



## Technical Updates

MMS People Meter Sweden  
Contact: Anna Hagblad

### **MMS-TU #205 2017-12-12**

New universe figures and base figures are now available.  
The new universe period starts with the viewing Monday 2018-01-01 and then up to and including Sunday 2018-07-01.

Please download universes under “Universumtal”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

### **MMS-TU #204 2017-11-15**

The channel History, with channel number 503, will from the viewing day 2017-11-15 start delivering program logs to MMS.  
MMS will deliver the first set of program data to our customer on 2017-11-16.

### **MMS-TU #203 2017-10-04**

New version of the Channel reference library will be in use from the viewing day of 2017-10-14.

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second sheet “Update log”.

### **MMS-TU #202 2017-10-04**

New version of the Channel families will be in use from the viewing day of 2017-10-14.

The list can be viewed and downloaded from this URL, under the heading “Kanalhus”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second sheet “Update log”.

### **MMS-TU #201 2017-09-27**

The channel Nicktoons, with channel number 1054, will from the viewing day 2017-10-03 start delivering program and spot logs to MMS.

MMS will deliver the first set of program and commercial data to our customer on 2017-10-04.

### **MMS-TU #200 2017-09-15**

From 2018-01-01 the RV3/RP3 will expand to include viewing and household information from 3000 households instead of the 1350 today. Also all household numbers will be exchanged. The format of the files and household number will stay the same. Please observe that this is the same date as the new universe figures and base figures. If needed a test data of

the expansion can be delivered. Please contact [danielle@mms.se](mailto:danielle@mms.se) if you want access to test data.

### **Background**

MMS is currently working on a panel expansion from existing 1350 households to 3000 households. A replacement of all household numbers is also needed due to GDPR.

### **About the test data set**

Two complete weeks of data, 2016-12-19 to 2017-01-01, expanded from existing 1350 households, to 4000 households.

The data is generated from existing ORPI dataset for the same period, adding two extra, twin households for every existing household. The panelists behavior is replicated to the twin households.

All weights have been reduced to 1/3 of the original, making it possible to compare the results from the test data with the original ORPI results, within a small discrepancy due to rounding errors in the new weights.

When testing, special attention should be given to Christmas eve, 2016-12-24, when the viewing peaks.

### **MMS-TU #199 2017-06-27**

New universe figures and base figures are now available.

The new universe period starts with the viewing Monday 2017-07-03 and then up to and including Sunday 2017-12-31.

Please download universes under “Universumtal”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

### **MMS-TU #198 2017-03-23**

New version of the Channel families will be in use from the viewing day of 2017-04-03.

The list can be viewed and downloaded from this URL, under the heading “Kanalhus”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second sheet “Update log”.

### **MMS-TU #197 2017-03-23**

New version of the Channel reference library will be in use from the viewing day of 2017-04-03.

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second sheet “Update log”.

### **MMS-TU #196 2017-01-26**

New version of the Channel families will be in use from the viewing day of 2017-02-01.

The list can be viewed and downloaded from this URL, under the heading “Kanalhus”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second sheet “Update log”.

### **MMS-TU #195 2017-01-26**

New version of the Channel reference library will be in use from the viewing day of 2017-02-01.

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second sheet “Update log”.

#### **MMS-TU #194 2016-12-20**

New universe figures and base figures are now available.

The new universe period starts with the viewing Monday 2017-01-02 and then up to and including Sunday 2017-07-02.

Please download universes under “Universumtal”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

#### **MMS-TU #193 2016-09-22**

The channel Nick Jr, with channel number 695, will from the viewing day 2016-10-10 start delivering program and spot logs to MMS.

MMS will deliver the first set of program and commercial data to our customer on 2016-10-11.

#### **MMS-TU #192 2016-09-22**

New version of the Channel reference library will be in use from the viewing day of 2016-10-10.

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second tab “Update log”.

#### **MMS-TU #191 2016-09-22**

New version of the Channel families will be in use from the viewing day of 2016-10-10.

The list can be viewed and downloaded from this URL, under the heading “Kanalhus”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second tab “Update log”.

#### **MMS-TU #190 2016-08-29**

New version of the Channel reference library will be in use from the viewing day of 2016-08-29.

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second sheet “Update log”.

#### **MMS-TU #189 2016-08-29**

New version of the Channel families will be in use from the viewing day of 2016-08-29.

