



Centre d'Information sur les Médias A.S.B.L.  
Centrum voor Informatie over de Media v.z.w.

## **CIM TV Time logging**




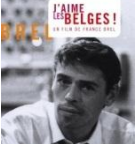


### **Rules for coding program titles**

Version5 – 30/07/2012

- V1: Draft version SPS – Checked with Nielsen
- V2: Draft version to be discussed with Technical Committee
- V3: Draft version with remarks of Technical Committee
- V4: Draft version with first remarks from Nielsen
- V5: Draft version SPS – approved by Technical Committee 10/08/2012

**The new coding rules apply to new programs as of 1/1/2013. Existing titles will not be changed!**


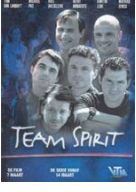


General rule: **what you see, is what you code!** Nielsen codes the program titles as they appear on the screen.


	Current rule	Example	Coded	Comment/Correction	Proposition new rule
	<b>General rules</b>				
	Always code in <b>upper-case</b>	The Voice van Vlaanderen 	THE VOICE VAN VLAANDEREN	<i>Correct</i>	Always code in <b>upper-case</b>
	<b>Accent marks</b> are <b>not</b> coded	Questions à la Une 	QUESTIONS A LA UNE	<i>Correct</i>	<b>Accent marks</b> are <b>not</b> coded
	Other <b>punctuation marks</b> are coded e.g. @ ! ? . ' & , / \$ %	W@=D@  J'aime les Belges! 	W@=D@ J'AIME LES BELGES!	<i>Correct</i>	Other <b>punctuation marks</b> are coded
	<b>Articles</b> not always coded	De Laatste Show  Het Nieuws 	DE LAATSTE SHOW NIEUWS 19U VTM	<i>Correct</i> <i>Broadcasters which to maintain the current coding for their news broadcasts.</i>	<b>Always code articles</b> , following general rule "as seen on screen" <b>Exception: there will be no changes in titles for news programs!!</b>

	<p>Time and/or channel can be added for <b>programs with high frequency</b> (e.g. news broadcasts, with several broadcasts a day)</p>	<p>Het Nieuws </p>	<p>NIEUWS 19U VTM</p>	<p><i>Broadcasters which to maintain the current coding for their news broadcasts.</i></p>	<p>Time and/or channel can be added for <b>programs with high frequency</b></p> <p>Exception: there will be <b>no changes</b> in titles for <b>news programs!!</b></p>
		<p>Het Journaal </p>	<p>HET 7 UUR-JOURNAAL</p>		
		<p>Le journal de 19h </p>	<p>LE JOURNAL DE 19 HEURES</p>		
		<p>JT 19h30 </p>	<p>LE 19.30</p>		
<b>Subtitles</b>					
	<p><b>Subtitles</b> not always coded</p>	<p>Vranckx  Panorama  Mijn moeder  Mijn vader </p>	<p>VRANCKX  PANORAMA – BLOEDANTIEK  MIJN MOEDER – RUDI VRANCKX  MIJN VADER (1/10)</p>	<p><i>No clear rule when to use subtitle or not, nor for episode no.</i></p>	<p>Code <b>main title</b>, following general rule “as seen on screen”</p> <p>The <b>subtitle</b> can be coded in a separate field if provided by broadcaster.</p> <p>The <b>episode no.</b> can be coded in a separate field if provided by broadcaster in ‘BR-file’.</p>
		<p>Big Brother </p>	<p>BIG BROTHER BIG BROTHER – FINALE BIG BROTHER - KICK OFF BIG BROTHER - LIVE STREAM BIG BROTHER – SPECIAL</p>	<p><i>No clear rule when to use subtitle or not.</i></p>	<p>Distinction is made between main title, subtitle &amp; episode no. in HOR file and software:</p>

		<p>Nouvelle Star</p>  <p>Sterren op de dansvloer</p> 	<p>NOUVELLE STAR – BACKSTAGE NOUVELLE STAR - QUAND LE JURY SE LACHE</p> <p>STERREN OP DE DANSVLOER STERREN OP DE DANSVLOER - FOLLOW UP STERREN OP DE DANSVLOER - WARMING UP</p>		
	<p><b>News flashes</b> sometimes coded with mention of special occasion.</p>	<p>Extra Journaal</p>  <p>Edition Spéciale</p> 	<p>EXTRA JOURNAAL - AANSLAG IN LUIK</p> <p>EDITION SPECIALE - ATTENTAT A LIEGE</p>	<p><i>Useful to always mention special occasion.</i></p>	<p>For <b>news flashes</b> always code subtitle with mention of special occasion in separate subtitle field.</p>

