Wossname Media Glossary 2017

A/B deadline	Advanced Booking deadline. Book TV campaigns before this date to ensure you are in (typically 7 weeks in advance)
A/B copy test	Testing one or more creative variants to see which works best before full roll out
ABC figure	Audit Bureau of Circulation. The definitive arbiter of print and increasingly online circulation
Ad Association	Lobbying body for advertising. Tripartite membership, made up of advertisers, agencies and media owners
Adblocking	Software which prevents ads from opening, giving an ad-free user experience and loading pages faster
Ad fraud	A generic term for when advertisers' investments end up in the wrong hands, due to wrongdoing
Ad injection	Inserting ads into an app or web page without the publisher's permission
Ad stacking	A form of ad fraud involving placing multiple ads on top of each other, only the top one being viewable
Ad tech	The technology behind programmatic buying and selling, ad serving, metrics etc
Advertorial	A paid for ad in the editorial style of a magazine, nowadays often referred to as native
Affiliate marketing	Using websites to drive traffic for a related brand, e.g. the RAC running Hertz rentacar ads for a commission
Agency deal	Commercial trading terms on which a media owner and a media agency set out the basis for annual rebates
AI	Artificial Intelligence: trying to make machines seem like humans to deal with
Algorithm	A computer programme which drives e.g. the selection of websites for an online campaign
Anonymisation	Where first name data is anonymised to hide and protect individuals' identities
API	Application Programme Interface: a set of protocols, and tools for building software applications
ASA	Advertising Standards Authority. They manage ad complaints and rule on the acceptability of specific ad campaigns
Aspect ratio	The height and width dimensions e.g. 16:9 or 4:3, also vertical or horizontal
Aspirational	Upmarket, or wannabe upmarket, or self-improving
Attribution	Where a purchase or awareness can be clearly attributed to a specific medium or media channel or campaign
Audit	An independent post-campaign verification to check delivery, pricing, quality etc versus the market

Term	Definition
Automated guaranteed	Replacing a manual buying process with programmatic, but at pre-agreed fixed prices and volumes
Auto refresh	A page unit which will request a new rendered asset at regular intervals
Banner ad	A horizontal ad, also known as a leader board
BARB	The Broadcasters' Audience Research Board: measures TV viewing using a panel of around 5,500 UK homes
BCAP	The published rules of what can be advertised on air. See also CAP
Barter	Exchange of goods and media on a non-cash basis. Barter specialist companies include Active, Astus and Miroma
Beacon	A device placed e.g. in a mall or retail outlet which sends messages to link to consumers' smartphones
Behavioural economics	Using psychology to influence decision-making e.g. nudge the public into behaving better, donate organs etc
Beta	A public test of a programme before it gets rolled out in final form. Used to identify bugs and glitches
Bias	Prejudice, a lack of objectivity or of fairness e.g. in recruitment or presenting research results
Big data	Large data sets that may be mined for insight or combined, whether first (client) party or third (external) party
Blacklisting	Keeping a list of bad domains or IPs, so as to prevent ads being served to those sites
Bot	A web robot designed to perform repetitive tasks such as web crawlers. There are good and bad bots
Bot detection	The recognition that traffic is coming from a bot and not a human, in order to separate valid from invalid traffic
Botnet	A large set of hijacked computers under the control of hackers and ad frauds
Blown in insert	A loose leaf insert in a print publication, typically "blown in" by an insert machine on the print press
Bound in insert	An insert in a publication which is bound into the host publication by stitching (staples) or glue
Brand safety	Where an advertiser knows where their ads have appeared online, i.e. not on fake news or next to terrorist videos
Break bumper	Combining both first in break and last in break commercials
Broadcast	Either TV or radio
Broadsheet	A large format newspaper, typically 22 inches in height
Broking	Buying up bulk media space or airtime in advance and selling it on at a profit
Bureau	A media software company such as Telmar or IMS which supply agencies and media owners with planning software
Burst	A short sharp campaign with a concentration of impressions into a short period. Not a "drip" campaign
Cannes Lions	The annual International Festival of Creativity, run in June each year by Ascential (formerly EMAP)
Cap	Putting a maximum on something, e.g. capping frequency at a maximum of three

