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**ADSL**

Asymmetric Digital Subscriber Line. ADSL offers higher download speeds than upload speeds and is usually configured to deliver up to six megabits (Mbps) of data per second (6000K) from the network to the customer that is up to 120 times faster than dialup service and 100 times faster than ISDN. See DSL for more info.

**Adventure Gaming**

An interactive role-playing computer game in which the player becomes a character in the narrative.

**Access Provider**

Any organization that provides Internet access or online services to individual customers or organizations.

**Access Rate**

The speed, in bits per second, at which data is transmitted between the end user and the network.

**ATM**

Asynchronous Transfer Mode. High Bandwidth packet technology that uses 53 byte fixed sized cells to deliver data, voice and video.

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**Backbone**

A central very high-speed, fiber network transmission path used for high-volume network-to-network connections. A backbone network consolidates data traffic from the individual high-speed access lines into a backbone network for delivery to the ISPs.

**Back Channel**

A means of communication from users to content providers. At the same time that content providers are transmitting interactive television (analog or digital) to users, users can connect through a back channel to a Web site of a content provider or an advertiser. The back channel can be used to provide feedback, purchase goods and services, and so on.

**Bandwidth**

A term generally used to describe the data throughput capacity over a given network. Bandwidth is technically the range between the highest and lowest frequencies that are available for communications signals to be transmitted or received. The relationship between bandwidth and data throughput depends on several things including modulation type, carrier network capacity, saturation of the network, carrier peering agreements, etc.

**BPS**

Bits per second. The number of bits passing a point every second. A basic measure of data speed for computer modems and transmission carriers.

### **Bridge**

A device that connects two networks as a seamless single network using the same networking protocol. Bridges operate at the hardware layer and don't include IP routing capabilities.

### **Broadband**

Data transmissions of voice, data and video signals over a single medium at high speeds.

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### **Cable Modem**

A data modem that uses the bandwidth within a cable TV system, which can have speeds up to 80 times faster than an ISDN line or six times faster than a dedicated T1 line (the type of connection most large corporations use). Data rates can be up to 50x to 100x faster than the traditional dialup speed. Cable modem built into a set-top box enables Internet access via TV set and/or PC.

### **Cache**

Local or temporary storage.

### **Caching**

Method of content delivery that maximizes user experience with bandwidth intensive content.

### **CDV**

Processing of data stream to greatly reduce (compress) the data bandwidth required to transmit video images. Trade-offs exist between the degree of compression and the fidelity of the received video image.

### **Core**

In fiber-optic cable, the core is the light-transmitting material at the center of the fiber.

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### **Datacasting Service**

The broadcasting of data via satellite or cable.

### **DBS**

Direct Broadcast Satellite. A service that uses satellites to broadcast multiple channels of digital television programming directly to home mounted small-dish antennas.

### **Digital Broadcasting**

Digital terrestrial television over-the-air broadcasting using CDV. For the same 6 MHz bandwidth needed for an analog television channel, Digital Broadcasting can transmit multiple channels of digital video programming or one High Definition Television (HDTV) channel.

### **DNS**

Domain Name Services. Uses name rather than an actual Internet Protocol (IP)

address for simplicity (e.g. easier for users to remember 'starzencore.com' than our numerical IP address).

### **DSL**

Digital Subscriber Line. Technology that can be used to combine two way voice and data transmissions at very high speeds on existing copper-wire telephone lines. Uses sophisticated modulation schemes to send hi-speed data over copper wires originally designed for limited bandwidth voice traffic. Distance limited to 14,000 feet from the central office.

### **DTV**

Digital Television. ATSC standard for digital over-the-air broadcasting.

### **Downstream**

Data flow from the origination point to the user.

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### **E-Commerce**

Electronic Commerce. Electronic transactions between business and customers via the Internet.

### **Electronic Media Distribution**

A method of distributing electronic media, usually as a download over the Internet. Music, text (books, newspapers, etc.) and video can be currently distributed this way.

### **Enhanced Digital Broadcast**

Enhanced Digital Broadcast combines the storytelling of television with the interactivity of the Web. Viewers experience video and audio as well as interactive data that allows them to learn more about specific topics related to the program.

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### **Fiber Optics**

A method for data transmission in which data is modulated on to light and is transmitted at very broad bandwidth fibers over very pure, extremely thin glass fibers.

### **Fiber-Optic Cable**

A cable made of glass fibers that transports data or voice signals.

### **Fibre Channel**

A high-speed data link planned to run up to 2 Gbps on a fiber optic cable.

