



Output SKO spot files (SPL-only) 1-1-2015					
CODE IN OUTPUT FORMAT (SPL)	DESCRIPTION	SOURCE	CODE IN INPUT FORMAT (PL-PA)	FIELD NR	MANDATORY/USEFUL
Date	Airdate	Nielsen	TheoreticalDay	2	M
ChannelID	Channel code	Nielsen	ChannelID	1	M
ChannelName	Channel name	Nielsen	-	-	-
BreakCode	Commercial break code	Planning	BreakCode	6	M
StartMinute	Airing time in minutes	Nielsen	TheoreticalHour	3	M
PosInBreak	Commercial sequence in commercial break	Nielsen	PosInBreak	23	U
SpotID	Unique identification of commercial broadcast	Planning	SpotID	22	U
Duration	Running time in seconds (actual length)	Nielsen	TechnicalDuration	5	U
TheoreticalDuration	Running time in seconds (actual length) of reference commercial	Planning	TheoreticalDuration	4	M
CmclTypeID	1=commercial, 2=promo, 3=foreign commercial, 4=PB51, 6=malfuction, 7=local ad, 8=split screen,9=billboard	Nielsen	CmclType	7	M
TVTID	Uniform commercial code	Nielsen	-	-	-
FilmDesc	Commercial title -operator	Planning	FilmDesc	16	M (If not in planning, Nielsen will add own description)
Price30s	30 second rate, commercial break	Planning	Price30s	17	U
FilmID	Operator film code / Nielsen code as SKO"TVTID".	Planning	FilmID	15	M (If not in planning, Nielsen will add own description)
BuyingAgencyID	Local buying agency code	Planning	BuyingAgencyID	18	M
BuyingAgencyName	Local buying agency name	Planning	BuyingAgencyName	19	M
HarmonisedBuyingAgencyName	Harmonised buying agency name	Nielsen	BuyingAgencyName	19	M
BillingAgencyID	Billing agency code	Planning	BillingAgencyID	20	M
BillingAgencyName	Billing agency name	Planning	BillingAgencyName	21	M
HarmonisedBillingAgencyName	Harmonised billing agency name	Nielsen	BillingAgencyName	21	M
ContractNumber	Contract number	Planning	ContractNumber	12	M
TheoreticalDay	Planning day	Planning	TheoreticalDay	2	M
EmissionKind	0=fullScreen, 1=SplitScreen, 2=Ident, 3=CrawlAdd, 4=BannerAd	Nielsen	EmissionKind	24	M
ReconciliationKey	Key broadcasters	Planning	ReconciliationKey	26	U