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CAP	Code of Advertising Practice: the rules of what can and cannot be advertised, e.g. relating to children, alcohol etc
Captcha	A test that is intended to verify that the user is a human not a bot. Often uses letter or picture recognition
Catchup	Watching programmes after they have been recorded live
Case study	A post campaign record of what happened, generally with positive results
Clearance	Approval of an ad to run. Every broadcast ad needs clearance from Clearcast (TV) or Radiocentre. ASA can give guidance on print
Clickbait	Stories and headlines, often fake or sensationalist, which generate traffic (and therefore ad revenue) to another site
Click rate	The percentage of times an ad is clicked on
Clickstream	The path a visitor takes though a particular website
Click through	The click through rate, or CTR, is the percentage of people exposed to an ad who then click on it
Cloud computing	Where data, files, and software are stored remotely on external servers rather than on a PC or tablet
CMYK	Cyan Magenta Yellow and Key (black), the four process colours in offset printing. See RGB
Cookie	A piece of code placed on a visitor's computer to recognise when he or she returns to the site
Cookie stuffing	When a client is provided with a list of domains a user is supposed to have visited but didn't
Contactless payment	Payment by swiping a credit card, fob, or handheld device such as a smartphone over a terminal
Content solutions	The creative services department found at a media owner to help create e.g. partnerships and native ad solutions
Conversion rate	What percentage of visitors take the intended action (buying, clicking, requesting a brochure etc)
Cover line	One of the stories on a magazine front cover, designed to sell the issue
Cover mount	A promotion gift such as a lipstick stuck on the front of a magazine
Coverage	The percentage of a given target audience who are exposed to a campaign e.g. 52% of main shoppers. See Reach
Cover wrap	A 4-page outsert ad wrapped around a host newspaper or magazine
CPM/CPT	Cost per thousand: the cost you pay for reaching 1000 people, or 1000 of the target universe eg ABC1 women
CPC	Cost per click: a metric to measure how much it is costing the advertiser for each consumer who clicks on the ad
Cost per lead	A metric to measure how much it is costing the advertiser to generate each lead (interested customer)
Cost per sale	A metric to measure how much it is costing the advertiser to generate each sale
Cost per transaction	A metric to measure how much it is costing the advertiser to generate each transaction
CRM	Customer Relationship Management. Keeping track of your customer records and managing communication.

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Term	Definition
Crowdfunding	Generating funding for a project by setting up a website and collecting funds from the public
CTR	The click through rate or CTR is the percentage of people exposed to an ad who then click on it
Cumulative (Cume)	Relating to the overall total when all the components are added up
Dashboard	A visual means of tracking performance metrics in a single screen view. Can be tailored to reflect the outputs you value
Data cleansing	Processing records to get rid of out of date or incomplete records, duplicates etc
Data mining	Exposing a set of data to rigorous analysis to gain insight into e.g. trends, patterns, indices, key segments, geographies etc
Daypart	Typically morning peak, evening peak, midday/afternoon and night-time. When an advertiser only uses certain key timeslots
Deduplication	Taking out matching records within a data set so that only one is left
Demographics	The population split by age, sex, class, educational age
Deterministic	Building audiences for campaigns using declared first party data such as email addresses, subscriber names etc. See probabilistic.
Digital audio	Sound based media online such as Spotify or Deezer
Digital native	A person born since the advent of digital and who has not known a pre-digital world
DMP	Data management platform: a data warehouse for customer info, managing cookie IDs, and tying campaigns together
Domain spoofing	Providing dummy code or an ad request which tricks ad exchanges into thinking the inventory is legitimate
DOOH	Digital out of home. Ads on screens which permit moving or changing screens roadside or in train stations, airports etc
DPI	Dots per inch. A measurement of the required ink density or printing resolution, typically 300 dpi for print and 70 for on screen
DPS	Double Page Spread. Using both left and right-hand pages of a print publication
Drip	Campaign intended to run for a long time at low level. Not a "burst" campaign
Drivetime	A peak period for radio listening, typically 7-10 am and 4-7pm, hence sold at a premium
DSP	Demand Side Platform. Executes the clients' instructions by buying from exchanges, SSP's and publishers direct
Earned media	Free i.e. unpaid coverage on news sites and social media. PR which has not been paid for
Econometrics	Statistical analysis of a campaign to model and attribute results to different channels and influences. See ROI
Effectiveness	Whether a campaign or strategy has been successful in quantifiable hard results, typically sales
Efficiency	Using resources such as time and money in a streamlined, optimised, not wasteful way. Not to be confused with effectiveness (results)
End to end	Managing a process from start to finish. Typically, a single individual is accountable for managing the sale, delivery, post-sale
Engagement	The process whereby a consumer engages with a message. Responses can include liking, opening, clicking, filling in a form etc

