

TECHNICAL SPECIFICATION FOR MMO REPORTING PROCESS AND THE HUB API v. 1.7

- 1. Background 2
- 2. Changes to MMO Reporting 2
 - 2.2 New reporting methods 3**
 - 2.2.1 Submission by FTP 3
 - 2.2.2 Submission by email 3
 - 2.3 Revised report templates 3**
 - 2.3.1 New template for Clients 3
 - 2.3.2 New template for Copies 4
 - 2.3.2.1 New copy types 6
 - 2.3.2.2 eClips Org ID 6
 - 2.3.3 Filename format 6
- 3. New 'Hub' API 6
 - 3.1 Access and Authentication 7**
 - 3.2 Query Methods 7**
 - 3.2.1 GetRepertoire 7
 - 3.2.2 GetRepertoireChanges 8
 - 3.2.3. GetAsset 9
 - 3.2.4. GetNewTitles 10
 - Sample query: 10**
http://hub.nla-eclips.com/api/getnewtitles?&outputformat=csv&user=username&password=password 10
 - 3.3 Output Format 10**
 - 3.3.1 Data Output for GetRepertoire 11
 - 3.3.2 Data Output for GetRepertoireChanges 11
 - 3.4 Data Output for GetAsset 11**
- 4. Appendices 13
 - 4.1 New Client Report Templates 13**
 - 4.1.1 XSD 13
 - 4.2 New Copy Report Templates 14**
 - 4.2.1 XSD 15

4.3 Sample API call XML Output..... 15

5. Filename Formats 17

5.1 New Client Report Filename 17

5.2 New Clips Report Filename..... 17

1. Background

Following feedback from Media Monitoring Organisations regarding the complexity and number of monthly reporting templates, NLA has redesigned the monthly reporting process.

At present:

- MMOs are asked to complete up to 5 spreadsheets, containing 16 separate tabs
- Spreadsheets can be submitted in Excel format only
- Spreadsheets can be submitted via email only
- Regional variations of some NLA titles are not listed on existing templates
- Updates to the NLA repertoire are infrequent and notified via email

Updates to NLA repertoire have increased in frequency as a result of title mergers, closures, name changes and format changes. In addition, the NLA repertoire will be expanded in future to include non-newspaper sources such as websites and magazines. Management of a far greater number of resources requires a more automated method for notification of titles and reporting of copying.

The new reporting process has been simplified in order to save time and improve accuracy.

Benefits include:

- A single simplified reporting template and client report
- Format flexibility - submit reports in XML, Text, Excel or CSV
- Introduction of ‘Copy Type’ codes - reducing the number of tabs to complete
- Introduction of Org IDs - reducing the number of NLA client queries
- Submit reports via email or FTP - no late fees for large returns that failed to send
- New database ‘The Hub’ for checking licence status of eClips, FP, WDL & eClips Web sources
- Query ‘The Hub’ real-time as reports are created, or as a regular job to download a full list

2. Changes to MMO Reporting

As outlined above, MMO’s will be required to submit monthly returns using the new simplified process outlined above.

1. MMO's will be required to submit returns using the new XML, Txt or CSV template
2. MMO's will be required to include the Org ID for eClips customers
3. MMO's will be required to include a 'Copy type' code
4. MMO's may continue to submit returns by email or by FTP

2.2 New reporting methods

2.2.1 Submission by FTP

Monthly MMO return files may be sent by FTP.

FTP Location: *ftp.nla-eclips.com*

Please contact Client Services for details of the account username and password.

2.2.2 Submission by email

Monthly MMO return files may be attached and emailed to clientservices@nla.co.uk.

2.3 Revised report templates

2.3.1 New template for Clients

Monthly MMO returns may now be submitted in XML, Txt or CSV format.

You will find sample template files for each format in the [Appendix 1](#).

Field descriptions are provided in the table below.

