## DCR metadata for static-display measurement (august 2025)

The metadata obtained for each asset is used for classification and reporting.

| Keys Implementation Documentation | Keys NielsenData | Description | Format | Field length [max. no. of characters] | Values / valid entries | Note for practical implementation |
|---|---|---|---|---|---|---|
| **type** | - | Content classification | Alphanumeric | 8 | static | |
| **assetid** | asset_id | unique asset ID | Alphanumeric, only the following are allowed: 0-9, a-z, A-Z, underscore, minus sign. No other characters are allowed, such as special characters, non-printable control characters and umlauts. | 255 | Example: <abc_123> | The "assetid" metadata variable is an identifier that originates in the providers' CMS system and must be absolutely unique for each website in combination with cid and vcid. The asset ID is used for the aggregation census data and therefore has far-reaching consequences for producing data and calculating performance figures. |
| **section** | section | Sektion | Alphanumeric | 255 | Example: <rtl_portal_news> | Section of the website or app |
| **segA** | sega | AE Code (sales packages) | Text / UTF-8 (not including control characters or backslashes) | 255 | Internal code | Enables consolidation into sales packages (maintained in the QS tool) |
| **segB** | segb | Content or advertising medium PI | Text / UTF-8 (not including control characters or backslashes) | 255 | Example - content: <CPI> Example - advertising medium: <WPI> | Identifier for distinguishing between content and advertising medium PI If advertising content changes without changing the data content, a WPI may be counted (e.g. in image galleries). Not every image in an image gallery may be counted as a WPI. |
| **segC** | segc | Programme brand | Text / UTF-8 (not including control characters or backslashes) | 255 | Name of the programme brand, UNKNOWN | Preliminary programme brand (maintained in the programme brand maintenance tool 'PromPT') |
| **clientid** | client_id | Client ID | Alphanumeric | 9 | A unique clientid is allocated by Nielsen to each system participant / company / customer and transferred to the appid or apid in the configuration metadata. | also "parentID"; the value is set automatically by the AppID. |
| **subbrand (vcid)** | vcid | VideoClient ID | Alphanumeric | 4 | A unique vcid is allocated by Nielsen to each required allocation unit and transferred to the appid or apid in the configuration metadata. | also "subbrandID"; the value is set automatically by the AppID. |