The list can be viewed and downloaded from this URL, under the heading “Kanalhus”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second sheet “Update log”.

#### **MMS-TU #188 2016-07-05**

New universe figures and base figures are now available.  
The new universe period starts with the viewing Monday 2016-07-04 and then up to and including Sunday 2017-01-01.

Please download universes under “Universumtal”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

**MMS-TU #187 2016-03-23**

New version of the Channel families will be in use from the viewing day of 2016-04-08.

The list can be viewed and downloaded from this URL, under the heading “Kanalhus”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second sheet “Update log”.

**MMS-TU #186 2016-03-23**

New version of the Channel reference library will be in use from the viewing day of 2016-04-08.

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second sheet “Update log”.

**MMS-TU #185 2016-02-11**

New version of the Channel families will be in use from the viewing day of 2016-02-09.

The list can be viewed and downloaded from this URL, under the heading “Kanalhus”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second sheet “Update log”.

**MMS-TU #184 2016-02-11**

New version of the Channel reference library will be in use from the viewing day of 2016-02-09

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second sheet “Update log”.

**MMS-TU #183 2015-12-17**

New universe figures and base figures are now available.

The new universe period starts with the viewing Monday 2016-01-04 and then up to and including Sunday 2016-07-03.

Please download universes under “Universumtal”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

**MMS-TU #182 2015-11-10**

New version of the Channel reference library will be in use from the viewing day of 2015-11-16

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

[http://mms.se/?page\\_id=108](http://mms.se/?page_id=108)

Detailed information regarding the changes can be found in the second sheet “Update log”.

#### **MMS-TU #181 2015-06-26**

New universe figures and base figures are now available.

The new universe period starts with the viewing Monday 2015-06-29 and then up to and including Sunday 2016-01-03.

Please download universes under “Universumtal”:

<http://www.mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

#### **MMS-TU #180 2015-05-26**

The channel Investigation Discovery, with the channel number 736, will from the viewing day 2015-06-01 start delivering program and spot logs to MMS.

To minimize the risk of delays in MMS data delivery the new program and commercial information will be delivered to our customers on the 8<sup>th</sup> of June, with back data from June 1.

#### **MMS-TU #179 2015-05-26**

New version of the Channel reference library will be in use from the viewing day of 2015-06-01.

The complete list of measured channels can be downloaded from this URL, under the heading “Referensbandade kanaler”:

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

Detailed information regarding the changes can be found in the second sheet “Update log”.

#### **MMS-TU #178 2015-04-10**

New version of the Channel reference library will be in use from the viewing day of 2015-04-13

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

Detailed information regarding the changes can be found in the second sheet “Update log”.

#### **MMS-TU #177 2015-02-13**

New version of the Channel reference library will be in use from the viewing day of 2015-02-16

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

Detailed information regarding the changes can be found in the second sheet “Update log”.

**MMS-TU #176 2015-02-13**

New version of the Channel families will be in use from the viewing day of 2015-02-16.

The list can be viewed and downloaded from this URL, under the heading “Kanalhus”:

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

Detailed information regarding the changes can be found in the second sheet “Update log”.

**MMS-TU #175 2014-11-27**

From the viewing day 2014-12-29 MMS will launch a new panel matrix.

There will be no changes in the ORPI files, rv3 and rp3, except that all panel members will belong to PAY.

NoPay will be removed or zeroed from the universe figures.

**MMS-TU #174 2014-11-27**

The new universe figures 2015:1 will be active from the date 2014-12-29.

Two new target groups will be included, 60-64 and 65-69, and will from this date have fixed universes.

60-69 will continue to have a fixed universe.

There will be no changes in the ORPI files, rv3 and rp3.

The universe figures will be available on the following URL from the middle of December, under the headings “Universumtal”:

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

**MMS-TU #173 2014-11-27**

The channel TV4 Fakta XL, with channel number 796, will from the viewing day 2014-12-29 no longer deliver program or commercial logs to MMS.

The channel will still be included in the MMS data on a minute by minute level.

**MMS-TU #172 2014-11-27**

The channel Eurosport 2 Sweden, with the channel number 1047, will from the viewing day 2014-12-29 start delivering program and spot logs to MMS.

**MMS-TU #171 2014-11-27**

svtB will change their broadcasting hours.

