



Data and Privacy File Guides

Apple Media Services: Apple Music Click Activity

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File name Apple Music Click Activity.csv

File description This file contains information related to the user's actions in Apple Music which may include purchase, playback, and general interactions with the UI elements on screen.

Why Apple keeps this information Apple retains this information in order to understand user behavior and preferences, measure feature performance, and improve software design.

Field Name	Details
Action Context	Context surrounding the user action
Action Details	The specific item on which the user action was taken
Action Type	The action's intended effect
Age Verification Trigger Content Identifier	Content identifier specific to Korea for age related verification
Album ID	Identifier of the album
Album Metadata Artists	The list of artists on the recommended album
Album Metadata Available	Whether the content is visible on Apple Music
Album Metadata Content ID	Alternative content identifiers of the content being recommended
Album Metadata Deluxe	Whether the version of the recommended album is deluxe
Album Metadata Explicit Flag	Whether the version of the recommended album is explicit
Album Metadata ID	Identifier of the recommended album
Album Metadata Release Date	The release date of the recommended album
Album Metadata Streamable	Whether the recommended album is streamable
Album Name	The album name
Amount Paid	Total amount paid during purchase, including tax
Analytics Subscription Mode	The current state of the user's Apple Music subscription (e.g., Paid, Non-Subscriber, Free Offer) used for analytics purposes

Field Name	Details
Analytics Subscription Type	The user's type of Apple Music subscription (e.g., Individual, Voice, Student, etc.) used for analytics purposes
App Name	The App from which the user action was taken
App Version	The version of the App
Apple ID Number	Apple account identifying number
Apple Music Subscription	Whether user has an Apple Music subscription
Artist Name	The artist for the played media
Billing Currency Code	Currency code for the user's purchases
Broadcast Type	The type of content in a live broadcast as defined by the station
Channel Partner	The partner through which the Apple Music subscription was obtained
Channel Partner ID	Identifier for the channel partner
Channel Partner Type ID	The type of partner (e.g., carrier bundling, channel integration platform)
Channel Product Code	The code to indicate the product provided by the carrier (e.g., Verizon, EE, AT&T, etc.)
Click Event Referral URL	The internet address of the store page that caused another store page to load
Click Target	Identifier for the item searched or clicked by the user
Click Target Type	The type of item clicked by the user (e.g., button, card, etc.)
Client Event ID	The identifier for the client generated event
Client ID	A randomly generated device identifier (unique for each device), which expires every 6 months
Client Platform	The internal analytics reporting platform
Client Timezone Offset	The client device time offset from UTC in seconds
Cloud Playlist	Identifier of the iTunes cloud playlist from which the played content was selected
Connection	The type of internet connection

Field Name	Details
Container Album Name	The name of the album from which the media is played by the user (Only used when content is played from an album)
Container Artist Name	The name of the artist from which the media is played by the user (Only used when content is played from an album)
Container ID	Unique ID of the container hosting the media played by the user
Container Name	The name of the iTunes cloud container from where the user initiated the play (e.g., Radio, Playlist, Album, Artist)
Container Origin Type	From where the user initiated the play (e.g., Radio, Playlist, Album, Artist)
Container Type	The type of media played by the user
Container Universal Library ID	The identifier of the universal library
Content Is Shared	Whether a piece of content is shared by the user
Content Type that Triggered Age Verification	The content type that resulted in age related verification, specific for Korea
Correlation Key	A means through which Apple can associate a user's purchases with their click actions
Cumulative Duration	Total duration of content listened after plays are added together in milliseconds
Device OS Name	The device's operating system name from which the events were streamed
Device OS Version	The device's operating system version from which the events were streamed
Device Type	The device model with which the user took the action
Dialog Event	A description of the dialog event or primary action clicked by the user
Dialog ID	A unique identifier of the dialog event clicked by the user
Dialog Options	List of non-localized controls (e.g., buttons) from which the user can choose
Dialog Result	Whether the dialog has returned a successful value (success), the user clicked "cancel" (failure), or there otherwise is no definitive result (unknown)

