# SWO XP Program specification

## Change log

| Version | Description of change | Date |
|---|---|---|
| 01 | First version | 2026-09-18 |
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## 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_PROG_YYYYMMDD_VN.CSV, where:

- YYYYMMDD represents the file date.
- VN represents the version number according to the “Change log” table in this document (starting at 01).

## 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<br>05 = Digital device | |
| 10 | activity_code | 2 | 01 = Live<br>03 = VOD<br>04 = Catch-up<br>07 = Non-tagged streaming | |
| 11 | platform | 2 | 01 = Broadcast<br>02 = Online | |
| 12 | location | 2 | 01 = In home | |

| | | | | |
|---|---|---|---|---|
| | | | 02 = Out of home<br>99 = Unknown | |
| 13 | content_id | 1-12 | Numbers 0-9 | Matching key for metadata file |
| 14 | content_broadcast_id | 1-12 | Numbers 0-9 | Unique ID for a specific broadcast. |
| 15 | broadcast_date | 8 | YYYYMMDD | Date of broadcast to which the viewing has been audio matched. |
| 16 | broadcast_start_time | 6 | HHMMSS | Original broadcast time of the first second in the viewing session (MMS TV-day 020000-255959). |
| 17 | broadcast_end_time | 6 | HHMMSS | Original broadcast time of the last second in the viewing session (MMS TV-day 020000-255959). |
| 18 | standard_reach_criteria | 4-5 | true or false | Indicate whether standard reach criteria are fulfilled. |