Metadata XP Content 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.

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

Escape within variables:

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

The file naming is **METADATA_XP_CONTENT_YYYYMMDD_VN.CSV.GZ**, where:

- **METADATA** - Report type.
- **XP** – Cross Platform.
- **Content** – Program content.
- **YYYYMMDD** – Viewing day: 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	content_id	1-12	Number 0-9	Unique content id, set by MMS. One row per content_id. Matching key for SWO_XP_PROG and ASRUN_XP_CONTENT
2	title_code	0-36	Any character	The publisher's title code for the content. Unique only within one media company. May be empty.
3	media_company_id	4	Number 6000-6999	Unique id belonging to a media company, set by MMS.
4	title	1-150	Any character	Content title.
5	series_id	0 or 1-7	Blank or Number 1-9999999	Series id (blank until MMS approves the quality of the data).
6	series_title	0 or 1-50	Blank or any character	Series Title (blank until MMS approves the

				quality of the data).
7	season	0 or 1-6	Blank or Number 1-999999	Season number (blank until MMS approves the quality of the data).
8	episode_number	0-5	Number 1-99999	Title episode number.
9	genre_code	0 or 5	Number 10000-99999	Code according to published specification on mms.se. Blank if it doesnt exist
10	genre_name_1	0-50	Any character	Genre name level 1. Created by MMS.
11	genre_name_2	0-50	Any character	Genre name level 2. Created by MMS.
12	genre_name_3	0-50	Any character	Genre name level 3. Created by MMS.
13	main_target_group	0-1	B = Barn (child) V = Vuxen (adult) “-“ = no specific or general target group.	Main target group.
14	country_production	1	S = Swedish production U = Foreign production "-" = No value exists	Country of production.
15	category	4-7	program or clip	Title category.
16	content_length_seconds	0-5	Numbers 0-9	Length of title in seconds. Blank for titles not published online
17	published_from	0 or 8	YYYYMMDD	First day content was published on a streaming service. Blank if never published online.