Guide to uploading viewership data

Viewership is a key metric advertisers will use when searching the marketplace and they will be able to see by viewership and demo data by episode.

Broadcasters can upload viewership either by day part or programme and against each demographic and the MEG platform will automatically assign the data accordingly to each episode.

Things to note:

- Viewership data can be uploaded in the Data Centre section
- We accept BARB and IPSOS demographic categories
- Make sure that all numbers are in thousands (commas are currently not accepted)
- When a CSV is uploaded, it will override all other data
- Viewership data can be refreshed as many times as needed

PLEASE NOTE: If you are working on the document in .xls, you will need to convert to .csv (by saving as .csv) before uploading onto the platform