

# Glossary of terms and definitions

**2G** Second generation of mobile telephony systems using digital encoding. 2G networks support voice, low speed data communications, and short messaging services.

**2.5G** In mobile telephony, 2.5G protocols extend 2G systems to provide additional features such as packet-switched connections (GPRS) and enhanced data rate

**3G** Third generation of mobile systems. Provide high-speed data transmission and supporting multimedia applications such as full-motion video, video-conferencing and Internet access.

**ADSL** Asymmetric Digital Subscriber Line. A digital technology that allows the use of a copper line to send high bandwidths in one direction and a lesser bandwidth in the other.

**AM** Amplitude Modulation. Type of modulation produced by varying the strength of a radio signal. This type of modulation is used by broadcasters in three frequency bands: medium frequency (MF, also known as medium wave: MW); low frequency (LF, also known as long wave: LW), and high frequency (HF, also known as short wave: SW). The term AM is often used to refer to the medium frequency band (see MF below).

**Audience Reach** The number of adults aged 15+ who listen to at least five minutes of radio in a 15 minute period during a week.

**Audience Share** Amount of listening hours to a particular radio station as a percentage of all radio listening within that station's Total Survey Area.

**BARB** The pan-industry body which measures television viewing.

**BBC** British Broadcasting Corporation.

**Bit-rates** The rate at which digital information is carried within a specified communication channel.

**Bluetooth** Wireless standard for short-range radio communications between a variety of devices such as PCs, headsets, printers, mobile phones, and PDAs.

**Broadband** A service or connection generally defined as being "always on" and providing a bandwidth greater than 128kbit/s.

**BSC** Broadcasting Standards Commission, one of the regulators replaced by Ofcom in 2003.

**BSkyB** British Sky Broadcasting Ltd, operator of the satellite television platform in the UK and broadcaster of the Sky channels.

**BT** British Telecommunications plc.

**Coders** The devices which convert a signal in one form into another, digital form. The input may be an analogue signal or it may be a digital signal coded in a form

other than that desired for the particular purpose of communication required. In digital radio, the term generally refers to the devices which produce a digital sound programme service in a form suitable for acceptance by a multiplexer, which combines it with the other services for transmission as a single, combined complex signal (see also Multiplex). A particular feature of these digital radio coders is that they seek to avoid sending information that is calculated not to be needed to recreate the sound in the receiver, thereby to require less capacity (bit-rate) in the multiplex transmission. However, the more that information is taken away from the signal, the greater the probability of imperfect reproduction of sound by the receiver.

**Communications Act** Communications Act 2003, which came into force in July 2003.

**Co-regulation** The sharing of regulation between a statutory body (e.g. Ofcom) and its licensees.

**CPS** Carrier Pre-selection. The facility offered to customers which allows them to opt for certain defined classes of call to be carried by an operator selected in advance (and having a contract with the customer) without having to dial a routing prefix, use a dialler box, or follow any other different procedure to invoke such routing

**CRCA** Commercial Radio Companies Association

**CRR** Contract Rights Renewal. The mechanism by which potential abuse of ITV's dominant position in the advertising market is prevented, imposed as a condition of Carlton and Granada's merger. The mechanism prevents ITV1 increasing its rates unless its share of commercial impacts also increases

**DAB** Digital Audio Broadcasting. The brand name for the technology by which terrestrial Digital Radio multiplex services are broadcast in the UK.

**DCMS** Department for Culture, Media and Sport

**DMB** Digital Mobile Broadcasting. A variant of the DAB digital radio standard for mobile TV services, and an alternative to DVB-H (see DVB, below).

**DRRB** Digital Radio Development Bureau

**DSL** Digital Subscriber Line. A family of technologies generally referred to as DSL, or xDSL, capable of transforming ordinary phone lines (also known as 'twisted copper pairs') into high-speed digital lines, capable of supporting advanced services such as fast Internet access and video-on-demand. ADSL, HDSL (High data rate Digital Subscriber Line) and VDSL (Very high data rate Digital Subscriber Line) are all variants of xDSL)

**DTI** Department for Trade and Industry.

**DTT** Digital Terrestrial Television, currently most commonly delivered through the Freeview service.

**DVB** Digital Video Broadcasting. A set of internationally accepted open standards for digital broadcasting, including standards for distribution by satellite, cable, radio and handheld devices (the latter known as DVB-H).

**DVD** Digital Versatile Disc, a high capacity CD-size disc for carrying audio-visual content. Initially available read-only, but recordable formats are now available.

**EBITDA** Earnings Before Interest, Tax, Depreciation and Amortisation.

**EPG** Electronic Programme Guide. A programme schedule, typically broadcast alongside digital television or radio services, to provide information on the content and scheduling of current and future programmes.