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Establishment survey	Preliminary large-scale survey to measure e.g. national TV viewing and penetration. Used to set up and calibrate media panels eg BARB
Exchange	A clearing house where buyers and sellers (DSP and SSP) meet to conduct a real-time auction
Eyeball	Shorthand for a person looking at something. "We deliver 2m eyeballs every day"
Firewall	A network security system designed to prevent unauthorized access to or from a network
First party data	Client's own sales or customer data
First in break	The first ad running in a commercial break on TV
First Look	Where a specific online buyer has first dibs on an online ad opportunity
First price auction	Where the highest online bid wins at the bid price (as opposed to second price auctions)
Fit (good fit)	Where there is a good match between a brand's target audience and the audience offered by a particular media channel
Flighting	How a campaign runs over time, e.g. burst or drip
Focus group	A non-representative group of consumers in a small qualitative research group usually run by a moderator over 60-90 minutes
Fold (above/below the fold)	The imaginary line at the foot of the screen between what is visible on screen and what you need to scroll down to see
Footprint	The geographical distribution of a radio station, newspaper or campaign
Frequency	How often the advertisement is viewed / heard on average by those who see / hear it
Free to air	A channel where no subscription fee is required to view
Freesheet	A free print publication handed out on the street or in transit hubs e.g. Metro
Front half	FH: a position in the front half of a magazine, generally considered to be superior to the back half
Fusion	Combining two or more data sets though fusion hooks (common elements such as demographics)
General Invalid Traffic	Or GIVT. General term describing nonhuman traffic such as bot traffic, spiders, webcrawlers and fraudulent unviewable ads
Geo-fence	Discrete zones in which to manage communications via mobile, wifi, beacons, bluetooth etc
Geo-targeting	Using geography as a useful aid to campaign planning and delivery. Tools include Acorn
Golden Spot	Solus cinema ad position before the main feature
Google Analytics	Analytics tool to understand traffic to a website, source of referral, time spent, number of pages visited etc
Gross	Undeduplicated, aggregate, not netted out for unique (net) ratings or audience
GRP	Gross Rating Points. 200GRP means that the target audience (men, housewives) has seen the campaign twice on average
Hard bounce	Email return message generally indicating that the person is no longer available at that address

Header bidding	A way of exposing publisher ad opportunities to more bidders at the same time, thereby maximising yield
Hidden ad impressions	Impressions not actually seen by people because of pixel stuffing, ad stacking or other fraud
IFC, OBC	Inside front cover, outside back cover
Impact	One hit or impression
Impression	A single exposure of a piece of ad copy to a single person
In-charge date	The start date of an outdoor campaign
Index	Comparative measure where the norm is 100. An index of 150 means 50% more likely to do something than all adults
Indicative rate	A planning price, not yet firmed up but useful for calculating the likely price of a campaign
Inflight	Magazine or other media delivered on a plane
Influencers	Vloggers with their own channels and following, especially on YouTube
Infographic	A diagram using graphics to explain something more clearly
Insert	An advertisement inserted into a host medium such as a magazine
Instream video	Runs along with requested video, either pre-roll, mid-roll, or post-roll
Internet of things	Connecting devices by internet by embedding computing devices in everyday objects, enabling them to send data
Interstitial	A popup ad online which has not been requested by the viewer
Invalid traffic (IVT)	Non-human traffic to a site, which should not be charged for. Includes web crawlers and spiders
IPA	Institute of Practitioners in Advertising, the agencies' trade body
IP address	Internet Protocol address, a unique identifier assigned to a computer or other device
ISBA	Incorporated Society of British Advertisers, the clients' trade body
JIC	Joint Industry Committee, a body which represents all constituents, typically client, agency and media owner
Jicpops	An independent body set up to arbitrate on the populations of different media segments e.g. regional newspapers
Keyword	A word used in searches
Landing page	The home page of a website, or a variant thereof which you are taken to when clicking on a web ad. Loads quickly
Latency	The slowness involved in serving and loading an ad to a web page: becomes a problem for viewability
Leaderboard	A horizontal banner, generally placed at the top of the page
Lifestage marketing	A marketing programme which takes account of the different stages a person goes through eg pre-family, post-family

