

**Attribution Service**

**Specification for**

**Daily Product Data**

**Attribution 2002/ EXP01/ Version 1.0**

# INTRODUCTION

This document describes the data content of the Daily Product Data file.

The Daily Product Data file reports Attribution data matched to unique commercial numbers that are new to the Attribution database. The export does not contain information for all commercials transmitted in a single day.

This document also contains:

* File specification for the Daily Product Data file
* General information about the file
* A description of the file delivery schedule and available transfer methods

# FILE CONTENTS

The file contains three record types.

|  |  |  |
| --- | --- | --- |
| Header record   | -  | one record per file  |
| Data records   | -  | one set for each commercial number  |
| Trailer record  | -  | one record per file  |

# FILE SEQUENCE

* Record Type
* Commercial Number - Match Group
* Date of transmission - Buying Agency Code
* Provisional Buying Agency Name
* Advertiser Code
* Provisional Advertiser Name
* Holding Company Code
* Provisional Holding Company Name
* Product Code
* Product Name
* Provisional Nielsen Category Code
* Clearcast Telephone Number
* Clearcast Copy Title
* Spot Length
* Clearcast Web Address

\*Please note that all attribution will be confirmed with the issue of the Weekly Attribution Data file.

**Record Length - 290**

# FILE SPECIFICATION

|  |  |  |
| --- | --- | --- |
| **Daily Product Data File Header Record**  |  |  |
| Position  | Length  | Description  | Field Type  | Range  |
| 1  | 2  | Record Type  | N  | 01  |
| 3  | 4  | Record Length  | N  | 290  |
| 7  | 8  | Date of Transmission  | N  | YYYYMMDD  |
| 15  | 8  | File Creation Date  | N  | YYYYMMDD  |
| 23  | 6  | File Creation Time  | N  | HHMMSS  |
| 29  | 8  | File Type  | A  | EXP01V01  |
| 37  | 3  | File Version  | N  | 0-999  |
| 40  | 14  | File Name  | A  | ADYYYYMMDD.XXX  |
| 54  | 237  | Blank  | N  | Padding  |

**Daily Product Data File Header Record Description**

**Record Length**

This is the total number of characters to be found in each record. Record Types are padded at the end to ensure that each record has the same number of characters.

**Date of Transmission**

The transmissions date of data on the file. This reflects the BARB Reporting Day that runs from 06:00 to 29:59 (05:59 the following day).

**File Creation Date**

This is the date that the file was created.

**File Creation Time**

This is the time that the file was created.

**File Type**

This indicates that the file is an Attribution Export. The name corresponds to the file specification and version number of this document. The File Type for the first version of the Daily Product Data file specification is: EXP01V01.

**File Version**

A number indicating the format version of the file issued. The first version of the Daily Product Data file format is 001.

**File Name**

The file name follows the format ADYYYYMMDD.XXX where:

AD denotes a daily attribution data file

YYYY is the year of the transmission reported on the file
MM is the month of the transmission reported on the file
DD is the day of the transmission reported on the file

The suffix \*.XXX indicates the company specific file extension.

**Blank**

This allows padding spaces to the longest record length, to ensure that all records are the same length regardless of data record type.

|  |  |  |
| --- | --- | --- |
| **Daily Product File Data Records**  |  |  |
| Position  | Length  | Description  | Field Type  | Range  |
| 1  | 2  | Record type  | N  | 02  |
| 3  | 15  | Commercial Number  | A  | AAAAAAANNNNNN  |
| 18  | 3  | Match Group  | N  | 000 - 006  |
| 21  | 8  | Date of transmission  | N  | YYYYMMDD  |
| 29  | 7  | Buying Agency Code  | A  | B000001  |
| 36  | 20  | Provisional Buying Agency Name  | A  |   |
| 56  | 7  | Advertiser Code  | A  | A000001  |
| 63  | 20  | Provisional Advertiser Name  | A  |   |
| 83  | 7  | Holding Company Code  | A  | H000001  |
| 90  | 20  | Provisional Holding Company Name  | A  |   |
| 110  | 7  | Product Code  | A  | P100001  |
| 117  | 35  | Product Name  | A  |   |
| 152  | 6  | Provisional NMR Category Code  | N  | e.g. 020105  |
| 158  | 30  | Clearcast Telephone Number  | N  |   |
| 188  | 50  | Clearcast Commercial Title  | A  |   |
| 238  | 3  | Spot Length  | N  | Eg. 020  |
| 241  | 50  | Clearcast Web Address  | A  |   |

**Daily Product File Data Record Description**

**Commercial Number**

This is the 15-character commercial number supplied by the Broadcaster. Only forward slashes and embedded spaces are removed. The field is left justified.

Non-industry standard commercial numbers are also supplied for example: films that have been locally cleared; or commercials created by Broadcasters such as CNBC, Eurosport and MTV.

**Match Group**

Match Groups were introduced because airtime booked and transmitted in different areas using exactly the same copy may carry different advertiser and agency attribution. Booking areas are outlined in the table below.

|  |  |
| --- | --- |
| **Match Groups**  |  |
| **Code**  | **Description**  |
| 000  | England, Scotland and Wales  |
| 003  | Ulster - UK Broadcast sales houses  |
| 004  | Republic of Ireland - UK Broadcast sales houses  |
| 005  | Pan-European  |
| 006  | Ulster/ROI - Republic of Ireland Broadcast sales houses  |

 **Date of Transmission**

This is the date of transmission reported on the file for each commercial. This reflects the BARB Reporting Day that runs from 06:00 to 29:59 (05:59 the following day).

