



Campaign Schedule Export File (CASE)

**Industry standard specification for exporting
TV campaign schedule data in the UK and Ireland**

File Version 2.0

Document Version 1.2 17th December 2012

Introduction

In Oct 1989 at the first meeting of the Electronic Communication Working Party it was agreed that there should be an industry standard for all parties to use when sending electronic campaign schedules data between each other.

The original specification was updated in June 1999. Version 2 of the file format included amendments to take account of changes to the BARB specifications for the BARB contract effective from 2002. It has been effective since 1 November 2001.

The specification included in this document is the current agreed standard file format for the purpose of sending electronic campaign schedule data between broadcasters and other agreed parties. As of November 2009, Clearcast have taken responsibility for this file format and this document, which makes no changes to the existing specification, is version 1.2 of what will now be known as the CASE specification. As there was several different draft versions of v1.1 in circulation, this version makes no changes to the specification of the finally approved v1.1 but has been created to ensure there is only one version of the V1.2 document. The file specification version remains v2.0.

Roadmap for Future change

Three stages of future specification development are currently envisaged:

1. Inclusion of the Approval version number.
2. Updating the specification for the new BARB standard demographics from the BARB 2010 specification. These will replace the existing demographic codes in the specification.
3. Reviewing and updating the file specification, including potentially superseding the CSV format with an xml format.

CASE FILE SPECIFICATION.

File format

All files will be comma separated, CSV. Whilst there are maximum lengths for each field, being a CSV file there is no need to pad short data in fields with spaces. Commas must not be present within field values. Records are delimited by either a Windows (Char 13 + Char 10) or a UNIX (Char 10) new line. The mandatory nature of the presence of a field value within the file is indicated in the M(andatory)/O(ptional) column.

Addressing Record – Type 01					
M/O	Len	Field Name	Field Type	Example / Format	Description
M	2	Record Type	N	Value 01	
M	20	File Type	A	ELECTRONIC MAIL	FREE TEXT FIELD
O	8	File Ident	A	E-MAIL	FREE TEXT FIELD
M	8	Date Sent	N	DDMMYYYY	Date Sent From the sending system
M	6	Time Sent	N	HHMMSS	Time Sent From the sending system
O	20	Delivery type	A	E-MAIL	FREE TEXT FIELD
O	80	To Electronic Address	A	tvsales@agency.co.uk	E-Mail Address that the file is being sent TO
O	80	From Electronic Address	A	sales@saleshouse.co.uk	E-Mail Address that the file is being sent FROM

Header Record – Type 02					
M/O	Len	Field Name	Field Type	Example / Format	Description
M	2	Record Type	N	Value 02	
M	8	Sales House Identifier	A	AA0099999	Unique Sales House Code that identifies the saleshouse
M	10	Buying Agency Code	A	XX9999	Sales House Buying Agency Code
M	35	Buying Agency Name	A	BUYING AGENCY NAME	Sales House Buying Agency Name
M	35	Sender Name	A	A Saleshouse	This is the name of the user who initiated the file send
M	8	Date Requested	N	DDMMYYYY	Date of Request
M	6	Time Requested	N	HHMMSS	Time of Request
M	8	Start Date of Extracted Data	N	DDMMYYYY	Day Month Year
M	8	End Date of Extracted Data	N	DDMMYYYY	Day Month Year
M	3	File Version Number	N	2	This is the version number of the file specification

**Schedule Area Header Record
– Type 03**

M/O	Len	Field Name	Field Type	Example / Format	Description
M	2	Record Type	N	Value 03	
M	15	Campaign Number	A	X9999999	Unique Sales House Campaign Number. Must be unique within the file.
O	35	Owner of Schedule	A	A Buyer	Agency Buyer Name
O	4	Interactive Service Provider	A		NOT USED
M	35	Advertiser Name	A	DUMMY ADVERTISER	Sales House Advertiser Name
M	35	Product Name	A	DUMMY PRODUCT	Sales House Product Name
M	8	Campaign Schedule Start Date	N	DDMMYYYY	Day Month Year
M	8	Campaign Schedule End Date	N	DDMMYYYY	Day Month Year
O	9	Demographic	A	See Attached List	Demographic Audience Code
O	9	CARIA Campaign Approval ID	N	999999999	CARIA Campaign Approval ID for the Campaign