From the viewing day 2014-12-01 svtB will broadcast 05:30 - 20:59.

And from the viewing day 2015-01-06 svtB will broadcast 04:30 – 20:59.

**MMS-TU #170 2014-09-18**

New version of the Channel reference library will be in use from the viewing day of 2014-09-22

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

Detailed information regarding the changes can be found in the second sheet “Update log”.

**MMS-TU #169 2014-08-27**

New version of the Channel reference library will be in use from the viewing day of 2014-09-01

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

Detailed information regarding the changes can be found in the second sheet “Update log”.

**MMS-TU #168 2014-06-18 New universe/base figures.**

New universe figures and base figures are now available.

The new universe period starts with the viewing Monday 2014-06-30 and then up to and including Sunday 2014-12-28.

Please download universes under “Universumtal”:

<http://www.mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

**MMS-TU #167 2014-03-12**

New version of the Channel reference library will be in use from the viewing day of 2014-03-29

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

Detailed information regarding the changes can be found in the second sheet “Update log”.

**MMS-TU #166 2014-01-30**

New version of the Channel families will be in use from the viewing day of 2014-02-03.

The Eurosport channels are included in the SBS family.

The list can be viewed and downloaded from this URL, under the heading “Kanalhus”:

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

Detailed information regarding the changes can be found in the second sheet “Update log”.

**MMS-TU #165 2014-01-10**

New version of the Channel reference library will be in use from the viewing day of 2014-01-13

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

Detailed information regarding the changes can be found in the second sheet “Update log”.

**MMS-TU #164 2013-12-13 New universe/base figures.**

New universe figures and base figures are now available.

The new universe period starts with the viewing Monday 2013-12-30 and then up to and including Sunday 2014-06-29.

Please download universes under “Universumtal”:

<http://www.mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

**MMS-TU #163 2013-12-13**

The channel codes 702-720 will no longer be reported in the Orpi file – RV3 from the viewing day 2013-12-30.

**MMS-TU #162 2013-09-30**

The channel TV11 SBS (1025) will from 2013-10-01 be renamed to Kanal11

**MMS-TU #161 2013-08-30**

New version of the Channel reference library will be in use from the viewing day of 2013-09-02

The list can be viewed and downloaded from this URL, under the heading “Referensbandade kanaler”:

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

Detailed information regarding the changes can be found in the second sheet “Update log”.

**MMS-TU #160 2013-07-03**

Minor changes in the RP3 specification to the variables 46-52.

**MMS-TU #159 2013-06-24**

Update in RB3 specification of base figures on individual level.

Variable column #18 named ”way of receiving the signal” (mottagningsätt) is from 2013-07-01 not available. It always contains a value of 9 (nine). The variable will be replaced by the new variables in columns #52-56.

**MMS-TU #158 2013-05-28**

The variable ICA Region will be shut down from the viewing day 2013-07-01. The variable will still be present in the RP/RB file and all values will be set to 9.

**MMS-TU #157 2013-05-28**

Added columns for the new variable Ethnicity from the viewing day 2013-07-01.

Origin of panelist:

1. Sweden
2. Nordic
3. Europe
4. Rest of the world
5. Will not say



Origin of parent:

1. Yes, one parent born in Sweden
2. Yes, both parents born in Sweden
3. No, both parents born outside Sweden
4. Do not give

#### **MMS-TU #156 2013-05-28**

Added columns for the new variable **Ways of receiving TV** from the viewing day 2013-07-01. Five new fields at the end of the daily RP-file and RB-file:

1. Other
2. IPTV
3. Antenna
4. Cable
5. Satellite

Values:        1 = Yes  
                  0 = No, don't know or won't say

Please note that more than one way of receiving TV is possible.

Detailed information regarding the changes can be found here:

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

#### **MMS-TU #155 2013-05-20**

New version of the Channel reference library will be in use from the viewing day of 2013-06-01. TV11 (243) will be removed and restarted under a new name and channelnumber, TV11 SBS (1025).

The list can be viewed and downloaded from this URL, under the heading "Referensbandade kanaler":

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

Detailed information regarding the changes can be found in the second sheet "Update log".

#### **MMS-TU #154 2013-03-19**

New version of the Channel reference library will be in use from the viewing day of 2013-03-25

The list can be viewed and downloaded from this URL, under the heading "Referensbandade kanaler":

<http://mms.se/start/for-vara-kunder/teknisk-information/tv-matningen/>

Detailed information regarding the changes can be found in the second sheet "Update log".

