API Metrics Data Glossary

Airings, Attention, Audience, Conversions, Lift, OTT & Metadata

Introduction

The iSpot API (Application Programming Interface) allows access to over 150+ data points across three of iSpot's key modules. All data points housed within the iSpot dashboard are available in the API feed.

Data points can be joined as the user sees fit.

Access

To access the iSpot API please contact your iSpot Account Manager. They will provide you with unique credentials for you to access the feed in addition to developer credentials to access our developer site. It is encouraged to schedule a preliminary meeting with the iSpot Product Integration team to discuss use cases. Our team will provide you with sample endpoints based off your team's situation.

For additional documentation regarding the iSpot API please visit developer resources at https://developer.ispot.tv/documentation/api

Description

Airings: A detailed view of an individual ad's airing including time, show it aired during, creative and est. spend if available.
Audience: Impressions served/extrapolated across individual airings, brands, or an entire industry.
Attention: How much of a creative was consumed before a user disengage with the TV across individual airings, brands, or an entire industry.
Conversions: Attributes website or app traffic to TV consumption across individual airings, spots, or networks.
Lift: Compares conversion rates across users who saw an ad for a particular advertiser vs those who did not see an ad.
OTT: Impressions, Reach, and Frequency across a digital campaign.
Metadata: Additional data inputs related to the creative including industry, show, show genre, day of the week and more.

Notes on Returned Data

- The *tv/airings* endpoint will return only TV data
- The *audience/airings* endpoint will return Audience and TV data
- The *attention/airings* endpoint will return Attention, Audience and TV data

- The conversion/airings endpoint will return Audience, TV Data, and Conversion data
- The conversions/lift endpoint will return Conversion and Lift
- The ott endpoint will return OTT
- The ott/conversions will return OTT and Conversion
- Metadata is common across most endpoints

Recommended Input - Brand Access

When first setting up the iSpot API its recommended to utilize the below calls to determine access and for building any custom queries. These calls will return all brand data that is currently licensed within an industry and is useful for finding specific brand ids to filter on. If additional industry data is needed the second call will provide details around licensed industries and parent brands.

1. https://api.ispot.tv/v4/brands?filter[access]=1
2. https://api.ispot.tv/v4/brands?filter[access]=1&include=parent,industry

Notes on Returned Data

- Returned IDs are iSpot specific
- A Brand is a parent unless otherwise noted
- If no start/end date are entered, the results will return the most recent 14-days
- *&include=parent,industry* provides details on parent brand and industries related to them (OPTIONAL)
- iSpot offers several ways of filtering the data with most endpoints support filtering by an id.
  filter[airing]=1234&filter[spot]=5678&filter[brand]=9101&filter[industry]=2345

```
"data": [
    {
        "id": 19213,
        "name": "20/20 Tax Resolution",
        "name_alternatives": null,
        "name_unique": "",
        "status": 1,
        "reach": "N",
        "website_url": null,
        "youtube_url": null,
        "facebook_url": null,
        "pinterest_url": null,
        "twitter_handle": null,
        "social_links_verified": false,
        "phone": null,
        "tagline": null,
        "slug": "20-20-tax-resolution",
        "ad_count": 0,
        "video_setting": null,
        "image_setting": null,
        "copyright_notice": null,
        "has_image": false,
        "show_related_brands": true,
        "drtv": false,
        "created_at": "2012-05-08T14:07:10+00:00",
        "updated_at": "2019-09-10T10:18:27+00:00",
        "is_direct_to_consumer": false,
        "has_retail_location": false,
        "is_consumer_packaged_goods": false,
        "image_url": "https://d3ds6z1w6yhmzj.cloudfront.net/img/ispot/ph-brand.png"
    },
```

If Industry is included:

```
"industry": {
    "data": {
        "id": 292,
        "name": "Plumbing",
        "parent_name": "Home & Real Estate",
        "slug": "plumbing",
        "ad_count": 1120
    }
}
```

Recommended Inputs - Granular Queries

As new clients are onboarding the iSpot API, the most granular level of data tends to be most useful. In this case, we recommend utilizing our National TV Airings data which can be pulled with or without impression data. See Appendix for returned data reference images.

