until late in the preparation for a new campaign launch.

See also: *Advertisement, Banner, Email, Embedded formats, Interstitial, Pop-up, Pop-under, Rich media, Universal advertising package*

**CSS**

See: *Stylesheet*.

**Daughter windows**

(Advertising)

Web adverts that appear as soon as a previous advert is closed; the action of closing one, generates the next.

A highly interruptive form of web advertising format that relies on the interruption for its effect. Generally confined to direct marketing campaigns, the format's popularity has eroded since the late nineties. Most mainstream media websites will not accept them as they reduce the usability of the site.

See also: *Pop-up, Pop-under*

**Demographics**

(Marketing)

Demographics is data about the size and characteristics of a population or audience (for example, gender, age group, income group, purchasing history, personal preferences, and so forth).

See also: *CPTM, Targeting*

**E-business**

(Marketing)

Conducting of any business using the Internet - whether it is information delivery, email requests, or actual exchanging of money for goods.

**E-commerce**

(Marketing)

A subset of e-business, focused specifically on transactions over the web.

**E-commerce integration**

(Business process)

E-commerce integration allows advertisers to utilise consumer confidence in a site to better present the sales proposition to their target audience. Product offers are placed within the look-and-feel of a host site and can even be mingled with site content depending on the extent of the integration.

**E-learning**

(E-learning) Also: *Online learning*

Learning that is facilitated by the use of digital tools and content over the internet. Typically it involves some form of interactivity which may include online interaction between the learner and their teacher or peers.

**Embedded advertisements**

See: *Inline advertising*,

**Enhanced toolbox**

(Technical)

Same benefits as a toolbox (see below) while also increasing user interaction through the use of forms. Like traditional toolboxes, image maps may be used.

**Filtering**

(Technical)

Filtering is the immediate analysis by a program of a user request to determine which ad(s) to return in the requested page. A webpage request can tell a website or its ad server whether it fits a certain characteristic such as coming from a particular company's address or that the user is using a particular level of browser. The web ad server can respond accordingly.

**Fileweight**

(Advertising) Also: *File size*

The term that describes the memory size of a file, typically a web advert.

The larger the fileweight, the greater the scope for creative development of the advertising artwork. There has been a tension in the industry between those designing adverts (who argue for larger fileweights), and webmasters responsible for the viewer's experience (who argue for smaller fileweights to reduce the load on their servers and the speed of download for the user). The industry agrees the standards for fileweights through

trade bodies.

See also: *Advertisement, Banner, Skyscraper, Rich media, Targeting*

Links: IABEurope.ws for the agreed industry standard for file weights.

### **Fold**

(Marketing)

The fold refers to the fold in a newspaper, distinguishing between what is seen straight away, and what requires the viewer to explore the page in order to see a given message.

'Above the fold' refers to an ad that is viewable as soon as the webpage arrives. You don't have to scroll down (or sideways) to see it. Since screen resolution can affect what is immediately viewable, it's good to know whether the website's audience tends to set their resolution at 640 by 480 pixels or at 800 by 600 (or higher).

### **Hit**

(Metrics and counting)

A request for a file.

A hit is the sending of a single file whether an HTML file, an image, an audio file, or other file type. Since a single webpage request can bring with it a number of individual files, the number of hits from a site is a not a good indication of its actual use (number of visitors). It does have meaning for the website space provider, however, as an indicator of traffic flow.

See also: *Impression, Page impression*

### **Hot metal**

(Business)

Hot metal typesetting is a process used in traditional printing in which the printing plates are made by pouring hot metal over a matrix for a page of text. It was pioneered by the companies Monotype and Linotype in the late 19th century and their typesetting machines dominated the industry for the next century.

See also: *Typesetting*

### **HTML**

(Technical)

HyperText Markup Language, the most popular document format used on the Web.

Web pages are written with HTML tags (codes) embedded in the text. HTML defines the page layout, fonts and graphic elements as well as the hypertext links to other documents on the Web. Each link contains the URL, or address, of a web page residing on the same server or any server worldwide, hence 'World Wide' Web. HTML is a markup language (rather than programming language) that uses a fixed set of markup tags. A markup language can also be thought of as a 'presentation language.' HTML was conceived as a simple markup language to render research documents. At the time no one envisioned web pages turning into multimedia extravaganzas.

See also *HTML tag, XML*

### **Impression**

(Metrics and counting) Also: *Imps, Pimps*

The count of a delivered basic advertising unit from an ad distribution point. Impressions are how most web

advertising is sold and the cost is quoted in terms of the cost per thousand impressions.

