Buy Confirmation Report

Anatomy of Spot Detection Files and Becoming a Cooperating Spot Monitoring Service for the ACT 1 PC System

Overview

ACT 1 clients routinely use the Affiliate System Audience report to construct a buy schedule of network programs. Some clients may be interested in conducting a **post-buy analysis** in order to confirm that the spots included in the buy schedule were aired on the affiliated stations at the expected times. The **ACT 1 Buy Confirmation report**, combined with spot detection data from a spot monitoring service makes this possible. See our Software Guide PDF for more details.

The purpose of this document is to describe the Spot Detection files that are provided by cooperating Spot Monitoring services and becoming a cooperating Spot Monitoring service.

Spot Monitoring Services

The Spot Monitoring service must be established with ACT 1 by providing some information:

1. The "short" name of the company (e.g. "SpotChex").
2. The name to be used in the copyright footnote concerning the detection data (e.g. "Spot Chex Publications, Inc.").

Once we have this information, we can assign a file extension to the service. Each Spot Monitoring service has its own file extension to be used with the spot detection files produced for importing into ACT 1.

Spot Detection Files

The Spot Monitoring service must produce spot detection files specifically designed to be imported into ACT 1, as follows:

1. It must be a text file with vertical bars (|) as field delimiters. (This eliminates the need for unprintable characters or quoted fields.)
2. The first line of text must be a **heading record** that identifies the fields.
3. Each record that follows must represent information for one station, and that station must be identified using its ACT 1 station ID number (called the MSL number).
4. It must identify every station that is monitored by the service, *whether it had relevant spot detections or not*.
5. For stations with detections, it must include a separate record for each detection, and each record must provide all required data fields (discussed below).
6. The detection file should represent exactly one Mon-Sun week of airplay.
7. Stations that have no detections should appear once with no spot detection fields.
8. The records should all pertain to the advertising campaign for which the bought spots were purchased. That is, they should ideally correspond with each bought spot referenced in the "buy file".
9. It must have the file extension assigned by ACT 1. This extension identifies the Spot Monitoring Service.

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Sample Spot Detection File

```
MSL_ID|TIME_PLAYED|DOW|BRAND_NAME|COMPANY_NAME
12|07:01:20|Mon|DECAF FIZZY|BEVCO BEVERAGES, INC.
12|18:12:21|Tue|DECAF FIZZY|BEVCO BEVERAGES, INC.
12|08:44:25|Wed|DECAF FIZZY|BEVCO BEVERAGES, INC.
12|21:13:34|Wed|DIET FIZZY|BEVCO BEVERAGES, INC.
12|12:00:19|Sat|DECAF FIZZY|BEVCO BEVERAGES, INC.
12|11:42:55|Sun|DECAF FIZZY|BEVCO BEVERAGES, INC.
12|22:07:40|Sun|DIET FIZZY|BEVCO BEVERAGES, INC.
303
4216
```

Fields:

1. MSL_ID = (*required*) This is the ACT 1 station ID number (MSL = Master Station List).
2. TIME_PLAYED = (*required*) Time of detection in hh:mm:ss format (seconds are optional, but if given we round to nearest minute).
3. DOW = (*required*) Day of Week spot aired (Mon, Tue, …, Sun)
4. BRAND_NAME = (*optional*) Advertised brand.
5. COMPANY_NAME = (*optional*) Advertiser name.

Note that the last two station records (in the same spot detection file above) have just an MSL number but no detection data. The absence of detection information indicates that these stations are monitored by the monitoring service, but did not have any detected spots pertaining to the requested detection file. All monitored stations that have no detections must be identified in this manner. If a station has bought spots but no detections, this lets us know whether the station had no spots because it didn't air them, or because it wasn't monitored.

It is okay, and even advisable, to include addition fields besides the ones shown above. For example, the service may add call letters, band, their own internal station ID number, the date of the airing, and so forth. These added fields will not be used by ACT 1 software, but they may be helpful just for confirmation and completeness reasons. Added fields should be appropriately identified in the **heading record**.

If the Spot Monitoring service that produced this file was assigned the extension "DSM", then the file name can be anything, but the extension must be DSM (e.g. "Bevco Campaign.DSM").