

The Future of Prescription Drug Promotion and Digital Marketing

Virtual Public Workshop

September 14, 2023

12:30-5:00 pm ET

Glossary of Key Terms

Please note the following terms and definitions have been made available to workshop attendees for ease of reference. Each term and description may be derived from multiple sources and may not reflect a standardized definition. These terms are provided for discussion purposes only and do not convey official adoption by FDA/HHS, or the U.S. Government.

Television (TV) Formats

Cable

Television that reaches consumers via cables, customers pay a subscription fee to watch these shows.

Connected TV

A device either embedded in or connected to a television to enable content streaming.

Linear/Traditional TV

Television that is programmed, with content airing in a scheduled manner and delivered through cable or other formats.

Over the Top (OTT) Content

Any content that is delivered directly to a viewer via the internet and bypasses other distribution methods such as cable. Also referred to as streaming content.

Streaming

Television that is distributed over the internet directly to users to view on-demand rather than in a scheduled format.

Streaming Formats

Advertising Based Video On-Demand (AVOD)

Video-based subscription service that includes advertising. AVOD services may be free or include a subscription fee.

Free Ad-Supported Streaming Television (FAST)

Digital linear/traditional format that is free and entirely supported through advertising.

Subscription Video On-Demand (SVOD)

A subscription service owned and operated by a streaming company. Is not affiliated with an existing linear provider but may include on-demand content that is licensed from other providers or platforms.

Transactional Video On-Demand (TVOD)

Service where consumers can purchase access on a pay-per-view basis. Includes two formats: electronic sell-through (EST) where consumers pay a one-time fee for permanent access to content and download to rent (DTR) where consumers pay a smaller fee to access content for a limited period.

Virtual Multichannel Video Programming Distributor (vMVPD)

Aggregator service owned and operated by a streaming company. May serve on-demand content from other networks and/or develop original content.

Advertising Strategies and Technologies

Addressable Advertising

Advertising technology that uses consumer data to connect different viewers with specific advertising across social media, smart TV, and other platforms.

Automatic Content Recognition (ACR)

Ability of a device to identify content through audio or video fingerprint. Used to contextually place advertisements based on identified content.

Multichannel Marketing

A marketing strategy utilizing different platforms with communication that is relatively similar across channels. Ads deployed through this strategy may not be personalized to the customer and are siloed within each channel rather than connected across channels.

Native Advertising

Promotional content that is intended/ designed to have the same look and feel of editorial content on a given platform.

Omnichannel Marketing

A marketing strategy that takes all marketing channels into consideration to improve customer experience when interacting with a brand across various media outlets.

Ad Performance Metrics

Please note the below metrics may not be standardized, and calculations may vary between platforms.

Ad Frequency

The number of times an advertisement is viewed by a unique user over a designated amount of time.

Click-Through-Rate (CTR)

The percentage of ad views that resulted in a viewer clicking the provided link.

Cost Per Completed View (CPCV)

Cost per viewer who watched the complete ad. Measures overall messaging cost.

Cost Per Mille (CPM)

Cost per 1000 views of a video regardless of completion.

Impressions

A metric that quantifies number of engagements or digital views on a specific piece of content, often used for online advertising.

Reach

The number of potential customers exposed to an ad.

Video Completion Rate (VCR)

How many viewers ran a video to the end.

Video Starts

How many times a viewer started an ad. Does not count how many times a viewer completed the ad.

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