See also: *Audit, CPM, CPTM, Discrepancy*

### **IO**

See *insertion order*.

### **Inline advertisements**

(Advertising) Also: *Embedded advertising, embedded formats*

Advertising embedded within the fabric of the page.

Either graphical, HTML-based, or a mixture of the two. They generally reside within the flow of a page's content, although they may be placed outside the right margin of a page. They are usually vertically oriented and may be quite long.

See also: *Banner, Pop-up, Pop-under, Skyscraper*

### **Insertion order**

(Advertising) Also: *Booking form, IO*

A formal contractual order to book an advertising campaign.

These printed order forms have been used in campaign management for all advertising media. Typically, the insertion order identifies the campaign name, the media (website) receiving the order and the planner or buyer giving the order, the individual ads to be run (or who will provide them), the ad sizes, the campaign beginning and end dates, the buying model (such as CPM), the total cost, discounts to be applied, and reporting requirements and possible penalties or stipulations relative to the failure to deliver the agreed volume of advertising.

See also: *Trafficking*

Links: IABEurope.ws for the 'universal online advertising insertion order template.'

### **Instructional design**

(E-learning)

The philosophy, methodology, and approach used to deliver information. Typically it involves structuring information so that learners can access it in an engaging and memorable way.

### **Interstitial**

(Advertising) Also: *Transitional*

An interruptive advertising format that fills the whole screen and appears between one page and the next within a single website.

Extremely effective in gaining a user's attention just prior to site entry, interstitials use the entire browser window to present their message and must forward the user on to their original destination with five seconds.

See also: *Banner, Pop-up, Skyscraper, Superstitial*

### **Intrusive media**

(Advertising) Also *Interruptive media*

Media that imposes itself without being initiated by the user, interfering with the users and with a user's

experience online.

Striking the balance between interruption of the audience's behaviour, and fitting into the channel's format, is a balance advertising has to strike in most media.

See also: *Interstitial, Pop-up, Skyscraper*

Links: IABEurope.ws for the industry agreed standards for the use of pop-ups and other intrusive advertising formats.

### Internet

(Technical) Also: *Net*

The publicly accessible worldwide system of interconnected computer networks.

Data is transmitted by packet switching using a standardised Internet Protocol (IP). The internet is made up of thousands of smaller commercial, academic, domestic, and government networks. It carries various types of information and services, such as electronic mail, online chat, and the interlinked Web pages and other documents of the World Wide Web. Contrary to some common usage, the internet and the World Wide Web are not synonymous: the internet is a collection of interconnected computer networks, linked by copper wires, fibre-optic cables, etc.; the Web is a collection of interconnected documents, linked by hyperlinks and URLs, and is accessible using the Internet.

See also: *Web*

Links: 'Weaving the web' by Tim Berners-Lee'.

### Inventory

(Advertising) Also: *Ad space, Ad group, Media space, Space*

The volume of advertising space.

Inventory is the total number of ad views or impressions that a website has to sell over a given period of time (usually, inventory is figured by the month).

See also: *Insertion order, trafficking*

### LMS

See: *Learning management system*.

### Learning management system

(E-learning) Also: *LMS*

A system that organises and provides access to online learning services for students, tutors, and administrators. Although there is a broad range of LMSs, they typically allow tracking and reporting the completion of e-learning.

### Lock out

(Business) Also: *Exclusive*

A deal that gives exclusive coverage to a single client, locking out competitors.

### Media broker

(Type of company) Also: *Media buyer*

Specialists who buy media for groups of advertisers.

Since it is often not efficient for an advertiser to select every website they want to use for their messages, an industry of specialist agents has evolved to enable this process to happen more effectively. Media brokers aggregate sites for advertisers and their media planners and buyers, based on demographics and other factors.

See also: *Media buyer, Media planner, Trafficking*

### Media buyer

(Marketing)

A specialist who buys media for clients.

Media buyers often work within advertising agencies. They handle the details of the negotiation and purchase of the media from a media owner. Typically they work with a media planner to allocate the money provided for an advertising campaign among media properties (online, magazines, TV etc).

See also: *Media planner*

### Media planner

(Marketing) Also: *Planner, Planning*

A specialist who plans a media for clients.

Media planners often work within advertising agencies. They handle the planning of a campaign, deciding which media to select in order to satisfy the client's marketing objectives. Typically they work with a media buyer who handles the negotiation and purchase of the space.

See also: *Media buyer, Trafficking*

### MPU

(Advertising)

Message Plus Unit. Graphical advertising format for web pages.

