Timelogging of linear TV

Delivery of As-runs for the production of 'horodatage' files – Technical specifications

3-1-2023

Timelogging for TV
Specification of the as-runs

Introduction

CIM wants to use the 'as-runs' provided by the channels to produce a valid time log to unlock the TAM TV viewing data and to use in the production of the spot list. This as-run information of programmes, auto-promotion and commercial spots completes the already existing reporting by the sales houses of the 'planning files'.
Goal is to reproduce:

1) The time log of programs, auto-promo and breaks enriched by Nielsen 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 spot list, were the input (planning file) is controlled and the broadcast is validated. Goals is to reproduce the actual spot list with the same specs.

This document describes the specifications of the 'as-run' information.

Filename

The time-log files or follow-ups are stored under the form of one file per day and per channel. Days are considered from 2:00-26:00 in Time logging so this should also be the case in the as-run files.
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. List of these names are known to the broadcasters today since they are the ones used in planning before and after.
• ar means after run
• YYYYMMDD date defines the broadcast day and not the creation date.
Filenames must be lower case!
The file will be UTF8 encoded.

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.

File content

Name	Type	Length	Range	Definition	Mandatory
Channel	String	6		Channel CIM name.	Y
Start Time	Integer	6	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
Program Title	Char	60		Name of the program, autopromo or commercial spot	Y
Secondary Title	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
First cast	Char	1	Y or N	Is this the first time ever this is broadcasted	Y If type=A
Episode ID	Char	30	Alphanumeric	ID of the unique episode	Y If type = A
Episode Name	Char	150		Name of the episode	N
Season ID	Char	20	Alphanumeric	ID of the season	N
Season Name	Char	60		Name of the season	N
Parent Series ID	Char	20	Alphanumeric	ID of the parent series	Y
Parent Series Name	Char	60		Name of the parent series	Y
Production year	Integer	4	YYYY		N

Correct logs with no transmission gaps or overlaps should be sent to Nielsen's SFTP site within the timeframes detailed above. A new folder structure will be created in due time towards the test period.
Please note it is each broadcaster's responsibility to ensure logs are complete and correct. Nielsen does not manually correct logs and will request a revised log if issues are detected.

Some notes to consider:
1. The first log posted will be processed. If a revised log is posted to the SFTP site, please notify Nielsen. Extra logs will not be handled automatically.
2. Infomercials and publireportages shall be coded with value 'A' for parameter 'Type'.

Validation of the broadcast of commercials

Workflow through DMAT system

Introduction

In order to make the validation of the broadcast of commercials more automatic, the spots will be routed to Nielsen by the saleshouses after coming from DMAT, the central point of delivery of spots in the Belgian advertising market.

This way Nielsen 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.

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.

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 (before) file, in addition to the FILMID. See specs of the planning files in annex.

The FILMID must be communicated to the channels and be present in the As-Run (when advertising).

Nielsen will match the broadcasted spots and validate if the GUID of the spot corresponds with the GUID in the planning (before) file. If this is not the case, Nielsen 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.

Note VIA is looking into a solution in case of internal production (spots not sent in via DMAT) to adapt the "connector" in order to generate a GUID as well.

Essential ID's in DMAT, Planning files and As-Runs
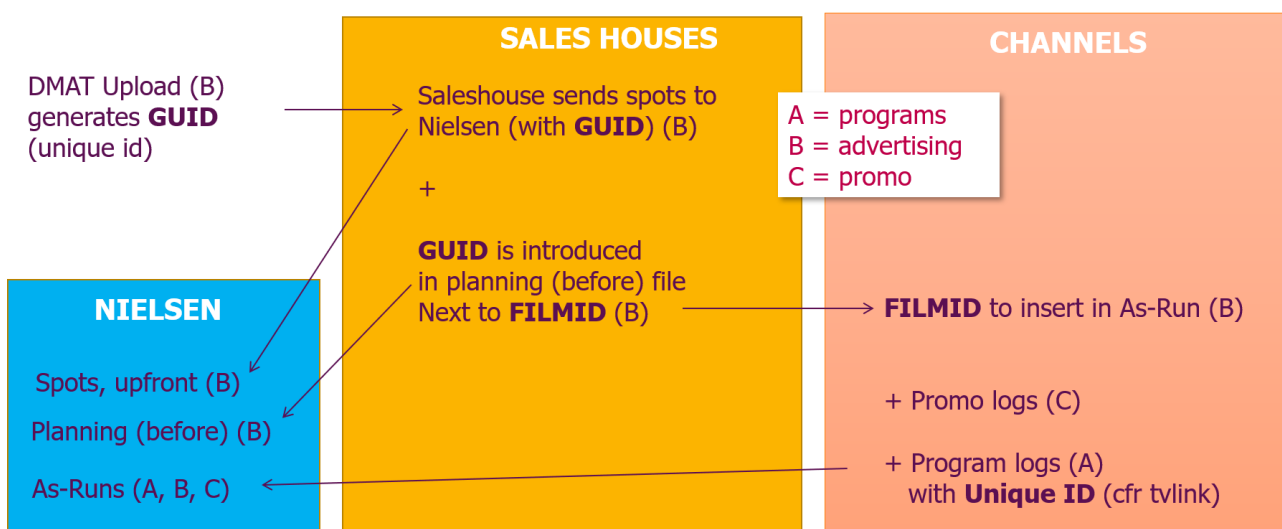
As-Runs, Planning files and DMAT

ROADMAP & INTAKE

The new system is "up and running" as from 01/01/2023.
Nielsen will start using As Run files 2 months after receipt of fully validated As Runs, with entrance on the first calendar of the next month.
Broadcasters who wish to switch need to inform Nielsen 6 months prior to entry.

