Glossary

AdTech, OTT and Google Ad Manager terms used in the documentation.

Term	Explanation
SSAI	Server-Side Ad Insertion — ads are stitched into the stream on the server; the player receives one continuous stream. See How SSAI.TV works
CSAI	Client-Side Ad Insertion — ads are requested and played by the player (IMA SDK). Vulnerable to ad blockers (≈30% loss on the web)
DAI	Dynamic Ad Insertion — the general name for dynamic insertion; Google's SSAI product has this name
SCTE-35	A standard for transport-stream markers that indicate the start and duration of an ad break. See SCTE-35 markers on the channel
HLS / m3u8	A streaming video protocol; the .m3u8 manifest lists segments (chunks)
CUE-OUT / CUE-IN	Markers for the start and end of an ad break in an HLS manifest
EXT-X-DISCONTINUITY	An HLS tag warning the player about a discontinuity (encoding change) — mandatory at ad boundaries
Filler	A placeholder shown in the rest of the break when there aren't enough ads; agreed with the channel owner
Fillfloor	The minimum break fill below which insertion is skipped and the original broadcast plays
VAST / VMAP	IAB standards: ad-server response with creatives (VAST) and break schedule (VMAP)
Pod	An ad break with several creatives in one response
FAST	Free Ad-Supported Streaming TV — linear channels with ads built from VOD content
GAM / GAM 360	Google Ad Manager; 360 is the paid version with advanced features (MCM, Advanced Video)
AdX	Google Ad Exchange — Google's demand exchange
MCM	Multiple Customer Management — a program where a partner (parent) manages a publisher's (child) inventory or account. See MCM models — Manage Account and Manage Inventory
Manage Account / Manage Inventory	The two delegation types in MCM
Network code	GAM network identifier
Ad unit	A unit of inventory in GAM that tags and targeting are attached to
Key-values	Custom targeting parameters in a request (e.g. channel_name=...)
UPR	Unified Pricing Rules — minimum price (floor) rules in GAM

PMP / PD / PG	Private Marketplace, Preferred Deals, Programmatic Guaranteed — private deals
Open Bidding	Server-side auction of third-party exchanges inside GAM
ads.txt / app-ads.txt	A file on the publisher's domain listing authorized sellers. See ads.txt and app-ads.txt
CMP / Consent Mode v2	Consent management platform and Google's consent signalling mode (mandatory in the EU)
PPID	Publisher Provided ID — a viewer identifier from the publisher (for frequency and reach)
PAL SDK	Google Programmatic Access Library — generates a nonce for programmatic requests from server-side insertion. See Google PAL SDK for SSAI
SIMID	IAB standard for interactive creatives over video. See Interactive creatives (SIMID)
IVT	Invalid Traffic — bots, fraud; not billed and penalized by Google policies
eCPM / fill rate	Revenue per 1,000 impressions / share of requests that received an ad
QoE	Quality of Experience — playback quality metrics (TTFF, rebuffering). See Player video analytics
EBU R 128	Loudness normalization standard SSAI.TV applies to creatives
SCTE-104	The SDI studio-signal counterpart of SCTE-35; the encoder converts it into SCTE-35 in the transport stream
splice_insert	The SCTE-35 command that marks an insertion point. out_of_network_flag: true — ad start, false — return to the programme
Pre-roll (markers)	How far ahead of the event the marker arrives. The event moment itself is set by the PTS in the marker. See SCTE-35 markers on the channel
Auto return	A marker flag: the break ends by duration without a closing marker
PTS	Presentation Time Stamp — the time a frame or marker event should play
GOP / IDR	The group of frames between keyframes / a keyframe a segment can start from. The marker must be on an IDR
Packager	Cuts the stream into HLS/DASH segments and carries markers into the manifest
Manifest manipulator	The SSAI server component that personalizes the playlist for each viewer
Ad unit (in SSAI.TV reports)	A person-break: an ad break seen by one viewer. Not to be confused with an ad unit in GAM. See Statistics and reporting
Impressions duration	Total seconds of impressions; together with inventory duration it gives the SSAI.TV fill rate
Top-up (добивка)	A short video or filler that fills the break remainder up to the exact duration
Bumper	An "advertising" slate at the entry to or exit from a break; markers are placed inside bumpers

promo_	A creative-name prefix for promos and public service ads: no "advertising" caption, not billed
Flight	A separate period within a campaign with its own dates, budget and limits
Daypart	Targeting by part of the day
Frequency cap	A limit on impressions per viewer over a period
Muxed / demuxed	Audio and video in one segment / as separate tracks. SSAI needs muxed
Multi-Period DASH	A DASH manifest where the ad is delivered as a separate Period
Catch-up / Start over / Timeshift	Watching the archive, restarting a programme from the beginning, pausing live
Stream router	The CDN entry point that directs the viewer to a specific streamer node
OM SDK	Open Measurement SDK (IAB) — client-side viewability measurement