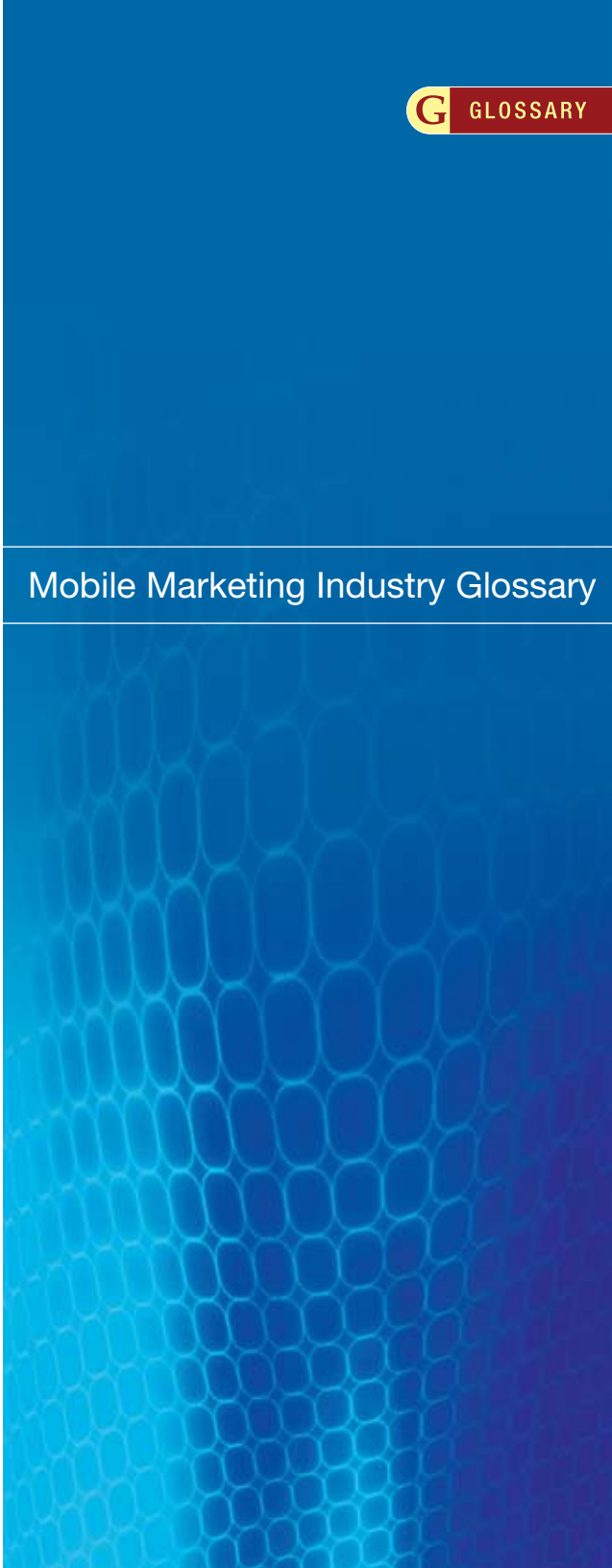




Mobile Marketing Industry Glossary



Introduction

By necessity, the thriving mobile marketing industry has yielded a multitude of new terms and acronyms to describe the various nuances unique to its business space. However, much of this language is not widely understood and, depending on the source, holds various meanings and interpretations. To address the issue of lexis standardization within both the industry and academia, the Mobile Marketing Association (MMA), has created the Mobile Marketing Glossary.

As this Glossary is intended to be a living document, the MMA will work diligently to keep it maintained and updated. Periodic revisions will include the addition of new terms as they are identified. By design, educational tools, research and guidelines issued by the MMA, will no longer contain a glossary of terms, and instead, will refer to the master glossary.

The MMA welcomes input for the Glossary from members of the industry and the academic community. Please email suggestions, comments, and new terms (with proposed definitions, and related sources) to glossary@mmaglobal.com.

The most up-to-date MMA Mobile Marketing Glossary may be found at <http://mmaglobal.com/glossary.pdf>

	Acronyms	AKA ¹	Nomenclature Task Force Definition
1G			The first generation of wireless services which were mostly analogue and included technology standards such as AMPS.
2G		PCS	Also known as Personal Communications Services (PCS), second generation wireless service refers to the digital mobile phone technologies that emerged and were deployed during the 1990's, delivering both voice and data transmissions. 2G technology standards include Code Division Multiple Access (CDMA), Time Division Multiple Access (TDMA), and (Global System for Mobile Communication (GSM)). It also offers auxiliary services such as data, fax and SMS.
3G			The third generation wireless service promises to provide high data speeds, always-on data access and greater voice capacity. The high data speeds enable full motion video, high-speed internet access and video-conferencing, and are measured in Mbps. 3G technology standards include UMTS, based on WCDMA technology (quite often the two terms are used interchangeably) and CDMA2000, which is the evolution of the earlier CDMA 2G technology. UMTS standard is generally preferred by countries that use GSM network. The data transmission rates range from 144 kbps to more than 2 mbps.
3GPP			3GPP is a grouping of international standards bodies, operators and vendors. 3GPP specifications are based on evolved GSM specifications. The scope of 3GPP includes standardizing the WCDMA based members of the IMT-2000 family and Long Term Evolution (LTE) to form the next generation mobile network standard technology.
3GPP2			Similar to 3GPP, except that this is the counterpart responsible for the standardization of the CDMA2000-based members of the IMT-2000 family.

¹ AKA: Also Known As

	Acronyms	AKA	Nomenclature Task Force Definition
Acquisition Rate			Percentage of respondents who opted in to participate in a mobile initiative/campaign. Acquisition rate = total participants/total audience.
Ad Impression			An advertisement impression transpires each time a consumer is exposed to an advertisement (either prepended or appended to an SMS message, on mobile web or web page, within a video clip, or related media).
Ad Space			Any space within an application that has been reserved for the display of advertising. Its dimensions and location within an application typically define an ad space.
Ad Unit			Any defined advertising vehicle that can appear in an ad space inside of an application. For example, a rectangular banner is considered to be a common type of ad unit.
Advertisement			Any collection of text, graphics or multimedia content displayed and accessible inside of an application for the purposes of promoting a commercial brand, product or service.
Advertisement Action		Action	Any activity associated with a Advertisement that enables interactivity and communication between the advertiser and the consumer. For example, common actions include clicking on a phone number to call the advertiser, a hyperlink that takes the consumer to an advertiser's mobile web portal, or a link that adds the advertiser's contact information to the consumer's phone book.
Advertiser			Individual or organization that places a paid promotion within media for the purpose of promoting commercial messages, goods or services.
Affiliate Marketing			A process whereby a Content Provider provides financial consideration to one or more persons or entities in exchange for their agreement to offer Content Providers' products and/or services to users.
Aggregator			An organization that acts as a middleman between application and content providers, and mobile carriers. Provides message traffic throughput to multiple wireless operators or other aggregators; provides mobile initiative campaign oversight, and administration, as well as billing services.
Airtime		Talk Time	The number of connected minutes consumed by a mobile subscriber while placing and receiving calls on his/her mobile phone. Carriers calculate customer bills based on airtime minutes used during a specific period of time.

	Acronyms	AKA	Nomenclature Task Force Definition
Alert Tone			An audio product that is triggered by and sounds on the handset upon a specific event, such as an incoming text message, voice message, calendar event, or other event to which the handset owner wishes to be alerted. Length of tone varies based on mobile carrier requirements. Often traditional ringtones or other audio products can be used as an alert tone.
Alerts			Notifications, typically in the form of a text or multimedia message, containing time-sensitive information (event details, weather, news, services updates) that are pushed to a mobile subscriber who has opted-in to receive this information. Note: If the mobile subscriber has not opted in to receive said information, the notification would be considered SPAM.
Alternative Method of Entry		AMOE	A no cost or low cost means for an individual to enter a sweepstakes or contest.
ALT tag			The text displayed while an image is being loaded. ALT tags are particularly relevant for mobile SEO, since many people turn off image downloads in their mobile browsers to preserve bandwidth.
Anchor Text			The actual text of a link – i.e. the portion that you see underlined. An important ranking factor which uses this text, and the keywords used in it, to make assumptions on the relevance of the content being linked to.
Application		Downloadable Application	Software solutions that power the business logic for mobile marketing initiative(s).
Application Originated Message	AO		A text or multimedia message sent from a network based mobile application, typically to a handset.
Application Provider			An organization that offers network based software solutions “applications,” or downloadable applications that enable the business logic behind mobile marketing initiatives.
Application Terminated	AT		A text or multimedia message received by a network based mobile application, typically sent by a handset.
Asynchronous			A type of two-way communication that occurs with a time delay, allowing participants to respond at their own convenience.
Average Revenue Per User	ARPU		A commonly used financial benchmark to measure the average revenue generated by a mobile carrier’s mobile subscriber, or “user.”

