

2. FORMAT DESCRIPTION ASRUN FILES

ASRUN files contain a correct timelog (exact broadcasted and not theoretical broadcast times) of programmes, selfpromotion and commercial spots and it completes the already existing reporting by the sales houses of the spot planning files.

Goal is to reproduce :

- 1) The time log of programmes, promo and breaks enriched by GfK with controlled title information, and with the CIM typology. Goal is to reproduce the actual 'HOR file' with the exception of 'split duration' information (split screen situation).
- 2) The spotlist, where the input (planning file) is controlled and the broadcast is validated. Goals is to reproduce the actual spotlist with the same specs.

These as run files are stored under the form of one file per day and per channel. Given the fact that TAM days are defined from 2h to 25h59, the asrun files should follow the same convention or at least cover the same time span.

In the start time field there are several formats you can use.

From conversations we understood that the UTC timestamp might be the easiest. We also prefer this format since this avoids confusion on night hours and winter and summer time.

If however, UTC is not possible for you we also accept the local time as long as there is no ambiguity between the early morning and late night times e.g 01:00:00 in the morning and 25:00:00 in the evening. The date we can either use from the file name or from the UTC timestamp.

Some possibilities are :

UTC formats:

yyyy-mm-dd mm:hh:ss

yyyy-mm-ddTmm:hh:ss

yyyy-mm-ddTmm:hh:ssZ

LocalTime formats (hh >= 02):

hh:mm:ss

The filename will be in the form arYYYYMMDD.CCC for the after broadcast file, where CCC is the channel abbreviation in three lower case characters and ar means after run. The date defines the broadcast day and not the creation date.

a. Comments

All filenames must be lower case!

The file will be UTF8 encoded.

We are expecting the semicolon as a delimiter. In case you will put semicolon in a title or any other field, you should use double quotes for this field. If not, the semicolon will be regarded as a delimiter and this would shift the file values.

b. Delivery rules

- Logs for broadcast days Friday, Saturday, Sunday to be sent on Monday. Or if possible in the weekend this is even better.
- Logs for broadcast days Monday –Thursday :

INPUT of as-run	Output HOR delivery
Before 7 AM D+1	10AM D+1
Before 10 AM D+1	1 PM D+1
After 10 AM D+1	10 AM D+2

For missing as-run files or late delivered as-run files a 'No Broadcast' content will be coded and only the breaks and spots will be visible in the output until the files are delivered.

c. File content

Name	Type	Length	Range	Definition	Mandatory
Channel	String	6		Channel CIM name.	Y
StartTime	Integer	6	UTC timestamp or local HHMMSS (020000 to 255959)	Start time of the event	Y
Duration	Integer	5		Duration of the event in seconds.	Y
Type	Char	1	A, B, or C	A for program, B for commercials and C for autopromo (trailer) If splitscreen (A+B), B prevails	Y
ProgramTitle	Char	60		Name of the program, autopromo or commercial spot	Y
SecondaryTitle	Char	60		Secondary title	N
BlockCode	String			Name of the commercial break	Y If type=B
FilmID	string			Code of the commercial, as indicated in the Planning (before) file of the sales house.	Y If type=B Should be identical to film ID in commercial planning

FirstCast	Char	1	Y or N	Is this the first time ever this is broadcasted	N
EpisodeID	Char	30	Alphanumeric	ID of the unique episode	Y If type = A
EpisodeName	Char	150		Name of the episode	N
SeasonID	Char	20	Alphanumeric	ID of the season	Y If type = A
SeasonName	Char	60		Name of the season	N
ParentSeriesID	Char	20	Alphanumeric	ID of the parent series	Y If type = A
ParentSeriesName	Char	60		Name of the parent series	Y If type = A
ProductionYear	Integer	4	YYYY		N

Correct logs with no transmission gaps or overlaps should be sent to GfK's SFTP site within the timeframes detailed above. Please note it is each broadcaster's responsibility to ensure logs are complete and correct. GfK does not manually correct logs and will request a revised log if issues are detected.

Please note that the first log posted will be processed. If a revised log is posted to the SFTP site, please notify GfK. Extra logs will not be handled automatically and are only to be used in rare cases. Extra charges can be asked.

2. WORKFLOW DMAT

a. Introduction

In order to make the validation of the broadcast of commercials more automatic, the spots will be routed to GfK by the saleshouses after coming from DMAT, the central point of delivery of spots in the Belgian advertising market. This way GfK will be able to receive the spot and generate the TVTID upfront of the broadcast.

A unique identifier (GUID) will be generated by DMAT and will be attached to the spot. This identifier also needs to be present in the planning (before) file of the saleshouses.

b. Workflow

The DMAT system will generate a GUID (Global Unique Identifier), a 128 bit text string that will be added to the metadata of each spot (XML file). Once the XML file and the video are received by the saleshouse they will immediately send them to GfK.

When saleshouses receive the spot and link it to the broadcast planning, this GUID needs to be inserted in the planning system, and added to the planning file, in addition to the FILMID. The FILMID must be communicated to the channels and be present in the As-Run (when advertising).

GfK will match the broadcasted spots and validate if the GUID of the spot corresponds with the GUID in the planning file. If this is not the case, GfK will provide feedback to the saleshouse to adapt the planning (after) file by means of a PRB file – as done today. Also, the planning after should contain this film ID and GUID.