

Product Placement Glossary

A

- **Ad-Creep** is the notion that advertising messages are methodically entering into more and more of our daily lives beyond traditional mediums.
- **Added Value** is any benefit a media outlet can provide its advertisers that go beyond simply running space at rate-card prices.
- **Advergaming** is the viral marketing technique of using games as a vehicle for creating brand awareness, driving internet traffic, and promoting products and services.
- **Advertainment** Branded Advertising or Brandvertising.
- **Advertiser Funded Programming** is when an advertiser creates content (which they sponsor) in isolation from a broadcast and airs during program time not commercial time. Also known as sponsored vignettes.
- **Advertisers** is the manufacturer, service company, retailer, or supplier who advertises their product or service.
- **Advertising Agency** is the agency responsible for an advertiser's creative or account work.
- **Advertorial** is an advertisement promoting the interests or opinions of a corporate sponsor, often presented in such a way as to resemble an editorial.
- **Aided Recall Recognition** is a research method frequently used to determine what consumers remember about an advertisement they have seen or heard.
- **Air Date** is the broadcast date in which a television program, commercial or product placement is scheduled for broadcast on a television station or network.
- **ANA (Association of National Advertisers)** is a membership organization representing 300 companies with 8,000 brands dedicated exclusively to marketing and brand building.
- **Aspirational Programming** is a genre of unscripted television programming whereby viewers are inspired by the altruistic nature of the content. This style of programming has led to the rebuilding of lives, homes and even communities in the wake of unfortunate events.
- **Awareness Factor** is a ratio based on viewer's awareness and recall to content vs. their awareness and recall to the commercials in the same show.**B**
- **Background Placement** is a product or brand placed in the background of a scene in a television program or film.
- **Billboards** is an outdoor sign or poster; (2) Sponsor identification at the beginning or end of a television show.
- **Blipverts** is a term that suggests both the quickness and pervasiveness of an advertising message. The term comes from an episode of ABC's Max Headroom, and was coined almost 20 years ago.
- **Brand Alignment** refers the appropriateness or "fit" of a product placement in relation to the a particular character, scene or venue.
- **Brand Character** is developing and communicating specific brand qualities and attributes within the content of a scripted or unscripted program or film. Subtle in nature, this product placement treatment is often reinforced by traditional media communications such as commercial messages.
- **Brand Engagement** is the moment for the viewer when the brand detaches itself as a "sponsor" and becomes a seamless part of the content and story.
- **Brand Loitering** is when the brand exceeds its welcome within the framework of the content and does not represent a natural fit.
- **Brand Recognition** is the extent to which a brand is recognized for stated brand attributes or communications.
- **Branded Entertainment** is a method for advertisers to get their brands noticed in an era where new technologies such as digital video hard drives (TiVo) allow consumers

to tune out traditional advertisements. It typically involves embedding a brand within a television program, film, video game or other entertainment medium. See also Brandvertising or Advertainment.

- **Brandvertising** See Branded Advertising or Advertainment.
- **Brick and Mortar** is located or serving consumers in a physical facility as distinct from providing remote, especially online, services.
- **Broadband** is high-speed transmission. The term is commonly used to refer to Internet access via cable modems or DSL, which is faster than dial-up.
- **Bumper Shot** is a commercial message that airs between programming and the TV commercials.

