

**Attribution Service**

**Specification for**

**NMR Category Code Master**

**Attribution 2002/ EXP05/ Version 1.0**

# INTRODUCTION

The NMR Category Code Master file contains a list of Level 1, Level 2 and Level 3 Codes alongside their category descriptions.

A copy of the NMR Category Code Master file is distributed at the beginning of each month even if no changes have been applied. There is no date contained in the file name as it is intended that the file overwrite with each subsequent export.

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

# FILE CONTENTS

The file contains three record types:

 Header record - one record per file

 Data records - one for each NMR category code

 Trailer record - one record per file

# FILE SEQUENCE

* Record Type
* NMR Category Code
* NMR Category Description

 Records are sorted by NMR Category Level 1, Level 2 and Level 3.

**Record Length - 58**

# FILE SPECIFICATION

|  |  |
| --- | --- |
| NMR Category Code Master File Header Record  |  |
| Position  | Length  | Description  | Field Type  | Range  |
| 1  | 2  | Record Type  | N  | 01  |
| 3  | 4  | Record Length  | N  | 58  |
| 7  | 8  | File Creation Date  | N  | YYYYMMDD  |
| 15  | 6  | File Creation Time  | N  | HHMMSS  |
| 21  | 8  | File Type  | A  | EXP05V01  |
| 29  | 3  | File Version  | N  | 0-999  |
| 32  | 16  | Filename  | A  | mms\_codes.att  |
| 48  | 11  | Blank  | N  | Padding  |

**NMR Category Master File Header Record Description**

**Record Length**

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

**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 NMR Category Master file specification is: EXP05V01.

**File Version**

A number indicating the format version of the file issued. The fist version of the NMR Category Master file format is 001.

**File Name**

The file name is mms\_codes.att

The file name does not contain a date as it is intended that the file overwrite with each subsequent export.

**Blank**

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

|  |  |  |
| --- | --- | --- |
| NMR Category Code Master File Data Records  |  |  |
| Position  | Length  | Description  | Field Type  | Range  |
| 1  | 2  | Record type  | N  | 02  |
| 3  | 6  | NMR Category Code  | N  | e.g. 02, 0201, 020105  |
| 9  | 50  | NMR Category Code Description  | A  |   |

**NMR Category Master File Data Record Description**

**NMR Code**

This field contains Level 1, Level 2 and Level 3 NMR category codes. NMR category codes are prefixed with zero on import into the Attribution database and are provided to Attribution subscribers as outlined in the example below.

|  |  |  |  |
| --- | --- | --- | --- |
| NMR Category Level  | NMR Category Description  | NMR Code  | Export Format  |
| Level 1  | FOOD  | 2  | 02  |
| Level 2  | BAKERY GOODS  | 2.1  | 0201  |
| Level 3  | BISCUITS  | 2.1.5  | 020105  |

**NMR Category Code Description**

This is the NMR category description provided for Level 1, Level 2 and Level 3 codes as illustrated in the example above.

|  |  |  |
| --- | --- | --- |
| NMR Category Code Master File Trailer Record  |  |  |
| Position  | Length  | Description  | Field  | Range  |
| 1  | 2  | Record Type  | Type N  | 99  |
| 3  | 7  | Record Count  | N  |   |
| 10  | 50  | Blank  | N  | Padding  |

**NMR Category Master 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 type.

# FILE DELIVERY SCHEDULE

The NMR Category Code Master file is delivered at the beginning of each month, subject to delivery by Nielsen Media Research.

# FILE TRANSFER

|  |  |
| --- | --- |
| Email   | Files are sent via email, and can be delivered to multiple recipients.  |
| FTP collection   | Files can also 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    | 13/03/2002  | First Version  |
| 17/01/2003  | Updated company name from MMS (Media Monitoring Services) to NMR (Nielsen Media Research)  |
| 02/01/2008  | Specification re-branded from TV Eye to Clearcast. File sequence and record length added at page 2. Field descriptions and an example of NMR Category Levels added to the specification.  |