

OTT/CTV Course Assessment

Ecosystem

The following questions review material covered in the Ecosystem section of the PubMatic OTT/CTV training course. We recommend that you complete all the questions and check your results with the associated answer sheet.

1. _____ is a service provider that delivers multi-channel video programming services, usually for a subscription fee, and is considered 'pay television.'
 - a. DVR
 - b. VOD
 - c. MVPD
 - d. vMVPD
 - e. None of the above
2. True or False: MVPDs are considered OTT.
3. _____ is a digital-only cable alternative that provides access to on-demand and live content delivered over the internet without traditional network infrastructure.
 - a. DVR
 - b. VOD
 - c. MVPD
 - d. vMVPD
4. Which are NOT examples of an vMVPD?
 - a. Verizon FiOS
 - b. Netflix
 - c. Hulu Live
 - d. YouTube Live
 - e. PlutoTV
5. _____ is a streaming video service that offers consumers access to a free catalogue of on-demand content that contains advertisements.
 - a. BVOD
 - b. SVOD
 - c. AVOD
 - d. TVOD

6. True or False: SVOD is a free streaming service that consumers access for on-demand content.
7. True or False: SVOD services may feature ads
8. Which of the following is a hybrid SVOD?
 - a. Netflix
 - b. Hulu
 - c. PlutoTV
 - d. Disney+