C

- **Celebrity Endorsements** is when an actor in television or film implies use of a product or brand creating validation and credibility.
- **Channel Surfing** is the practice of quickly scanning through different television channels or radio frequencies in order to find something interesting to watch or listen to.
- **Clarity** is the degree of visual / audio clarity of a product on television or film.
- **Clutterize** is the practice whereby consumers are inundated with advertising messages beyond traditional venues (television, film, web) and into places where they have never been reached before (email, bathrooms, elevators, store floors, gas pumps, etc.)
- **Cognitive Rejection Factor** is the escalating need to escape traditional advertising methods on television as a result of constant exposure to all forms of advertising throughout the day. This rejection is activated in the form of multitasking when commercial breaks begin. Product placements counter this effect because a viewers awareness to content is much greater than their awareness to commercials in the same show.
- **Commercial Alert** is a non-profit organization created to monitor the amount of commercial messages on television to protect those it views as vulnerable.
- **Commercial Avoidance** is the cognitive decision to avoid interacting with commercial messages delivered by television programmers or other distribution sources.
- **Commercial Clutter** is all of the extraneous non-program elements within a given program or time period, e.g., program titles, billboards, station promos, commercials, network identification, local station identification, public service announcements, etc. In product placement terms, when many brands compete for the viewers attention in a given television or film scene.
- **Commercial Cost Per Second** is the calculation, which divides the total cost of a commercial by its total number of seconds (e.g. $\$240,000 / 30 = \$8,000$ per second).
- **Commercial Cost** is the monetary price of commercial airtime advertisers pay on television or radio stations or networks, relative to its duration (e.g. 60, 30 or 15 seconds).
- **Consumer Alert** is a non-profit membership organization founded in 1977 for people concerned about excessive growth of government regulation at the national and state levels. It is dedicated to informing the public about the consumer benefits of competitive enterprise and to promoting sound economic, scientific, and risk data in public policy decisions.
- **Continuity** is the state of being continuous; uninterrupted connection or succession. In product placement terms, refers to the degree in which a placement has ongoing presence after it has been established.

- **Convergence** is the coming together of two or more disparate disciplines or technologies. For example, television and Internet has converged into a powerful interactive platform for marketers.
- **Copyright** is the legal right granted to an author, composer, playwright, publisher, or distributor to exclusive publication, production, sale, or distribution of a literary, musical, dramatic, or artistic work.
- **CPM** is Cost per Million. It is an advertising term used in commercial TV.
- **Created Product** is when a product is created for use in a production or a television program or film.
- **Creative Control** is the degree of autonomy in which a director, producer or rights-holder of programming has over the production process.
- **Cross-Platform Marketing** is when an advertiser or agency utilizes several forms of media to express a consistent communications message for a brand.
- **Cutting Room Floor** is the entertainment industry phrase referring to scenes or other content which, during the editing process, did not make it into the final production of a television program or film.

D

- **Dailies** also called rushes, is a term that refers to unedited film. These are called Dailies because the film typically is viewed from a single day's shooting, even if the final commercial or program will take many days or weeks of shooting.
- **Daytime** is the time of a television network or station broadcast day typically between 9am and 4pm.
- **Daypart** is the division of the day into several standard time periods by broadcast media. Cost of purchasing advertising time on a vehicle varies by the daypart selected (e.g. Early Morning, Daytime, Early Fringe, Primetime, Late Fringe, Late Night and Overnight).
- **Decay Rate** is the rate in which viewers awareness to static signage diminishes during sporting or other live televised events.
- **Depth of Field** is the degree of focus or the zone of acceptable sharpness in television or film.
- **Disclosure of Product Placement** is the practice of informing the viewing audience (usually during closing credits) that some products and brands used in the show were paid placements.
- **Drama** is serious narrative work or program for television, radio, or the cinema.
- **Digital Video Recorder (DVR)** is digital recording hard drives (E.G. TiVo) which allow viewers to record television programs when they want without video tapes or other removable media. Also known as PVR.
- **Dual Mode Placements** as described in South Australia is where the product is presented both visually and verbally.

E

- **E.R.M.A.: Entertainment Resources and Marketing Association** was established in 1991 and is an association of professionals working in entertainment marketing and brand integration. It is comprised of product placement agencies, corporations, production companies and studios that have joined together to ensure high-quality ethics and standards of operation.
- **Early Fringe** is the time of a television network or station broadcast day typically between 4pm and 6pm.