Special additions to main title				
<p><b>Programs with several episodes</b> (e.g. series and documentary series) are coded with a special mention (1/7), to indicate the episode in the series</p>	<p>Op stap met dinosauriërs</p>  <p>Hustle</p>  <p>Van vlees en bloed</p> 	<p>OP STAP MET DINOSAURIERS (1/7)</p> <p>HUSTLE (4/6)</p> <p>VAN VLEES EN BLOED</p>	<p><i>Info on episode numbers does not belong in title.</i></p>	<p>Code <b>main title</b>, following general rule “as seen on screen”</p> <p>The <b>episode n°</b>. can be coded in the separate field ‘EpisodeNo’ if provided by broadcaster in ‘BR-file’.</p> <p><i>Different from parts of one program with commercial breaks (Part 1/4, Part 3/4)</i></p>
<p><b>Rebroadcasted programs</b> (reruns) are coded with a special mention (HERH.) in Dutch and (REDIFF.) in French, if the rebroadcast is within 15 days after the initial broadcast</p>		<p>DAGELIJKSE KOST (HERH.)</p> <p>AU QUOTIDIEN (REDIFF.)</p>	<p><i>Info on rerun does not belong in title.</i></p>	<p>Code <b>main title</b>, following general rule “as seen on screen”</p> <p>If <b>rerun (within 15 days)</b>: flag in separate field ‘Repeat’.</p>
<p><b>Programs at the beginning of the day</b> (2 AM) are coded with a special mention (VERVOLG 2 UUR) in Dutch and (SUITE 2H) in French, if the program started the day before</p>		<p>ESTHER (SUITE 2H)</p> <p>DR. PHIL (VERVOLG 2 UUR)</p> <p>LOOP 2 (VERVOLG 3 UUR)</p>	<p><i>When changing from summer to winter time, (VERVOLG 3 UUR) in Dutch and (SUITE 3H) in French are used.</i></p> <p><i>Info does not belong in title.</i></p>	<p>Code <b>main title</b>, following general rule “as seen on screen”</p> <p>If <b>continuation</b>: flag in separate field ‘Suite/Vervolg’.</p>

<p><b>Summaries of a program</b> (usually sports or concerts) are coded with a special mention (S.) in Dutch and (R.) in French, which stands for 'samenvatting' or 'résumé'</p>		<p>VB. C3 UEFA 1/4F (S.) KONINGIN ELISABETH WEDSTRIJD (S.) EUROVISIE SONGFESTIVAL (S.)</p> <p>FOOT. C3 UEFA 1/4F (R.) TENNIS. LIEGE (R.) LA NUIT DES CESARS (R.)</p>	<p><i>Summaries of a program are different from the original program and should therefore have another title.</i></p>	<p>Code <b>main title</b>, following general rule "as seen on screen"</p> <p>If <b>summary</b>: add (S.) in main title.</p>
<p><b>Different programs with the same title</b> are distinguished by adding a special mention before the title: CARTOON. SERIE. FILM. TV-FILM. DOCU.</p>	<p>Team Spirit</p>  <p>Team Spirit</p> 	<p>TEAM SPIRIT</p> <p>SERIE. TEAM SPIRIT</p>	<p><i>If two or more programs have the same title but a different format, the typology can be used to make the distinction.</i></p>	<p>Code <b>main title</b>, following general rule "as seen on screen"</p> <p>If <b>same title and different format</b>: use typology as a filter.</p>
	<p>Black Widow</p>  <p>Black Widow</p> 	<p>BLACK WIDOW</p> <p>FILM. BLACK WIDOW</p>	<p><i>If two or more programs have the same title and the same format, the production year could be added to make the distinction.</i></p>	<p>Code <b>main title</b>, following general rule "as seen on screen"</p> <p>If <b>same title and format</b>: add production year in main title, e.g. (2000).</p>