Field	Inclusion	Data Type (XML/XSD)
Name	Mandatory	xs:string
Address1	Optional	xs:string
Address2	Optional	xs:string
City	Optional	xs:string
County	Optional	xs:string
Postcode	Mandatory	xs:string
ContactName	Mandatory	xs:string
Contacttelephone	Mandatory	xs:string
EmailAddress	Mandatory	xs:string
DeliveryStartDate	Optional for Ceased else Mandatory	xs:dateTime
DeliveryEndDate	Mandatory for Ceased	xs:dateTime
Service	Mandatory	xs:string
Status	Mandatory	xs:string

2.3.2 New template for Copies

Monthly MMO returns may now be submitted in XML, Txt or CSV format.

You will find sample template files for each format in the [Appendix 2](#).

Field descriptions are in the table below.

Field	Description	Description 2	Inclusion	Data Type (XML/XSD)
Orgid	NLA Orgid	Unequally identified key for NLA Organisation	Mandatory for eClips. Should be included for copy types if Organisation has Org_id (NULL if not)	xs:unsignedShort
Organisation_Name	PCA Client Name		Mandatory	xs:string
Media_Code	NLA Media Code	NLA Media Code (Title)	Mandatory	xs:string
Media_Name	Media Name	Media Name (Title)	Optional	xs:string
Copy_Type	0	Paper	Mandatory	xs:unsignedByte
	1	Digital		
	2	eClips - Digital		
	3	eClips - Hardcopy		
	4	eClips Web - Link		
	5	eClips Web - Digital		
	6	eClips Web - Hardcopy		
	7	Web Link		
	8	Web Digital		
	9	Web Hardcopy		
	10	Full Page - Digital		
11	Full Page - Hardcopy			
No_of_Cuttings	Number of Clips sent		Mandatory	xs:unsignedShort
Permitted_Users	Permitted Users	Number of Permitted users during reporting period	Mandatory	xs:unsignedByte

2.3.2.1 New copy types

New copy types have been introduced in order to reduce the number of separate reporting templates required. All copies may be reported in the same template but with the appropriate copy type code.

Copy_Type	0	Paper *
	1	Digital
	2	eClips - Digital
	3	eClips - Hardcopy
	4	eClips Web - Link
	5	eClips Web - Digital
	6	eClips Web - Hardcopy
	7	Web Link
	8	Web Digital
	9	Web Hardcopy
	10	Full Page - Digital
	11	Full Page - Hardcopy

* Note that where the copy type is Paper total copies should still be reported and not copies by client. The OrgID, Organisation_Name, and Permitted_Users column should be sent with a zero ("0") or left blank.

2.3.2.2 eClips Org ID

A new Org ID is now required for clients receiving eClips copies. The Org ID should be included for all copy types if the Organisation has Org_id (NULL if not)

2.3.3 Filename format

Reports should be submitted with a filename in the following format: <PCA name>-<Type>-<Report Month Year>. For example:

PCA ABC-Clients-June 2013

PCA XYZ Ltd-Copies-July 2013

3. New 'Hub' API

MMO's will be asked to review publications marked as 'NLA' for the purposes of reporting by querying the Hub database. NLA will phase out delivery of a full list of NLA repertoire in spreadsheet

templates and MMO's will be expected to utilise the Hub API to check licence status, whether titles should be reported to the NLA, and the types of copying which should be reported.

Therefore, on an ongoing basis MMO's will be required to either query the service in real-time as reports are compiled OR download a full list of NLA repertoire on a monthly basis OR download changes for the purposes of reporting.

3.1 Access and Authentication

A username and password parameter should be included with all requests in the following format:

&user=username&password=pass

For example,

getrepertoire?dlo=nla&media=print&outputformat=html&user=username&password=pass

The username and password credentials to be passed are the MMO's NLA eClips Login. Client Services should be contacted for any new account requests.

Access is via <http://hub.nla-eclips.com/api>

3.2 Query Methods

The Hub API can be used to return information about the titles stored in hub. There are 3 API calls that are available: getRepertoire, getRepertoireChanges and getAsset.

Each call can take several input values for controlling how the data is returned and how it is filtered. For example, all API calls can return data in either XML, CSV, or HTML formats.

If an input value is left blank, or not included at all, a default value will be chosen. For example, if a call is made without specifying an output format, then the default output format to use will be XML.

