

OUTPUT SKO PROGRAM FILES 1.1.2015					
CODE IN OUTPUT FORMAT <i>(PRL)</i>	DESCRIPTION	SOURCE	CODE IN INPUT FORMAT <i>(BR)</i>	FIELD NR	MANDATORY/USEFUL
Date	Airdate	Nielsen	Date	3	M
ChannelID	Channel code	Nielsen	ChannelID	1	M
ChannelName	Channel name	Nielsen	-	-	-
ProgID	Program ID (unique identifier - unique for each channel and each day)	Planning	ProgID	7	U
Omroep	Broadcaster name	Planning, corrected by Nielsen	Omroep	2	M (for NPO)
Price30s	30 second commercial rate	Planning	Price30s	17 (spl)	U
StartMinute	Airing time in minutes	Nielsen	BeginTime	4	M
EndMinute	Finishing time in minutes	Nielsen	EndTime	6	M (if Duration is empty)
HarmonizedTitle	Harmonized program title or PrimaryHarmonizedTitle for promos	Nielsen	-	-	-
SubTitle	Program subtitle	Planning	SubTitle	10	U
SKOCode	SKO-code	Nielsen	-	-	-
Repeat	Rerun	Nielsen	RepeatCode	16	U (M per Q3 2015)
ProgramTypeID	Program/promo/billboard/PB51/commercial/malfunction/teleshopping/stationID	Nielsen	ProgramType	8	M
Follows	Continuation of the same program - same day	Nielsen	-	-	-
Sequence	Order within day and channel of 1-n, sequence number depends on delivery and can change between deliveries	Nielsen	-	-	-
PrlID	Key that makes matching of deliveries and re-deliveries possible. PrlID changes if one of the following elements changes: channel, date, hour-minute, harmonized title, repeat, sko code, program type, promo type, order in the same minute, omroep (broadcaster), sequence number, secondary harmonized title, tertiary harmonized title, promoted channel ID, promoted day.	Nielsen	-	-	-
UnharmonizedTitle	Unharmonized program title from the planning	Planning	UnharmonizedTitle	9	M
PromoTypeID	Classification type of the promos	Nielsen	PromoTypeID	11	M (for promos)
SecondaryHarmonizedTitle	Secondary harmonized title (promo's only)	Nielsen	SecondaryUnharmonizedTitle	12	U
TertiaryHarmonizedTitle	Tertiary harmonized title (promo's only)	Nielsen	TertiaryUnharmonizedTitle	13	U
PromotionChannelID	Promotion channel	Nielsen	PromotionChannelID	14	U
PromotionDay	Promotino day	Nielsen	PromotionDay	15	U
RelatedSequence	Empty (-1) except for billboard- the number is the sequence number of the event the billboard is connected to.	Nielsen	-	-	-
Duration	Duration in number of seconds, precise for promos only	Nielsen	Duration	5	M (if EndTime is empty)
ReconciliationKey	Key broadcaster	Planning	ReconciliationKey	17	U