	<p><b>Programs on French speaking channels</b> are coded with a special mention (V.O.), which stands for 'Version Originale', if it is not dubbed in French.</p>	<p>Arrête-moi si tu peux              Catch Me If You Can  </p>	<p>ARRETE-MOI SI TU PEUX (V.O.)             CATCH ME IF YOU CAN</p>		<p>For programs on French speaking channels:             Code <b>main title</b>, following general rule "as seen on screen"             If <b>not dubbed</b>: add special mention (V.O.).</p>
		<p>The Passion of the Christ  </p>	<p>THE PASSION OF THE CHRIST (V.O.)</p>		
	<p><b>Premières on BE1</b> are coded with a special mention (PREM.), if the program (usually a movie) is broadcasted for the first time</p>	<p>Bienvenue chez les Ch'tis  </p>	<p>BIENVENUE CHEZ LES CH'TIS (PREM.)</p>	<p><i>Specific for the French speaking pay channel BE1.            Information is provided by channel in program before</i></p>	<p>Code <b>main title</b>, following general rule "as seen on screen"             No more exceptions for premières.</p>



	<b>Program announcements</b> are coded with a special mention (PROGRAMMA AANKONDIGING) in Dutch or (ANNONCE PROGRAMME) in French		PROGRAMMA AANKONDIGING ANNONCE PROGRAMME	<i>Program starts after announcement.</i>	Code (PROGRAMMA AANKONDIGING) in Dutch or (ANNONCE PROGRAMME) in French in <b>main title</b>  Also in typology (format 71)
	<b>Program overviews</b> are coded with a special mention (AGENDA) in Dutch and in French		AGENDA	<i>Also found 'ZENDER AANKLEDING' =&gt; mistake?</i>	Code (AGENDA) in <b>main title</b>  Also in typology (format 72)
	<b>Program trailers</b> are coded with a special mention (PROMO - <i>Name program</i> )		PROMO - 'ALLO 'ALLO! PROMO – ZODIAC	<i>PROMO=promotion/trailer for program on other day/hour</i>	Code <b>main title</b> , following general rule “as seen on screen”  Promo can be filtered via typology (format 73)
	<b>Programs announced by announcers</b> are coded with a special mention (OMROEPSTER) in Dutch and (SPEAKERINE) in French		OMROEPSTER SPEAKERINE  KETNET WRAPPER	<i>Announcers on KETNET (channel for child) are called Wrappers.</i>	Code (OMROEPSTER) in Dutch or (SPEAKERINE) in French in <b>main title</b>  Also in typology (format 74)  Exception for Wrappers on KETNET (KETNET WRAPPER)
	<b>Channel promotions</b> are coded with a special mention (ZENDER PROMOTIE) in Dutch and (PROMOTION DE LA CHAINE) in French		ZENDER PROMOTIE PROMOTION DE LA CHAINE		Code (ZENDER PROMOTIE) in Dutch or (PROMOTION DE LA CHAINE) in French in <b>main title</b>  Also in typology (format 75)
	<b>Channel identifications</b> are coded with a special mention (ZENDER AANKLEDING) in Dutch and (HABILLAGE D'ANTENNE) in French		ZENDER AANKLEDING HABILLAGE D'ANTENNE	<i>Other mentions: BEGIN UITZENDING/DEBUT DES EMISSIONS  PANCARTE/PANNEAU ATTENTE</i>	Code (ZENDER AANKLEDING) in Dutch or (HABILLAGE D'ANTENNE) in French in <b>main title</b>  If channel identification at start of broadcast day, code (BEGIN UITZENDING) in Dutch or (DEBUT DES EMISSIONS) in French in <b>main title</b>





