

## The Who, What, & Where of HCP Targeting on Advanced TV: A Glossary of Terms



Programmatic advertising has taken off in the last few years by pharma marketers looking to reach and engage healthcare professionals (HCPs) with accuracy and scale. While non-endemic advertising across the web and social media have become a core part of most pharma marketers' digital marketing strategy, addressable TV is still in its very early stages of adoption for HCP marketing. With

many terms buzzing around the industry these days, it can be tough to understand how to get started when thinking about adding this channel to your HCP targeting mix.

The following 10 terms can help healthcare marketers get a baseline understanding of the terminology to help make more informed decisions around their next-level digital marketing needs.

### Glossary of Terms

#### ADVANCED TV

Up first is Advanced TV. This is TV advertising that is sold on an impression basis. It is executed using software automation and advanced audience data. Advanced TV is the umbrella term that encompasses Programmatic Linear TV, Addressable TV, and Connected TV.

#### ADDRESSABLE TV

Addressable TV advertising is the ability to target individually selected households with specific advertisements. It delivers different ads to different people who are watching the same show. This is delivered via set-top boxes from select cable and satellite companies.

#### CONNECTED TV

Connected TV refers to television that a viewer can access from a streaming internet connection. TV content is available through applications, which are accessed directly on Smart TVs or through external, over-the-top (OTT) devices connected to a TV, like Roku or Apple TV.

#### OVER-THE-TOP (OTT) DEVICES

Any device that is not desktop, laptop, or mobile but is used to consume OTT content. Examples include Smart TVs, Apple TVs, Chromecast, PlayStation, Xbox, Amazon Fire sticks, and other streaming devices.

## OVER-THE-TOP (OTT) CONTENT

This is content that comes from an OTT content provider, like Sling TV. OTT content can be viewed on multiple devices, including computers, mobile devices, OTT devices, and more.

## PROGRAMMATIC LINEAR TV

In contrast to Addressable and Connected TV, Programmatic Linear TV is traditional live television advertising that is planned with advanced data to create a Target Audience and purchased programmatically. Ads appear during scheduled TV programs and any viewers tuned in who are within that Target Audience will see the ad play.

## LINEAR TV

Linear TV refers to traditional television viewing. The viewer must tune in to a specific channel at an appointed time. This is accessed via subscription to cable or satellite services or through over-the-air broadcasts.

## STREAMING

Streaming is a way of receiving TV or video content on a connected device in real-time. Streaming requires connection to the internet for the entirety of the program, as opposed to downloading content to play at any time.

## VIRTUAL MULTICHANNEL VIDEO PROGRAMMING DISTRIBUTOR (VMVPD)

Virtual MVPDs are online video distributors that provide access to the same television content as a traditional MVPD, but through internet-enabled OTT devices and other digital means. Examples of vMVPDs include Hulu, Sling TV, and PlayStation Vue.



Advanced TV provides an exciting opportunity for healthcare marketers to meet HCPs where they are in their video content across screens. Certain types of Advanced TV services such as Connected TV can be targeted at the individual subscriber NPI level while most other services can be targeted at the household level of that HCP NPI.

## MULTICHANNEL VIDEO PROGRAMMING DISTRIBUTOR (MVPD)

In contrast to vMVPDs, multichannel video programming distributors (MVPDs) are service providers that deliver video content to a consumer on their television, either through satellite, cable, or linear broadcast. Examples include Dish and Comcast.

Whether you're just starting to build out your Advanced TV advertising strategy or you're looking for more precise and accurate targeting capabilities, [contact us](#) today to learn how to leverage our HCP targeting data for your campaigns.

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