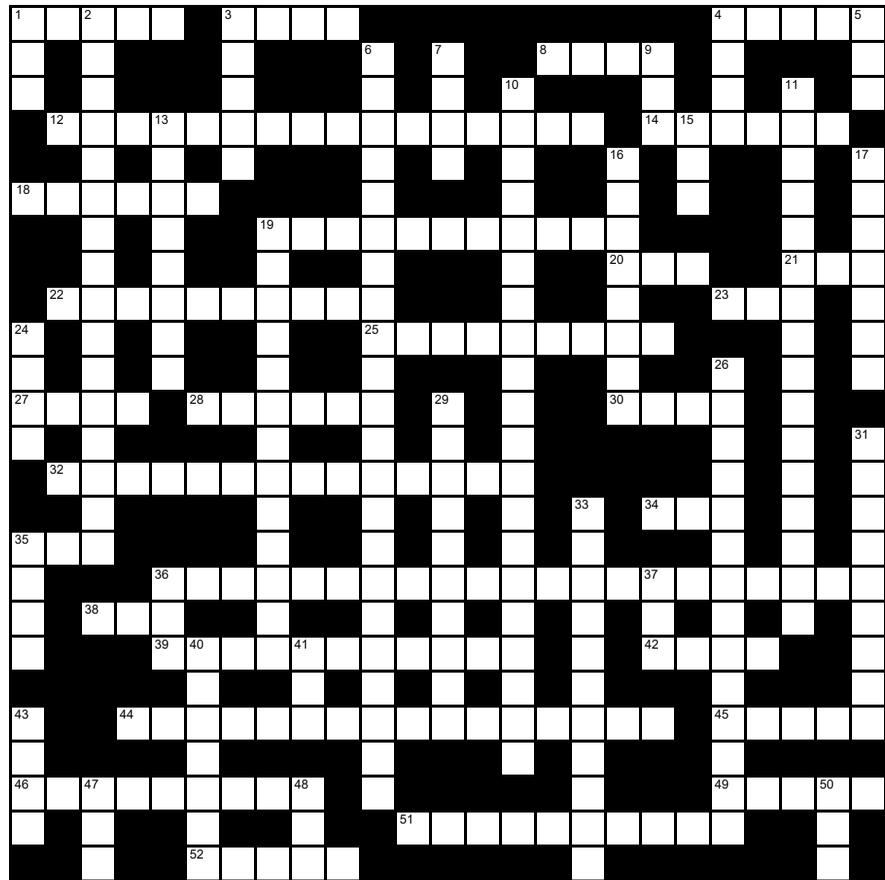


Across

- 1** Customised and interchangeable sets of graphics, which allow internet users to continually change the look of their desktops or browsers, without changing their settings or functionality. (5)
- 3** A set of standards for audio and video compression and transmission. (4)
- 4** Computer algorithms that are used to compress the size of audio, video, and image files for streaming over a data network or storage on a computer. (Acronym) (5)
- 8** The line below which a user has to scroll to see content not immediately visible when a web page loads in a browser. (4)
- 12** A technology platform that provides outsourced media selling and ad network management services for publishers. (4,4,8)
- 14** When a company states



- that it plans to market its products and services to an individual unless the individual asks to be removed from the company's mailing list. (3,3)
- 18** To send data from a computer to a network. (6)
- 19** Commonly text, display ads, rich media, or skins that wrap around the video experience, can run alongside either or both the video or ad content. (9,2)
- 20** The standard ad unit sizes endorsed by IAB. (Acronym) (3)
- 21** A form of paid internet media that seeks to promote websites by increasing their visibility in the search engine result pages. (Acronym) (3)
- 22** A term that is used to describe the informal rules of conduct of online behaviour. (10)
- 23** Net profit divided by value consumed to generate revenues. (3)
- 25** The percentage of an overall desired audience that a website reaches. (4,5)
- 27** A video, animation or audio control that enables a user to initiate (or avoid initiating) the video, animation or audio of an ad. (4)

