

MMS specification Total video - viewing 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. Viewing file: Total Site

tittarfil_total_site_YYYYMMDD-YYYYMMDD

The file contains slot level TV viewing sessions as well as all online viewing on programs and ads.
All duplicated viewing is excluded from this data set.

#	Header name in file	Format	Example Value	Comment
1	SiteID	<alpha-numeric> or <numeric>	1001029	Unique ID belonging to a measured Site
2	Channel	<alpha-numeric>	29	Unique ID belonging to a measured TV channel. Empty for Online viewing statements
3	Date	<alpha-numeric>	20240121	Viewing date
4	PanelistID	<alpha-numeric>	793144	AAM panelist ID
5	PanelistID_TV	<alpha-numeric>	935707_1	TV panelist ID
6	Source	<alpha-numeric>	Online	Specifying if viewing derives from TV or Online measurement

#	Header name in file	Format	Example Value	Comment
7	Duration	<alpha-numeric>	456	Viewing duration in seconds
8	Viewing_factor	<alpha-numeric>	0.86086987578207586	Viewing calibration factor for viewing time Online (always 1 source=TV)
9	Contacts	<alpha-numeric>	1	Number of panelist starts
10	Impression_factor	<alpha-numeric>	0.70274508407886405	Calibration factor for contacts Online (always 1 for source=1)
11	Standard_reach_criteria	<alpha-numeric>	TRUE/FALSE	Indicate whether standard reach criteria are fulfilled.

2. Viewing file: Total Ad

tittarfil_total_ad_YYYYMMDD-YYYYMMDD

The file contains spot-level viewing sessions, TV and Online.

#	Header name in file	Format	Example Value	Comment
1	SiteID	<alpha-numeric> or <numeric>	1001029	Unique ID belonging to a measured Site
2	Channel	<alpha-numeric>	50	Unique ID belonging to a measured TV channel. Empty for Online viewing statements

#	Header name in file	Format	Example Value	Comment
3	Filmcode_key	<alpha-numeric>	14755	Matching key for metadata_total_ad
4	Date	<alpha-numeric>	20240121	Viewing date
5	PanelistID	<alpha-numeric>	793144	AAM panelist ID
6	PanelistID_TV	<alpha-numeric>	293374_2	TV panelist ID
7	Source	<alpha-numeric>	TV	Specifying if viewing derives from TV or Online measurement
8	Duration	<alpha-numeric>	7957	Viewing duration in seconds
9	Viewing_factor	<alpha-numeric>	0.97479463612057105	Viewing calibration factor for viewing time Online (always 1 source=TV)
10	Contacts	<alpha-numeric>	1	Number of panelist starts
11	Impression_factor	<alpha-numeric>	0.758803471555205	Calibration factor for contacts Online (always 1 for source=1)
12	Standard_reach_criteria	<alpha-numeric>	TRUE/FALSE	Indicate whether standard reach criteria are fulfilled.

3. Viewing file: Total Program

tittarfil_total_program_YYYYMMDD-YYYYMMDD

The file contains program-level viewing sessions, TV and Online.

All duplicated viewing is excluded from this data set.

#	Header name in file	Format	Example Value	Comment
1	SiteID	<alpha-numeric> or <numeric>	1001029	Unique ID belonging to a measured Site
2	Channel	<alpha-numeric>	50	Unique ID belonging to a measured TV channel. Empty for Online viewing statements
3	Content_key	<alpha-numeric>	14755	Matching key for metadata_total_ad
4	Date	<alpha-numeric>	20240121	Viewing date
5	PanelistID	<alpha-numeric>	793144	AAM panelist ID
6	PanelistID_TV	<alpha-numeric>	293374_2	TV panelist ID
7	Source	<alpha-numeric>	TV	Specifying if viewing derives from TV or Online measurement
8	Duration	<alpha-numeric>	7957	Viewing duration in seconds
9	Viewing_factor	<alpha-numeric>	0.97479463612057105	Viewing calibration factor for viewing time Online (always 1 source=TV)
10	Contacts	<alpha-numeric>	1	Number of panelist starts
11	Impression_factor	<alpha-numeric>	0.758803471555205	Calibration factor for contacts Online (always 1 for source=1)
12	Standard_reach_criteria	<alpha-numeric>	TRUE/FALSE	Indicate whether standard reach criteria are fulfilled.