- **Early Morning** is the time of a television network or station broadcast day typically between 6am and 9am.
- **Embedded Programming** is programming created for television or film, which embeds products, brands or services into its content.
- **Endosymbiotic Event** is a relationship between organisms which live one within another in a mutually beneficial relationship.
- **Engagement Architect** is Position within the Interactive Divisions of major media agencies responsible for the "engagement-focused approach" to "fusion planning."
- **Engagement Marketing** is an approach whereby marketers and their agencies buy advertising time on networks which guarantee not only the number of viewers it will deliver, but also how closely those viewers will pay attention to those ads. This practice of creating a brand experience with the customer comes at a time when commercials are routinely zapped, channels are changed and viewers' general awareness to commercials have become greatly diminished.
- **Entertainment Property** is a comedic or light hearted production created for television, radio, or the cinema.
- **Episode** is a portion of a narrative within a television or radio series that relates an event or a series of connected events and forms a coherent story in itself.
- **Event** is a period of time for which number of viewers and CPM or equivavelant can be measured.
- **Event Programming** is a non-regularly scheduled television programs which billed and promoted as a special occurrence (e.g. The Super Bowl or The Academy Awards).
- **Exposure Level** is the degree in which a product or brand is featured within a television program or film influencing the quality of the placement.

F

- **Final Cut** is the finished product after the editing process of a television program or film.
- **Foreground Placement** is a product or brand placed in the foreground of a scene in a television program or film.
- **Foreign Market** is the region of distribution beyond a product's country of origin.
- **Fusion Planning** is the process whereby an agency builds on it's intelligence by further breaking down the silos surrounding consumer insight, creative, media, and emerging technology disciplines. The process brings each together so their unique perspective will be included from initial planning through campaign development. Teams must then show how their work meets all four Fusion Planning requirements -
- it must be compelling, unexpected, measurable and worth it.

G

- **Generic Product** is when a non-specific brand is used rather than a brand-name product as a set-dressing prop during the production of a television program or film (Joes Beer rather than Budweiser).
- **Greeked Product** is when the name or styling of a product is slightly altered to look like a brand name product during the production of a television program or film ("Bodweiser" rather than Budweiser).

H

- **Hand Props** is anything that can be held in a person's hand. In this context, a hand prop will refer to an item held in the actor's hand during filming a scene or scenes within a movie or television show.
- **Hands-On Placement** is a higher level of product placement integration when a character of a television program or film touches or holds the product in a scene.
- **Hero Brand** usually refers to a marketer's flagship brand which best represents the ideals and quality attributes of the company.
- **Hi-Definition TV (HDTV)** is an all-digital TV broadcast signal that delivers a high-resolution, wide-screen picture and 6 channels of digital sound. A resolution of 1,080 lines is considered high definition imagery, although 720 lines of progressive scanning has now come to be considered high resolution as well.
- **Household Shares** is the percent of television homes that are tuned into a particular medium at a given time.

I

- **Impact Factor** is the hierarchical measurement of the ten levels of product placement from Background to Verbal plus, which serve as the base level metric to calculate the quality of a branded entertainment effort.
- **In-Commercial Placement** is the act of using subordinate brands as set-dressing props during the filming of a television commercial for a featured brand.
- **Infomercial** is a direct response medium produced for television, which is produced to look like entertainment content but is actually a commercial designed to sell a specific product.
- **Instant Access** is the element of the iTVX Product Placement Valuation System, which allows clients to view, reports instantly via its proprietary Instant Access Player.
- **Integration Fees** is the incremental amounts networks charge advertisers above the cost of commercial airtime for the administrative costs associated with airing the commercial. The integration fees are usually a fixed amount and are applied to each commercial airing.
- **Integration** is the degree to which the product is part of a storyline with a beginning, middle and end, while achieving an advertiser's target audience and advertising goals/messages.
- **"IPTV" -- Internet Protocol Television** refers to the delivery of video signals via the Web using an IP network. Also referred to as "Telco TV" by some telephone companies, which offer video services.
- **ITV (Interactive Television)** is TV with interactive content and enhancements. It provides richer entertainment, interaction and more information pertaining to the shows, props and people involved in its creation. In a sense, it combines Traditional TV viewing with the interactivity enjoyed by those communicating through a network, such as the Internet

K

L

- **Latenight** is the time of a television network or station broadcast day typically between 11pm and 2am.
- **Licensing and Merchandising** is a method of generating revenue by granting permissions for companies to use marks and intellectual property of well-established and valuable brands.

