



Attribution Service

Appendix for

Sponsorship Global Identifier Codes

Attribution 2010/ APX01/ Version 1.1

INTRODUCTION

This appendix contains the list of sponsorship global identifiers at the start of a Sponsorship code.

The first 3-characters denote the Broadcaster who created the sponsorship code to ensure that the code is globally unique. The Attribution Service maintains a list of 3-character Broadcaster prefixes, companies must advise us of the unique prefix they intend to use.

TABLE OF SPONSORSHIP GLOBAL IDENTIFIER

The full list of 3-character prefixes currently in use is listed in the table below.

Broadcaster Name	Sponsorship Code Prefix
Box Television	EMA
BSkyB	SKY
Channel 4 Television	CH4
Five	CH5
ITV	ITV

The list contains only those prefixes currently supplied to the Attribution Service.

Broadcasters must provide the Attribution Service with advance notification should there be any requirement to change the prefix they utilise.

The Attribution Service is not responsible for ensuring that broadcasters maintain their use of the correct 3-character code within relevant industry reporting systems.

VERSION CONTROL

Below is a list of changes to the specification document.

Version	Date	Description of Change
1.0	17/06/2010	First version of the appendix created.
1.1	12/08/2010	Removal of GMTV's sponsorship global identifier code from the table of prefixes: GMT. GMTV have confirmed the code is no longer active.