



MMS SPOT log file specification

File type; ASCII file sent to MMS, as text file with the name KPYYMMDD.XXX where YYMMDD stands for year-month-day, e.g. 15061, and XXX is the file extension as well as the code that represents the channel and is provided by MMS.

Spot Log File LAYOUT

Field	Field name	Offset	Length	Content
1	Channel Code	1	3	Three letters provided by MMS
2	Block number	4	3	001-999
3	Spot number	7	3	001-999
4	Start date	10	6	YYMMDD
5	Start time	16	6	HHMMSS Note that MMS TV-day runs from 020000-255959, start times like 26, 27 or 00 is not valid.
6	Spot duration	22	3	001-999 (sec)
7	Filmkod* (copy code)	25	15	Filmkod/copy code generated from a system that is approved by MMS/Swedish Media industry, currently Adtoox and Adstream Left aligned, blank filled
8	Spot type	40	1	S for Spot T for Trailer B for Billboard (spons)
9	Block type (position)	41	1	S for Start C for Center E for End
10	Advertiser*	42	30	Name of Advertiser
11	Media Agency	72	30	Name of Media/Commercial Agency
12	Product	102	30	Name of product, for example BIRDMAN
13	Product type/genre	132	30	Optional text that describes the product, example Cinema
14	Channel reference	162	20	Optional text/Channels reference

* A TV channel that report both Swedish and international advertising must notify MMS and follow specific rules and instructions communicated by MMS. Filmkod/Copy Code and information on the advertiser's field determines how MMS production system interprets the contents of the spot log file.

A spot log with both Swedish and international spots:

- a Swedish spot: must have a Swedish filmkod/copy code, generated by an operator approved by the MMS and the industry (today Adtoox/ADstrem), and also the marking SW- in the beginning of the advertiser's field
- an international spot: is not allowed to have a Swedish filmkod/copy code and is not allowed to have the SW- in the beginning of the advertiser's field
- an international spot passes thru MMS system and it's copy code will be reported back to the customer with "International" as Product, Advertiser and Media Agency