	Acronyms	AKA	Nomenclature Task Force Definition
Background Audio Ad			A background audio clip that is played throughout the MMS message. An example is a jingle.
Bandwidth			Digital bandwidth is measured in bits per second (bps), kilobits per second (kbps), or megabits per second (mps).
Banner Size			The width and length dimensions (typically presented in pixels) of a banner/ image advertisement placed on the mobile web.
Bill Face Descriptor			Description of billing details that appear on a mobile subscriber's wireless bill.
Billing Aggregator			An organization that provides one or more billing solutions (PSMS, Direct-to-bill, Credit Card, PayPal, Loyalty Points, Credits, etc.) to off-portal mobile application solution providers.
Binary Runtime Environment for Wireless	BREW		An open-source application development platform for wireless devices, originally designed for CDMA technology. However, BREW is air-interface independent and can also support GSM/GPRS and UMTS technology. It allows users to download applications such as text chat, enhanced e-mail, location positioning, games, etc. Native BREW applications are written in C or C++, but the platform is designed to allow developers to write in whatever language they choose, including Java and XML. Developers are also provided with BREW Software Development Kit (SDK), which includes the full BREW applications platform, plus a variety of tools for writing BREW applications.
Bitmap	BMP		A format for images.
Blink Message			Text message that contains blinking text for the purpose of emphasis.
Bluetooth			A communication protocol that enables mobile devices equipped with a special chip to send and receive information wirelessly over short-ranges, using the 2.4 GHz spectrum band.
Branding			The process by which brand identity is developed; a marketing strategy and/or campaign objective.

	Acronyms	AKA	Nomenclature Task Force Definition
BREW Applications			Applications that are designed and built on Qualcomm's BREW technology for small-screen devices. Currently supported by a handful of network operators – including Verizon Wireless and KDDI (Japan) – the BREW market is small compared to WAP, like Apple computers command a small market share compared to Windows PCs.
Broadcast video			Video content is "broadcasted" over a network down to the consumer's handset. This allows consumers the freedom to select which content to watch. With broadcast or multi-cast video, content is a "one too many" experience and does not suffer the buffering or downloading issues of other mobile video platforms. Similar to "traditional" TV, advertising opportunities exist within commercial breaks. Personalization technology regarding the ad experience will generally be located nearer to the consumer's device (e.g. a handset application) rather than within the video delivery. Currently there is no global defacto broadcast technology standard, however the following technologies are gaining acceptance in the different regions of the world: DVB-H (Europe), MediaFLO (US) ATSC M-H (US), DMB, ISDB and SDMB (Asia).
Browse and Buy			The model for content discovery and purchase that is provided by operators on-deck. This model is increasingly emerging off-deck, and replicates the PC Web experience for sites designed for handsets.



	Acronyms	AKA	Nomenclature Task Force Definition
Call Detail Records	CDR		The record made within the cellular network of all details of both incoming and outgoing calls made by mobile subscribers. This record is then passed to the billing system for action.
Call to Action	CTA		A statement or instruction, typically promoted in print, web, TV, radio, on-portal, or other forms of media (often embedded in advertising), that explains to a mobile subscriber how to respond to an opt-in for a particular promotion or mobile initiative, which is typically followed by a Notice (see Notice).
Caller Ringback Tones	CBT	Ringbacks	See Ringback Tone
Calltone		Ringtone	See Ringtone
Capacity			The measure of a mobile network's ability to support simultaneous calls, messages, etc.
Carrier		Mobile carrier, Mobile Network Operator, Mobile Carrier, Network Operator, Operator Company, Wireless Carrier.	A company that provides wireless telecommunications services.
Cascading Style Sheet	CSS		An external document containing code that defines a Website's (Internet and Mobile Web) appearance.
Chat			A program that enables asynchronous interactions between two or more mobile subscribers.
Chat Bots			A computer-generated response sent to chat participants. These responses are sent without human interaction.
Child			A person under the age of 13.
Clear and Conspicuous Notice			The vehicle by which descriptions, instructions, terms and conditions, and other relevant details pertinent to a specific marketing initiative, are prominently posted. (For guidance on the meaning of "clear and conspicuous" disclosure, please see Section III of the Federal Trade Commission's "Dot Com Disclosures," available at http://www.ftc.gov/bcp/online/pubs/buspubs/dotcom/#III).
Click			The act of when a mobile subscriber interacts with (highlights and clicks on) an advertisement (banner, text link) or other actionable link, that has been served to their screen.

	Acronyms	AKA	Nomenclature Task Force Definition
Click to Call			A service that enables a mobile subscriber to initiate a voice call to a specified phone number by clicking on a link on a mobile web site. Typically used to enhance and provide a direct response mechanism in an advertisement.
Click-through			The process that takes a mobile subscriber to a jump or landing page once the mobile subscriber has clicked on a link.
Click-through Rate	CTR		A way of measuring the success of an online or mobile advertising campaign. A CTR is obtained by dividing the number of users who clicked on an ad on a Web page by the number of times the ad was delivered (impressions).
Code Division Multiple Access;	CDMA		Also called “spread spectrum techniques,” a technique for multiplexing digital transmission of radio signals in which each voice or data call uses the whole radio band, and is assigned a unique code.
Color Graphics		Color Wall-papers Wallpapers Color Graphics	A color image.
Color Ring Back Tone			See Ringbacks.
Combination Ad			A potentially clickable ad consisting of an image and text.
Commercial Messages			Text or multimedia messages that are sent to a mobile device, usually for commercial purposes.
Common Short Code Administration	CSCA		An organization that administers the common short code registry for a particular country/region. CSCAs are predominantly in Canada, China, the United Kingdom and the United States. Local mobile carriers and short code aggregators are the administrators of CSC registry in other countries
Common Shortcode	CSC		Short numeric numbers (typically 4–6 digits) to which text messages can be sent from a mobile phone. Wireless subscribers send text messages to common short codes with relevant keywords to access a wide variety of mobile content.
Compact HTML	cHTML		A subset of HTML for small devices, such as mobile phones and PDAs. cHTML was created by Japan-based Access Company, Ltd. in 1998 for i-Mode devices.
Complete MMS Ad			This advertisement unit assumes that the entire MMS is the advertisement. This MMS advertisement could be the result of a WAP Banner click or a free message sent to subscribers who have opted-in to receive news about the advertiser.

	Acronyms	AKA	Nomenclature Task Force Definition
Confidentiality			The treatment of information that an individual has disclosed in a relationship of trust, and with the expectation that it will not be divulged without permission to others, in ways that are inconsistent with the understanding of the original disclosure.
Confirmed Opt-in			The process used for verifying a mobile subscriber's intention, and for gaining the subscriber's explicit agreement to participate in a mobile program/ initiative.
Consideration			Although the definition of consideration varies from state to state, generally, consideration means that a willing participant is required to purchase something or pay for access to be eligible to enter a game.
Content Aggregator			An organization that contracts with an array of content providers, and redistributes licensed content.
Content Preview			An advertisement where a sample of mobile content is included. This is very similar to a movie trailer, but, for all digital content including ringtones and wallpapers.
Content Provider	CP		A company that creates and offers content, e.g. graphic products, ringtones, games, news, information and entertainment services, etc.
Contest			A promotional mechanism that includes a prize and a game of skill. Consideration is allowed, but there cannot be any element of chance.
Cookie			Information placed on a visitor's computer or Mobile handset by a Web server that can be stored or retrieved when the site is accessed. Cookies are generally used as unique identifiers (i.e. user IDs or session IDs) to record a users unique behavior during each visit. Cookies may be used to store other data such as email address, usernames etc. Most mobile handsets do not support cookies, although the market long-term is moving in this direction.
Cost per Thousand	CPM		A metric used to price advertising banners. Sites that sell advertising may guarantee an advertiser a certain number of impressions (number of times an ad banner is served and presumably seen by visitors) and then set the cost based on the guarantee, multiplied by the CPM rate.
Coupon			A ticket, message, and/or document that can be exchanged for a financial discount on a product or service.
Cross-carrier Mobile-phone Voting Application			A software solution that processes the votes cast by mobile subscribers from multiple mobile carriers.
Customer Care and Billing	CCB		The function area/department of a carrier, content provider, or other vendor that provides customer support to mobile customers regarding billing issues, product/service problems, complaints, etc.