Without Impression Data

Following Authentication run:

https://api.ispot.tv/v4/metrics/tv/airings?page[size]=5000&filter[start_date]=2019-08-20&filter[end_date]=2019-09-02&filter[airing_type]=N,R&filter[national_only]=1&include=industry,brand,episode,show,genre,sub_genre,network,day_part,day_of_week

Things to Note in API call:
- tv/airings returns all airings with spend, however NO impression data
- page[size] determines how many rows of data are returned per API call.
  - Utilizing the highest (5000) for airings is recommended.
- airing_type=N,R returns National and regional ads. For local ads use L.
- includes are used to add various data points that are useful &include=industry,brand,episode,show,genre,sub_genre,network,day_part,day_of_week

With Impression Data

Following Authentication run:

https://api.ispot.tv/v4/metrics/audience/airings?page[size]=5000&filter[start_date]=2019-08-20&filter[end_date]=2019-09-02&filter[airing_type]=N,R&filter[national_only]=1&sort=-audience_impressions_national_linear&include=industry,brand,episode,show,genre,sub_genre,network,day_part,day_of_week

Things to Note in API call:
- audience/airings returns all airings with spend (if the client has access to those) AND impressions
- page[size] determines how many rows of data are returned per API call.
- Utilizing the highest (10000) for airings is recommended.
- airing_type=N,R returns National and regional ads. For local ads use L.
- includes are used to add various data points that are useful &include=industry,brand,episode,show,genre,sub_genre,network,day_part,day_of_week

Airings, Audience & Attention

API Metrics Data Glossary

Endpoint	Field Name	Dashboard Equivalent	Description & Comments
TV Airing	airing_id	occurrenceid	The unique identifier for this airing.
TV Airing	airing_type	airingType	National/Local/Spot Cable - type of airing
TV Airing	airing_aired_at_et	airingTimeEt	The airing time (local in EST/EDT) of the ad
TV Airing	airing_aired_at_pt	airingTimePt	The airing time (local in PST/PDT) of the ad
TV Airing	airing_pod	pod	The pod/commercial block within the show starting at 1. within a 60-minute show there are usually 5-7 pods. Each pod had multiple airings each defined by their pod_order/pod_position
TV Airing	airing_pod_order	podOrder	The placement of the spot within the pod represented as a number.
TV Airing	airing_pod_position	podPosition	The placement of the spot within the pod represented by First, Middle, Last.
TV Airing	airing_pod_position_abmyz	podPositionABMYZ	The placement of the spot within the pod represented by A (first), B (second), M(middle), Y (second to last), Z (last)
TV Airing	airing_pod_position_fml	podPositionFML	The placement of the spot within the pod represented by First, Middle, Last.
TV Airing	airing_dma	airing_dma_id	A designated market area (DMA) is a geographic area of the US that represents specific television markets. iSpot measures impressions across 210 DMAs
TV Airing	airing_spend_estimated	spendEstimated	The estimated spend for a single airing
TV Airing	airing_media_value	mediaValue	Estimated media value of in-network promos
TV Airing	spot_id	creativeId	The unique identifier for the spot/advertisement

TV Airing	spot_title	creativeName	The name of the spot.
TV Airing	spot_title_short	creative_title_short	A shortened name of the spot
TV Airing	spot_description	creative_description	The summary of what takes place in the spot
TV Airing	spot_hash	creative_hash	Unique hash to identify this spot
TV Airing	spot_phone	adPhone	The phone number associated to the brand
TV Airing	spot_url	adUrl – iSpot url	Default URL to iSpot creative – can be set to direct to IMDB, Rotten Tomatoes, Edmunds, etc.
TV Airing	spot_type	adType	Describes the type of spot: Commercial, Show Promo, Movie Trailer, Infomercial, PSA, or Network Movie Promo.
TV Airing	spot_sub_type	adSubType	A more granular categorization within the primary type (based on iSpot taxonomy)
TV Airing	spot_language	creative_language	Describes the language the spot is in: English or Spanish
TV Airing	spot_lifetime_spend_estimated	creative_lifetime_spend_estimated	Estimated cumulative spend of this spot over its lifetime. Estimated spend is represented by an average media value for national linear TV and provides a foundation for doing an apples-to-apples comparison across all media units and advertisers.
TV Airing	spot_movie_release_date	theatricalReleaseDate	Movie only: Release date of the movie in theaters if applicable.
TV Airing	spot_movie_genres	movieGenres	Movie only: Action & Adventure, Animated, Art House & International, Classics, Comedy, Documentary, Drama, Faith & Spirituality, Foreign Language, Horror, Kids & Family, Musical & Performing Arts, Mystery & Suspense, Romance, Sci-Fi & Fantasy, Special Interest, Sports & Fitness, Television, Thriller or Western.

