

MMS specification AAM datasets

Version 1.1

2022-11-11

Latest updates

Date	Change	Signature
2021-11-18	Added the Ad metadata file (6).	ML
2021-11-18	Added the Ad viewing file (5).	ML
2021-11-18	Renamed the Viewing file to Content viewing file and the Metadata file to Content metadata file.	ML
2021-10-13	Added columns 10-11 in metadata file: main_target_group, production_origin.	ML
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
2022-09-27	Added classification columns for ads.	ML
2022-10-14	Added column for spot length in ad metadata file.	ML
2022-11-11	Added column for viewing factor in ad and content viewing files.	ML

tsv-formatted files with UTF8 encoding. Date in file name according to the viewing day in data file.

1. Content viewing file:

The viewing file contains all content 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.

#	Column name	Format	Example Value	Definition	Comment
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	
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.
12	Viewing_factor	<numeric>	0.987654321987654	Viewing calibration factor for viewing time.	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. Content metadata file:

The content metadata file contains metadata about each Titlecode included in the Content viewing file. The key between the Content viewing file and Content 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
10	Main_target_group	<alpha-numeric>	V	Main target group	V=Vuxen B=Barn
11	Production_origin	<alpha-numeric>	S	Production country	S= Sverige U=Utländskt

5. Ad viewing file:

The Ad viewing file contains all ad 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	Filmcode	<alpha-numeric>	S10PEL1501	ID belonging to a specific commercial.	
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	
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 impressions.	
9	Duration	<numeric>	12.345	Duration (seconds) of "raw" panelist impressions.	

#	Column name	Format	Example Value	Definition	Comment
10	Impression_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.
12	Completion	<alpha-numeric>	true		True=complete (100%) False=not complete (<100%)
13	Viewing_factor	<numeric>	0.987654321987654	Viewing calibration factor for viewing time.	To be used according to AAM calculation rules.

6. Ad metadata file:

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

#	Column name	Format	Example Value	Definition	Comment
1	SiteID	<numeric>	1001001	Unique ID belonging to a measured Site.	
2	Filmcode	<alpha-numeric>	S10PEL1501	ID belonging to a specific commercial.	
3	Advertiser	<alpha-numeric>	Coca-Cola AB	Name of advertiser.	
4	Product	<alpha-numeric>	Coca-Cola	Product name.	
5	Agency	<alpha-numeric>	Carat	Name of agency.	

#	Column name	Format	Example Value	Definition	Comment
6	Filmtype	<alpha-numeric>	Trailer	Type of ad.	Reklam Sponsring Trailer
7	Classification1	<numeric>	Livsmedel	Classification of ads according to MMS official ad classification scheme.	
8	Classification2	<numeric>	Dryck	Classification of ads according to MMS official ad classification scheme.	
9	Classification3	<numeric>	Kaffe	Classification of ads according to MMS official ad classification scheme.	
10	Length	<numeric>	10	Length of ad in seconds.	