M

- **Make Good** is to present a commercial announcement or branded entertainment element after it "s scheduled time because of an error, or to rerun a commercial announcement or branded entertainment element because of technical difficulties the previous time it was run.
- **Marketers** is the Corporation who advertises their products, brands or services on television, radio or other forms of media.
- **Media Agency** is the agency responsible for an advertiser's media planning and or buying.
- **Media Buy** is The act of placing a dollar commitment to with a media outlet such as television or radio in order to achieve a certain amount of target rating points or audience impressions.
- **Media Consumption** refers to the different methods and platforms in which people interact and use media choices (TV, Internet, Radio, Print, Video Games etc.).
- **Media Maximization** is the planning process of exploiting the strengths of each media outlet in order to realizing the greatest cost efficiencies.
- **Media Pro Valuator** is the Media Pro Valuator can be used to estimate the value of upcoming deals based on benchmark reports and an intimate understanding of the iTVX System. The Media Pro Valuator allows the Media Professional to enter internal numbers for CPM, Viewers or Commercial Cost. A client's monetary valuation will be calculated in real time.
- **Micro Market** refers to a marketers effort to reach a sub-segment of a their broader target group via a specific campaign.
- **Mobisode** is the distribution of television and other content specially made for viewing on a mobile telephone screen and usually of short duration (from one to three minutes). The word is a combination of the two words "mobile" and "episode".
- **"Mocketing"** refers to a marketer's use of self-deprecating humor in branded entertainment to appeal to their target consumers and show that they don't take themselves too seriously.
- **Motivation Research** is research used to investigate the psychological reasons why individuals buy specific types of merchandise, or why they respond to specific advertising appeals, to determine the base of brand choices and product preferences.

N

- **Negative Product Placement** is the strategic technique within a television program or film whereby a company showcases a product or brand of a direct competitor in an unappealing manner in order to generate a negative impression of that brand in the eyes of the viewer.
- **Network Standards and Practices** is self imposed regulation on behalf of broadcast networks to protect the public interest.
- **Networks** is a affiliation of television or radio broadcasting stations linked by wire or satellite relay, or a company which produces programming for these stations.

O

- **Organic** is the degree in which a product placement or branded entertainment initiative has been integrated naturally into the programming environment.
- **Overnight** is the time of a television network or station broadcast day typically between 2am and 6am.