TV Airing	spot_movie_rating	movieRating	Movie only: Not Yet Rated, G, PG, PG-13, R, NC-17 or Unrated
TV Airing	spot_engagement_industry_avg	engagementIndustryAvg	Average engagement across all brands within this brand's primary industry. Can be used for benchmarking purposes
TV Airing	spot_engagement_industry_med	engagementIndustryMed	Median engagement across all brands within this brand's primary industry. Can be used for benchmarking purposes
TV Airing	spot_engagement_score	engagementScore	The lifetime rating is based on the life of the spot. It is a measurement of the volume of digital activity across video, social and search triggered by the spot campaign divided by the estimated TV spend and as compared to all other campaigns on national TV.
TV Airing	spot_engagement_score_stars	engagementScoreStars	A score (stars) out of 5 based on the ad score (see above)
TV Airing	spot_events	adEvents	Name of a larger event this spot occurred during (Content on holiday, sporting event, etc)
TV Airing	spot_products	products	The name of the product(s) associated with this spot
TV Airing	spot_product_categories	productCategories	A general category of the product(s) associated with this spot (based on iSpot taxonomy)
TV Airing	spot_cobrands	cobrands	Other brands(s) which were features in this spot
TV Airing	spot_airing_date_first_et	spot_airing_date_first_et	Airing datetime (local to EST/EDT) of the first airing of this spot
TV Airing	spot_airing_date_first_pt	spot_airing_date_first_pt	Airing datetime (local to PST/PDT) of the first airing of this spot
TV Airing	spot_airing_date_last_et	spot_airing_date_last_et	Airing datetime (local to EST/EDT) of the last airing of this spot
TV Airing	spot_airing_date_last_pt	spot_airing_date_last_pt	Airing datetime (local to PST/PDT) of the last airing of this spot

TV Airing	creative_id	creativeId	Unique identifier for the specific spot variation that aired.
TV Airing	creative_spot_id	adParentId	Identifier of the common spot grouping this and other creatives variations are grouped under (based on iSpot taxonomy)
TV Airing	creative_title	creativeName	The name of the specific spot variation
TV Airing	creative_title_short	creative_title_short	Short naming convention of the specific spot variation
TV Airing	creative_title_custom	customTitle	Client supplied custom title, if provided
TV Airing	creative_description	creative_description	Summary/Description of the creative that aired
TV Airing	creative_type	adType	Type of ad: Commercial, Show Promo, Movie Trailer
TV Airing	creative_language	creative_language	The language of the creative
TV Airing	creative_duration	duration	The running time of the creative measured in seconds.
TV Airing	creative_lifetime_spend_estimated	creative_lifetime_spend_estimated	The lifetime spend for this creative
TV Airing	creative_lifetime_airings_count	lifetimeAirings	The lifetime airings count for this creative.
TV Airing	creative_equivalized_unit	equivalized_unit	An equivalized unit = 30 secs. This show show many 30 secs spans of time for this creative: 15 sec = 0.5, 30 sec = 1, 60 sec = 2. To get equivalized units, divide the duration of the creative by 30
TV Airing	creative_isci_code	isciAdId	Client-supplied ISCI code, if available
TV Airing	creative_airing_date_first_et	creative_airing_date_first_et	Airing datetime (local to EST/EDT) of the first airing of this CREATIVE
TV Airing	creative_airing_date_first_pt	creative_airing_date_first_pt	Airing datetime (local to PST/PDT) of the first airing of this CREATIVE
TV Airing	creative_airing_date_last_et	creative_airing_date_last_et	Airing datetime (local to EST/EDT) of the last airing of this CREATIVE
TV Airing	creative_airing_date_last_pt	creative_airing_date_last_pt	Airing datetime (local to PST/PDT) of the last airing of this CREATIVE

