Video classification (September 2022)

Definitions

Content: Content from streaming measurement can be categorised as livestream, event livestream, video on demand and trailer, each with or without reference to linear broadcasting.

24/7-LS +	Livestreaming is broadcasting content on the internet in real time. 24/7 livestreams that coincide fully with linear broadcasting can be accessed and viewed on the internet 24 hours a day, 7 days a week using a media player and a media library or streaming platform, as well as being broadcast on television.
24/7-LS -	Livestreaming is broadcasting content on the internet in real time. 24/7 livestreams that do not coincide fully with linear broadcasting are produced exclusively for media libraries and streaming platforms and can be accessed and viewed there 24 hours a day, 7 days a week using a media player.
Event-LS +	Event livestreaming is broadcasting live events on the internet in real time. Event livestreams that coincide with linear broadcasting can be accessed and viewed on the internet using a media player and a media library or streaming platform, as well as being broadcast on television. The length of a live internet broadcast may differ slightly from that of a TV broadcast for reasons relating to rights and delivery, but the difference may only be +/- 10%.
Event-LS -	Event livestreaming is broadcasting live events on the internet. Event livestreams that do not coincide with linear broadcasting can only be accessed and viewed using a media player and a media library or streaming platform.
VOD+	Video on demand that coincides with linear broadcasting is streamed content that is the same as a TV programme and that can be accessed and viewed at any time using a media player and a media library or streaming platform. The length of the video may differ slightly from that of a TV broadcast for reasons relating to rights and delivery, but the difference may only be +/- 10%.
VOD-	Video on demand that does not coincide with linear broadcasting is streamed content that is produced exclusively for broadcasting on a media library or streaming platform and can be accessed and viewed at any time using a media player.
Trailer +	Trailers are a form of self-advertising. Ones that coincide with linear broadcasting are usually short streamed content containing excerpts from a broadcaster's own programmes that refer to linear TV/streaming. They can refer to standalone programmes/videos or to things like series or the channel as a whole. Trailers + are identical in content to trailers on linear TV and can be accessed and viewed at any time using a media player and a media library or streaming platform.
Trailer -	Trailers are therefore a form of self-advertising. Ones that do not coincide with linear broadcasting are usually short streamed content containing excerpts from a broadcaster's own programmes that refer to streamed content on a platform. They can refer to standalone programmes or to things like series or the platform as a whole. Trailers - are produced exclusively for broadcasting on a media library or streaming platform and can be accessed and viewed at any time using a media player.

Ad: Ads from streaming measurement can be categorised as prerolls, midrolls or postrolls.

Preroll	Prerolls are online ads that run before the actual video content. They are classed as linear video ads, a sub-category of in-stream video ads, and therefore never run simultaneously with video content. In-stream video ads are a form of online video advertising in which advertising messages are embedded in videos and played automatically. They cannot be skipped by users.
Midroll	Midrolls are online ads that run between sections of video content. They are classed as linear video ads, a sub-category of in-stream video ads, and therefore never run simultaneously with video content. In-stream video ads are a form of online video advertising in which advertising messages are embedded in videos and played automatically. They cannot be skipped by users.
Postroll	Postrolls are online ads that run after video content. They are classed as linear video ads, a sub-category of in-stream video ads, and therefore never run simultaneously with video content. In-stream video ads are a form of online video advertising in which advertising messages are embedded in videos and played automatically. They cannot be skipped by users.

Populating metavariables and AGF custom variables for content – by usage type

Version 1.8 (DCR/SDK)
September 2022

	Mandatory metavariables – content					Mandatory AGF custom variables – content								Optional AGF custom variables – content		
	Content classification	unique ID	Length of video file	Programme brand	Video title	Broadcast part number	Web only	Video ID	Length of video file	Video title	Publisher	Video type	Livestream	URL	FormatID	ContentID
Usage types	**type**	**assetid**	**length**	**category_1**	**tag_media_title**	**c0**	**c2**	**c7**	**c8**	**c9**	**c10**	**c12**	**c18**	**c5**	**c15**	**c16**
24/7 LS +	content	c7_c0	86400	UNKNOWN	24_7 livestream	0 = one-part	N	unique ID	86400	24_7 livestream	Publisher name	Content	Y	Server address	*<empty>*	*<empty>*
24/7 LS -	content	c7_c0	86400	UNKNOWN	24_7 livestream	0 = one-part	Y	unique ID	86400	24_7 livestream	Publisher name	Content	Y	Server address	*<empty>*	Offer unit code
Event LS+	content	c7_c0	0 < length < 86400	Programme brand / UNKNOWN	Video title	0 = one-part	N	unique ID	0 < c8 < 86400	Video title	Publisher name	Content	Y	Server address	unique ID	Offer unit code
Event LS-	content	c7_c0	0 < length < 86400	Programme brand / UNKNOWN	Video title	0 = one-part	Y	unique ID	0 < c8 < 86400	Video title	Publisher name	Content	Y	Server address	*<empty>*	Offer unit code
VOD+	content	c7_c0	0 < length < 86400	Programme brand / UNKNOWN	Video title*	0 = one-part ≥ 1 = multi-part	N	unique ID	0 < c8 < 86400	Video title	Publisher name	Content	N	Server address	unique ID	Offer unit code
VOD-	content	c7_c0	0 < length < 86400	Programme brand / UNKNOWN	Video title*	0 = one-part ≥ 1 = multi-part	Y	unique ID	0 < c8 < 86400	Video title	Publisher name	Content	N	Server address	*<empty>*	Offer unit code
Trailer+	content	c7_c0	0 < length < 86400	Programme brand / UNKNOWN	Video title*	0 = one-part	N	unique ID	0 < c8 < 86400	Video title	Publisher name	Trailer	N	Server address	unique ID	Offer unit code
Trailer-	content	c7_c0	0 < length < 86400	Programme brand / UNKNOWN	Video title*	0 = one-part	Y	unique ID	0 < c8 < 86400	Video title	Publisher name	Trailer	N	Server address	*<empty>*	Offer unit code