Lifestyle statements	Statements relating to people's behaviours (e.g. on TGI). Using and clustering these helps create target audiences
Load time	How long it takes to load an app or ad
Machine to machine	When servers speak to each other directly
Machine learning	Where computers act without being explicitly programmed. How we apply learning algorithms to build smart robots
Macro region	Amalgamating more than one BARB region of the UK for TV planning purposes, e.g. Scotland (Border/STV/Grampian)
Make good	A package of spots to make up a deal which has been underdelivered
Mass market	The general population, not a niche. A marketing strategy addressing the general population in an undifferentiated way
Masthead	The top part of the newspaper containing the title. In US, the listing of editorial staff
Media multiplier	An effect in which several media work together so that the sum is greater than the parts (1+1=3)
Media neutral (quintile)	Dividing each medium into equal fifths, then comparing product usage, e.g. by heavy radio listeners through to light radio listeners
Media owner	The publisher of a print title or website, the owner of a broadcaster
Media plan	The time-based schedule for executing a campaign, medium by medium
Millennial	Someone who has been born since 2000, or shortly before
Mixed media	Using more than one medium
Moderator	A person who leads the discussion in a focus group or who curates an online group, leading discussing and
MPU	Mid page unit or multipurpose unit. A near square ad format on a web page which measures 300 across by 250 high
Narrowcast	Not broadcast but reaching a niche audience
Nat rep	Nationally representative: constructed to be a realistic reflection of the population at large
Native	A piece of communication designed to run on a website or in a print title to look indistinguishable from the editorial
Native video	Video actually hosted on a site e.g. YouTube, as opposed to links to a video hosted elsewhere
Natural search	How the search algorithms deliver a search excluding paid search
NBD	Negative binomial distribution. A probability model used in the calculation of reach and frequency for ad schedules
Net	Unique visitors or users, deduplicated cover
NFC	Near Field Communication, a short-range wireless technology used in contactless payment, typically operates at 10 cm or less
Non-human traffic	Robots, spiders and other automated visitors to web pages. Invalid traffic for campaigns. May be as much as half of all web traffic
OOH	Out of home, or Outdoor, advertising

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Opt in, out	When consumers have to opt in, they have to click to give permission. With opt out, they have to click not to participate
Optimisation	A process of making your campaign and efficient and effective as possible
OTS	Opportunities to see. A measure of frequency in a visual campaign
OTH	Opportunities to hear. A measure of frequency in an audio campaign
Outsert	Something inserted on the cover of a magazine, like a cover mounted promotional gift. A newspaper cover wrap is an outsert too.
Outstream video	Externally inserted video which can appear even on sites without video. You can typically scroll past them, making them less intrusive
Overtrading	Overpromising what you can do and then defaulting on your promises. For example selling more ratings than you can actually deliver
Owned media	Using your own media and websites to promote your brands, eg cross promoting between magazine brands
Page view	A single person looking at a single page. Page views indicate which pages on a website generate the most traffic
Paid search	Paying search engines to appear either as a sponsored search listing, or via also pay per click
Paid, Owned and Earned	The three types of commercial messaging. Sometimes referred to as POETs
Panel	A body of people made up to be nationally representative, used in eg TV research
Partnership	Media agencies working with media owners to deliver programmes which go beyond spot advertising
PAMCo	The Publishers Audience Measurement Company oversees audience measurement for the published media industry.
PATS	Publisher Advertising Transaction System, run by Mediaocean to provide a single point of reference for ad bookings
Pay per click (PPC)	A way of charging the advertiser based on clicks rather than views
Payment by results	Where the cost of the campaign is determined not by the publisher's rate card but by each consumer purchase
Paywall	A device to prevent public access without paying access fees or subscriptions. Soft paywalls allow metered access eg 10 free articles
Peak	The maximum number, ie peak viewing was 7million, or the audience peaked at 7m. In viewing hours, the hours of 6pm till 10.30pm
Penetration	The percentage of a given audience which has been reached
People meter	A machine designed to record TV watching, radio listening, physical movement etc
Perfect bound	A binding mechanism for magazines where all the pages are centrally glued into the spine
Pixel	Picture element: the smallest unit of a screen. A unit of measurement for screen size or banner dimensions
Pixel stuffing	A type of ad fraud involving stuffing a whole ad into a single square pixel space
Planning rate	An indicative price quoted for campaign planning purposes, generally reflecting the prevailing discount off a published rate
PMP	Private Market Place: an invitation-only auction where one or more publishers invite a selected buyers to bid on its inventory.