Audience	audience_impressions	impressions	The total count of verified plays (impressions) of a spot on a TV screen for at least 3 seconds.
Audience	audience_impressions_national_c3	impressionsNationalC3	The count of impressions which happened post live until 3 days after original airing
Audience	audience_impressions_national_c7	impressionsNationalC7	The count of impressions which happened 4 days after air until 7 days after original airing
Audience	audience_impressions_national_c30	impressionsNationalC30	The count of impressions which happened 8 days after air until 30 days after original airing
Audience	audience_impressions_national_linear	impressionsNationalLinear	A national spot which was viewed either live during original broadcast or on DVR time-shifted.
Audience	audience_impressions_national_live	impressionsNationalLive	A national spot which was viewed during live linear television broadcast or same day, via digital video recorder (DVR) or video-on-demand (VOD)
Audience	audience_impressions_raw	impressionsRaw	The total panel count within this set of impressions
Audience	audience_impressions_cpm	impressionsCpm	Cost per thousand impressions based on total impressions and estimated spend
Audience	audience_igrp	igrp	The iGRP is the equivalent to the TV industry standard Gross Ratings Point (GRP) calculation. iGRPs are simply total impressions related to the size of the total TV household population
Audience	audience_female_percent (deprecated)	genderFemales	Percentage of impressions for the female group
Audience	audience_male_percent (deprecated)	genderMales	Percentage of impressions for the male group
Audience	audience_age_18_24_percent (deprecated)	audienceAge18to24	Percentage of impressions for the age 18 to 24 group

Audience	audience_age_18_34_percent (deprecated)	audienceAge18to34	Percentage of impressions for the age 18 to 34 group
Audience	audience_age_25_29_percent (deprecated)	audienceAge25to29	Percentage of impressions for the age 25 to 29 group
Audience	audience_age_30_34_percent (deprecated)	audienceAge30to34	Percentage of impressions for the age 30 to 34 group
Audience	audience_age_35_39_percent (deprecated)	audienceAge35to39	Percentage of impressions for the age 35 to 39 group
Audience	audience_age_35_54_percent (deprecated)	audienceAge35to54	Percentage of impressions for the age 35 to 54 group
Audience	audience_age_40_44_percent (deprecated)	audienceAge40to44	Percentage of impressions for the age 40 to 44 group
Audience	audience_age_45_49_percent (deprecated)	audienceAge45to49	Percentage of impressions for the age 45 to 49 group
Audience	audience_age_50_54_percent (deprecated)	audienceAge50to54	Percentage of impressions for the age 50 to 54 group
Audience	audience_age_55_plus_percent (deprecated)	audienceAge55plus	Percentage of impressions for the age 55 and above group
Audience	audience_female_age_18_24_percent (deprecated)	audienceFemalesAge18to24	Percentage of impressions for the female, age 18 to 24 group
Audience	audience_female_age_18_34_percent (deprecated)	audienceFemalesAge18to34	Percentage of impressions for the female, age 18 to 34 group
Audience	audience_female_age_25_29_percent (deprecated)	audienceFemalesAge25to29	Percentage of impressions for the female, age 25 to 29 group
Audience	audience_female_age_30_34_percent (deprecated)	audienceFemalesAge30to34	Percentage of impressions for the female, age 30 to 34 group

