



myEVENTS

XML IMPORT GUIDE

AUGUST 2013

nielsen
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OF THE CONSUMER™

XML FILE IMPORT

The cable import function lets you import program telecasts and lineup information for one or more broadcast days (up to one Nielsen week or 7 days). Telecast/lineup data can be imported for either a Nielsen broadcast day of **6:00am–6:00am** -OR- for a calendar day of **12:00am–12:00am**.

The maximum number of days in your import file cannot exceed 7 days or one Nielsen week. The Nielsen week is Monday through Sunday (7 days) or a portion of the week. The data cannot cross into another Nielsen week. For example, you cannot import a file with data for Friday through Monday, because it crosses the Nielsen week boundary.

Enter lineups in Eastern Time Zone.

During standard time, import the lineup entering the times for the broadcast date in standard time.

During daylight saving time, import the lineup entering the times for the broadcast date in daylight saving time.

TO IMPORT

Use the Import page to import program and telecast lineup information. Before you can import a program, telecast, or episode, you must create the dictionary information.

- From the main menu, click **Utilities**, and then select **Import > TelecastImport**.

-OR-

From the **Schedule Grid**, right-click a broadcast date header, and then select **Telecast Import**.

- From the drop-down list, select an Import Type, and then click the ellipsis (...).
- Select a file, and then click **Import**. The file displays in the **Search Results** list.
- To filter the Search Results list, enter your search criteria, and then click **Search**.

INSTRUCTIONS FOR USING XML FILE

To import an .xml file for Telecast and Lineups, you must define the file in the Import option in myEVNTS .

If you use XML, you must use the XML file in the format defined by Nielsen, as shown on the next page.

NOTE

- All tag names are case sensitive.
- All tags must follow the same order mentioned in the sample format.
- All the values provided are converted to upper case and then processed.
- All the dictionary values should match with existing values. No dictionary data is created during the import.

[CLICK HERE FOR XML TAG DESCRIPTIONS AND DETAILS.](#)

XML FILE FORMAT

```
<?xml version="1.0"?>
<TelecastLineup>
  <DateFlag></DateFlag>
  <Telecast>
    <ProgramName></ProgramName>
    <Episode></Episode>
    <Trackage></Trackage>
    <MovieLibrary></MovieLibrary>
    <Movie></Movie>
    <TelecastTypeCodes>
      <TelecastTypeCode1></TelecastTypeCode1>
      <TelecastTypeCode2></TelecastTypeCode2>
      <TelecastTypeCode3></TelecastTypeCode3>
    </TelecastTypeCodes>
    <TelecastIndicators>
      <Live></Live>
      <Special></Special>
      <Premier></Premier>
      <NonCommercial></NonCommercial>
      <Contingency></Contingency>
      <Breakout></Breakout>
      <Gapped></Gapped>
      <Repeat>
        <RepeatFlag></RepeatFlag>
        <RepeatSequence></RepeatSequence>
      </Repeat>
    </TelecastIndicators>
    <FeedPattern></FeedPattern>
    <ReportDay></ReportDay>
    <Lineup>
      <Feed></Feed>
      <StartDateTime></StartDateTime>
      <Duration></Duration>
      <StartMop></StartMop>
    </Lineup>
    <CustomFields>
      <CustomFieldTel1></CustomFieldTel1>
      <CustomFieldTel2></CustomFieldTel2>
      <CustomFieldTel3></CustomFieldTel3>
    </CustomFields>
  </Telecast>
</TelecastLineup>
```

ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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