3.2.1 GetRepertoire

This call will return all entries in the database that match against the filter values (DLO and Media)

Parameter	Default value	Description
dlo	None (includes all)	The RRO to filter by (NLA or other) Leave blank to get all titles (including foreign titles and magazine titles) To filter by magazines use dlo=PLS
media	None (includes	The media type (print or web) to filter by

	all)	
outputformat	'XML'	The output type to use (XML, CSV, or HTML)

Sample query:

<domain>/getrepertoire?dlo=<value>&media=<value>&outputformat=<value>&user=<user>&password=<pass>

[http://hub.nla-](http://hub.nla-eclips.com/api/getRepertoire?dlo=NLA&media=web&outputformat=XML&user=user&password=password)

[eclips.com/api/getRepertoire?dlo=NLA&media=web&outputformat=XML&user=user&password=password](http://hub.nla-eclips.com/api/getRepertoire?dlo=NLA&media=web&outputformat=XML&user=user&password=password)

3.2.2 GetRepertoireChanges

This call will return all entries in the database which match against the filter values AND which have had changes to their name, status, or licenses and copying rights, within the period supplied.

All changes are recorded in any period therefore there may be multiple entries for some titles - for example a new title will appear as "New" and "Licence Changed".

Change Reason	Description
Licence Changed	The title has been included in an optional licence OR excluded from an optional licence. Optional licences include: "WDL" (Web Database Licence) "PCA Database" (eClips)
Name Changed	The title name has changed (name or URL)
Status Changed	The title is "Active" or "Closed" (ceased publication).
New	The title has recently been added to the NLA licensed repertoire.

Parameter	Default value	Description
dlo	None (includes all)	The RRO to filter by (NLA, PLS or other)
media	None (includes all)	The media type to filter by (print or web)
period	'90'	The date range to filter by for selecting titles that have changed (number, or date range)
outputformat	'XML'	The output type to use (XML, CSV, or HTML)

Sample query:

<domain>getrepertoirechanges?dlo=<value>&media=<value>&period=<value>&outputformat=<value>&user=<user>&password=<pass>

<http://hub.nla-eclips.com/api/getrepertoirechanges?period=2013-4-15,2013-4-19%2017:00&user=user&password=pass>

The period can be a number, in which case the call returns titles that have had changes in the last X number of days, or it can be a date range, using the format as follows:

"yyyy-mm-dd hh:mm,yyyy-mm-dd hh:mm,"

e.g. `getrepertoirechanges?period=2010-1-2,2013-4-15 17:07`

3.2.3. GetAsset

This call returns specific information for a title that matches the input value, whether a media name or a media code. Alternatively, a 'fuzzy' search can be carried out, where only minimal information is returned for the entries that match the search value.

Parameter	Default value	Description
asset	None	The title name or title code to search for
exactmatch	'true'	Determines what fields are returned, and if the search is exact or fuzzy (can be <i>true</i> or <i>false</i>)
outputformat	'XML'	The output type to use (XML, CSV, HTML)

If the `exactmatch` value is set as true (or blank), the search will only return entries that have a media name or media code that is exactly the same as the value passed.

If the `exactmatch` value is set as false, the search will return all entries that contain the value passed. As an added level of functionality, when searching in this manner, the asterisk character ('*') is treated as multi-character wild card and underscore character ('_') as a single-character wild card.

Sample query:

<domain>/<root>/getasset?asset=<value>&exactMatch=true

<http://hub.nla-eclips.com/api/getasset?asset=ARCHAES&exactMatch=true&user=user&password=pass>
<http://hub.nla-eclips.com/api/getasset?asset=www.thepress.co.uk&exactMatch=true&user=user&password=pass>

Given that some characters have special meaning in a URL, if these characters are desired in the search string, the escaped version can be used, as illustrated in the table below.

Character	Escape Code	Character	Escape Code
SPACE	%20	[%5B
<	%3C]	%5D
>	%3E	`	%60
#	%23	;	%3B
%	%25	/	%2F
{	%7B	?	%3F
}	%7D	:	%3A
	%7C	@	%40
\	%5C	=	%3D
^	%5E	&	%26
~	%7E	\$	%24

3.2.4. GetNewTitles

This call will return all entries in the database which match against the filter values AND which have been added to the NLA repertoire in the previous 3 month period.