### **Filtering**

A process used in both analog and digital processing to pass one frequency or frequency band while blocking others or visa-versa.

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Giga bits per second. 1,000,000,000 (one billion) bits per second, a measure of telecommunications speed. A thousand Megabits.

### **G.Lite**

The new ITU standard that forms the basis of Universal ADSL, which supports 1.5 Mbps downstream and 384 Kbps upstream.

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### **HDSL**

High Data Rate Digital Subscriber Line. This DSL variety created in the late 1980s delivers symmetric service at speeds up to 2.3 Mbps in both directions. Available at 1.5 or 2.3 Mbps, this symmetric fixed rate application does not provide standard telephone service over the same line and is already standardized through ETSI and ITU. Seen as an economical replacement for T1 or E1, it uses one, two or three twisted copper pairs. See DSL for more info.

### **HDTV**

High Definition Television. A production and broadcast standard which provides a finer and wider TV picture with usually twice as many scanning lines as existing analog TV.

### **HFC**

Hybrid fiber coax. A type of network that contains both fiberoptic cables and copper coaxial cables. The fiberoptic cables typically carry optical TV signals from the head-end office to the neighborhood where the signals are converted from optical to electrical and carried to the home via coaxial cables.

### **HTML**

HyperText Markup Language. The authoring language used to create documents on the World Wide Web. HTML defines the structure and layout of a Web document by using a variety of tags and attributes.

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### **Immersive Entertainment**

Forms of entertainment, such as games, that incorporate Video As Input (VAI) technologies and place the participant directly in the digital action or game.

### **Interactive Television (iTV)**

A combination of television with interactive content and enhancements. Interactive television integrates PC applications on to the TV platform providing richer entertainment and interactive information. Programming can include richer graphics, one-click access to Web sites through TV Crossover Links, electronic mail and chats, and online commerce through a back channel.

### **Internet**

Global network of interconnected commercial, governmental and educational, and consumers' computers using TCP/IP as a communications protocol.

### **Internet Broadcasting**

Broadcasting of audio and/or video signals across the Internet.

### **Intranet**

A private network that uses Internet software and standards.

**IP**

Internet Protocol. A software standard that controls the flow and routing of content between Internet devices or machines. IP networking forms the basis of networking over the Internet and allows information to be transmitted across dissimilar networks.

**IPG**

Interactive Programming Guide. An application that gives an on-screen listing of all programming and content available to an interactive television service subscriber or digital television viewer.

**ISDN**

Integrated Services Digital Network. Public circuit switched network that combines voice and data into a single medium. Typically runs at 64, 128, or 384 Kbps. Predecessor to DSL technology.

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**Kbps**

Kilo Bits Per Second. One kilobit is 1,000 bits of information, the higher the number the faster the transmission speed.

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**Live-Streaming**

Streaming media that is broadcast to many people at a set time.

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**Mbps**

Mega Bits Per Second. Like Kbps a measure of data transmission rates. One Megabit equals 1,000 kilobits.

**MDU**

Multi-dwelling units like office buildings, apartments, condos that have more than one potential customer per building.

**Media Appliances**

Consumer electronics devices that feature digital functions, combining the power of the PC with the convenience of traditional consumer devices. These devices range from cellular phones to refrigerators to audio and video devices.

**Modem**

MODulator/DEModulator. Conventional modems comprise equipment which convert digital signals to analog signals and vice versa.

**Multiplexer**

An electronic device that allows multiple channels to be combined into a single signal, e.g. digital video multiplexes.

### **NVOD**

Provides same movie on different pay-per-view channels with staggered start times (e.g. may be a start time every half hour) to provide consumer convenience.

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### **Open Architecture**

Open architecture is a system design that allows computer programs to run and data to travel across a wide variety of transports and to be delivered to a wide variety of platforms.

### **Open Cable**

A project aimed at obtaining a new generation of set-top boxes and middleware that are interoperable across different cable systems. These new devices will enable a new range of interactive services to be provided to cable customers and can be sold at retail.

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### **Packet**

A variable-sized unit of information that can be sent across a packet-switching network. A packet typically contains addressing information, error checking, user information, in addition to application data.

#### **Packet-Switched Network**

A network that does not establish a dedicated path through the network for the duration of a session but instead transmits data in units called packets in a connectionless manner. Data streams are broken into packets at the front end of a transmission.

### **Point-to-Multipoint**

An arrangement, either permanent or temporary, in which the same data flows or is transferred from a single origin to multiple destinations; the arrival of the data at all the destinations should occur at the same time or nominally the same time.