**FCC** Federal Communications Commission – the US regulator of television, radio and telecommunications.

**FM** Frequency Modulation - type of modulation produced by varying the frequency of a radio signal. This is the type of modulation used by broadcasters in part of the VHF (Very High Frequency) band, known as VHF Band 2.

**Format** The type of programme service broadcast by radio stations. Also, the part of a radio station's licence which describes the programme service.

**GDP** Gross Domestic Product.

**GPRS** General Packet Radio Service, a packet data service provided over so-called 2.5G mobile networks.

**GSM** Global Standard for Mobile Telephony.

**HDTV** High Definition Television. A technology that provides viewers with better quality, high-resolution pictures.

**HSDPA** High Speed Datalink Packet Access.

**IBA** Independent Broadcasting Authority

**ILR** Independent Local Radio – the former name for local commercial radio in the UK

**Interconnection** The linking of one Public Electronic Communications Network to another for the purpose of enabling the persons using one of them to be able (a) to communicate with users of the other one; (b) to make use of services provided by means of the other one (whether by the provider of that network or by another person).

**Internet** A global network of networks, using a common set of standards (e.g. the Internet Protocol), accessed by users with a computer via a service provider.

**IP** Internet Protocol. The packet data protocol used for routing and carriage of messages across the Internet and similar networks.

**ISDN** Integrated Services Digital Networks A standard developed to cover a range of voice, data, and image services intended to provide end-to-end, simultaneous handling of voice and data on a single link.

**ISP** Internet Service Provider. A company that provides access to the Internet.

**ITC** Independent Television Commission, one of the regulators replaced by Ofcom in 2003

**ITV1** The television service broadcasting on analogue on Channel 3. The nationwide service is operated by a network of independent licences issued by Ofcom on a regional basis (plus a single nationwide breakfast-time licence).

**L-Band** A range of frequencies within which an allocation has been made in much of the world for broadcasting (1452 to 1492 MHz), generally by satellite, but in Europe for terrestrial digital sound broadcasting in the range 1452 to 1480 MHz. Some DAB digital radio receivers can tune to this range.

**LAN** Local area network. A network allowing the interconnection and intercommunication of a group of computers on a single site, primarily for the sharing of resources and exchange of information (e.g. email).

**Leased Line** A transmission facility which is leased by an end user from a public carrier, and which is dedicated to that user's traffic.

**LLU** Local Loop Unbundling. A process by which BT's exchange lines are physically disconnected from BT's network and connected to other operators' networks. This enables operators other than BT to use the BT local loop to provide services to customers.

**Local Loop** The access network connection between the customer's premises and the local PSTN exchange, usually a loop comprised of two copper wire

**MCA** Measured Coverage Area. The area in which signal levels meet or exceed Ofcom's stated criteria for defining coverage.

**MF** Medium Frequency. The part of the spectrum between 300 kHz and 3000 kHz. The broadcast part of this band (531 kHz to 1602 kHz) is often known as the medium wave (MW) or AM band (see AM above).

**MMS** Multimedia Messaging Service. The next generation of mobile messaging services, adding photos, pictures and audio to text messages.

**MPEG** Moving Picture Experts Group. A set of international standards for compression and transmission of digital audio-visual content. Most digital television services in the UK use MPEG2, but MPEG4 offers greater efficiency and is likely to be used for new services including TV over DSL and High Definition TV.

**Multichannel** Provision or receipt of television services other than the main five channels (BBC ONE & TWO, ITV1, Channel 4/S4C, Five) plus local analogue services. 'Multichannel homes' comprise all those with digital terrestrial TV, satellite TV, digital cable or analogue cable, or TV over broadband. Also used as a noun to refer to a channel only available on digital platforms (or analogue cable).

**Multiplex** A device that sends multiple signals or streams of information on a carrier at the same time in the form of a single, complex signal. The separate signals are then recovered at the receiving end.

**MW** See MF and AM above.

**Narrowband** A service or connection providing data speeds up to 128kbps, such as via an analogue telephone line, or via ISD.

**OECD** Organisation for Economic Cooperation and Development.

**Ofcom** Office of Communications. The regulator for the communications industries, created by the Communications Act.

**Oftel** Office of Telecommunications, whose functions transferred to Ofcom on 29th December 2003.

**ONS** Office for National Statistics.

**PACT** Producers Alliance for Cinema and Television, the UK trade association for independent film, television, animation and interactive media companies.

**PAYG** Pay-as-you-go.

**Pay-per-view** A service offering single viewings of a specific film, programme or event, provided to consumers for a one-off fee.

**PDA** Personal Digital Assistant .

**Peaktime** The period during which:

- a radio station broadcasts its breakfast show and, on weekdays only, also its afternoon drive-time show;
- a television station broadcasts its early- and mid-evening schedule, typically used by Ofcom to refer to the period between 18:00 and 22:30 each day (including weekends).