Spot Record – Type 04					
M/O	Len	Field Name	Field Type	Example / Format	Description
M	2	Record Type	N	Value 04	
M	15	Campaign Number	A	X9999999	Unique Sales House Campaign Number. Must be a corresponding Type 03 record.
O	10	Spot Number	N	9999999999	Unique Sales House Spot Number
M	7	Barb Station Code + STI Code	N	9999999999	5 character Barb Station Codes + 2 character STI code
O	2	Platform Indicator	Hex	00	Platform Indicator
M	8	Date of Transmission	N	DDMMYYYY	Day Month Year
M	6	Predicted Break Time or Actual Transmission Time	N	HHMMSS	Hours Minutes Seconds (30.59 Hr Clock)
M	4	Spot Length	N	9999	Duration/length of Spot in Seconds
O	4	Spot Rate	A	Various	Rate Card Spot Rate Code
O	40	Spot Expenditure	N	999999.99	Spot Expenditure
O	40	Spot Currency	A	POUNDS STERLING	Description of Currency. Must be either POUNDS STERLING or EUROS
O	40	Programme Details	A	NEWS	Programme Name
O	40	Going in to Programme Details	A	WEATHER	If End Break Programme Going In to
O	1	Position in Programme	A	C or E	Centre or End
O	7	Actual TVR's for Demographic	N	999.999	Actual TVR's for spot for campaign Demographic
O	9	Actual Impacts for Demographic	N	9999999999	Actual Impacts to Derive Universe for campaign Demographic
O	7	NOT USED	N	n/a	NOT USED
O	9	NOT USED	N	n/a	NOT USED
O	6	30 sec Rate Card weighting factor	N	9.9999	Conversion Factor to 30 second
O	1	Type of Rating / Tvr	A	P or L or C	Predicted (P), Live (L), Consolidated (C)
O	1	Transmitted Flag	A	Y or N	Yes (Y) , No (N)
O	1	Top & Tail Flag	A	Y or N	Yes (Y) , No (N)
O	20	NOT USED	A		NOT USED
O	2	Commercial Interactive Type	N		The Commercial Interactive Type as described in BARB Specification BARB 2002LSP01
O	1	Spot Status	A	B or O	Booking , Option
O	15	Clock / Film No or Industry Code	A	AAA/BBBC123/030	Copy Number

Trailer Record – Type 99					
M/O	Len	Field Name	Field Type	Example / Format	Description
M	2	Record Type	N	Value 99	
O	7	Record Count	N	9999999	Number of records in File
M	5	Number of Schedules	N	99999	No of Schedules

Station Codes for Commercial Transmissions

Please see BARB 2010 [Appendix AP07](#) for a list of codes.

STI Codes

Please see BARB 2010 [Appendix AP07](#) for a list of codes.

Platform Indicators

Please see BARB 2010 [Appendix AP06](#) for a list of codes.

Sales House Code

The following Codes will be used by each Sales House to identify itself.

Sales House	Short Name
ITV	ITV
Channel 4	CH4
BSkyB	SKY
FIVE	CH5
RTE	RTE
IDS	IDS
GMTV	GMT
Turner	TUR
TV3	TV3
TG4	TG4
Dolphin	DOL
Jetix	JET
MEMS	MEMS
Media Icon	MICON
Sunrise	SUNRS

UK Standard Audience / Demographic Names

The current standard UK audience codes are as per the tables below.

Most Common Audiences

Audience type	Audience Name	Audience Code (v2 file spec)
Adults	Adults	ADLT
	Adults 16-24	-25
	Adults 16-34	-35
	Adults 25-34	2534
	ABC1 Adults	ABC1 ADLT
	ABC1 Adults 16-34	ABC1-35
Children	Children	CH
Homes	Homes	HOMES
Housewives	Housewives	HWV
	Housewives with Children	HWV+CH
	Housewives 16-34	HWV-35
	ABC1 Housewives	ABC1HWV
	ABC1 Housewives 16-34	ABC1HWV-35
Individuals	All Individuals	ALL
Men	Men	MEN
	Men 16-24	MEN-25
	Men 16-34	MEN-35
Women	Women	WMN
	Women 16-24	WMN-25
	Women 16-34	WMN-35
	ABC1 Women	ABC1WMN
	ABC1 Women 16-34	ABC1WMN-35

Other Audiences

Audience type	Audience Name	Audience Code (v2 file spec)
Adults	Adults 16-44	-45
	Adults 16-54	-55
	Adults 25-44	2544
	Adults 25-54	2554
	Adults 35-44	3544
	Adults 35-54	3554
	Adults 35-64	3564
	Adults 45+	45+
	ABC1 Adults 16-44	ABC1-45
	ABC1 Adults 35-44	ABC13544
	ABC1 Adults 35-54	ABC13554
	ABC1 Adults 35+	ABC135+
Children	Children 4-9	CH-10
	Children 10+	CH10+
Boys	Boys	BOYS
	Boys 4-10	BOYS-10
	Boys 10+	BOYS10+
Girls	Girls	GIRLS
	Girls 4-9	GIRLS-10
	Girls 10+	GIRLS10+

