

Structure

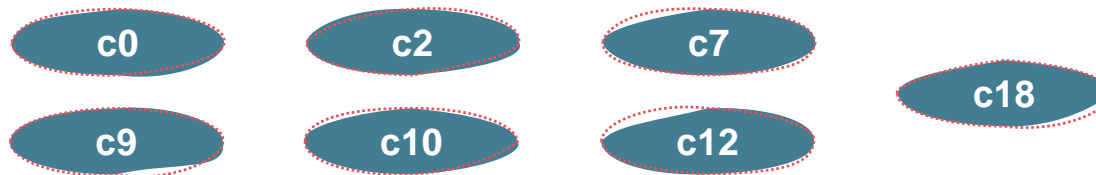
The metadata and custom variables are classified and assigned on the first page. Pages 2, 3 and 4 provide a concise description of each metadata and custom variable with clear filling rules. Page 5 provides step-by-step instructions for setting all video usage types in tabular form. *Note: the names of the metadata and custom variables in the summary correspond to the information in Nielsen's implementation documentation.*

Classification

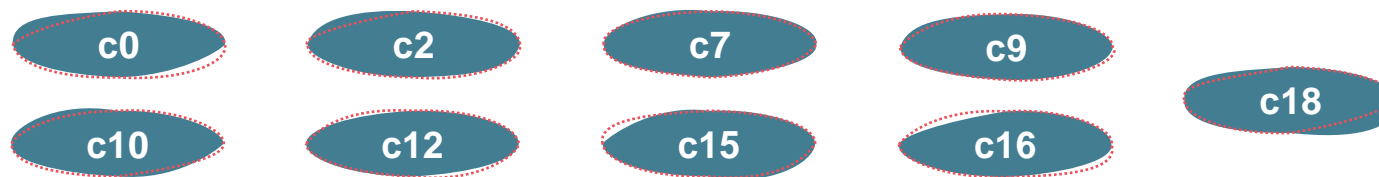
Relevant obligatory metadata variables for content data production



Relevant obligatory custom variables for content



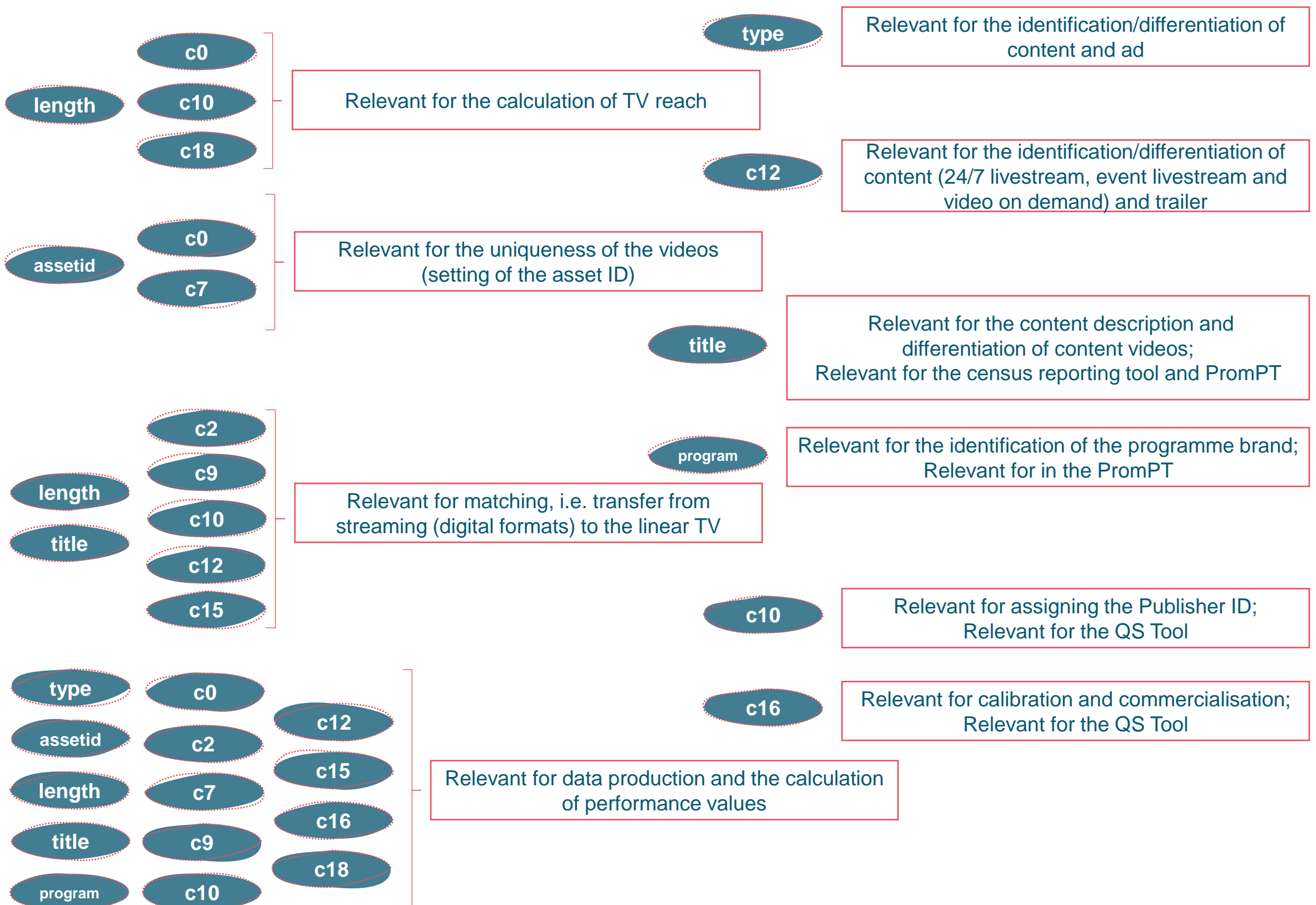
Relevant custom variables for content data production