Podcast	A downloadable audio file which a user can subscribe to, downloading automatically via web syndication
Pop-under	When a new browser window opens, hidden under the active window, not seen until the covering window is closed
Pre-emption	A system of media buying whereby already agreed spots can be bumped or gazumped by a higher offer
Pre-roll	Video ads which inset themselves before the requested video can play. Sometimes offering "skip ad" options
Primacy	The extra effect of seeing something first. Hence first in break is considered valuable
Primetime	See Peak
Probabilistic	Building audiences by inference or simulation based on their probability of matching certain requirements. See deterministic
Production-inclusive	Where the cost of producing the ad is already included in the media price
Programmatic	Using computer algorithms to make media buying decisions. A must in real time bidding situations.
Programmatic direct	Buying directly from the publishers using e.g. automated guaranteed and private marketplaces
Programmatic guaranteed	Matching up the Data management platforms of buyer and seller to find a good audience fit and enable scale purchases
Qualitative	A form of market research using depth interviews and focus groups. Looks for trends, colour and opinion. See quantitative
Quality of reading	Measures of comparing newspapers and magazines beyond just readership. Includes eg age of issue, percentage read
Quantitative	A form of market research using large statistically representative surveys and questionnaires
Rajar	The radio joint audience research. The media survey with the biggest sample size because of the need to measure local stations
Rate card	The published price list for a medium or channel. Will have a variety of prices to accommodate different budgets
Rating	See GRP. It's the same. 400 ratings is the same as 400 GRP
Raw data	Data as collected, before applying weighting to correct sampling bias
Reach	A number showing that how many individual (different) people saw an ad at least once
Reader per copy figure	How many readers are deemed to read a single issue of a print publication. Can build up over time to as many as 20
Rebate	Aka volume discount. Money paid retrospectively by media owners to agencies for achieving spend thresholds
Recency	The memory effect of seeing something last. Hence last in break is considered valuable
Retargeting	Following a consumer who have visited a site, and serving multiple relevant ads
Retargeting fraud	Where bots mimic a human buying intention to appear more valuable and warrant a higher CPM
Return path	A channel or response device to complete the loop between media owner and consumer e.g. interactive TV
RGB	Red Green Blue lights are combined to create different colour effects. Used in digital and TV cameras. See CMYK

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Rich media	Online ads which include interactive and clickable elements such as video to encourage viewers to engage with the content.
Roadblock	A media buying strategy that reserves the same time or all or most channels: there's no getting away from it
ROI	Return on Investment. What did the client get back, in terms of sales, awareness, coverage, frequency, test drives etc?
Route	The Outdoor industry audience research body. It uses smart devices to track people's movements past hundreds of thousands of panels
RTB	Real time bidding. Part of the world of programmatic, where online ad inventory is bid upon within microseconds
Run of magazine	A positioning which allows the publisher to place the ad at their discretion anywhere in the magazine
Run of paper	A positioning which allows the publisher to place the ad at their discretion anywhere in the paper
Run of station	A positioning which allows the broadcaster to place the ad at their discretion in any timeslot
Salesforce	Market leading CRM tool to keep good customer records, track past and future sales, and manage relationships
Sales Promotion	One of the below the line media, using point of sale and instore merchandising, volume pricing and buy-one-get-one free offers
Scalability	The ability to take an idea and make it happen on a large, or national, scale
Scheduling	The laydown of a campaign over time
Search Engine	Google Chrome, Bing, Yahoo etc
SDK	Software Development Kit: a software routine which helps two parties' programmes talk to each other
Second party data	Data acquired from an advertising partner which can help add clarity in how and where a campaign can be executed
Second price auction	Pricing system in an online auction in which the winner pays a fraction more than the second highest bid
Seeding	Trying to get a viral campaign up and running by placing it in key places
Segmentation	Dividing an audience into segments. Helps strategy and targeting, since different segments may have different needs
SEO	Search Engine Optimisation. How to improve your ranking on search engines in both natural and paid search
Server to server	Where the call for bids on online inventory happens on a remote server not the publisher's browser. Faster and more efficient
Significant (statistically)	If the probability of a finding's occurrence purely by chance is less than 1 in 20 (five percent)
Simulcast	A simultaneous transmission of the same programme on radio and television, or on two or more channels.
Single-source	Collecting data about multiple elements, e.g. brand use and media habits in the same survey. TGI is one such, as is IPA Touchpoints
Skin, Skinning	A design for the area surrounding the main display. Can add branding, rich media formats and interactive elements
Skyscraper	A vertical ad placed up the side of a web page
Social grade	Whether someone is ABC1, AB, C2 etc. A means of segmenting and classifying households or individuals