	Acronyms	AKA	Nomenclature Task Force Definition
Data Charging			The cost of using the mobile network for data services. The two main charging models are: pay-as-you-use, which is effectively metered billing because the charges increase in proportion to the amount of data consumed by the user; the second method is charging at pre-set rates (over a monthly usage period) for pre-determined amounts of data that can be consumed. These charges become significant in the distribution of rich media content that drives large amounts of data across the networks.
Data Collection			The process by which a marketer collects mobile subscribers' personally identifiable information.
Day Parting			See Targeting
Deck		Portal	A browseable portal of links to content, pre-configured usually by the network operator, and set as the default home page to the phone's browser.
Dedicated Short Code			The process of running only one service on a Common Short Code at any given time.
Delivery Report			An acknowledgement /notice/report of a successful MO/MT billing.
Digital Multimedia Broadcasting	DMB		A digital radio transmission technology for sending multimedia (radio, TV, and data casting) to handsets.
Digital Video Broadcasting- Handset	DVB-H		The technology that drives mobile TV, which is a combination of conventional digital video, and IP that scales for smaller devices.
Direct To Consumer	D2C		Content and services promoted directly by the third-party "provider" to the phone end-user. The promotion of these services does not depend upon listing in (operator) portals; the content provider is responsible for tasks such as pricing and marketing.
Discoverable Notice			See Notice
Double Opt-in			The process of confirming a mobile subscriber's wish to participate in a mobile program by requesting the subscriber to opt-in twice, prior to engaging the subscriber. A requirement for premium and many other types of mobile services.
Downloadable Application			See Application

	Acronyms	AKA	Nomenclature Task Force Definition
Download video			In this instance, the video file is downloaded to the handset completely before the handset starts playing it. Since the video is played when fully received on the handset, an ad server cannot detect whether the video content and ads are actually watched in their entirety. Due to the nature of the underlying technologies used, the quality of the received video files is as good as the quality of the source file on the network servers. Since the video files are stored complete on the mobile handset, copyright concerns are more apparent here. The most popular underlying technology is OMA download.
Dual Band			A handset that supports and is compatible with two different standards and/or two different frequencies/bands.
Dynamic Ad Delivery			Based upon predetermined criteria, Dynamic Ad Delivery is the process by which a mobile advertisement is delivered, via a campaign management platform, to a publisher's mobile content.

	Acronyms	AKA	Nomenclature Task Force Definition
End-User			A person who accesses and uses a product. (e.g. a user who watches a video using their mobile device).
Enhanced Data rates for GSM Evolution	EDGE	Enhanced GPRS (E-GPRS)	The final stage in the evolution of the GSM standard, which was also an intermediate technology that brought 2G closer to 3G capacity for data transfer. EDGE uses a new modulation schema to enable theoretical data speeds of up to 384kbit/s within the existing GSM spectrum.
Extensible Markup Language	XML		A general-purpose markup language, primarily used to facilitate the sharing of data across different information systems, particularly via the Internet.
Extensible HyperText Markup Language	XHTML		A markup language. It is a reformulated, upgraded version of HTML, but still conforms to the XML syntax.

	Acronyms	AKA	Nomenclature Task Force Definition
First Generation			See 1G
Fixed Mobile Convergence	FMC		A mobile device that supports both carrier network and WiFi and can switch between each seamlessly.
Free to End User	FTEU		An FTEU program is any program to which the subscriber opts-in, with the result that the subscriber receives Mobile Terminated (MT) SMS/MMS messages for which they do not incur any premium or standard messaging charges from their wireless carrier. The subscriber may interact with the service by sending SMS/MMS messages (including, but not limited to, messages for the purpose of opt-in, opt-out and requesting help). The wireless carrier may, at their discretion, charge the subscriber at standard messaging rates for Mobile Originated (MO) messages to the program.
Friendly Off-Deck			Off-portal mobile internet content that has been validated against operator standards for technical performance and suitability of content.
Full Music Download			The downloading of a complete song, versus a section of a song, for playback on a mobile device.

	Acronyms	AKA	Nomenclature Task Force Definition
Gallery			An extended set of menus containing links to third-party content. The gallery is usually accessed from the main (mobile carrier) deck with the assumption the content has gone through some basic acceptance testing, though less detailed than that applied to content featured on the main deck.
Games			See Mobile Games
General Packet Radio Service			A packet-switching technology that enables high-speed data transmission of up to 115kbps. An enhancement for GSM, often described as 2.5G.
Global Positioning System			A system of satellites, computers and receivers that can determine the latitude and longitude of a given receiver (within it's system) located on Earth. It pin-points the reciever's location by calculating the time it takes for signals from different satellites (positioned at various locations) to reach the receiver.
Global System for Mobile Communications			A digital mobile cellular standard developed and widely used in Europe. One of the main 2G digital wireless standards.
Graphic Banners			A graphic mobile ad represented by a banner featuring an image. Similar to a web banner, but with lower size constraints (See Banner Size).
Graphics Interchange Format	GIF		A supported format for color images, such as mobile banner ads.
Greeting			A voicemail greeting that the caller hears when the call recipient he/she is attempting to reach does not answer their mobile phone. Can consist of a Master-tone or Voicetone, or a custom message recorded by the handset/account owner.
Greeting Card		mobile card	See M-Card
Group Chat		Community Chat	See Chat.

	Acronyms	AKA	Nomenclature Task Force Definition
Hands Free		Hands free kit	The operation of a mobile phone without the use of the handset; usually installed in vehicles and/or enabled via Bluetooth or similar headset.
Handset			Term used in reference to a mobile phone, mobile device, or mobile terminal.
Heading/H tags			This tag denotes a specific page or section heading on a Web page. Engines pay special attention to H text as it provides insight into the topicality and relevance of the content contained with the section.
High Speed Downlink Packet Access			An enhancement to the Universal Mobile Telecommunications System (UMTS) 3G technology, also known as Wideband Code Division Multiple Access (W-CDMA). It is designed to increase the available download speeds by more than five times, and, in theory, reaches up to 14 Mbps (million bits per second).

	Acronyms	AKA	Nomenclature Task Force Definition
Image			A photograph or graphic that may be delivered to the mobile handset as any of several low resolution image formats, including .png, .gif, .jpg, etc. Images on mobile platform may be classified as mobile content/products (wallpapers, screensavers, etc), assets for a mobile website, or enabled with links to trigger an action.
Image Ad			An image on a mobile web site with an active link that can be clicked on by the wireless subscriber. Once clicked, the wireless subscriber is redirected to a new page, another mobile web site or other destination where an offer resides.
i-Mode			A packet-based information service developed by Japanese operator NTT DoCoMo to deliver a wide range of services to mobile subscribers. The revenue sharing model used for i-Mode is being adopted by other operators as the basis for the new services enabled by GPRS and 3G.
Impressions			A business metric for counting the number of times mobile subscribers have viewed a particular page, mobile advertisement on a mobile internet site or embedded within a text message or similar mobile medium.
Index			The database in which a search engine stores content from every Web page that its spider visits.
Information on Demand	IOD		Content delivered in the form of an Alert. Subscriber receives updates of weather, traffic, horoscopes, jokes of the day, etc via SMS text, at a predetermined time and frequency.
Instant Voice Response	IVR		A computerized system that allows a person, typically a telephone caller, to select options from a voice menu and otherwise interact with the computer phone system from their mobile device.
Integrated Digital Enhanced Network	i-DEN		A wireless technology developed by Motorola, which combines the capabilities of a digital cellular telephone, two-way radio, alpha-numeric pager, and data/fax modem into a single network. iDEN operates in the 800MHz, 900MHz, and 1 500MHz frequency bands, and is based on TDMA and GSM architecture it places more users in a given spectral space, compared to analog cellular systems. iDEN networks are used by various carriers all over the world, and by Nextel and Southern LINC in the USA.

	Acronyms	AKA	Nomenclature Task Force Definition
Interactive TV	iTV		Interactive TV refers to TV programming and technology that allows the viewer to engage in two-way interaction with the television/programming.
Interactive Voice Response	IVR		A phone technology that allows a computer to detect voice and touch tones using a normal phone call. The IVR system can respond with pre-recorded or dynamically generated audio to further direct callers on how to proceed. IVR systems can be used to control almost any function where the interface can be broken down into a series of simple menu choices.
International Mobile Equipment Identity	IMEI		A 15 digit, unique serial number assigned to a mobile phone. IMEI consists of five groups of numbers. The first group represents the manufacturer; the second sequence identifies the Type Approval Code (TAC) or model number; the third represents Final Assembly Code (FAC); the fourth is the device serial number and the fifth is a spare single digit (usually 0).
Inter-operable Messaging			The ability for mobile subscribers to exchange text and multimedia messages across different mobile operator networks. Also used to refer to a Common Short Code that is registered on multiple mobile operators' networks.
Interstitial Image Ad			An advertising image that is inserted into the middle of a complete MMS message. This image will be displayed as the subscriber is viewing the complete MMS message.
Interstitial Text Ad			A text page that is displayed in the middle of the MMS message.
Interstitial Video Ad			An advertising video clip that is inserted in the middle of a complete MMS message. This video plays back as the subscriber is viewing the complete MMS message.
Interstitial Video Clip			An advertising video clip that is inserted into the middle of a complete MMS message. This video will be displayed as the subscriber is viewing the complete MMS message.
IVR Discovery			A content discovery method where the user calls a phone number, during which their mobile phone number is captured, and a data connection is subsequently made to the handset (SMS, WAP push). A charge for the call registers once the mobile connection has been made.