* see “Metadata variables” spreadsheet

Populating metavariables and AGF custom variables for ads – by ad type

Version 1.8 (DCR/SDK)
September 2022

	Mandatory metavariables – ads				Mandatory AGF custom variables – ads					Optional AGF custom variables – ads				
	Content classification	unique ID	Length of video file	Video title	Length of video file	Publisher	Ad ID	Video type	Placement type	Universal Ad ID	Web only	Form of advertising	ContentID	Livestream
Usage types	**type**	**assetid**	**length**	**tag_media_title**	**c8**	**c10**	**c11**	**c12**	**c17**	**c1**	**c2**	**c4**	**c16**	**c18**
Preroll	preroll	c11	0 < length < 86400	Ad ID	0 < c8 < 86400	Publisher name	Ad ID	Advertising	preroll or other	unique ID	Web only: <Y> Not web only: <N>	preroll, pre-split or sponsor	Offer unit code	Livestream: <Y> Not livestream: <N>
Midroll	midroll	c11	0 < length < 86400	Ad ID	0 < c8 < 86400	Publisher name	Ad ID	Advertising	midroll or other	unique ID	Web only: <Y> Not web only: <N>	midroll, pre-split or sponsor	Offer unit code	Livestream: <Y> Not livestream: <N>
Postroll	postroll	c11	0 < length < 86400	Ad ID	0 < c8 < 86400	Publisher name	Ad ID	Advertising	postroll or other	unique ID	Web only: <Y> Not web only: <N>	postroll, pre-split or sponsor	Offer unit code	Livestream: <Y> Not livestream: <N>

DCR metadata for streaming measurement – contents and ads

Metadata received for each asset is used for classification and reporting.

Version 1.8 (DCR/SDK)
September 2022

MANDATORY:

Variable name tag	Name in the data	Description	Format	Field length [max. no. of characters]	Values / valid entries	Note for practical implementation	Relevant for data_production
type	-	Content classification	Alphanumeric	8	Content: - 24/7 livestream: <content> - Event livestream: <content> - Video on demand: <content> - Trailer: <content> Ad: - Preroll: <preroll> - Midroll: <midroll> - Postroll: <postroll>	The “type” metadata variable is used to identify and distinguish between content and ads. Content includes videos on demand, 24/7 livestreams, event livestreams and trailers. Ads are categorised as preroll, midroll or postroll, depending on whether they are placed before, between or after content.	x
assetid	content_id / ad_id	unique asset ID	Alphanumeric Only the following are allowed: - 0-9 - a-z - A-Z - underscore - minus sign No other characters are allowed, such as special characters, non-printable control characters and umlauts	64	Content: - 24/7 livestream: <c7_c0> - Event livestream: <c7_c0> - Video on demand: <c7_c0> - Trailer: <c7_c0> Ad: - Preroll: <c11> - Midroll: <c11> - Postroll: <c11>	The “assetid” metadata variable is an identifier that originates in the providers' CMS system and must be absolutely unique for each content or ad video in combination with cid and vcid. The asset ID is used for the aggregation of census data and therefore has far-reaching consequences for producing data and calculating performance figures. For content, Nielsen sends the combination “cid_vcid_asseitid” as “contentID” to the census data; for ads, the custom variable c11 (Ad ID) as “ad_id”. For content videos, the asset ID is created by combining the two custom variables video ID (c7) and broadcast part number (c0), separated by an underscore. For ads, the asset ID is the same as the provider’s unique ID for the ad video from custom variable c11 (Ad ID).	x
programme	category_1	Programme brand	Text / UTF-8 (not-including non-printing control characters) Backslash (“\”) not allowed	254	Content: - 24/7 livestream: <UNKNOWN> - Event livestream: <Programme brand> or <UNKNOWN> - Video on Demand: <Programme brand> or <UNKNOWN> - Trailer: <Programme brand> or <UNKNOWN> Ad: - Preroll: <empty> - Midroll: <empty> - Postroll: <empty>	The “programme” metadata variable identifies the programme brand. It is an aggregate which combines under one brand umbrella all videos that have the same content, or similar content, or are thematically related and are in serial or frequently recurring formats. The programme brand can therefore be understood as the sum of all of the video content belonging to a video provider’s specific channel and associated with a brand name. The chosen brand name should evoke a clear idea in both the viewer (user) and the market (buy and sell side) of what video content belongs to or could belong to a programme brand. Programme brands are only allowed for videos on demand, event livestreams and trailers. In the case of a 24/7 livestream that coincides fully with linear broadcasting, the programmes receive their programme brand by crosscutting with the broadcast protocol. 24/7 livestream that does not coincide with linear broadcasting (web only) requires delivery of a livestream protocol. The “programme” metadata variable is not included in the implementation guides for ads. Standalone programmes and (multi-part) feature films are not serial or frequently recurring formats and are therefore not given a programme brand; “UNKNOWN” is used instead.	x
title	tag_media_title	Video title	Text / UTF-8 (not-including non-printing control characters) Backslash (“\”) not allowed	254	Content: - 24/7 livestream: <24_7 livestream> - Event livestream: <ZDFheute live |Live: Success or flop?> - Video on demand: <Mountain Life - Dream House Search|The Red Mountains of Arizona> - Trailer: <trailer|X-Men: Apocalypse> Ad: - Preroll: <ad_id> - Midroll: <ad_id> - Postroll: <ad_id>	The “tag_media_title” metadata variable is used to describe and distinguish content videos (videos on demand, livestreams and trailers) when video performance and time-related aggregations are documented daily in the census reporting tool. For video on demand, event livestreams and trailers, in addition to the video title (standalone title or programme brand and episode title), any episode, part and season numbers are also specified and separate using pipe (|). In the case of a 24/7 livestream that coincides fully with linear broadcasting, the programmes receive their titles by crosscutting with the broadcast protocol. 24/7 livestream that does not coincide with linear broadcasting (web only) requires delivery of a livestream protocol. The Ad ID is given to ads (without “VAST” prefix or similar).	x
length	-	Length of video file	numerical	8	The figure can be rounded off to a maximum of two decimal places, which are separated by a point (example: 103.34) Content: - 24/7 livestream: length = 86400 - Event livestream: 0 < length < 86400 - Video on demand: 0 < length < 86400 - Trailer: 0 < length < 86400 Ad: - Preroll: 0 < length < 86400 - Midroll: 0 < length < 86400 - Postroll: 0 < length < 86400	The “length” metadata variable contains the length of a content or ad video, in seconds. In the case of 24/7 livestream, it must always be 86,400 seconds (24 hours); for trailers and video on demand, it is the length of the video file. In the event of an event livestream, enter its planned length. If the planned length is not known, enter an estimate between 1 and 86399 (inclusive); this figure cannot be changed later.	x