#### **MMS-TU #153 2013-01-30**

New version of the Channel reference library will be in use from the viewing day of 2013-02-04

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Detailed information regarding the changes can be found in the second sheet "Update log".

**MMS-TU #152 2013-01-03 Changes to file specification for OB-, OS- and SL-files**

Length of field kanalnr is increased from 3 to 4 characters.

The new specification will be valid for data files containing viewing data from 2012-12-31.

Existing files from 2012-12-31 will be rerun and replaced with the new format on Tuesday 2013-01-08, followed by new example files.

Please see full specifications at:

[http://mms.se/\\_dokument/Filspecar/OffFiler/OBFPM2.DOC](http://mms.se/_dokument/Filspecar/OffFiler/OBFPM2.DOC)

[http://mms.se/\\_dokument/Filspecar/OffFiler/osf2pm2.doc](http://mms.se/_dokument/Filspecar/OffFiler/osf2pm2.doc)

[http://mms.se/\\_dokument/filspecar/SL\\_PL/PL\\_SL.doc](http://mms.se/_dokument/filspecar/SL_PL/PL_SL.doc)

**MMS-TU #151 2012-12-14 New universe/base figures.**

New universe figures and base figures are now available.

The new universe period starts with the viewing Monday 2012-12-31 and then up to and including Sunday 2013-06-30.

Please download universes:

<http://www.mms.se/kunder/universumtal/modul.asp>

<http://www.mms.se/kunder/universumtal/grupp.asp>

**MMS-TU #150 2012-12-12**

New version of the Channel reference library will be in use from the viewing day of 2012-12-17

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Detailed information regarding the changes can be found in the second sheet "Update log".

**MMS-TU #149 2012-11-15**

RP3 Daily panel specification possible viewers.

Variable column #19 named "way of receiving the signal" (mottagningsätt) is from 2012-11-26 not available. It always contains a value of 9 (nine). This variable will during Q1 - 2013 be replaced by a new set of variables describing the situation per household in a more detailed way.

**MMS-TU #148 2012-09-27**

New version of the Channel reference library will be in use from the viewing day of 2012-10-01

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Detailed information regarding the changes can be found in the second sheet "Update log".

**MMS-TU #147 2012-09-18**

New version of the Channel reference library will be in use from the viewing day of 2012-09-24

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

The update includes the “virtual” channel TV4 News totalt (711) not to be included in the total TV viewing. More details regarding the changes can be found in the second sheet “Update log”.

#### **MMS-TU #146 2012-08-08**

New version of the Channel reference library will be in use from the viewing day of 2012-08-13

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Detailed information regarding the changes can be found in the second sheet “Update log”.

#### **MMS-TU #145 2012-06-25 virtual channel #711 “TV4 News totalt”**

Starting in viewing 2012-08-13, raw data file RV3 will include an additional channel #711. This channel shall NOT be included when calculating the total Swedish television viewing. #711 is a virtual channel "TV4 News totalt" and contains viewing statements copied from other channels actual viewing already included when calculating the total viewing.

This rule is according to the list labeled ADDITIONAL TV USAGE; 700 - 720...not to be counted...in the document “Channel reference library...” and also stated in the document “MMS Golden Rules”, chapter D6: “Definitions of the total television viewing”.

MMS tunes and checks #711 starting 2012-08-13 and, at the same time, other raw data users may perform tests.

MMS estimates the channel to be classified as “properly reported” starting 2012-08-27. MMS will confirm this later on.

#### **MMS-TU #144 2012-06-21**

New version of the Channel reference library will be in use from the viewing day of 2012-06-25

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Detailed information regarding the changes can be found in the second sheet “Update log”.

#### **MMS-TU #143 2012-06-11 New universe/base figures.**

New universe figures and base figures are now available.

The new universe period starts with the viewing Monday 2012-07-02 and then up to and including Sunday 2012-12-30.

Please download universes:

<http://www.mms.se/kunder/universumtal/modul.asp>

<http://www.mms.se/kunder/universumtal/grupp.asp>

**MMS-TU #142 2012-03-19**

New version of the Channel reference library will be in use from the viewing day of 2012-03-21

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Detailed information regarding the changes can be found in the second sheet "Update log".

