Program planning exchange format for the files transferred by the Channels to Nielsen

Introduction

The program planning files are stored under the form of one file per day and per channel. Given the "audimetric" days are considered from 02:00:00 to 25:59:59, the planning file should follow the same convention.

The filename will be in the form BR**YYYYMMDD**.CCC for the before broadcast planning, where CCC is the channel abbreviation in three lower case characters and br means BeforeRun file. The date defines the broadcast day and not the creation day.

The file will be an ASCII formatted file following DOS rules, i.e. with the characters CR/NL to end each line, including last one and with no CTRL/Z at the end of the file.

Delivery rules

Program Before TV:
- If the broadcast day is a working day, delivery should occur before 7h30 on the broadcast day
- If the broadcast day is not a working day, delivery should occur at 17h00 the last working day preceding broadcast
- Broadcasters have the chance to send updated Program Before files during the broadcastday but no later than 20h00

Program Before Radio:
- If the broadcast day is a working day, delivery should occur before 7h30 on the broadcast day
- If the broadcast day is not a working day, delivery should occur at 17h00 the last working day preceding broadcast
- Broadcasters have the chance to send updated Program Before files during the broadcastday but no later than 20h00

I. Document syntax

In this document, we will use the character ⊗ to represent the TAB character and bold characters for the non-literal fields.

II. Format Description

Comments

All lines beginning with '%COMMENT⊗' will be ignored. They are not taken into account in the lines numbers mentioned below.

A. First Line

First line will contain a format identifier followed by the file name, followed by the creation date and time of the file.

```
%FORMAT⊗20230101⊗BROADCASTDAY⊗YYYYMMDD⊗CREATED⊗YYYYMMDD⊗AT⊗HHMMSS⊗CHANNEL
⊗CCCCC
```

Where   **HHMMSS** represents time in six characters.
YYYY represents the year in 4 digits, **MM** the month in two digits and **DD** the day in the month in two digits.
<u>20230101</u> is the format identifier.
CCCCCC is the channel name abbreviated to a maximum of six characters and padded to six characters with trailing spaces if needed.

By definition, the pair date/time of creation will be different if a new delivery is necessary.

B. Second Line

`%COLLATING_SEQUENCE`⊗**CODE**

Where **CODE** is the name of the used character set. We accept only character sets with one byte per character.

Possible collating sequences are:
- ASCII
  for pure ASCII graphic characters plus space (decimal codes 32 to 126).
- ISO-8859-1
  if you require diacriticals (accentuated characters,...).

Please use the name as found in the "&charset" lines or one of the aliases.

Only characters common to the desired charset *and* to ISO-8859-1 should be used (in other words, ISO-8859-1 gives the set of allowed characters, but other encodings are allowed).

C. Third line

`%AUTHOR`⊗**NAME**

where **NAME** is the file author like NPO, RTL, TALPA, BNR… in general the Channelgroup.

D. Fourth line

`%FILETYPE`⊗**TYPE**

where **TYPE** is "BEFORE_BROADCAST".

E. Fifth line

`%OTHERFIELDS`⊗**FIELDS**

where **FIELDS** is the list of field names separated by the TAB characters. It can be used to add specific fields to the end of all the following lines.

It can be information specific to the broadcasters. This list can eventually be empty.
If the fields are defined, they must be present in all lines.

F. Sixth line

`%PIVOTHOUR`⊗**HHMMSS**

where **HHMMSS** is the first second of the day (020000 for 2h00)

G. Seventh line

`%TYPOLOGYSOURCE⊗`**`SOURCE`**

where **SOURCE** is the source of typology. Current possible values are therefore NMO or NONE.

H. Comment line with column headers

`%COMMENT Channel⊗Omroep⊗Date…`

Please add a comment line with the column headers separated by the TAB character.
It allows verifying the file content in Excel in an easy way. Caution: our filtering program would certainly not accept a file generated by Excel.

I. Following lines

Following lines have all the same format. The TAB character separates fields **but there is no trailing TAB**. We know some fields will remain empty but we prefer to specify them all because each broadcaster has its own definitions.

