



Ad Intel Dataset Manual

Television, Print, Internet, Radio, Outdoor and Cinema

The Kilts Center Archive of

The Nielsen Company

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# Revision Summary

(Note: These revisions have been incorporated in the University of Chicago extract files, but are listed here for informational purposes).

|  |  |
| --- | --- |
| Date | Description |
| 08/23/11 | 1. Separated TV Program Type, Event Type and Sub Types into their own reference tables 2. Added MonitorPlusProgramCode to TV Program Type reference file; needed to uniquely identify a program title 3. Corrected field length of NewspSecCode from 30 to 2 4. Removed CrtvID from Local Magazine and B2B; not applicable as creatives do not exist for these media types |
| 08/26/11 | 1. Added HispanicFlag to National TV Impression format to differentiate between General Market and Hispanic impressions 2. Removed Creative Filename reference file as creative filenames are not required |
| 09/27/11 | 1. Added ‘AdCode’ data element to FSI Coupon, Outdoor, Network Radio, and Internet media type occurrence formats 2. Added DistributorCode to Outdoor occurrence format 3. Added ‘DayOfWeek’ to Cable occurrence format 4. Highlighted unique indexes (now in bold) for all occurrence formats |
| 10/10/11 | 1. All media types: Corrected Units (Integer 10) and Spend (Decimal 15,2) 2. Nat Mag: Corrected Slogan to Varchar(50); MagAdSize(Decimal 7,3) 3. B2B: Corrected MagAdType (Char 33); MagAdSize (Numeric 7,3), MagPageNumber (Char 4) 4. Brand Reference: Corrected PCCSubCode (Char 4) |
| 10/14/11 | 1) Added AdvParentCode to Brand reference table |
| 10/26/11 | 1) Removed MOS from all media as we are now delivering occurrence files weekly and monthly so month no longer applies. |
| 11/7/11 | 1) Updated description sizes: Brand (128), Variant (100), Distributor (42), Abbreviation (42), DistributorCode (8) |
| 11/9/11 | 1) Added RegionalIndicator to Local/Regional Cable |
| 11/28/11 | 1. Added data elements to Local Mag, National Mag, B2B and Coupon in order to create a unique record necessary for those clients using a relational model. 2. Updated ‘slogan’ in National Mag as varchar(82). |
| 2/21/12 | 1. Added ‘GRP Percentage’ field to Network TV Occurrence file. 2. Added control file formats to document. 3. Added ‘Monitor Plus Program Code’ field to all national TV occurrence formats. Includes Network TV, Cable TV, Syndicated TV, Spanish Language Cable TV, Spanish Language Network TV) 4. Updated the field lengths of parent description and subsidiary description from 35 to 38 in the Advertiser file. 5. Added file naming conventions to the format document. |
| 4/9/12 | 1) Added note to Local and National Internet Occurrence file indicating that impressions will be blank if client does not have a separate agreement with Nielsen Online. |
| 6/4/12 | 1) Updated BrandVariant field in the Brand reference table. Length is now 128 (was 100). |
| 11/9/12 | 1) Updated media type codes for various media types due to implementation of Library System. |
| 12/31/12 | 1) Updated the impression control file to include a Market Code field. This will aid in the processing speed. |
| 1/15/13 | 1. Added new field (Program Duration) to TV Program reference data file. 2. Introduced a new file (Delete file) within the extracts. 3. Introduced a new file (Update file) within the extracts. |
| 4/5/13 | 1. Added field lengths and types to the Delete File format. 2. Added additional abbreviation descriptions. |
| 4/9/13 | 1. Removed the ‘Program Duration field from the TV Program reference data file. 2. Added ‘spend’ as part of primary key to National Newspaper media type occurrence file. |
| 5/6/13 | 1) Added Market Breaks impressions join criteria and additional details to top of page 37. |
| 5/8/13 | 1) Added ‘Spend’ as part of primary key for National Magazine. |

|  |  |
| --- | --- |
|  | 1. Added additional calculations/metrics to page 56. 2. Added sample file names and descriptions for each one to File Names section page 45. |
| 7/1/13 | 1) Removed “OffType” as part of primary key from the FSI Coupon occurrence file on page 21. |
| 7/22/13 | Added section on matching data back to Nielsen Ad\*Views. |
| 7/25/13 | 1. Changed ‘PCC Sub Description’ field length in the Product Categories reference file to 50. 2. Added ‘MonitorPlusProgramCode’ field to all local TV media type occurrence files. The impacted occurrence files are – Spot TV, Network Clearance Spot TV, Syndicated Clearance Spot TV, Local/Regional Cable. This field was added so that the program information in the TV Program reference data files could be joined and reported. |
| 11/06/13 | 1. Added abbreviations for reference delete and update file and example file names 2. Updated market breaks impression section with reprocess files explanation and file name examples. |
| 01/06/14 | 1. Added cinema media type and corresponding reference files. National Cinema occurrence file/Regional Cinema occurrence file Cinema Ad Type reference file/Cinema MPAA Ratings reference file 2. Added Ad type to outdoor media type occurrence file and outdoor ad type reference file 3. Added magazine control file in the section “Impression Control Files” |
| 09/19/14 | 1) Ad Date Definition corrected. Occurrences follow Nielsen day, 6A-6A. Occurrences airing after midnight maintain the previous day’s date. |
| 09/22/15 | 1. Changed file formats for national tv media types for the POD release (Adding additional POD fields to the extracts). 2. Additional information for multi-brand concatenation logic and instructions to map with AMRLD in page 62 3. Corrected existing list of media types on page 6 (Cinema media added ) 4. Added Radio daypart id – description mappings on page 68 5. Corrected file name description on page 53, 54 and 56 6. Added cinema adtype, outdoor adtype, cinema file formats to the existing list on page 60. |

# Introduction

The Nielsen Ad Intel dataset consists of several flat files that contain occurrence-level advertising data.