CONTACT AND QUESTIONS

Questions for Nielsen can be addressed to :
Leopold Montaigu - leopold.montaigu@nielsen.com;
Robin Florin – robin.florin@nielsen.com.

Questions for CIM can be addressed to tv@cim.be.

From the side of VIA, question can be addressed to Wout Dockx – wout.dockx@viabelgium.media
An info session (or sessions) to respond to questions, or to discuss points can be set-up on demand.

Annex : Planning (before) files specs

Nr	Field	Description	Values range
1	Channel	Channel Name left justified	Characters. Mandatory
2	TheoreticalDay	Format YYYYMMDD	Integer. This is the planning day. Mandatory
3	TheoreticalHour	Theoretical Hour in format HHMMSS	Integer between 020000 and 295959. Please don't use hours like 010000 because it is misleading…use 250000 instead. Mandatory and should be the spot theoretical hour. This hour can be higher than 25h59'59" because it reflects your planning organisation.
4	TheoreticalDuration	Theoretical duration in seconds. This is the duration used to compute the price.	Integer. Mandatory
5	TechnicalDuration	Real duration of the spot on this media	Integer. If not present, is taken as equal to th. Duration.
6	BlockCode	Official block code used for the ratecards. This must be the same code as the one appearing in audimetric codes The block code must be unique in the day.	Maximum 6 characters. Mandatory
7	BlockType	This type should help make the difference between the official commercial blocks and other ones.	Only possible values are {COM, BB, OOBS, CAPB}. Mandatory
8	TariffName	This is the name of the ratecard used for this particular spot.	Only possible values are the following ones: {COM,NC,EXCH, PACKAGE,RNAMUR,RLIEGE,RHAI NAUT,RBRUSSELS,RLMB,RPACKA GE, NORATECARD, and CHANNELADV}. CHANNELADV is used for all spots concerning the channel merchandising and or clubs. NORATECARD will be used for billboards and CAP. Mandatory

VAR specific ratecards are MERBB, MER, NCGOV, CGHUM, TRAILER and ALLIAN. |
9	ProductID	Product unique identifier in your database.	Characters
10	ProductName	This field will be sent to Mediamark and used by spot list clients before they receive the Mediamark Info.	Characters. Mandatory
11	CampaignID	Media sales House campaign unique identifier	Characters
12	CampaignName	Media sales House campaign name.	Characters
13	AdvertiserID	Your unique advertiser identifier	Characters
14	AdvertiserName	This will also be communicated to Mediamark.	Characters
15	FilmID	This is the tape identifier or any identifier that best defines the spot.	Characters
16	SegmentNr	If the tape is multi-segment, it is the segment number, otherwise use -1	Integer

17	FilmDesc	Any field giving a description of the film.	Characters
18	BruttoPrice	Brutto price. Unknown price = -1. Zero means gratis. Price is defined in MONETARY_UNIT, see above.	Integer or number with two decimals. The decimal character is defined with field DECIMAL_CHARACTER. Correct value mandatory for all data communicated to Mediamark.
19	Price30s	Brutto price 30 seconds. Unknown price = -1. Zero means gratis. . Price is defined in MONETARY_UNIT, see above.	Integer or number with two decimals. The decimal character is defined with field DECIMAL_CHARACTER. Correct value mandatory for all data communicated to Mediamark.
20	CreativeAgencyID	Media Sales House creative agency identifier	Characters
21	CreativeAgencyName	Media Sales House creative agency name.	Characters
22	BuyingAgencyID	3 pos characters code giving the Media Sales House buying agency identifier	Only possible values specified below (see Para N). Mandatory
23	BuyingAgencyName	Media Sales House buying agency name	Characters
24	SpotID	Unique identifer of the spot occurrence. It must be at minimum different for all spots of one day and one channel.	Characters
25	PosInBlock	Spot number inside the block. In the theoretical order.	Integer. Mandatory.
26	BlockTitle	The block name that will appear in normal Telereport handling. Note well that for the commercial block we will always use the block code as block Title even if you specify another title. We therefore will not keep your blockTitle in this case. If it is empty, the code will be used as title.	Characters
27	SpotKind	The spot typology. This information will be used in softwares like VideoTrack, Competitor…	Only possible values specified below. Mandatory
28	MBCID	Buying agency Campaign ID. Free field filled by the buying agency. Following decision of the "Horodatage" taskforce, this field should be limited to 20 characters.Three first characters will be the media buying center abbreviation. Current list is defined below.	Only ASCII Uppercase Characters
29	MBCDESC	If available, buying agency campaign description. For the moment this field will presumable remain empty.	ASCII characters
30	MDBID	MDB Code used for the Media Databank classification.	ASCII characters. Mandatory
31	GUID	Unique identifier generated by DMAT	128 bit text string