### **PVOD**

Pay-Per-View Video on Demand. Typically new movies with an associated per transaction fee.

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### **Reliability**

A measure of how dependable a system is once you actually use it. Very different from MTBF (Mean Time Between Failures).

### **Repeater**

Device that amplifies weak signals without regeneration or processing.

### **Router**

A device that routes data between networks through IP addressing information contained in the header of the IP packet.

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### **Set-top Box**

An electronic device that serves as an interface between a television set and a broadband network. Set-top boxes will contain powerful microprocessors that make it possible for an analog television set to receive digital television transmissions including video, audio, program guide and other data services.

### **SOHO**

Small Office/Home Office.

### **SONET**

Synchronous Optical Network. A very reliable, self-healing network standard that uses fiber optics to transmit data at very high speeds.

### **Streaming Media**

Multimedia content - such as video, audio, text, or animation - that is displayed by a user as it is received from the Internet, broadcast network, or local storage. Usually buffered to smooth network performance.

### **SVOD**

Subscription Video-On-Demand. Can be used for movies, news, weather, sports and music. For example, subscribers with Pay TV packages can subscribe to watch a subset of the best movies or series from pay packages with VCR-like control and never miss the start of a big hit movie again. Provides operators with a new revenue stream to offset VOD infrastructure costs. Compatible with headend VOD platforms and set-tops with integral hard-drives or combinations thereof. Movie-in-progress feature alerts viewer to availability of individual titles

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### **T-Commerce**

Television Commerce. Interactive television application enabling electronic transactions between businesses and consumers via television.

### **TCP/IP**

Transmission Control Protocol/Internet Protocol. TCP/IP is the suite of protocols that define the basis of the Internet. TCP/IP provides a basis for communications across interconnected networks between computers with diverse hardware and operating systems.

### **Transport**

Type of content delivery medium, such as terrestrial, cable or satellite.

### **TV Crossover Links**

A type of enhancement which notifies users that there is enhanced or Web content associated with a program or an advertisement. A TV Crossover Link appears as a small icon in the corner of the TV screen at a point in time determined by content producers. Clicking the link displays a panel, giving the viewer an option to go to the content enhancement (Web site) or continue watching TV. The term is a trademark of the Microsoft Corporation.

**Twisted Pair**

Cable of two 18 to 24 gauge solid copper strands twisted around each other. The twisting helps protect against electro-magnetism and Radio Frequency Interference (RFI).

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**Upstream**

The flow of data from client or subscriber back to content provider.

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**VDSL**

Very High Bit Rate Digital Subscriber Line. DSL variety carriers up to 26 Mbps on very short lines. In most cases, VDSL lines will be served from neighborhood cabinets that link to a Central Office via optical fiber. It is particularly useful for 'campus1 environments - universities and business parks, for example. VDSL is currently being introduced in market trials to deliver video services over existing phone lines. See DSL for more info.

**VOD**

Video-on-Demand. A platform consisting of hardware and software that allows users to view content on-demand with VCR-like control. Products offered via VOD platform include PVOD, SVOD, news, weather, sports, etc. See PVOD and SVOD for more info.

SVOD Subscription Video-On-Demand. Can be used for movies, news, weather, sports and music. For example, subscribers with Pay TV packages can subscribe to watch a subset of the best movies or series from pay packages with VCR-like control and never miss the start of a big hit movie again. Provides operators with a new revenue stream to offset VOD infrastructure costs. Compatible with headend VOD platforms and set-tops with integral hard-drives or combinations thereof. Movie-in-progress feature alerts viewer to availability of individual titles.

PVOD Pay-Per-View Video on Demand. Typically new movies with an associated per transaction fee.

**VRML**

Virtual reality modeling language. An ISO standard for 3-D mul timedia and shared virtual worlds on the Internet.

**VSB**

Vestigial Side Band. An amplitude technique with variations used in NTSC, ATSC and other transmissions today.

**VPN**

Virtual Private Network. A network service that is provided over a public network that is secure and works like a private network.

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**WAN**

Wide Area Network. A network with devices over a wide geographical area.



**xDSL**

A generic term used to refer to the entire family of DSL technologies. The x is a placeholder A in ADSL, S in SDSL, and so on. These DSL technologies are ADSL, HDSL, IDSL, SDSL, RADSL, VDSL, and UADSL.

**XML**

Extensible Markup Language. XML lets people define data formats that can be seamlessly shared between unrelated applications.