# File Categories

This document will explain, in detail, the specifics of each file category and also the format of each file. Each file format begins with fields that are common to all media types, presented in the same order, and followed by fields unique to each media type. Over time, new fields introduced will be added to the end of the file format where appropriate.

There are four categories of flat files within the Ad Intel dataset. They are:

1. Occurrence data
2. Reference data (static and dynamic)
3. Impression data
4. Universe Estimates

This document explains the details, format and uses of each of these files in the order listed above.

# Occurrence Data File Formats

Occurrence data is currently provided for 23 media types across television, print, radio, outdoor and internet, as follows. Listed below is the MediaTypeID for each of the 23 Media Types, and the corresponding Occurrence filename.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **MediaTypeID** | **Media Type** | **Occurrence Filename** |
| 1 | 1 | Network TV | NationalTV.tsv |
| 2 | 4 | Spanish Language Network TV | NationalTV.tsv |
| 3 | 2 | Cable TV | NationalTV.tsv |
| 4 | 22 | Spanish Language Cable TV | NationalTV.tsv |
| 5 | 3 | Syndicated TV | NationalTV.tsv |
| 6 | 5 | Spot TV | SpotTV.tsv |
| 7 | 13 | Network Clearance Spot TV | SpotTV.tsv |
| 8 | 14 | Syndicated Clearance Spot TV | SpotTV.tsv |
| 9 | 24 | Local/Regional Cable TV | SpotTV.tsv |
| 10 | 7 | National Magazine | Magazine.tsv |
| 11 | 8 | Local Magazine | Magazine.tsv |
| 12 | 12 | FSI Coupon | FSICoupon.tsv |
| 13 | 9 | National Newspaper | Newspaper.tsv |
| 14 | 16 | National Sunday Supplement | Newspaper.tsv |
| 15 | 10 | Local Newspaper | Newspaper.tsv |
| 16 | 15 | Local Sunday Supplement | Newspaper.tsv |
| 17 | 6 | Network Radio | Radio.tsv |
| 18 | 17 | Spot Radio | Radio.tsv |
| 19 | 11 | Outdoor | Outdoor.tsv |
| 20 | 25 | National Internet | Internet.tsv |
| 21 | 26 | Local Internet | Internet.tsv |
| 22 | 27 | National Cinema | Cinema.tsv |
| 23 | 28 | Regional Cinema | Cinema.tsv |

The following ***“tab-delimited”*** occurrencefile formats are available. The columns down the left describe the data elements that will be included in each file.

## National TV - NationalTV.tsv

This file format is used for all 5 National TV media types: Network TV, Spanish Language Network TV, Cable TV, Spanish Language Cable TV, and Syndicated TV. The MediaTypeID field indicates the media type.

According to Nielsen’s documentation, the Unique Index for each record within the 5 different National TV media types is as follows:

|  |  |
| --- | --- |
| **Network TV** | AdDate, AdTime, MarketCode, MediaTypeID, DistributorCode, AdCode, GrpPercentage, MonitorPlusProgramCode |
| **Spanish Language Network TV** | AdDate, AdTime, MarketCode, MediatTypeID, DistributorCode, AdCode, MonitorPlusProgramCode |
| **Cable TV** | AdDate, AdTime, MarketCode, MediaTypeID, DistributorCode, AdCode, MonitorPlusProgramCode |
| **Spanish Language Cable TV** | AdDate, AdTime, MarketCode, MediaTypeID, DistributorCode, AdCode |
| **Syndicated TV** | AdDate, AdTime, MarketCode, MediaTypeID, DistributorCode, AdCode, NielsenProgramCode, TelecastNumber |

|  |  |  |  |
| --- | --- | --- | --- |
| **Column Name** | **Target DataType** | **Expected Max Length** | **Description** |
| 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). |
|  |  |  |  |

## Spot/Local TV - SpotTV.tsv

This file format is used for all 4 Spot/Local TV media types: Spot TV, Network Clearance Spot TV, Syndicated Clearance Spot TV, Local/Regional Cable TV. The MediaTypeID field indicates the media type.

According to Nielsen’s documentation, the Unique Index for each record within the different Spot/Local TV media types is the same for all 4 Spot/Local TV media types:

AdDate, AdTime, MarketCode, MediaTypeID, DistributorCode, AdCode

|  |  |  |  |
| --- | --- | --- | --- |
| **Column Name** | **Target Data Type** | **Expected Max Length** | **Description** |
| 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). |

## Magazine - Magazine.tsv

This file format is used for both National and Local Magazine media types. The MediaTypeID field indicates the media type.

According to Nielsen’s documentation, the Unique Index for each record within the 2 different Magazine media types is as follows:

|  |  |
| --- | --- |
| **National Magazine** | AdDate, MarketCode, MediaTypeID, DistributorID, Spend, AdCode, AdNumber |
| **Local Magazine** | AdDate, MarketCode, MediaTypeID, DistributorCode, Spend, AdCode |

|  |  |  |  |
| --- | --- | --- | --- |
| **Column Name** | **Target Data Type** | **Expected Max Length** | **Description** |
| 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 3. In Bk Cov 4. 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

According to Nielsen’s documentation, the Unique Index for each record within the FSI Coupon media type is as follows:

AdDate, MarketCode, MediaTypeID, AdCode, SourceCode, OffValue, CouponID

|  |  |  |  |
| --- | --- | --- | --- |
| **Column Name** | **Target Data Type** | **Expected Max Length** | **Description** |
| 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

This file format is used for all 4 Newspaper media types: National Newspaper, National Sunday Supplement, Local Newspaper, Local Sunday Supplement. The MediaTypeID field indicates the media type.

