Data and Privacy File Guides

Apple Media Services: Apple Music Play Activity

May 2019

File name	Apple Music Play Activity.csv
File description	This file contains information about the user's song play activity through Apple Music.
Why Apple keeps this information	Apple retains this information in order to pay artists and labels, for offering recommendations to customers, in order to offer a number of other features using aggregates of this data (e.g., charts and artist analytics services), for fraud detection, to enforce subscription limits, and for financial record keeping purposes.

Field Name	Details
Event Start Timestamp	When the play event started
Event End Timestamp	When the play event ended
Song Name	Title of the media played by the user
Artist Name	The artist for the played media
Container Name	From where the user initiated the play (e.g., Radio, Playlist, Album, Artist)
Event Received Timestamp	When the play event was received
Play Duration Milliseconds	Play duration, in milliseconds
Media Duration In Milliseconds	Length of song/video, in milliseconds
End Position In Milliseconds	Position within the played media when event ended, in milliseconds
End Reason Type	Why the content playback ended (e.g., "TRACK_SKIPPED_FORWARDS" if the track was skipped forwards by the user; "PAUSED_ON_TIMEOUT" if the playback was paused due to a network timeout; "NOT_APPLICABLE" when the end reason is unknown; etc.)
Apple Id Number	Apple account identifying number
Device Identifier	A unique identifier for the user's device
Metrics Client Id	A randomly generated device identifier (unique for each device), which expires every 6 months.
Metrics Bucket Id	Identifier for feature tests that include the user

Field Name	Details
Client IP Address	IP address of the requesting device
Feature Name	Feature from which the event originated (e.g., "my-music"; "playlists"; "for-you"; "new"; "connect"; "radio"; "search"; etc.)
Media Type	Type of media (e.g., audio)
Milliseconds Since Play	Time since the play event occurred, in milliseconds
Offline	Whether event occurred offline (0) or online (1)
Apple Music Subscription	Whether user has an Apple Music subscription
Source Type	The device making the play request (e.g., "ORIGINATING_DEVICE" for plays started on the user's device; "PAIRED_WATCH" is the source device was a user's Apple Watch; "CAR_PLAY" if the source was via CarPlay Integration; etc.)
Start Position In Milliseconds	Position within the media when event started, in milliseconds
Item Type	Type of media item (e.g., "ITUNES_STORE_CONTENT" for content from the iTunes Store; "NON_SONG_CLIP" for a clip that is not a song; "AUDIO_AD" for an audio advertisement; "INVALID" where the type cannot be determined; etc.)
UTC Offset In Seconds	Timezone offset, in seconds
Event Type	Event causing the record (this usually will be play_end (0) or play_start (1))
Event Reason Hint Type	Event causing the record (e.g., "NOT_SPECIFIED" if the Apple Music Client did not supply this information; "CONTAINER_CHANGED" if the container (usually a playlist) changed)
Build Version	Information about the user's device, including its operating system and browser information, plus the application's build version
Store Country Name	The country name of the user's storefront