- 28** Multiple, independent sections used to create a single web page. (6)
- 30** Software code that an advertiser provides to a publisher or ad network that calls the advertiser's ad server for the purposes of displaying an advertisement. (4)
- 32** Interstitial ad units that display as a user navigates from one webpage to the next webpage. (7,3,4)
- 34** A US cooperative group of advertisers which has developed a set of privacy principles in conjunction with the federal trade commission. (3)
- 35** The record of a single online transaction event stored in a log file. (3)
- 36** A US group of corporations and associations who have come together to introduce and promote business-wide actions that create an environment of trust and foster the protection of individuals' Privacy online. (6,7,8)
- 38** A near instantaneous system for either bidding on or buying ad inventory. (3)
- 39** The quantitative relationship between the width and height of a picture or video frame. (6,5)
- 42** Automatic compression of creative assets for an ad when delivering from an ad server to a web page or application. (Acronym) (4)
- 44** The basis for addressing and routing packets across a network of networks. (8,8)
- 45** Tracer or tag which is attached by the receiving server to the address (URL) of a page requested by a user. (5)
- 46** Series of media-based calculations used to project out media impression-based investment measurements, including grps, cpas, and trps. (5,4)
- 49** Refers to an individual giving a company permission to use data collected from or about the individual for a particular reason. (3,2)
- 51** An event programmed into an expandable ad that causes the ad to be reduced to its original dimensions. (10)
- 52** A video, animation or audio control that enables users to stop the video, animation, or audio from playing until the user is ready to resume play. (5)
- Down**
- 1** The process of improving the volume and quality of traffic to a website from search engines via natural (organic or algorithmic) search results. (Acronym) (3)
- 2** Software tools which help the user find information of specific interest to him/her. (11,5)
- 3** A protocol used for ad servers, ad units, and mobile devices that enables communication between an ad and a mobile application in order to execute interactions such as geolocation, ad resizing, and accelerometer functions among others. (Acronym) (5)
- 4** Online interactive communication between two or more people on the web. (4)
- 5** A stylesheet language used to describe the presentation of a document written in a markup language. (Acronym) (3)
- 6** A cable tv system operator; more correctly, any cable network operator with more than one cable TV system. (8,6,8)
- 7** A test version of a product, such as a web site or software, prior to final release. (4)
- 9** A unique address from which a browser connects to a web site on the internet. (3)

- 10** All of those things that may or may not be directly billable. (10,5,5)
- 11** A single entity that owns and operates multiple web properties, each under a separate domain. (9,7)
- 13** Gap between the initiation and the actual execution of a given process. (4,4)
- 15** A high capacity hard drive that is embedded in a set-top box, which records video programming from a television set. (3)
- 16** When used in reference to online advertising, one server assigning an ad-serving function to another server, often operated by a third company operating on behalf of an agency. (8)
- 17** A set of users who share one or more similar attributes. (7)
- 19** A set of technical guidelines developed in the US by IAB and the Network Advertising Initiative to empower members of the online advertising community to communicate their presence and behavioural advertising targeting practices (if any) to consumers in a simple and direct manner. (Acronym) (5,2,6)
- 24** European Union legislation for data privacy and protection. (Acronym) (4)
- 26** The willful act of a user to engage with an ad. (4,10)
- 29** Software designed to identify and remove unsolicited commercial messages before an end user sees them. (4,6)
- 31** Generally a single tiny image that is used to collect data for web site and ad delivery analytics, and also specific events such as a registration or conversion (3,6)
- 33** An advertising pricing model in which advertisers pay agencies and/or media companies based on how many users clicked on an online ad or e-mail message through to their website. (3,3,5)
- 35** Any computer on a network that offers services or connectivity to other computers on the network. It has an IP address associated with it. (4)
- 36** Advertising that uses information gathered about a site user's visits over time and across different websites or applications in order to help predict preferences and show ads that are more likely to be of interest. (3)
- 37** The delay between making an online request or command and receiving a response. (3)
- 40** A model of a website's content designed to help both users and search engines navigate the site. (4,3)
- 41** A system of geographically dispersed servers used to provide web content to a browser or other client. (Acronym) (3)
- 43** The parent language for HTML. (4)
- 47** A high capacity hard drive that is embedded in a set-top box, which records video programming from a television and enable the viewer to pause, fast forward, and store TV programming. (3)
- 48** An http-based media streaming communications protocol implemented by Apple Inc. (Acronym) (3)
- 50** Any technology that allows for two-way communication between the audience and the television service provider (such as the broadcaster, cable operator, set-top box manufacturer). (3)