According to Nielsen’s documentation, the Unique Index for each record within national Newspaper, National Sunday Supplement and Local Newspaper media types is as follows:

AdDate, MarketCode, MediaTypeID, DistributorCode, Spend, AdCode, NewspAdSize, NewspEventCode, NewspSecCode.

|  |  |  |  |
| --- | --- | --- | --- |
| **Column Name** | **Target Data Type** | **Expected Max Length** | **Description** |
| 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

This file format is used for both Network and Spot Radio media types. The MediaTypeID field indicates the media type.

According to Nielsen’s documentation, the Unique Index for each record within the 2 different Radio media types is as follows:

|  |  |
| --- | --- |
| **Network Radio** | AdDate, MarketCode, MediaTypeID, DistributorCode, AdCode |
| **Spot Radio** | AdDate, MarketCode, MediaTypeID, DistributorCode, AdCode, AdTime, RadioDaypartID |

|  |  |  |  |
| --- | --- | --- | --- |
| **Column Name** | **Target Data Type** | **Expected Max Length** | **Description** |
| 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). |

## Outdoor – Outdoor.tsv

According to Nielsen’s documentation, the Unique Index for each record within the Outdoor media type is as follows:

AdDate, MarketCode, MediaTypeID, DistributorCode, AdCode

|  |  |  |  |
| --- | --- | --- | --- |
| **Column Name** | **Target Data Type** | **Expected Max Length** | **Description** |
| 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

This file format is used for both National and Local Radio media types. The MediaTypeID field indicates the media type.

According to Nielsen’s documentation, the Unique Index for each record within the 2 different Internet media types is as follows:

AdDate, MarketCode, MediaTypeID, DistributorCode, AdCode

|  |  |  |  |
| --- | --- | --- | --- |
| **Column Name** | **Target Data Type** | **Expected Max Length** | **Description** |
| 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

This file format is used for both National and Regional Cinema media types. The MediaTypeID field indicates the media type.

According to Nielsen’s documentation, the Unique Index for each record within the 2 different Cinema media types is as follows:

AdDate, MarketCode, MediaTypeID, AdCode

|  |  |  |  |
| --- | --- | --- | --- |
| **Column Name** | **Target Data Type** | **Expected Max Length** | **Description** |
| 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 |

# Reference Tables

The occurrence data files follow a relational data model structure in order to keep the amount of redundant data to a minimum. Each code or ID in the occurrence data file will have a corresponding reference, or lookup file, that can be used to locate textual descriptions. There are two types of reference data files. They are:

* 1. Dynamic Reference Data Files (DRDF)
  2. Static Reference Data Files (SRDF)

Dynamic Reference Data Files (DRDF) – new data can be added to these files each year. The file will not include all available reference data. For example, if the Nielsen delivers occurrences that advertise “SARA LEE BAKE-IT-FRESH ENTREES- PREPARED”, the DRDF shall include a record for that brand. For loading DRDF files, Nielsen’s recommendation is a follows: The Brand Code should be compared to the Brand Codes within your existing Brand reference data to determine if the code already exists. If the code already exists, the data load process should discard the old record in the DRDF. If the code does not currently exist, the process should add the new code to the client’s Brand Reference Data table.

Dynamic Reference Data Files include the following:

* Advertiser
* Brand
* Cinema Ad Type
* Creative
* Distributor
* Magazine Genre
* Product Categories
* Publisher
* TVProgram

Static Reference Data Files (SRDF) – the data within these tables will generally remain the same. Any changes to this data would be the result of an industry type change. Nielsen delivers a SRDF once during the initial data delivery. No additional SRDF will be delivered unless a change occurs to one of the data elements contained in the file. If a new file is delivered, Nielsen recommends that you overwrite all existing reference data with the data delivered in the respective file.

Static Reference Data Files include the following:

* Cinema MPAA Rating
* Market
* Market Breaks
* Media Type
* Newspaper Event
* Newspaper Section
* TV Daypart
* TV Program Type
* TV Program Event
* TV Program Sub Type

According to Nielsen’s documentation, the Unique Index for records in each Reference file is highlighted in bold.

## Advertiser: Parent & Subsidiary (Dynamic) – Advertiser.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **AdvParentCode** | Integer | 10 | Code of Advertising Parent (Ex: 42166) |
| AdvParentDesc | Character | 38 | Description of Advertising Parent (Ex: SARA LEE CORP) |
| **AdvSubsidCode** | Integer | 10 | Code of Advertising Subsidiary (Ex: 1354) |
| AdvSubsidDesc | Character | 38 | Description of Advertising Subsidiary (Ex: INTL BAKING CO) |

## Brand (Dynamic) – Brand.tsv

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **BrandCode** | | Integer | | 10 | | Code of Brand (Ex: 665612) | |
| BrandDesc | | Character | | 128 | | Description of Brand (Ex: SARA LEE BAKE-IT- FRESH ENTREES-PREPARED) | |
| BrandVariant | | Character | | 128 | | BrandVariant = "Brand Description" + "Variant Description" | |
| AdvParentCode | | Integer | | 10 | | Code of Advertising Parent (Ex: 42166) | |
| AdvSubsidCode | | Integer | | 10 | | Code of Advertising Subsidiary (Ex: 1354) | |
| PCCSubCode | | Char | | 4 | | Product Category Code at Sub-category Level (Ex: G713) | |
| ProductID | | Integer | | 10 | | Unique identifier of Product Category at the base level | |

## Creative Description (Dynamic) – CreativeDescription.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **CreativeID** | Integer | 10 | Creative numerical identifier (Ex: 1393914) |
| CreativeDesc | Character | 50 | Labeled creative description (Ex: MAN/WOMAN/AUTO LOT/CLOSE UP OF CAR) |

