

iActor at Work

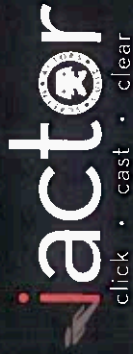


Stephenie Best, actor

THE CASTING REVOLUTION HAS BEGUN.

iActor is the only online casting directory that features exclusively Screen Actors Guild talent and puts onsite Station 12 cast clearance at the industry's fingertips. This digital career builder levels the casting playing field by offering SAG members the opportunity to be seen 24/7 by industry professionals sourcing talent for work in SAG-signatory productions. Best of all, it's fast, easy and free. The moment is now, get on iActor today.

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SAG
New Media
Glossary of Terms

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TERMS AND DEFINITIONS

- 1st Person Shooter** – refers to the way the player sees the world that he/she is within. The player interacts with the world through the eyes of the avatar within the video game. Some examples of this genre are Doom and Halo.
- 3rd Person Shooter** – refers to the way the player sees the world that he/she is within. Otherwise known as an over the shoulder view has the camera up and behind the characters shoulder thus allowing for a wider view. Examples include Gears of War.
- 3rd Generation Wireless Network (3G)** – is a group of standards by which mobile phones can have broadband connections to a voice and data network. Two of the popular standards are EVDO and HSDPA.
- 4th Generation Wireless Network (4G)** – is similar to 3G but is an even faster wireless broadband connection allowing for more options available to the consumer and provider.
- Ad-supported/sponsored** – allows for viewers to watch content for free, but they then must contend with advertising messages. The messages themselves often precede or temporarily block the content to be viewed.
- AdWords** – is a system developed by Google that enables advertisers to buy particular keywords so that when a user enters the word in a search, the buyer's Web site is more likely to appear at the top of the sponsored links on search results page.
- Avatar** – is an animated character that serves as an electronic representation for an individual or other entity.
- Banner Ads** – are Internet advertising which appear on a Web site to help advertise a product or service.
- Beta** – is the unfinished, early form of a product or service which is used for testing and feedback; beta testers find problems within the product/service so that they can be fixed prior to general release.
- BitTorrent** – is a method for delivering content more efficiently to a consumer that enables pieces of content to be simultaneously delivered from more than one distributor. BitTorrent is one of several peer-2-peer protocols.
- Blog** – is a website where text, image, and sound entries are commonly displayed in a diary like format.
- Blu-ray** – is Sony's high-density optical disc format for the storage of digital media, including high-definition video.
- Broadband** – is a high-speed network connection that makes video delivery possible. Broadband can carry data, voice, and video simultaneously over long distances at much higher speeds and in greater quantities than a conventional telephone line. DSL, otherwise known as digital subscriber line, is an example of broadband technology.
- Casual Games** – are video games that aren't very time consuming and don't require a high learning curve; a game that can be picked up and played almost immediately. Examples include Solitaire and Bejeweled.
- CinemaNow** – is Lionsgate's venture into an online movie rental service. It is similar to Netflix, but without the need to use the mail or DVDs.

Watermarking – is a form of DRM that does not limit use. Instead content that is watermarked contains hidden messages with information such as copyright notices, the name of an authorized user, or possibly, in the case of digital cinema, the time and place of projection.

Webcasts – are programs that allow users from all over the Internet to watch content simultaneously. The experience is much like watching a TV channel.

Websites – are short scripted entertainment content made for the Internet and distributed through websites such as YouTube.

Wi-Fi – is a means by which portable devices can connect to the Internet wirelessly.

Wii – is Nintendo's latest video game console that is aimed more at casual gamers as opposed to hardcore gamers. It utilizes movements from a wireless controller rather than a traditional button pressing interface which has been the norm for game consoles.

Viral Video – is a video, which gains widespread popularity through the process of Internet sharing between individuals.

VoD (Video-on-Demand) – is an umbrella term for a wide range of technologies that enable consumers to select videos for viewing on a television or computer screen at the time they want to view them.

Vongo – is Starz new service for Internet delivered movie rentals. Vongo works similarly to Netflix, but without the use of the mail or DVDs.

V Cast – is Verizon's 3G service for delivering music, movies, and TV content to their mobile phone subscribers.

Xbox 360 – is Microsoft's new video gaming console, which has the ability to not only play games but also download games, movies, TV, and music from the Internet.

YouTube – is a popular video sharing website that is owned by Google where users can upload, view, and share video clips.

QuickTime – is a multimedia framework owned by Apple capable of handling various formats of digital video, media clips, sound, text, animation, music and several types of interactive images.

RPG (Role Playing Game) – is a genre of video game in which the player controls one or more characters, usually on some kind of quest. The predominant emphasis in role playing games is on increasing the abilities of the characters (stats such as strength, magical power, sword skill, etc.) and collecting items (better armor, healing potions, etc) that allow the completion of the quest. Most role playing games are set in fairly open environments that allow the player to choose from many possible paths, and often include side quests not necessary to the completion of the main goal.

