



Attribution Service

Specification for

Inbound Sponsorship Data

Attribution 2004/ INB02/ Version 1.4

INTRODUCTION

Inbound Sponsorship Data files contain attribution data relating to specific sponsorship events transmitted in a 7-day period, and are transferred from sales houses to the Attribution service.

Attribution administration standardises the data, and distributes a company specific Weekly Sponsorship Exception Report to advise sales houses of the assigned standard Attribution names and codes.

All fields outlined in this file specification are mandatory.

FILE CONTENTS

The file contains three record types.

- Header record - one record per file
- Data records - one set per unique sponsorship code
- Trailer record - one record per file

RECORD DELIMITERS

1 x Carriage Return (0x0D) and 1 x Line Feed (0x0A)

UPPER CASE

Please enforce upper case for all records supplied on Inbound Sponsorship Data files.

FILE SEQUENCE

- Record Type
- Date of Transmission
- Sponsorship Code
- Product Name
- Advertiser Name
- Buyer Name

Record Length - 100

ASSOCIATED APPENDICES

Attribution 2010/ APX01: Sponsorship Global Identifier Codes.

INBOUND SPONSORSHIP DATA FILE HEADER RECORD

Note: the header record should be included in the record count

Inbound Sponsorship Data File Header Record				
Position	Length	Description	Data Type	Range
1	2	Record Type	N	01
3	4	Record Length	N	0100
7	9	File Name	A	SP_INWEEK
16	3	Sales House File Extension	A	See table below
19	8	Start Date of Transmissions	N	DDMMYYYY
27	8	End Date of Transmissions	N	DDMMYYYY
35	6	Record Count (for verification)	N	NNNNNN
41	3	File Format Version	N	0-999
44	57	Blank	N	Padding

Inbound Sponsorship Data File Header Record Description

Record Length

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

File Name

The file name follows the format outlined in the tables below.

Transmission Day(s)	File Name
Monday – Sunday	SP_INWEEK

Sales House File Extension

3-character sales house file extensions currently in use are listed in the table below.

Sales House Name	File Extension
BSkyB	SKY
Channel 4 Television	CH4
Digitex	DMS
Five	CH5
Interactive Digital Sales	FLX
ITV	GRN
Optimal	OPT
Turner Broadcasting	TUR
Walt Disney Company	JET

Start Date of Transmissions

The start date of transmissions reported on the file. This reflects the BARB Reporting Day that runs from 06:00 to 29:59 (05:59 the following day).

End Date of Transmissions

The end date of transmissions reported on the file. This reflects the BARB Reporting Day that runs from 06:00 to 29:59 (05:59 the following day).

Record count

Used for verification this is a count of the number of records on the file. The count should include the header record, but exclude the trailer record.

File Version

A number indicating the format version of the file issued. The first version of the Inbound Sponsorship Data file format is 001.

INBOUND SPONSORSHIP DATA RECORD

Inbound Sponsorship Data Record				
Position	Length	Description	Data Type	Range
1	2	Record Type	N	02
3	8	Date of Transmission	N	DDMMYYYY
11	15	Sponsorship Code (sales house specific)	A	
26	35	Product Name	A	
61	20	Advertiser Name	A	
81	20	Buyer Name	A	

Inbound Sponsorship Data Record Description

Date of Transmission

The transmissions date of data on the file. This reflects the BARB Reporting Day that runs from 06:00 to 29:59 (05:59 the following day).

PLEASE NOTE

It is recommended that Broadcasters include details of a sponsorship code and its associated attribution in the Inbound Sponsorship Data file for each day an event is transmitted, rather than reporting the information only once at the Start Date of Transmissions.

Sponsorship Code

Sponsorship codes are created by the Broadcaster and are a maximum of 15-characters in length.

Example Sponsorship Code: **ITVSP0124CA019S**

The sponsorship code field must be:

- Left justified with trailing blanks
- Alpha numeric ONLY (A-Z or 0-9)
- Upper case
- No embedded spaces
- No special characters
(i.e. any characters that are not A-Z or 0-9 or space)

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.

The full list of 3-character prefixes currently in use can be found in following appendix: Attribution 2010/ APX01: Sponsorship Global Identifier Codes.

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.

PLEASE NOTE

The attribution for a unique sponsorship code will not change, unless the record was reported incorrectly and requires an amendment to be issued. If an attribution change is anticipated a new sponsorship code should be created by the Broadcaster.

Product Name

This is a sales house specific 35-character product name. The length of product names held on sales house airtime sales systems varies so please provide the maximum length available. Product names for sponsorship codes are standardised by the Attribution service on a weekly basis.

Advertiser Name

This is 20-character advertiser sponsorship the event. Advertiser names are standardised by the Attribution service on a weekly basis.

Buyer Name

This is a 20-character name of the buying agency responsible for booking the sponsorship event. If the booking is made directly by the advertiser, please replicate the advertiser name in the buyer name field. Buyer names are standardised by the Attribution service on a weekly basis.

INBOUND SPONSORSHIP DATA FILE TRAILER RECORD

Inbound Sponsorship Data File Trailer Record				
Position	Length	Description	Data Type	Range
1	2	Record Type	N	99
3	6	Record Count	N	
9	92	Blank	N	Padding

Inbound Sponsorship Data File Header Record Description

Record Length

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.

FILE DELIVERY SCHEDULE

SP_INWEEK File Delivery Schedule

Transmission Day(s)	File to be delivered by:
Monday-Sunday	11.00am on the Tuesday following the week of transmission

FILE TRANSFER

Files are delivered to the Attribution service via ftp or email.

FTP: <ftp.attributions.net>

Email: attributions@imdplc.com

Files must be uploaded to the **inbound** directory on the Attribution FTP site.

Attribution administration will supply new subscribers with a secure login to <ftp.attributions.net>

When subscribers log on to the Attribution FTP site they are taken directly to their relevant company folder, from this directory level they will need to drill to the <**inbound**> directory to upload files.

VERSION CONTROL

Below is a list of changes to the specification document.

Version	Date	Description of Change
0.1	14/10/2003	First draft
0.2	06/02/2004	Sponsorship Code length amended from 20-characters to 15-characters. Sponsorship Number field changed from 2 to 3-characters.
	14/05/2004	Removal of Sponsorship Number intended for reporting multiple attributions for unique Sponsorship Code. Broadcasters have indicated this provision is not required.
1.0	12/08/2004	Buyer record length corrected from 19 to 20 characters. Reference to the 'Start Date of Transmissions' in the Data Record format changed to 'Date of Transmission'. Note added recommending that sales houses supply a Sponsorship Code for each day an event is aired rather than only sending it once on the Start Date.
1.1	16/08/2004	Length of Trailer Record Count field amended from 7-characters to 6-characters. Blank padding in the Header Record corrected from 60-characters to 57-characters.
1.2	22/09/2004	Header Record File Name and sales house file extension descriptions altered to clarify the format. Example format: SP_INWEEKGRN
1.3	30/11/2004	File delimiter information added to the document
	02/01/2008	Specification re-branded from TV Eye to Clearcast. Sales house file extensions updated.
1.4	11/06/2010	Updated table of Sales House file extensions. Reference to the administration of the sponsorship global identifier code, updated from AGB Nielsen to the Attribution Service. Relevant notification added, including details of the corresponding appendix.