Nielsen

Norway Radio Configuration

Version 1.4
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Table of Content

Introduction

The present document contains the configuration of the Norway Radio data

Each day of delivery of listening data, the previous 7 days will be delivered and restated. Data is considered final after 7 days.

TX4

Format

The file is organized in different section:
- HEADER (OPTIONAL)
- CHANNELMAP (OPTIONAL)
- HOUSEHOLDS

The file contains only standard ANSI character (ASCII code from 0 to 127). The lines are separated by CR/LF.

Header

The header contains general information about the file. The section start with the "#HEADER" tag and ends with "#/HEADER", this section is mandatory.

The information included in this section is the following:

CREATIONDATE: YYYYMMDD hh:mm:ss	YYYYMMDD: date in which the file was created Format: YYYY: 4 numbers for the year MM: 2 numbers for the month DD: 2 numbers for the day hh:mm:ss: exact time in which the file was created: hh: hour 2 digits (0-24) mm: minutes 2 digits ss: seconds 2 digits NB: the creation date and time is UTC (Coordinated Universal Time)
HOUSEHOLD_COUNT: nnn	nnn: number of household present in the file
DATE: YYYYMMDD	YYYYMMDD: date to which the data refer (should correspond to the file name)

FORMAT_VERSION: 6.0	Indicate the version of the file, this document describes the version 6.0
FILE_VERSION: nnn	Nnn: version number of the file, the first delivery of this file will have this field set to 1, any new delivery (redelivery) will increase this value of 1
TAGS: ssss	sss: string that identifies the specific TX4 file, can be used to differentiate productions
HAS_CHANNELMAP: V	V is TRUE or FALSE, and indicate that the file contains the section CHANNELMAP
HAS_MARKETMAP: V	V is TRUE or FALSE, and indicate that the file contains the section MARKETMAP

Example:

```
#HEADER
CREATIONDATE: 20140805 8:51:00
HOUSEHOLD_COUNT: 8192
DATE: 20140804
FORMAT_VERSION: 6.0
FILE_VERSION: 1
TAGS: WITHTSV,INTERNAL USE
HAS_CHANNELMAP: TRUE
HAS_MARKETMAP: TRUE
#/HEADER
```

Channels Map

This section contains the list of channel referenced in the file, it starts with #CHANNELMAP and ends with #/CHANNELMAP.

Each line is structured in the following way:

XXXX,"NNNN","YYYY"

Where XXXX is the code of the channel, NNNN is the long name of that channel and YYYY is the short name of that channel.
Both "long name" and "short name" are enclosed in double quotes, if they contain a double quote (") this need to be escaped using the special symbol (\), and to include a (\) in the text use (\\).

Example:

```
#CHANNELMAP
1,"channel 1","CH1"
2,"channel with quote \" ","CHwQ"
3, "channel with \\ ","CHw\\"
#/CHANNELMAP
```

Households

This section is composed by a sequence of information for each household in the panel. Each household block contains information about the region(s) to which the home belongs, along with the list of all members/guests of the family and their processing weights, and of all the Radio sets and the listening took by each individual. Additional information can be specified for each listening session, those information may include: channel's transmitter, platform, activities etc.

- Fields enclosed in [ ] are optional or repeated more than once.
- Fields enclosed in { } are compulsory, optionally repeated more than once.
- A line which begins with a semicolon (';') is an optional comment

Each household block is structured as follows:

Household statement	
Hzzzzz_xxx	zzzzz: household code (numeric, variable length) Range: 0 to 2'147'483'647 (2^{31}-1)
	xxx: household demographic (0 in Norway Radio)

Region statement	
Rnnn_xxx	nnn: number of regions (1 in Norway Radio)
	xxx: region code (0 in Norway Radio)

Weight statement	
Wyyy	yyy: household weight. Type: numeric, variable length, maximum of significant digit is 15, example: 10 digit integer part and 5 decimal 9 digit integer part and 6 decimal etc...

Family member statement	
Maa_xxxxx_**W**yyyyy	aa: member id Possible values are: aa, ab .... bf (Maximum number of members is currently 32 which make bf the last allowed code.
	xxxxx: region-independent member demographics. Type alphanumeric, variable length Note: The underscore character (_) is not allowed.
	yyyyy: member weight. Type: numeric, variable length, maximum of significant digit is 15, example: 10 digit integer part and 5 decimal 9 digit integer part and 6 decimal etc...