Created by the IAB as part of the Universal Advertising Package in 2003, the MPU quickly became a popular format across Europe and North America.

See also: *Banner, Pop-up, Skyscraper, Superstitial*

### Network marketing

(Marketing)

Distributed, non-stop marketing with prospects, customers, and strategic partners interconnected through the Internet.

### Navigation integration

(Technical)

One of the best ways to drive qualified traffic to an advertiser's website, Navigation integration incorporates links to the advertiser's site (and sometimes a logo) within the navigation elements of the host site. These positions usually emulate the navigation of the host site rather than attempting to stand out.

### Off page factors

See: *SEO for search engine optimisation*

**On page factors**

See: *SEO for search engine optimisation*

**Online learning**

See: *E-learning*

**Opt-in email**

(Advertising)

Opt-in email is email containing information or advertising that users explicitly request (opt) to receive. Typically, a website invites its visitors to fill out forms identifying subject or product categories that interest them and about which they are willing to receive email from anyone who might send it. The website sells the names (with explicit or implicit permission from their visitors) to a company that specialises in collecting mailing lists that represent different interests. Whenever the mailing list company sells its lists to advertisers, the website is paid a small amount for each name that it generated for the list. You can identify opt-in email because it usually starts with a statement that tells you that you have previously agreed to receive such messages.

Links: [IABEurope.ws](http://IABEurope.ws) for the latest guidelines on email marketing regulation. [AllAboutCookies.org](http://AllAboutCookies.org) for the latest opt-in and opt-out policies for internet cookies.

**Overlay**

(Advertising)

An interruptive advertising format that breaks over the content of a web page.

The format is one of many rich media technologies that take advertising content beyond the banner.

See also: *Pop-up, Rich media*

**Pay-per-click (PPC)**

(Advertising)

In pay-per-click advertising, the advertiser pays a certain amount for each click-through to the advertiser's website. The amount paid per click-through is arranged at the time of the insertion order and varies considerably. Higher pay-per-click rates recognise that there may be some "no-click" branding value as well as click-through value provided.

**Pay-per-lead**

(Advertising)

In pay-per-lead advertising, the advertiser pays for each sales lead generated. For example, an advertiser might pay for every visitor that clicked on a site and then filled out a form.

**Pay-per-sale**

(Advertising)

Pay-per-sale is not customarily used for ad buys. It is, however, the customary way to pay websites that participate in affiliate programs.

**Pay-per-view**

(Advertising)

Since this is the prevalent type of ad buying arrangement at larger websites, this term tends to be used only when comparing this most prevalent method with pay-per-click and other methods.

**Pixel**

(Technical)

The smallest complete sample of an image.

In web design pixels are often used as a measure of image size or screen resolution (e.g. banner advertisements are 468 pixels wide) or an image resolution is 2400 pixels per inch. In computer programming, an image composed of pixels is known as a bitmapped image or a raster image. The word raster originates from analogue television technology. Bitmapped images are used to encode digital video and to produce some types of computer-generated art.

**Play rates**

(Advertising)

The ratio of successful plays of a rich media advertisement to the number of plays that were started.

The discrepancy between the actual number of plays and the number of calls that were made to the server to start the play, has been a significant issue since rich media advertising formats became popular in the late nineties.

**Pop-under**

(Advertising) Also: *Underlay*

Pop under windows are pop ups (see below) that sit underneath the open internet program. They are only evident when the user closes down the internet program at the end of their session, and they usually require the user to close them down manually.

See also: *Daughter window, Pop-up*

**Pop-up**

(Advertising)

Pop up windows can be extremely effective in gaining a user's attention as they load a page. Pop-ups open their own window and contain graphics, HTML, animation, or any combination of the three. Pop-ups close on their own after a 10-second interval but must be limited to a frequency of cap of 1.

**Proof of performance**

(Marketing)

Some advertisers may want proof that the ads they've bought have actually run and that clickthrough figures are accurate. In print media, tearsheets taken from a publication prove that an ad was run. On the web, there are technologies such as DART that are widely accepted as proof of performance. Some buyers rely on the integrity of the media broker and the website. The ad buyer usually checks the website to determine the ads are actually running. Most buyers require weekly figures during a campaign. A few want to look directly at the figures, viewing the ad server or web site-reporting tool.

**Psychographic characteristics**

(Marketing)

This is a term for personal interest information that is gathered by websites by requesting it from users. For example, a website could ask users to list the websites that they visit most often. Advertisers could use this data to help create a demographic profile for that site.