## Cinema Ad Type (Dynamic) – CinemaAdType.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **AdTypeId** | Integer | 10 | Advertisement type Id |
| AdTypeDesc | character | 100 | Advertisement type description (Ex: LOBBY ON-SCREEN, CINEMA |

## Cinema MPAA Rating (Static) – CinemaMPAARating.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **MpaaRatingId** | Integer | 10 | Ratings Id |
| MpaaRatingDesc | Character | 100 | Rating description (Ex: G Only, G & PG, R Only, PG13 Only) |

## Distributor (Dynamic) – Distributor.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **DistributorCode** | Char | 8 | Code of Distributor |
| **MediaTypeId** | Smallint | 5 | Unique identifier of a Media Type |
| **MarketCode** | Character | 3 | Code of markets |
| DistribDesc | Character | 42 | Description of Distributor |
| PublisherID | Smallint | 5 | Unique identifier for National/B2B Magazines |
| Language | Character | 1 | Language of distributor (Ex: A: Anglo/H: Hispanic) |
| Abbreviation | Character | 42 | Short description of distributor |
| Affiliation | Character | 3 | TV Station Affiliation |
| GenreID | Smallint | 5 | Genre of print media (Ex: 2 = AUTOMOTIVE) |

## Magazine Genre (Dynamic) – MagazineGenre.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **MagGenreID** | Smallint | 5 | Numerical identifier of Magazine Genre (Ex: 3) |
| GenreDesc | Character | 40 | Description of Magazine Genre (Ex : AVIATION) |

## Market (Static) – Market.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **MarketCode** | Character | 3 | Code of Market (Ex: 279) |
| MarketName | Character | 30 | Description of Market (Ex : DES-MOINES-AMES) |

## Market Breaks (Static) – MarketBreaks.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **Market BreaksCode** | Character | 3 | Codes of Market Break (Ex: 060) |
| Market BreaksDesc | Character | 30 | Description of Market Break (Ex : PAY CABLE) |

## Media Type (Static) – MediaType.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **MediaTypeID** | Smallint | 5 | Codes of Media Type (Ex: 1) |
| MediaTypeDesc | Character | 40 | Description of Media Type (Ex: Network TV) |

## Newspaper Event (Static) – NewspaperEvent.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **NewspEventCode** | Character | 2 | Code of Newspaper Event (Ex: 03) |
| NewspEventDesc | Character | 30 | Description of Newspaper Event (Ex: GRAND OPENING) |

## Newspaper Section (Static) – NewspaperSection.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **NewspSecCode** | Character | 2 | Code of Newspaper Section (Ex: 03) |
| NewspSecDesc | Character | 30 | Description of Newspaper Section (Ex: CLASSIFIED) |

## Outdoor Ad Type (Dynamic) – OutdoorAdType.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **AdTypeId** | Integer | 10 | Ad type id |
| AdTypeDesc | Character | 100 | Ad type description (Ex: AIRPORT DISPLAYS, MOBILE BILLBOARD) |

## Product Categories: Industry, Major, Sub (Dynamic) – ProductCategories.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| PCCSubCode | Character | 4 | Product Category Code at Sub-category Level (Ex: G713) |
| PCCSubDesc | Character | 50 | Product Category Description at Sub-category Level (Ex: AUTOMOTIVE) |
| PCCMajCode | Character | 4 | Product Category Code at Major Level (Ex: G710) |
| PCCMajDesc | Character | 80 | Product Category Description at Major Level (Ex: RETAIL STORES) |
| PCCIndusCode | Character | 4 | Product Category Code at Industry Level (Ex: G700) |
| PCCIndusDesc | Character | 80 | Product Category Description at Industry Level (Ex: RETAIL) |
| **ProductID** | Int | 4 | Unique identifier of Product Category at the base level (Ex: 1363) |
| ProductDesc | Char | 25 | Product Category description (Ex: SHOP-TRUCK REPAIR) |

## Publisher (Dynamic) – Publisher.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **PublisherID** | Smallint | 5 | Unique identifier for National/B2B Magazines |
| PublisherDesc | Character | 40 | Description of publisher |

## TV Daypart (Static) – TVDaypart.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **TVDaypartCode** | Character | 2 | Code of TV Daypart (Ex: OV) |
| TVDaypartDesc | Character | 30 | Description of TV Daypart (Ex: OVERNIGHT) |

## TV Program (Dynamic) – TVProgram.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **NielsenProgramCode** | Integer | 10 | Unique Nielsen ID given to a television program. |
| **MonitorPlusProgramCode** | Integer | 10 | Unique ID required to identify the Program Title |
| TVProgTitle | Character | 25 | Title (description) of program |
| TVProgTypeCode | Character | 2 | Code of TV Program Type (Ex: SE) |
| TVProgEventCode | Character | 2 | Code of TV Program Event (Ex: BC) |
| TVProgSubCode | Character | 2 | Code of TV Program Sub Type (Ex: RS) |

## TV Program Type (Static) – TVProgramType.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **TVProgTypeCode** | Character | 2 | Code of TV Program Type (Ex: SE) |
| TVProgTypeDesc | Character | 30 | Description (Ex: SPORTS EVENT) |

## TV Program Event (Static) – TVProgramEvent.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **TVProgEventCode** | Character | 2 | Code of TV Program Event (Ex: BC) |
| TVProgEventDesc | Character | 30 | Description (Ex: COLLEGE BASKETBALL) |

## TV Program Sub Type (Static) – TVProgramSubType.tsv

|  |  |  |  |
| --- | --- | --- | --- |
| **TVProgSubCode** | Character | 2 | Code of TV Program Sub Type (Ex: RS) |
| TVProgSubDesc | Character | 30 | Description (Ex: REGULAR SEASON) |

# Impression File Formats – Total Composite

Impressions are an estimate of the number of household and/or persons who were exposed to the respective media type that it is reported in. Nielsen provides impressions for various demo groups (e.g. Female 2-5) across each media type. The demo groups will differ by media type

Impression data files are available for **all** of the National TV media types, for three of the Spot/Local TV media types (all except for Local/Regional Cable TV), and for the Spot Radio media type (but NOT for Network Radio). The specific media types with impression records are specified below.