Meter Id statement	
Txxx_dddd	xxx: Meter Id Range: 0 to 255 dddd: Meter Demographics string (0 in Norway radio)

Listening statement	
Vxxx_sss_yyy_vvv_{aa..zz}{AA..CU}hhmmssHHMMSS[_{aa..zz}{AA..CU}hhmmssHHMMSS]	xxx: Station id Type: numeric, variable length Range: 0 to 65535 Note: 65535 is reserved for Total Channel, which is supposed not to be used in Norway.
	sss: sub-channel or transmitting area code Type: numeric, variable length Range: 0 to 65535 Note: 0 means "unallocated transmitter", 65535 means "conditional allocated transmitter".
	yyy: meter id Type: numeric, variable length Range: 0 to 255
	vvv: Listening demographics Type: alphanumeric, variable length
	aa..zz: members list present in the statement
	AA..CU: guests list present in the statement
	hhmmss: start time of the statement Type: numeric, fixed length Format: hh: 2 numbers for the hours mm: 2 numbers for the minutes ss: 2 numbers for the seconds
	HHMMSS: end time of the statement Type: numeric, fixed length Format: HH: 2 numbers for the hours MM: 2 numbers for the minutes SS: 2 numbers for the seconds

Time-shifted statement	
Sxxx_sss_yyy_vvv_{aa..zz}{AA..CU}oouueeOOUUEE_YYYYMMDD_hhmmss_HHMMSS	xxx: Station id Type: numeric, variable length Range: 0 to 65535 Note: 65535 is reserved for Total Channel). The total channel must be provided compulsory
	sss: sub-channel or transmitting area code Type: numeric, variable length Range: 0 to 65535 Note: 0 means "unallocated transmitter", 65535 means "conditional allocated transmitter".
	yyy: meter id Type: numeric, variable length Range: 0 to 255
	vvv: Statement demographics

	Type: alphanumeric, variable length
	aa..zz: members list present in the statement
	AA..CU: guests list present in the statement
	oouuee: start time of the playback Type: numeric, fixed length Format: oo: 2 numbers for the hours uu: 2 numbers for the minutes ee: 2 numbers for the seconds
	OOUUEE: end time of the playback Type: numeric, fixed length Format: oo: 2 numbers for the hours uu: 2 numbers for the minutes ee: 2 numbers for the seconds
	YYYYMMDD: Date when the recording occurs. Type: numeric, fixed length Format: YYYY: 4 numbers for the year MM: 2 numbers for the month DD: 2 numbers for the day
	hhmmss: start time of the recording Type: numeric, fixed length Format: hh: 2 numbers for the hours mm: 2 numbers for the minutes ss: 2 numbers for the seconds
	HHMMSS: end time of the recording Type: numeric, fixed length Format: HH: 2 numbers for the hours MM: 2 numbers for the minutes SS: 2 numbers for the seconds

Configuration

Household demographics

No HH demographics will be available

Example

Household demographic in red:
H1000000_0

Individual demographics

The following table defines the format of the Individual demographics in the audience data

Example

Individual demographic in red:
Maa_111111111110331111_W1000.00

Demo type	Category	Name	Pos	Value
Ind	**HH size**	**1 person**	**1**	**1**
		2 persons	1	2
		3 persons	1	3
		4 persons	1	4
		5+ persons	1	5
		No info	1	0
Ind	**Family type**	**Single age < 45**	**2**	**1**
		Single age 45+	2	2
		HH with kids <18	2	3
		HH without kids <18	2	4
		No info	2	0
Ind	**Region**	**Østfold, Vestfold**	**3**	**1**
		Oslo and Akershus	3	2
		Hedmark and Oppland	3	3
		Buskerud, Telemark	3	4
		Rogaland, Aust-Agder, Vest-Agder	3	5
		Hordaland, Sogn og Fjordane	3	6
		Møre og Romsdal, Trøndelag	3	7
		Nordland, Troms, Finnmark	3	8

