National TV - NationalTV.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| AdDate | Character | 10 | Date follows Nielsen’s day definition. Day starts at 6A and ends at 6A. Ex: MM/DD/YYYY (occurrences after midnight maintain the previous day’s date). |
| AdTime | Character | 8 | Actual ad time in military format (hh:mm:ss) |
| MarketCode | Character | 3 | Code of Market |
| MediaTypeID | SmallInt | 5 | Code of Media Types |
| PrimBrandCode | Integer | 10 | Code of Primary Brand |
| ScndBrandCode | Integer | 10 | Code of Secondary Brand if multi-brand ad |
| TerBrandCode | Integer | 10 | Code of Tertiary Brand if multi-brand ad |
| DistributorCode | Char | 8 | Code of Distributor |
| Units | Integer | 10 | Total number of incidences of the occurrence |
| Spend | Numeric | 15,2 | U.S. dollar expenditures in whole number |
| TVDaypartCode | Character | 2 | Code representing part of day the TV occurrence aired. Ex: OV = Overnight M-Su 1a-6a |
| Duration | Smallint | 5 | Length of TV commercial in seconds. Also known as “Copy Length.” Ex: 15, 30, 120 |
| AdCode | Character | 15 | Permanent TV creative ID. The Advertisement ID. Ex: 11339LRS07 |
| CreativeID | Integer | 10 | Creative identifier (Ex: 1393914) |
| Pod14 | Character | 10 | Numerical identifier of a group of TV commercials as it appears during program airing calculated based on 14 second separation rule |
| Pod30 | Character | 10 | Numerical identifier of a group of TV commercials as it appears during program airing calculated based on 30 second separation rule |
| Pod120 | Character | 10 | Numerical identifier of a group of TV commercials as it appears during program airing calculated based on 120 second rule |
| PodPosition14 | TinyInt | 3 | Commercial sequence within a pod calculated based on 14 second separation rule |
| PodPosition30 | TinyInt | 3 | Commercial sequence within a pod calculated based on 30 second separation rule |
| PodPosition120 | TinyInt | 3 | Commercial sequence within a pod calculated based on 120 second separation rule |
| ImpressionType | Character | 1 | Type of impression associated with this occurrence.  Always ‘P’ (program) for Network TV. |
| Market Break Type | Character | 1 | Type of Market Break associated with this occurrence. Ex: P = Program; A = Program Average |
| NielsenProgramCode | Integer | 10 | Unique Nielsen ID given to a television program. Primarily used as an index to impressions and Market Breaks. |
| TelecastNumber | Integer | 10 | Number of appearance for a program. Primarily used as an index to impressions and Market Breaks. |
| TimeIntervalNumber | Smallint | 5 | The half-hour time increment in which the commercial aired. Used to join the occurrence with the proper time period impression. Always NULL for Network TV. |
| GrpPercentage | Smallint | 5 | Percentage associated with each occurrence and part of ratings calculation. Only found in Network TV media type. |
| MonitorPlus ProgramCode | Integer | 10 | Unique ID required to identify the program title. |
| DistributorID | Integer | 10 | Identifying number of ad distributor. Primarily used as index to impressions and Market Breaks. Only found in Cable TV and Spanish Language Cable TV media types. |
| DayOfWeek | SmallInt | 5 | Numerical value relating to the day of the week the ad appears. Key impression linking field. Ex: 2 = Monday. Only found in Cable TV media type. |
| UC\_dim\_Bridge\_occ\_ImpNationalTV\_key | Integer | 10 | This field is generated by Univ. of Chicago, and can be used to directly link National TV occurrence records with National TV impression records (rather than using the “natural keys” listed by Nielsen later in this manual).Due to some previously identified issues with the linking keys for Spot/Local TV (which we believe are now resolved), we encourage researchers to use the natural keys when joining occurrences and impressions. |