P

- **Package Goods** is consumer products, which are mass-produced and distributed via a large retail network.
- **Participatory Entertainment** is considered by branded entertainment industry insiders as the balance between 'professionally-generated' content and the totally user-generated content on the web.
- **Pay on Performance** is the media buying practice of negotiating a desired audience or other ROI outcome and paying based on actual performance. Also when an advertiser pays a network, producer or rights-holder based on results or delivered value.
- **Pay Per View** is a process whereby a viewer pays a fixed amount to view a single event or series of events on a given television venue.
- **Performer Q Scores** is terminology used by Marketing Evaluations, Inc. that measures the familiarity and appeal of personalities in a variety of categories to determine targeted audience attraction.
- **Personal Video Recorder (PVR)** is a generic term for a device that is similar to a VCR but records television data in digital format as opposed to the VCR's analog format. PVRs encode video data in MPEG-1 or MPEG-2 formats and store the data in a hard drive. Also known as DVR.
- PIM -- see **Premium Integration Multiplier**.
- **Podcasting** is the technology allowing listeners turn audio content into MP3 files, which are easily downloadable on iPods or other MP3 players.
- **POP Deals - Pay on Performance Deals** is the method of structuring integration deals whereby a minimum or maximum price is established but actual cost is derived by the quality and performance of the integration defined by the Q-Ratio.
- **Post Analysis** is the process by which a network, station or rights holder reports the performance of an advertisers involvement with a specific show or schedule of multiple shows.
- **Post Production** is the elements associated with a program or films editing process, which occurs after the project has been taped or filmed.
- **Premiere** is the first airing of an original episode of a television series or the launch of a film.
- **Presence** is the adjustment of the visual presence of the product vs. the environmental clutter.
- **Primetime** is the time of a television network or station broadcast day typically between 8pm and 11pm.
- **Premium Integration Multiplier** is....
- **Printegration** is the adaptation of product placement and brand integration in books, magazines, newspapers and other printed materials.
- **Product Integration** is the degree to which a product becomes part of a storyline through establishment, continuity and resolution. It is also the degree to which it engages the advertiser's target audience and advertising goals/messages.
- Product placement: see http://en.wikipedia.org/wiki/Product_placement
- **Product Placement Agency** is the agency responsible for coordinating an advertiser's branded entertainment initiatives.
- **Product Placement Episode** is an episode of a television program or series where a branded entertainment placement occurs.
- **Product Placement Lifecycle** is the broadcast window in which a television episode with product placement airs from premier to encore to syndication.
- **Product Placement Q-Ratio** is the quantitative metric that reflects the valuation of product placement.
- **Quality Index** is the average quality of the product placement.
- **Product Placement Storyboard** is the iTVX method of presenting varying levels of product placement quality by showcasing real-time streaming video examples.

- **Product Placement Trivia** are questions pertaining to notable or well regarded product placement and branded entertainment initiatives from television and film.
- **Product Q Scores** is terminology used by Marketing Evaluations, Inc. that measures and tracks the consumer equity in brand and company names, using their logos to elicit response.
- **Production Company** are studios that produce motion pictures and television shows.
- **Production Credits** is the process by which a producer provides special acknowledgments to people or organizations, which have contributed to the making of a television or film project.
- **Production Resources** are services made available the television and film production industry.

Q

- **Q-Ratio** is the quantitative metric, which reflects the quality of a product placement or branded entertainment exposure. Based on the simultaneous calculation of 50 variables, the Q-RatioT is either expressed as a decimal fraction of a 30-second commercial, or as the number of commercials to which it is equivalent.

R

- **Rate Card Valuator** is iTVX's proprietary calculation methodology, which applies the Q-Ratio to published 30-second commercial rates paid by national advertisers in television programs to produce the value of a specific product placement.
- **Rating** is estimated percentage of the universe of TV households (or other specified group) tuned to a program at once. Ratings are expressed as a percent.
- **Reach** is (1) In media ratings, the unduplicated number of individuals or households exposed to an advertising medium at least once during the average week for a reported time period. It is interchangeable with Cumulative Audience and Net Reach. (2) In Internet usage, Reach is the percentage of U.S. Internet users that have accessed the Web content of a specific site or property.
- **Reality TV** is the television genre where situations are created by the shows producers, but the show itself is unscripted. Cameras capture the participants natural reactions and responses to the situations created, which are then edited as a program or series.
- **Real-Time** is the measure of showing or playing streaming video or film immediately and without rendering.
- **Recall** is the percentage of viewers who have an un-aided recall of the brand in the product placement.
- **Refresh Rate** is the rate in which new viewers tune into a televised broadcast, increasing the reach and awareness of a placement or sponsorship element.
- **Release Date** is the launch date of a theatrical production distributed regionally or nationally.
- **Rerun** is an encore airing of a television program after its premier. Also known as off-net or syndication.
- **Residuals** is a payment made to a performer, writer, or director for each repeat showing of a recorded television show or commercial.
- **Rich Media** is the term describing a broad range of digital interactive media. Rich media can be downloadable or may be embedded in a webpage. If downloadable, it can be viewed or used offline with media players such as Real Networks' RealPlayer, Microsoft Media Player, or Apple's QuickTime, among others.