Field Name	Details
Dialog Text	The title of the dialog shown to the user
Dialog Type	The type of dialog shown to the user (e.g., SignIn)
Duplicate Cloud Album ID	Duplicate identifier of the iTunes cloud container from which the played content was selected
Duplicate Container Name	The duplicate name of the iTunes cloud container from where the user initiated the play (e.g., Radio, Playlist, Album, Artist)
Eligibility Offer	The eligibility of the user for all available offers
Eligibility Type	The eligibility type for the upsell
End Position In Milliseconds	Position within the played media when event ended, in milliseconds
End Reason Type	Why the content playback ended (e.g., "TRACK_SKIPPED_FORWARDS" if the track was skipped forwards by the user; "PAUSED_ON_TIMEOUT" if the playback was paused due to a network timeout; "NOT_APPLICABLE" when the end reason is unknown; etc.)
Error Type	The description of why the commerce transaction failed
Evaluation Variant	Whether the user's device is part of an analytics testing pool
Event Date Time	Date and time on which the activity occurred
Event Date Time - Localized	The Event Date Time, converted to the time zone specified on the user's account
Event End Timestamp	The date and time at which the user's play event ended
Event ID	Unique identifier generated for each event
Event Start Timestamp	The date and time at which the user's play event started
Event Type	The type of action taken by the user (e.g., click, search, enter, exit, etc.)
Event Version	The schema version for the action taken by the user
External Referral URL	The internet address of the web browser page from which the user was linked into the application

Field Name	Details
Feature Name	Feature from which the event originated (e.g., "my-music"; "playlists"; "for-you"; "new"; "connect"; "radio"; "search"; etc.)
Free Trial	Whether the purchase is a free trial (true) or a standard subscription (false)
Gender	User's gender
Global Playlist ID	Identifier of the universal playlist from which the played content was selected
Hardware Brand	The brand of the device used
Hardware Family	The device family name assigned by the vendor
Hardware Model	The device model assigned by the vendor
Hardware Type	The device hardware type
Host App Name	The app from which the Apple Media Property functionality was used
Host App Version	The version of the App that hosted the Action Context
Impressed Content Names	A list of content items that were shown to the user
IP City	The city from which the action occurred, as determined by the user's IP address
IP Country Code	The country from which the action occurred, as determined by the user's IP address
IP Network	The network from which the action occurred, as determined by the user's IP address
IP Network type	The type of network from which the action occurred, as determined by the user's IP address
IP Region Code	The region from which the action occurred, as determined from the user's IP address
Is Siri Initiated?	Whether the play was initiated from Siri
Item Descriptions	A grouping of internal identifiers for purchased items
Item Type	Type of media item (e.g., "ITUNES_STORE_CONTENT" for content from the iTunes Store; "NON_SONG_CLIP" for a clip that is not a song; "AUDIO_AD" for an audio advertisement; "INVALID" where the type cannot be determined; etc.)
iTunes Playlist ID	Identifying number for the iTunes cloud playlist

Field Name	Details
Media Duration In Milliseconds	Total length of the played media, in milliseconds
Media Type	The type of media (e.g., audio) shown to the user
Music Upgrade	Whether the purchase is an upgrade from an existing subscription
Offer Placement	The type of notification offer or set of offers that was presented to the user
Offer Placement Type	The type of notification offer or set of offers that was presented to the user
Offer Trial Period	Whether the offer has a trial period
Offer Type	The user's transaction type for the content (e.g., buy, free download, pre-order)
Offer Upsell	The type of upsell offered to the user
Offer Variant	A description of an offer that is specific to banners and subscriptions
Operating System Languages	Language of the operating system used to complete the action
OS Build Number	Build number on the operating system
OS Major Version	The major version of the device's operating system from which events were streamed
OS Minor Version	The minor version of the device's operating system from which events were streamed
Page	The page from which the user action was taken
Page Click UI Location	Describes the screen elements and their relative position in the field of view for the user's click and search events
Page Details	Additional information related to the page from which the user action was taken
Page Display Type	The display type of page that is displayed to the user
Page History	The last five pages viewed by the user
Page ID	Identifier of the page
Page Type	Describes the type of page on which the user action was completed
Page URL	The internet address of the page on which the user action was completed

Field Name	Details
Parent Folder ID	The identifier for the playlist, library, or folder's parent folder
Personalized Name	The name of the user's personalized experience from which the event originated
Play Activity Type	The event type of play activity events
Playback Session Action Type	The type of playback action the user initiated to start the playback session
Playback Session Content Group ID	Identifier of the content group the user played in the playback session
Playback Session Content Group Type	The type of the content group the user played in the playback session
Playback Session Content ID	Identifier of the content the user clicked to start the playback session
Playback Session Feature Name	The feature name from which the playback session originated
Playback Session ID	Identifier of the user's playback session
Playback Session Start Time	The start date and time of the user's playback session
Playback Session Tab Name	The name of the tab or page the user clicked to start the playback session
Playlist Version ID	The identifier of the playlist by version
Price	Total purchase price in the applicable currency, as a decimal number (e.g., 9.99)
Promotion Scenario ID	The identifier of the promotional offer, if the user used one
Public Playlist ID	Global identifier for the playlist, when public or shared
Purchase Result Type	The purchase result type description (e.g., successful, failure)
Radio Seed ID	Identifier of the first song on which the radio station starts
Radio Station ID	A unique identifier for the broadcast station that the user has listened too
Radio Station Information ID	The identifier for the broadcast station and the content version
Record Available	Whether the record is available on Apple music

