

Media / Telecommunications (20 Acronyms)

| Acronym | Meaning | Typical use / example |
|---------------------------|--------------------------------|---|
| ----- | ----- | ----- |
| ISP | Internet Service Provider | Companies that provide internet access (e.g. "We're changing ISP to improve reliability."). |
| VoIP | Voice over Internet Protocol | Phone calls over IP networks (e.g. "Our call centre runs fully on VoIP."). |
| SMS | Short Message Service | Standard text messages to mobiles (e.g. "We send SMS alerts for outages."). |
| MMS | Multimedia Messaging Service | Messages with pictures, audio or video (e.g. "The campaign includes MMS with product demos."). |
| LTE / 4G | Long Term Evolution | 4G mobile network technology (e.g. "Coverage is strong on LTE across the city."). |
| 5G | Fifth Generation | New high-capacity mobile networks (e.g. "We're testing 5G use cases for IoT."). |
| OTT | Over The Top | Content delivered over internet (e.g. "OTT platforms like Netflix are disrupting TV."). |
| ARPU | Average Revenue Per User | Revenue per user metric (e.g. "We increased ARPU by upselling data plans."). |
| Churn | Customer Churn Rate | Percentage of users leaving a service (e.g. "Reducing churn is our top priority this quarter."). |
| QoS | Quality of Service | Measured network quality (e.g. "QoS reports show latency issues at peak hours."). |
| M2M | Machine to Machine | Automatic communication between devices (e.g. "M2M is key for our industrial IoT offering."). |
| MPLS | Multi-Protocol Label Switching | Network tech for routing traffic efficiently (e.g. "The backbone still uses MPLS."). |
| OSS | Operations Support System | Systems for operating and monitoring networks (e.g. "We'll integrate alarms into the OSS."). |
| BSS | Business Support System | Systems for billing, products and customers (e.g. "All billing logic sits in the BSS layer."). |
| CDN | Content Delivery Network | Networks that speed up content globally (e.g. "We use a CDN to improve video streaming."). |
| DRM | Digital Rights Management | Protecting and controlling digital content (e.g. "The platform uses DRM to prevent piracy."). |
| KPI | Key Performance Indicator | Metrics for network, audience or business (e.g. "Main KPI here is streaming uptime."). |
| CPC | Cost Per Click | Ad pricing based on clicks (e.g. "This campaign's CPC is too high."). |
| CPM | Cost Per Mille | Cost per 1,000 ad impressions (e.g. "We negotiated a lower CPM for video ads."). |
| CTR | Click-Through Rate | Percentage of impressions that generate a click (e.g. "We doubled CTR after changing the creative."). |
| AI | Teams | B2B/B2C/B2I/B2G |
| IT | Devs | B2B/B2G/B2I/B2O |
| Hosting/servers/Locations | Applications | B2B/B2G/B2I/B2O |
| IT | Process | B2B/B2G/B2I/B2O |