**Reporting template**

(Metrics and counting)

The media have to report data to ad agencies and media planners and buyers during and at the end of each campaign. Standard reports are available through certain companies. FAST, the ad industry coalition, is working on proposed standard reporting template that would enable reporting to be consistent.

**Rich media**

(Advertising)

Rich media is advertising that contains perceptual or interactive elements more elaborate than the usual banner ad. Today, the term is often used for banner ads with pop-up menus that let the visitor select a particular page to link to on the advertiser's site. Rich media ads are generally more challenging to create and to serve. Some early studies have shown that rich media ads tend to be more effective than ordinary animated banner ads.

**Robot**

See: *Web crawler*.

**ROI**

(Marketing)

ROI (return on investment) is the "bottom line" on how successful an ad or campaign was in terms of what the returns (generally sales revenue) were for the money expended (invested).

**RON**

See: *Run-of-network*.

**ROS**

See: *Run-of-site*.

**Run-of-network**

(Advertising) Also: *RON*

A media planning term used to describe a campaign placed to run on any or all sites within a given network of sites.

Advertising campaigns can be targeted to specific editorial environments within a website or group of websites.

Alternatively they can be scheduled randomly to appear anywhere across the whole network.

See also: *Banner, Media buyer, Media planner, Run-of-site, Targeting*.

**Run-of-site**

(Advertising) Also: *ROS*

A media planning term used to describe a campaign placed to run on any or all pages within a given website.

A run-of-site ad is one scheduled to rotate around the website, usually in a random way. The advertising rates for these campaigns are usually lower than for media placements guaranteed to appear in an area selected by the advertiser.

See also: *Banner, Media buyer, Media planner, Run-of-network, Targeting*

**SEO**

See: *Search Engine Optimisation*

**Search engine**

(Technical)

A program or tool to help find information stored on a computer system such as the web.

Search engines have become the navigators for the web. They allow anyone to interrogate vast databases of content in search of specific criteria (typically those containing a given word or phrase). They retrieve a list of references that match those criteria. Search engines use regularly updated indexes to operate quickly and efficiently. Search engines typically refer to the consumer-facing tools offered by firms such as Google or Yahoo, but the term can also be applied to enterprise search engines (which search on intranets), personal search engines (which search individual personal computers) and mobile search engines. Some search engines also mine data available in newsgroups, large databases, or open directories. Most web sites which call themselves search engines are actually front ends to search engines owned by other companies.

See also: *Cost-per-click, Search engine optimisation*

**Search engine optimisation**

(Technical, Type of firm) Also: *SEO*

A series of technical processes webmasters undertake to achieve good rankings in search engines, by making their web pages friendly to the web crawlers used by search engines.

This constantly evolving set of methods is aimed at improving the rankings by responding to the changing needs of the web crawlers used by Google and other search engines. The term also refers to an industry of consultants that carry out optimisation projects on behalf of clients' sites. If search engine optimisation is done using deceptive techniques (which is not always the case), it is called spamdexing. Using search engines, visitors can find sites in a variety of ways: via paid-for advertisements in the search engine results pages (SERPs), via third parties who are listed in the search engines, or via "organic" listings, i.e. the results the search engines present users. SEO is primarily concerned with improving the visibility of a site in the organic search results.

Links: [DigitalStrategyConsulting.com](http://DigitalStrategyConsulting.com) for reports and best practice on search engine advertising and marketing.

**Session**

(Metrics and counting)

A visit to a website.

The audit definition of a session is more precise, because it details exactly what auditors will count as valid traffic. The IFABC standard describes it as "a series of Page Impressions served in an unbroken sequence from within the site to the same User." A Session begins when a valid User connects to a site, continues while Page Impressions are served in a continuous sequence from within the site, and ends when the User leaves the site.

Effectively, the event that is measured is the number of arrivals at the site by a User who was previously outside the site.

#### **Spider**

See: *Web crawler*.

#### **Splash page**

See: *Superstition*.

#### **Sponsor**

(Advertising)

Depending on the context, a sponsor simply means an advertiser who has sponsored an ad and, by doing so, has also helped sponsor or sustain the website itself. It can also mean an advertiser that has a special relationship with the website and supports a special feature of a website, such as a writer's column, a Flower-of-the-Day, or a collection of articles on a particular subject.

#### **Sponsorship**

(Advertising)

Sponsorship is an association with a website in some way that gives an advertiser some particular visibility and advantage above that of run-of-site advertising. When associated with specific content, sponsorship can provide a more targeted audience than run-of-site ad buys. Sponsorship also implies a "synergy and resonance" between the website and the advertiser. Some sponsorships are available as value-added opportunities for advertisers who buy a certain minimum amount of advertising.

