

# OTT Vocabulary Cheat Sheet

Six words, four questions. Split the vocabulary by what each term actually answers.

Term	Question it answers	Who controls the clock	Typical money model	Delivery
<b>OTT</b>	How it is delivered	n/a (it is the route)	any	HLS / DASH, open internet
<b>VOD</b>	When you watch	The viewer	SVOD / AVOD / TVOD	HLS/DASH, fixed playlist
<b>Live</b>	When you watch	The event	Subscription, ads, PPV	HLS/DASH, sliding window
<b>Linear</b>	When you watch	The schedule	Ads, subscription	Playout scheduler
<b>FAST</b>	How it is funded	The schedule (linear)	Ads only (free to viewer)	Linear + SCTE-35 + SSAI
<b>CTV</b>	Which screen	n/a (it is the device)	any	Any OTT app on a TV

## The expensive mistake

Pricing a linear or live channel like a VOD library. On demand, viewers trickle in; on a FAST channel or a live final they collapse into one moment. 50,000 viewers at 5 Mbps = 250 Gbps sustained, which is about 112.5 TB of egress in a single hour. Say the precise word early.

## Worth knowing

- All modes use the same HLS (RFC 8216) and DASH (ISO/IEC 23009-1) formats; the manifest changes, not the protocol.
- FAST is a business model on a linear schedule, not a fourth timing mode.
- CTV is the TV-screen subset of OTT, defined by device, not delivery.
- Linear and FAST ad breaks are signalled with SCTE-35 cue messages (splice\_insert / time\_signal).