Housewives	Housewives 16-44 Housewives 16-54 Housewives 35-44 Housewives 35-54 Housewives 45-54 Housewives 35+ ABC1 Housewives 35	HWV-45 HWV-55 HWV3544 HWV3554 HWV4554 HWV35+ ABC1HWV35+
Men	Men 16-44 Men 16-54 Men 16-64 Men 25+ Men 25-34 Men 25-44 Men 25-54 Men 25-64 Men 35+ Men 35-44 Men 35-54 Men 35-64 Men 45+ Men 45-54 Men 45-64 Men 55+ ABC1 Men ABC1 Men 16-34 ABC1 Men 16-54 ABC1 Men 25-34 ABC1 Men 25-54 ABC1 Men 25+ ABC1 Men 35-54 ABC1 Men 35+ ABC1 Men 55+	MEN-45 MEN-55 MEN-65 MEN25+ MEN2534 MEN2544 MEN2554 MEN2564 MEN35+ MEN3544 MEN3554 MEN3564 MEN45+ MEN4554 MEN4564 MEN55+ ABC1MEN ABC1MEN-35 ABC1MEN-55 ABC1MEN2534 ABC1MEN2554 ABC1MEN25+ ABC1MEN3554 ABC1MEN35+ ABC1MEN55+
Women	Women 16-44 Women 16-54 Women 16-64 Women 25+ Women 25-34 Women 25-44 Women 25-54 Women 25-64 Women 35+ Women 35-44 Women 35-54 Women 35-64 Women 45+ Women 45-54 Women 45-64 Women 55+ Women 55-64 ABC1 Women 16-54 ABC1 Women 35+	WMN-45 WMN-55 WMN-65 WMN25+ WMN2534 WMN2544 WMN2554 WMN2564 WMN35+ WMN3544 WMN3554 WMN3564 WMN45+ WMN4554 WMN4564 WMN55+ WMN5564 ABC1WMN-55 ABC1WMN35+

Republic of Ireland Standard Audience / Demographic Names

The current standard Republic of Ireland audience codes are as per the tables below.

Audience type	Audience Names/Code
Individuals	Individuals 4+
Adults	Adults 15+ Adults 15-24 Adults 15-34 Adults 35+ Adults ABC1 Adults C2DE Adults F1F2
Men/Males	Men 15+ Male 4-6 Male 7-10 Male 11-14 Male 15-19 Male 20-24 Male 25-34 Male 35-44 Male 45-54 Male 55-64 Male 65+ Men AB Men C1 Men C2 Men DE Men F1F2
Women/Females	Women 15+ Female 4-6 Female 7-10 Female 11-14 Female 15-19 Female 20-24 Female 25-34 Female 35-44 Female 45-54 Female 55-64 Female 65+ Women AB Women C1 Women C2 Women DE Women F1F2
Children	Children 4-14
Housekeepers	Housekeepers Hsk With Chld Hsk 15-34 Hsk 35-54

Housekeepers (cont.)	Hsk 55+ Hsk AB Hsk C1 Hsk C2 Hsk DE Hsk F1F2
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Version Control

Below is a list of changes to the document

Clearcast Case Specification

Version	Date	Author	Description of Change
1.0	05-11-09	Chris Mundy	Draft Version 1
1.1	15-11-10	Keith Rainsley Al Hepworth Chris Mundy	Inclusion of Caria Approval Id in unused field in Schedule Area Header Record

This document supersedes the specification for Electronic Campaign Schedules. Version history for this is below.

Version	Date	Author	Description of Change
1	01-09-99	Jeff Eales	Version 1
2	10-07-2001	Keith Rainsley	<p>Addition of File Version Number field to File Header Record.</p> <p>Change of Station Code field from 8 characters to 7 to include BARB 2002 5 char. Station Code + 2 Char STI code.</p> <p>Addition of Platform Indicator code to Spot Record.</p>
	02-08-2001	Keith Rainsley	<p>Addition of references to BARB Appendices for lists of codes.</p> <p>Removal of TSMS from Sales House Identifiers</p> <p>Addition of Sci-Fi and TV3 to Sales House Identifiers</p> <p>Amendment of Interactive Functionality Type field to Commercial Interactive Type, 2 characters numeric from 10 characters alphabetic and reference to BARB Spec BARB 2002LSP01 for definition.</p> <p>Amendment of Icon Descriptor field to refer to BARB Spec BARB 2002AP11 for definition.</p>
3	01-05-08	Jeff Eales	Revised and updated all field descriptions & introduction for 2008. NO Changes to File Structure.
4	05-11-09		File becomes CASE file.
1.2	17/12/2012	James Morgan-Yates	Issue of V1.2 of CASE specification, no change to any record structures