Lines are sorted by ascending theoretical hour.

Unknown fields will be represented in the following way:
- -1 for numerical fields
- Empty field for alphanumeric values.

Spaces at the beginning and end of each field are ignored.

For compatibility reasons with your different systems, the identifiers are stored as characters.
Be cautious that if you transmit them with leading zeroes, we will keep these zeroes and in case we send you this information back, you will find them in the files.
In fact, these fields being a character field, we are unable to make any assumption about what it should be.

Nr	Field	Description	Values range	Format	TV: Mandatory, Useful, Not in use	Radio: Mandatory, Useful, Not in use
1	ChannelID	Channel ID	Integer defined by NMO	Number(4)	MANDATORY	MANDATORY
2	Omroep	"Omroep"Name – Omroep (or omroep combination) claiming the editorial responsibility of the program	The different "Omroepen" will be separated by ";"	Varchar2(46)	MANDATORY FOR NPO	MANDATORY FOR NPO
3	Date	Format YYYYMMDD	This is the planning day.	Number(8)	MANDATORY	MANDATORY
4	BeginTime	Theoretical Hour in format HHMMSS	Integer between 020000 and 255959. Please don't use hours like 010000 because it is misleading, use 250000 instead. Leading zeroes are mandatory.	Number(6)	MANDATORY	MANDATORY
5	Duration	In seconds		Number(5)	MANDATORY if EndTime is empty	MANDATORY if EndTime is empty
6	EndTime	Theoretical Hour in format HHMMSS	Integer between 020000 and 255959. Please don't use hours like 010000 because it is misleading, use 250000 instead. Leading zeroes are mandatory.	Number(6)	MANDATORY if Duration is empty	MANDATORY if Duration is empty

7	ProgID	Channel unique identifier for the program. Should at least be unique per program episode per day.		Varchar2(60)	MANDATORY	MANDATORY
8	ProgramType	This type should help make the difference between Programs and other elements.	Possible values see List 1	Varchar2(20)	MANDATORY	MANDATORY
9	UnharmonizedTitle	Program title. Normally it should be the title the channel wants to publish. Also used for the internal promo title. No accentuated characters, only ASCII uppercase characters		Varchar2(100)	MANDATORY	MANDATORY
10	SubTitle	Subtitle the channel wants. Normally it should be the subtitle the channel wants to publish. No accentuated characters, only ASCII uppercase characters		Varchar2(120)	USEFUL	USEFUL
11	PromoTypeID	Classification type of the promos	Possible values see List 2	Number(2)	MANDATORY	NOT IN USE
12	Secondary UnharmonizedTitle			Varchar2(100)	NOT IN USE	NOT IN USE
13	Tertiary UnharmonizedTitle			Varchar2(100)	NOT IN USE	NOT IN USE
14	PromotionChannelID			Number(4)	NOT IN USE	NOT IN USE
15	PromotionDay			Number(8)	NOT IN USE	NOT IN USE
16	RepeatCode	First broadcast or repeat	Possible values see List 3	Number(3)	MANDATORY	USEFUL
17	ReconciliationKey	Key from the broadcaster. If the event is linked Nielsen will provide the same key		Varchar2(22)	USEFUL	USEFUL
18	ProgramTypology	NMO Program Typology		Varchar2(100)	MANDATORY for Hybrid Audit	USEFUL
19	CCC	Content Classification Code for NPO		Varchar2(100)	MANDATORY for NPO	MANDATORY for NPO
20	PromoID	Broadcaster unique identifier for the promo. Should be unique per promo creative		Varchar2(60)	USEFUL	NOT IN USE

List 1 – ProgramType

ProgramType
PROGRAMMA
PROMO
STATIONID

List 2 – PromoTypes

PromoTypeID	Description	Hoofdindeling
31	StationPromo as beginning/end of a Break	StationPromo
99	Promotion for a program/channel/merchandise/website	Promo

List 3 – Repeat Codes

Code	Description
100	Live/Prerecorded
200	Last 7 days
300	Ever