**Provisional Attribution Names**

Provisional buying agency, advertiser and holding company attribution is assigned to all new commercials. An automatic routine selects the attribution from names supplied by Broadcast sales houses.

Please note that buying agency, advertiser and holding company names are not checked and verified by the Attribution service during the daily processing. All name records are standardised and confirmed as part of the weekly processing routine.

**Attribution Code**

This is a unique 7-character code generated by the Attribution system. Attribution codes are prefixed with a letter to denote the name type (see table below), followed by a numeric code padded with leading zeros to fulfil the record length.

|  |  |
| --- | --- |
| Name Type  | Attribution Code  |
| Advertiser  | A000001  |
| Buying agency  | B000002  |
| Holding company  | H000003  |
| Product  | P100000  |

**NOTES**

1. **Product Codes**

AGB Nielsen Media Research does not supply product codes as part of the Commercial Spot Data files. Standard product codes were introduced to the Attribution dataset from 1st January 2002 to coincide with the commencement of the new BARB contract.

TNS UK, the previous BARB contractor, created product codes within the following range:

000001-099999. To avoid clashes with TNS codes, Attribution product codes start from 100000.

1. **No Codes**

Please note that a number of records will appear without a standard code on the Daily Product Data file. This is because new buying agency, advertiser and holding company standard master names may not be created by Attribution Administrators until later in the week.

'No codes' will appear on the file as ‘999999’ prefixed with the Name Type, for example:

A999999

**Product Name**

This is a 35-character product name collected from Broadcast inbound files. Product names are standardised by the Attribution service on a daily basis.

**Provisional NMR Category Code**

This is a provisional 6-character Nielsen Media Research category code supplied by Broadcast Sales Houses. Not all Broadcasters hold NMR codes on their airtime sales systems; where a code has not been supplied '999999' is used to indicate 'No code'. NMR category code attribution is confirmed as part of the Weekly Attribution Data file.

Nielsen category code data is only supplied to current Nielsen Media Research subscribers, or companies who have prior written agreement from Nielsen to receive the data.

**Clearcast Commercial Title**

This is a description of the commercial as inputted by Clearcast. If the commercial number provided is not identified from the Clearcast VTR database this field is populated with 'N/A'.

Similarly, if Clearcast has not included a commercial title then the field is also listed as 'N/A'.

**Clearcast Telephone Number**

This is the telephone number that appears in a commercial. The information is inputted by Clearcast from the commercial script. If no record is available the field is populated with 'N/A'.

**Commercial Spot Length**

This is the 3-character code indicating the duration of the commercial provided by Clearcast. If the spot length is not known then this field is populated with N/A.

**Clearcast Web Address**

This is the web address that appears in a commercial, the information is supplied by Clearcast. If no record is available the field is populated with 'N/A'.

|  |  |  |
| --- | --- | --- |
| Daily Product Data File Trailer Record  |  |  |
| Position  | Length  | Description  | Field Type  | Range  |
| 1  | 2  | Record Type  | N  | 99  |
| 3  | 7  | Record Count  | N  |   |
| 10  | 281  | Blank  | N  | Padding  |

**Daily Product Data File Trailer Record Description**

**Record count**

The trailer record contains a count of the number of records that precede it on the file. The count includes the header record but not the trailer record.

**Blank**

This allows padding spaces to the longest record length, to ensure that all records are the same length regardless of data record type.

# FILE FORMATS

Subscribers can choose to receive files in three different formats:

* Fixed Width
* HTML
* XML

# FILE DELIVERY SCHEDULE

|  |  |
| --- | --- |
| **Daily Product Data file TX Day**  | **File to be issued by:**  |
| Monday  | 6.00pm on Tuesday  |
| Tuesday  | 6.00pm on Wednesday  |
| Wednesday  | 6.00pm on Thursday  |
| Thursday  | 6.00pm on Friday  |
| Friday, Saturday & Sunday\*  | 6.00pm on Monday  |

\*Following a Bank Holiday, weekend data is supplied on the Tuesday following transmission along with the file for Monday.

# FILE TRANSFER

|  |  |
| --- | --- |
| Automatic Email    | Files are sent to a single email recipient (exports can be delivered to multiple recipients via a mailing group set up by a subscriber).  |
| FTP collection   | Files can be downloaded from ftp.attributions.net  |
|    | FTP logins are distributed to subscribers to access company folders on the Attribution FTP site.  |
|     | **PLEASE NOTE:** company folders only store 2-months worth of data.  |
| attributions.net  | Files can also be downloaded from www.attributions.net  |
|   |   |
|   | To enable this service, please register with the website and contact attributions@imdplc.com to request the ‘View Files’ function for your account.  |

# VERSION CONTROL

Below is a list of changes to the specification document.

|  |  |  |
| --- | --- | --- |
| **Version**  | **Date**  | **Description of Change**  |
| 1.0  | 31/10/2001  | First Version  |
|   | 12/04/2002  | Explanations for Match Group 001 & 002, and new Match Groups 004 and 005 added.  |
|   | 21/06/2004  | Clarified options for file delivery and collection methods.  |
|   | 26/09/2005  | Clarified commercial number editing in field description  |
|   | 02/01/2006  | Match Group 6 added to the file for bookings by Irish Broadcasters transmitting in Ulster and ROI.  |
|   | 02/01/2008  | Specification re-branded from TV Eye to Clearcast. All references to the BACC updated to Clearcast. General revisions made.  |