OPTIONAL:

Variable name tag	Name in the data	Description	Format	Field length [max. no. of characters]	Values / valid entries	Note for practical implementation	Relevant for data_production
clientid	client_id	Client ID	Alphanumeric	9	A unique clientid is allocated by Nielsen to each system participant / company / customer and transferred to the appid or apid in the configuration metadata – it can also be overwritten in the content metadata if required.	also “parentID”; the value is set automatically by the AppID. This can be used to overwrite the “client_id” (e.g. for media libraries used by multiple system participants). As a rule, the following “vcid” then also has to be adapted.	x
subbrand (vcid)	vcid	VideoClient ID	Alphanumeric	3	A unique vcid is allocated by Nielsen to each required allocation unit (e.g. for each broadcaster/publisher) and transferred to the appid or apid in the configuration metadata; it can also be overwritten in the content metadata if required. The “subbrand” parameter has to be used instead of the “vcid” parameter because of the internal AGF mapping in the Nielsen configuration.	also “subbrandID”; the value is set automatically by the AppID. The “vcid” is used to switch between different channels within a service (e.g. in media libraries containing multiple offerings from a single system participant).	x

AGF custom variables for streaming measurement – contents and ads

Version 1.8 (DCR/SDK)
September 2022

Variable name tag / parameter numbering	Description	Format	Field length [max. no. of characters]	Values / valid entries	Note for practical implementation	Relevant for data production – content	Obligatory – content	Relevant for data production – ad	Obligatory – ad	Relevant for matching
c0	Video part number	numerical	255	Examples – content: - 24/7 livestream: <0> - Event livestream: <0> - Video on demand: - one-part videos: <0> - multi-part video (consecutive number): <1> - Trailer: <0> Examples – ads: - Preroll: <empty> - Midroll: <empty> - Postroll: <empty>	The “Video part number” custom variable denotes whether it is a one-part video or a video consisting of multiple parts. c0 combined with custom variable c7 (Video ID) forms the “assetid” metadata variable. If streamed content is provided as a one-part video, then the video is marked “0”; but if streamed content consists of multiple parts, then the sequential number of the parts is entered. The part numbers must be consecutive and begin with 1. The video part number does not correspond to the episode or season number. In the case of multi-part videos, it is essential to fill in c0 correctly and completely for reasons of data production (determining content type) and for the calculation of performance figures based on p values (such as viewing participation). The length of a multi-part video is determined by adding the video lengths (c8) of the parts of the video (c0). The field remains empty for ads.	x	x			
c1	Universal Ad ID	Alphanumeric	255	Example – ad: <adgapid_022_800160_16 01097_001_0_0">	The “Universal Ad ID” custom variable is populated by ad servers run by second- or third-tier distributors and serves to identify a campaign. It must consist of an agency identifier which has to be communicated to AGF, and a campaign identifier. If campaign identification is not possible, then the campaign cannot be assigned to an agency. As a result, only total values (fully populated) can be calculated for service units. The field remains empty for content.			x		
c2	Web only	Alphanumeric	1	Examples – content: - Web only: <Y> - Not web only: <N>	The “Web only” custom variable denotes whether streamed content is to be broadcast only on the internet (web only) or on linear TV as well. Streamed content only coincides with linear broadcasting and may be labelled “N” if it is identical in content to a TV programme and the video lengths differ by no more than +/- 10%, if the video parts are added up and compared with the programme length. c2 is used alongside variable c15 to match streamed content with TV content. Matching is done within -14/+13 days. Correct population is relevant to data production (matching streamed and TV content) and the calculation of performance figures (automatic convergence values). The field remains empty for ads.	x	x	x		x
c4	Form of advertising	Text / UTF-8 (not including control characters)	255	Examples – ads: <preroll> <midroll> <postroll> <pre-split> <sponsor>	The “Form of advertising” custom variable denotes the form of advertising delivered. This does not necessarily correspond with the values of c17 (placement) in the code list. The field remains empty for content.			x		
c5	Page URL	Text / UTF-8 (not including control characters)	255	Example – content: http://www.sat1.de/tv/klinik-am-suedring/video/152-ben-will-fliegen-clip	The “Page URL” custom variable is reserved for sending the video’s server address. The field remains empty for ads.					
c7	Video ID	Alphanumeric Only the following are allowed: - 0-9 - a-z - A-Z - underscore - minus sign No other characters are allowed, such as special characters, non-printable control characters and umlauts	255	Examples – content: - 24/7 livestream: <100-151153> - Event livestream: <100-151579> - Video on demand: <4443500> - Trailer: <4218239>	The “Video ID” custom variable contains an identifier unique to the provider and denoting livestream, video on demand or trailer. The field remains empty for ads. c7 combined with custom variable c0 (video part number) forms the “assetid” metadata variable. If streamed content consists of multiple parts, the videos that belong together have to be labelled using one Video ID. In the case of multi-part videos, it is essential to fill in c7 correctly and completely for reasons of data production (determining content type) and for the calculation of performance figures based on p values (such as viewing participation). The length of a multi-part video is determined by adding the video lengths (c8) of the parts of the video (c0). The field remains empty for ads.	x	x			
c8	Video length		8	The figure can be rounded off to a maximum of two decimal places, which are separated by a point (example: 103.34) Content: - 24/7 livestream: c8 = 86400 - Event livestream: 0 < c8 < 86400 - Video on demand: 0 < c8 < 86400 - Trailer: 0 < c8 < 86400 Ad: - Preroll: 0 < c8 < 86400 - Midroll: 0 < c8 < 86400 - Postroll: 0 < c8 < 86400	The “Length of video” custom variable specifies the length of a content or ad video, in seconds. In the case of 24/7 livestream, it must always be 86400 seconds (24 hours); for trailers and video on demand, it is the length of the video file. In the event of an event livestream, enter its planned length. If the planned length is not known, enter an estimate between 1 and 86399 (inclusive); this figure cannot be changed later. In the case of multi-part videos, it is essential to fill in c8 correctly and completely for reasons of data production (determining content type) and for the calculation of performance figures based on p values (such as viewing participation). The length of a multi-part video is determined by adding the video lengths (c8) of the parts of the video (c0).	x	x	x	x	