	Acronyms	AKA	Nomenclature Task Force Definition
Java			An object-oriented programming language developed by Sun Microsystems. Programs authored in Java do not rely on an operating system, as long as a Java Virtual Machine (JVM) is installed on the destination device on which they are running.
Java 2 Platform, Micro Edition	J2ME		A technology that allows programmers to use the Java programming language and related tools to develop programs for mobile handsets. J2ME consists of programming specifications and a special virtual machine (Java Virtual Machine, or JVM) that allows a J2ME-encoded program to run in the handset.
Java Games	refer to Mobile Games		Mobile games authored in the Java programming language. The destination/player device must have the Java Virtual Machine (JVM) installed for it to run.
Joint Photographic Experts Group	JPEG		An image compression format widely used for storing and transmitting photographs on the World Wide Web. Suitable for compressing photographic images, however, each subsequent compression causes image quality deterioration. Not appropriate for graphs, charts and other textual or iconic graphics, as the compression blurs the image.
Jump Page		Landing Page	The page or view to which a user is directed when they click on an active link embedded in a banner, web page, email or other view. A click-through lands the user on a jump page.

	Acronyms	AKA	Nomenclature Task Force Definition
Keyword		Prefix, Suffix	A word or name used to distinguish a targeted message within a Short Code Service.
Keyword density			The ratio of keywords to non keywords within page content.
Kilobits per second	Kbps		A commonly used unit of measurement for data transfer speed. Kilobit denotes thousands of bits. Higher data rates are expressed in Mbps (mega/millions bits per second) or in Gbps (giga/billions of bits per second).

	Acronyms	AKA	Nomenclature Task Force Definition
Landing Page		Jump Page	A secondary page to which a user is directed when they click on an ad, where they are provided additional information and/or a mechanism to make a purchase. The user is often driven to a landing page via an ad banner, link or other offer-related communication.
Layered Notice			The provisioning of a short, medium and long form description for a program/service overview, terms and conditions, and related program details.
License		Rights	See Royalties
Location Based Services	LBS		A range of services that are provided to mobile subscribers based on the geographical location of their handsets within their cellular network. Handsets have to be equipped with a position-location technology such as GPS to enable the geographical-trigger of service(s) being provided. LBS include driving directions, information about certain resources or destinations within current vicinity, such as restaurants, ATMs, shopping, movie theaters, etc. LBS may also be used to track the movements and locations of people, as is being done via parent/ child monitoring services and mobile devices that target the family market.
Location Information			Information that enables a Mobile Marketer to identify the specific location of a particular wireless device. Zip codes and area codes typically do not alone provide the specificity to qualify as Location Information. However, a Global Positioning System (GPS) is an example of a functionality that provides Location Information.
Locator			An advertisement or service through which an advertiser's (i.e. Radio Shack, Ford) brick & mortar location can be identified based on proximity of the consumer or their preferred location (can be GPS/LBS or user defined postal code).
Lottery			A lottery is a game that includes a prize, a game of chance, and consideration. Federal legislation and State laws govern (and disallow) all lotteries for promotional purposes.

	Acronyms	AKA	Nomenclature Task Force Definition
Mastertone		Truetone, Realtone	Audio sourced directly from recorded music tracks and encoded for mobile devices with a high fidelity format, such as MP3, AAC, or WMV format. Often an edited section of a song or other composition, Mastertones can be used as Ringer Tones and Ringback Tones.
Menu			Any list of selections that are accessible using either the left or right soft key while inside the Application.
Messaging			Collectively, SMS and MMS messages sent to mobile phones/devices. This definition does not include advertisements delivered on WAP sites or advertisements delivered into games on mobile devices.
Meta Description			The meta tag that describes the page's content – especially relevant to mobile spiders.
MMS Banner			A transparent advertising screen image that is inserted with text onto an MMS message. This image will be displayed as the subscriber is viewing the complete MMS message.
MMS Message			A message sent via a Multimedia Messaging Service that contains multimedia objects.
MO or MT Billing			The tagging of a tariff to the MO or MT SMS message of a PSMS service for billing purposes.
Mobile Advertising			A form of advertising that is communicated to the consumer/target via a handset. This type of advertising is most commonly seen as a Mobile Web Banner (top of page), Mobile Web Poster (bottom of page banner), and full screen interstitial, which appears while a requested mobile web page is "loading." Other forms of this type of advertising are SMS and MMS ads, mobile gaming ads, and mobile video ads (pre, mid and post roll).
Mobile Carriers			See Carriers
Mobile Community Service			A service accessible from a mobile device which may include, but is not limited to, the following functionality: (i) a system for end-users to communicate through the service; or (ii) a system or mechanism for end-users to upload or download content to a private space; or (iii) a system or mechanism to upload or download content to a public space.
Mobile Content			Entertainment, sports and news information and games delivered via any wireless media type in a non-advertising format. Location, delivery, and technology of content is irrelevant and can include both on and off deck.

	Acronyms	AKA	Nomenclature Task Force Definition
Mobile Content Advertising			This is typically an SMS message that either: a) contains advertising text; or b) points mobile subscribers to a print, web or TV advertisement that promotes mobile ringtones, games, applications, subscription services and other mobile products.
Mobile Dating			Social networking via a mobile community, application or web site for the purpose of dating.
Mobile Games			A game created for and played on a handset or handheld computer. The majority of mobile games are downloaded to the handset and played using the basic technologies and controls built into the device (arrow keys, soft key, number keys, etc). Some mobile games are developed to be played using the communications technologies present in the device and/or provided by the service provider/carrier, such as by text message (SMS), multimedia message (MMS) or GPRS location identification. Mobile games are presently authored on the Java, BREW or Symbian development platforms.
Mobile Greeting Card		Truetone, Realtone	A mobile greeting card comprised of media file/s such as a graphic or video clip, which may either contain a pre-composed text message/sentiment, or provide the sender the ability to add a personalized message (text) before sending to mobile recipient.
Mobile Handset		Mobile Terminal	See Handset
Mobile Identification Number		MIN	See MSISDN
Mobile Internet		Mobile Web	See Mobile Web
Mobile Marketer			All companies within the mobile ecosystem, including: Advertisers, Aggregators/Distributors, Carriers, Content Providers and Publishers.
Mobile Marketing			The use of wireless media as an integrated content delivery and direct response vehicle within a cross-media or stand-alone marketing communications program.

	Acronyms	AKA	Nomenclature Task Force Definition
Mobile Marketing Association	MMA		The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth, and evangelize the use of the mobile channel. The more than 700 member companies, representing over forty countries around the globe, include all members of the mobile media ecosystem. The Mobile Marketing Association's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe (EUR), Latin America (LATAM), Middle East & Africa (MEA) and Asia Pacific (APAC) branches.
Mobile Marketing Program			Any marketing or advertising program distributed via a handset. This includes, but is not limited to, a Mobile Messaging Program, one or more advertisements delivered on WAP sites, or one or more advertisements delivered via games on mobile devices.
Mobile Message			SMS and/or MMS message sent to a handset but does not include advertisements delivered on WAP sites, or advertisements delivered into mobile games.
Mobile Messaging Program			Multiple mobile messages, usually delivered as part of a coordinated campaign.
Mobile Network Operators	MNO		See Carrier
Mobile Operators			See Carrier
Mobile Originated Message	MO, MOM		An SMS/ MMS message sent from a mobile device.
Mobile Search			Executing a search via mobile Internet.
Mobile Shorts		Mobile Episodes, Mobisodes,	Original, made-for-mobile programming/episodes. Usually created by TV networks and movie studios to cross-sell popular TV and film properties/franchises. Not the same as "mobile video clips."
Mobile Station International ISDN Number	MSISDN	Mobile Phone Number, MIN	Uniquely identifies a wireless device within a wireless carrier's network. The MSISDN is dialed from other wireless or wireline networks to direct a signal to a specific wireless device. MSISDNs can be electronically checked to help prevent fraud.
Mobile Subscriber		Subscriber	A consumer that enters into an agreement with a Carrier. Once executed, the agreement requires the Carrier to provide wireless telecommunications services to the consumer.

