

STANDARD FILEFORMAT TNS GALLUP PPM PANEL

PPM data consists of 4 files per day. There are no files to be updated monthly or at other times. Data are delivered daily as finalised data 7 days old.

The four files are:

Switching file: AUyymmdd.swd
Demographic file: AUyymmdd.dem
Programme log: DEddmmyy.std
Spot log: SPddmmyy.std

Switching file: AUyymmdd.swd

Positions	Variable	Categories	Values	Comment	Length
1-7	Homenr.		0000001-9999999		7
8-9	Membernr.		01-99		2
10-13	Station ID		0001-9999	Channel code	4
		P1	3301		
		P2	3350		
		P3	3360		
		P4	3401		
		P4 Ekstra	3404	Not used after 31.12.2009	
		P5+	3430	From 01.01.2010	
		RadioNorge	3410		
		Storbyradioen	3699		
		Lokalradiosamkjøringen	3800		
14-19	Start Time	030000-265959	Hhmmss		6
20-25	End Time	030000-265959	Hhmmss		6
26	Internal info				1
27	Audience type				1
		1	Live Radio		

Demographic file: AUyymmdd.dem

Note: There might be blank positions in the file for all demographics, meaning there is no information available.

Positions	Variable	Categories	Values	Comment	Length
1-7	HHnr		1-9999999	Household no.	7
8-9	MMnr		01-99	Member no.	2
10-17	Weight		000.0000 - 999.9999		8
18	Sector			Not in use	1
19	Viewer type				1
		Panel member	1		
20	Sample type				1
		Individual	1		
21	HH size			Counts all people aged 0 + in HH	1
		1 person	1		
		2 person	2		
		3 person	3		
		4 person	4		
		5 persons +	5		
		No info	6		
22	Familytype				1
		Single aged <45	1		
		Single aged 45+	2		
		Multiperson HH with kids <=17 years	3		
		Multiperson HH without kids <=17 years	4		
		No info	5		
23	Commercial Universe				1
		Yes	1		
		No	2		
		No info	3		
24	Geography				1
		Østlandet	1	Østfold, Akershus, Oslo, Hedmark, Oppland, Buskerud, Vestfold and Telemark.	
		Sør- and Vestlandet	2	Aust-Agder, Vest-	

Positions	Variable	Categories	Values	Comment	Length
				Agder, Rogaland, Hordaland, Sogn og Fjordane, Møre og Romsdal.	
		Trøndelag and Nord Norge	3	Sør-Trøndelag, Nord-Trøndelag, Nordland, Troms, Finnmark.	
		No info	4		
25-26	Not in use				
27	HH income				1
		0 –300' NOK	1		
		300-449' NOK	2		
		450-599' NOK	3		
		600-799' NOK	4		
		800'+ NOK	7		
		No info	5		
		No info	6		
28	Not in use				
29	HH members older than 12 years				1
		1 person 12+	1		
		2 persons 12+	2		
		3 persons 12+	3		
		4 persons 12+	4		
		5+ persons 12+	5		
30-39	Not in use				
40	Access Internet at home				
		Yes	1		
		No	2		
		Unavailable	3		
		Missing	4		
41-43	Not in use				
44	Access DAB-radio				
		Yes	1		
		No	2		
		Unavailable	3		
		Missing	4		
45-46	Not in use				
47	Sex				1
		Male	1		

Positions	Variable	Categories	Values	Comment	Length
		Female	2		
48	Age - continuous				1
		00	0		
		01	1		
		02	2		
		03	3		
		04	4		
		05	5		
		06	6		
		07	7		
		08	8		
		09	9		
		10	:		
		11	;		
		12	<		
		13	=		
		14	>		
		15	?		
		16	@		
		17	A		
		18	B		
		19	C		
		20	D		
		21	E		
		22	F		
		23	G		
		24	H		
		25	I		
		26	J		
		27	K		
		28	L		
		29	M		
		30	N		
		31	O		
		32	P		
		33	Q		
		34	R		
		35	S		
		36	T		
		37	U		
		38	V		
		39	W		
		40	X		
		41	Y		
		42	Z		

Positions	Variable	Categories	Values	Comment	Length
		43	[
		44	\		
		45]		
		46	^		
		47	_		
		48	`		
		49	a		
		50	b		
		51	c		
		52	d		
		53	e		
		54	f		
		55	g		
		56	h		
		57	i		
		58	j		
		59	k		
		60	l		
		61	m		
		62	n		
		63	o		
		64	p		
		65	q		
		66	r		
		67	s		
		68	t		
		69	u		
		70	v		
		71	w		
		72	x		
		73	y		
		74	z		
		75	{		
		76			
		77	}		
		78	~		
		79	^?		
		80	\128		
		81	\129		
		82	\130		
		83	\131		
		84	\132		
		85	\133		
		86	\134		
		87	\135		
		88	\136		