#### **Streaming**

See: *Streaming media*.

#### **Streaming media**

(Technical) Also: *Streaming*

Streaming media is media that is consumed (read, heard, viewed) while being delivered.

Streaming media on the internet indicates that the viewer is experiencing the content as it is delivered from the website, rather than as a completely downloaded file being accessed from their own computer's memory.

The word "stream" is also used as a verb, meaning to deliver streaming media.

#### **Stylesheet**

(Technical) Also: *CSS, Cascading Style Sheet*

A print publishing term extended into online media that describes the styles of fonts and layouts applied to a document.

The stylesheet is a definition of a document's precise appearance in terms of elements such as text fonts, sizes, placements, boilerplate paragraphs, and layouts. Typically, a stylesheet is specified at the beginning of an electronic document, either by embedding it or linking to it. This style sheet applies thereafter to the entire document. As necessary, specific elements of the overall style sheet can be overridden by special coding that

applies to a given section of the document. For web pages, a style sheet performs a similar function, allowing the designer to ensure an underlying consistency across a site's pages.

See also: *HTML*

#### **Superstitial**

(Advertising) Also: *Splash page*

A temporary page loading before the front page of a chosen website.

A splash page is a preliminary page that precedes the regular homepage of a website and usually promotes a particular site feature or contains commercial advertising content. A splash page is timed to move on to the homepage after a short period of time.

See also: *Interstitial*

#### **Targeting**

(Advertising)

Targeting is purchasing ad space on websites that match audience and campaign objective requirements.

See also: *Behavioural targeting, Frequency-capping, Geo-targeting*

Links: [DigitalStrategyConsulting.com](http://DigitalStrategyConsulting.com) for the report into types of targeting techniques available to online media owners and marketers.

#### **TCP/IP**

(Technical)

Transmission Control Protocol/Internet Protocol is the basic communication language (or protocol) of the internet and many private networks, intranets and extranets.

When you are set up with direct access to the Internet, your computer is provided with a copy of the TCP/IP program just as every other computer that you may send messages to or get information from also has a copy of TCP/IP. It is a two-layer program. The higher layer (Transmission Control Protocol) manages the assembling of a message or file into smaller packets that are transmitted over the Internet and received by a TCP layer that reassembles the packets into the original message. The lower layer (Internet Protocol) handles the address part of each packet so it gets to the right destination. Each gateway computer on the network checks this address to see where to forward the message. Even though some packets from the same message are routed differently than others, they'll be reassembled at the destination. Many users are familiar with the even higher layer application protocols that use TCP/IP to get to the internet. These include: the web's Hypertext Transfer Protocol (HTTP) and the File Transfer Protocol (FTP).

See also: *HTTP, Packet*

#### **Title bar branding**

(Advertising)

An opportunity for an advertiser to associate their brand with a specific website or piece of content. The advertiser's logo is placed within the main title of a specific page or pages on the host site and along with a short piece of text, e.g. "sponsored by" or "brought to you by".

**Toolbar**

(Advertising, Technical)

1. (Technical) In a graphical user interface on a computer monitor, a toolbar is a row, column, or block of onscreen buttons or icons that, activate certain functions of the program when clicked. The first toolbar appeared on the Xerox Alto computer in 1973 and they now form the core of the interface and navigation for web pages and software packages.

2. (Advertising) A type of sponsorship that is very effective because of its ability to be placed within the context of a page. They are not normally animated, but can be image-mapped, making them especially useful for allowing users to travel to a variety of different click-through locations.

**Toolbox**

(Advertising)

A sponsorship type of rich media that provides ample room both for advertiser branding and to serve as a tool for the user. While no animation is allowed in toolboxes, they can be image mapped.

**Transitional**

See: *Interstitial*.

**Typesetting**

(Business)

Typesetting involves the presentation of textual material in an aesthetic form on paper or some other media. Before the development of innovations such as the dot matrix, inkjet and laser printers, printed material was produced in print shops.

See also: *Hot metal*

**Underlays**

See: *Pop-under*.

**Unique user**

(Counting and metrics) Also: *User*

The audit definition from IFABC "an IP address plus a further identifier. Sites may use User Agent, Cookie and/or Registration ID." Note that where users are allocated IP addresses dynamically (for example by dial-up Internet Service Providers), this definition may overstate or understate the real number of individual Users concerned. A Unique User is at a minimum an IP address plus the Browser ID with a unique address entering a Web site by any page and is counted once for the given period (the minimum audit period is one calendar month). The number of Unique Users is an indicator of the site's audience or 'reach'.