**MMS-TU #141 2012-01-27**

New version of the Channel reference library will be in use from the viewing day of 2012-01-30

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Detailed information regarding the changes can be found in the second sheet "Update log".

**MMS-TU #140 2012-01-23**

New version of the Channel reference library will be in use from the viewing day of 2012-01-23

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Detailed information regarding the changes can be found in the second sheet "Update log".

**MMS-TU #139 2011-12-29**

Two new program and spot log channels, TV4 Guld (153) and TV4 Komedi (155), will be included in MMS data from viewing day 2012-01-01. The channels will use the same channel numbers as before. The only difference is that they will become log channels.

**MMS-TU #138 2011-12-20 New universe/base figures.**

New universe figures and base figures are now available.

The new universe period starts with the viewing Monday 2012-01-02 and then up to and including Sunday 2012-07-01.

Please download universes:

<http://www.mms.se/kunder/universumtal/modul.asp>

<http://www.mms.se/kunder/universumtal/grupp.asp>

**MMS-TU #137 2011-10-28**

New version of the Channel reference library will be in use from the viewing day of 2011-10-28

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Detailed information regarding the changes can be found in the second sheet "Update log".

**MMS-TU #136 2011-09-07**

New version of the Channel reference library will be in use from the viewing day of 2011-09-09

The channel Viasat Premier League HD was added and name changes of two channels.

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

**MMS-TU #135 2011-07-01**

New version of the Channel reference library will be in use from the viewing day of 2011-06-30

The channel Canal+ Family was added.

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

**MMS-TU #134 2011-06-15 New universe/base figures.**

New universe figures and base figures are now available.

The new universe period starts with the viewing Monday 2011-07-04 and then up to and including Sunday 2012-01-01.

Please download universes:

<http://www.mms.se/kunder/universumtal/modul.asp>

<http://www.mms.se/kunder/universumtal/grupp.asp>

Please note the new base figures regarding regions TV3 and Kanal 5:

<http://www.mms.se/kunder/universumtal/bastaltv3.asp>

<http://www.mms.se/kunder/universumtal/bastalka5.asp>

**MMS-TU #133 2010-12-15 New universe/base figures.**

New universe figures and base figures are now available.

The new universe period starts with the viewing Monday 2011-01-03 and then up to and including Sunday 2011-07-03.

Please note: the variable "shopping responsible" is no longer active in the base survey, just filled out with a 9.

Please download universes:

<http://www.mms.se/kunder/universumtal/modul.asp>

<http://www.mms.se/kunder/universumtal/grupp.asp>

Please note the new base figures regarding regions TV3 and Kanal 5:

<http://www.mms.se/kunder/universumtal/bastaltv3.asp>

<http://www.mms.se/kunder/universumtal/bastalka5.asp>

**MMS-TU #132 2010-12-03**

New version of the Channel reference library will be in use from the viewing day of 2010-12-03

The channels TLC, Animal Planet HD, BBC HD and Al Jazeera are added.  
France 2 is removed.

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Read more about the changes in the "Update sheet"

#### **MMS-TU #131 2010-09-08**

New version of the Channel reference library will be in use from the viewing day of 2010-09-07

Canal+ Fotboll and Canal+ Hockey are added

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Read more about the changes in the "Update sheet"

#### **MMS-TU #130 2010-08-20**

New version of the Channel reference library will be in use from the viewing day of 2010-09-01

ZTV, Kanal 2 Estonia, RTL, Al Jazeera, National Geographic HD and 3Sat are removed and TV10 and Nick JR are added

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Read more about the changes in the "Update sheet"

#### **MMS-TU #129 2010-06-17 New universe/base figures.**

New universe figures and base figures are now available.

The new universe period starts with the viewing 2010-06-28 and then up to and including 2011-01-02.

Please download universes:

<http://www.mms.se/kunder/universumtal/modul.asp>

<http://www.mms.se/kunder/universumtal/grupp.asp>

Please note the new base figures regarding regions TV3 and Kanal 5:

<http://www.mms.se/kunder/universumtal/bastaltv3.asp>

<http://www.mms.se/kunder/universumtal/bastalka5.asp>

#### **MMS-TU #128 2010-03-30**

New version of the Channel reference library will be in use from the viewing day of 2010-04-01

Canal+ Comedy is removed and Canal+ Series added with different channel number.