Audience	audience_female_age_35_54_percent (deprecated)	audienceFemalesAge35to54	Percentage of impressions for the female, age 35 to 54 group
Audience	audience_female_age_40_44_percent (deprecated)	audienceFemalesAge40to44	Percentage of impressions for the female, age 40 to 44 group
Audience	audience_female_age_45_49_percent (deprecated)	audienceFemalesAge45to49	Percentage of impressions for the female, age 45 to 49 group
Audience	audience_female_age_50_54_percent (deprecated)	audienceFemalesAge50to54	Percentage of impressions for the female, age 50 to 54 group
Audience	audience_female_age_55_plus_percent (deprecated)	audienceFemalesAge55plus	Percentage of impressions for the female, age 55 and above group
Audience	audience_male_age_18_24_percent (deprecated)	audienceMalesAge18to24	Percentage of impressions for the male, age 18 to 24 group
Audience	audience_male_age_18_34_percent (deprecated)	audienceMalesAge18to34	Percentage of impressions for the male, age 18 to 34 group
Audience	audience_male_age_25_29_percent (deprecated)	audienceMalesAge25to29	Percentage of impressions for the male, age 25 to 29 group
Audience	audience_male_age_30_34_percent (deprecated)	audienceMalesAge30to34	Percentage of impressions for the male, age 30 to 34 group
Audience	audience_male_age_35_39_percent (deprecated)	audienceMalesAge35to39	Percentage of impressions for the male, age 35 to 39 group
Audience	audience_male_age_35_54_percent (deprecated)	audienceMalesAge35to54	Percentage of impressions for the male, age 35 to 54 group
Audience	audience_male_age_40_44_percent (deprecated)	audienceMalesAge40to44	Percentage of impressions for the male, age 40 to 44 group

Audience	audience_male_age_45_49_percent (deprecated)	audienceMalesAge45to49	Percentage of impressions for the male, age 45 to 49 group
Audience	audience_male_age_50_54_percent (deprecated)	audienceMalesAge50to54	Percentage of impressions for the male, age 50 to 54 group
Audience	audience_male_age_55_plus_percent (deprecated)	audienceMalesAge55plus	Percentage of impressions for the male, age 55 and above group
Audience	audience_gender_female_impressions	genderFemales	Impressions for the female group
Audience	audience_gender_male_impressions	genderMales	Impressions for the male group
Audience	audience_female_age_18_20	audienceFemalesAge18to20	Impressions for the female, age 18 to 20 group
Audience	audience_female_age_21-24	audienceFemalesAge21to24	Impressions for the female, age 21 to 24 group
Audience	audience_female_age_25_29	audienceFemalesAge25to29	Impressions for the female, age 25 to 29 group
Audience	audience_female_age_30_34	audienceFemalesAge30to34	Impressions for the female, age 30 to 34 group
Audience	audience_female_age_35_39	audienceFemalesAge35to39	Impressions for the female, age 35 to 39 group
Audience	audience_female_age_35_54	audienceFemalesAge35to54	Impressions for the female, age 35 to 54 group
Audience	audience_female_age_40_44	audienceFemalesAge40to44	Impressions for the female, age 40 to 44 group

Audience	audience_female_age_45_49	audienceFemalesAge45to49	Impressions for the female, age 45 to 49 group
Audience	audience_female_age_50_54	audienceFemalesAge50to54	Impressions for the female, age 50 to 54 group
Audience	audience_female_age_55_59	audienceFemalesAge55to59	Impressions for the female, age 55 to 59 group
Audience	audience_female_age_60_64	audienceFemalesAge60to64	Impressions for the female, age 60 to 64 group
Audience	audience_female_age_65_74	audienceMalesAge65to74	Impressions for the female, age 65 to 74 group
Audience	audience_female_age_75_99	audienceMalesAge75to99	Impressions for the female, age 75 to 99 group
Audience	audience_male_age_18_20	audienceMalesAge18to20	Impressions for the male, age 18 to 20 group
Audience	audience_male_age_21-24	audienceMalesAge21to24	Impressions for the male, age 21 to 24 group
Audience	audience_male_age_25_29	audienceMalesAge25to29	Impressions for the male, age 25 to 29 group
Audience	audience_male_age_30_34	audienceMalesAge30to34	Impressions for the male, age 30 to 34 group
Audience	audience_male_age_35_39	AudienceMalesAge35to39	Impressions for the male, age 35 to 39 group
Audience	audience_male_age_35_54	audienceMalesAge35to54	Impressions for the male, age 35 to 54 group