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Solus	An ad spot delivered by itself, not next to another ad spot
Sophisticated Invalid Traffic	Or SIVT. Non human traffic which is hard to detect, such as hijacked devices. Requires advanced analytics to identify
Space Available Bonus	Surplus sites contributed to an advertiser as a thank you
Splash page	The landing page of a website, especially what you see while the page is loading, can include timer bar and limited visual elements
Spot	An ad placement. Spot sales means the bread and butter trading of airtime slots
SSP	Supply Side Platform, enabling web and app publishers to manage their inventory, automate and optimise their ad sales
Standard audiences	These would be the agreed audiences you can trade TV on
Station Average Price	SAPs are calculated by dividing total revenue by total viewing each month. Prices vary between audiences, with "all adults" the lowest
Sticky	Having the quality that people want to keep coming back
Stitched	Stapled. Historically thread was used as a binding mechanism but this is rare nowadays
Streaming media	Streaming media is video or audio content sent in compressed form over the Internet and played immediately
Subject to availability	Provided it is available. A useful condition for media owners to protect themselves and provide flexibility
Supply-path optimization	A way of streamlining header bidding so that less relevant bids and bid requests are excluded
Syndication	Making an article, cartoon, report etc available to other publications. Licensing editorial content
Tabloid	Small format newspaper preferred by mass market newspapers ("redtops") like The Sun
Tag	An ID code embedded in an ad to aid verification, e.g. on viewability
TAG	Trustworthy Accountability Group, an anti-fraud working group. Publishes lists of known fraud domains
Target audience	The defined audience a campaign is aimed at, e.g. ABC1 women in London
Targeting	Defining who the campaign or ad is aimed at. Can be defined in demographic or behavioural terms
TEA	Terminal Educational Age: when the cohort finished school or studies
Tease and reveal	Showing part of an ad, generally for some days, to gain suspense and interest, before showing the whole thing
Technology Stack	The combined technology on which a website is built, both hardware and software
Testimonial	A positive client endorsement
TGI	A large scale annual survey from BMRB which compares media consumption, brand use, and lifestyle statements
Third party data	Third party data is bought in from other platforms, vendors and public sources, often aggregated from other websites
Timeshifted viewing	Viewing of a programme after it has been originally transmitted

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Touchpoints	Annual media use and daypart survey conducted by the IPA, with a 5000 sample size
Trading desk	An inhouse media agency unit built to trade in digital media on behalf of the agency's clients
Trailer	A short promotion film to promote a full-length feature film
Transparency	What advertisers want: clarity on how and why the campaign money was spent between media and media owners
Unique	Not duplicated. 50,000 unique visitors means that number of people visited the site.
Upfront	An annual US invention to try to secure commitments from buyers for large portions of media inventory for the year in advance
URL	Uniform Resource Locator, or web address
Viewability	There are concerns about online ads being seen by non-human traffic, served below the fold or clicked off before loading.
Viral	Spreading quickly via likes and social media networks
Vlogger	A blogger on video (typically YouTube). Often described as an Influencer
Volume discount	See Rebate
Walled garden	Closed ad buying system not part of the wider open web ecosystem, e.g. Facebook
Warc	The World Advertiser Research Centre. Publishes Admap and the Ad Association's Ad Expenditure forecast
Waterfall	The priority system for accessing online ads. Criticised for not exposing the ad opportunity to multiple bidders simultaneously
Watershed	9pm. The critical time after which more nudity and violence can be shown as children are deemed to have gone to bed
Web crawler	Also known as a spider: an Internet bot that systematically browses web pages to catalogue and index
Weighting	Giving specific audiences more or less importance (upweighting and downweighting)
Weighted average	An average taking into account over or under sampling rat5her than the average of the raw numbers
Weighted results	Where data has been corrected to reflect over or under sampling
Wrapper	Framework or container to manage header bidding. Centralizes and standardises data collection, making it easier to analyse
Yield	The net amount of money coming back to a publisher
Zapping	Avoiding ads by switching channels rapidly when the ads come on

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