Impressions are provided at both the Total Composite and Market Break levels. The impressions provided by Nielsen should be used as the numerator in the GRP calculation.

To link Occurrence and Impression records, University of Chicago has created a key linking field, which is the first field in each respective Occurrence and Impression record. Elsewhere in this manual, Nielsen describes the “natural keys” for performing these linkages.

Note that in many cases, not every Occurrence record will have a corresponding Impression record, and vice versa. There will often be “orphan” occurrence and impression records.

There are two different formats available for delivering impression data for the television media types: National TV, and Spot/Local TV. Each of these two file formats will have its own file, and each will include all appropriate data streams (i.e. Live, Live+SD, Live+7, C3).

Note: Summing the all of the demographic sub-segment impression counts for Male and Female will typically NOT add up to the TV\_HH total impressions number. Nielsen confirms that this is to be expected, and when discrepancies occur, the TV\_HH number should be considered more accurate.

## National TV Impressions Format - ImpNationalTV.tsv

This format applies to the following National TV media types: Network TV, Spanish Language Network TV, Cable TV, Spanish Language Cable TV, and Syndicated TV.

When joining using the “natural keys”, National Television media include both Program and Time Period impressions. Nielsen has included an “ImpressionType” flag (values P or T) to determine which key linking fields to use. For example: if ImpressionType = “P”, then use NielsenProgramCode and TelecastNumber as keys to the National TV occurrence file. If ImpressionType = “T”, then use DistributorID, AdDate and TimeIntervalNumber. When joining using the “natural keys”, you should always look for Impression Types of “P” first. If none are found, then Impression Type “T” should be used.

|  |
| --- |
| MediaTypeID |
| DataStreamID |
| DistributorID |
| HispanicFlag |
| ImpressionType |
| NielsenProgramCode |
| TelecastNumber |
| ImpressionDate |
| TimeIntervalNumber |
| TV\_HH |
| female\_2\_5 |
| female\_6\_8 |
| female\_9\_11 |
| female\_12\_14 |
| female\_15\_17 |
| female\_18\_20 |
| female\_21\_24 |
| female\_25\_29 |
| female\_30\_34 |
| female\_35\_39 |
| female\_40\_44 |
| female\_45\_49 |
| female\_50\_54 |
| female\_55\_64 |
| female\_65\_plus |
| Male\_2\_5 |
| Male\_6\_8 |
| Male\_9\_11 |
| Male\_12\_14 |
| Male\_15\_17 |
| Male\_18\_20 |
| Male\_21\_24 |
| Male\_25\_29 |
| Male\_30\_34 |
| Male\_35\_39 |
| Male\_40\_44 |
| Male\_45\_49 |
| Male\_50\_54 |
| Male\_55\_64 |
| Male\_65\_plus |
| ww\_18\_20 |
| ww\_21\_24 |
| ww\_25\_34 |
| ww\_35\_44 |
| ww\_45\_49 |
| ww\_50\_54 |
| ww\_55\_plus |
| UC\_dim\_Bridge\_occ\_ImpNationalTV\_key |

## Spot/Local TV Impressions Format - ImpSpotTV.tsv

This format applies to the following Spot/Local TV media types: Spot TV, Network Clearance Spot TV, and Syndicated Clearance Spot TV. The Local/Regional Cable TV media type does NOT have impression records, only occurrence records.

For distributors in Local People Meter or Set Meter Markets the data stream will reflect Live+7; Diary markets will reflect Live+24hours. If the ActualFlag=”N” the impression is estimated based on the most recent actual measurement.

|  |
| --- |
| MediaTypeID |
| DataStreamID |
| DistributorID |
| HispanicFlag |
| PeriodYearMonth |
| DayOfWeek |
| TimeIntervalNumber |
| ActualFlag |
| TV\_HH |
| children\_2\_5 |
| children\_6\_11 |
| female\_12\_17 |
| female\_18\_20 |
| female\_21\_24 |
| female\_25\_34 |
| female\_35\_49 |
| female\_50\_54 |
| female\_55\_64 |
| female\_65\_plus |
| Male\_12\_17 |
| Male\_18\_20 |
| Male\_21\_24 |
| Male\_25\_34 |
| Male\_35\_49 |
| Male\_50\_54 |
| Male\_55\_64 |
| Male\_65\_plus |
| ww\_18\_plus |
| UC\_dim\_Bridge\_occ\_ImpSpotTV\_key |

## Spot Radio Impressions Format – ImpSpotRadio.tsv

This format applies to the Spot Radio media type.

|  |
| --- |
| MediaTypeID |
| AdDate |
| AdTime |
| MarketCode |
| DistributorID |
| Daypart\_id |
| AdCode |
| Female\_12\_17 |
| Female\_18\_20 |
| Female\_21\_24 |
| Female\_25\_34 |
| Female\_35\_49 |
| Female\_50\_54 |
| Female\_55\_64 |
| Female\_65\_plus |
| Male\_12\_17 |
| Male\_18\_20 |
| Male\_21\_24 |
| Male\_25\_34 |
| Male\_35\_49 |
| Male\_50\_54 |
| Male\_55\_64 |
| Male\_65\_plus |
| dim\_Bridge\_occ\_ImpSpotRadio\_key |

# Universe Estimate File Formats – Total Composite

Universe Estimates are an estimate of the total number of households and/or person who may potentially be exposed to a particular media type. For each media type where impressions are provided, an associated Universe Estimate file is also provided.

