



DETAILED USAGE REPORT FILE SUBMISSION INSTRUCTIONS

Detailed usage reports are to be submitted by Distributors on a monthly basis no later than 15 days after the end of the applicable service period. The detailed usage report files may be uploaded via the [NORA Reporting Application](#) under Detail Reporting or sent by email to DataOps@nasdaq.com.

VRXLS REPORT FORMAT:

In order to successfully upload a VRXLS file, the file must conform to the requirements listed below. **The acceptable file extension/format for VRXLS is .xls or .xlsx.**

1. FILENAME FORMAT

The name of the file must be in the format “CSV_DISTRID_YYYYMM_NASDAQ”.

- CSV is a constant.
- DISTRID is the four-character Distributor ID. Your firms’ four-character Distributor ID can be found on the home page of your NORA account, next to your firm’s name.
- YYYYMM is the year and month of the file, for example 201701 for January 2017.
- NASDAQ is a constant.

2. HEADER ROW DATA ELEMENTS FORMAT

The Header Row must be in the format shown below:

Column Position	Type	Row	Description
A	Text	1	Distributor Name: Name of the firm submitting the usage report
A	Text	2	Distributor Address 1
A	Text	3	Distributor Address 2
A	Text	4	Distributor ID: Four-character Distributor ID. Your firm’s four-character Distributor ID can be found on the home page of your NORA account, next to your firm’s name.
A	Text	5	Distributor Contact Name
A	Text	6	Distributor Contact Email
A	Numeric	7	Distributor Contact Telephone
A	N/A	8	Leave Blank

3. DETAIL ROW ELEMENTS

Your firm will assign each data feed recipient, subscriber firm or each individual subscriber (each referred jointly as “Subscriber”), a unique ‘account number’ (also referred to as a ‘VAN’ or ‘Vendor Account Number’) and indicate the location address. Product inventory is then to be added for each account number at a specific location for the service month, starting on the first of the month and ending on the last day of the month. Distributors are to report inventory for each Subscriber for each month until service is terminated. Begin the entry of the Detail Row Elements on Column A, Row 10.

In the event that per query products or other data products need to be reported but do not have a Subscriber name and address, use the name of your firm as the Subscriber Name, and include your firm’s information in the other fields. Please see Sample File within [NORA Reporting Application](#).

Column / Row Position	Type	Maximum Length	Description
Column: A Row: 10	Text	64	SUBNAME Subscriber Name receiving the data (Firm ABC)
Column: B Row: 10	Text	64	ADD Subscriber Address Line 1
Column: C Row: 10	Text	64	ADD2 Subscriber Address Line 2 (Optional)
Column: D Row: 10	Text	64	ADD3 Subscriber Address Line 3 (Optional)
Column: E Row: 10	Text	32	CITY Subscriber City
Column: F Row: 10	Text	3	STATE OR PROVINCE Subscriber State or Province
Column: G Row: 10	Text	32	POSTAL CODE Subscriber Zip Code
Column: H Row: 10	Text	64	COUNTRY Subscriber Country Code (Must be 2 digit code) IOS Country Codes
Column: I Row: 10	Text	32	VAN (Vendor Account Number) Unique number assigned by your firm to the Subscriber
Column: J Row: 10	Text	32	PROCEDURE Distributor's Product Code – Unique product code assigned to each Nasdaq data product by your firm and approved by Nasdaq. Refer to this link for a list of Nasdaq Product Codes .
Column: K Row: 10	Text	8	SUBEFFDATE Effective Date of the Reporting Month YYYYMMDD which should be the first day of the month.
Column: L Row: 10	Numeric	Integer	QUANTITY Total Product Inventory provided to the Subscriber for the SUBEFFDATE in Column K.
Column: M Row: 10	Numeric	9	RPTID (Report Title ID) Unique number assigned to the report title for a specific product. Please see Usage Reporting tab for the Report Title ID. NORA will automatically sum up the quantities and enter the total number into the corresponding usage reporting field in the Usage Reporting tab. Report Title ID is not required for data feeds. (Optional)

Example: VRXLS File Format

The below screen shot is a sample completed file format.

TEST													
XX State Street, 1st Floor													
New York, NY													
VID: TEST													
Contact: Mr. Test													
Email: marketdata@test.com													
Telephone: XXX-XXX-XXXX													
SUBNAME	ADD1	ADD2	ADD3	City	State	POSTAL CODE	Country	VAN	PROCEDURE	SUBEFFDATE	QUANTITY	RPTID	
Data feed 1	Two Test Lane	5th Floor		Test	MA	02210	US	POTA-NY1	9	20170701	1		
Data feed 2	Two Test Lane	5th Floor		Test	MA	02210	US	POTA-NY2	99	20170701	1		
Data feed 3	Two Test Lane	5th Floor		Test	MA	02210	US	POTA-NY3	999	20170701	1		
Data feed 3	Two Test Lane	5th Floor		Test	MA	02210	US	POTA-NY4	9999	20170701	1		
Subscriber 1	Two Test Lane	5th Floor		Test	MA	02210	US	POTA-NY5	99999	20170701	1	XXXXXXXX	

MAPPING TO AN EXCHANGE PRODUCT CODE: Column M (RPTID)

In order to successfully upload a VRXLS file, the Distributor Product Codes must be mapped to the appropriate Exchange Product Code. Please view your firm’s current product code mapping by clicking the corresponding icon on the Detailed Reporting Dashboard. Please follow the instructions below to map new product codes. Product codes only need to be mapped once, if all product codes are fully mapped, skip to the Uploading Instructions.