Audience	audience_male_age_40_44	audienceMalesAge40to44	Impressions for the male, age 40 to 44 group
Audience	audience_male_age_45_49	audienceMalesAge45to49	Impressions for the male, age 45 to 49 group
Audience	audience_male_age_50_54	audienceMalesAge50to54	Impressions for the male, age 50 to 54 group
Audience	audience_male_age_55_59	AudienceMalesAge55to59	Impressions for the male, age 55 to 59 group
Audience	audience_male_age_60_64	audienceMalesAge60to64	Impressions for the male, age 60 to 64 group
Audience	audience_male_age_65_74	audienceMalesAge65to74	Impressions for the male, age 65 to 74 group
Audience	audience_male_age_75_99	audienceMalesAge75to99	Impressions for the male, age 75 to 99 group
Attention	view_completion_rate_interruption	interruptionRate	The percentage of devices that were present at the beginning of an ad but did not complete watching the ad. Actions that interrupt ad play include changing the channel, pulling up the guide, fast-forwarding, or turning off the TV. The Interruption Rate is measured on a scale from 0 to 100%
Attention	view_completion_rate	interruptionNorm	The expected completion rate for ads running in the same media placement context.

Attention	view_completion_index	attentionIndex	A comparison of your ad's Interruption Rate against your specific media placement. The Attention Index is measured on a scale of 0 to 200, where 100 is the average and means your ad is performing as expected.
Attention	view_completion_avg_index	attentionIndexAvg	The average Attention Index value for the page you are on. This provides the added context of how all ads perform on average across the chosen level of granularity, when comparing against the selected creatives.
Attention	view_completion_wear	attention_completed	The change in Attention Index for the lifetime of the ad. It is calculated daily and reported on as None, Light, Medium, and Heavy. A minimum of 14 days is needed to determine Wear. Wear is determined by the percentile drop as follows: None: Above 60th Light: Between 35th to 60th Medium: Between 15th to 35th Heavy: Below 15th
Attention	attention_score (deprecated)		Measures the propensity of consumers to interrupt a spot play on TV. The Attention Score is represented by the Average View Rate (AVR). The AVR is the percentage of a spot that is played across the TV device.
Attention	attention_index (deprecated)		Represents the Attention of a specific creative or program placement vs the average.

Conversions, Lift & OTT

Conversions	conversion_matched_total	panel conversion events	The total number of conversion events attributed to an TV impression matched to a Vizio device
Conversions	conversion_matched_rate	NA	The rate of conversions based on the ratio of conversion events to TV impressions matched to a Vizio device
Conversions	conversion_tv_population_total	conversion events	The total number of conversion events attributed to an TV impression extrapolated to US household
Conversions	conversion_tv_population_rate	conversion rate	The rate of conversions based on the ratio of conversion events to TV impressions extrapolated to US household
Conversions	conversion_total	conversion events	Same as conversion_tv_population_total. Only available for older API clients.
Conversions	conversion _rate	conversion rate	Same as conversion_tv_population_rate. Only available for older API clients.
Conversions (Lift)	qualified_days	qualified days	The number of days with qualified data that are included in the overall lift calculation.
Conversions (Lift)	devices_exposed	exposed devices	The sample of TV devices that saw at least one ad by the given advertiser within 7 days of the selected date range.
Conversions (Lift)	devices_unexposed	unexposed devices	The sample of TV devices that did not see an ad by the given advertiser within 7 days of the selected date range
Conversions (Lift)	standard_error	standard error	The average standard error around the lift estimate is calculated as part of the weighted logistic regression.

Conversions (Lift)	standard_error_min	standard error min	The min standard error around the lift estimate is calculated as part of the weighted logistic regression.
Conversions (Lift)	standard_error_max	standard error max	The max standard error around the lift estimate is calculated as part of the weighted logistic regression.
Conversions (Lift)	lift_percent	ott lift	The estimated difference between the daily exposed and unexposed conversion rates, expressed as a percentage
Conversions (Lift)	conversion_rate_exposed	exposed conversion rate	The Conversion Rate of the sample of TV devices that saw at least one ad by the given advertiser within 7 days of the selected date range
Conversions (Lift)	conversion_rate_unexposed	unexposed conversion rate	The Conversion Rate of the sample of TV devices that did not see an ad by the given advertiser within 7 days of the selected date range
Conversions (Lift)	conversion_incremental	NA	The estimated difference between the daily exposed and unexposed devices, expressed as a count