					<p>If interruption in broadcast, code channel identification as (PANCARTE) in Dutch or (PANNEAU ATTENTE) in French in <b>main title</b></p> <p>Also in typology (format 76)</p>
<p>Programs in <b>air time granted to religious, political or other groups</b></p> <p>Only on Dutch speaking channels:  POLITIEKE TRIBUNE – <i>Program title</i> (Political)  DERDEN – <i>Program title</i> (Religious)  OPEN SCHERM – <i>Program title</i> (Other)</p>		<p>POLITIEKE TRIBUNE - CD&amp;V  DERDEN - LICHTPUNT  OPEN SCHERM - TELEVOX</p>	<p><i>Not consequently coded: sometimes only title, sometimes mention of origin</i></p>	<p>Code <b>main title</b>, following general rule “as seen on screen”</p> <p>Use typology (format 77 ‘Concession’) to make distinction.</p>	
<p><b>Disturbance or fault</b> in image and/or sound</p>		<p>STORING/PANNE  BEELDSTORING/PANNE  IMAGE  GELUIDSTORING/PANNE  SON  BEELD- EN  GELUIDSTORING/PANNE  IMAGE ET SON</p> <p>EEN OGENBLIKJE  ZO DADELIJK</p>	<p><i>Not consequently coded, makes it difficult to reject to analyze</i></p>	<p>Code (PANNE) in <b>main title</b></p>	
<p><b>Loops</b></p>			<p><i>Loops should only be called loops if the content is EXACTLY the same, if there is a small difference it’s a rerun/</i></p>	<p>Code <b>main title</b>, following general rule “as seen on screen”</p> <p>If <b>loop</b>: flag in separate field ‘LoopIndex’ (sequential loop number starting from 0).</p>	



Specific rules Sports				
<p>Coded following specific <b>syntax</b>:  <b>SPORT.</b>  <b>LEAGUE/TOURNAMENT/CHAMPIONSHIP</b>  <b>MATCH/GAME/STAGE</b>  <b>(COUNTRY/TEAM/PLAYER)</b></p> <p>With specific abbreviations for every sport discipline</p>	<p>Final at the FIFA World Cup</p> <p>Quarterfinal between Clijsters and Zvonareva at the Wimbledon Championships</p>	<p>VB. WK. FIN.            FOOT. CM. FIN.</p> <p>TENNIS. WIMBLEDON 1/4F            CLIJSTERS/ZVONAREVA</p>	<p><i>Broadcasters which to maintain the current coding for sports.</i></p>	<p>Coded following specific <b>syntax</b>:  <b>SPORT.</b>  <b>LEAGUE/TOURNAMENT/CHAMPIONSHIP</b>  <b>MATCH/GAME/STAGE</b>  <b>(COUNTRY/TEAM/PLAYER)</b></p> <p>With specific abbreviations for every sport discipline</p>
<p><b>SPORT: Football</b>            VB. (Dutch) / FOOT. (French)</p> <p><b>LEAGUE/TOURNAMENT/CHAMPIONSHIP</b>            Abbreviations for frequently appearing leagues, tournaments and championships:            BK./CHAMP.B. : Belgian Competition            BB./CB. : Belgian Cup            C1 UEFA/C1 UEFA: UEFA Champions League            C3 UEFA/C3 UEFA : UEFA Europa League            SUPER BB./SUPER CB. : Belgian Supercup            SUPER EB/SUPER CE. : UEFA Super Cup            EK./CHAMP.E. : UEFA European Football Championship            WK./CM. : FIFA World Cup            VRIEND./AMICAL. : Friendly matches</p> <p><b>MATCH/GAME/STAGE</b>            KWALIF./QUALIF. : Qualification            SCHIFT./ELIM. : Group stage            1/16F : 1/16 finals            1/8F : 1/8 finals            1/4F : 1/4 finals            1/2F : 1/2 finals            FIN. : Finals</p> <p><b>(COUNTRY/TEAM/PLAYER)</b>            COUNTRY/COUNTRY            TEAM/TEAM</p>	<p>UEFA Champions League, 1/8 finals between Bayern and Fiorentina</p>	<p>VB. C1 UEFA            1/8F: BAYERN/FIORENTINA            FOOT. C1 UEFA            1/8F: BAYERN/FIORENTINA</p>		<p>Keep rule</p>



