BC Ads As-run log specification

Change log

Version	Description of change	Date
01	First version	2026-09-03
01	Changes for variable 11. New name and type of data.	2026-09-24

File Content type and file name

The file is provided in CSV format with semicolon (;) as field/variable delimiter.

Character encoding is UTF-8.

Escape within variables:

- ; = \;
- Carriage return = \r
- Line feed = \n
- Tabb = \t
- \ = \\

Each record is terminated with carriage Return and Line Feed (CRLF).

The file naming is **BC_Ads_As-run_YYYYMMDD_VN.CSV.GZ**, where:

- **BC** – BroadCast.
- **Ads** – Advertising content.
- **As-run** - Report type.
- **YYYYMMDD** - Date of aired content: Year-Month-Day.
- **VN** - Version number according to the “Change log” table in this document (starting at 01).
- **CSV** - Comma-Separated file format.
- **GZ** – “G-zipped” compression file format.

LAYOUT

All variables will follow the column order.
First row will contain all variable name.

Column order	Variable	Length	Type of data	Comment
1	ChannelId	1-4	Numbers 1-9999	Numbers according to channel reference library on mms.se
2	BlockId	0-9	Numbers 1-99999999	Groups spots into a commercial break. Unique within the file across all channels. **Valid within one delivery only** — a re-published day is assigned new numbers. Empty for STB Codes T and B.
3	BlockNumber	0-3	Numbers 1-999	The break's order within the channel's TV-day. Stable across re-delivery. Empty for STB Codes T and B.
4	PositionInBlock	0-2	Numbers 1-99	The spot's position within the break, 1–n in

				time order, commercials only. Stable across re-delivery. Empty for STB Codes T and B.
5	StartDate	8	YYYYMMDD	MMS TV-day (02:00-25:59).
6	StartTime	6	HHMMSS	Start time of each ad (02:00-25:59).
7	SpotDuration	1-3	Numbers 1-999	Length in seconds
8	MaM	3-4	120-1559	Minutes after midnight of the TV-day
9	Sam	4-5	1-99999	Seconds after Midnight
10	FilmCode	5-15	Letters A-Z and number 0-9	Official copy code of spot
11	film_type	7-11	commercial, sponsorship, trailer	Type of ad.
12	AdvertiserId	1-9	Numbers 1-99999999	Id created by MMS
13	AdvertiserName	1-50	Any text character	Name of advertiser
14	AgencyId	1-9	Numbers 1-99999999	Id created by MMS
15	AgencyName	1-50	Any text character	Name of buying Agency
16	ProductId	1-9	Numbers 1-99999999	Id created by MMS
17	ProductName	1-50	Any text character	Name of Product
18	ProductClassLvl1Id	1-2	Numbers 1-99	Product Class Level 1 Number
19	ProductClassLvl1Name	1-50	Any text character	Product Class Level 1 Name
20	ProductClassLvl2Id	1-2	Numbers 1-99	Product Class Level 2 Number
21	ProductClassLvl2Name	1-50	Any text character	Product Class Level 2 Name
22	ProductClassLvl3Id	1-2	Numbers 1-99	Product Class Level 3 Number
23	ProductClassLvl3Name	1-50	Any text character	Product Class Level 3 Name
24	AdBroadcastId	1-12	Numbers	Identifier of this specific airing. Always populated. Stable across re-delivery.