This call differs from the GetRepertoireChanges call because it returns new titles only - not existing titles which have changed name or status or have been added to, or excluded from, a licence.

There are no additional parameters available for this call.

Sample query:

<domain>/<root>/getnewtitles?

<http://hub.nla-eclips.com/api/getnewtitles?&outputformat=csv&user=username&password=password>

3.3 Output Format

When the output format is blank or omitted the default response is XML.

No HTML output is available for the BETA API. However HTML output will be added in the next release following market testing.

3.3.1 Data Output for GetRepertoire

The output for this call will contain the following values for each title returned:

- titleName
- titleCode
- status
- publisherName
- publisherGroupName
- mediaType
- titleType
- publishingBehaviour
- licenses
- copyingRights
- products
- changeDate
- changeReason
- synonyms

Refer to the [Appendix 3](#) for a sample XML output.

3.3.2 Data Output for GetRepertoireChanges

The output for this call is the same as for the getRepertoire call.

Refer to the [Appendix 3](#) for a sample XML output.

3.4 Data Output for GetAsset

The output for this call will contain the following values for each title returned when exactmatch is set to false:

- titleName
- titleCode
- publisherName
- titleHierarchy
- synonyms

And when the exactmatch is set to true:

- titleName
- titleCode
- status
- publisherName
- publisherGroupName
- DLO
- mediaType

- titleType
- publishingBehaviour
- licenses
- copyingRights
- products
- changeDate
- changeReason
- titleHierarchy
- synonyms

Refer to the [Appendix 3](#) for a sample XML output.

4. Appendices

4.1 New Client Report Templates

Name	Address 1	Address 2	City	County	Postcode	Contact Name	Contact telephone	Email Address	Delivery StartDate	Delivery EndDate	Service	Status
ABC Ltd	10 xfgdg	setetjfh	Leeds	Yorkshire	PP1 GLD	Josh	0115 941 1022	Josh@abc.co.uk	18-Jul-12		Electronic	New
XYZ Plc	45 ertyfuh		London	London	AV3 3DQ	John	0844 557 3119	John@xyz.co.uk	01-Jul-12		Both	New
ZZZ Ltd	112 ewtsr	sdtsfyjdr	London	London	MW5 7PR	Jim	07765 220 866	Jim@zzz.me	01-Jul-12		Electronic	Trial
AAA ltd	54 asetdr		Newquay	Cornwall	HQ10 1AB	Mike	01208 895089	Mike@AAA.co.uk		01-Aug-12	Electronic	Ceased

4.1.1 XSD

```
<?XML version="1.0"?>
<xs:schema attributeFormDefault="unqualified" elementFormDefault="qualified" XMLNs:xs="http://www.w3.org/2001/XMLSchema">
  <xs:element name="ROOT">
    <xs:complexType>
      <xs:sequence>
        <xs:element minOccurs="0" maxOccurs="unbounded" name="testXMLpcaclient">
          <xs:complexType>
            <xs:attribute name="Name" type="xs:string" use="optional" />
            <xs:attribute name="Address1" type="xs:string" use="optional" />
            <xs:attribute name="Address2" type="xs:string" use="optional" />
            <xs:attribute name="City" type="xs:string" use="optional" />
            <xs:attribute name="Postcode" type="xs:string" use="optional" />
            <xs:attribute name="ContactName" type="xs:string" use="optional" />
          </xs:complexType>
        </xs:element>
      </xs:sequence>
    </xs:complexType>
  </xs:element>
</xs:schema>
```



```

<xs:attribute name="Contacttelephone" type="xs:string" use="optional" />
<xs:attribute name="EmailAddress" type="xs:string" use="optional" />
<xs:attribute name="DeliveryStartDate" type="xs:dateTime" use="optional" />
    <xs:attribute name="DeliveryEndDate" type="xs:dateTime" use="optional" />
<xs:attribute name="Service" type="xs:string" use="optional" />
<xs:attribute name="Status" type="xs:string" use="optional" />
<xs:attribute name="County" type="xs:string" use="optional" />
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
</xs:schema>
    
```