	Acronyms	AKA	Nomenclature Task Force Definition
Mobile Terminated Message	MT, MTM		An SMS/ MMS message received to a mobile device.
Mobile TV			Television/Video programming formatted for the mobile screen. Program is streamed or broadcasted via various platforms - MediaFlo, DVB-H, etc.
Mobile Video			See Mobile TV
Mobile Web		Wireless Internet Mobile Web Mobile Internet	The Mobile Web is a channel for delivery of web content, which offers and formats content to users in awareness of the mobile context. The mobile context is characterized by the nature of personal user information needs (e.g. updating your blog, accessing travel information, receiving news update), constraints of mobile phones (i.e. screen size, keypad input) and special capabilities (i.e. location, connection type such as 3G or WLAN).
Motion Picture Experts Group	MPEG		A compression technology for voice and video, which allows these forms of information to be transmitted over difficult links or small-bandwidth networks.
Mobile Virtual Network Operator			A mobile service provider that leases/ uses the network infrastructure of a major mobile carrier. Examples are: Amp'd Mobile, which uses Verizon's network and Boost Mobile, which uses the Sprint/Nextel network.
Mobile Virtual Network Operator	MVNO		A mobile service provider that leases/ uses the network infrastructure of a major mobile carrier. Examples are: Amp'd Mobile, which uses Verizon's network and Boost Mobile, which use the Sprint/Nextel network.
Mobisode			Trademarked term owned by NewsCorp/ Fox Broadcasting Company to describe original, made-for-mobile video programming/ episodes. Term was first used by Fox to market short episodes derived from storylines of 24, The Simple Life and other popular Fox TV properties.
Mono Tone			An old-style ringtone based on previous generation technology, that plays one musical note at a time. A single track composition.
MP3 Tone			Ringtone created from MP3 formats. Can only be utilized on MP3 supported handsets.
Mpeg Audio Layer 3	MP3		An audio compression format to greatly reduce the amount of data required to represent the audio recording, without compromising a significant level of its original sound quality.
Multimedia Messaging Service	MMS	MMS	Standard for telephony messaging systems that enable the sending of messages that include multimedia objects (images, audio, video, rich text). May or may not include normal text.

	Acronyms	AKA	Nomenclature Task Force Definition
Multiplayer Mobile Game	MMG	Massive Multiplayer Game	Mobile game that can be played simultaneously by several players at the same physical location on one handset (pass-and-play), or offsite, on different handsets. The latter type must be network enabled.
Musical Instrument Digital Interface	MIDI		A standard used to represent musical information in a digital format. They can be recorded and played back only on MIDI-capable devices.

	Acronyms	AKA	Nomenclature Task Force Definition
Network Operator			See Carrier
NeuStar			The commercial company that manages the directory of common short codes, which are rented out for use through the CSCA organization.
Non-Personally Identifiable Information	Non-PII		Information that may correspond to a particular person, account or profile, but is not sufficient to identify, contact or locate the person to whom such information pertains. Non-qualified lead.
Notice			An easy-to-understand written description of the information and data collection, storage, maintenance, access, security, disclosure and use policies and practices, as necessary and required, of the entity collecting and using the information and data from the mobile subscriber.
Number Portability			The requirement set forth by federal legislation that allows consumers of mobile communication services to retain their mobile phone numbers for as long as they wish, even if/when they change mobile service providers. Legislation was passed to stop the requirements by carriers to change phone numbers each time the consumer switched carriers.



	Acronyms	AKA	Nomenclature Task Force Definition
Off Portal		Off Deck	Point of sale/access on the mobile network, but outside of the carrier's "walled garden"/ portal/ deck, where consumers can access/ purchase information and mobile products/ content/ utilities.
Offer Based Ad			A clickable advertisement with a discount/offer for a product or service.
OMA Download			An open standard and application-level protocol that enables reliable content downloads. It can be integrated with other services, such as billing, allowing premium-priced content to be made available to mobile users.
On Device Portal			The portal infrastructure is downloaded to the handset, using a technology such as Java or Flash. Some data is cached on device, so no connection is required for the user to browse the basic content set. The user connects to get updated information and the provider can update the local cache over-the-air when the user is connected.
On Portal		On Deck	Point of sale/ access within the carrier's "walled garden"/ portal/ deck where mobile customers can access/ purchase information and mobile products/ content/ utilities.
Online Preference Marketing	OPM		Process whereby information is typically collected over time, and across web pages and WAP sites, to determine or predict Subscriber characteristics, behavior and/or preferences for use in ad delivery on the mobile web. The OPM process can use Non-PII or a combination of PII and Non-PII. OPM does not refer to the use of data by Mobile Marketers for ad delivery or reporting.
Operating Company		OpsCo	See Carrier
Operator Assisted Chat Program			A one-to-one chat program with a designated person, that is not a peer-to-peer chat program.
Operator Logo			A logo (usually the mobile carrier's logo) that appears on the status screen of a handset. This screen real estate is often modified (i.e., with personalization content) by mobile subscribers to personalize their phones in such a way that reflects their individual interests and style preferences.



	Acronyms	AKA	Nomenclature Task Force Definition
Optimization			Process of modifying/refining an advertising campaign so that it will perform more favorably for the advertiser, and extend reach, boost click-throughs and conversion rates, etc. Usually, done by using more qualified data about target market.
Opt-in			The process where a Subscriber provides explicit consent, after receiving Notice from the Mobile Marketer.
Opt-out			The process through which a Subscriber revokes consent after receiving Notice from the Mobile Marketer. An example of an Opt-out process includes, but is not limited to, a Subscriber replying to an SMS message with the phrase "stop."
Opt-out Mechanism			A process by which a Subscriber may exercise his or her right to Opt-out.
Over-the-air	OTA		A method of distributing new software updates to cell phones or provisioning handsets with the necessary settings with which to access services such as WAP or MMS.

	Acronyms	AKA	Nomenclature Task Force Definition
Page View			Unit of measure that tracks the number of times users load a particular web or WAP site/page.
Paid Inclusion			Paying a fee to an engine to be indexed.
Paid Placement			Paying a fee to a search engine to have your listing prominently displayed – usually as a “sponsored listing”.
Partial MMS Ad			This advertisement unit assumes that the advertisement is inserted into an existing MMS message that is being viewed by the consumer. For example, the MMS message could be a CBS news alert with relevant news info. This MMS is requested or opted-into by the subscriber.
Participation Television	PTV	Interactive Television	Participation TV is the use of mobile interaction and other media (mobile, landline, Web) to allow viewers of a TV broadcast to engage with the content in order to have an impact, express an opinion, or other types of viewer interactions.
Participation TV Eco System			<p><u>Broadcaster</u> – Provides the viewers via broadcasting the content with the Call-To-Action (CTA)</p> <p><u>Production Company</u> – Produces the content and Call-To-Action (CTA) for the broadcaster</p> <p><u>Application Provider</u>– Designs the application logic and reporting to the creative guidelines of the producer and technical standards of the mobile operators</p> <p><u>Service Provider</u> - Manages all aspects of the participation element from integration with creative to crisis management procedures</p> <p><u>Sweepstakes/Sales Promotion Company</u> (When applicable) - Writes the terms and conditions of any sweepstakes or sales promotions for a program in accordance with federal and state laws as they are interpreted at that time and bonds and registers any prizes</p> <p><u>Mobile Gateway (Aggregator)</u> – Provides connectivity and billing to wireless networks</p> <p><u>Wireless Networks</u> – Provides the network of mobile subscribers/customers and network applications</p> <p>Note: There are many different arrangements that exist in this segment. While some companies may operate as one or many of the above functions, all of the functions must be present to produce a Participation TV program.</p>
Pause			A mobile subscriber’s status in a chat program during which premium charges cannot be applied to the subscriber’s account, nor any queue messages can be allowed.
Payout			The net revenue provided to marketer after mobile carrier and aggregator allocation.

	Acronyms	AKA	Nomenclature Task Force Definition
Pay-per Download		Polyphonic Ringtone Poly 4, 16 & 24. (referring to the number of instruments used to create the poly ringtone); Polytone	The mobile subscriber selects the content or service he/she wants, and is billed only for the product requested. The content is often presented in print with separate order codes for each download, or through a browse-and-buy WAP site on the phone. There is no further billing of the mobile subscriber until more content is requested.
Peer to Peer Chat			A one-to-one chat program of interactions between two individuals, neither of whom is a paid "chat professional."
Penetration			The percentage of the total population that owns a mobile phone.
Personally-Identifiable Information	PII		Information that can be used to identify or contact a person, including name, address, telephone number, or email address. PII also includes any other data, such as, but not limited to, anonymous identifiers, demographic or behavioral data, when such data are linked to PII and identify a person to the party holding such data. Data that are PII for one party may not constitute PII for another.
Personalization Content			Any content that serves to "personalize" the handset or service for the owner, often based on the owners personal style and entertainment preferences. Includes all graphics (wallpapers, screensavers, phone themes, etc) and certain audio (ringtones, ringbacks, alerts, greetings) and video products (video tones etc.).
Permission Level			The level of permission a mobile subscriber has granted to a specific carrier or service or wireless content site to receive advertising messages from them.
Picture Message			An SMS that is designed with qwerty text to form a picture, and is sent via SMS.
PIN			A method where a user purchases a PIN through a Web site or premium-rate phone number and then redeems its value against a content purchase.
Placement			The area where an advertisement is displayed/placed within a publisher's mobile content.
Polyphonic Ringtone		: Poly 4, 16 & 24. (referring to the number of instruments used to create the poly ringtone) : Polytone	Audio created with MIDI technology for use on mobile handsets. Can be created from original compositions or existing music.

