Metadata XP Ad specification

Change log

Version	Description of change	Date
01	First version	2026-09-22

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 **METADATA_XP_AD_YYYYMMDD_VN.CSV.GZ**, where:

- **METADATA** - Report type.
- **XP** – Cross Platform.
- **AD** – Advertising content.
- **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 names.

Column order	Variable	Length	Type of data	Comment
1	ad_id	1-12	Numbers 0-9	Id created by MMS.
2	film_code	5-15	Letters A-Z and number 0-9	Official copy code of spot.
3	advertiser_id	1-9	Number 1-99999999	Id created by MMS.
4	advertiser_name	1-50	Any text character	Name of advertiser.
5	agency_id	1-9	Number 1-99999999	Id created by MMS.
6	agency_name	1-50	Any text character	Name of buying Agency.
7	product_id	1-9	Number 1-99999999	Id created by MMS.
8	product_name	1-50	Any text character	Name of Product.
9	product_class_1_id	1-2	Numbers 1-99	Product Class Level 1 Number.
10	product_class_1_name	1-50	Any text character	Product Class Level 1 Name.
11	product_class_2_id	1-2	Numbers 1-99	Product Class Level 2 Number.
12	product_class_2_name	1-50	Any text character	Product Class Level 2 Name.
13	product_class_3_id	1-2	Numbers 1-99	Product Class Level 3 Number.

14	product_class_3_name	1-50	Any text character	Product Class Level 3 Name.
15	film_length_seconds	3	Number 1-999	Length of ad in seconds.
16	film_type	7-11	commercial, sponsorship, trailer	Type of ad.
17	ad_metadata_valid_from	8	YYYYMMDD	First date this metadata is valid.
18	ad_metadata_valid_to	8	YYYYMMDD	Last date this metadata is valid.