

MMS AdDataExport file explanation

File type; .CSV in ASCII format

File naming AdDataExport_YYMMDD.csv where YYMMDD stands for year-month-day, e.g. 190606.

This specification relates to format of deliveries until 2022-09-25.

File LAYOUT

Col position	Field name	
1	TvDay	Indicates the date when the add was consumed. Note that MMS TV-day runs fromm 020000-255959
2	FilmCode	Also known as filmkod, copy code or industry code.
3	AdvertiserName	Name of advertiser
4	ProductName	Name of product, for example BIRDMAN.
5	BuyingAgencyName	Name of media/commercial agency
6	SiteID	The sites official tag. (Aftonbladet: 1001107, Disc Net: 1001015, Expressen: 1002033, Nent Group: 1001028, TV4: 1001029,)
7	SiteName	Name of site
8	ExposureCount	Number of all starts/impressions per filmcode (per site)
9	CompleteCount	Number of starts/impressions per filmcode that was completed (per site)
10	Exposures_M3_14	Number of starts/impressions for a filmcode (per site) in their respective demography
11	Exposures_M15_19	
12	Exposures_M20_24	
13	Exposures_M25_29	
14	Exposures_M30_44	
15	Exposures_M45_49	
16	Exposures_M50_59	
17	Exposures_M60_64	
18	Exposures_M65_99	
19	Exposures_K3_14	
20	Exposures_K15_19	
21	Exposures_K20_24	
22	Exposures_K25_29	
23	Exposures_K30_44	
24	Exposures_K45_49	
25	Exposures_K40_59	
26	Exposures_K60_64	
27	Exposures_K65_99	

28	Completed_M3_14	Number of completed starts/impressions for a filmcode (per site) in their respective demography
29	Completed_M15_19	
30	Completed_M20_24	
31	Completed_M25_29	
32	Completed_M30_44	
33	Completed_M45_49	
34	Completed_M50_59	
35	Completed_M60_64	
36	Completed_M65_99	
37	Completed_K3_14	
38	Completed_K15_19	
39	Completed_K20_24	
40	Completed_K25_29	
41	Completed_K30_44	
42	Completed_K45_49	
43	Completed_K50_59	
44	Completed_K60_64	
48	Completed_K65_99	

For info about how to calculate completion rate go to: http://mms.se/wp-content/uploads/dokument/manualer/GylleneRegler/MMS_Golden_Rules_online.pdf.