

## Glossary on VOD

**VOD - Video On Demand:** There are two different meanings of VOD:

- The whole variety of non-linear / on-demand services. As opposed to linear services, which broadcast a program at a date and time chosen by the broadcaster, non linear services make programs available to the users, who will screen them at the time and place of their choice.
- On-demand rental, which historically was the first on-demand service to appear.

**AVOD - Advertised VOD or Free VOD:** Service offering the free screening of a program at the time and place chosen by the user (the cost being supported by advertisers).

**Catch-Up TV:** Service offering the screening, at a time and place chosen by the user, of a program that was recently broadcast on TV. The service can be free or paying (e.g. to screen a program that was broadcast by a pay TV channel).

**DRM - Digital Rights Management:** Digital key restricting the use of an electronic file (e.g. forbidding transfers, or limiting the number of screenings or the time during which the program may be watched).

**EST - Electronic Sell-Through or DTB/DTO - Download To Burn/Own:** Service offering to buy a program at a moment and place chosen by the user, to permanently download and/or burn it on a digital media, and watch it almost immediatel.

**IPTV - Internet Protocol TV:** Commonly and improperly referring to a TV service broadcast through DSL services. When the VOD is exploited on IPTV, the service is available on a TV connected to a DSL network through a set top box.

**Portability:** Technology allowing to transfer on a portable device (e.g. iPod, Archos, mobile phone, laptop) a downloaded program. The number of screenings can be limited in time or not, and the number of transfers can be limited or not.

**STB - Set Top Box:** Electronic box gathering Internet access and/or phone and/or TV services, generally using the DSL technology.

**Streaming:** Technology allowing to screen a program at the moment chosen by the user, without the program actually being downloaded on the user-hardware (computer or TV).

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**SVOD - Subscription VOD:** Service offering to screen at the moment and place chosen by the user a given number of programs for a specific amount of time against a lump sum.

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**Temporary Download:** Technology allowing to download a program, at the moment chosen by the user, which the user will only be able to screen a certain number of times and during a certain period of time.

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**VOD Rental:** Service allowing to rent a program to screen it at the moment and place chosen by the user.

**Source:** Philippe Leconte's Blog: « legal aspects and economic news of cinema and VOD in France »