Resolution – describes the level of detail an image holds. The higher the resolution the more detail in the picture. Resolution can also refer to the quality of audio as well.

RSS (Real Simple Syndication) – is the technical specification used to deliver podcasts and other information which, is regularly, updated.

Scroller – is a game genre that allows the player to move their avatar through an environment that generally extends in only one direction. One example of this genre is Super Mario Brothers.

Search Engine – is a program or Web site which catalogs online content and allows users to search for it. One example of a popular search engine is Google.

Set-Top-Boxes – connect to your cable, phone, or Internet connection and produce video output for your TV. They are commonly used to receive and decode digital TV broadcasts, record TV shows (e.g. DVRs), and sometimes even make it possible to surf the Internet through the television.

Smartphones – are cell phones that are no longer limited to making voice calls. This category includes devices such as the BlackBerry, the Razer, the iPhone and the Palm Treo. Think of these devices as little computers in your pocket that can run software, play media, connect to the Internet, as well as make calls. They have also slowly phased out PDAs due to the fact that they can perform all of the same tasks while having mobile phone capabilities.

Social Networks – are online communities where people meet, socialize, exchange digital files, etc. These sites are often used to launch new bands and to promote TV shows and movies through viral marketing. Some popular examples of social networks are Facebook and MySpace.

Streaming Media – is any digital content such as sound, video or animations which can begin playing before the entire piece of content is finished transferring to the user's computer. This particular type of transmission is only temporary and is not fixed or downloaded permanently on the user's computer.

Subscription Services - allow a consumer to pay a recurring fee in order to receive content.

Ticker Ads – usually appear at the bottom of a video player for the entirety of a show or for a certain time period. When clicked by a user, the ad expands while the video pauses.

Time-Shifting – is the act of consuming content exactly when you want it, not on the broadcaster or distributor's schedule. VCRs and DVRs make this possible.

Traffic – is the number of visitors a Web site gets.

Uploading – is moving or copying a file from one computer to another.

WAP (Wireless Application Protocol) – is a technical specification for formatting Internet content for mobile devices.

Clickthrough – is the rate at which viewers actually click on ad banners and go to the advertiser's site.

Computer Generated Imagery (CGI) – is the use of computer animation to digitally include effects that cannot be done strictly on the set. For example, it can be used to do things such as replace miniatures, animate, and even increase the number of actors in scenes. Although it is used mostly to compliment traditional filmmaking, CGI can allow an artist to produce content without the use of additional equipment or personnel.

Convergence – is the merging of gadgets, types of content, and/or industries. One such example is Apple's iPhone that combines the personal computer, PMP, and telephone.

Cost per Click (CPC) – is a method where the advertiser only pays for the number of clickthroughs an ad gets rather than the exposure of impressions.

Cost Per Thousand (CPM) – refers to the cost of every 1,000 times an ad is seen on a Web page.

Digital Cinema – refers to the use of digital technology to distribute and project motion pictures.

Digital Subscriber Lines (DSL) – is a broadband delivery method using standard phone wiring.

Digital Rights Management (DRM) – is a collection of systems that attempts to control how content is used. In its most basic form, think of DRM as a lock and key. Content that is protected by DRM is put in to a lock box and only authorized users have the key to open the box. The four major types of DRM currently in use are: AACs – used on Blu-ray disks, CSS – used on DVDs, Fair Play – used by Apple for sales made through the iTunes store, and Plays For Sure – created by Microsoft and used by many others including Vongo.

Digital Video Recorders (DVRs) – are like digital VCRs that allow consumers to "time-shift" programming. Most DVRs also allow viewers to skip over commercials in recorded programs, and some even enable users to transfer programs to personal computers, DVDs, and PMPs.

Downloading – is moving or copying a file from one device to another.

DVB-H (Digital Video Broadcasting – Handheld) – is a technical specification for bringing broadcast services to handheld receivers such as smart phones.

Flash – is a set of popular multimedia technologies used to create animation, advertisements and integrate video into web pages.

Hardcore Gamers – are individuals who play video games in regular intervals, dedicating substantial amounts of time and money to gaming as a whole (including buying games, upgrading machines, staying in lines to get soon to be released consoles, etc.).

HD-DVD (High-Definition DVD or High-Density DVD) – is a high-density optical disc format designed for the storage of data and high-definition video. It is a recently discontinued format.

HDTV (High Definition Television) – is a group of standards with a significantly higher resolution than traditional TV formats.

High-Definition (HD) – means to have a high resolution. In other words a High-Definition video has a higher degree of detail than standard cable/DVD quality.

