Ad Viewings | TV Ad-Viewing Data

Each row in the dataset represents an ad-viewing event, where automated content recognition technology identifies a specific advertisement on an individual television. The data spans ad-viewings from January 2022 to the present, with new viewings becoming accessible within 24 hours of occurrence. The following fields combine information about the ad-viewing with metadata collected about the associated program, television, creative, and other internally curated entities. All viewings are gathered by finding ACR matches to fingerprints of AdImpact's Ad Library across AdImpact's Advanced TV panel of twenty-three million televisions.

Field	Description	Type
AD_VIEWING_ID	A unique alphanumeric code assigned to each ad-viewing event.	Varchar(40)
HASHED_DEVICE_ID	The hashed device ID associated with the TV-device of the viewing. Uniquely identifies the individual TV of the viewing.	Varchar(40)
HASHED_IP_ADDRESS	An encoded value representing the household's internet connection, used as a proxy for identifying unique viewing households.	Varchar(40)
VIEWING_START_TIME_UTC	The start time of the TV ad viewing represented in UTC time.	Datetime
VIEWING_END_TIME_UTC	The end time of the TV ad viewing represented in UTC time.	Datetime
VIEWING_START_TIME_LOCAL	The start time of the TV ad viewing represented in local time.	Datetime
VIEWING_END_TIME_LOCAL	The end time of the TV ad viewing represented in local time.	Datetime
PROGRAM_NAME	Name of program during which the ad viewing occurred.	Varchar(256)
ZIPCODE	Zipcode of where the ad viewing occurs, which is derived from IP address.	Integer(38)
MARKET	Media market of where the ad viewing occurs, which is derived from IP address.	Varchar(50)
PUBLISHER	Identifies the entity best inferred as responsible for content distributed during an ad viewing, determined hierarchically from STATION_CALLSIGN, INPUT_DEVICE, and APP_SERVICE data.	Varchar(100)
NETWORK	Network or affiliated network to the PUBLISHER.	Varchar(50)
FP_UUID	Unique 36-character identifier for each creative.	Varchar(256)
MEDIA_TYPE	Media type assigned to the PUBLISHER.	Varchar(50)
STATION_CALLSIGN	The station recognized via ACR immediately previously to the ad viewing.	Varchar(30)
INPUT_DEVICE	Specifies the input device associated with the TV input port in use during the ad viewing.	Varchar(32)
APP_SERVICE	The native TV application that is active during the ad viewing.	Varchar(32)
LIVE	Identifies whether the program was viewed live or as a non-live, such as a DVR recording.	Varchar(1)
TIMEZONE	The timezone of the MARKET in which the ad viewing occurs.	Varchar(50)
PUBLISHER_LANGUAGE	The primary language of the content distributed by the PUBLISHER.	Varchar(5)

AdImpact reserves the authority to change or amend the fields included for any reason. Users should anticipate new fields being added in the future for any reason.

Last Revised: August 1, 2024

Ads | TV Ad Catalog

Each row within the data represents a unique video ad which may be colloquially referred to as a creative. Each ad is audibly and/or visually distinct. Ads have a unique identifier, a fingerprint UUID. They are collected from a variety of media. The largest portion of the ads are collected from broadcast television. However, ads are also collected from cable and digital platforms, as well as from voluntary disclosures from AdImpact's partners. Once collected, ads are reviewed and appended with numerous pieces of metadata. The following are the fields provided by combining information about the collecting of the ad, metadata describing the ads' content, as well as links to curated examples of the videos representing the ad.

