

MMS specification Video In Home dataset

Version 1.2
2025-05-12

Latest updates

Date	Change	Signature
2025-04-nn	Start	

tsv-formatted files with UTF8 encoding. Date in file name according to the viewing day in data file.

The viewing file contains all viewing statements belonging to panelists.

#	Column name	Format	Example Value	Definition	Comment
1	Household_number	<numeric>	123456	1-999999	Six digits
2	Individual_number	<numeric>	22	1-99	Two digits
3	Date_of_viewing	<alpha-numeric>	2025-02-22	yyyymmdd	Viewing day
4	Start_minute_viewing	<numeric>	1222	120-1559 (02:00-25:59)	Mam (minute after midnight)
5	Length_of_viewing	<numeric>	22	1-1440	Number of minutes
6	Media_company	<numeric>	22	1-999	The media company number according to MMS reference list.