SWO XP AD specification

Change log

Version	Description of change	Date
01	First version	2026-09-18

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 **SWO_XP_AD_YYYYMMDD_VN.CSV.GZ**, where:

- **SWO** – Viewing file. One record per viewing sequence and panelist.
- **XP** – Cross Platform.
- **AD** – Advertising content.
- **YYYYMMDD** - Represents the file date.
- **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	viewing_date	8	YYYYMMDD	
2	household_number	1-8	Number 1-99999999	
3	individual_number	2	Number 01-99	
4	station_id	1-4	Number 1-9999	Unique ID belonging to a measured Channel or Service, according to channel reference library on mms.se.
5	start_time	6	HHMMSS	Viewing start time (MMS TV-day 020000-255959).
6	end_time	6	HHMMSS	Viewing end time (MMS TV-day 020000-255959).
7	length_seconds	1-5	Number 1-86400	Length of viewing
8	device_identifier	2	Number 00-99	Device number
9	device_type	2	01 = TV 05 = Digital device	
10	activity_code	2	01 = Live 03 = VOD 04 = Catch-up	

			07 = Non-tagged streaming	
11	platform	2	01 = Broadcast 02 = Online	
12	location	2	01 = In home 02 = Out of home 99 = Unknown	
13	ad_id	1-12	Numbers 0-9	Matching key for METADATA_XP_AD.
14	ad_metadata_valid_from	8	YYYYMMDD	Matching key for METADATA_XP_AD.
15	ad_broadcast_id	1-12	Numbers 0-9	Unique ID for a specific broadcast
16	broadcast_date	8	YYYYMMDD	Date of broadcast to which the viewing has been audio matched.
17	broadcast_start_time	6	HHMMSS	Original broadcast time of the first second in the viewing session (MMS TV-day 020000-255959).
18	broadcast_end_time	6	HHMMSS	Original broadcast time of the last second in the viewing session (MMS TV-day 020000-255959).
19	standard_reach_criteria	4-5	true or false	Indicate whether standard reach criteria are fulfilled.