		No Info	3	0
Ind	**Income**	**<250 NOK**	**4**	**1**
		250-399 NOK	4	2
		400-549 NOK	4	3
		550-699 NOK	4	4
		700-849 NOK	4	5
		850-999 NOK	4	6
		1000-1499 NOK	4	7
		1500-2499 NOK	4	8
		2500+ NOK	4	9
		No Info	4	0
Ind	**HH members 10+**	**1 person**	**5**	**1**
		2 persons	5	2
		3 persons	5	3
		4 persons	5	4
		5+ persons	5	5
Ind	**Access Internet at home**	**Yes**	**6**	**1**
		No	6	2
		No Info	6	0
Ind	**Access DAB radio**	**Yes**	**7**	**1**
		No	7	2
		No Info	7	0
Ind	**Age youngest in HH**	**youngest aged<=5**	**8**	**1**
		youngest aged 6-9	8	2
		youngest aged 10-12	8	3
		youngest aged 13-19	8	4
		youngest aged 20-34	8	5

		youngest aged 35-49	8	6
		youngest aged 50+	8	7
Ind	**Target area**	**Target area**	**9**	**1**
		Other	9	2
		No Info	9	0
Ind	**HH Education**	**Grunnskole or lowerl**	**10**	**1**
		Videregående	10	2
		Yrkesrettet utdanning	10	3
		Høyskole/universitet lower degree	10	4
		Høyskole/universitet higher degree	10	5
Ind	**4 big cities**	**Oslo/Bergen/Stavanger/ Trondheim**	**11**	**1**
		Out of 4 big cities	11	2
		No info	11	0

Ind	**Sex**	**Male**	**12**	**1**
		Female	12	2
Ind	**Age (numerical)**	**0..110**	**13-15**	
Ind	**Position in HH**	**Single HH (Male)**	**16**	**1**
		Single HH (Female)	16	2
		Couple without kid (Male)	16	3
		Couple without kid (Female)	16	4
		Father of HH (male)	16	5
		Mother of HH (female)	16	6
		Son	16	7
		Daughter	16	8
		Other	16	9
		No Info	16	0
Ind	**Personal Income**	**No Income**	**17**	**1**

		<150 NOK	17	2
		150-299 NOK	17	3
		300-399 NOK	17	4
		400-499 NOK	17	5
		500-599 NOK	17	6
		600-699 NOK	17	7
		700-799 NOK	17	8
		800+ NOK	17	9
		No info	17	0
Ind	**Education**	**Grunnskole or lower**	**18**	**1**
		Videregående	18	2
		Yrkesrettet utdanning	18	3
		Høyskole/universitet lower degree	18	4
		Høyskole/universitet higher degree	18	5
		Unavailable (up to 16 yo)	18	6
		No info	18	0
Ind	**Age groups**	**10-19 yo**	**19**	**1**
		20-29 yo	19	2
		30-39 yo	19	3
		40-49 yo	19	4
		50-64 yo	19	5
		65+ yo	19	6
Ind	**Regions 2020**	**Vestfold and Telemark**	**20**	**1**
		Oslo	20	2
		Innlandet	20	3
		Viken	20	4
		Rogaland Agder	20	5
		Vetsland	20	6

		Møre og Romsdal Trondelag	20	7
		Nordland Troms Finnmark	20	8
Ind	**Urban Area 2020**	**Urban Type Area**	**21**	**1**
		Other type Area	21	2
Ind	**4 Big cities 2020**	**4 big cities**	**22**	**1**
		Other municipalities	22	2
Ind	**NRK Regions 2021**	**Nrk - Østfold**	**23**	**1**
		Nrk - Akershus	23	2
		Nrk - Oslo		3
		Nrk - Hedmark/Oppland		4
		Nrk - Buskerud		5
		Nrk - Vestfold		6
		Nrk - Telemark		7
		Nrk - Aust-Agder/Vest-Agder		8
		Nrk - Rogaland		9
		Nrk - Hordaland		a
		Nrk - Sogn og Fjordane		b
		Nrk - Møre og Romsdal		c
		Nrk - Nordland		d
		Nrk - Troms		e
		Nrk - Finnmark		f
		Nrk - Trøndelag		g
		No Info		0