Optional custom variable for the additional description



Assignment with the relevance



Data description:

Type of video file

type

- Metadata variable "**type**" is used to identify / differentiate between content and ad
- ✓ **Dos:**
 - **Content:** <content> for 24/7 livestream, event livestream, video on demand and trailer
 - **Ad** (depending on the placement): <preroll>, <midroll>, <postroll>

c2

- "**Web only**": differentiates whether streaming content is made available exclusively on the Internet (web-only) or also on linear TV
- **Consequence** of incorrect setting: the retrieval counts towards reach but is not included in the calculation of viewing duration (e.g., viewing participation).
- ✓ **Dos:**
 - Y (web only)
 - N (reference to the linear broadcast)
- ✗ **Donts:** null

c12

- "**Video type**": distinguishes between content (24/7 livestream, event livestream, video on demand) and trailer.
- **Consequence** of incorrect/ empty entry: if a view cannot be assigned to a video type (according to the flowchart) during the validation process, it is deleted, and performance is lost.
- ✓ **Dos:** Content, content, Trailer, Werbung
- ✗ **Donts:** null, trailer

c18

- "**Livestreaming**": distinguishes whether streaming content is made available as a live stream in real time or can be accessed at any time like videos on demand/ trailers.
- ✓ **Dos:**
 - Y (only in case of 24/7 livestream and event livestream)
 - N (video on demand and trailer)
- ✗ **Donts:** null

Properties of video file

length

- "**Length of video file**": indicates the correct length of a content video or ad in seconds.
- ✓ **Dos:**
 - 86400 (only in case of 24/7 livestream)
 - 1-86399 (event livestream, video on demand and trailer; even for an estimated video file length)
- *Note:* if the video file length is unknown, a realistic estimate should be given.
- ✗ **Donts:** nan, infinity, null, -1, 0, 1, >86400, <10 in case of video on demand and event livestream (implausible setting)

c10

- Custom variable "**Publisher**" contains information about the owner (distributor) of a video to whom the performance arriving in the evaluation systems is assigned.
- **Consequence** of incorrect setting: if a view cannot be assigned to a publisher, it is deleted and the performance is lost.
- ✓ **Dos:** zdf, sixx, rtlplusnow
- ✗ **Donts:** null, undefined, unknown, default, "event", "c10"

c5

- "**Page URL**": reserved for transferring the server address of the video file
- ✓ **Dos:** <http://www.sat1.de/tv/klinik-am-suedring/video/152-ben-will-fliegen-clip>
- ✗ **Donts:** null, invalid values

Data description:

Identification of video file

- assetid**

 - "unique asset ID"- an identifier that comes from the provider's CMS system and must be unique for each content video and ad in combination with cid and vcid. The asset ID is used for the aggregation of census data.
 - ✓ **Dos** (exemplary setting):
 - Content: <c7_c0>
 - Ad: <c11>
 - X **Donts**:
 - Content: just <c7>, ID ≠ c7 for the combination <c7_c0>
 - Ad: ID ≠ c11

- c0**

 - "Video part number": is used to distinguish whether a one-part video or a video composed of several parts.
 - The length of a multi-part video corresponds to the addition of the video lengths "length" of the individual video parts "c0".
 - ✓ **Dos** (consecutive numbering):
 - 0 (**one-piece formats only**, always for 24/7 livestream and event livestream)
 - 1, 2, ..., 10,... (multi-part formats)
 - X **Donts**:
 - ≠ serial number, ≠ season number, undefined, null,
 - incomplete numbering (**consequence**: implausible matching) , c0>0 for 24/7 and event livestreams