AGF custom variables for streaming measurement – contents and ads

Version 1.8 (DCR/SDK)
September 2022

c9	Video title	Text / UTF-8 (not including control characters or backslashes)	255	Examples – content: - 24/7 livestream: <24_7 livestream> - Event livestream: <Jury announces verdict in libel trial> - Video on demand: <Carter|Thumbs up>, <Sport1 News live|29.08.2022|19:30 hrs> - Trailer: <Trailer|Art is a State of Mind> Examples – ads: - Preroll: <empty> - Midroll: <empty> - Postroll: <empty>	The “Video title” custom variable describes the content of content videos. For event livestreams, videos on demand and trailers, the video title, consisting of a separate title or programme brand (main title) and episode titles (secondary titles) and series and episode numbers are used. If a serial format does not have an episode title/number, then, for content videos that coincide with linear broadcasting, the date and time of broadcast should be given, and for content videos that do not coincide with linear broadcasting, the broadcast timestamp is provided. These figures are separated using a pipe symbol (|). Any video part numbers there may be are not included; they should be entered into the c0 element reserved for them (video part number). “24_7 livestream” must be used as the video title for 24/7 livestreams. Correct population of c9 is relevant to data production (determining content type) and for calculating performance figures. The “Episode title” custom variable is not included in the implementation guides for ads.	x	x			x
c10	Publisher	Text / UTF-8 (not including control characters)	255	Examples – content and ads: <zdf> <sixx> <rtlplusnow>	The “Publisher” custom variable contains information about the owner of a video, to whom the performance received by the evaluation systems is assigned. Correct population is a precondition for the consideration of usage in data production (assignment of PublisherID) and the calculation of performance figures. If a view cannot be allocated to a publisher, it is deleted or documented in an outlier report.	x	x	x	x	x
c11	Ad ID	Alphanumeric	255	Example – ad: <2352723141>	The “Ad ID” custom variable contains the provider-specific ID of an ad video file and is used by distributors to identify the campaign. Correct population of the Ad ID is relevant to data production (determining the content type) and the calculation of performance figures. If campaign identification is not possible, then the campaign cannot be assigned to a distributor, so only total values (fully populated) can be calculated for service units. The field remains empty for content.			x	x	
c12	Video type	Alphanumeric	7	Examples – content and ads: <Content> <Trailer> <Ad>	The “Video type” custom variable differentiates between content (livestream and video on demand), trailers and ads. Correct population is relevant to data production (determining content type) and the calculation of performance figures in the AGF evaluation systems. If a view cannot be clearly categorised as content, trailer or ad, it is deleted or documented in an outlier report.	x	x	x	x	x
c13	Original AirTime	Timestamp (Format: ISO 8601 compliant <YYYY-MM-DD>T<hh:mm:ss>. Time format: LocalTime)	19	Example: <2017-03-28T12:14:00>	The “OriginalAirTime” custom variable was, alongside c14 (Planned time) and c15 (Format ID), one of three variables used to automatically match streamed content to a TV broadcast in the AGF broadcast stock. As of 01/04/2022, only the format ID is used for this.	x				not currently used
c14	Planned time	Timestamp (Format: ISO 8601 compliant <YYYY-MM-DD>T<hh:mm:ss>. Time format: LocalTime)	19	Example: <2017-03-28T12:14:00>	The “Planned time” custom variable was, alongside c13 (OriginalAirTime) and c15 (Format ID), one of three variables used to automatically match streamed content to a TV broadcast in the AGF broadcast stock. As of 01/04/2022, only the format ID is used for this.	x				not currently used
