



Cross Media Measurement Glossary

– Differences between device impressions and people contacts

PEOPLE 	CONTACTS	EXPOSURES	REACH	CONTACT-FREQUENCY	OTS	CPT
DEVICES MEDIA 	IMPRESSIONS	VIEWS	UNIQUE USERS	IMPRESSION-FREQUENCY	VIEWABILITY	CPM

Media reach

The number of people reached by the media during a specified period.

Ad reach

The number of people reached by the ads during a specified campaign period.

Unique (web) users

The number of unique devices, browsers or apps making server requests during a specified period.

Contacts

The number of visible ads exposed to people.

Impressions

The number of ads requested from servers and rendered on devices.

Views

The number of ads requested from servers and played on devices.

Average frequency (OTS)

The average number of contacts with people, how many times people have the opportunity to see the ads.

Viewability

The level of rendering, coverage or completion of the ads on devices, browsers or apps.

CPT

The price for 1000 contacts with people, that is the contact cost.

CPM

The price for 1000 rendered- or played ads on devices or apps.

eCPM

The price for 1000 rendered ads according to specific industry standards