See also: *Visitor, Impression, Session*

Links: [ABC.org.uk](http://ABC.org.uk) for details of the industry auditor ABCE, [IABEurope.ws](http://IABEurope.ws) for details of the standards taskforces that set and refine audit metrics.

**Unique visitor**

(Counting and metrics)

An individual person visiting a website.

A unique visitor is someone with a unique address who is entering a website for the first time that day (or some other specified period). Thus, a visitor that returns within the same day is not counted twice. A unique visitors count tells you how many different people there are in your audience during the time period, but not how much they used the site during the period. Because most websites can only identify a person's computer (regardless of who is using it), there may be slight discrepancies between the number of individual people on a website and the number of unique visitors.

See also: *Visitor, Impression, Session*

Links: [ABC.org.uk](http://ABC.org.uk) for details of the industry auditor ABCE, [IABEurope.ws](http://IABEurope.ws) for details of the standards taskforces that set and refine audit metrics.

**URL**

(Technical) Also: *Uniform Resource Locator, Universal Resource Locator*

The address of a website.

The address of a file (or 'resource') accessible on the internet. The type of resource depends on the internet application protocol (such as HTTP or FTP). Using the web's Hypertext Transfer Protocol, the resource can be an HTML page, an image file, a program, or any other file supported by HTTP. The URL contains the name of the protocol required to access the resource, a domain name that identifies a specific computer on the Internet, and a hierarchical description of a file location on the computer.

See also: *HTML, HTTP*

**UI**

See: *User Interface*

**User interface**

(E-learning) Also: *Interface, UI*

The system of computer screen images, devices, and software components that allow the user to interact with and navigate through the e-learning.

See also: *Navigation*

**User session**

(Counting and metrics)

A user session is someone with a unique address that enters or re-enters a website each day (or some other specified period). A user session is sometimes determined by counting only those users that haven't re-entered the site within the past 20 minutes or a similar period. User session figures are sometimes used, somewhat incorrectly, to indicate "visits" or "visitors" per day. User sessions are a better indicator of total site activity than "unique visitors" since they indicate frequency of use.

See also: *Visitor, Impression, Session*

Links: [ABC.org.uk](http://ABC.org.uk) for details of the industry auditor ABCE.

**Valid traffic**

(Counting and metrics) *Also: Real traffic, Non-robotic traffic*

Traffic generated by real viewers.

This is a term used in the auditing of website analytics and data. It covers traffic which is not excluded according to the industry-agreed ABCE rules for Website Measurement. These rules attempt to give a comparable and verifiable indicator to the industry of levels of human interaction on websites.

Links: [ABC.org.uk](http://ABC.org.uk) for details of the industry auditor ABCE.

**Vertical market community**

(Marketing)

A group of individual professionals and companies in the same vertical market that trade information, advice, goods, and services online.

**View**

(Counting and metrics)

A view is, depending on what is meant, either an ad view or a page view. Usually an ad view is what is meant. There can be multiple ad views per page views. View counting should consider that a small percentage of users choose to turn the graphics off (not display the images) in their browser.

**Virtual classroom**

(E-learning)

An online environment where students and instructors interact online.

Typically this involves use of facilities such as video-conferencing, online voting, white boards and/or bulletin boards.

See also: *Learning management system*

**Visit**

(Counting and metrics) *Also: User session*

A visit occurs when a web user with a unique address enters a website for the first time that day (or for the first time in a lesser time period).

The number of visits is roughly equivalent to the number of different people that visit a site. This term is ambiguous unless the context is defined, since it could mean a user session or a unique visitor that day. The definition for audits by IFABC is "A series of one or more Page Impressions, served to one User, which ends when there is a gap of 30 minutes or more between successive Page Impressions for that User."

See also: *Visitor, Impression, Session*

Links: [ABC.org.uk](http://ABC.org.uk) for details of the industry auditor ABCE, [IABEurope.ws](http://IABEurope.ws) for details of the standards taskforces that set and refine audit metrics.

**VOIP**

(Technical)

Voice Over Internet Protocol.

Utilising the Internet (or even in some cases intranets) for telephone conversations. The primary motivations for doing so are cost and convenience as VOIP is significantly less expensive than typical telephone long distance

packages, plus one high speed Internet connection can serve for multiple phone lines. For many consumers this simply means a system for making low cost phone calls over a broadband connection.