Spot/Local TV - SpotTV.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| AdDate | Character | 10 | Date follows Nielsen’s day definition. Ex: MM/DD/YYYY (occurrences after midnight maintain the previous day’s date). Day starts at 6A and ends at 6A, except for Spot TV media type in which day starts at 5A and ends at 2A. |
| AdTime | Character | 8 | Actual ad time in military format (hh:mm:ss) |
| MarketCode | Character | 3 | Code of Market |
| MediaTypeID | SmallInt | 5 | Code of Media Types |
| PrimBrandCode | Integer | 10 | Code of Primary Brand |
| ScndBrandCode | Integer | 10 | Code of Secondary Brand if multi-brand ad |
| TerBrandCode | Integer | 10 | Code of Tertiary Brand if multi-brand ad |
| DistributorCode | Char | 8 | Code of Distributor |
| Units | Integer | 10 | Total number of incidences of the occurrence |
| TVDaypartCode | Character | 2 | Code representing part of day the TV occurrence aired. Ex: OV = Overnight M-Su 1a-6a |
| Duration | Smallint | 5 | Length of TV commercial in seconds. Also known as “Copy Length.” Ex: 15, 30, 120 |
| AdCode | Character | 15 | The advertisement code Ex: 11339LRS07 |
| CreativeID | Integer | 10 | Creative identifier (Ex: 1393914) |
| Pod | Character | 10 | Numerical identifier of a group of TV commercials as it appears during program airing |
| PodPosition | TinyInt | 3 | Commercial sequence within a pod |
| PeriodYearMonth | Character | 6 | Key impression linking field. Ex: YYYYMM. Not found in Local/Regional Cable TV media type. |
| DistributorID | Integer | 10 | Identifying number of ad distributor. Key impression linking field. Not found in Local/Regional Cable TV media type. |
| DayOfWeek | Smallint | 5 | Numerical value relating to the day of the week the ad appears. Key impression linking field. Ex: 2 = Monday. Not found in Local/Regional Cable TV media type. |
| TimeIntervalNumber | Smallint | 5 | The half-hour time increment in which the commercial aired. Used to join the occurrence with the proper time period impression. EX: 1=6:00am, 2=6:30am, …, 48=5:30am. Not found in Local/Regional Cable TV media type. |
| MonitorPlusProgramCode | Integer | 10 | Unique ID required to identify the program title. |
| Spend | Numeric | 15,2 | U.S. dollar expenditures in whole number. Only found in SpotTV media type. |
| RegionalIndicator | Char | 1 | Indicates Interconnect, Regional or Zoned. Only found in Local/Regional Cable TV media type. |
| UC\_dim\_Bridge\_occ\_ImpSpotTV\_key | Integer | 10 | This field is generated by Univ. of Chicago, and can be used to directly link Spot TV occurrence records with Spot TV impression records (rather than using the “natural keys” listed by Nielsen later in this manual).Due to some previously identified issues with the linking keys for Spot/Local TV (which we believe are now resolved), we encourage researchers to use the natural keys when joining occurrences and impressions. |

Magazine - Magazine.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| AdDate | Character | 10 | Actual date of occurrence. Follows standard day midnight – midnight. (Ex: MM/DD/YYYY) |
| MarketCode | Character | 3 | Code of Market (Ex: 279) |
| MediaTypeID | SmallInt | 5 | Code of Media Types (Ex: 1) |
| PrimBrandCode | Integer | 10 | Code of Primary Brand |
| ScndBrandCode | Integer | 10 | Code of Secondary Brand if multi-brand ad |
| TerBrandCode | Integer | 10 | Code of Tertiary Brand if multi-brand ad with 3 brands |
| DistributorCode | Char | 8 | Code of Distributor. |
| Units | Integer | 10 | Total number of incidences of the occurrence |
| Spend | Numeric | 15,2 | U.S. dollar expenditures in whole number |
| MagAdColor | Character | 1 | Number of colors used Ex: 1C, 2C, 3C or 4C |
| MagAdType | Character | 33 | Description of type of magazine ad Ex: SPREAD / TEAROUT |
| MagAdSize | Numeric | 7,3 | Page equivalence size Ex: 1.000, 1.333, 2.667 |
| MagPageNumber | Integer | 10 | Page number where ad is found |
| MagPosCode | Character | 1 | Code representing ad Position  0 → Non – premium (found only in Local Magazine)  1 → In Fr Cov  2 → Fac In Fr  Cov 3 → Bk Cov  4 → In Bk Cov  5 → Fac In  BK Cov 6 → Opp To C |
| AdCode | VarChar | 10 | The advertisement code |
| Bleed | Character | 1 | Indicates whether or not the color in the ad goes all the way to the edge of the page or if there is a border.  Ex: Y or N. |
| SectionCode | Character | 1 | Field required to create a unique record. Found only in Local Magazine media type. |
| PageCount | Smallint | 5 | Field required to create a unique record. Found only in Local Magazine media type. |
| PeriodYearMonth | Character | 6 | Primarily used as an index to impressions and/or Market Breaks. Ex: YYYYMM. Found only in National Magazine media type. |
| DistributorID | Integer | 10 | Identifying number of ad distributor. Found only in National Magazine media type. |
| Slogan | Varchar | 82 | Creative description. Found only in National Magazine media type. |
| CreativeFileName | Character | 15 | File name of the creative. Found only in National Magazine media type. |
| AdNumber | Integer | 10 | Field required to create a unique record. Found only in National Magazine media type. |

