



Attribution Service

Specification for

Inbound Attribution Data

Attribution 2005/ INB01/ Version 1.11

INTRODUCTION

Inbound Attribution Data files contain commercial attribution data for a specific transmission day or week, and are transferred from sales houses to the Attribution service. INDAY files contain data relating to all commercials transmitted in a single day. INWEEK files are identical in format, except that they combine a full weeks' set of daily files (INDAY1 to INDAY7).

Mandatory fields include: buying agency, advertiser, holding company, product, payer agency, match group, and the number of spots transmitted.

Wherever possible, sales houses also provide category codes and creative agency data on the files. When a sales house is unable to supply this information the relevant field should be left blank.

FILE CONTENTS

The file contains two record types.

- Header record - one record per file
- Data records - one set for each commercial number

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

RECORD DELIMITERS

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

FILE SEQUENCE

Record Type
Date of Transmission
Commercial Number
Match Group
Product Name
Buyer Name
Advertiser Name
Holding Company Name
Number of Spots
Creative Agency Name
Payer Name
Register MEAL Category Code
NMR Category Code
Sales House Category Code

Record Length - 187

FILE NAME

File names follow the formats outlined in the tables below.

Transmission Day	Daily Inbound File Name
Monday	INDAY1.XXX
Tuesday	INDAY2.XXX
Wednesday	INDAY3.XXX
Thursday	INDAY4.XXX
Friday	INDAY5.XXX
Saturday	INDAY6.XXX
Sunday	INDAY7.XXX

Transmission Day(s)	Weekly Inbound File Name
Monday – Sunday	INWEEK.XXX

*.xxx - represents company specific file extensions as described in the table below.

SALES HOUSE FILE EXTENSIONS

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

FILE SPECIFICATION

Inbound Attribution Data File Header Record					
Position	Length	Description	Data Type	Range	Man-datory
1	1	Record Type	N	1	Y
2	7	Inbound File Type (use blanks for padding to fulfil the record length)	A	e.g. INDAY or INWEEK	Y
9	3	Sales House File Extension	A	See table (page 3) e.g. SKY	Y
12	8	Start Date of Transmissions	N	DDMMYYYY	Y
20	8	End Date of Transmissions	N	DDMMYYYY	Y
28	6	Record Count (for verification)	N	NNNNNN	Y
34	3	File Format Version	N	002	Y

Example Header Record: **1INDAY SKY0501200411012004000500002**

Inbound Attribution Data File Header Record Description

Inbound File Type

This refers to either an INDAY - a daily inbound Attribution data file; or an INWEEK - a weekly inbound Attribution data file.

Sales House File Extension

This is a 3-character company specific code denoting the sales house sending the file. Please see the Sales House File Extensions table on page 3 for a list of active codes.

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.

File Format Version

A number indicating the format version of the file issued. The second version of the Inbound Attribution Data file format is 002.

Inbound Attribution Data File Data Record					
Position	Length	Description	Data Type	Range	Man-datory
1	1	Record Type	N	2	Y
2	8	Date of Transmission	N	DDMMYYYY	Y
10	15	Commercial Number	A	AAAAAANNNNNN	Y
25	3	Match Group	N	See table below	Y
28	35	Product Name (sales house specific)	A		Y
63	20	Buyer Name (for matching)	A		Y
83	20	Advertiser Name (for matching)	A		Y
103	20	Holding Company Name	A		Y
123	7	Number of Spots	N		Y
130	20	Creative Agency Name	A		N
150	20	Payer Name (for matching)	A		Y
170	6	Register MEAL Category Code	A	Format XXX99	N
176	6	NMR Category Code	A	NMR Code format 2.1.5 will be 020105	N
182	6	Sales House Category Code	A		N

Inbound Attribution Data File 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).

Commercial Number

This is the Clearcast industry standard 15-character commercial number supplied by the Broadcaster. Forward slashes (/) and embedded blanks should be removed and the whole string left justified.

If the Broadcaster does not subscribe to Clearcast, then alpha characters indicating the Broadcaster should prefix the commercial number. For example: EUSP (Eurosport).

Match Group

Match Groups were introduced because airtime booked in different areas using exactly the same copy may carry different advertiser and agency attribution. Booking areas are outlined in the table below.

Match Groups	
Code	Description
000	England, Scotland and Wales
003	Ulster - UK Broadcast sales houses
004	Republic of Ireland - UK Broadcast sales houses
005	Pan-European
006	Ulster/ROI - Republic of Ireland Broadcast sales houses

The rules for using match groups are that:

- All copy carried in England, Scotland and Wales should be listed as a data record with match group 0.
- All copy carried in Ulster should be additionally listed as a data record with match group 3, irrespective of whether or not the attribution for the copy is the same as in England, Scotland and Wales and it also appears as a record with match group 0. The need to double report against both match group 3 and match group 0 only applies to UK channels that transmit in Ulster and are reported by Nielsen in RoI.
- All copy carried in the RoI from UK Broadcast sales houses should be additionally listed as a data record with match group 4, irrespective of whether or not the attribution for the copy is the same as in England, Scotland and Wales and it also appears as a record with match group 0.
- All Pan-European copy should be listed as a unique data record with match group 5, irrespective of whether or not the copy also appears as a data record with another match group.

There are currently no Irish stations reporting ratings on BARB in Ulster and match group 6 is not presently in use.

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 are standardised by the Attribution service on a daily basis.

Buyer Name

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

Advertiser Name

This is 20-character advertiser or client name. Advertiser names are standardised by the Attribution service on a weekly basis.

Holding Company Name

This 20-character field represents the holding company of the advertiser. If it is not possible for a Broadcaster to supply holding company information, please duplicate the advertiser name in this field. This is a mandatory field and should not be left blank. Holding company names are standardised by the Attribution service on a weekly basis.

Number of Spots

This is the number of spots transmitted for a unique commercial number and match group combination.

Creative Agency Name

This is the agency responsible for the creative copy.

Payer Name

This is the agency responsible for paying for the airtime.

Register MEAL Category Code

This is a 5-character look-alike Register Meal Code held on some Broadcast airtime sales systems. The format is 3-alpha characters followed by 2-numeric characters. This field can be left blank if no code is available.

NMR Category Code

This is a provisional 6-character NMR Category Code supplied by Broadcasters. Not all Broadcasters hold NMR codes on their systems, if it is not possible to supply a code please leave this field blank.

Sales House Category Code

Not all sales houses hold NMR codes or look-alike Register Meal Codes on their systems. This field was introduced for Broadcasters to supply any other category code that they use internally. This field should be left blank if no code is available.

FILE DELIVERY SCHEDULE

INDAY File Delivery Schedule

Transmission Day(s)	File to be sent by:
Monday	10.00am on Tuesday
Tuesday	10.00am on Wednesday
Wednesday	10.00am on Thursday
Thursday	10.00am on Friday
Friday, Saturday & Sunday	10.00am on Monday

INWEEK File Delivery Schedule

Transmission Day(s)	File to be sent by:
Monday-Sunday	10.00am 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
1.8	01/11/2000	Final Version
	05/11/2002	Added further Match Groups and updated sales house information.
1.9	24/08/2005	File specification field definitions clarified further and guidance added for Broadcasters on the industry standard rules for editing commercial numbers.
	02/01/2008	Specification re-branded from TV Eye to Clearcast. Sales house file extensions updated.
1.10	15/12/2009	Clarification of and change to rules on match groups. Additional clarification of mandatory fields.
1.11	1/2/2010	Minor changes to update (sales house names/codes and examples) and reflect current practice (mandatory fields).