Field	Description	Type
FP_UUID	Unique 36-character identifier for each creative.	Varchar(36)
ADVERTISER	The brand or entity sponsoring the ad.	Varchar(100)
TITLE	Title of the ad assigned internally.	Varchar(100)
ADMO_LINK	Uniform resource locator link to viewer page for the ad. Link is shareable and includes the ad title, advertiser, category, transcript, and curated version of the ad.	Varchar(2048)
VIDEO_LINK	Uniform resource locator link to the ad. Link is shareable and includes the only the curated version of the ad.	Varchar(2048)
SPOT_LENGTH	Length of ad, provided as seconds, e.g., 15, 30, 60.	Number(38)
LANGUAGE	Primary language within the ad.	Varchar(6)
CREATIVE_TYPE	Functional classification of the ad, either Persuasion, Direct Response, or Get Out the Vote. Only applies to social media ads.	Varchar(100)
TAGGED_STATION	Station feed of where the ad was first tagged.	Varchar(100)
TAGGED_MARKET	Market of the station feed of where the ad was first tagged.	Varchar(100)
TAGGED_MEDIA_TYPE	Media type of the station feed of where the ad was first tagged.	Varchar(50)
TAGGED_START_TIME_LOCAL	Datetime of the first ad seen, provided in local time.	Datetime
TAGGED_TS_UTC	Datetime of when the ad was first tagged, provided as UTC. After this time users can expect ACR monitoring for this ad.	Datetime
DIGITAL_SOURCE_ID	The unique identifier of a digital ad, often same as FP UUID.	Varchar(255)
ADVERTISER_ID	The unique numeric code assigned to curated advertisers.	Number(38)
CATEGORY	Commercial sector referenced by the context of the ad, e.g., Automotive, Insurance, etc.	Varchar(100)
SUBCATEGORY	The specific commercial industry of an ad, e.g., Auto Insurance, Health Insurance, etc.	Varchar(100)
CORPORATE_SOCIAL_RESPONSIBILITY	Identifies ads discussing how the advertiser is benefitting society. These ads do not explicitly sell a product.	Number(38)
MOD_DATE	The most recent date in which the ad was modified, either to be created or to have metadata updated.	Datetime

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Ads | TV Creative Catalog Custom Metadata

The following are supplemental context to the TV Ad/Creative Catalog. Not all custom metadata is available for all ads. Often these represent industry specific details for the ad.

Ad Transcripts | Custom Transcript Metadata

FP_UUID	Unique 36-character identifier for each creative.	Varchar(36)
TRANSCRIPT	Contains the full textual transcription of the advertisement's spoken content.	Varchar(2048)
MOD_DATE	The most recent date in which the transcript data was modified, either to be created or to have metadata updated.	Date

Political Ad Details | Custom Political Metadata

FP_UUID	Unique 36-character identifier for each creative	Varchar(36)
ADVERTISER_PARTY	Political party affiliated with the advertiser, e.g., Democrat. Republican, or Independent.	Varchar(50)
ADVERTISER_TYPE	Classification of political advertiser, e.g., Issue Group, Candidate or Coordinated-Buy.	Varchar(50)
ELECTION_STATE	State/district/territory in which the election is organized.	Varchar(50)
ELECTION	Indicates primary election name targeted by the ad, e.g., GA Senate Primary 2020.	Varchar(100)
ISSUE_1	The first issue the ad mentions among internally curated list of issue topics.	Varchar(50)
ISSUE_2	The second issue the ad mentions among internally curated list of issue topics.	Varchar(50)
ISSUE_3	The third issue the ad mentions among internally curated list of issue topics.	Varchar(50)
TONE	Tone refers to the sentiment conveyed of creative, typically regarding the TARGET entity and is either positive, negative, or contrast.	Varchar(25)
TARGET	The first committee/entity mentioned in the ad (self or competitor).	Varchar(100)
RACE	Name for groups of elections held with shared political purpose; a race typically includes at least a primary and general election.	Varchar(100)
SECONDARY_ELECTION	Indicates the second election name targeted by the ad.	Varchar(100)
TERTIARY_ELECTION	Indicates the third election name targeted by the ad.	Varchar(100)
SECONDARY_TARGET	The second committee/entity mentioned in the ad.	Varchar(100)
TERTIARY_TARGET	The third committee/entity mentioned in the ad.	Varchar(100)
MOD_DATE	The most recent date in which the ad was modified, either to be created or to have metadata updated.	Datetime

Automotive Ad Details | Custom Auto Metadata

FP_UUID	Unique 36-character identifier for each creative.	Varchar(36)
MODEL	Indicates the first car model mentioned in the creative.	Varchar(25)
TIER	Classifies the advertisement according to automotive industry tier levels, e.g., Tier 1 for national brand advertising.	Varchar(25)
WEB_ADDRESS	Web address of the advertiser.	Varchar(100)
CAR_SIZE	Specifies the size of car MODEL mentioned in the creative.	Varchar(50)
DEALERSHIP_GROUP	Dealership group that manages the advertiser.	Varchar(100)
MOD_DATE	The most recent date in which the ad was modified, either to be created or to have metadata updated.	Datetime