1. In NORA, go to the Detailed Reporting tab.
2. Click on Add/View Product Mapping icon.
3. In the Add Product Mapping-Nasdaq, please complete the following:
 - Enter your four-character Distributor ID. Your firm’s four-character Distributor ID is assigned by Nasdaq and can be found on the home page of your NORA account, next to your firm’s Distributor Name.
 - Enter one of your firm’s Distributor Product Code. For Example: FEEDTV. Please consider using the suggested [Nasdaq Product Codes](#).
 - Enter the Product Description: For example, DATAFEED: TotalView.
 - In the drop down list under Market Data Product, select the one that correlates with your Distributor Product Code. Example: Nasdaq TotalView Datafeeds/NonBillables.
 - In the drop down list under Exchange Product Code, select the one that correlates with the selection you entered under Distributor Product code. Example: (FEEDTV) DATAFEED: Nasdaq TotalView – Data Feed - Realtime
4. Select Save.
5. Once the products are mapped, you may now upload your file by selecting “Upload file” under the Detailed Reporting tab.









EXAMPLE: PRODUCT MAPPING

Add Product Mapping		Help Hide Top
Please map to Nasdaq Product Code one at a time. Screen will refresh after each product code is mapped. For questions about mapping, please contact Nasdaq Administration at dataops@nasdaq.com .		
Distributor/Vendor ID:	<input type="text" value="TEST"/> *	
Distributor/Vendor Product Code:	<input type="text" value="FEEDTV"/> *	
Product Description:	<input type="text" value="DATAFEED: TotalView"/> *	
Market Data Product:	<input type="text" value="NASDAQ TOTALVIEW DATAFEEDS/NONBILLABLES"/> *	
Exchange Product Code:	<input type="text" value="(FEEDTV) DATAFEED: Nasdaq TotalView - Data Feed - Real time"/> *	
<input type="button" value="Save"/>		

UPLOADING FILE INSTRUCTIONS:

In order to upload a Detailed Report, please follow the instructions below.









1. Log into NORA and select the Detailed Reporting tab.
2. Select 'Choose file' to browse and select the file, with naming convention "CSV_DISTID_YYYYMM_NASDAQ".
3. Select upload, select file to upload.
4. Upon a successful submission of the file, you will receive a notification email for receipt of the detailed report submission and a second email upon successful processing. If errors are found, please correct and reload the file. The name of the file does not need to change when reloaded.

HOME	USAGE REPORTING	ACTIVITY REPORT	DETAILED REPORTING	MANAGE ACCOUNTS	UPDATE PROFILE	CONTACT US	FAQ	LOGOUT
Detailed Reporting Upload Page								Help Hide Top
Please click icons below to view Policies, Procedures, Templates and Product Mapping.								
Nasdaq - U.S. & Europe				UTP				
   				   				
Please check file format before uploading. The file naming convention is "CSV_DISTRID_YYYYMM_PRODUCT".								
<ul style="list-style-type: none">• CSV is a constant.• DISTRID is the four-character Distributor/Vendor Id, for example ABCD. Your four-character Distributor/Vendor Id can be found on the home page of your NORA account, next to your organization's name.• YYYYMM is the year and month of the file, for example 201701 for January 2017.• PRODUCT is the product line, please use "UTP" or "NASDAQ".								
<input type="button" value="Choose File"/> No file chosen				<input type="button" value="Upload"/>				

DETAILED REPORTING DASHBOARD:

Detailed Reporting Upload Page [Help](#) [Hide](#) [Top](#)

Please click icons below to view Policies, Procedures, Templates and Product Mapping.

Nasdaq - U.S. & Europe	UTP
   	   

Nasdaq Data Policies VRXLS Template Instructions View Product Mapping

SAMPLE ERROR MESSAGES

Common errors may include but are not limited to:

- Missing Header Row Data Elements
- Missing Detail Row Elements
- Incorrect format
- Field exceeds Maximum Length of characters
- Unmapped Product Codes
- Missing Report Title ID for Reportable/Billable items

It is the Distributor's responsibility to correct all errors to ensure the file can be uploaded properly.

If you have additional questions, please contact DataOps@Nasdaq.com or +1 301-978-5307, #2.