<b>Rugby</b> RUGBY. (Dutch) RUGBY. (French)	Friendly match	RUGBY. AMICAL		Keep rule
<b>SPORT: Tennis</b> TENNIS. (Dutch) / TENNIS. (French)  <b>LEAGUE/TOURNAMENT/CHAMPIONSHIP</b> Frequently appearing leagues, tournaments and championships: AUSTRALIAN OPEN ROLAND GARROS US OPEN WIMBLEDON FED CUP DAVIS CUP  <b>MATCH/GAME/STAGE</b> 1/4F : 1/4 finals 1/2F : 1/2 finals FIN. : Finals  <b>(COUNTRY/TEAM/PLAYER)</b> If a Belgian player participates, the names are added, e.g. HENIN/IVANOVIC. If no Belgian player participates, an indication of men or woman is added: D. (addition for women) H. (addition for men)	French Open Men's final  French Open Women's final  French Open Women's final between Henin and Ivanovic	TENNIS. ROLAND GARROS FIN. H.  TENNIS. ROLAND GARROS FIN. D.  TENNIS. ROLAND GARROS FIN. HENIN/IVANOVIC		Keep rule
<b>Figure skating</b> KUNSTSCHAATSEN. (Dutch) PAT.ART. (French)	World championship figure skating Moskow  European championship figure skating Varsovie	KUNSTSCHAATSEN. WK. MOSKOU  PAT.ART. CHAMP.E. VARSOVIE		Keep rule



<b>Cycling</b> Mountainbike MOUNTAINBIKE. (Dutch) VTT. (French)  Cycle racing WIELRENNEN. (Dutch) CYCL. (French)  Cross-country VELDRIJDEN. (Dutch) CYCLO-CROSS. (French)		VELDRIJDEN. ASPER-GAVERE  CYCL. AMSTEL GOLD RACE		Keep rule
<b>Mecanic Sports</b>  KARTING. (Dutch) KARTING. (French)		KARTING. WK.  KARTING. CHAMP.M. MARIEMBOURG		Keep rule
<b>Athletics</b>  ATLETIEK. (Dutch) ATHLET. (French)  Cross-country VELDLOPEN. (Dutch) CROSS-COUNTRY. (French)		ATLETIEK. EK. INDOOR BIRMINGHAM ATHLET. CHAMP.E. BARCELONE  VELDLOPEN. HANNUIT CROSS-COUNTRY. HANNUIT		Keep rule
<b>Equestrianism</b>  PAARDENSPORT. (Dutch) HIPPI. (French)		PAARDENSPORT. JUMPING MECHELEN HIPPI. JUMPING MALINES		Keep rule
<b>Combat sports</b>  .... (Dutch) (no example) BOXE. (French)		BOXE. CHAMP.M.		Keep rule
<b>Basketball</b>  BASKET. (Dutch) BASKET. (French)		BASKET. BK. P.OFF FIN. OOSTENDE/BREE (S.)  BASKET. NBA ALL STAR GAME		Keep rule
<b>Volleyball</b>  VOLLEY. (Dutch)		VOLLEY. BK. MAASEIK/ROESELARE (S.)		Keep rule



<p>.... (French) (no example)</p> <p>Beach volleyball .... (Dutch) (no example) VOLLEY PLAGE. (French)</p>		VOLLEY PLAGE. BRESIL (R.)		
<p><b>Formula One</b></p> <p>F1. (Dutch) F1. (French)</p>		F1. GP. FRANKRIJK (S.) F1. GP. DE TURQUIE		Keep rule
<p><b>Auto racing (non F1)</b></p> <p>AUTO. (Dutch) AUTO. (French)</p>				Keep rule
<p><b>Moto racing</b></p> <p>MOTO. (Dutch) MOTO. (French)</p> <p>Motocross (off road) MOTORCROSS. (Dutch) MOTORCROSS. (French)</p>				Keep rule
<p><b>Other sports</b></p> <p>Hockey HOCKEY. (Dutch) HOCKEY. (French)</p> <p>Handball HANDBAL. (Dutch) .... (French) (no example)</p> <p>Gymnastics .... (Dutch) (no example) GYM. (French)</p> <p>Jogging .... (Dutch) (no example) JOGGING. (French)</p>				Keep rule



<p>Table tennis .... (Dutch) (no example) T.TABLE. (French)</p> <p>Catch .... (Dutch) (no example) CATCH. (French)</p> <p>American Football .... (Dutch) (no example) FOOT US. (French)</p>				
<p>The <b>Olympic Games</b> are coded with a special mention OS. in Dutch and JO. in French, followed by the sports discipline. In some cases a specification is added.</p>	<p>Athletics at the Olympic Games</p> <p>The 100m for men at the Olympic Games</p>	<p>OS. ATLETIEK. JO. ATHLET.</p> <p>OS. ATLETIEK. 100M H. JO. ATHLET. 100M H.</p>	<p><i>New typology does not mention Olympic games.</i></p>	<p>Keep rule</p>