FSI Coupon - FSICoupon.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| AdDate | Character | 10 | Actual date of occurrence. Follows standard day midnight – midnight. (Ex: MM/DD/YYYY) |
| MarketCode | Character | 3 | Code of Market (Ex: 279) |
| MediaTypeID | SmallInt | 5 | Code of Media Types (Ex: 1) |
| PrimBrandCode | Integer | 10 | Code of Primary Brand |
| ScndBrandCode | Integer | 10 | Code of Secondary Brand if multi-brand ad |
| TerBrandCode | Integer | 10 | Code of Tertiary Brand if multi-brand ad with 3 brands |
| DistributorCode | Char | 8 | Code of Distributor |
| AdCode | VarChar | 10 | The advertisement code |
| Units | Integer | 10 | Total number of incidences of the occurrence |
| Spend | Decimal | 15,2 | U.S. dollar expenditures in whole number |
| SourceCode | Character | 5 | Field required to create a unique record |
| OffValue | Numeric | 5,2 | Field required to create a unique record |
| OffType | Character | 3 | This is the Offer Type. Example: FG = Free Goods |
| CouponID | Character | 22 | Field required to create a unique record |

Newspaper - Newspaper.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| AdDate | Character | 10 | Actual date of occurrence. Follows standard day midnight – midnight. (Ex: MM/DD/YYYY) |
| MarketCode | Character | 3 | Code of Market (Ex: 279) |
| MediaTypeID | SmallInt | 5 | Code of Media Types (Ex: 1) |
| PrimBrandCode | Integer | 10 | Code of Primary Brand |
| ScndBrandCode | Integer | 10 | Code of Secondary Brand if multi-brand ad |
| TerBrandCode | Integer | 10 | Code of Tertiary Brand if multi-brand ad with 3 brands |
| DistributorCode | Char | 8 | Code of Distributor |
| Units | Integer | 10 | Total number of incidences of the occurrence |
| Spend | Decimal | 15,2 | U.S. dollar expenditures in whole number |
| AdCode | VarChar | 10 | The advertisement code |
| NewspAdSize | Integer | 33 | Size of ad in column inches |
| NewspEventCode | Char | 2 | Event of ad appearing in newspaper Ex: 03 = GRAND OPENING |
| NewspSecCode | Char | 2 | Section where ad appears in newspaper Ex: 02 = BUSINESS/FINANCIAL |

Radio – Radio.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| AdDate | Character | 10 | For Network Radio, this field contains the actual date of occurrence, and follows standard day midnight – midnight (Ex: MM/DD/YYYY). For Spot radio this field will have Monday’s date of the week in which the occurrence falls ( Ex : MM/DD/ YYYY) |
| MarketCode | Character | 3 | Code of Market (Ex: 279) |
| MediaTypeID | SmallInt | 5 | Code of Media Types (Ex: 1) |
| PrimBrandCode | Integer | 10 | Code of Primary Brand |
| ScndBrandCode | Integer | 10 | Code of Secondary Brand if multi-brand ad |
| TerBrandCode | Integer | 10 | Code of Tertiary Brand if multi-brand ad with 3 brands |
| DistributorCode | Char | 8 | Code of Distributor |
| AdCode | VarChar | 10 | The advertisement code |
| Spend | Numeric | 15,2 | U.S. dollar expenditures in whole number |
| RadioDaypartID | Smallint | 1 | Unique ID for Radio Dayparts. Key linking field for impression data. Only in Spot Radio media type. |
| Units | Integer | 10 | The total number of incidences of the occurrence. Only in Spot Radio media type. |
| DistributorID | Integer | 10 | Identifying number of ad distributor. Key impression linking field. Only in Spot Radio media type. |
| AdTime | Character | 10 | The hour in which the ad occurred (Ex: hh:mm:ss). Only in Spot Radio media type. |
| dim\_Bridge\_occ\_ImpSpotRadio\_key | Integer | 10 | Only in Spot Radio media type. This field is generated by Univ. of Chicago, and can be used to directly link Spot Radio occurrence records with Spot Radio impression records (rather than using the “natural keys” listed by Nielsen later in this manual).   * Due to some previously identified issues with the linking keys for Spot/Local TV (which we believe are now resolved), we encourage researchers to use the natural keys when joining occurrences and impressions. |