c15	Format ID	Alphanumeric	255	Example – content: <3083045>	The “Format ID” custom variable is used to automatically match identical streamed and TV content. A positive match using the Format ID only occurs if the Format IDs delivered with the streamed and TV data are identical and the video lengths differ by no more than +/- 10%, if the video parts are added up and compared with the programme length. Broadcasts that go over two days are linked on both days. Correct population of the c15 matching variable is relevant to data production and the calculation of performance figures in the AGF evaluation systems.	x				x
c16	Content ID	Alphanumeric	255	Examples – ads and content: <dVxRcCpOqKyFz02fuss> <dvrsowf_ten_rtlibes> <Entertainment>	The “Content ID” custom variable allows videos to be gathered together into categories that are used to form service units in a separate process in the QS tool. A Content ID (such as an AGOF code or V1 from the programme coding) has to be supplied for content (videos on demand, livestreams and trailers) and for ads. Correct and complete population of the Content ID is relevant to calibration and therefore also to the calculation of performance figures. If a view cannot be assigned to a service unit and therefore to a calibration unit as well, it is calibrated in the residual group called “unknown value”.	x		x		
c17	Placement	Alphanumeric	9	Examples – ads: <preroll> <midroll> <postroll> <other>	The c17 custom variable contains the placement information for online ads never run simultaneously with video content, but are played before (preroll), between (midroll) or after (postroll). Invalid values are deleted or copied to the unused custom variable c4 (form of advertising). “other” can be used if “preroll”, “midroll” and “postroll” do not apply: e.g. parallel to the content or PIP (PictureInPicture).			x	x	
c18	Livestream	Alphanumeric	1	Content: - 24/7 livestream: <Y> - Event livestream: <Y> - Video on demand: <N> - Trailer: <N> Ad: - Preroll: <N> - Midroll: <N> - Postroll: <N>	The “Livestream” custom variable denotes whether streamed content is supplied as a livestream in real time or can be accessed at any time, like videos on demand and trailers. In terms of availability, a distinction can be made between 24/7 livestreams, which are broadcast 24 hours a day, seven days a week, and event livestreams, which are limited to when the event takes place (for example: a live broadcast of a curling competition). The population of c18 has a direct impact on the correct calculation of convergent TV performance, which in the market standard for videos also takes into account 24/7 livestream usage that coincides fully with linear broadcasting from TV households, as well as live TV use at the time of broadcast and time-delayed use up to three days after broadcast.	x	x			
c19	Miscellaneous	Text / UTF-8 (not including control characters)	255		Field for use by system participants					
c20	GfK ID	Text / UTF-8 (not including control characters)	255		The ID determined by GfK-Lib (single source) must be put in this field. In Nielsen SDK, the first metadata block is always a content metadata block, which is why c20 only needs to be set then (when initialising the first metadata block). c20 should be specified in all metadata blocks for the sake of completeness.					

TO BE POPULATED ONLY BY NIELSEN:

Variable name tag / parameter numbering	Description	Format	Field length [max. no. of characters]	Values / valid entries	Note for practical implementation	Relevant for data production – content	Obligatory – content	Relevant for data production – ad	Obligatory – ad	Relevant for matching
c3	Ad indicator	Text	255		This field is used by Nielsen to identify advertising. It must not be populated or set.					
c6	VideoClient ID (VCID)	Alphanumeric	255		This field is automatically populated by Nielsen. It must not be populated or set.					

Examples of how to populate metadata and custom variables correctly, by video type

24/7 livestream that coincides fully with linear broadcast

Implementation of livestreams in SDK

It is important to ensure that the Unix Timestamp (UTC) is always included for a livestream, so that the livestream gets allocated correctly in the SDK. A livestream starts with the current Unix timestamp (the number of seconds that have passed since 01.01.1970).
If the Unix timestamp is not included, SDK cannot recognise the stream as a livestream, or it may switch between VOD and livestream while streaming.

