

## RV3 file specification daily viewing data including live and time shift.

2010-01-22 MMS hm

MMS Golden Rules:

### 9. Format description raw data viewing file – time shift version

RV3 preliminary format version 2009-10-15 13:00.

Please note that the time shifted viewing statements represents the consumption time. This RV3 file does NOT include the attribution of the time shifted statements back to live broadcasted time and date.

Column #	Content	Format
1	Household number	Six digits
2	Individual number	1-99
3	Date of viewing	Yyyymmdd
4	TV set number	1-9
5	Teletext	0=no, 1=yes
6	Channel/source/usage	001-9999 as in “Reported channels present in the Reference Library”  <b>Please note, relevant to both UNITAM and TVM5, the following none-tv sources, not to be counted into the total television:</b> 86 DVD playback 75 Game 146 Pay per view 135 Radio 82 VCR playback 240 Interactive channel 241 EPG 700-720 Other channels/usage/sources (where 701- Time Shift Consumption, details in new col 12-14)
7	Start minute viewing	Mam (minute after midnight) 120-1559 (02.00-25.59)
8	Length of viewing	Number of minutes 1-1440
9	Measuring method	1=tvm5, 2=Eurometer, 3=Unitam
10	Type of viewing	1=Live, 2=Time shifted viewing
11	Corresponding live channel if time shift viewing	0001-9999 as in “Reported channels present in the Reference Library”
12	Corresponding live	Yyyymmdd, at the most 7 days

	broadcasting date (if type of viewing = 2)	earlier
13	Corresponding live broadcasting start minute (if type of viewing=2)	Mam 120-1559
14	Corresponding length of viewing	Number of minutes 1-1440