

## MMS COMSCORE INTEGRATION DATAFEED PROD

Version 1.7

2018-05-09

Daily tsv-formatted file with UTF8 encoding, one file per site and content type. Site, content type and date in file name.

#	Attribute Name	Format	Example Value	Header name in file	Comment
1	Site	<alpha-numeric> or <numeric>	TV4	mms_clnr	Site
2	Timestamp	<alpha-numeric>		ns_utc	Start date/time of the measurement/event. Epoch format
3	Player version	<alpha-numeric>	1.0	ns_st_mv	For MMS blacklist
4	Player ID	<alpha-numeric>	Aftonbladet.ios	mms_subsite	
5	Device type	{Desktop, Tablet, Mobile}		Platform	
6	Device	{iPad, iPhone, Android etc}		Device	
7	User agent	<alpha-numeric>		agent	
8	Content ID	<alpha-numeric>		mms_tid	Content: Content ID
9	Film code	<alpha-numeric>	S1DJRY1504	mms_customadid	Commercial: Film code.
10	Ad ID	<alpha-numeric>		mms_adid	Multiple Ad ID per film code. Ad ID is used by adserver API.
11	Campaign ID	<alpha-numeric>		mms_campaignid	ID of the campaign. Campaign ID is used by adserver API.

#	Attribute Name	Format	Example Value	Header name in file	Comment
12	IP-address	<alpha-numeric>	1.2.3.4		Dummy value
13	Region Country	<alpha-numeric>	Sweden	Country	
14	Region City	<alpha-numeric>	stockholms lan	Region	
15	Cookie	<alpha-numeric>		ns_vid	To look up in matching table from Comscore.
16	Advertiser ID	<alpha-numeric>		mms_deviceid	Unique ID only for apps.
17	Mediaplayer	<alpha-numeric>	HTML5, JW Player	ns_st_mp	
18	Session- ID	<numeric>		ns_st_id	
19	Audio on	<numeric>	0-100	ns_st_vo	
20	Episode name	<alpha-numeric>		ns_st_ep	
21	Program name	<alpha-numeric>		ns_st_pr	
22	Auto start	<alpha-numeric>	yes/no	mms_auto	
23	MMS Values	<alpha-numeric>	origcode=29, svt_special=14, mtg_special=yes, whatever=no	mms_values	Multiple variable that reduces the need for updated specifications
24	Asset Playback ID	<numeric>		Asset Playback ID	This variable is needed to be included in the dataset to be able to report one single start/impression per row.

#	Attribute Name	Format	Example Value	Header name in file	Comment
25	Starts	<numeric>	<input type="text" value=""/>	Starts	Number of starts. Content or commercial
26	Duration/Time spent	<numeric>	<input type="text" value="21,035"/>	Playing Time	In seconds
27	Completion	<numeric>	<input type="text" value=""/>	Completions	
28	File Type	<alpha-numeric>	<input type="text" value="PROD"/>		MMS internal