Conversions (OTT	conversion_ott_tv_matched_rate	NA	The rate of conversions based on the ratio of conversion events to OTT impressions matched to a Vizio device
Conversions (OTT)	conversion_ott_tv_matched_total	NA	The total number of conversion events attributed to an OTT impression matched to a Vizio device
Conversions (OTT)	conversion_ott_tv_population_rate	ott conversion rate	The rate of conversions based on the ratio of conversion events to OTT impressions
Conversions (OTT)	conversion_ott_tv_population_total	ott conversion events	The total number of conversion events attributed to an OTT impression
OTT	impressions_frequency_linear	frequencyLinear	The average number of times that each unique TV is exposed to a linear ad impression over a given period, regardless of OTT TV exposure.
OTT	impressions_frequency_ott	frequencyOtt	The average number of times that each TV household is exposed to an OTT ad impression over a given period, regardless of linear TV exposure
OTT	impressions_linear	impressionsLinear	The total number of ad impressions delivered by linear TV, regardless of OTT ad impression exposure.
OTT	impressions_ott	ott Impressions	The total number of ad impressions delivered by OTT publishers
OTT	publisher_name	publisher	An inventory provider of on-demand streaming content

Metadata

Endpoint	Field Name	Dashboard Equivalent	Description & Comments
Industry	industry_id	industryHash	Unique identifier for the Industry
Industry	industry_name	industryName	The category that the advertised brand and product fall under (based on iSpot taxonomy)
Industry	industry_parent_id	industryParentHash	Unique identifier associated with industry_parent
Industry	industry_parent_name	industryParentName	The first-tier category the brand and product advertised fall under (based on iSpot taxonomy)
Brands	brand_id	brandHash	The unique identifier for the seller being advertised
Brands	brand_name	brandName	The primary seller being advertised
Brands	brand_parent_id	brandParentHash	The unique identifier associated with brand_parent
Brands	brand_parent_name	brandParentName	The Parent Company of the brand (based on iSpot taxonomy)
Brands	brand_is_direct_to_consumer	brandDirectToConsumer	Used to identify if the brand is a direct to consumer brand

Brands	brand_has_retail_location	brandRetailLocation	Used to identify if the brand has retail store locations
Brands	brand_is_consumer_packaged_goods	brandConsumerPackagedGoods	Used to identify if the brand is a CPG brand
Show	show_id	showId	Unique identifier for the TV show, linking to schedule data and on-demand Video catalogs
Show	show_name	showName	The show the promo aired on.
Show	show_type	showType	Whether the show is national vs. syndicated
Episode	episode_id	episodeId	Unique identifier for the TV episode, linking to schedule data and on-demand Video catalogs
Episode	episode_title	episodeName	The TV Episode the airing occurred on.
Episode	episode_is_new	episodeNew	Whether the show is new or a rerun
Day of Week	day_of_week_name	dayOfWeek	Day of the week the airing occurred on
Day of Week	day_of_week_id	dayOfWeekId	A numeric representation of the day of week, if available
Day of Week	day_part_id	dayPartId	An id that represents the day_part which the airing occurred during - morning, primetime, fringe etc.

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Day of Week	day_part_display_id	dayPartDisplayId	An id that represents the day_part which the airing occurred during - morning, primetime,fringe etc.
Day of Week	day_part_name	dayPartName	The part of the broadcast day the airing occurred on
Day of Week	day_part_description	dayPartDescription	Description of the day part
Genre	genre_id	showGenreId	The show's genre ID that an ad aired in.
Genre	genre_name	showGenreName or showGenreNameFull	The show's genre name that an ad aired in.
Sub Genre	sub_genre_id	showSubgenreId	The sub genre of the show/series/movie during which the airing occurred
Sub Genre	sub_genre_name	showSubgenreName	The sub genre of the show/series/movie during which the airing occurred

Appendix

Granular Queries - Reference

Data structure below for various fields. This is useful for determining how to set up a data warehouse (if storing).

