



# Attribution Service

Specification for

## Weekly Attribution Data

Attribution 2002/ EXP02/ Version 1.0

## INTRODUCTION

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Version 1 of the Weekly Attribution Data file reports Attribution data matched to unique BARB reported commercial numbers that are new to the Attribution database for a single transmission week. Attribution changes for pre-existing commercial numbers are also included in the export.

The file does not include information for all commercial numbers transmitted in a single week. As only new attribution data and attribution changes are included in the file, data subscribers will need to create and maintain their own database of commercial information.

Subscribers can choose which data fields they wish to include in the file. When a field is not required it will be padded with blanks and no data will appear.

This document also contains:

- File specification for the Weekly Attribution Data file
- General information about the file
- A description of the file delivery schedule and available transfer methods

## FILE CONTENTS

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The file contains three record types.

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

## FILE SEQUENCE

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- Record Type
- Commercial Number
- Record type
- Commercial Number
- Match Group
- Date of transmission
- Buying Agency Code
- Buying Agency Name
- Advertiser Code
- Advertiser Name
- Holding Company Code
- Holding Company Name
- Product Code
- Product Name
- NMR Category Code
- Clearcast Telephone Number
- Clearcast Copy Title
- Spot Length
- Clearcast Web Address

**Record Length - 290**

## FILE SPECIFICATION

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Weekly Attribution Data File Header Record				
Position	Length	Description	Field Type	Range
1	2	Record Type	N	01
3	4	Record Length	N	290
7	8	Start Date of Transmissions	N	YYYYMMDD
15	8	File Creation Date	N	YYYYMMDD
23	6	File Creation Time	N	HHMMSS
29	8	File Type	A	EXP02V01
37	3	File Version	N	0-999
40	14	File Name	A	AWYYYYMMDD.XXX
54	237	Blank	N	Padding

### Weekly Attribution 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 is the same length.

#### Start Date of Transmissions

The start date of the week of transmission reported on the file. The start of the week is taken as Day 1 - Monday.

#### File Creation Date

This is the date that the file was created.

#### File Creation Time

This is the time that the file was created.

#### File Type

This indicates that the file is an Attribution Export. The name corresponds to the file specification and version number of this document. The File Type for the first version of the Weekly Attribution Data file specification is: EXP02V01.

#### File Version

A number indicating the format version of the file issued. The first version of the Weekly Attribution Data file format is 001.

#### File Name

The file name follows the format AWYYYYMMDD.XXX where:

AW denotes a weekly attribution data file  
YYYY is the year of the transmission reported on the file  
MM is the month of the transmission reported on the file  
DD is the day of the transmission reported on the file

The suffix \*.XXX indicates the company specific file extension.

## Blank

This allows padding spaces to the longest record length, to ensure that all records are the same length regardless of data record type.

Weekly Attribution File Data Records				
Position	Length	Description	Field Type	Range
1	2	Record type	N	02
3	15	Commercial Number	A	AAAAAANNNNNNN
18	3	Match Group	N	000 - 006
21	8	Date of Transmission	N	YYYYMMDD
29	7	Buying Agency Code	A	B000001
36	20	Buying Agency Name	A	
56	7	Advertiser Code	A	A000001
63	20	Advertiser Name	A	
83	7	Holding Company Code	A	H000001
90	20	Holding Company Name	A	
110	7	Product Code	A	P100000
117	35	Product Name	A	
152	6	NMR Category Code	N	e.g. 020105
158	30	Clearcast Telephone Number	N	
188	50	Clearcast Commercial Title	A	
238	3	Spot Length	N	e.g. 010, 020
241	50	Clearcast Web Address	A	

## Weekly Attribution File Data Description

### Commercial Number

This is the 15-character commercial number supplied by the Broadcaster. Only forward slashes and embedded spaces are removed. The field is left justified.

Non-industry standard commercial numbers are also supplied for example: films that have been locally cleared; or commercials created by Broadcasters such as CNBC, Eurosport and MTV.

### Match Group

Match Groups were introduced because airtime booked and transmitted 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

### **Date of Transmission**

This is the date of transmission reported on the file for each commercial. This reflects the BARB Reporting Day that runs from 06:00 to 29:59 (05:59 the following day).

### **Attribution Code**

This is a unique 7-character code generated by the Attribution system. Attribution codes are prefixed with a letter to denote the name type (see table below), followed by a numeric code padded with leading zeros to fulfil the record length.

<b>Name Type</b>	<b>Attribution Code</b>
Advertiser	A000001
Buying agency	B000002
Holding company	H000003
Product	P100000

'No codes' are represented as '999999' prefixed with the record type, for example 'P999999'.