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Read more about the changes in the “Update sheet”

**MMS-TU #127 Reminder new format raw viewing data RV3/RP3**

Starting Tuesday morning, 2010-03-23, reflecting the viewing 2010-03-22, the new file format RV3/RP3, is the official and only format to use. Time shifted viewing is included. The raw data is delivered in MMS FTP folder named ORPI. Authorized MMS FTP accounts have access to this ORPI folder. The old format ceases to exist.

**MMS-TU #126 2010-02-26 New format raw viewing data RV3/RP3 test available**

Raw viewing data, new format, including time shifted viewing, is now available (2010-03-02 reflecting viewing 2010-03-01) day by day.

The purpose is pure TEST.

The new test data is delivered in MMS FTP folder named ORPI.

Authorized MMS FTP accounts have access to this new ORPI folder.

This folder ORPI will later, 2010-03-23, become the official folder containing the official raw data, including time shifted viewing.

The new format RV3/RP3 in folder ORPI is now present for test purposes only.

The old format, in its current folders, still is the one to use when calculating official figures.

NOW, time shifted viewing is NOT to be present in the resulting official figures.

**MMS-TU #125 2010-01-29 Certification and file formats**

**Tuesday 2010-02-02**

A new MMS Golden Rules Certification Case is distributed. The case covers reach and frequency, time shifted viewing included. The case acts on new format of viewing data, RV3, related to the period 4/1 up to and including 17/1 2010.

**From TV viewing Monday 2010-03-01.**

Raw data includes old format (RV) and new format (RV3) of the viewing file.

The old format still is the one to use when calculating figures

**TS viewing is NOT to be present in the resulting figures.**

**The new format is present for test purposes only.**

The second file in the raw data, RP3, remains the same.

**From TV viewing Monday 2010-03-22.**

**MMS Television Measuring starts to include time shifted viewing in official currency.**

Raw data includes new format RV3, ONLY.

The new format, including the TS-viewing, is the one to use when calculating figures.

**TS viewing MUST be present in the resulting figures according to MMS Golden Rules.**

The second file in the raw data, RP3, remains the same.

**MMS-TU #124 2010-01-18**

New version of the Channel reference library are in use since the viewing day of 2010-01-18

Changes are the separation of channels svtB and Kunskapskanalen, 6 new channels added and 5 channels removed.

The list can be viewed and downloaded here:

[http://www.mms.se/kunder/teknik/peoplemeter\\_ref\\_kanaler.asp](http://www.mms.se/kunder/teknik/peoplemeter_ref_kanaler.asp)

Read more about the changes in the “Update sheet”

#### **MMS-TU #123 2009-12-18 New universe figures**

New universes are valid from viewing 2010-01-04 up to and including 2010-06-27.

Download them at

<http://www.mms.se/kunder/universumtal/modul.asp>

<http://www.mms.se/kunder/universumtal/grupp.asp>

#### **MMS-TU #122 2009-10-15 Test files RV3 available**

A kit of 8 days preliminary raw data viewing files new time shift format available.

Download from [www.mms.se/timeshift/gyllene.asp](http://www.mms.se/timeshift/gyllene.asp)

#### **MMS-TU #121 2009-09-07 New format Daily viewing file RV**

Sets of test files in new format RV3, including time shift viewing statements, will be available from 2009-10-15.

#### **MMS-TU #120 2009-09-07 New definitions regarding reported channels and total tv viewing in effect 2009-09-28**

Due to upcoming viewing reportings from UNITAM households, there will be a:

- decreased set of reported channels, only those present in the reference library
- total television viewing defined as the sum of channels present in the reference library

New definitions are in effect from viewing day Monday 2009-09-28.

The daily raw viewing file RV will therefore contain fewer channels and there will be a reduced number of channels available in reporting systems and tools. But; early next year there will be time shifted viewing attributed to today’s live viewing.

A list of the channels present in the reference library can be seen and downloaded at “mms.se”.

New definition of total television is in effect from viewing day 2009-09-28 when UNITAM meters for the first time are active in the panel households.

Total television now is defined as the sum of viewing on all channels present in the reference library. Please note that channels can be removed from the reference library and new channels can be included in the reference library over time.

Please note that channel/source-number 240 and 241 now have changed meaning.