	Acronyms	AKA	Nomenclature Task Force Definition
Portal			See Deck
Post Roll			The streaming of a mobile advertising clip after a mobile TV/video clip. The mobile advertisement is usually 10-15 seconds.
Post-slide Full Screen Image			A full screen advertising image that is inserted after an MMS Message. This image will be displayed as the subscriber is viewing the complete MMS message.
Potential Audience			It is a) the total number of unique users/devices that is reached by any site's content (pull advertising), or b) the number of addressable devices to which the service provider or marketer has the permission and ability to push advertising (push advertising).
Predictive Text		T-9	Intelligent software that makes typing words/text messages easier on a mobile phone keypad. Utilizes a built-in dictionary. As the mobile subscriber presses certain keys, the software tries to predict the words the mobile subscriber intends to compose based on the letters that correspond to those keys.
Premium Billing			The ability to bill above standard SMS/ text rates.
Premium Content			Content for which the provider levies a charge separate and in addition to any fixed charges made by the network operator to access that content.
Premium Rate			Programs or messages that result in charges above and beyond standard text messaging charges normally applied to the subscriber's wireless bill.
Premium Rate Program			A program that requires double opt-in where the subscriber is billed above the standard SMS rate as per his/her mobile plan.
Premium Short Message Service	PSMS	Reverse SMS Billing or MT Billing	Billing mechanism by which the mobile subscriber is charged above standard text messaging rates for mobile content and/or subscription.
Pre-paid			Term used for no-contract, no rental charge service where a mobile subscriber buys credit usually in pre-determined denominations, in advance for the use of a mobile carrier's wireless telecommunication services.
Pre-roll			The streaming of a mobile advertising clip prior to a mobile TV/video clip. The mobile ad is usually 10-15 seconds in length.
Pre-slide Full Screen Image			A full screen advertising image that is inserted before an MMS Message. This image will be displayed as the subscriber is viewing the complete MMS message.

	Acronyms	AKA	Nomenclature Task Force Definition
Privacy			The quality of being secluded from the presence or view of others.
Private Content			End-user data (including but not limited to text entries, photos, videos, and multimedia files) located in a private space.
Private Space			The parts of the Mobile Community Service that are only visible and accessible by the end-user, or to other individuals that the end-user has expressly granted access. Examples of a Private Space include but are not limited to (i) Private content locker; (ii) Private blog entry; (iii) Instant messaging session; or (iv) Email inbox;
Program “television”			A television program, inclusive of all content broadcast in connection therewith, including, without limitation, bumpers, promotional spots, commercials, PSAs, chyrons, credits, disclosures, disclaimers, etc., whether broadcast during the body of the program or in the commercial and promotional spots which precede and follow the program.
Program Approval			A specific program presented for approval to an aggregator and carrier for the usage and provisioning of a short code.
Progressive Video Download			Here a video file is downloaded to the handset and starts playing the video when a certain percentage of the video file has been received. This technology combines the benefits of streaming video (quick to play the video) and download video (high quality). Although most progressive video download technologies are still proprietary, standardization bodies are making efforts to include progressive downloads as a new standard.
Promotional Content			Content offered at no charge to the user, as a sampler, enabling customers to “try before they buy,” increasing purchase confidence.
PSMS Tariff			The dollar unit for premium billing.
Public Content			The end-user data (including but not limited to text entries, photos, videos, and multimedia files) located in a Public Space.
Public Space			The parts of the Mobile Community Service that are visible and accessible by users in general without any explicit grant of access by any end-user. Examples of a Public Space include but are not limited to (i) Public chat rooms; (ii) Public user profiles; (iii) Public group chats; or (iv) Public content lockers.

	Acronyms	AKA	Nomenclature Task Force Definition
Publisher			A company that provides WAP sites and/or facilitates the delivery of advertising via one or more WAP sites. Also, a publisher of mobile content, such as games and personalization products.
Publisher's Aggregator		Content Aggregator	See Content Aggregator
Pull Messaging		Wireless Pull Advertising Content Pull Messaging	Any content sent to the wireless subscriber upon request, shortly thereafter, on a one time basis. For example, when a customer requests the local weather from a WAP-capable browser, the content of the response, including any related advertising, is Pull Messaging.
Premium Rate			Programs or messages that result in charges above and beyond standard text messaging charges normally applied to the subscriber's wireless bill.
Push Messaging		Wireless Push Advertising Content Push Messaging	Any content sent by or on behalf of advertisers and marketers to a wireless mobile device at a time other than when the subscriber requests it. Push Messaging includes audio, short message service (SMS) messages, e-mail, multimedia messaging, cell broadcast, picture messages, surveys, or any other pushed advertising or content.

	Acronyms	AKA	Nomenclature Task Force Definition
QWERTY			A text entry method for subscribers to enter information or queries into a handset, similar to a keyboard text entry.

	Acronyms	AKA	Nomenclature Task Force Definition
Random Short Code			A random number sequence assigned by the administration body to the company leasing the short code.
Real Time Streaming Protocol	RTSP		A protocol for use in streaming media systems which allows a client to remotely control a streaming media server, issuing VCR-like commands such as “play” and “pause”, and allowing time-based access to files on a server.
Real Tones			See Mastertone
Really Simple Syndication	RSS	RSS Feed	The model for content discovery and purchase that is provided by operators on-deck. This model is increasingly emerging off-deck, and replicates the PC Web experience for sites designed for handsets.
Redirect			Automatically sending a user to a URL different from the one they clicked on. Considered a very negative tactic if used deceptively, it is approved by the engines for the purpose of sending users to content formatted appropriately for their device.
Redemption		Conversion	The number or percentage of consumers that actually took advantage of a particular offer.
Referrer			The Web page that delivered your visitor to your website.
Reply Actions			The mobile subscriber may respond by replying to the MMS message.
Response Capability			The ability of the user to respond based on the feature set of the user’s device. (examples: SMS with embedded 800 number, SMS 2 way, WAP).
Relevance			The likelihood that a given Web page will be of interest or useful to a search engine user for a keyword search.
Revenue Share		Rev Share	Each party behind the mobile marketing initiative splits the revenue derived from the mobile marketing program.
Revenue Share Percentage			The designated percentage share of revenue to which a stakeholder/rights holder is entitled based on revenue sharing agreements, etc. Applies to revenue collected from the sale and distribution of content, programming, services and other revenue-generating property.
Ringbacks	CBT	Caller Ringback Tones	The audio or “ring” the caller hears when calling a specific mobile number. Can be a Mastertone, Polytone or Voicetone and is either a device default or set by the handset owner when personalizing his/her mobile device. Ringback length is based on Carrier requirements.

	Acronyms	AKA	Nomenclature Task Force Definition
Ringtones		Callertones, Ringers, Ringer Tones	The audio, or “ring” a handset owner hears when a call is received. Can be a Mastertone, Polytone or Voicetone and is either a device default or set by the handset owner when personalizing his/her mobile device. Ringer length is based on Carrier requirements.
Roaming			A service allowing mobile subscribers to use their handsets on the networks of other mobile carriers.
Royalties		License, Rights	A fee paid by a content aggregator/ service provider/ mobile carrier to the content owner, e.g., music publisher, movie distributor, for the right to use or repurpose the content for mobile consumption.

	Acronyms	AKA	Nomenclature Task Force Definition
Screen Characteristic			The pixel size and color of the device screen that can display advertising. This would include text limit for SMS messaging.
Screen Real Estate			Pertaining to the quality and size of the handset screen, i.e., the area of which advertisers can utilize for banner placements.
Screen Saver			A screen saver is an animated image that is activated on a display when no user activity has been detected for a certain period of time. The original purpose of a screen saver was to prevent burn-in (the burning of an image into the phosphor inside the cathode ray tube after hours of the same image being rescanned). It is also used to preserve battery life of the handset.
Screen Size			Amount of display space a particular handset offers. Size usually is measured in pixels, inches or millimeters.
Search Engine Marketing	SEM		A form of marketing that seeks to promote websites by increasing their visibility in search engine results pages (SERPs).
Search Engine Optimization	SEO		The process of improving the volume and quality of traffic to a Mobile Web site from search engines via natural search results for targeted keywords.
Search Engine Results Page	SERP		A page of search results delivered by a search engine.
Second Generation	2G		See 2G
Secondary Keyword		Sub Prefix/ Suffix	Similar to a keyword but its usage is for gathering metrics, repurposing existing keywords or as a geographic locator.
Series 60 (phones)	S60		A user interface developed by Nokia. It runs over Symbian OS. Phone that use Series 60 are: N-gage, the Fashion Series etc
Service Activation			The status of which a mobile program/service can be activated post the mobile carriers' program approval and the necessary UATs.
Service Discovery			The method by which a consumer finds content of interest. Service discovery falls into on-handset (on-line) or off-handset (off-line) methods. On-line includes browsing menus, direct URL entry, person-to-person recommendation, ad banners or search. Off-line includes printed access methods such as sending a text keyword to an SMS short code. Off-line discovery is assumed to be valid for users across multiple mobile networks.