4.2 New Copy Report Templates

Media_Name	Media_Code	Copy_Type	Organisation_Name	OrgID	Permitted_Users	No_of_Cuttings
Investment Advisor	FTIA	0	XYZ Limited	342	3	5
eClips - Daily Mail	#DM	1	XYZ Limited	342	3	7
www.dailymail.co.uk	WEBDM	2	XYZ Limited	342	3	5
www.express.co.uk	WEBDE	3	XYZ Limited	342	3	8
Thesun.co.uk	WEBTSUN	3	ABC Plc	468	7	2
The Daily Express	DE	4	123 Group	111	0	10093
www.express.co.uk	WEBDE	5	123 Group	111	0	109

4.2.1 XSD

```
<?XML version="1.0"?>
<xs:schema attributeFormDefault="unqualified" elementFormDefault="qualified" XMLNs:xs="http://www.w3.org/2001/XMLSchema">
  <xs:element name="ROOT">
    <xs:complexType>
      <xs:sequence>
        <xs:element minOccurs="0" maxOccurs="unbounded" name="testXMLv1">
          <xs:complexType>
            <xs:attribute name="Orgid" type="xs:unsignedShort" use="optional" />
            <xs:attribute name="Organisation_Name" type="xs:string" use="optional" />
            <xs:attribute name="Media_Code" type="xs:string" use="optional" />
            <xs:attribute name="Media_Name" type="xs:string" use="optional" />
            <xs:attribute name="Copy_Type" type="xs:unsignedByte" use="optional" />
            <xs:attribute name="No_of_Cuttings" type="xs:unsignedShort" use="optional" />
            <xs:attribute name="Permitted_Users" type="xs:unsignedByte" use="optional" />
          </xs:complexType>
        </xs:element>
      </xs:sequence>
    </xs:complexType>
  </xs:element>
</xs:schema>
```

4.3 Sample API call XML Output

```
<NLA XMLNs:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:noNamespaceSchemaLocation="http://hub.nla-
eclips.com/api/hubWebApi_schema.xsd">
  <titles>
    <title>
```

```

<titleName>www.thepress.co.uk</titleName>
<titleCode>WEBEPY</titleCode>
<status>Active</status>
<publisherName>Gannett UK Ltd</publisherName>
<publisherGroupName>Newsquest</publisherGroupName>
<DLO>NLA</DLO>
<mediaType>web</mediaType>
<titleType>regional</titleType>
<publishingBehaviour/>
<licenses><license><licenseName>Basic</licenseName><licenseGroupName>end user</licenseGroupName></license>
<license><licenseName>WEUL</licenseName><licenseGroupName>end user</licenseGroupName></license>
<license><licenseName>PCA</licenseName><licenseGroupName>MMO</licenseGroupName></license>
<license><licenseName>WDL</licenseName><licenseGroupName>MMO</licenseGroupName></license></licenses>
<copyingRights><copyingRight><copyingRightName>Webhardcopy</copyingRightName><copyingRightGroupName>MMO</copyingRightGroupName></copyingRight>
<copyingRight><copyingRightName>Web electronic</copyingRightName><copyingRightGroupName>MMO</copyingRightGroupName></copyingRight>
<copyingRight><copyingRightName>Web links</copyingRightName><copyingRightGroupName>MMO</copyingRightGroupName></copyingRight>
<copyingRight><copyingRightName>Web hardcopy</copyingRightName><copyingRightGroupName>end user</copyingRightGroupName></copyingRight>
<copyingRight><copyingRightName>Web electronic</copyingRightName><copyingRightGroupName>end user</copyingRightGroupName></copyingRight>
<copyingRight><copyingRightName>Web links</copyingRightName><copyingRightGroupName>end user</copyingRightGroupName></copyingRight>
</copyingRights>
<changeDate>2013-04-15T17:04:15.280</changeDate>
<changeReason>License Changed</changeReason>
<titleHeirarchy>Full edition</titleHeirarchy>
<synonyms/>
</title>
</titles>
</NLA>
    
```


5. Filename Formats

5.1 New Client Report Filename

"PCA Name-Clients-June 2013"

5.2 New Clips Report Filename

"PCA Name-Clips-June 2013"