The following exclusions in the viewing file RV must be made when calculating the total television viewing (same numbers as before, no IT program changes needed):

Channel/source Number *	Source Name
75	Game
82	VCR
86	DVD
146	Pay per view
240**	Consumption of time shifted television
241	Other channels/usage/sources, not included in



	the total television viewing
135	Radio

\*According to MMS list of reference recorded channels

\*\*Only the backwards attributed viewing shall be counted into the total television viewing, not the viewing at the moment of consumption.

#### **MMS-TU #119 2009-09-07 Jetix, Disney XD and Disney Toon**

Jetix and Disney Toon are closing down 2009-09-11. Jetix will 2009-09-12 be replaced by Disney XD as a programme log channel. MMS has decided to treat this as a change of name only. The channel number 226 remains the same.

#### **MMS-TU #118 2009-06-25 New universe figures**

New universes are valid from 2009-06-29 up to and including 2010-01-03.

Download them at

<http://www.mms.se/kunder/universumtal/modul.asp>

<http://www.mms.se/kunder/universumtal/grupp.asp>

#### **MMS-TU #117 2009-01-21 Canal +**

(updated #104)

*From 2009-02-01 station number 168 shall be reported as a separate station named "Canal+ Hits Sport Weekend".*

From 2006-11-01 up to and including 2009-01-31, viewing reported in RV-raw-data-file station number 168, combined sport2/film2, shall be changed to

Sport2	92	Saturdays 14.00 – 22.59, Sundays 14.00 – 16.59
Film2	234	Otherwise

There shall be no viewing left on station 168.

In detail; viewing-sequences ending in time periods given above shall be completely changed regardless of the start time.

#### **MMS-TU #116 2008-12-22 New universe figures**

New universes are valid from 2008-12-29 up to and including 2009-06-28.

Download them at

<http://www.mms.se/kunder/universumtal/modul.asp>

<http://www.mms.se/kunder/universumtal/grupp.asp>

#### **MMS-TU #115 2008-10-17 Viasat Sport name changes**

New names existing channels

<b>New name</b>	<b>Old name</b>	<b>Number</b>
Viasat Sport	Viasat Sport 1	212
Viasat Fotboll	Viasat Sport 2	67
Viasat Motor	Viasat Sport 3	68

#### **MMS-TU #114 2008-06-18 New universe figures**

New universes are valid from 2008-06-30 up to and including 2008-12-28.

Download them at [http://www.mms.se/universum\\_se.asp](http://www.mms.se/universum_se.asp)

### **MMS-TU #113 2008-04-04 Kanal 5 regions modified**

Definitions of Kanal 5 regions are slightly modified. Numbers and names of regions remain the same. A set of backdata, file type YYYYMMDD.RP3, is available from the start; 2008-03-10 up to and including 2008-04-03. Please visit [http://mms.se/tech\\_files\\_se.asp](http://mms.se/tech_files_se.asp) and download new precalculated base figures.

### **MMS-TU #112 2008-03-10 TV3 regions and Kanal 5 regions**

The daily raw data Panel File YYYYMMDD.RP3 is extended and will contain two new variables; tv3-region and kanal5-region. The change takes place from the viewing 2008-03-10, file delivered 2008-03-11.

This is a direct link to the updated specification:

[www.mms.se/teknbesk/file\\_spec\\_2008-03-10\\_rp3.xls](http://www.mms.se/teknbesk/file_spec_2008-03-10_rp3.xls)

The base file 2008\_1.RB3, containing base figures on individual level, is extended in the same way and must be used as base source when calculating viewing figures for tv3-regions and kanal5-region. At mms.se, you can find some precalculated base figures.

Please visit [http://mms.se/tech\\_files\\_se.asp](http://mms.se/tech_files_se.asp) and download specifications, example file RP3 and precalculated base figures.

### **MMS-TU #111 2007-12-21 New universe figures**

New universes are valid from 2007-12-31 up to and including 2008-06-29.

