MVSN_LOOKUP_CAMPAIGN_PROGRAM

PROGRAM_ID int SUBCATEGORY_ID int PROGRAM_SOURCE_ID int PROGRAM_AIRING_TYPE_ID int CATEGORY_ID int CAPTION_ID int PROGRAM_COLOR_TYPE_ID int MASTER_TITLE varchar RELEASE_YEAR varchar EPISODE_TITLE varchar EPISODE_NUMBER varchar STEREO_ENABLED_YN varchar STAR_RATING varchar SERIES_YN varchar RATING ID TV US int RATING_ID_MOVIE_US int SERIES_MASTER_YN varchar PARENT_PROGRAM_ID int RUNTIME int HDTV_YN varchar BRACKET_TEXT varchar PART_NUMBER int PART_TOTAL int ORIGINAL_ADT datetime SUBTITLE varchar EVENT DATE datetime TAG varchar Cosmo_program_id link_region_id tinyint status_code tinyint update_datetime datetime

MVSN_LOOKUP_CAMPAIGN

CAMPAIGN_ID nvarchar SK_PLATFORM_ID int DESCRIPTION nvarchar CAMPAIGN nvarchar **ADVERTISER** nvarchar FEED_TYPE nvarchar ATX_AD_ID nvarchar EFFECTIVE_DATE datetime EXPIRED_DATE datetime PROGRAM_ID int SOURCE_ID int ORDER_START_DATE datetime ORDER END DATE datetime BRAND nvarchar CAMPAIGN_DESCRIPTION nvarchar AD_TYPE_DESCRIPTION nvarchar VODAd nvarchar VODType nvarchar goto_designator nvarchar icon_id int VOD_ASSET nvarchar MASTER_DEAL_NUMBER nvarchar DEAL_NUMBER nvarchar TIME_ZONE nvarchar REGION_ID int

MVSN_FT_AD_IMPRESSION

SK_DEVICE_ID int EVENT_DATE int EVENT_TIME int DAYPART_MASK int AD_ID nvarchar AD_TYPE nchar **IGNORE** bit CLICKED bit nvarchar AD_ACTION SK_LOAD_ID int

MVSN_DM_DEVICE

SK_DEVICE_ID int-identity SK_GUID_ID int SK_PROVIDER_ID int FRIENDLY bit SK_PLATFORM_ID int SK_MSO_ID int SK_MARKET_ID int SK SYSTEM ID int SK_ZIP_ID int **HARDWARE** nvarchar SOFTWARE nvarchar **PROFILETYPE** smallint TimeZone nvarchar

MVSN_FT_ACTIVITY_WATCH

SK_DEVICE_ID int EVENT_DATE int EVENT_TIME int SK_DAYPART_ID int SESSION_ID int EVENT_TYPE nvarchar SOURCE_ID int PROGRAM_ID int CHANNEL_NUMBER int BACKGROUND_TUNER bit GUIDE_INFLUENCED bit SEARCH_INFLUENCED bit DURATION int PREV_SESSION_ID int PARENT_SESSION_ID int SURFTIME int SK_LOAD_ID int

MVSN_LOOKUP_CHANNEL_NAME

int

FIRST_USER_ACTION

SK_PROVIDER_ID int SOURCE_ID int SRC_NAME nvarchar SRC_LONG_NAME nvarchar SOURCE_TYPE nvarchar NETWORK nvarchar HDTV bit

MVSN_LOOKUP_PROGRAM

int

int

int

int

int

int

int

int

int

tinyint

tinyint

datetime

PROGRAM_ID SUBCATEGORY_ID PROGRAM_SOURCE_ID PROGRAM_AIRING_TYPE_ID int CATEGORY ID CAPTION_ID PROGRAM_COLOR_TYPE_ID int MASTER_TITLE varchar RELEASE_YEAR varchar varchar EPISODE_TITLE EPISODE_NUMBER varchar STEREO_ENABLED_YN varchar STAR_RATING varchar SERIES_YN varchar RATING_ID_TV_US RATING_ID_MOVIE_US SERIES_MASTER_YN varchar PARENT_PROGRAM_ID RUNTIME HDTV_YN varchar BRACKET_TEXT varchar PART_NUMBER PART_TOTAL ORIGINAL_ADT datetime SUBTITLE varchar EVENT_DATE datetime TAG varchar