Populating metadata and custom variables

Variable	Description	Example
type	Content classification	content
assetid	unique ID (c7_c0)	100-151153_0
length	Length of video file: 86400	86400
category_1	Programme brand	UNKNOWN
tag_media_title	Broadcast title	24_7 livestream
c0	Broadcast part number	0
c1	Universal Ad ID	<empty>
c2	WebOnly	N
c3	Ad indicator (for Nielsen only)	<empty>
c4	Form of advertising	<empty>
c5	Page URL (server address of livestream)	www.zdf.de/live-tv
c6	VideoClient ID (for Nielsen only)	<empty>
c7	unique video ID	100-151153
c8	Length of video file: 86400	86400
c9	Video title	24_7 livestream
c10	Publisher	ZDF
c11	Ad ID	<empty>
c12	Broadcast type	Content
c13	Original AirTime	<empty>
c14	Planned time	<empty>
c15	Format ID	<empty>
c16	Content ID	<empty>
c17	Placement	<empty>
c18	Livestream	Y
c19	Miscellaneous	<Unassigned>

Examples of how to populate metadata and custom variables correctly, by video type

24/7 livestream that does not coincide fully with linear broadcast

Implementation of livestreams in SDK

It is important to ensure that the Unix Timestamp (UTC) is always included for a livestream, so that the livestream gets allocated correctly in the SDK. A livestream starts with the current Unix timestamp (the number of seconds that have passed since 01.01.1970).
If the Unix timestamp is not included, SDK cannot recognise the stream as a livestream, or it may switch between VOD and livestream while streaming.

Populating metadata and custom variables

Variable	Description	Example
type	Content classification	content
assetid	unique ID (c7_c0)	10000137_0
length	Length of video file: 86400	86400
category_1	Programme brand	UNKNOWN
tag_media_title	Broadcast title	24_7 livestream
c0	Broadcast part number	0
c1	Universal Ad ID	<empty>
c2	WebOnly	Y
c3	Ad indicator (for Nielsen only)	<empty>
c4	Form of advertising	<empty>
c5	Page URL (server address of livestream)	swr.de/live/visualradio/swr3
c6	VideoClient ID (for Nielsen only)	<empty>
c7	unique video ID	10000137
c8	Length of video file: 86400	86400
c9	Video title	24_7 livestream
c10	Publisher	SWR
c11	Ad ID	<empty>
c12	Broadcast type	Content
c13	Original AirTime	<empty>
c14	Planned time	<empty>
c15	Format ID	<empty>
c16	Content ID	<empty>
c17	Placement	<empty>
c18	Livestream	Y
c19	Miscellaneous	<Unassigned>

Examples of how to populate metadata and custom variables correctly, by video type

Event livestream that coincides fully with linear broadcast

Implementation of event livestreams in SDK

It is important to ensure that the Unix Timestamp (UTC) is always included for a livestream, so that the livestream gets allocated correctly in the SDK. A livestream starts with the current Unix timestamp (the number of seconds that have passed since 01.01.1970).
If the Unix timestamp is not included, SDK cannot recognise the stream as a livestream, or it may switch between VOD and livestream while streaming.

Populating metadata and custom variables

Variable	Description	Example
type	Content classification	content
assetid	unique ID (c7_c0)	100-151579_0
length	Length of video file: 0 < length < 86400	7200
category_1	Programme brand	ZDFheute live
tag_media_title	Broadcast title	ZDFheute live |Live: Success or flop?
c0	Broadcast part number	0
c1	Universal Ad ID	<empty>
c2	WebOnly	N
c3	Ad indicator (for Nielsen only)	<empty>
c4	Form of advertising	<empty>
c5	Page URL (server address of livestream)	ZDFmediathek
c6	VideoClient ID (for Nielsen only)	<empty>
c7	unique video ID	100-151579
c8	Length of video file: 0 < c8 < 86400	7200
c9	Video title	Live: Success or flop?
c10	Publisher	ZDF
c11	Ad ID	<empty>
c12	Broadcast type	Content
c13	Original AirTime	<empty>
c14	Planned time	<empty>
c15	Format ID	531456698
c16	Content ID	ZDFheute live
c17	Placement	<empty>
c18	Livestream	Y
c19	Miscellaneous	<Unassigned>

Examples of how to populate metadata and custom variables correctly, by video type

Event livestream that does not coincide fully with linear broadcast

Implementation of event livestreams in SDK

It is important to ensure that the Unix Timestamp (UTC) is always included for a livestream, so that the livestream gets allocated correctly in the SDK. A livestream starts with the current Unix timestamp (the number of seconds that have passed since 01.01.1970).
If the Unix timestamp is not included, SDK cannot recognise the stream as a livestream, or it may switch between VOD and livestream while streaming.

