

List of Viral Terms

Embed

To place a video on a site or weblog where it can be played without leaving the site

Embed Code

The HTML code that makes the player appear on a site or weblog

Connection Point

A site that accepts videos and allows the users to pass it or and place it on their own sites

Connector

A person who passes on material to one or more in his/her network

Content

The video or game itself (sometimes content is described as the video without the commercial message if the commercial message can be excluded)

Hosting

Placing the video in web scope with enough bandwidth to support very viral material

Report

The report which you can access online at all times to follow the campaigns statistics. Updated hourly

Seeding

Placing content on the web and making it accessible to online users

Seeding Angle

The text that inspires people to view the content

Spill-over

The views reached outside of target countries

Target

The amount of views we guarantee

Target Countries

The countries we target

Tracking Ping

A small information package sent over the internet from the video or game to our servers when a certain event occurs (game play, video play, video is played to end, etc.)

Video Sharing Site

A large repository site for videos where all content is uploaded, rated and commented by users

View/Game Play

When the video is playing or the game is ready to play, a tracking ping is sent to our servers

Viral Spread

When users take the video and share it or place it on web sites, it is called viral spread