Download them from this page, under "Universumtal per målmodul":

[www.mms.se/universum\\_se.asp](http://www.mms.se/universum_se.asp)

### **MMS-TU #110 2007-11-01 Canal+ major changes**

Canal+ major changes

Valid from viewing 2007-11-01

New names existing channels

<b>New name</b>	<b>Old name</b>	<b>Number</b>
First	Film1	130
Comedy	Film2	234
Drama	Mix	131
Action	Film3	91
Sport 2 / Comedy	Sport 2 / Film 2	168*

\* 168 = 92 + 234 according to MMS-TU #104

New channels

<b>Name</b>	<b>Number</b>
Hits	177
Canal 69	183
Sport Extra	184

#### Unchanged channels

Name	Number
Sport 1	8
Sport 2	92
Sport HD	443
Film HD	6

#### **MMS-TU #109 2007-09-14 TV4 Sport**

New program and spot log channel TV4 Sport (T4S) (89). Appears in MMS files type PL\*, SL\*, OB\*, OP\* OS, MPG/MPGR\*, BB\*.

Program log reporting start 18/9. Back data will be available from 1/9. Spot log will soon follow.

#### **MMS-TU #108 2007-08-20 Kanal 9**

(updated #105)

From 2007-02-25 **up to and including 2007-08-31**, all viewing reported in RV-raw-data-file on station 159, Comhem info, shall be changed to station 43, kanal 9. Viewing on station 159 from 2007-09-01 and forward shall **NOT** be changed.

#### **MMS-TU #107 2007-08-20 Discovery mix**

(updated #101)

From 2005-01-03 **up to and including 2007-08-31**, viewing on Discovery mix (99) shall be changed to Discovery (5) between 21.00 and 02.00.

In detail; viewing-sequences ending in 21.00-02.00, minute-after-midnight (mam) 1260-1559, shall be completely changed to Discovery (5), regardless of the start time. From 2007-09-01, Discovery mix **no longer exists**.

#### **MMS-TU #106 2007-07-02 RB3 etc**

New universes are valid from 2007-07-02 up to and including 2007-12-30

[www.mms.se/universum\\_se.asp](http://www.mms.se/universum_se.asp)

When using free target groups, three new variables are available:

- individuell inkomst
- sommar-/fritidshus
- inspelbar hårdisk

These are valid from 2007-03-26.

You can find back data RP3 and PA on MMS ftp server: HotCollection-data

You will find updated specifications for

- RB3 base file
- RP3 daily panel file

at [www.mms.se/tech\\_files\\_se.asp](http://www.mms.se/tech_files_se.asp)

Please notice

1= ja,yes

<>1 = no, dont know etc

when using variables

- pc

- internet
- recordable harddisc

Please look into

[www.mms.se/teknbesk/MMSGoldenRules.doc](http://www.mms.se/teknbesk/MMSGoldenRules.doc)

Section B. Free target groups - class 2.

There you can find a description of how to deal with free target groups.

### **MMS-TU #103 2005-08-23 VCR/DVD**

In order to handle video/dvd-playback the viewing-sources VCR (82) and DVD (86) must always be combined into one reported variable, they cannot be separated.

### **MMS-TU #102 2005-08-22 Total Viewing**

Following sources, reported in RV-raw-data-file, are to be EXCLUDED when calculating the total television viewing from 2005-08-22 and forward

Source number	Source Name
75	Game
82	VCR
86	DVD
146	Pay per view
240	Interactiv ch
241	EPG
135	Radio

Following sources, reported in RV-raw-data-file, are to be EXCLUDED when calculating the total television viewing up to and including 2005-08-21

Source number	Source Name
75	Game
82	VCR

### **No longer valid technical updates**

MMS-TU #105 2007-02-25 Kanal 9

**No longer valid, replaced by #108**

From 2007-02-25 and forward, all viewing reported in RV-raw-data-file on station 159, Comhem info, shall be changed to station 43, kanal 9.

MMS-TU #104 2006-11-01 Canal+ combined sport2/film2

**No longer valid, replaced by #117**

From 2006-11-01 and forward, viewing reported in RV-raw-data-file station number 168, combined sport2/film2, shall be changed to

Sport2	92	Saturdays 14.00 – 22.59, Sundays 14.00 – 16.59
Film2	234	Otherwise

There shall be no viewing left on station 168.

In detail; viewing-sequences ending in time periods given above shall be completely changed regardless of the start time.

MMS-TU #101 2005-01-03 Discovery mix

**No longer valid, replaced by #107**

From 2005-01-03 and forward, viewing on Discovery mix (99) shall be changed to Discovery (5) between 21.00 and 02.00.

In detail; viewing-sequences ending in 21.00-02.00, minute-after-midnight (mam) 1260-1559, shall be completely changed to Discovery (5), regardless of the start time.