Populating metadata and custom variables

Variable	Description	Example
type	Content classification	content
assetid	unique ID (c7_c0)	239135031_0
length	Length of video file: 0 < length < 86400	3000
category_1	Programme brand	UNKNOWN
tag_media_title	Broadcast title	Live now: Jury announces verdict in libel trial
c0	Broadcast part number	0
c1	Universal Ad ID	<empty>
c2	WebOnly	Y
c3	Ad indicator (for Nielsen only)	<empty>
c4	Form of advertising	<empty>
c5	Page URL (server address of livestream)	https://www.welt.de/videos/n24newsstream/
c6	VideoClient ID (for Nielsen only)	<empty>
c7	unique video ID	239135031
c8	Length of video file: 0 < c8 < 86400	3000
c9	Video title	Live now: Jury announces verdict in libel trial
c10	Publisher	WELT
c11	Ad ID	<empty>
c12	Broadcast type	Content
c13	Original AirTime	<empty>
c14	Planned time	<empty>
c15	Format ID	<empty>
c16	Content ID	WELT event livestream
c17	Placement	<empty>
c18	Livestream	Y
c19	Miscellaneous	<Unassigned>

Examples of how to populate metadata and custom variables correctly, by video type

Video on demand that coincides fully with linear broadcast

Implementation of VOD in SDK

Make sure that the playhead position is always specified so that VOD is correctly assigned in SDK. VOD always begins at “0”. If the playhead position is not included, SDK will not recognise the stream as VOD, or it may switch between VOD and livestream while streaming.

Populating metadata and custom variables

Variable	Description	Example
type	Content classification	content
assetid	unique ID (c7_c0)	a_pjm5hd5szm0_0
length	Length of video file: 0 < length < 86400	1238
category_1	Programme brand	Mountain Life - Dream House Search
tag_media_title	Broadcast title	Mountain Life - Dream House Search|The Red Mountains of Arizona|Episode 11
c0	Broadcast part number: 0-10	0
c1	Universal Ad ID	<empty>
c2	WebOnly	N
c3	Ad indicator (for Nielsen only)	<empty>
c4	Form of advertising	<empty>
c5	Page URL (server address of VOD)	https://www.joyn.de/play/serien/mountain-life-traumhaus-gesucht/3-11-episode-11
c6	VideoClient ID (for Nielsen only)	<empty>
c7	unique video ID	a_pjm5hd5szm0
c8	Length of video file: 0 < c8 < 86400	1238
c9	Video title	Mountain Life - Dream House Search|The Red Mountains of Arizona|Episode 11
c10	Publisher	HGTV
c11	Ad ID	<empty>
c12	Broadcast type	Content
c13	Original AirTime	<empty>
c14	Planned time	<empty>
c15	Format ID	5848408
c16	Content ID	joyn_dVxRcCpOqKyFz03hgtv
c17	Placement	<empty>
c18	Livestream	N
c19	Miscellaneous	<Unassigned>

Examples of how to populate metadata and custom variables correctly, by video type

Video on demand that coincides fully with linear broadcast

Implementation of VOD in SDK

Make sure that the playhead position is always specified so that VOD is correctly assigned in SDK. VOD always begins at “0”. If the playhead position is not included, SDK will not recognise the stream as VOD, or it may switch between VOD and livestream while streaming.

Populating metadata and custom variables

Variable	Description	Example
type	Content classification	content
assetid	unique ID (c7_c0)	4443500_1
length	Length of video file: 0 < length < 86400	2441
category_1	Programme brand	Carter
tag_media_title	Broadcast title	Carter|Thumbs up|Chapter 1
c0	Broadcast part number: 0-10	1
c1	Universal Ad ID	<empty>
c2	WebOnly	N
c3	Ad indicator (for Nielsen only)	<empty>
c4	Form of advertising	<empty>
c5	Page URL (server address of VOD)	https://www.tvnow.de/serien/carter-20134/staffel-2/episode-2-daumen-hoch-4443500
c6	VideoClient ID (for Nielsen only)	<empty>
c7	unique video ID	4443500
c8	Length of video file: 0 < c8 < 86400	2441
c9	Video title	Carter|Thumbs up
c10	Publisher	tvnownow
c11	Ad ID	<empty>
c12	Broadcast type	Content
c13	Original AirTime	<empty>
c14	Planned time	<empty>
c15	Format ID	531456698
c16	Content ID	dvrsowf_ten_tncarter
c17	Placement	<empty>
c18	Livestream	N
c19	Miscellaneous	<Unassigned>

Examples of how to populate metadata and custom variables correctly, by video type

Video on demand that does not coincide fully with linear broadcast

Implementation of VOD in SDK

Make sure that the playhead position is always specified so that VOD is correctly assigned in SDK. VOD always begins at “0”. If the playhead position is not included, SDK will not recognise the stream as VOD, or it may switch between VOD and livestream while streaming.

Populating metadata and custom variables

Variable	Description	Example
type	Content classification	content
assetid	unique ID (c7_c0)	306F325A-BC6F-48C6-ACA1-71D01834BFEC_0
length	Length of video file: 0 < length < 86400	10503
category_1	Programme brand	Athletics - ISTAF Indoor
tag_media_title	Broadcast title	Athletics - ISTAF Indoor | Athletics Live - ISTAF Indoor, PSD BANK DOME Düsseldorf
c0	Broadcast part number: 0-10	0
c1	Universal Ad ID	<empty>
c2	WebOnly	Y
c3	Ad indicator (for Nielsen only)	<empty>
c4	Form of advertising	<empty>
c5	Page URL (server address of VOD)	https://www.sport1.de/tv-video/video/leichtathletik-live-istaf-indoor-psd-bank-dome-dusseldorf-20-02-2022__306F325A-BC6F-48C6-ACA1-71D01834BFEC
c6	VideoClient ID (for Nielsen only)	<empty>
c7	unique video ID	306F325A-BC6F-48C6-ACA1-71D01834BFEC
c8	Length of video file: 0 < c8 < 86400	10503
c9	Video title	Athletics Live - ISTAF Indoor, PSD BANK DOME Düsseldorf
c10	Publisher	Sport1
c11	Ad ID	<empty>
c12	Broadcast type	Content
c13	Original AirTime	<empty>
c14	Planned time	<empty>
c15	Format ID	<empty>
c16	Content ID	vx_light_athletics
c17	Placement	<empty>
c18	Livestream	N
c19	Miscellaneous	<Unassigned>

