

MMS specification Total video - Metadata files

2024-02-12

Daily tsv-formatted files with UTF8 encoding.

The dates indicate which viewing dates are included in the file (same as for AAM deliveries)

1. Metadata file: Total Program

metadata_total_program_YYYYMMDD_YYYYMMDD

Contains meta data for all titles included in a viewing file for the corresponding date(s)

#	Header name in file	Format	Example Value	Comment
1	Viewing_date	<alpha-numeric>	2024-01-15 00:00:00	Viewing date
2	Content_key	<alpha-numeric>	27182	Matching key for tittarfil_program
3	Content_id	<alpha-numeric>	7769600 alt. 1403679-006A	If source Online = titlecode. If source TV = specific broadcast identifier.
4	SiteID	<alpha-numeric>	1001001	Unique ID belonging to a measured Site/channel
5	Source	<alpha-numeric>	Online	Specifying if viewing derives from TV or Online measurement
6	Title	<alpha-numeric>	Mästerflygarna	Name of title

#	Header name in file	Format	Example Value	Comment
7	Length	<alpha-numeric>	724	Length of title in seconds
8	Publish_date	<alpha-numeric>	2021-04-02 00:00:00	If source Online = Publication date. If source TV = Broadcast date
9	Start_time	<alpha-numeric>	08:10	TV broadcast start time
10	Episode	<alpha-numeric>	2	Episode number
11	Season_number	<alpha-numeric>	2021:7	Year:season number
12	Genre	<alpha-numeric>		Classification of title according to MMS official program genre classification scheme.
13	TitleCode	<alpha-numeric>	8795062	Unique ID belonging to a specific content
14	Group_title	<alpha-numeric>	Nyhetsmorgon	Combined TV and Online title
15	Group_genre	<alpha-numeric>	40700	Classification of title according to MMS official program genre classification scheme.

2. Metadata file: Total Ad

metadata_total_ad_YYYYMMDD_YYYYMMDD

Contains meta data for all adverts included in a viewing file for the corresponding date(s)

#	Header name in file	Format	Example Value	Comment
1	Viewing_date	<alpha-numeric>	2024-01-15 00:00:00	Viewing date
2	Filmcode_key	<alpha-numeric>	13294	Matching key for tittarfil_ad
3	FilmCode	<alpha-numeric>	S1OPEL1501	Unique ID belonging to a specific advert
4	Advertiser	<alpha-numeric>	Trygg Hansa	Name of advertiser
5	Product	<alpha-numeric>	SPONS TRYGG HANSA	Product name
6	Agency	<alpha-numeric>	PHD SVERIGE AB	Name of agency
7	Length	<alpha-numeric>	10	Duration of ad in seconds