**Web 2.0**

(Business)

The perceived ongoing transition of the web from a collection of websites to a full-fledged computing platform serving web applications to end users. Web 2.0 services are argued to replace desktop computing applications for many purposes. The term is often used to describe the evolution of websites from 2004 onwards.

Links: [DigitalStrategyConsulting.com](http://DigitalStrategyConsulting.com) for the Digital Book Club.

**Web analytics**

(Business) *Also: Web commercial optimisation (sometimes)*

What's happening inside a single website.

This business discipline covers extracting business insight from customer behaviour data, and using this to optimise the website's commercial performance. Web analytics is a rapidly growing discipline and is increasingly core to unlocking the value of the investment a firm has already committed to web development.

See also: *Web metrics. Review of 'Weaving the web'.*

**Web crawler**

(Technical) *Also: Bot, Robot, Spider*

A web crawler (also known as a web spider) is a program which browses the web in a methodical, automated manner. Web crawlers are often used to create a copy of all the visited pages for later processing by a search engine, that will index the downloaded pages to provide fast searches. Crawlers can also be used for automating maintenance tasks on a web site, such as checking links or validating HTML code. Also, crawlers can be used to gather specific types of information from web pages, such as harvesting email addresses (usually for spam).

Links: [IABEurope.ws](http://IABEurope.ws), for details of how to obtain the industry list of IP addresses that web crawlers come from.

This list can be used to filter out 'invalid' traffic for more accurate counting.

**Web metrics**

(Business)

Sizing the competitive web market and the general internet audience.

This is the macro-economic picture of internet use, covering topics such as connections, demographics, time online. In the early 90s these wider market metrics were exceptionally popular, often helping firms justify their investment in the web. Key variables include the proportion of the population has access, which sites do they go to, and what they do.

See also: *Web analytics*

Links: [IABEurope.ws](http://IABEurope.ws) for details of current web metrics.

**Website**

(Technical) *Also: Sites*

A collection of pages and services on the web, typically under a single web domain.

**World wide web**

(Technical) Also: *The Web, WWW.*

All the resources and users on the Internet that use the Hypertext Transfer Protocol (HTTP).

A broader definition comes from the organisation that Web inventor Tim Berners-Lee helped found, the World Wide Web Consortium (W3C): 'The World Wide Web is the universe of network-accessible information, an embodiment of human knowledge'.

See also: *Internet.*

Links: 'Weaving the web' by Tim Berners-Lee.

**XML**

(Technical)

eXtensible Markup Language

A widely used system for defining data formats. Popular in web development, XML provides a rich system to define complex documents and data structures such as invoices, molecular data, news feeds, glossaries, inventory descriptions, etc. As long as a programmer has the XML definition for a collection of data (often called a "schema") then they can create a program to reliably process any data formatted according to those rules.

See also :HTML, XML feed.

**XML feed**

(Technical)

A supply of data using the XML markup language format.

Since 2002 XML has become a popular choice among developers for the exchange of data between websites and online services.

See also: HTML, XML

**A special note for sales teams**

In the world of media sales it's easy to become so familiar with the jargon that you forget to define it and explain it to customers. Even the simple terms for pricing (CPM for cost per thousand or CPA for cost per acquisition), can confuse those new to the industry, and as media sales teams it's key to ensure that the language is as simple to understand as possible. This makes it easier for your customers to buy.

Alongside the buying models there are lots of jargon terms for the advertising formats and these really need to be clarified because each technology vendor might have their own flavour of jargon for formats which are essentially the same. There's no substitute to explaining these to clients with demonstrations because that will also help people visualise the power of what's available.

In the jargon guide we've also given you the details of lots of the metrics (impressions, clicks, visits etc) that you'll come across regularly, and some explanations about when they are used, and why. If you come across other metrics then let us know.

**The Digital Jargon Busters Wiki**

We now have our own wiki for Jargon Busters. If you come across a new piece of jargon, add it to the list at [www.DigitalJargonBuster.org](http://www.DigitalJargonBuster.org).

**Thank you Digital Jargon Busters everywhere!**

When I set out in 2000 to develop the first edition of this guide, all involved hoped it would prove useful. By the time of its publication, it was clear the Jargon Buster had become essential. In the digital industries jargon remains a thick barrier to broadening people's understanding. Every industry has to balance the use of its own acronyms and vocabulary, but that balance in digital media and marketing has gone wildly astray. The Digital Jargon Buster is a small contribution to addressing this. The definitions focus on some of the more common terms used today, and many include a note about the context of that use. Language evolves, and in an industry developing as fast as this, that evolution is rapid. This 2007 edition of the Jargon Buster will soon need revisions and further additions as the pace of development in this vibrant industry continues. Every new edition of a trade magazine unveils new jargon and the real challenge for the industry is to use language in an inclusive and appropriate way.