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Content Viewings | TV Program Viewing Data

Each row within the data represents a content-viewing where automated content recognition technology identifies a specific program on an individual television. Each content-viewing has a unique identifier, a content-viewing ID. The source data spans ad-viewings between January 2023 to present, with new viewings made accessible within 24-hours of the actual viewing occurring. The following are the fields provided by combining information about the program-viewing with metadata collected about the associated program, television, and other internally curated entities, all collected from AdImpact's Advanced TV panel of twenty-three million televisions.

Field	Description	Type
HASHED_IP_ADDRESS	An encoded value representing the household's internet connection, used as a proxy for identifying unique viewing households.	Varchar(32)
HASHED_DEVICE_ID	The hashed device ID associated with the TV-device of the viewing. Uniquely identifies the individual TV of the viewing.	Varchar(40)
CONTENT_VIEWING_ID	A unique alphanumeric code assigned to each content viewing event.	Varchar(40)
ZIPCODE	The zipcode where the content viewing occurred, which is derived from IP address.	Varchar(10)
STATE	The state where the content viewing occurred, which is derived from IP address.	Varchar(2)
MARKET_NUMBER	The unique numeric code assigned to the MARKET.	Varchar(5)
MARKET	The market where the content viewing occurred, which is derived from IP address.	Varchar(100)
PUBLISHER	Identifies the entity best inferred as responsible for content distributed during a content viewing, determined hierarchically from STATION_CALLSIGN, da, and APP_SERVICE data.	Varchar(100)
NETWORK	The network or affiliated network associated with the PUBLISHER.	Varchar(50)
TIMEZONE	The timezone of the MARKET in which the content viewing occurs.	Varchar(50)
DST_APPLIED	Indicates whether daylight saving adjustments have been applied to viewing times, with '1' for yes.	Number(38)
UTC_OFFSET	The hour difference in hours between the local timezone and Coordinated Universal Time (UTC), adjusted for daylight saving time and other factors where applicable.	Number(12)
VIEWING_START_TIME_UTC	The UTC datetime that the automated content recognition initiated for the content viewing.	Datetime
VIEWING_END_TIME_UTC	The UTC datetime that the automated content recognition ceased for the content viewing.	Datetime
VIEWING_START_TIME_LOCAL	The local timezone datetime that automated content recognition initiated.	Datetime
VIEWING_END_TIME_LOCAL	The local timezone datetime that content automated recognition ceased.	Datetime
VIEWING_DURATION_SECONDS	The total duration of the content viewing, calculated as the difference between VIEWING_END_TIME_UTC and VIEWING_START_TIME_UTC, expressed in seconds For example, if the start time is 01:00 UTC and the end time is 01:30 UTC, the duration is 1,800 seconds.	Number(38)
VIEWING_START_QUARTER_HOUR_LOCAL	The single quarter-hour-increment where the content viewing initiated, identified by rounding VIEWING_START_TIME_LOCAL down to the nearest 15-minute.	Datetime
VIEWING_END_QUARTER_HOUR_LOCAL	The single quarter-hour-increment where the content viewing initiated, identified by rounding VIEWING_END_TIME_LOCAL down to the nearest 15-minute increment.	Datetime
DAYPART	Standard block of time categorizing when the advertising occurs. Dayparts are provided for broadcast and cable ad occurrences and groupings are based on VIEWING_START_TIME_LOCAL, e.g., Early Morning, Primetime, etc.	Varchar(50)
PROGRAM_ID	The unique ID for the content. Each ID represents a TMS ID before 11/15/2023, and a TiVo (ROVI) ID after that date.	Varchar(256)
PROGRAM_NAME	The title of the program as provided by TMS or TiVo.	Varchar(256)
PROGRAM_START_UTC	The program's start time provided in UTC timezone.	Datetime
PROGRAM_END_UTC	The program's end time provided in UTC timezone.	Datetime