- **ROI** is Return on Investment. Refers to how an advertiser measures the value it has received as a result of advertising or committing resources on a television program or network.

S

- **Satellite Operators** is a person or company, which transmit programming signals from an earth up-link facility to stationary orbiting satellites and back down to a dish and satellite box. Satellite operators transmit all their signals digitally.
- **Saturation Placement** is the point where a companies mass distribution acts as its own form of advertisement (e.g. Starbucks), or the marketing strategy to buy high quantities of media exposure for a brand in a short period of time (e.g. Movie studio promoting a new release).
- **Scripted Show** is television situation comedies or dramas written initially as a treatment and ultimately a final script. The show has a predetermined structure and resolution.
- **Seamless** is the degree in which the transition of a product placement or branded entertainment initiative has been executed within the programming environment.
- **Segment Quality** is the quality of the product placement in the segment.
- **Self-Liquidating Promotion** is a promotion, which converts goods or services into cash in a short period of time, or produces a return equal to the sum invested to create or maintain it.
- **Services** is something offered to the public or industry in response to need or demand.
- **Set Decorator** are those in charge of decorating movie sets with furnishings, plants, drapery, and anything filmed on an indoor or outdoor set.
- **Set Dresser** is a person who maintains the set per the Set Decorator's requirements, placing elements such as curtains and paintings, and moves and resets the set decoration to accommodate camera, grip and lighting setups.
- **Set Props** is anything an actor touches or uses on the set; e.g. phones, guns, cutlery, etc. Movie animals and all food styling (food seen or eaten on set/screen) also fall into this domain.
- **Set Top Box** is a set-top box is a device that enables a television set to become a user interface to the Internet and also enables a television set to receive and decode digital television (DTV) broadcasts. DTV set-top boxes are sometimes called receivers. A set-top box is necessary to television viewers who wish to use their current analog television sets to receive digital broadcasts from cable or satellite operators.
- **Share (of Audience)** is the percent of households (or persons) using television who are tuned to a specific program, station or network in a specific area at a specific time. (See also, Rating, which represents tuning or viewing as a percent of the entire population being measured.)
- **Showmercial** is when a marketer uses characters or sets from a television show it sponsors in its own commercial.
- **Sitcom** is a situation comedy television show usually thirty minutes in duration broadcast on television networks or station groups.
- **Snipes** is]] is a term referring to placing ads right into the shows where they can't be fast-forwarded through by the viewer; borrowed from the construction-site papering of ads.
- **Special** is the term used to describe non-regularly scheduled programming.
- **Spot Market** is commercial advertising time either available for sale or purchase from local TV stations. There are two major types of spot advertising]] is(1)- Local Spot -

Advertising bought on one station in one market. (2)- National Spot - Advertising bought by national advertisers in several markets of their own selection.

- **Strategic Placement** is a product placement in television or film, where the brand fits appropriately with the property and its viewing audience.
- **Studios** is a company that produces or distributes properties for television or film.
- **Subliminal Placement** is a product placement in television or film, which is below the threshold of conscious perception. It is inadequate to produce conscious awareness but able to evoke a response.
- **Sweeps** are ratings surveys in which local markets are simultaneously measured by a rating service. Nielsen Media Research surveys all 210 local television markets in November, February, May and July. These months are known as sweep months, and the data are used by local stations and cable systems to set local ad rates and to make program decisions.
- **Syndicated Program** is an off-network or first run program sold or bartered to individual television stations in a local market, either strip (daily) or weekly episodic (series). A package of titles may require cash purchase, bartered or sponsored programming. Most packaged syndicated contracts offer exclusivity to a market for limited number of airings. Contracts are generally designed for one to two full season runs.
- **Synergy** is the interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects. In product placement terms, refers to blending of content and commercial messages.