Cosmo_program_id

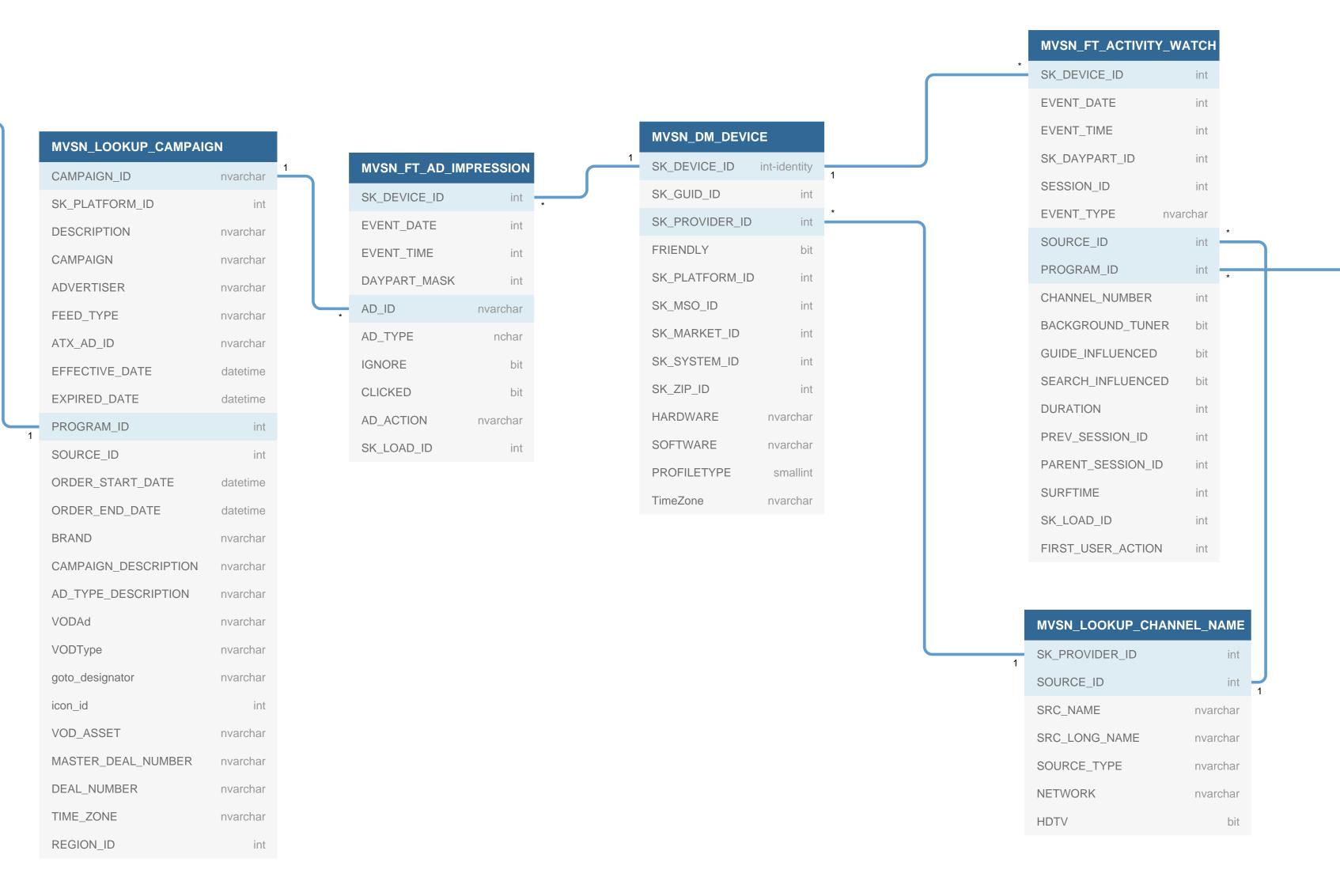
link_region_id

update_datetime

status_code



MVSN_LOOKUP_CAMPAIGN_	_PROGRAM
PROGRAM_ID	int
SUBCATEGORY_ID	int
PROGRAM_SOURCE_ID	int
PROGRAM_AIRING_TYPE_ID	int
CATEGORY_ID	int
CAPTION_ID	int
PROGRAM_COLOR_TYPE_ID	int
MASTER_TITLE	varchar
RELEASE_YEAR	varchar
EPISODE_TITLE	varchar
EPISODE_NUMBER	varchar
STEREO_ENABLED_YN	varchar
STAR_RATING	varchar
SERIES_YN	varchar
RATING_ID_TV_US	int
RATING_ID_MOVIE_US	int
SERIES_MASTER_YN	varchar
PARENT_PROGRAM_ID	int
RUNTIME	int
HDTV_YN	varchar
BRACKET_TEXT	varchar
PART_NUMBER	int
PART_TOTAL	int
ORIGINAL_ADT	datetime
SUBTITLE	varchar
EVENT_DATE	datetime
TAG	varchar
Cosmo_program_id	int
link_region_id	tinyint
status_code	tinyint
update_datetime	datetime





MVSN_LOOKUP_PROGRAM

PROGRAM_AIRING_TYPE_ID int

PROGRAM_COLOR_TYPE_ID int

int

int

int

varchar

datetime

varchar

datetime

varchar

tinyint

datetime

int

int

int

int

int

PROGRAM_ID

CATEGORY_ID

MASTER_TITLE

RELEASE_YEAR

EPISODE_TITLE

STAR_RATING

SERIES_YN

RUNTIME

HDTV_YN

BRACKET_TEXT

PART_NUMBER

PART_TOTAL

ORIGINAL_ADT

SUBTITLE

TAG

EVENT_DATE

link_region_id

update_datetime

status_code

Cosmo_program_id

EPISODE_NUMBER

RATING_ID_TV_US

RATING_ID_MOVIE_US

SERIES_MASTER_YN

PARENT_PROGRAM_ID

STEREO_ENABLED_YN

CAPTION_ID

SUBCATEGORY_ID

PROGRAM_SOURCE_ID