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PROGRAM_START_LOCAL	The program's start time provided in the local timezone.	Datetime
PROGRAM_END_LOCAL	The program's end time provided in the local timezone.	Datetime
LIVE	Identifies whether the program was viewed live or as a non-live, such as a DVR recording.	Varchar(1)
STATION_CALLSIGN	The station recognized via ACR immediately previously to the content viewing.	Varchar(30)
INPUT_DEVICE	Specifies the input device associated with the TV input port in use during the content viewing.	Varchar(32)
APP_SERVICE	The native TV application that is active during the content viewing.	Varchar(32)
MEDIA_TYPE	Media type assigned to the PUBLISHER.	Varchar(50)
PUBLISHER_LANGUAGE	The primary language of the content distributed by the PUBLISHER.	Varchar(5)
PUBLISHER_ID	The unique numeric code assigned to the PUBLISHER.	Number(38)
SESSION_DURATION_SECONDS	The duration of the session, measuring the difference between SESSION_START_TIME_UTC and SESSION_END_TIME_UTC. Values are provided in seconds.	Number(38)
RECORDING_OFFSET_SECONDS	The delay in seconds between the original broadcast time and the actual viewing time, relevant for DVR or time-delayed playback.	Number(38)
PROGRAM_START_WEEK_LOCAL	The media week of PROGRAM_START_TIME_LOCAL.	Date
PROGRAM_START_DATE_LOCAL	The week of PROGRAM_START_TIME_LOCAL.	Date
PROGRAM_MARKET_COUNT	Count of media markets where the program was viewed.	Number(32)
PROGRAM_CONUS_TIMEZONE_COUNT	Count of timezones from the continental United States where the program was viewed.	Number(32)
NATIONAL_PROGRAM	Denotes programs observed on multiple markets and/or stations. Values are '1' when true and '0' when false.	Number(32)
SESSION_START_TIME_UTC	The start of session represents the first VIEWING_START_TIME_UTC. This value approximates when TVs are turned on.	Datetime
SESSION_END_TIME_UTC	The end of session represents the last VIEWING_END_TIME_UTC. This value approximates when TVs are turned off.	Datetime
SESSION_START_TIME_LOCAL	The start of session represents the first VIEWING_START_TIME_LOCAL. This value approximates when TVs are turned on.	Datetime
SESSION_END_TIME_LOCAL	The end of session represents the last VIEWING_END_TIME_LOCAL. This value approximates when TVs are turned off.	Datetime

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Programs | TV Program & Content Data Catalog

The following are supplemental context to the TV content/program catalog. Not all custom metadata is available for all ads. Often these represent industry specific details for the program.

PROGRAM_ID	The unique ID for the content. Each ID represents a TMS ID before 11/15/2023, and a TiVo (ROVI) ID after that date.	Varchar(255)
PROGRAM_NAME	The title of the program as provided by TMS or TiVo.	Varchar(255)

Program Genre | Custom Genre Metadata

PROGRAM_ID	The unique ID for the content. Each ID represents a TMS ID before 11/15/2023, and a TiVo (ROVI) ID after that date.	Varchar(255)
PROGRAM_NAME	The title of the program as provided by TMS or TiVo.	Varchar(255)
GENRE	A genre category associated with the PROGRAM_ID, with multiple GENRE matching to each PROGRAM_ID, e.g. Action, Reality, etc.	Varchar(255)
MOD_DATE	The most recent date in which the genre metadata was modified, either to be created or to have metadata updated. This is provided in UTC.	Datetime

Daily Impressions | TV Advertising Viewership Data

Each row within the data represents a daily occurrence showing modeled total ad viewership. Each occurrence represents a unique combination of a specific day, zipcode, creative, program name, and publisher. Occurrences are modeled based on known ad viewings from AdImpact's Advanced TV panel of twenty-three million televisions and the local market penetration. The data spans occurrence between April 2023 to present, with new occurrences being made accessible within 24-hours of the date of the occurrence. The following are the fields provided by combining information about the occurrences with metadata collected about the associated program, & publisher.