Positions	Variable	Categories	Values	Comment	Length
		89	\137		
		90	\138		
		91	\139		
		92	\140		
		93	\141		
		94	\142		
		95	\143		
		96	\144		
		97	\145		
		98	\146		
		99	\147		
		100	\148		
		101	\149		
		102	\150		
		103	\151		
		104	\152		
		105	\153		
		106	\154		
		107	\155		
		108	\156		
		109	\157		
		110	\158		
49	Not in use				
50	Position in HH				1
		Father of the house (Male)	1		
		Mother of the house (Female)	2		
		Son	3		
		Daughter	4		
		Other	5		
		No info	6		
		No info	9		
51	Personal income				1
		< 150' NOK	1		
		150–299' NOK	2		
		300-399'+ NOK	3		
		400-499' NOK	4		
		500-599' NOK	7		
		600'+ NOK	8		
		No Info	5		
		No Info	6		
52	Education				1
		Grunnskole	1		
		Videregående	2		
		Høyskole/universitet lower	3		

Positions	Variable	Categories	Values	Comment	Length
		degree			
		Høyskole/universitet higher degree	4		
		Unavailable	5		
		No info	6		
53 - 54	Not in use				
55	HH education				1
		Up to High school	1		
		Higher education/University	2		
56	Age groups				1
		12-19 Years	1		
		20-29 Years	2		
		30-44 Years	3		
		45-59 Years	4		
		60+ Years	5		
57	Sentralitet 3- delt			From 01.03.2008	1
		Storbyradioområdet	1		
		Sentrale kommuner utenfor SR	2		
		Mindre sentrale kommuner	3		
		No info	4		
58	Age youngest person in HH			From 01.03.2008	
		Youngest aged <= 19 yrs	1		
		Youngest aged 20-34 yrs	2		
		Youngest aged 35-49 yrs	3		
		Youngest aged 50 yrs +	4		

The additions to AUYYMMDD.dem will be added in position 59 onwards.

Programme log: DEddmmyy.std

Variable	Pos.	Length	Format	Obligatory	Comment
TV Channel	1	3	Alphanumerical	YES	Channel identifier
Date	4	8	Date (yyyymmdd)	YES	Event's date
Start time	12	6	Time (hhmmss)	YES	Event's start time
End time	18	6	Time (hhmmss)	YES	Event's end time
Program type (1)	24	2	Alphanumerical	YES	Old program type classif. RP=Ordinary program CM=Commercial break AP=On Air Promotion BS=Billboard BR=Breakbumper AS=On Air Promotion w/sponsorlogo US=Unspecified IF=Information SP=Broadcast pause TF=Technical Fault
Rebroadcast	26	1	Alphanumerical	NO	The event is re-broadcasted
Program part	27	2	Alphanumerical	NO	Part of the program, if split
Break/Block number	29	2	Alphanumerical	NO	Number of the break/block
Program classification (2)	31	4	Alphanumerical	NO	Old AN program classification
Program name	35	40	Alphanumerical	NO	Title of the program
Program number	75	7	Alphanumerical	NO	Program identifier
Transmission ambits vector	82	1	Alphanumerical	YES	Regions where the program was broadcasted

Variable	Pos.	Length	Format	Obligatory	Comment
Program level	83	1	Alphanumerical	YES	Level of the event within the transmission hierarchy
Prog. class. level 1 (Genre)	84	3	Numerical (3)	YES	Letter based code of the program's genre
Prog. class. level 2 (Speciality)	87	3	Numerical (3)	NO	Letter based code of the program's speciality
Prog. class. level 3 (Subspeciality)	90	3	Numerical (3)	NO	Letter based code of the program's subspeciality
Channel code	93	3	Numerical	YES	Code of the channel
Program type (number code)	96	3	Numerical (3)	YES	Transmission's type (programme, publicity, trailer, promo, etc.)

(*) The non-obligatory fields, if not reported, must be filled with blanks.

(1) Old program type letter-based codification. Replaced by "Program type (number code)", which is related to the table TIPOSEMISION (from ATTRIBS.MDB).

(2) Old program classification based in 4-digit alphanumeric codes. Replaced by fields "Prog. class. level 1, 2 & 3".

(3) These codes, even though being of 3 digits, cannot express a number higher than 255, since the data type in which they're stored within Infosys is a byte (255 possible values).

The ideal sorting of the records within the file should be by Station ID-Start time-Transmission ambits vector (given that we cannot have 2 events on the same channel, starting at the same time and being broadcasted over the same region).

Spot log: SPyymmdd.std

Start	End	Length	Comment
1	10	10	Campaign code
11	11	1	Not in use (always 0)
12	15	4	Channel code
16	23	8	Startdate (ddmmyyyy)
24	29	6	Starttime (hhmmss)
30	32	3	Break position (CM only, 0 otherwise)
33	35	3	Total spots in break (CM only, 0 otherwise)
36	40	5	Spot duration (seconds)
41	49	9	Cost (always 0)
50	61	12	Spot ID
62	69	8	Not in use
70	89	20	Transmission ambits vector (always 10000000000000000000)
90	91	2	Spot type (1 = CM, 2 = BS)
92	97	6	Block start time
98	103	6	Block end time