As with Impressions, Universe Estimates are also supplied for both Total Composite and by Market Breaks. Use the Universe Estimate file in conjunction with the impression file to derive ratings and other computations. The Universe Estimate will be the denominator in the GRP calculation.

## National TV UE Format – UENationalTV.tsv

|  |
| --- |
| HispanicFlag |
| StartDate |
| EndDate |
| TV\_HH |
| female\_2\_5 |
| female\_6\_8 |
| female\_9\_11 |
| female\_12\_14 |
| female\_15\_17 |
| female\_18\_20 |
| female\_21\_24 |
| female\_25\_29 |
| female\_30\_34 |
| female\_35\_39 |
| female\_40\_44 |
| female\_45\_49 |
| female\_50\_54 |
| female\_55\_64 |
| female\_65\_plus |
| Male\_2\_5 |
| Male\_6\_8 |
| Male\_9\_11 |
| Male\_12\_14 |
| Male\_15\_17 |
| Male\_18\_20 |
| Male\_21\_24 |
| Male\_25\_29 |
| Male\_30\_34 |
| Male\_35\_39 |
| Male\_40\_44 |
| Male\_45\_49 |
| Male\_50\_54 |
| Male\_55\_64 |
| Male\_65\_plus |
| ww\_18\_20 |
| ww\_21\_24 |
| ww\_25\_34 |
| ww\_35\_44 |
| ww\_45\_49 |
| ww\_50\_54 |
| ww\_55\_plus |

## Spot TV UE Format – UESpotTV.tsv

|  |
| --- |
| HispanicFlag |
| MarketCode |
| StartDate |
| EndDate |
| TV\_HH |
| children\_2\_5 |
| children\_6\_11 |
| female\_12\_17 |
| female\_18\_20 |
| female\_21\_24 |
| female\_25\_34 |
| female\_35\_49 |
| female\_50\_54 |
| female\_55\_64 |
| female\_65\_plus |
| Male\_12\_17 |
| Male\_18\_20 |
| Male\_21\_24 |
| Male\_25\_34 |
| Male\_35\_49 |
| Male\_50\_54 |
| Male\_55\_64 |
| Male\_65\_plus |
| ww\_18\_plus |

## Spot Radio UE File Format - UESpotRadio.tsv

|  |
| --- |
| PeriodYearQtr |
| StartDate |
| EndDate |
| MarketCode |
| Female\_12\_17 |
| Female\_18\_20 |
| Female\_21\_24 |
| Female\_25\_34 |
| Female\_35\_49 |
| Female\_50\_54 |
| Female\_55\_64 |
| Female\_65\_plus |
| Male\_12\_17 |
| Male\_18\_20 |
| Male\_21\_24 |
| Male\_25\_34 |
| Male\_35\_49 |
| Male\_50\_54 |
| Male\_55\_64 |
| Male\_65\_plus |

# Market Break Impressions and Market Break Universe Estimates

A market break is cutback of a particular segment of the market. An example of a market segment would be “Territory”. Within this market segment, there exists numerous market breaks. They are:

Northeast Territory, East Central Territory, West Central Territory, Pacific Territory, Southeast Territory, Southwest Territory.

The sum of each of these market breaks would equal the Total Composite Universe Estimate. Market break impressions are available for Network TV, Cable TV and Syndicated TV media types. They include Program, Average Program, and Time Period impressions. The type of impression is determined by the “Market BreaksType” flag within the file. Values in this field include:

P = Program

A = Average

T = Time Period

Null = a null value implies that there are no impressions available for the particular market break / demo group combination. Reasons for this include insufficient sample size, low GRP, etc.

For linking the Market Break Impressions file with the National TV Occurrence file, you need to use the “natural key” joins described here. University of Chicago did NOT create simple keys for linking the Market Break Occurrences with Impressions. The MarketBreaksType values determine which key linking fields to use. For example:

* + 1. If MarketBreaksType = P, use the NielsenProgramCode and TelecastNumber fields as the keys when joining the occurrence records.
    2. If Marke BreaksType = A, use the NielsenProgramCode, ImpressionStart and ImpressionEnd dates as the keys for the particular media type being references. In this instance, AdDate and time of occurrence should fall between ImpressionStart and ImpressionEnd dates.
    3. If MarketBreaksType = T, use PeriodYearMonth, DayofWeek, DistributorID, and TimeIntervalNumber as the keys for that media type. In this instance, year and month from AdDate need to be joined with PeriodYearMonth in market break impression file.

Note: Refer to Market Breaks static reference file for distinct Market Breaks Codes and their corresponding descriptions. UE’s can be joined based on the Market Breaks Code and Date ranges.