Listening demographics

Demo type	Category	Name	Pos	Value	Notes
Stmt	**Listening location**	Unknown	1	0	
		In Home	1	1	
		Out of home	1	2	
		In Transit	1	3	TBD
		Second home	1	4	
Stmt	**Activity**	Live	2	1	
		Same day	2	2	
		Timeshifted Listening day 1	2	3	
		Timeshifted Listening day 2	2	4	
		Timeshifted Listening day 3	2	5	
		Timeshifted Listening day 4	2	6	
		Timeshifted Listening day 5	2	7	
		Timeshifted Listening day 6	2	8	
		Timeshifted Listening day 7	2	9	
		Timeshifted listening > 7 day	2	0	To consolidated 8-28 days TSV
Stmt	**Platform**	WEB	3	1	Only applies to Private
		Broadcast	3	2	Only applies to Private
		TV	3	0	
				0	e.g. Private BAUER: 0 for Nent and NRK st.
Stmt	**DAI**	No	4	0	
		Yes	4	1	

Listening demographic in red:
V1_0_1_1110_aa100000105959

S3_0_1_1210_aa150000155959_20180301_120000125959

Listening Device demographics (Radio set demo)

Demo type	Category	Name	Pos	Value
Set	Listening device type	empty	1	0

Example

Listening device demographic in red
T1_0

Region

The "**R**" defines the number of regions and the list of region codes. Region is not used in Norway therefore it is optional, but is allowed to add a line with a default region code (0).

Example

R1_0

Channel codes

Should be retrieved from TX4 headers as station list and descriptions are likely to change

External Station ID	Short Description	Long Description
262	Bauer T	Bauer Total
382	P4 T	P4-gruppen Total
383	NRK T	NRK Total
142	RD Norge T	Radio Norge
143	RD 1 T	Radio 1
144	Nrsk Pop T	Norsk Pop
145	RD Rock T	Radio Rock
146	Topp 40 T	Radio Topp 40
147	Kiss T	Kiss
148	Kisstory T	Kisstory
149	RD Vinyl T	Radio Vinyl
150	P24-7 Mx T	P24-7 Mix
151	Reserve T	Bauer Reserve
152	PopUp T	Bauer Pop Up
242	P4 Lyd N T	P4 Lyden av Norge
243	P5 Hts T	P5 Hits
244	P5 Pri T	P5 Hits DAB/TV/WEB
245	P5 Hts B T	P5 Hits Bergen
246	P5NS Hts T	P5 Non-Stop Hits
247	P6 Rock T	P6 Rock
248	P7 Klem T	P7 Klem
249	P8 Pop T	P8 Pop

250	P9 Retro T	P9 Retro
251	P10 Cnty T	P10 Country
252	NRJ T	NRJ
253	NRJ Riks T	NRJ DAB/TV/WEB
254	NRJ Brgn T	NRJ Bergen
255	Bndt Rk T	P11 Bandit
256	Event T	P4 Event
326	Alt Nyh T	NRK Alltid Nyheter
327	Flkmsk T	NRK Folkemusikk
328	NRK Jazz T	NRK Jazz
329	Klassisk T	NRK Klassisk
330	NRK mP3 T	NRK mP3
331	P1 Bskrd T	NRK P1 Buskerud
332	P1 Fnmk T	NRK P1 Finnmark
333	P1 Hdmrk T	NRK P1 Hedmark og Oppland
334	P1 Hrdld T	NRK P1 Hordaland
335	P1 Mr Rm T	NRK P1 Møre og Romsdal
336	P1 Ntnl T	NRK P1 National
337	P1 Nrdld T	NRK P1 Nordland
338	P1 Østfd T	NRK P1 Østfold
339	P1 Oslnd T	NRK P1 Østlandssendingen
340	P1 Rogld T	NRK P1 Rogaland
341	P1 Sogn T	NRK P1 Sogn og Fjordane
342	P1 Srldt T	NRK P1 Sørlandet
343	P1 Telmk T	NRK P1 Telemark
344	NRK P1 T	NRK P1
345	P1 Troms T	NRK P1 Troms
346	P1 Trndg T	NRK P1 Trøndelag
347	P1 Vstfd T	NRK P1 Vestfold
348	NRK P1+ T	NRK P1+
349	P13 Rdsp T	NRK P13 Radioresepsjonen
350	NRK P13 T	NRK P13
351	NRK P2 T	NRK P2
352	P3 N Rap T	NRK P3 National Rap Show
353	NRK P3 T	NRK P3
354	P3 Urørt T	NRK P3 Urørt