	Acronyms	AKA	Nomenclature Task Force Definition
Service Provider			A third party that performs or assists in the performance of a function or activity involving the use or disclosure of Personally Identifiable Information or Non-Personally Identifiable Information on behalf of a Mobile Marketer.
Shared Short code			A short code that is utilized to run multiple mobile services and/or marketing campaigns simultaneously.
Service Provider			A third party that performs or assists in the performance of a function or activity involving the use or disclosure of Personally Identifiable Information or Non-Personally Identifiable Information on behalf of a Mobile Marketer.
Shared Short code			A short code that is utilized to run multiple mobile services and/or marketing campaigns simultaneously.
Short Code		Common Short Code	Short for Common Short Code. See Common Short Code.
Short Code Program			A marketing campaign that utilizes a Short code as the primary means of opt-in.
Short Message Peer-to-Peer Protocol	SMPP		A telecommunications industry protocol for exchanging SMS messages between SMS peer entities such as short message service centers (SMSC). It is used primarily for connecting third-party services with SMSCs to enable various types of automated SMS services.
Short Message Service	SMS		A standard for telephony messaging systems that allow sending messages between mobile devices that consist of short messages, normally with text only content.
SIM Toolkit	STK		A "kit" that allows mobile carriers to add additional functions to the phone menu in order to provide new services. It is also specified within the GSM standard.
Single Opt-in			When a mobile subscriber opts in to a program via a subscriber-initiated message to a service provider as prompted by the terms of the program. E.g., when a subscriber texts JOIN HEALTH ALERTS to a short code, that subscriber is opting in to the service.
Single Player Games			A mobile game that is played by one player only. E.g., Tetris, Bubbles, Sudoku etc..
Site Tagging			The process of inserting advertisement tags into a Mobile Web (WAP) site that allows a mobile campaign management platform to deliver advertisements to the site.
Smartphone			A handheld device that integrates mobile phone capabilities with the more common features of a handheld computer or PDA. Smartphones allow users to store information, e-mail, install programs, along with using a mobile phone in one device.

	Acronyms	AKA	Nomenclature Task Force Definition
Smishing		SMS Phishing	A security attack in which the mobile subscriber is tricked into downloading a Trojan horse, virus or other malware onto his/her handset. SMISHing is short for "SMS phishing" .
SMS Center	SMSC		The network entity in the mobile carrier's telecommunications network which switches, stores and routes SMS traffic.
SMS Chat			A feature, mostly embedded in newer handsets, that allows the mobile subscriber to "chat" via the SMS protocol.
SMS Message			A message sent via a Short Message Service. 160 characters in length and most commonly referred to as a text (or txt).
SMS to TV	SMS2TV	SMS-based Interactive TV, SMS Text Messaging, Mobile Interactive TV, Mobile-Phone-Based iTV, WAP-based Voting Application, iTV Services for Wireless Devices, Synchronizing Mobile-Phone Based Applications with TV Programming, Wireless 2-Screen iTV, Call TV, SMS-2-TV, SMSTV Text Messaging, Text TV	An interaction between the TV Broadcaster and mobile subscriber where the mobile subscriber texts in a message/vote which is either displayed on TV screen or affects outcome of the program being aired.
SMS Tone			An audio product that alerts the mobile subscriber when a text message is received.
Spending Cap Limits			A ceiling limit placed on a particular subscription program which the content provider can bill the subscriber. Often imposed on chat programs by carriers.
Spider			Also known as a bot, robot, or crawler. Programs used by a search engine to discover, download and index Mobile Web content.
Standard Rate			Programs or messages that result in only normal text messaging charges being applied to the mobile subscriber's wireless bill or that result in messages being deducted from a subscriber's messaging plan allowance.

	Acronyms	AKA	Nomenclature Task Force Definition
Standard Rate Program			A program that requires single opt-in where the mobile subscriber is billed standard SMS rates as per the subscriber's mobile plan.
Streaming			An internet derived expression for the one-way transmission of video and audio content.
Streaming Video			When a mobile video is "streamed" to a handset it starts playing when the first bits of the video stream are received. The technologies used allow ad servers to track the viewing of a video ad placed at the beginning, middle or end of a mobile video. Commonly used video streaming ad servers would be able to provide advertisers with detailed statistics on how many sections or what percentage of a particular video ad has been viewed by a unique individual. The most popular underlying technology is RTSP. Due to the nature of the underlying technologies used, the quality of the received video differs based on varying network conditions. It should also be noted that since the video file is usually not stored on the receiving handset, this methodology raises less copyright concerns.
Subscriber		Mobile Subscriber	See Mobile Subscriber
Subscriber Identity Module	SIM	SIM CARD	A smart card inserted into a GSM-based handset containing the mobile subscriber's details such as the telephone number, encoded network identification details, the PIN and other mobile subscriber data such as the phone book. A mobile subscriber's SIM card can be moved from handset to handset as it contains all the key information required to activate the handset.
Subscriber Information			Information that pertains to a mobile subscriber, including Personally Identifiable Information and Non-Personally Identifiable Information. Subscriber Information includes demographic information (e.g., age, income range, education level), or preference information (e.g., visits travel WAP sites.)
Subscription			Product or services initiated by a mobile subscriber to receive content on an ongoing basis, typically with periodic premium billing events. It is not a one-time usage service.
Subscription Billing Renewal Message			A message sent to a participating subscriber before the program/subscription is renewed which contains the following: 1) the name of the program, 2) the renewal details, 3) billing period and advice of charge for the program and 4) opt-out details.

	Acronyms	AKA	Nomenclature Task Force Definition
Subscription Period			A period of time set for a subscription program, usually no longer than one month.
Subscription Program			Any program which the mobile subscriber opts-in to a program which results in the mobile subscriber passively incurs premium or standard charges over time for content delivery.
Subscription Service			A service that provides mobile content (could include any type of content from news, graphics, music, video, audio, etc) for a fee charged at regular, defined intervals, such as monthly or weekly.
Sweepstakes			A sweepstakes is a legal game that includes a prize, and a game of chance. No consideration is allowed.
Synchronized Multimedia Integration Language	SMIL		A protocol developed to allow the authoring of MMS messages. The protocol describes the sequence, timing and source of the message elements. These elements could be images, audio, video or text.
Synchronous			A type of two-way communication with virtually no time delay, allowing participants to respond in real time.

	Acronyms	AKA	Nomenclature Task Force Definition
Tardisodes			Similar to a mobisode, except a tardisode was made for a UK program, Dr. Who, thus, is also a made-for-mobile program.
Targeting			Various criteria to make the delivery of a mobile advertisement more precise (age, gender, geographical, day parting, household income, etc.).
Text Ad			A static prepended or appended text attached to an advertisement.
Text Link			Creative use for mobile advertisements - represented by highlighted and clickable text(s) with a link embedded within the highlighted text. Usually limited to 16-24 characters.
Text Message			See SMS Message
Text to TV			See SMS to TV
Themes		Packs or Phone skin	The general look and feel of a mobile phone's user interface (UI). It includes color schemes for menus and highlights, background images, folder icons etc. A theme package contains graphics for one or many changeable components of a mobile phone's UI.
Third Generation	3G		See 3G
Third Generation Partnership Project	3GPP		See 3GPP
Throughput			The number of messages an application can process within a specified period of time, typically in seconds (e.g., 30 messages/sec.).
Time Division Multiple Access	TDMA		A technique for multiplexing multiple users onto a single channel on a single carrier. This digital cellular technology divides calls into time slots, each lasting only a fraction of a second, and allocating them on an as-needed basis.
Tracking			The ability to assess the performance of a mobile campaign.
Transcoding			The process of making the multimedia ads appear and sound best on the various handsets based on which formats are supported are by the handset.
Transmission/Transport Cost			Cost of the SMS used to deliver the billing charges incurred by the mobile marketer/billing aggregator.
Triple Opt-in			An additional opt-in that is required from the program participant once they have exceeded a defined premium fee threshold.

	Acronyms	AKA	Nomenclature Task Force Definition
Triple Tap			A common text entry method for subscribers to enter information or query via a mobile phone.
True Tone		Realtone, Mastertone	See Mastertone

	Acronyms	AKA	Nomenclature Task Force Definition
Unique User			A specific mobile subscriber. Every mobile subscriber has some sort of alpha and/or numeric code (not personal subscriber data like name or phone number) that is sent with each advertisement request. These unique identifiers are used to determine how many "unique users" view each ad.
Universal Mobile Telecommunications System	UMTS	3G, 3GSM	The European term for one of the third generation wireless services.
Unsolicited Messages			Commercial SMS or MMS messages sent to subscribers without seeking prior approval.
Unsubscribe			Process of opting out of a mobile subscription service/application.
USShortcodes.com			The CSCA Web site, where companies apply for and acquire short codes for mobile content services and marketing campaigns.

