

## MMS specification AAM datasets

Version 1.0

2021-05-20

Latest updates

Date	Change	Signature
2021-05-20	Adjusted the duration unit to seconds for Viewing file and for Site summary file. Adjusted column names in Site summary file.	ML
2021-05-17	Adjusted the description of the Category column	ML
2021-03-25	Added the Site summary file	ML
2021-02-26	Added genre to metadata file	ML

Four tsv-formatted files with UTF8 encoding.

### 1. Viewing file:

The viewing file contains all viewing statements belonging to AAM panelists.

#	Column name	Format	Example Value	Definition	Comment
1	SiteID	<numeric>	1001001	Unique ID belonging to a measured Site	
2	TitleCode	<alpha-numeric>	12345678	Unique ID belonging to a specific content.	A TitleCode is unique within a SiteID.
3	Date	<numeric>	2022-02-22 00:00:00.0000000	Viewing day	Date when viewing happened.
4	PanelistID	<numeric>	123456	Unique ID belonging to a panelist.	
5	Weighting_factor_ba sis	<numeric>	123.456789123456	Panelists weight	

#	Column name	Format	Example Value	Definition	Comment
6	Gender	<alpha-numeric>	female	Gender	Male Female
7	Age	<alpha-numeric>	age49	Age in age brackets.	Age14= 3-14 years Age19=15-19 years Age24=20-24 years Age29=25-29 years Age44=30-44 years Age49=45-49 years Age59=50-59 years Age64=60-64 years Age99=65-99 years
8	Contacts	<numeric>	1	Number of "raw" panelist starts.	
9	Duration	<numeric>	12.345	Duration (seconds) of "raw" panelist start	
10	Starts_factor	<numeric>	0.987654321987654	Calibration factor for contacts.	To be used according to AAM calculation rules.
11	Duration_factor	<numeric>	0.987654321987654	Calibration factor for duration.	To be used according to AAM calculation rules.

## 2. Site summary file

The Site summary file contains all viewing per site including AAM panelists and census.

#	Column name	Format	Example Value	Definition	Comment
1	SiteID	<numeric>	1001001	Unique ID belonging to a measured Site	
2	Date	<numeric>	2022-02-22 00:00:00.0000000	Viewing day	Date when viewing happened.
3	TotalStarts	<numeric>	12345	The total volume of starts of site and day.	
4	TotalDuration	<numeric>	12345	The total duration (seconds) of site and day.	

### 3. Panelist file:

The panelist file contains all available panelists in the sample.

#	Column name	Format	Example Value	Definition	Comment
1	Date	<numeric>	2022-02-22 00:00:00.0000000	Viewing day	
2	PanelistID	<numeric>	123456	Unique ID belonging to the panelist.	
3	Gender	<alpha-numeric>	female	Gender.	Male Female
4	Age	<alpha-numeric>	Age49	Age in age brackets.	Age14= 3-14 years Age19=15-19 years Age24=20-24 years Age29=25-29 years Age44=30-44 years Age49=45-49 years Age59=50-59 years Age64=60-64 years Age99=65-99 years
5	Weight	<numeric>	200.1234567890123 4567890	Panelists weight.	

#### 4. Metadata file:

The metadata file contains metadata about each Titlecode included in the viewing file. The key between the viewing file and metadata file is the combination between SiteID and Titlecode

#	Column name	Format	Example Value	Definition	Comment
1	Title	<alpha-numeric>	Best show ever	Name of title.	
2	SiteID	<numeric>	1001001	Unique ID belonging to a measured Site.	
3	TitleCode	<numeric>	12345678	Unique ID belonging to a specific content.	
4	Length	<numeric>	1234	Length of title in seconds.	
5	PublishedAt	<numeric>	2022-02-22 00:00:00.0000000	Publication date (day when title had its first viewing).	
6	Category	<numeric>	1	Categorization of content.	1=Program 2=Clip
7	Episode	<numeric>	2	Episode number.	
8	Seasonnumber	<alpha-numeric>	2021:7	Year:season number	Year=when the season was published on player.
9	Genre	<numeric>	70301	Classification of title according to MMS official program genre classification scheme.	Ex: 70000=Sport 70300=Bollsport 70301= Fotboll