## Market Break Impressions File Format – ImpMarketBreaks.tsv

|  |
| --- |
| MediaTypeID |
| NielsenProgramCode |
| TelecastNumber |
| Market BreaksType |
| Market BreaksCode |
| TimeIntervalNumber |
| PeriodYearMonth |
| DayOfWeek |
| DistributorID |
| ImpressionStart |
| ImpressionEnd |
| TV\_HH |
| female\_2\_5 |
| female\_6\_11 |
| female\_12\_17 |
| female\_18\_20 |
| female\_21\_24 |

|  |
| --- |
| female\_25\_29 |
| female\_30\_34 |
| female\_35\_39 |
| female\_40\_44 |
| female\_45\_49 |
| female\_50\_54 |
| female\_55\_64 |
| female\_65\_plus |
| male\_2\_5 |
| male\_6\_11 |
| male\_12\_17 |
| male\_18\_20 |
| male\_21\_24 |
| male\_25\_29 |
| male\_30\_34 |
| male\_35\_39 |
| male\_40\_44 |
| male\_45\_49 |
| male\_50\_54 |
| male\_55\_64 |
| male\_65\_plus |
| ww\_18\_49 |
| ww\_50\_plus |
| lady\_of\_house\_18\_49 |
| lady\_of\_house\_50\_plus |

## Market Breaks UE File Format – UEMarketBreak.tsv

|  |
| --- |
| Market BreaksCode |
| StartDate |
| EndDate |
| TV\_HH |
| female\_2\_5 |
| female\_6\_11 |
| female\_12\_17 |
| female\_18\_20 |
| female\_21\_24 |
| female\_25\_29 |
| female\_30\_34 |
| female\_35\_39 |
| female\_40\_44 |
| female\_45\_49 |
| female\_50\_54 |
| female\_55\_64 |
| female\_65\_plus |
| male\_2\_5 |
| male\_6\_11 |
| male\_12\_17 |
| male\_18\_20 |
| male\_21\_24 |
| male\_25\_29 |
| male\_30\_34 |
| male\_35\_39 |
| male\_40\_44 |
| male\_45\_49 |
| male\_50\_54 |
| male\_55\_64 |
| male\_65\_plus |
| ww\_18\_49 |
| ww\_50\_plus |
| lady\_of\_house\_18\_49 |
| lady\_of\_house\_50\_plus |

# Appendix A – Calculating Ratings

In general, a rating is simply Impression/Universe Estimate. It takes roughly 3 steps to calculate the rating (GRP) and/or Imp (000):

1. Join the occurrence record with its associated impressions and UEs
2. Sum the appropriate building blocks from the impressions and UEs
3. Calculate the rating (GRP) and/or Imp (000).

## Data Streams

Television media types have multiple “streams” of data pertaining to the use of a DVR in the home. They are: Live (L), Live plus Same Day (L+SD), Live plus 7 Days (L+7) and Commercial Average (C3). Non-television media types do not have a data stream.

Each stream has a unique DataStreamID that is to be used to identify the appropriate stream for which you need to report:

|  |  |
| --- | --- |
| **Data Stream** | **Value** |
| Live (viewing as the program airs) | 1 |
| L+SD (viewing same day program airs) | 2 |
| L+7 (viewing within 7 days of program airing) | 3 |
| C3 (Commercial average) | 4 |

C3 (commercial average) is defined by Nielsen as follows:

Average Commercial Minute ratings estimate based on the weighted average of all commercial minutes in a given program, including three days of DVR playback. Commercial minutes are identified using a combination of Monitor-Plus pattern recognition technology, program provider logs and content video.

The table in the next section below describes the data streams available for each TV media type.

## Determining the Appropriate Impression for an Occurrence

Television impressions may be derived from the Program (P) or Time Period (T) and each television occurrence includes an “impression type” data element to explicitly state which is to be used to join the impressions with the occurrence

* Network TV, Syndicated TV, and Spanish Language Network TV only have program-based impressions,
* Cable TV and Spanish Language Cable TV have both program-based and time period impressions.
* Spot TV, Network Clearance Spot TV & Syndicated Clearance Spot TV only have time period impressions.
* Non-TV media types do not have impression type.

University of Chicago has added a key field to the relevant Occurrence and Impression records in order to simplify the process of linking occurrence records with impression records. However, Nielsen describes below how to determine the appropriate impression record to use in calculations using the “natural keys”.

|  |  |  |
| --- | --- | --- |
| **Media Type** | **Data Streams Available by Impression Type** | **Data Elements to Join by Impression Type** |
| Network TV | P: Live, Live+SD, Live+7, C3 | P: NielsenProgramCode, TelecastNumber |
| Spanish Language Network | P: Live, Live+SD, Live+7, C3 | P: NielsenProgramCode, TelecastNumber |
| Cable TV | P: Live, Live+SD, Live+7, C3 T: Live, Live+SD, Live+7 | P: NielsenProgramCode, TelecastNumber  T: AdDate, DistributorID, TimeIntervalNumber |
| Spanish Language Cable TV | P: Live, Live+SD, Live+7, C3 T: Live, Live+SD, Live+7 | P: NielsenProgramCode, TelecastNumber  T: AdDate, DistributorID, TimeIntervalNumber |
| Syndicated TV | P: Live, Live+SD, Live+7, C3 | P: NielsenProgramCode, TelecastNumber |
| Spot TV | T: L+7 (Metered); L+24h (Diary) | T: PeriodYearMonth, DistributorID, DayofWeek, TimeIntervalNumber |
| Network Clearance Spot TV | T: L+7 (Metered); L+24h (Diary) | T: PeriodYearMonth, DistributorID, DayofWeek, TimeIntervalNumber |
| Syndicated Clearance Spot | T: L+7 (Metered); L+24h (Diary) | T: PeriodYearMonth, DistributorID, DayofWeek, TimeIntervalNumber |
| Spot Radio | N/A | AdDate, AdTime, MarketCode, DistributorID, RadioDaypartID / Daypart\_id, AdCode |

Note if using “natural keys” to join any of the occurrence and impression records: “DataStreamID” is not part of the join.

Note if using “natural keys” to join Spot TV occurrences and impressions: All Spot TV impression records have MediaTypeID=5, even though Network Clearance Spot TV and Syndicated Clearance Spot TV have different MediaTypeIDs (so you shouldn’t use MediaTypeID when joining these occurrence records to the Spot TV Impression records).

