

MMS specification of Nielsen data feed to customers PROD

Version 1.0

2022-06-30

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

1. Content

#	Attribute Name	Format	Example Value	Header name in file	Comment
1	Site	<alpha-numeric> or <numeric>	1001029	mms_clnr	Site. 1001029=TV4
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	Version of movie player
4	Platform	<alpha-numeric>	Mobile	Platform	Mobile Tablet Computer Big Screen
5	Device	<alpha-numeric>	Samsung	Device type	
6	User agent	<alpha-numeric>		agent	
7	Content ID	<alpha-numeric>		mms_tid	Content: Content ID
8	Film code	<alpha-numeric>		mms_customadid	Will be NULL for content file.
9	Country	<alpha-numeric>	swe	Country	Traffic originated from country.

#	Attribute Name	Format	Example Value	Header name in file	Comment
10	Region City	<alpha-numeric>	stockholm	Region	
11	Cookie	<alpha-numeric>		ns_vid	Hashed and salted value.
12	Advertiser ID	<alpha-numeric>		mms_deviceid	Will be NULL for content and ad file.
13	Mediaplayer	<alpha-numeric>	HTML5, JW Player	ns_st_mp	
14	Session- ID	<numeric>		ns_st_id	
15	Episode name	<alpha-numeric>		ns_st_ep	
16	Program name	<alpha-numeric>		ns_st_pr	
17	Auto start	<alpha-numeric>	yes/no	mms_auto	
18	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
19	Starts	<numeric>		Starts	Number of content starts.
20	Duration/Time spent	<numeric>	21,035	Playing Time	In seconds
21	Completion	<numeric>		Completions	
22	Ad Type	<alpha-numeric>		ns_st_ad	Will be NULL for content file.

#	Attribute Name	Format	Example Value	Header name in file	Comment
23	Browser name	<alpha-numeric>	Chrome	browser_name	
24	SDK Version	<alpha-numeric>	7.0.0.618	ns_st_sv	SDK version.
25	Browser Version	<alpha-numeric>	22.0.4430	browser_version	
26	OS Name	<alpha-numeric>	iOS	os_name	
27	OS Version	<alpha-numeric>	iOS15_4_1	os_version	
28	Title - Playlist			ns_st_pl	Will be NULL for content and ad file.
29	Live Flag		0	ns_st_li	Live flag.
30	Clip Length	<numeric>	1534	ns_st_cl	Length of video in seconds.
31	Premium	<alpha-numeric>	no	premium	
32	Unique Playing Time	<numeric>		playing_time_unique	Unique playing time of viewing sessions. Minus rewinded sections.
33	Programmatic	<alpha-numeric>		programmatic	Will be NULL for content file.
34	Thirdparty Sales	<alpha-numeric>		thirdparty_sales	Will be NULL for content file.
35	Placement of AD	<alpha-numeric>		ad_placement	

#	Attribute Name	Format	Example Value	Header name in file	Comment
36	Device model	<alpha-numeric>	Galaxy S10	device_model	
37	MMS Origin	<alpha-numeric>		mms_origin	Will be NULL for content file.
38	Position of END	<numeric>		end_player_position	
39	MMS FPC	<alpha-numeric>		mms_fpc	First Party Cookie. Hashed and salted value.
40	URL	<alpha-numeric>	https://dif.se	url	
41	File Date	<alpha-numeric>	20220419	file_date	
42	App ID	<alpha-numeric>		app_id	Unique ID of player.
43	Site	<alpha-numeric>	TY4 Play	site	
44	Nielsen UAID	<alpha-numeric>		nielsen_uid	User Association ID. UAID ties together all Session IDs of one viewing session on one channel universe.
45	File Type	<alpha-numeric>	PROD		MMS internal
46	User ID	<alpha-numeric>		user_id	Hashed and salted value.

2. Ad

#	Attribute Name	Format	Example Value	Header name in file	Comment
1	Site	<alpha-numeric> or <numeric>	1001029	mms_clnr	Site. 1001029=TV4
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	Version of movie player
4	Platform	<alpha-numeric>	Mobile	Platform	Mobile Tablet Computer Big Screen
5	Device Type	<alpha-numeric>	Samsung	Device	
6	User agent	<alpha-numeric>		agent	
7	Content ID	<alpha-numeric>		mms_tid	Content: Content ID
8	Film code	<alpha-numeric>	S1VBCC1501	mms_customadid	
9	Country	<alpha-numeric>	swe	Country	Traffic originated from country.
10	Region City	<alpha-numeric>	stockholm	Region	
11	Cookie	<alpha-numeric>		ns_vid	Hashed and salted value.
12	Advertiser ID	<alpha-numeric>		mms_deviceid	Will be NULL for content and ad file.

#	Attribute Name	Format	Example Value	Header name in file	Comment
13	Mediaplayer	<alpha-numeric>	HTML5, JW Player	ns_st_mp	
14	Session- ID	<numeric>		ns_st_id	
15	Episode name	<alpha-numeric>		ns_st_ep	
16	Program name	<alpha-numeric>		ns_st_pr	
17	Auto start	<alpha-numeric>	yes/no	mms_auto	
18	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
19	Starts	<numeric>		Starts	Number of commercial impressions.
20	Duration/Time spent	<numeric>	21,035	Playing Time	In seconds
21	Completion	<numeric>		Completions	
22	Ad Type	<alpha-numeric>	midroll	ns_st_ad	Ad type.
23	Browser name	<alpha-numeric>	Chrome	browser_name	
24	SDK Version	<alpha-numeric>	7.0.0.618	ns_st_sv	SDK version
25	Browser Version	<alpha-numeric>	22.0.4430	browser_version	

#	Attribute Name	Format	Example Value	Header name in file	Comment
26	OS Name	<alpha-numeric>	iOS	os_name	
27	OS Version	<alpha-numeric>	iOS15_4_1	os_version	
28	Title - Playlist			ns_st_pl	Will be NULL for content and ad file.
29	Live Flag		0	ns_st_li	Live flag.
30	Clip Length	<numeric>	1534	ns_st_cl	Length of video in seconds.
31	Premium	<alpha-numeric>	no	premium	
32	Unique Playing Time	<numeric>		playing_time_unique	Unique playing time of viewing sessions. Minus rewinded sections.
33	Programmatic	<alpha-numeric>	yes	programmatic	Yes No
34	Thirdparty Sales	<alpha-numeric>	no	thirdparty_sales	Yes No
35	Placement of AD	<alpha-numeric>		ad_placement	
36	Device model	<alpha-numeric>	Galaxy S10	device_model	
37	MMS Origin	<alpha-numeric>	videoplaza	mms_origin	Origin of ad.
38	Position of END	<numeric>		end_player_position	

#	Attribute Name	Format	Example Value	Header name in file	Comment
39	MMS FPC	<alpha-numeric>	<input type="text"/>	mms_fpc	First Party Cookie. Hashed and salted value.
40	URL	<alpha-numeric>	<input type="text" value="https://dif.se"/>	url	
41	File Date	<alpha-numeric>	<input type="text" value="20220419"/>	file_date	
42	App ID	<alpha-numeric>	<input type="text"/>	app_id	Unique ID of player.
43	Site	<alpha-numeric>	<input type="text" value="TY4 Play"/>	site	
44	Nielsen UAID	<alpha-numeric>	<input type="text"/>	nielsen_uaid	User Association ID. UAID ties together all Session IDs of one viewing session on one channel universe.
45	File Type	<alpha-numeric>	<input type="text" value="PROD"/>		MMS internal
46	User ID	<alpha-numeric>	<input type="text"/>	user_id	Hashed and salted value.