355	RD Super T	NRK Radio Super
356	Sápmi T	NRK Sápmi
357	NRK Sprt T	NRK Sport
358	Trfk Agd T	NRK Trfk Agder og Rogaland
359	Trfk Bus T	NRK Trfk Buskerud,Telemark og Vestfod
360	Trfk Hed T	NRK Trfk Hedmark og Oppland
361	Trfk Hor T	NRK Trfk Hordaland, Sogn og Fjordane
362	Trfk Nor T	NRK Trfk Nordland, Troms og Finnmark
363	Trfk Ols T	NRK Trfk Oslo, Akershus og Østfold
364	Trafikk T	NRK Trafikk
365	Trfk Trø T	NRK Trfk Trøndelag, Møre og Romsdal
366	Vær nord T	NRK Vær nord
367	Vær sør T	NRK Vær sør
368	NRK Vær T	NRK Vær
369	Vær vest T	NRK Vær vest
402	Kiss C	Kiss Combo
-1	Total Radio	Reserved code (=65535 in TX4)

442	B Pluss T	Bauer Pluss Total
564	P9-IT T	P9 Retro TV Total
565	P8-IT T	P8 Pop TV Total
566	P7-IT T	P7 Klem TV Total
568	P5-IT T	P5 Hits Oslo TV Total
569	P4-IT T	P4 Lyden av Norge TV Total
705	B Podply T	Podplay Total
-1	Total Radio	Reserved code (=65535 in TX4)

TEL file format

TEL file name is YYYMMDD.TEL where yyyymmdd is the corresponding date. TEL is a file with the daily program logs for all channels. The file is a comma separated ASCII file, with one program per record, sorted by channel, start time, end time. The file header may include an additional line with an identifier ("WITH NET") when the file contains the "N" event type.

Field	Sample Value	Description
date	20180101	date in *yyyymmdd* format
channel	1300	channel code
number	1	progressive number for each channel
start_time	020000	Start Time, in *hhmmss* format
end_time	255959	End Time, in *hhmmss* format
duration	86400	Duration, in seconds (duration is end_time-start_time+1)
event_code	29349	Event code number (can be zero)
prim_desc	"MORNING NEWS"	Primary program description
sec_desc	""	Secondary description or episode name (can be empty)
genre_id	"fb"	program typology id
adv_type	""	advertising typology (can be empty)
eve_type	"S"	event type ("S", "B", "G", "N", "I", "C", "P")
level	0	level (base level is zero)
price_tab	""	Price tab (can be empty)
eqv_price	0	Equivalent price (can be zero)
Net_fields	2,064500,997,070534,1702	Only for NET programs: Number of partials, start time, duration (per each partial)

Example

```
WITH NET
20180401,1,1,020000,040015,7216,29349,"LIRICA D'AMATORE","CONTINUA","fb","","G",0,"",0
20180401,1,2,020000,020717,438,29349,"LIRICA D'AMATORE","NETTO","fb","","N",1,"",0,1,020000,438
20180401,1,3,020000,020717,438,29349,"LIRICA D'AMATORE","PARZIALE","fb","","P",1,"",0
20180401,1,4,020718,040014,6777,5121,"L'ELISIR D'AMORE","","fb","","S",1,"",0
20180401,1,5,040016,042349,1414,7,"TG1","","ab","","S",0,"",0
20180401,1,6,042350,043130,461,25329,"DOC MUSIC CLUB","","hf","","S",0,"",0
20180401,1,7,043131,055931,5281,23737,"CONSORZIO NETTUNO","","bc","","S",0,"",0
20180401,1,8,055941,062956,1816,20866,"EURONEWS","","ab","","S",0,"",0
20180401,1,9,062959,064459,901,28165,"ANGELO BRANDUARDI IN CONCERTO","","fe","","S",0,"",0
20180401,1,10,064500,093459,10200,983,"UNO MATTINA","","hi","","G",0,"",0
```