## Determining the Appropriate UE for an Occurrence

There are 3 files provided with UE data. The table below lists the file for each media type and describes how to determine the appropriate UE record to use in calculating ratings.

|  |  |  |
| --- | --- | --- |
| **Media Type** | **UE File** | **Data Elements** |
| Network TV | National TV | HispanicFlag=”N” and  AdDate between StartDate and EndDate |
| Spanish Language Network TV | National TV | HispanicFlag=”Y” and  AdDate between StartDate and EndDate |
| Cable TV | National TV | HispanicFlag=”N” and  AdDate between StartDate and EndDate |
| Spanish Language Cable TV | National TV | HispanicFlag=”Y” and  AdDate between StartDate and EndDate |
| Syndicated TV | National TV | HispanicFlag=”N” and  AdDate between StartDate and EndDate |
| Spot TV | Spot/Local TV | MarketCode = MarketCode and HispanicFlag = “N” (or “Y”) and  AdDate between StartDate and EndDate |
| Network Clearance Spot TV | Spot/Local TV | MarketCode = MarketCode and HispanicFlag = “N” (or “Y”) and  AdDate between StartDate and EndDate |
| Syndicated Clearance Spot TV | Spot/Local TV | MarketCode = MarketCode and HispanicFlag = “N” (or “Y”) and  AdDate between StartDate and EndDate |
| Spot Radio | Spot Radio | MarketCode = MarketCode and  AdDate between StartDate and EndDate |

**Example**

Below is an example that illustrates the process to calculate a GRP and Imp(1000) for a randomly selected Network TV occurrence for Females 21-39 using the Live data stream. The data below has been formatted to match the file formats detailed above.

**Occurrence**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| MOS | AdDate | MarketCode | MediaTypeID | … | DistributorCode | … | NielsenProgramCode | TelecastNumber | … |
| 201106 | 06/05/2011 | 000 | 1 |  | F |  | 98124 | 317 |  |

**Impression**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| MediaTypeID | DataStreamID | DistributorCode | ImpressionType | NielsenProgramCode | TelecastNumber | AdDate | … |
| 1 | 1 | F | P | 98124 | 317 | 6/5/2011 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| female\_21\_24 | female\_25\_29 | female\_30\_34 | female\_35\_39 |
| 208845 | 134304 | 251729 | 246080 |

**Universe Estimate**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| HispanicFlag | StartDate | EndDate | TV\_HH | … |
| N | 08/30/10 | 06/02/79 | 115900000 |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| female\_21\_24 | female\_25\_29 | female\_30\_34 | female\_35\_39 | … |
| 8020000 | 9990000 | 9850000 | 10110000 |  |

**Calculation**

This example calculates the Total Composite, Female 21-39 demographic by summing the individual building blocks that comprise the age groups for 21-39. If a Market Break GRP is desired instead of Total Composite, simply substitute the market break impressions and market break Universe Estimates that are provided for the corresponding occurrence.

Female 21-39 Imp = Imp.f\_21\_24 + Imp.f\_25\_29 + Imp.f\_30\_34 + Imp.f\_35\_39

= 208845 + 134304 + 251729 + 246080

= 840958

Female 21-39 UE = (UE.f\_21\_24 + UE.f\_25\_29 + UE.f\_30\_34 + UE.f\_35\_39)

= 8020000 + 9990000 + 9850000 + 10110000

= 37970000

Female 21-39 GRP = (Female 21-39 Imp / Female 21-39 UE) \* 100

= (840958 / 37970000) \* 100

= 2.2

Female 21-39 IMP(000) = Female 21-39 Imp /1000

= 840958 / 1000

= 841.0

**Other Calculations**

UnitsE (Units Equivalized - only available for TV media) = Occurrence Duration / 30 Impression = Projection / 1000.00

CPM (Cost Per Thousand) = (Expenditures/Projection)\*1000

CPME (Cost Per Thousand Equivalized) = (Equivalized Expenditures / Projection)\*1000 CPP (Cost Per Point) = Expenditures / GRP

CPPE (Cost Per Point Equivalized) = Equivalized Expenditures / GRP Equivalized Expenditures = Expenditure \* (30.0/Duration)

## Daypart Mapping

### Spot Radio Daypart Mapping

The below table represents the daypart descriptions for the corresponding radio daypart ID’s. The radio daypart id’s will be reported in occurrence files, join the id’s to the below description to get the mapping dayparts.

|  |  |
| --- | --- |
| Radio Daypart ID | Radio Daypart Description |
| 1 | AM Drive |
| 2 | Daytime |
| 3 | PM Drive |
| 4 | Evening |
| 5 | Overnight |
| 6 | Weekend |

# Appendix B – Supplementary Documentation Files

In the documentation folder are additional files provided by Nielsen:

1. DMA Map and Ad Intel DMA Mappings to Homescan and RMS
   1. A graphical mapping of the DMAs and the measurement technique Nielsen uses in each
   2. A mapping of DMA codes in the Ad Intel data vs. the Homescan and RMS data (Nielsen uses different DMA code values in the Ad Intel data)
2. Local TV Measurement – this folder contains several files for researchers who want more information about the measurement methodologies used with Local TV advertising, including things like:
   1. Recording method used for each DMA
   2. Local media coverage in each DMA
   3. Additional details on local measurement methodologies used by Nielsen
   4. Listing of Full Discovery Markets (FDMs) and Automated Discovery Markets (ADMs)
3. Market Break Descriptions- additional detailed descriptions for the various Market Breaks
4. Measurement Methodology by Media Type – additional details regarding Nielsen’s measurement methodologies for each of the media types
5. Time Interval Explanations
6. Zip code to DMA mappings – these are dated, but are the latest that we have from Nielsen.
7. A spreadsheet containing the file layouts for all files, called “File Layouts MM-DD-YYYY.xls”