	Acronyms	AKA	Nomenclature Task Force Definition
Value Added Service	VAS		Additional service which add value to those already available on the network.
Vanity Short Code			Specifically requested short code number. It spells out a content provider's name, brand, and an associated word or is an easy to recall number sequence, e.g. DISNEY=347639, or 88888.
Visibility			How well-placed your Web site is in the search engines for relevant keyword searches.
Video Tone			A ringtone with audio and video that alerts the mobile subscriber when a call comes in.
Viral Marketing			The communication via text message or other mobile content including ringtones, games and wallpaper by process in which consumer A receives the original message, identifies consumer B who he/she believes will be interested in the message and initiates a process - such as inputting a phone number, by which consumer B automatically receives the same message.
Voicetone			Any audio product created from a human voice recording. Can be sourced from "voice lifts" from a film, TV or broadcast audio track, or may be a Custom Voicetone, and custom recording from a script with voice talent.

	Acronyms	AKA	Nomenclature Task Force Definition
Walled Garden			The service provider – for example, the mobile carrier – provides a restricted list of services to the consumer (deck/portal), but disables the ability of the consumer to access services outside of that list.
Wallpaper			A piece of graphic content that is formatted to fit the screen of handsets.
WAP 1.0			A format of mobile web. Relied on WML markup language and special protocols designed for ultra-efficient transmission of content to limited devices over limited connections.
WAP 2.0			An increasingly popular format of choice for mobile web. Relies on a new set of standards that are more in line with Internet standards. Using XHTML, mobile carriers, content providers and media companies can present content and functionality in more robust formats via faster wireless technologies.
WAP Billing			A billing interface that enables third-party content to be charged directly to the subscriber account (i.e., not via an intermediate system such as PSMS). WAP billing is usually delivered by the carrier as a wholesale offering of the billing scheme used for on-deck content purchase. The carrier retains a percentage of all transactions as its cost of billing.
WAP Landing Page			A secondary WAP page a consumer is taken to once they click on an MMS link in order to give or receive additional information.
WAP Pull			Where the user directly requests a mobile WAP site by entering a URL, or by entering the phone number on a content provider Web page.
WAP Push			A specially encoded message which includes a link to a WAP address that allows WAP content to be pushed to the handset with minimum user intervention.
WAP Site			A website that is specifically designed and formatted for display on a mobile device.
WAP Storefront			A mobile Internet site, provided by a third-party content provider, which contains some percentage of premium content.
Web Storefront			A Web site for mobile content, especially one containing premium content. Enables the user to browse content and make multiple purchases per visit. The user may order from the Web site so that the content is pushed to their phone.

	Acronyms	AKA	Nomenclature Task Force Definition
Wideband Code Division Multiple Access,	WCDMA	Wideband CDMA	A high-speed 3G mobile wireless technology with the capacity to offer higher data speeds than CDMA and therefore can transmit and receive information faster and more efficiently.
Widget (mobile)			Third party lightweight web application that can be embedded in a 3G mobile phone.
Wireless Advertising			See Mobile Advertising
Wireless Application Protocol	WAP		An open international standard for applications that use wireless communication. Its principal application is to enable access to the internet from a mobile phone or PDA. Can be used to deliver content to mobile devices
Wireless Carrier			See Carrier
Wireless Markup Language	WML		A markup language developed specifically for wireless applications to enable optimum usage of the limited display capabilities of a handset. Based on XML, it is used for tailoring WAP content.
Wireless Spam			Push messaging that is sent without confirmed opt-in.

	Acronyms	AKA	Nomenclature Task Force Definition
XML			See Extensible Markup Language
XHTML			See Extensible HyperText Markup Language

	Acronyms	AKA	Nomenclature Task Force Definition
Zero Rated Messaging			Brand or marketer assumes payment for the standard rate message fee on behalf of the mobile subscribers

MMA Terms

MMA Terms	Acronyms	AKA	MMA Definitions
Core Team			The MMA Committee Core Team is a small group of associations, and their members, responsible for drafting the first revision of all guidelines, definitions and documentation for review and circulation to the Stakeholder group. The core team will remain static across all mobile media channels and is comprised of those associations with significant domain expertise or whom can represent a broad geographic footprint.
Stakeholders			MMA Committee Stakeholders include a list of associations, and their members, whose feedback and participation on a mobile media channel is considered invaluable to the initial drafting process. The stakeholders tend to be organizations focused on particular region and/or media channel. It is anticipated that the stakeholder group for each mobile media channel will evolve.
Endorsers/ Supporters			MMA Endorsers/Supporters are associations and/or partners who will participate in the review of the documentation/guidelines each time they are submitted for public review. If appropriate, it is at the discretion of each partner/association to determine whether or not they seek to endorse/support the guidelines/documentation.
Committee Special Interest Group			MMA Committee Special Interest Groups consist of leaders and senior industry executives with expertise in a specific area. Group members work on initiatives related to their departments' needs and objectives. Special interest group participants regularly advise MMA management on key industry issues.
Committee Task Force			MMA task forces are member groups formed to address specific initiatives and develop an industry solution. Once the solution is implemented, and/or released, the group may be disbanded.

Who We Are

About the Mobile Marketing Association (MMA)

The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish guidelines and best practices for sustainable growth, and evangelize the use of the mobile channel. With more than 700 global member companies, representing over forty countries, MMA members represent the entire mobile ecosystem including agencies, advertisers, handheld device manufacturers, wireless operators, aggregators, technology enablers, market research firms and so on.

The MMA is a global organization with regional chapters located in Europe (EUR), North America (NA), Middle East & Africa (MEA), Asia Pacific (APAC) and Latin America (LATAM). The MMA also has Local Councils in the United Kingdom, Spain, Ireland, Germany and Austria, all of whom collaborate with the regional and global chapters on establishing a sustainable industry for mobile marketing. One of the best means for member companies to participate in the MMA is through our committees, task forces and special interest groups. Industry contributions from MMA committees include guidelines and best practices (e.g. Consumer Best Practices), educational documents (e.g. Introduction to Mobile Search) as well as Research (e.g. the MMA Annual Attitude & Usage Study).

References

The following links provide additional sources of information and reference:

- MMA Code of Conduct
(<http://www.mmaglobal.com/codeofconduct.pdf>)
- MMA Consumer Best Practices Guidelines
(<http://www.mmaglobal.com/bestpractices.pdf>)
- Mobile Marketing Association Website
(<http://www.mmaglobal.com>)
- Global Mobile Advertising Guidelines
(<http://www.mmaglobal.com/mobileadvertising.pdf>)
- Mobile Advertising Overview
(<http://www.mmaglobal.com/mobileadoverview.pdf>)
- Understanding Mobile Marketing: Technology & Reach
(<http://www.mmaglobal.com/uploads/MMAMobileMarketing102.pdf>)
- Off Portal – An Introduction to the Market Opportunity
(<http://www.mmaglobal.com/offportal.pdf>)
- Mobile Marketing Sweepstakes & Promotions Guide
(<http://www.mmaglobal.com/mobilepromotions.pdf>)
- Mobile Search Use Cases
(<http://www.mmaglobal.com/mobilesearchusecases.pdf>)
- Introduction to Mobile Coupons
(<http://www.mmaglobal.com/mobilecoupons.pdf>)
- Introduction to Mobile Search
(<http://www.mmaglobal.com/uploads/MMAMobileSearchIntro.pdf>)
- Short Code Primer
(<http://www.mmaglobal.com/shortcodeprimer.pdf>)
- Glossary Mobile Phone Specifications, Reviews, News and Forum
(<http://www.phonearena.com/htmls/glossary.php>)
- GSM Mobile Terms & Acronyms
(<http://www.gsmworld.com/technology/glossary.shtml>)
- Interactive TV using Mobile Devices
(http://www.itvdictionary.com/sms_itv.html)

- Introduction to Mobile Devices
(http://webopedia.com/quick_ref/mobile_OS.asp)
- ITU Glossary of Mobile Cellular Terms
(<http://www.itu.int/osg/spu/ni/fmi/glossary/index.html>)
- Morita, N. (June 2007). Case Study: A “First Principles” Look at Location-aware Mobile Marketing: A Mobile Treasure Hunt Case Study
- Whatsit.com
(<http://whatis.techtarget.com/>)
- Wikipedia, The Free Encyclopedia
(http://en.wikipedia.org/wiki/Main_Page)
- Wireless Glossary of Terms
(http://www.ctia.org/media/industry_info/index.cfm/AID/10320)

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The Mobile Marketing Association (MMA) is the premier global association that strives to stimulate the growth of mobile marketing and its associated technologies. The MMA is a global organization with over 700 members representing over forty countries. MMA members include agencies, brands, content providers, hand held device manufacturers, operators, technology enablers, market research firms, as well as any company focused on the potential of marketing via mobile devices.