**Podcasting** A way for digital audio files to be published on the internet, which can then be downloaded onto computers and be transferred to portable digital audio players

**PPC** Partial Private Circuit.

**PSB** Public Service Broadcasting, or Public Service Broadcaster. The Communications Act defines the PSBs to include the BBC, ITV1, Channel 4, Five and S4C.

**PSTN** Public Switched Telephony Network.

**PVR** Personal Video Recorder (also known as Digital Video Recorder).

**RAB** Radio Advertising Bureau.

**Radio Authority** The statutory body responsible for the licensing of regulation of non-BBC radio between 1990 and 2003. It was one of the bodies replaced by Ofcom.

**RAJAR** Radio Joint Audience Research – the pan-industry body which measures radio listening.

**Reach (Radio)** The number of adults aged 15+ who listen to at least five minutes of radio in a 15 minute period during a week.

**Reach (TV)** The number of adults aged 4+ who watch at least fifteen minutes of a specified TV channel in a specific week (or in an average week over a longer period).

**RSL** Restricted Service Licence. A radio licence serving a single site (e.g. a hospital or university campus) or serving a wider area on a temporary basis (e.g. for festivals and events).

**Scrolling text facilities** The feature of digital radios which enables broadcaster-compiled text to be displayed. Limitations on physical space on the display leads to the messages being scrolled across the display so that they can be read.

**SDSL** Symmetric Digital Subscriber Line. Unlike ADSL, it offers the same fast data rate speeds in both directions.

**Service provider** A provider of electronic communication services to third parties whether over its own network or otherwise.

**Share (Radio)** Amount of listening hours to a particular radio station as a percentage of all radio listening within that station's Total Survey Area.

**Share (TV)** Proportion of total TV viewing to a particular channel over a specified time period.

**Simulcasting** The broadcasting of a television or radio programme service on more than one transmission technology (e.g. FM and MW, DAB and FM, analogue and digital terrestrial television, digital terrestrial and satellite).

**SME** Small or Medium sized Enterprise.

**SMS** Short Messaging Service.

**Telecommunications**, or 'Telecoms' Conveyance over distance of speech, music and other sounds, visual images or signals by electric, magnetic or electro-magnetic means.

**Timeshifting** The broadcasting of a television service on more than one channel with a specified delay (typically an hour), to provide more than one opportunity for viewers to watch the service. Alternatively, the recording of programmes by viewers (using PVRs, recordable DVDs or VCRs) to watch at another time.

**Transmitter** A device which amplifies an electrical signal at a frequency to be converted, by means of an aerial, into an electromagnetic wave (or radio wave). The term is commonly used to include other, attached devices, notably a modulator, which imposes a more simple signal carrying information onto the frequency which is to be sent as a radio wave. The term is sometimes also used to include the cable and aerial system referred to above, and indeed the whole electrical, electronic and physical system at the site of the transmitter.

**TSA** Total Survey Area – the coverage area within which a radio station's audience is measured by RAJAR.

**TV over DSL/TV over Broadband** A technology that allows viewers to access TV content – either in a linear programme schedule, or on-demand – using Internet Protocol via broadband services, either on a PC or (via a set-top box) on a TV set.

**TVWF** Television Without Frontiers directive, a range of provisions designed to achieve coordination of the legal, regulatory and administrative frameworks of

European Union member states with respect to television broadcasting, adopted by the European Council in 1989 and amended in 1997.

**UMTS** Universal Mobile Telecommunications System.

**VHF** Very High Frequency. The part of the spectrum between 30 MHz and 300 MHz. FM radio is broadcast on part of this band (87.6 MHz to 107.9 MHz) and DAB digital radio is broadcast on another (Band III: 217.5 MHz to 230 MHz in the UK, and over a wider range, but shared with TV services, elsewhere in Europe).

**VCR** Video Cassette Recorder.

**VoB** Voice over Broadband. A technology that allows users to send calls using Internet Protocol, using broadband services.

**VoD** Video on Demand. A service or technology that enables TV viewers to watch programmes or films whenever they choose to, not restricted by a linear schedule. Also Near Video on Demand (NVoD), a service based on a linear schedule that is regularly repeated on multiple channels, usually at 15-minute intervals, so that viewers are never more than 15 minutes away from the start of the next transmission.

**VoIP** Voice over Internet Protocol. A technology that allows users to send calls using Internet Protocol, using either the public Internet or private IP networks.

**WAN** Wide area network. A network allowing the interconnection and intercommunication of a group of computers over a long distance.

**WAP** Wireless Application Protocol.

**Wireless LAN** or **WiFi** (Wireless Fidelity) Short range wireless technologies using any type of 802.11 standard such as 802.11b or 802.11a. These technologies allow an over-the-air connection between a wireless client and a base station, or between two wireless clients.

**WiMAX** Longer-range version of WiFi, adhering to the 802.16 standard.

**WLR** Wholesale Line Rental. A regulatory instrument requiring the operator of local access lines to make this service available to competing providers at a wholesale price.