Any 'No codes' that appeared in the Daily Product Data files are resolved in the Weekly Attribution Data file.

### **Buyer Code**

This is a 7-character unique buying agency code.

### **Buyer Name**

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

### **Advertiser Code**

This is a 7-character unique advertiser code. Example format: A000001

### **Advertiser Name**

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

### **Holding Company Code**

This is a 7-character unique holding company code. Example format: H000001

### **Holding Company Name**

This is the 20-character name of the advertiser's holding company. Holding company names are standardised by the Attribution service on a weekly basis.

### **Product Code**

This is a 7-character unique product code. Example format: P100001

### **Product Name**

This is a 35-character product name collected from Broadcast inbound files. Product names are standardised by the Attribution service on a daily basis.

### **NMR Category Code**

This is the 6-character category code assigned by Nielsen Media Research.

Nielsen category code data is only supplied to current Nielsen Media Research subscribers, or companies who have prior written agreement from Nielsen to receive the data.

### **Clearcast Commercial Title**

This is a description of the commercial as inputted by Clearcast. If the commercial number provided is not identified from the Clearcast VTR database this field is populated with 'N/A'. Similarly, if Clearcast has not included a commercial title then the field is also listed as 'N/A'.

### **Clearcast Telephone Number**

This is the telephone number that appears in a commercial. The information is inputted by Clearcast from the commercial script. If no record is available the field is populated with 'N/A'.

### **Commercial Spot Length**

This is the 3-character code indicating the length of the commercial provided by Clearcast. If the spot length is not known then this field is populated with N/A.

### **Clearcast Web Address**

This is the web address that appears in a commercial, the information is supplied by Clearcast. If no record is available the field is populated with 'N/A'.

## **EUROSPORT**

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As-Run logs are processed for Eurosport. All Eurosport products are coded separately and product names are prefixed with 'EUSP'.

Agency, advertiser and holding company records are attributed as 'EUROSPORT'.

## **ATTRIBUTION CHANGES**

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Attribution changes for unique commercial numbers are exported as part of the Weekly Attribution Data file. For example: where a commercial number and product moves from Buyer X to Buyer Y, or Advertiser X to Advertiser Y; or where an Advertiser is acquired by a new Holding Company.

A complete record set is exported in the file even if it is just the buying agency, for example, that has changed.

<b>Weekly Attribution Data File Trailer Record</b>				
Position	Length	Description	Field Type	Range
1	2	Record Type	N	99
3	7	Record Count	N	
10	281	Blank	N	Padding

## Weekly Attribution Data File Trailer Record Description

### Record count

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.

### Blank

This allows padding spaces to the longest record length, to ensure that all records are the same length regardless of data record type.

## FILE FORMATS

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Subscribers can choose to receive files in three different formats:

- Fixed Width
- HTML
- XML

## FILE DELIVERY SCHEDULE

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Weekly Attribution Data files are delivered on the Wednesday following the week of transmission:

**Example: w/c 31/12/07 will be available on Wednesday 9th January 2008**

### PLEASE NOTE

Following a Bank Holiday, data is supplied on the Thursday following the week of transmission.

## FILE TRANSFER

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Automatic Email	Files are sent to a single email recipient (exports can be delivered to multiple recipients via a mailing group set up by a subscriber).
FTP collection	Files can be downloaded from <a href="ftp.attributions.net">ftp.attributions.net</a>  FTP logins are distributed to subscribers to access company folders on the Attribution FTP site.  <b>PLEASE NOTE:</b> company folders only store 2-months worth of data.
attributions.net	Files can also be downloaded from <a href="http://www.attributions.net">www.attributions.net</a>  To enable this service, please register with the website and contact <a href="mailto:attributions@imdplc.com">attributions@imdplc.com</a> to request the 'View Files' function for your account.

## VERSION CONTROL

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Below is a list of changes to the specification document.

<b>Version</b>	<b>Date</b>	<b>Description of Change</b>
1.0	31/10/2001	First Version
	12/04/2002	Explanations for Match Group 001 & 002, and new Match Groups 004 and 005 added.
	21/06/2004	Clarified options for file delivery and collection methods.
	26/09/2005	Clarified commercial number editing in field description
	02/01/2006	Match Group 6 added to the file for bookings by Irish Broadcasters transmitting in Ulster and ROI.
	02/01/2008	Specification re-branded from TV Eye to Clearcast. All references to the BACC updated to Clearcast. General revisions made to the document.