Sample data from *Postman*.

```
"data": [
    {
        "airing": {
            "data": {
                "id": "218796796",
                "type": "National",
                "aired_at_et": "2019-08-20T01:09:44-04:00",
                "aired_at_pt": "2019-08-17T04:09:44-07:00",
                "pod": "1",                              "spot": {
                "pod_order": "1",                            "data": {
                "pod_position": "F",                             "id": 2102178,
                "pod_position_abmyz": "A",                       "title": "Icy Hot Pain Relieving Cream TV Spot, 'La última palabra
                "pod_position_fml": "F",                             con Shaquille O'Neal [Spanish]",
                "dma": null,                                     "title_short": "La última palabra",
                "mso": null,                                     "description": null,
                "spend_estimated": "605.01",                     "slug": "icy-hot-la-ultima-palabra-con-shaquille-oneal-spanish",
                "media_value": "0.00"                            "hash": null,
            }                                                    "phone": null,
        }                                                        "url": "icyhot.com",
                                                                 "type": "Commercial",
                                                                 "sub_type": null,
                                                                 "thumb_id": "2",
                                                                 "language": "es",                   },
                                                                 "lifetime_spend_estimated": null,   "creative": {
                                                                 "media_pod": null,                      "data": {
                                                                 "movie_release_date": null,                 "id": "2102178",
                                                                 "movie_genres": null,                       "spot_id": "2102178",
                                                                 "movie_rating": null,                       "title": "15s La última palabra - 2102178",
                                                                 "engagement_industry_avg": null,           "title_short": "La última palabra",
                                                                 "engagement_industry_med": null,           "title_custom": null,
                                                                 "engagement_score": null,                  "description": null,
                                                                 "engagement_score_stars": null,            "slug": "icy-hot-la-ultima-palabra-con-shaquille-oneal-spanish",
                                                                 "video_disabled": 0,                       "type": null,
                                                                 "events": null,                            "thumb_id": "2",
                                                                 "products": " Icy Hot Medicated No Mess Applicator | Icy Hot      "language": "es",
                                                                     Medicated Patch: Back | Icy Hot Pain Relieving Cream",       "duration": "15",
                                                                 "product_categories": " Topical Treatment",    "media_pod": null,
                                                                 "cobrands": null,                          "lifetime_spend_estimated": null,
                                                                 "airing_date_first_et": null,              "lifetime_airings_count": null,
                                                                 "airing_date_first_pt": null,              "video_disabled": 0,
                                                                 "airing_date_last_et": null,               "equivalized_unit": "0.5000",
                                                                 "airing_date_last_pt": null                "isci_code": null,
                                                                                                            "airing_date_first_et": null,
                                                                                                            "airing_date_first_pt": null,
                                                                                                            "airing_date_last_et": null,
                                                                                                            "airing_date_last_pt": null
```

Granular Queries - Reference

Data structure below if includes are added.

```
    },
    "industry": {
        "data": {
            "id": "348",
            "name": "OTC: Pain Relief",
            "parent_id": "253",
            "parent_name": "Pharmaceutical & Medical"
        }
    },
    "brand": {
        "data": {
            "id": 30556,
            "name": "Icy Hot",
            "slug": "icy-hot",
            "parent_id": "20929",
            "parent_name": "Sanofi-Aventis U.S. LLC",
            "has_image": false,
            "image": null,
            "is_direct_to_consumer": false,
            "has_retail_location": false,
            "is_consumer_packaged_goods": true
        }
    },
    "network": {
        "data": {
            "id": 87,
            "name": "Univision",
            "call_sign": "UNI",
            "brand_id": null,
            "language": "es"
```
```
    },
    "show": {
        "data": {
            "id": "EP00002120",
            "name": "Home Improvement",
            "type": "Syndicated",
            "image": null
        }
    },
    "episode": {
        "data": {
            "id": "EP000021200149",
            "title": "At Sea",
            "is_new": "No"
        }
    },
    "day_of_week": {
        "data": {
            "name": "tuesday",
            "id": null
        }
    },
    "day_part": {
        "data": {
            "id": "5",
            "display_id": "5",
            "name": "Early Fringe",
            "description": "Early Fringe"
        }
```