Examples of how to populate metadata and custom variables correctly, by video type

Video on demand that does not coincide fully with linear broadcast

Implementation of VOD in SDK

Make sure that the playhead position is always specified so that VOD is correctly assigned in SDK. VOD always begins at “0”. If the playhead position is not included, SDK will not recognise the stream as VOD, or it may switch between VOD and livestream while streaming.

Populating metadata and custom variables

Variable	Description	Example
type	Content classification	content
assetid	unique ID (c7_c0)	324719_2
length	Length of video file: 0 < length < 86400	1340
category_1	Programme brand	Germany’s Next Top Model
tag_media_title	Broadcast title	Germany’s Next Top Model|The Preshow at the Top Model Finale|Chapter 2
c0	Broadcast part number: 0-10	2
c1	Universal Ad ID	<empty>
c2	WebOnly	Y
c3	Ad indicator (for Nielsen only)	<empty>
c4	Form of advertising	<empty>
c5	Page URL (server address of VOD)	https://www.prosieben.de/tv/germanys-next-topmodel/video/playlist/die-preshow-beim-topmodel-finale
c6	VideoClient ID (for Nielsen only)	<empty>
c7	unique video ID	324719
c8	Length of video file: 0 < c8 < 86400	1340
c9	Video title	Germany’s Next Top Model|The Preshow at the Top Model Finale
c10	Publisher	Prosieben
c11	Ad ID	<empty>
c12	Broadcast type	Content
c13	Original AirTime	<empty>
c14	Planned time	<empty>
c15	Format ID	<empty>
c16	Content ID	dVxRcCpOqKyFz03lifetopm_Prosieben
c17	Placement	<empty>
c18	Livestream	N
c19	Miscellaneous	<Unassigned>

Examples of how to populate metadata and custom variables correctly, by video type

Trailer that coincides fully with linear broadcast

Implementation of trailers in SDK

Make sure that the playhead position is always specified so that VOD is correctly assigned in SDK. VOD always begins at “0”. If the playhead position is not included, SDK will not recognise the stream as VOD, or it may switch between VOD and livestream while streaming.

Populating metadata and custom variables

Variable	Description	Example
type	Content classification	content
assetid	unique ID (c7_c0)	044360,-000, 31
length	Length of video file: 0 < length < 86400	327
category_1	Programme brand	Art is a State of Mind
tag_media_title	Broadcast title	Trailer|Art is a State of Mind
c0	Broadcast part number	0
c1	Universal Ad ID	<empty>
c2	WebOnly	N
c3	Ad indicator (for Nielsen only)	<empty>
c4	Form of advertising	<empty>
c5	Page URL (server address of trailer)	https://www.3sat.de/film/dokumentarfilm/art-is-a-state-of-mind-102.html
c6	VideoClient ID (for Nielsen only)	<empty>
c7	unique video ID	044360-000-F
c8	Length of video file: 0 < c8 < 86400	327
c9	Video title	Trailer|Art is a State of Mind
c10	Publisher	3sat
c11	Ad ID	<empty>
c12	Broadcast type	Trailer
c13	Original AirTime	<empty>
c14	Planned time	<empty>
c15	Format ID	531456698
c16	Content ID	Documentary
c17	Placement	<empty>
c18	Livestream	N
c19	Miscellaneous	<Unassigned>

Examples of how to populate metadata and custom variables correctly, by video type

Trailer that does not coincide fully with linear broadcast

Implementation of trailers in SDK

Make sure that the playhead position is always specified so that VOD is correctly assigned in SDK. VOD always begins at “0”. If the playhead position is not included, SDK will not recognise the stream as VOD, or it may switch between VOD and livestream while streaming.

Populating metadata and custom variables

Variable	Description	Example
type	Content classification	content
assetid	unique ID (c7_c0)	4218239_0
length	Length of video file: 0 < length < 86400	139
category_1	Programme brand	UNKNOWN
tag_media_title	Broadcast title	Trailer|X-Men: Apocalypse
c0	Broadcast part number	0
c1	Universal Ad ID	<empty>
c2	WebOnly	Y
c3	Ad indicator (for Nielsen only)	<empty>
c4	Form of advertising	<empty>
c5	Page URL (server address of trailer)	https://www.prosieben.de/film/filmreihen/x-men-reihenfolge-filme
c6	VideoClient ID (for Nielsen only)	<empty>
c7	unique video ID	4218239
c8	Length of video file: 0 < c8 < 86400	139
c9	Video title	Trailer|X-Men: Apocalypse
c10	Publisher	Prosieben
c11	Ad ID	<empty>
c12	Broadcast type	Trailer
c13	Original AirTime	<empty>
c14	Planned time	<empty>
c15	Format ID	<empty>
c16	Content ID	dVxRcCpOqKyFz03kino_Prosieben
c17	Placement	<empty>
c18	Livestream	N
c19	Miscellaneous	<Unassigned>