- c7**

 - Custom variable "Video ID" contains a provider-specific unique identifier for 24/7 livestream and event livestream, videos on demand and trailers.
 - c7 enables the creation of jointly video IDs for streaming content from multiple parts.
 - **Consequence** of empty specification for content: Views are deleted, performance is lost.
 - ✓ **Dos**: 100-151153, 4443500
 - X **Donts**: invalid values (all signs except 0-9, a-z, A-Z, _, -), URLs

- c15**

 - "Format ID": is used for linking of streaming and TV content with the same content, i.e. the transport of digital formats to linear TV.
 - ✓ **Dos** (exemplary setting): 3083045
 - For **one-part formats**: allocation of a unique ID per format and sender/publisher
 - For **multi-part formats**: allocation of the same unique format ID for individual parts (see "c0" above)
 - X **Donts**:
 - empty for no web-only content with c2=N (**consequence**: no linking of TV and streaming takes place)
 - invalid values: null, c15 = 0, "web-only", "Webonly", "weonly", 66666666, 00000000

- c16**

 - "Content ID": necessary for the creation of offer units (content-related composition of videos).
 - If a view cannot be assigned to an offer unit, there is no possibility of offer-orientated commercialisation.
 - ✓ **Dos** (exemplary setting): dVxRcCpOqKyFz02fuss, dvrsofw_ten_rtlbes, Unterhaltung
 - X **Donts**: null, undefined, undefined_Sat.1, comma at the end of a string

Variables not ins use

- c8**

 - The custom variables "c8", "c13", "c14" and "c19" are currently not used for content.
- c13**

 - ✓ **Dos**:
 - The custom variables "c8" and "c14" are currently not used and may not be used for any other purpose.
 - The custom variables "c13" and "c19" are freely available to system participants.
- c14**
- c19**

Data description:

Description of video file

- "program" - an aggregate that serves to identify the programme brand and combines all videos with the same content, similar content and thematically related videos of serial and frequently recurring formats under one brand umbrella.
- Programme brands are only permitted for videos on demand, event livestreams and trailers.
- ✓ **Dos** (exemplary setting): 3083045
 - **Standalone programmes** are not serial or recurring formats and are therefore not given a programme brand; "UNKNOWN" is used instead.
 - **24/7 livestream:** <UNKNOWN>
- X **Donts: empty** for serial or recurring formats
 - **Consequence:** no counting of the programme brand already maintained in the PromPT (only possible via the additional definition of the programme brand using the corresponding specification in "tag_media_title" in the PromPT)