DATE	Date the impressions were detected during.	Date
ZIPCODE	Geographic zipcode where impressions were observed, based on IP address of detecting device; not available for market level aggregation.	Varchar(10)
FP_UUID	Unique 36-character identifier for each creative.	Varchar(36)
PROGRAM_NAME	The title of the program as provided by TMS or TiVo.	Varchar(256)
PUBLISHER	Identifies the entity best inferred as responsible for content distributed during the component ad viewings, determined hierarchically from STATION_CALLSIGN, INPUT_DEVICE, and APP_SERVICE data.	Varchar(100)
AFFILIATE	The network or affiliated network associated with the PUBLISHER.	Varchar(50)
PUBLISHER_STATE	State associated with the PUBLISHER which the ad is detected on.	Varchar(100)
MEDIA_TYPE	Media type assigned to the PUBLISHER.	Varchar(100)
IMPRESSIONS	Total TV impressions for the occurrence. Impressions are modeled based on the counts of relevant ad viewings and local market penetration AdImpact's Advanced TV panel.	Number(38)
OTA_IMPRESSIONS	Total projected TV impressions detected using while over-the-air (OTA) input, e.g., antenna.	Number(38)

AdImpact reserves the authority to change or amend the fields included for any reason. Users should anticipate new fields being added in the future for any reason.

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Airings | Linear TV Ad Airing Data

In the complete dataset, each row is an individual airing, defined as a market-level detection of an advertisement creative. These airings are detected using Automated Content Recognition (ACR) technology deployed by various technology partners. The dataset encompasses detections from over 1,300 monitored stations across different markets. It is important to note that ACR monitoring specifically targets airings of active ads that are part of AdImpact's extensive Ad Library and occur on these monitored stations. The fields listed below provide a comprehensive blend of data, detailing both the specifics of each ad airing and the associated metadata.

Field	Description	Type
AIRING_UUID	Unique 36-character identifier for each airing.	Varchar(36)
SOURCE	Medium of the station where airing occurred.	Varchar(25)
FP_UUID	Unique 36-character identifier for each creative.	Varchar(36)
AIRING_ELECTION	Indicates primary election targeted by the airing, e.g., GA Senate Primary 2020. Note this may differ from the ELECTION associated with the FP_UUID of the airing because more context is available for airings, such as timing and location.	Varchar(100)
MARKET	Geographic market of station and airing.	Varchar(100)
START_TIME	The start time of the airing, provided in local time.	Datetime
END_TIME	The end time of the airing, provided in local time.	Datetime
AIRTIME	Time the airing aired in 24-hour time, formatted as a string HH:MM:SS.	Varchar(13)
AIRDATE	Date the airing occurred on.	Date
MEDIA_DATE	Date according to broadcast media calendar with days ending at 3AM.	Date
DAYPART	Standard block of time categorizing when the airing occurs. Airings are classified into a daypart based on the airing's START_TIME, e.g., early morning.	Varchar(20)
TIMEZONE	Time zone of the market in which the airing occurs.	Varchar(25)
BUY_ID	The unique numeric code assigned to a group of linked airing airings associated with the same multi-market or nationwide network airing.	Varchar(100)
MARKET_COUNT	The total number of markets the BUY_ID was found within	Number(38)
NATIONAL	Denotes airing associated with a multi-market or NATIONAL network airing,	Number(38)
PROGRAM_NAME	Name of program during which the airing occurred .	Varchar(100)
PROGRAM_GENRE	Content genre based on PROGRAM_NAME.	Varchar(25)
STATION	Station on which the airing aired on.	Varchar(100)
AFFILIATE	The network or affiliated network of the station of which the airing aired on.	Varchar(50)
MEDIA_TYPE	Medium of the station where airing occurs.	Varchar(50)
SPEND	Estimated advertiser cost associated with the airing.	Number(38)
GRPS_35_PLUS	Gross rating points for adults ages 35+, the default gross rating points field.	Number(12)
UNIVERSE_35_PLUS	Universe for adults ages 35+.	Number(19)
VIEWERS_35_PLUS	Viewers for adults ages 35+.	Number(19)
MOD_DATE	The most recent date in which the airing was modified, either to be created or to have metadata updated. This is provided in UTC.	Datetime