T

- **Talent Buyout** is the option for a producer to pay actors a non-union fixed fee to control and manage production costs.
- **Tie-in-Promotion** is in media terms, a strategic alliance between two or more companies or brands which leverage complimentary assets in order to drive viewership or sales in a specific time frame.
- **Timeshift Viewing** refers to viewing of pre-recorded programs via hard drive devices or personal video recorders such as TiVo.
- **Total Product Placement Valuation** is the value is based on the simultaneous calculation of over 50 variables used to generate the Quality ratio.
- **Total Viewers** is the gross audience impressions generated by a television network or station broadcast or during a film release.
- **Touch Points** refers to the different levels of interaction a consumer can have with a brand. For example, television, direct marketing, sampling and point of sale.
- **Total Valuation** is the media buy equivalent for all the **events** that the placement is being tracked.
- **Trade-Outs** is a form of product placement in which an entrepreneur pays nothing to get their product in a show or movie, except for what it costs to provide the product or service for free.
- **Trailer** is an advertisement for a movie, which contains scenes from the film. Historically, these advertisements were attached to the end of a newsreel or supporting-feature, hence the name. Doing this reduced the number of reel changes that a projectionist would have to make.
- **Tune In Spots** is promotional messages networks use from commercial time or programming time to promote the specific day and time of another program.

U

- **Unaided Recall Recognition** is the questioning of respondents in a survey into an advertisement's or product placement's effectiveness without showing them the advertisement again or without prompts, intended to test recall ability within a set time period.
- **Unscripted Drama** is also known as Reality TV, the television genre where situations are created by the shows producers, but the show itself is unscripted. Cameras capture the participants natural reactions and responses to the situations created, which are then edited as a program or series.
- **Upfront** is the timeframe whereby advertisers and their agencies purchase broadcast, radio or other media time early in the buying season. Also referred to the programming presentation announcements by networks in advance of the buying season.
- **User Engagement** refers to the degree that a viewer or consumer has been positively influenced by a product or brand.
- **User Generated Content** is when a social networking community post written (blogs), video or audio content on the web as an act of self expression. Popular sites used include MySpace.com and YouTube.com. Marketers are quickly adapting to this new trend and finding an audience to use product placement to promote brand qualities in this content.

V

- **Valuation** is the equivalent cost of a media buy for a 30 second commercial TV advertisement.
- **Venue** is the platform of distribution such as a television network or website.
- **Verbal** is one of the ten levels of product placement where a character mentions a specific product by name.
- **Video on Demand (VOD)** is a service that permits an individual viewer to choose a program's time and date for viewing. Also known as Pay Per View.
- **Video Product Placement Promotion** is the insertion of a product or brand into the content of a video title and drives sales associated with a specific campaign.
- **Virtual Product Placement** is the use of digital technology to insert a product or brand into the content of a television show or film in a post-production environment.
- **Virtual Prop** is the use of digital placement technology to place products, brands or necessary items in a scene of a television program or film.
- **Visual** is in product placement terms, relating to vision or sight of a product or brand. Able or intended to be seen by the eyes, especially as opposed to being registered by one of the other senses.

W

- **Wardrobe Placement** is the placement of name brand fashion designers' clothing in television programs or film.
- **Water Cooler Programming** is television programming which inspires wide spread day-after discussions by viewers.
- **Webisode** is a web-based episodic video show. It is similar in structure to a television series and usually new episodes are published on a periodic basis through a website or some other Internet based medium. Typically shows have short runs (about 5 episodes) but some go on for much longer.

Z

- **Zapping** is the act of using hard drive technology (TiVo) or traditional VCR's to fast forward through television commercial messages to get to the programming content.
-

Media Types.

- **InTv** are placements that are featured on TV.
- **InMovie** are placements that are featured in movie theaters and media.
- **InWeb** are placements featured on web pages.