

Media & Telecommunications (20 Acronyms)

| Acronym | Meaning | Typical use / example |
|----------|--------------------------------|--|
| ISP | Internet Service Provider | Talking about companies that provide internet access. |
| VoIP | Voice over Internet Protocol | Referring to phone calls made over IP networks. |
| SMS | Short Message Service | Standard text messages sent to mobile phones. |
| MMS | Multimedia Messaging Service | Messages including pictures, audio or video. |
| LTE / 4G | Long Term Evolution | Referring to 4G mobile network technology. |
| 5G | Fifth Generation | Talking about new high-capacity mobile networks. |
| OTT | Over The Top | Services delivering content over the internet (Netflix, etc.). |
| ARPU | Average Revenue Per User | Revenue metric per user in telecom or media. |
| Churn | Customer Churn Rate | Percentage of users cancelling or leaving a service. |
| QoS | Quality of Service | Measuring network quality (latency, jitter, packet loss). |
| M2M | Machine to Machine | Automatic communications between devices (IoT). |
| MPLS | Multi-Protocol Label Switching | Network tech to route traffic efficiently in carrier networks. |
| OSS | Operations Support System | Systems that support network operations and monitoring. |
| BSS | Business Support System | Systems for billing, products and customer management. |
| CDN | Content Delivery Network | Networks used to deliver content quickly worldwide. |
| DRM | Digital Rights Management | Protecting and controlling access to digital content. |
| KPI | Key Performance Indicator | Metrics for network, audience or business performance. |
| CPC | Cost Per Click | Ad pricing based on clicks in digital campaigns. |
| CPM | Cost Per Mille | Cost per 1,000 impressions in advertising. |
| CTR | Click-Through Rate | Percentage of impressions that result in a click. |