

Using NorDig TV-Anytime metadata for Kantar audience measurement system (recommendation).

This document is a technical description of how the broadcaster can deliver online metadata to Kantar Gallup audience measurement system using the NorDig TV-Anytime (TVA) standard.

The mission is to support a standardized solution that can help the broadcaster to easier deliver metadata for audience measurement purpose for tv and radio services, live programs and On demand cross platforms.

1. Background

The work with developing a standardized solution using NorDig TV-Anytime as metadata format for delivering metadata to Kantar audience measurement system, have been made in cooperation with the TVOV consortium and Kantar Norway, and the NorDig EPG/Event metadata group (expert subgroup of NorDig Technical Committee).

Background for starting up this work is a growing need for accurate live updated program information for both live and on demand tv and radio programming distributed on multiple networks and consumer platforms from tv sets to smartphones.

NorDig TV-Anytime metadata exchange format is already implemented at major tv broadcasters in the Nordic countries as delivering format for EPG / Event metadata, and implementation of NorDig TV-Anytime are fast growing, therefor it become logic to find a standardized solution to support Kantar audience measurement system which are de facto standard in the Nordic countries today.

2. Scope

This document contains a description of how to make a NorDig TV-Anytime metadata mapping to Kantar TVOV metadata.

Solution described here support the basic needs for program information to the Kantar audience measurement system but is not a limited solution since the NorDig TV-Anytime metadata exchange format can support a much wider range of information if needed.

This is a first analysis of how to implement a mapping from NorDig TV-Anytime metadata values to Kantar Media TVOV metadata.

3. Specification and references

Kantar are using TVOV Event Type in their metadata specification to describe content type which together with the unique program id are basis for handling audience measurement.

Kantar TVOV “Event Type” is supported by NorDig TV-Anytime by using a classification scheme Genre under ProgramInformation, SegmentInformation, Location (ScheduleEvent, OndemandProgram, etc.)

Used like this in TV-Anytime:

<Genre href="urn:nordig:metadata:cs:TVOVEventTypeCS:2020:1" type="other"/> Programinformation,
Segmentinformation

Kantar Media TVOV / File description Output

23.1 Event Type

Value	Code	Description	Has metadata
00001	RP	Program	Yes
00002	CM	Commercial spot	Yes
00003	AP	Promo	Yes
00004	BS	Billboard	Yes
00005	BR	Breakbumber with sponsorlogo	No
00006	AS	Promo with sponsorlogo	No
00007	US	Unspecified	No
00008	IF	Information	No
00009	SP	No broadcast	No
00010	TF	Technical fault	No
00011	TS	Teleshopping spot	Yes
00012	TW	Teleshopping window	Yes

Link to Kantar Media TVOV file description:

<https://kantarmedia.atlassian.net/wiki/spaces/TVOVEXT/pages/204538649/23.1+Event+Type>

TVA classificationscheme for TVOV Event Type

```
<?xml version="1.0" encoding="UTF-8"?>
<ClassificationScheme uri="urn:nordig:metadata:cs:TVOVEventTypeCS:2020">
  <!-- ##### -->
  <!--Event Type -->
  <!-- Definition: TVOV (Kantar) Event Type for analyzing consumption of content -->
  <!-- Used in GenreType with attribute type="other", ex <Genre
href="urn:nordig:metadata:cs:TVOVEventTypeCS:2020:1" type="other"/> -->
  <!-- Kantar Media TVOV, Event Type.
https://kantarmedia.atlassian.net/wiki/spaces/TVOVEXT/pages/204538649/23.1+Event+Type -->
  <!-- ##### -->
  - <Term termID="1">
    <Name xml:lang="en">RP</Name>
    <Definition xml:lang="en">Program, Code:RP</Definition>
  </Term>
  - <Term termID="2">
    <Name xml:lang="en">CM</Name>
    <Definition xml:lang="en">Commercial spot, Code:CM</Definition>
  </Term>
  - <Term termID="3">
    <Name xml:lang="en">AP</Name>
    <Definition xml:lang="en">Promo, Code:AP</Definition>
  </Term>
  - <Term termID="4">
    <Name xml:lang="en">BS</Name>
    <Definition xml:lang="en">Billboard, Code:BS</Definition>
  </Term>
  - <Term termID="5">
    <Name xml:lang="en">BR</Name>
    <Definition xml:lang="en">Breakbumber with sponsorlogo, Code:BR</Definition>
  </Term>
  - <Term termID="6">
    <Name xml:lang="en">AS</Name>
    <Definition xml:lang="en">Promo with sponsorlogo, Code:AS</Definition>
  </Term>
  - <Term termID="7">
    <Name xml:lang="en">US</Name>
    <Definition xml:lang="en">Unspecified, Code:US</Definition>
  </Term>
  - <Term termID="8">
    <Name xml:lang="en">IF</Name>
    <Definition xml:lang="en">Information, Code:IF</Definition>
  </Term>
  - <Term termID="9">
    <Name xml:lang="en">SP</Name>
    <Definition xml:lang="en">No broadcast, Code:SP</Definition>
  </Term>
  - <Term termID="10">
    <Name xml:lang="en">TF</Name>
    <Definition xml:lang="en">Technical fault, Code:TF</Definition>
  </Term>
  - <Term termID="11">
    <Name xml:lang="en">TS</Name>
    <Definition xml:lang="en">Teleshopping spot, Code:TS</Definition>
  </Term>
  - <Term termID="12">
    <Name xml:lang="en">TW</Name>
    <Definition xml:lang="en">Teleshopping window, Code:TW</Definition>
  </Term>
</ClassificationScheme>
```



NorDig TVOVEventTypeCS.xml:



TVOVEventTypeCS.x
ml

For more information or comments please contact NorDig EPG/Event metadata group, Peter Mølsted, chairman, mail: peter@moelstedconsulting.dk or Randi Volle, NRK metadata expert, mail: randi.volle@nark.no.