



### Timeshifts impact on all MMS files

Due to the upcoming transition into timeshift measurements MMS would like to inform its customers on how this will affect all files made and delivered from MMS and so that our customers will have time to prepare their systems for the change.

Here below is an explanation of the new currency taken from **MMS Golden rules**.

### The nine viewing components

Code	Viewing component
L	Live
T0	Vosdal (viewing on same day as live)
T1	Time shifted 1 day after the live day
T2	Time shifted 2 days after the live day
T3	Time shifted 3 days after the live day
T4	Time shifted 4 days after the live day
T5	Time shifted 5 days after the live day
T6	Time shifted 6 days after the live day
T7	Time shifted 7 days after the live day

### Currency

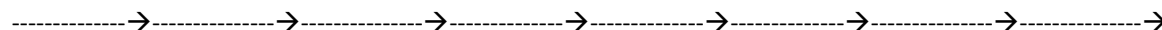
An early, **preliminary version** of viewing figures is called **overnight (OV)**. This version includes live viewing and time shifted viewing consumed same day as live. **OV = L + T0**. This **OV** version is, of course, available the day following live day. The final version of viewing figures is called **consolidated (KO)**. This **final version** includes live viewing and attributed time shifted viewing consumed the same day as live and consumed the following 7 days after the live day. **KO = L+T0+T1+T2+T3+T4+T5+T6+T7**. This final **KO** version is available 8 days after live day and 7 days after **OV**.

#### Example 1 “looking forward”

Where do the nine components come from?

Focus on a newly consolidated day, Sunday 23 in May 2010, looking forward 7 days.

The consolidated day 23 contains L and T0 from itself, T1 from May 24, T2 from May25...



Components	L + T0	T1	T2	T3	T4	T5	T6	T7
Days	<b>Sun 23</b>	Mon 24	Tue 25	Wed 26	Thu 27	Fri 28	Sat 29	Sun 30

**Example 2** “looking backwards” with focus on latest reported day.

A week in May 2010, “today” is Monday 31, looking backwards 8 days.

Latest reported day is yesterday, Sunday 30.

Sunday 30 contains live viewing and time shifted **viewing on same day as live** (VOSDAL).

Time shifted viewing on Sunday 30 also attribute the previous 7 days.

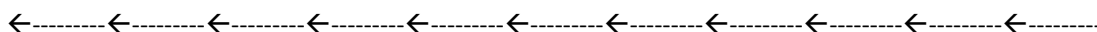
Viewing figures for “yesterday”, Sunday 30, contains **OV** (L + T0).

Viewing figures for Sunday 23 are now consolidated, **KO** (L+T0+T1+T2+T3+T4+T5+T6+T7).

Analyses can be made of the growing time shifted viewing during the period Mon 24 to Sat 29.

Example: Friday 28 contains L from Friday 28, T0 from Friday 28, T1 from Saturday 29 and T2 from Sunday 30.

**Please note that L, T0... are codes relative to the current day.**



Day	Sun 23	Mon 24	Tue 25	Wed 26	Thu 27	Fri 28	Sat 29	Sun 30	Mon 31
Currency Status	<b>KO</b>	<b>OV</b>	<b>OV</b>	<b>OV</b>	<b>OV</b>	<b>OV</b>	<b>OV</b>	<b>OV</b>	<b>Processing day</b>
Currency contains	L T0-T7	L T0	L T0	L T0	L T0	L T0	L T0	L T0	
Analyses possible	L T0-T7	L T0-T6	L T0-T5	L T0-T4	L T0-T3	L T0-T2	L T0-T1	L T0	
Viewing days involved	23-30	24-30	25-30	26-30	27-30	28-30	29-30	30	

### Daily files from MMS

All the daily files will be distributed in the new currency **OV**.

The early, **preliminary version** of viewing figures which includes live viewing and time shifted viewing consumed same day as live. **OV** = L + T0.

**OV** will, as today, be available the day following live day.

### Weekly files from MMS

All the weekly files will be distributed in the new currency **KO**.

This **final version** includes live viewing and attributed time shifted viewing consumed the same day as live and consumed the following 7 days after the live day. **KO** = L+T0+T1+T2+T3+T4+T5+T6+T7.

Weekly files will be in the final version **KO** and available 8 days after live day and 7 days after **OV**.

### Monthly files from MMS

All the monthly files will be distributed in the new currency **KO**.

This **final version** includes live viewing and attributed time shifted viewing consumed the same day as live and consumed the following 7 days after the live day. **KO** = L+T0+T1+T2+T3+T4+T5+T6+T7.

Monthly files will be in the final version **KO** and available 8 days after live day and 7 days after **OV**.

### Tailor made/special made files

If your file needs any special modification due to timeshift please contact Nicholas Usher Holmgren via [niklas@mms.se](mailto:niklas@mms.se) or at +46 8 736 10 12.