

## Glossary of Terms

**AVC** (Advanced Video Coding) – a new generation of video compression standards that offer greater compression and more cost effective transport of digital images.

**Application** – a program that adds enhanced functionality for the user. Applications can be downloaded over-the-air or loaded onto the set-top box at point of manufacture, examples include games, widgets and Electronic Programme Guides (EPG)

**Catch-up TV** – online TV portals that carry TV operators' content allowing consumers to watch programmes that they may have missed. Examples include BBC's iPlayer and SkyPlayer.

**CA** (Conditional Access) – refers to the encryption technology that allows TV operators to securely control access to Pay TV services. The most popular form is via smart card though card-less CA systems are now starting to enter the market.

**Decoder** – part of the CA system located in the set-top box that specifically decrypts encoded pictures.

**DiSeqC™** (Digital Satellite Equipment Control) – a piece of technology integrated into the set-top box that can allow users to control multiple LNBs allowing access to different satellites and a greater variety of programmes.

**DLNA®** (Digital Living Network Alliance) – a universal software specification that enables conforming devices to share data over an Ethernet network. Often used in connected homes for sharing video between devices.

**DOCSIS®** (Data Over Cable Service Interface Specification) – refers to the specification of the high bandwidth return path technology that is often integrated into cable products, allowing operators to offer enhanced two-way services such as video-on-demand.

**Dolby® and Dolby® Digital** – company that has defined a set of standards for the encoding and compression of digital audio signals. Standards such as Dolby® Digital enable consumers to receive a high quality cinematic experience receiving sound from a number of channels or speakers located around a room.

**DVB** (Digital Video Broadcasting) – controls and develops standards for the transmission and reception of digital television on behalf of its members. Though predominantly a European body, its standards have been adopted in other countries throughout the world.

**DVR or PVR** – (Digital Video Recorder or Personal Video Recorder) a device that allows consumers to record digital television onto an integrated hard disk drive (See HDD) for playback at their convenience.

**EPG** (Electronic Programme Guide) – an application resident in set-top boxes that gives the user access to programme information and television schedules.

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**Encryption** – refers to the ‘encoding’ of digital information (sound and pictures). The encrypted information can only be viewed by individuals who are given an appropriate key, such as a smart card, so the data can be decrypted and viewed. Often referred to when discussing conditional access or CA.

**Ethernet** – allows a connected device to connect to a network such as the Internet, using a broadband modem.

**FTA** (Free-to-air) – refers to TV operators who broadcast their programmes with no encryption or conditional access system so that access is free-to-all. Examples include FreeSat or FreeView in the UK.

**GUI** (Graphical User Interface) – refers to the on-screen representation of data that allows consumers to access, set-up or control a particular device.

**HDD** - (Hard Disk Drive) a digital data storage device made up of a number of disks, used in connected devices to allow users to record TV programmes see DVR and PVR.

**HDTV** – (High Definition Television) – allows consumers to view television at very high resolution. In high definition TV the number of lines that makes up the picture is increased to 720 or 1080.

**Head-end** – refers to the part of the broadcast network where broadcast services are amalgamated and then broadcast to the consumer, typically includes encoding equipment, down-link and uplink services though exact configuration changes according to the broadcast medium.

**IDTV** (Integrated Digital Television) – where digital television reception technology is integrated into the TV casing.

**IPTV** (Internet Protocol Television) – a method of delivering TV services to consumers using Internet Protocol sometimes referred to as TelcoTV and WebTV as it uses Internet technologies.

**Java** – computer programming language based on Internet standards often used for writing applications in the digital TV space.

**LNB** (Low Noise Block) – a device used for capturing signals from a parabolic antenna (dish).

**MHEG-5** – an open standard specification for writing interactive television software and applications written by the Multimedia/Hypermedia Experts Group part of the International Organisation for Standardisation (ISO). The standard has been adopted by many free-to-air broadcasters particularly in terrestrial TV.

**MHP** (Multimedia Home Platform) – an open standard for writing interactive television software and applications written by the DVB. The standard has been adopted by some cable TV operators in Europe.

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**Middleware** – a layer of software or applications programming interface that allows applications to be written and used on a connected device.

**MoCA®** (Multimedia over Coax Alliance) – alliance working on the distribution on content around the home using coaxial cable as the distribution medium.

**MPEG** – the Motion Picture Experts Group, develops compression standards for digital video and audio used predominantly in the broadcast space.

**MPEG-2** – an international standard that enables the conversion of moving pictures into a highly compressed stream of digital data for transmission. This was the first standard used for the broadcast of digital TV.

**MPEG-4** – a more efficient version of MPEG-2, or advanced video coding solution, with higher compression ratios. Allows operators to squeeze more channels into a given broadcast space, reducing bandwidth requirements. Has been widely deployed to support higher bandwidth services such as HD TV and bandwidth constrained markets such as IPTV.

**OTTTV** (over-the-top TV) – refers to Internet based video services that are often supplied over-the-top of traditional broadcast services.

**Pay TV** – Television services to which users can buy access usually via monthly subscription or rechargeable smart cards.

**PIP** (Picture in Picture) – allows consumers to open a second viewing window over the top of another.

**RS-232** – an interface featuring on a connected device that is used predominantly for uploading new software.

**SCART** – a common European connection interface for connecting video devices together, the solution consists of 2 connectors located in each device and connecting cable.

**SDK** (Software Development Kit) – a set of tools developed to allow software programmers to write application programs for digital TV. Each flavour of middleware usually has a corresponding SDK.

**SDTV** (Standard Definition TV) – the base level picture quality used in digital TV transmissions.

**Smartcard** – a card which allows users to access digital TV services. The card carries an individual key that unlocks, or decrypts Pay TV services. Often used with a corresponding CA system, see CA.

**S/PDIF** – a connector/interface often used on connected devices to allow the transfer of digital data.

**STB or IRD** – a consumer electronic device that enables consumers to watch digital entertainment services. The primary function of the STB is to decode and receives the broadcast signal and transfer to the TV.



go beyond the box.

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**S-Video** (Super-Video) – an interface specification for transferring video signals between devices at high quality.

**USB** (Universal Serial Bus) – an interface that allows the plug and play installation of peripherals onto a connected device.

**VC-1** – Microsoft's specific version AVC software.

**VoIP** (Voice over Internet Protocol) – allows voice communication to be transferred digitally across a network. Is the system employed by various Internet based telephone communications carriers.

**WEEE** (Waste from Electrical and Electronic Equipment) – directive concerning the appropriate disposal and handling of waste generated from electronic devices, also concerns the control of certain substances during device manufacture.