Outdoor – Outdoor.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| AdDate | Character | 10 | First date of the month in which the occurrence falls (Ex: MM/DD/YYYY) |
| MarketCode | Character | 3 | Code of Market (Ex: 279) |
| MediaTypeID | SmallInt | 5 | Code of Media Types (Ex: 1) |
| PrimBrandCode | Integer | 10 | Code of Primary Brand |
| ScndBrandCode | Integer | 10 | Code of Secondary Brand if multi-brand ad |
| TerBrandCode | Integer | 10 | Code of Tertiary Brand if multi-brand ad with 3 brands |
| DistributorCode | Char | 8 | Code of Distributor |
| AdCode | VarChar | 10 | The advertisement code |
| Spend | Numeric | 15,2 | U.S. dollar expenditures in whole number |
| AdTypeId | Integer | 10 | Ad type id |

Internet – Internet.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| AdDate | Character | 10 | Monday’s date of the week in which the activity appeared (Ex: MM/DD/YYYY) |
| MarketCode | Character | 3 | Code representing the National market. Always ‘000’ for National Internet. |
| MediaTypeID | SmallInt | 5 | Code of Media Types (Ex: 1) |
| PrimBrandCode | Integer | 10 | Code of Primary Brand |
| ScndBrandCode | Integer | 10 | Code of Secondary Brand if multi-brand ad |
| TerBrandCode | Integer | 10 | Code of Tertiary Brand if multi-brand ad with 3 brands |
| DistributorCode | Char | 8 | Code of Distributor |
| AdCode | VarChar | 10 | The advertisement code |
| Spend | Numeric | 15,2 | U.S. dollar expenditures in whole number |
| Imp2Plus | Numeric | 16,0 | Impressions at the National level for 2+. Client must have a separate license with Nielsen Online / Ad Relevance in order to receive impressions. If there is no license agreement, this field will be blank. |

Cinema – Cinema.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| AdDate | Character | 10 | Actual date of occurrence. Follows standard day midnight – midnight. (Ex: MM/DD/YYYY) |
| MarketCode | Character | 3 | Code of Market, always 000 |
| MediaTypeID | SmallInt | 5 | Code of Media Types (Ex: 1) |
| PrimBrandCode | Integer | 10 | Code of Primary Brand |
| ScndBrandCode | Integer | 10 | Code of Secondary Brand if multi-brand ad |
| TerBrandCode | Integer | 10 | Code of Tertiary Brand if multi-brand ad with 3 brands |
| AdCode | VarChar | 10 | The advertisement code |
| Spend | Numeric | 15,2 | U.S. dollar expenditures in whole number |
| Duration | SmallInt | 5 | Length of commercial in seconds. |
| Geography | Char | 1 | National (N) |
| AdTypeId | Integer | 10 | Advertisement type Id |
| MpaaRatingId | Integer | 10 | Ratings Id |
| Imp2Plus | Integer | 10 | Impressions at the national level for 2+ |
| CreativeDesc | Character | 100 | Creative title |

Digital – Digital.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| AdDate | Character | 10 | Date in which the activity appeared (Ex: MM/DD/YYYY) |
| MarketCode | Character | 3 | Code representing the National market. Always ‘000’ for National Digital |
| MediaTypeID | SmallInt | 5 | Code of Media Types (31 = National Digital) |
| PrimBrandCode | Integer | 10 | Code of Primary Brand |
| ScndBrandCode | Integer | 10 | Code of Secondary Brand if multi-brand ad |
| TerBrandCode | Integer | 10 | Code of Tertiary Brand if multi-brand ad with 3 brands |
| DistributorCode | Char | 8 | Code of Distributor |
| CreativeId | Integer | 10 | Creative identiﬁer for an advertisement |
| AdCode | VarChar | 10 | The advertisement code |
| AdService | VarChar | 255 | Details the name of the company(s) that participate(s) in serving digital ads from placement to page |
| AdServiceType | VarChar | 255 | The role an ad service company plays in delivering digital ads from placement to page |
| Spend | Numeric | 15,0 | U.S. dollar expenditures in whole number |
| Imp2Plus | Numeric | 16,0 | Impressions at National level for 2+ |
| AdPlatformId | Integer | 10 | Device id on which the ad was delivered. eg. Desktop, Mobile+Tablet |
| AdTypeId | Integer | 10 | Id to distinguish the kind of ad captured. eg. Display, Video |
| AdTechnologyId | Integer | 10 | Id that identiﬁes the technology used for an advertisement. eg. Image, Skin, HTML5 |
| BuyTypeId | Integer | 10 | Id that deﬁnes the purchase type of a digital advertisement. eg. Direct, Programmatic |
| ProxyId | Integer | 10 | Id of the physical city/state location where the advertisement was captured during the data collection process |
| OccurrenceType | Character | 20 | Values: House Ad, Digital Ad |
| AdVisibility | Character | 20 | Describes where on the page an ad was seen. Values ATF: Above the fold  BTF: Below the fold |