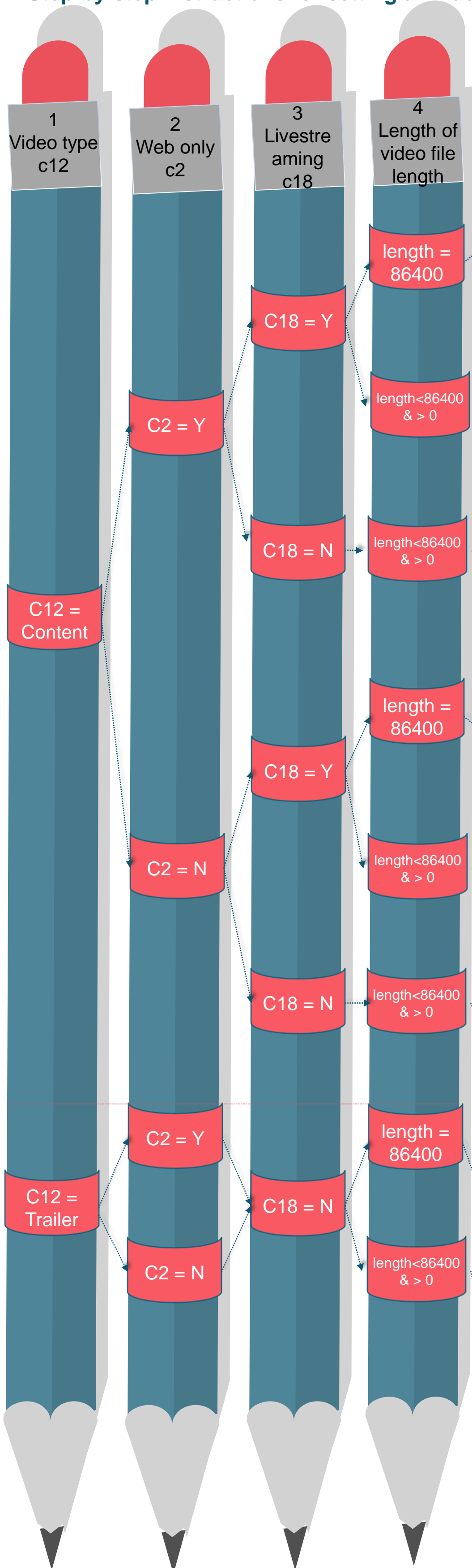
program

- The custom variable "**Video title**" is used to describe the content of content videos.
- The metadata variable "**Video title**" is used to describe the content and differentiate between content videos (videos on demand, 24/7 live stream, event live stream and trailers) for daily documentation of video services and time-related aggregations in the census reporting tool and to define the rules for creating programme brands in PromPT.
- For event live streams, videos on demand and trailers, the video title consisting of the individual title or programme brand (main title) and episode title (subtitle) as well as the season and episode number is transferred.
- Alternatively, if no episode title/no episode number: there are the date and airtime of the broadcast to set up.
- The metadata and custom variable "**Video title**" are completely matched during filling without any possible additional/technical information.
- ✓ **Dos** (exemplary setting) for **tag_media_title (video title with additional information):**
 - 24_7 Livestream (just in case of 24/7 livestream)
 - Jury verkündet Urteil im Verleumdungsprozess (event livestream)
 - ZDFheute live |Live: Erfolgsgeschichte oder Rohrkrepierer?(event livestream)
 - Carter|Daumen hoch|Kapitel 1 (video on demand)
 - Mountain Life - Traumhaus gesucht|Die roten Berge Arizonas|Folge 11 (video on demand)
 - Trailer|Art is a State of Mind (trailer)
 - Trailer|Die Newsreader|1|6 (trailer)
- ✓ **Dos** (exemplary setting) for **c9 (video title):**
 - 24_7 Livestream (just in case of 24/7 livestream)
 - Jury verkündet Urteil im Verleumdungsprozess (event livestream)
 - Live: Erfolgsgeschichte oder Rohrkrepierer? (event livestream)
 - Carter|Daumen hoch (video on demand)
 - Mountain Life - Traumhaus gesucht|Die roten Berge Arizonas (video on demand)
 - Trailer|Art is a State of Mind (trailer)
 - Trailer|Die Newsreader (trailer)
- X **Donts:** unknown, undefined, null, generic title, URLs, "|" and "_" used as separators at the same time, no use of the separators.

title

c9

Step-by-step instructions for setting all video usage types



Identification of the video usage type

24/7 livestream without reference to the linear broadcast (-)

C0 = 0	C9: 24/7_Livestream	C18: Y
C2 = Y	C10: Publisher name	length =86400
C5: valid URL	C12: Content	program: UNKNOWN
C7: Video-ID	C8, C14, C15, C16 empty	

Event livestream without reference to the linear broadcast (-)

C0 = 0	C9: content-related title of an event	C16: AE-Code
C2 = Y	C10: Publisher name	C18: Y
C5: valid URL	C12: Content	length < 86400
C7: Video-ID	C8, C14, C15 empty	program: PM

Video on demand without reference to the linear broadcast (-)

C0 = 0-10,..	C9: Video title	C16: AE-Code
C2 = Y	C10: Publisher name	C18: N
C5: valid URL	C12: Content	length <86400 (& >10)
C7: Video-ID	C8, C14, C15 empty	program: PM

24/7 livestream with reference to the linear broadcast (+)

C0 = 0	C9: 24/7_Livestream	C18: Y
C2 = N	C10: Publisher name	length =86400
C5: valid URL	C12: Content	program: UNKNOWN
C7: Video-ID	C8, C14, C15, C16 empty	

Event livestream with reference to the linear broadcast (+)

C0 = 0	C9: content-related title of an event	C15: Format-ID
C2 = N	C10: Publisher name	C16: AE-Code
C5: valid URL	C12: Content	C18: Y
C7: Video-ID	C8, C14 empty	length < 86400
program: PM		

Video on demand with reference to the linear broadcast (+)

C0 = 0-10,..	C9: Video title	C15: Format-ID
C2 = N	C10: Publisher name	C16: AE-Code
C5: valid URL	C12: Content	C18: N
C7: Video-ID	C8, C14 empty	length <86400 (&>10)
program: PM		

Trailer without reference to the linear broadcast (-)

C0 = 0	C9: Trailer title	C16: AE-Code
C2 = Y	C10: Publisher name	C18: N
C5: valid URL	C12: Trailer	length <86400
C7: Video-ID	C8, C14, C15 empty	program: PM

Trailer with reference to the linear broadcast (+)

C0 = 0	C9: Trailer title	C15: Format-ID
C2 = N	C10: Publisher name	C16: AE-Code
C5: valid URL	C12: Trailer	C18: N
C7: Video-ID	C8, C14 empty	length <86400
program: PM		