Field Name	Details
Record Content ID	Identifier of the item or content being recommended
Record Content Index	The index of the recommended content
Record Content Type	The type of content being recommended
Record Content Type Name	String representation of the type of the content being recommended
Record Reason Location Key	Whether a localization key is in the localization database
Record Reason Type	Indicates the type of the templated string to let upstream clients know what to render
Record Reasons	The reasons associated with the explanation of the top picks
Referral App Name	Name of the referring application that caused the active application to launch
Request ID	Unique identifier of the request from which the user's purchase event occurred
Search Term	The term used to generate the search results
Search Term (encoded)	The term used to generate the search results using a method to encode special character data (e.g. space, comma, percent sign, etc)
Season ID	Identifier of the season from which the played content was selected
Session ID	A randomly generated session identifier
Session Is Shared	Whether the user is in a shared media session after receiving the invite to co-listen or co-watch
Shared Activity Devices-Current	The number of devices that are connected to the Shared Play at the time the data is collected
Shared Activity Devices-Max	The maximum number of devices that connected to the Shared Play
Shelf Index	The index of the shelf
Shelf Location Key	The location key of the shelf
Shelf Module Type Name	The name of the module type of the shelf
Shelf View Type Name	The shelf view type description
Song Name	The album name, as formatted for sorting in the user interface

Field Name	Details
Start Position Milliseconds	Position within the media when event started, in milliseconds
Station Personalized ID	Identifier of user-generated playlists and stations where content is being played from
Store Front	The country from which the user action was taken
Store Front Header	A value contained at the time the event was created
Stream Source	The source of the radio plays (e.g., IHEART _RADIO, TUNE_IN)
Subscription Campaign Name	The human-readable version of the attributed promotion for the subscription
Subscription Grace Period Indicator	Whether the user is playing within the grace period for subscription
Subscription Hardware Offer	Machine type for the hardware offer
Subscription Mode Name	Same as subscription_mode in character format
Subscription Offer ID	The identifier of the subscription offer
Subscription Period	The subscription duration period for the user
Subscription Product Code	The code used on the carrier side to denote the unique channel integration platform subscription
Subscription Purchase Date	The date and time the subscription service was initiated (for a given account and subscription family/group)
Subscription State	The current state of user's Apple Music subscription (e.g., Paid, Non-Subscriber, Free Offer)
Subscription Type	The type of subscription
Subscription Type Details	The type of subscription (e.g., "Family Monthly" or "Apple One Premier Monthly")
Subscriptions	All Apple Music subscriptions associated with the user
System Dialog ID	A unique identifier for the type of dialog shown to the user (e.g., SignIn)
Tab	The page or tab within the application in which the user's action occurred
Timezone Offset Min	The difference, in minutes, between GMT (UTC) and the timezone from which the user action was taken
Transaction Date	Date and time at which the transaction occurred

Field Name	Details
Transaction ID	An identifier for the transaction
Type	An event specific to opening or closing the application
Universal Library ID	Identifier of the universal library from which the played content was selected
URI	The internet address of the link with which the user interacted
URL	The internet address of the content source
User Actions	Actions the user took while interacting with a dialog
User Agent	Information related to the device from which the user action was taken
User Hardware Model	The hardware model of the device from which the user action was taken
User Playlist ID	The identifier of user-generated playlists and stations
User Subscription Status	The user's subscription status, when applicable
Visit End Time	The timestamp of the last event of the user's visit
Visit ID	A unique identifier for the user's visit session
Visit Start Timestamp	The timestamp of the start event of the user's visit
Vocal Attenuation	Whether vocal attenuation was available at the time of the user's click
Widget Name	The name of the widget in Apple Music associated with the event
Widget Size	The size of the widget in Apple Music associated with the event (0 - Small, 1 - Medium, 2 - Large, 3 - XLarge)
Widget Subject	The identifier associated with the content that was opened in the widget
Widget Type	The type of widget in Apple Music associated with the event