AdImpact reserves the authority to change or amend the fields included for any reason. Users should anticipate new fields being added in the future for any reason.
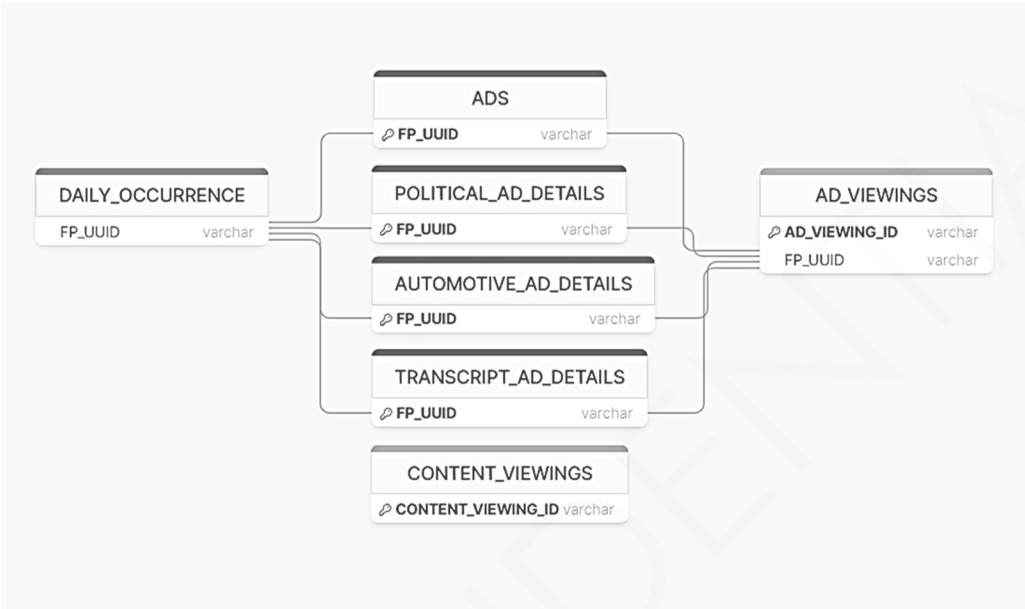
Last Revised: August 1, 2024

Airings Viewerships | Airing Custom Metadata

The following are supplemental context to the Airing Report. Not all custom metadata is available for all airings. Often these represent media specific details for the airing.

AIRING_UUID	Unique 36-character identifier for each airing.	Varchar(36)
AIRING_TIMESTAMP	The date and time of airing "YYYY-MM-DD HH:MM:SS.SSS".	Timestamp(9)
GRPS_18_49	The gross rating points for viewers between the age 18 and 49.	Number(12)
VIEWERS_18_49	The number of viewers between the age 18 and 49.	Number(38)
UNIVERSE_18_49	Universe for adults between the age 18 and 49.	Number(19)
GRPS_MALE_21_54	The gross rating points for male viewers between the age 25 and 54.	Number(12)
UNIVERSE_MALE_21_54	Universe for adult males between the age 25 and 54.	Number(19)
VIEWERS_MALE_21_54	The number of male viewers between the age 25 and 54.	Number(19)
GRPS_25_54	The gross rating points for viewers between the age 25 and 54.	Number(12)
UNIVERSE_25_54	Universe for adults between the age 25 and 54.	Number(19)
VIEWERS_25_54	The number of viewers between the age 25 and 54.	Number(38)
GRPS_55_PLUS	The gross rating points for viewers aged 55 and older.	Number(12)
UNIVERSE_55_PLUS	Universe for adults ages 55 and older.	Number(19)
VIEWERS_55_PLUS	The number of viewers aged 55 and older.	Number(19)
MOD_DATE	The most recent date in which the airing or metadata was modified, either to be created or to have metadata updated.	Timestamp(9)

AdImpact reserves the authority to change or amend the fields included for any reason. Users should anticipate new fields being added in the future for any reason.

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AdImpact Advanced TV Data Suite Entity Relationships

The Advanced TV Data Suite structures data into well-defined entities, from ads to content-viewings, accommodating a range of analytical needs. Its modular design aligns with big data best practices, promoting efficient, intuitive use and quick querying. Additionally, the suite scales seamlessly and maintains rigorous security standards. Relationships between data entities are detailed in the below schema.

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