Genre Dictionary

genre_id	description
a	Break
b	Control
c	Cart
d	Music
e	Audio, VoiceOver
f	News
g	Audio
h	Live
i	Promotion
j	None
l	Text

RF4 file format

RF4 file name is YYYYMMDD.RF4 where yyyymmdd is the corresponding date. RF4 is a file with the daily spot logs for all channels. The file is a comma separated ASCII file, with one spot per line, sorted by channel, start time. The number of fields of the product tree is variable and is configured by the number of branches and number of levels for each branch. Each product tree item is identified by a numerical code and a description.

In case of multiproduct, the num_product field contains the number of products of the spot, and for each product contains the product share (the sum of product share is 1.0) and the product code and name.
In case of user fields, those are appended at the end of the record (comma separated).

Field	Sample Value	Description
channel	1300	channel code
date	20180101	date in *yyyymmdd* format
start_time	120000	Start Time, in *hhmmss* format
end_time	120029	End Time, in *hhmmss* format
duration	30	Duration, in seconds (duration is end_time-start_time+1)
market_bitmask		market bitmask (can be empty)
platform		platform code (can be empty)
prog_code	122345	program code
prog_desc	"MORNING NEWS"	program description
genre_id	"fb"	program typology id
nom_cost	1000	nominal cost (for standard duration)
real_cost	1000	real cost
eqv_factor	1.0	equivalent cost factor
pos_break	1	spot position in break
tot_break	1	total number of spots in break
spot_type	1	spot typology id (1=Spot, 2=Sponsor)
band_code	123	commercial time band id
band_desc	"VARIE"	commercial time band name

copy_id	456	audio/copy id (NUMERICAL)
copy_desc	"LOREM IPSUM"	audio/copy description
num_product	1	number of product (1 if not multiproduct)
The block of information below is repeated num_products *times.*		
prod_code	789	for each product: code
prod_desc	"LOREM IPSUM"	for each product: description
num_branch	3	for each product: number of branches
num_level	3	number of levels of the branch
parent_code	321	Level 1 code
parent_desc	"LOREM IPSUM"	Level 1 name
parent_code	1321	Level 2 code
parent_desc	"LOREM IPSUM"	Level 2 name
parent_code	2321	Level 3 code
parent_desc	"LOREM IPSUM"	Level 3 name
num_level	1	number of levels of the advertiser
parent_code	10321	Advertiser code
parent_desc	"LOREM IPSUM"	Advertiser name
num_level	1	number of levels of the retailer
parent_code	20321	Retailer code
parent_desc	"LOREM IPSUM"	Retailer name
Start of additional fields (not part of product block)		
copy_code	"SLLFST2001R8"	alphanumeric copy code

Product tree structure

The Product Tree structure defines, for the specific country, the product information hierarchy. The hierarchy is represented logically by multiple trees (branches) with different levels and all sharing a common bottom level (product and audio/copy).
The RF file contains, for each spot, the product tree related information defined by the number of branches and, for each branch, the number of levels. For each product item is set the corresponding code and description.

Example

1300,20180101,021210,021327,80,,,15406,"COMMISSARIO NAVARRO","cc",1731.60,1731.60,1,1,1,15,"1KJ11","EVENTI EDITORIALI R1",69837,"LA RAI INDICE",1,782300181,"RAI CONC.G.MENCUCCI",3,3,1000,"Exemplary Level One 1",2000,"Exemplary Level Two 1",3000,"Exemplary Level Three 1",1,10000,"Exemplary Advertiser 1",1,20000,"Exemplary Retailer 1"

Version History

Version	Changes
1.0	Initial version
1.1	- Tx4 will have Header and Channel Map section - Rename of the Activities: from playback to timeshifted - Channel Map now has "LONG DESCRIPTION" and "SHORT DESCRIPTION" for stations - Removed list of station as they should retrieved from "Channel Map" section of the tx4
1.2	- Fix activity name for value 7: "Timeshifted Listening day 5" - Add genre_id/description map - Add sport type/description map
1.3	- Copy ID / Copy Code are different fields (since 18 Jan 2019)

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