Hulu – is an online video on demand service that is a joint venture of NBC Universal, News Corp. and Providence Equity Partners.

Impressions – is one viewing of an ad by a user, measured based on what files got successfully loaded to the user's browser.

Internet Advertising Bureau (IAB) – is an industry organization aimed at setting advertising standards and metrics for the Internet.

In-stream advertising – are ads that run within video content, either as a pre-roll, mid-roll, or post-roll.

Internet Protocol Television (IPTV) – is like cable TV, but it uses a broadband connection to the Internet instead of cable for the delivery of video services. IPTV works on your TV with a set-top box that accesses channels, subscription services, and movies on demand. The advantage over cable is that the communication can be two-way, making customized programming and interactive media possible without an additional connection.

iPod – is a brand of portable media player designed and marketed by Apple, Inc.

iPhone – is Apple's touch screen smart phone that contains a PMP in the form of an iPod.

iTunes – is a media player and online store run by Apple which sells movies, TV shows, music, and video games for the iPhone. As of 2008 it is the number one distributor of online music along with the additional content previously mentioned.

Location Free – is a group of software and hardware technologies that allow a consumer to send content from their home to a remote portable device for viewing. The major players in this space are Sling Media, Orb, and Sony.

Mash-up – a juxtaposition of multiple pieces of content together to make an entirely new piece of work.

MediaFLO – is Qualcomm's DVB-H like new technology to broadcast data to portable devices such as smart phones and PDAs.

Metrics – are tools for measuring things such as the amount of distribution a movie receives.

Mid-Roll - are ads that run within video content.

MMORPG (Massive Multiplayer Online Role Playing Game) – Similar to RPGs in length and breadth that are online and allows for characters to interact and play with other people (in the form of avatars) from anywhere in the world.

MMS (Multi-Media Messaging Service) – enables content distributors to push audio-visual content to mobile phones. The most common types of content are video messaging and ringtones.

Mobisodes – are content episodes that are delivered to mobile phones through a service provider such as Verizon or Sprint. Mobisodes are usually short in length, however longer content is now becoming available as well.

MobITV – is a group of 3G services for Sprint and AT&T used to deliver movies, TV and other audio-visual content to their subscribers.

Monetization – is the process of converting something of value into money. For example when a studio sells a film they are monetizing their product.

MP3 – is one of the most popular audio compression formats.

Overlay Ad – is an ad that appears on top of content while the content plays.

Pay per download/Pay per view – allows the consumer to either, download and view the content and own it outright (which is called Electronic Sell-Through (EST)), or view it for a limited time under certain use restrictions. In many cases that means the entertainment will only play with proprietary software or on specific devices.

PDAs (Personal Digital Assistants) – are handheld computers that function as personal organizers. Today PDAs have become much more powerful often including PMP functionality as well as the ability to surf the Internet. This area is slowly but surely converging with the mobile phone market which is resulting in products that are capable of just about everything.

Peer-To-Peer (P2P) – is a term used to describe a group of methods for more efficiently delivering content to a consumer over the Internet. These systems make it possible for pieces of content to be simultaneously delivered from more than one distributor. For example, when a movie is delivered over a p2p network, the first and second frames may come from two different distributors.

Performance Capture – also known as motion capture, is a technique of digitally recording movements which can then be used to animate digital characters.

Platformer – is a video game genre in which the character jumps to and from suspended platforms, over obstacles, and is traditionally presented in 2D. The most famous example is the first Super Mario Brothers on the NES (Nintendo Entertainment Station).

Placeshifting – is the practice of watching or listening to video or audio programs in a different venue than was originally intended. One such example would be to send a live broadcast of a TV show from your home to your mobile phone so you could enjoy the program while on the road. Location free technology makes this possible.

PMPs (Portable Media Player) – allow users to take digital content with them on the go, such as an iPod or mp3 player.

Podcasts – simply put, are syndicated webisodes. RSS technology is used to deliver these webisodes on a regular subscription basis to an individual's iTunes which then uploads them to their iPod.

Portals – are web sites like Google, Yahoo, YouTube and MySpace that can either act as a starting point to discovering content or that can actually deliver content itself.

Post-roll – is a video advertisement shown at the end of the video a user has watched.

Pre-roll – is a video advertisement that plays before the start of a video that a user has selected to play.

PS3 – is Sony's PlayStation video gaming system with the ability to not only play video games, but also download games and other audio-video content over the Internet, all the while playing Blu-Ray quality video.

PSP – is Sony's Portable PlayStation that both plays video games and is capable of receiving content over the Internet using a Wi-Fi connection.

Puzzle Games – are a genre that emphasizes puzzle solving and tests skills like logic, strategy, pattern recognition, sequence solving, and word completion. Examples include Tetris, Minesweeper, and Bejeweled. This game genre generally falls under the category of casual games.