Over the years, since I started writing and editing the Digital Jargon Buster, many people and organisations have contributed to the project. They include Dick Bennett, Gerard Broussard, Richard Foan, Susan Friedman, George Ivie, Ben Saitz, Jim Spaeth, Greg Stuart and Robin Webster. The team at the US Interactive Advertising Bureau for initially defining several of the terms, and their colleagues at the Association of National Advertisers in the United States for providing access to their CASIE Glossary of Interactive Advertising. In the UK, colleagues at the national IAB for their support while I was its chairman and later CEO, as well as the European IAB from when I was its president. Both thanks and congratulations go to the JICWEBS counting committee whose definitions have been used to ensure consistency in the terms to which auditing applies (visit [www.jicwebs.org](http://www.jicwebs.org) for current definitions on specific counting metrics as these are subject to change over time). Wikipedia's writers have been a great source of inspiration. I'd also like to thank the thousands of executives who've raised with me questions about jargon at hundreds of conferences and training events over the years. The Jargon Busting crusade continues, but it looks like the Jargon Busters are finally winning.

Danny Meadows-Klue  
Editor, Digital Jargon Buster

Add your jargon online at [DigitalJargonBuster.org](http://DigitalJargonBuster.org)

© 2007 Digital Strategy Consulting Ltd.

## Translation

### Translating jargon

As most of the original internet jargon grew from English, we've written this Jargon Buster in English. We're working with national trade associations and Interactive Bureau trade bodies across Europe to explore formalising the translations into other European languages.

However at the moment we recommend you try using the free online translation tools as a way of getting a simple literal translation of the terms we've defined. The free services, like those from Google and FreeTranslation are not perfect, but they should give you a basic idea.

## Found more jargon?

### You heard someone say WHAT?!

So you've heard a new term. Congratulations! The geekier and weirder the better!

Send it to us now. We've got our mouse, dictionary and instant messenger kits at hand, and we're ready for whatever you've uncovered! If you're unsure of the spelling then that's not a problem, but if you have a hint about what it means then don't be shy about telling us that too. And if you're a digital expert and veteran Jargon Buster yourself, then you can help out by including any or all of the following:

- A classification (the sort of thing it is)
- A simple definition
- An extended definition if it needs it
- Some information about the context of the term if you feel it's relevant
- Links to other websites if they're needed
- And suggested other definitions you think it should be cross-referenced to

Remember that by sending materials to us you warrant they are your own work and are intending them to be distributed to lots of Jargon Busters, so you are giving us the rights to be able to use them in any way we choose, including publication in any medium.

The more people who can access the Jargon Buster, the better; and the more jargon we all bust, the better for everyone!

## Resources & Links

**IABEurope.ws** for links to interactive media trade associations around the world, many of which have their own translated jargon busters

**DigitalStrategyConsulting.com** for further insight reports about marketing and commerce in the digital networked economy

### Disclaimer and the legal small print

The Digital Jargon Buster is a free service provided for marketers and web users in good faith. We hope you'll appreciate that we can't be held liable for any loss incurred from any actions you take in connection with it, or as a result of using its terms. We hope you find it useful but offer no guarantees or warranties, so whenever you're entering into contractual relationships that use the jargon we'd suggest you get the help of a qualified lawyer specialising in these areas. By using the service you agree to abide by our terms and conditions.



Digital Strategy Consulting Limited  
 Tel +44 (0)20 7244 9661  
 Fax +44 (0)20 7168 2659  
 Email TheTeam@DigitalStrategyConsulting.com  
 Company 4342606  
 The Digital Hub, 19-21 Tavistock St, Covent Garden, London, WC2E 7PA, UK

Making sense of a digital world

Copyright, marks and small print

Copyright 2007 Digital Strategy Consulting Limited. All rights and marks are our property. IAB Europe and National IABs that are part of the IAB Europe network have a licence to distribute this report to their members. While every effort has been made to ensure the accuracy of this paper, we offer no guarantee or warranty on the information contained herein. Nothing in this document forms any part of a contract and our approach to research, consultancy and training is subject to change without notice. For a full schedule of terms and conditions for working with us contact our team.

Add your jargon online at [DigitalJargonBuster.org](http://DigitalJargonBuster.org)

© 2007 Digital Strategy Consulting Ltd.