the audience agency

Audience Answers

Ticketing Data
Manual Files Specification

Ticketing Data Team, The Audience Agency

March 2025

Contents

Manual Files Specification

This document provides the data specification for manually creating CSV files containing ticketing data for upload into Audience Answers.

This "manual files" option is designed for organisations with box office ticketing systems that do not have an automated data integration with Audience Answers, ensuring they can still contribute ticketing data for analysis.

Ticketing data should be provided in three separate CSV files; one each for bookers, performances and tickets.

→ All files must be saved as **CSV** with **UTF-8** encoding, to avoid the loss of special characters/accents.

→ Files should be named as outlined in the pages that follow, and contain the column headings as outlined in the tables.

→ Please read the full specification carefully. If data provided does not meet the specifcation outlined below, we may not be able to import it into Audience Answers.

Sending in your files

Never send CSV files with ticketing data by email.

Once the initial import of your historic data has been completed, files can be sent on a schedule that suits your organisation's resources, be that monthly or quarterly.

All files should be sent securely via MailBigFile.

→ Visit this link: **https://www.mailbigfile.com/theaudienceagency**

→ Select *Audience Answers – Ticketing* from the *Send To Category*

→ Put a note containing your organisation's name in the *Message* field

Filename: Booker Details.csv

This CSV should contain all **bookers/customers** on your box office ticketing system; one row per booker.

Column Heading	What should go in it?	Example	Can this be blank?
Booker ID	The unique Booker ID/ Customer ID created by and stored by your box office ticketing system.	12345678 or 123456ABCE or other standard ID format	No - every row must have a unique Booker ID/ Customer ID that can be traced back to the box office ticketing system
Title	The title field stored by your box office ticketing system	Mr	Yes
First Name	The first name field stored by your box office ticketing system	Patrick	Yes
Last Name	The last name field stored by your box office ticketing system	Clifton	Yes, but strongly recommended for all rows
Address Line 1	The address line 1 field stored by your box office ticketing system	Bramble Cottage	Yes, but strongly recommended for all rows
Address Line 2	The address line 2 field stored by your box office ticketing system	27 Fellside Lane	Yes
Address Line 3	The address line 3 field stored by your box office ticketing system	Near Pencaster	Yes

City	The city field stored by your box office ticketing system	Greendale	Yes, but strongly recommended for all rows
State	The state (or county) field stored by your box office ticketing system	Cumbria	Yes
Country	The country field stored by your box office ticketing system	United Kingdom	Yes, but strongly recommended for all rows
Postcode	The postcode/zip code field stored by your box office ticketing system	CA19 6PG	Yes, but strongly recommended for all rows

Important notes:

→ The **Booker ID** can be an integer, or alphanumeric, uuid or other standard ID format.

Filename: Ticket Details.csv

This CSV should contain all **tickets/seats** sold on your box office ticketing system. This **must** be one row per **ticket/seat** sold. One row per transaction is not acceptable.

Column Heading	What should go in it?	Example Data	Can this be blank?
Transaction ID	The Transaction ID/Booking ID created by and stored by your box office ticketing system that the individual ticket belongs to.	23456789 or 234567FEGH or other standard ID format	No - this field MUST be populated.
Booker ID	The unique Booker ID/ Customer ID created by and stored by your box office ticketing system of the booker who has made the transaction/booking.	12345678 or 123456ABCE or other standard ID format	No -This is used to cross-reference the person who made the transaction with the Booker Details.csv file
Performance ID	The unique Event ID/Performance ID created and stored by your box office ticketing system that is unique to the individual performance the ticket relates to.	34567890 or 345678GHIJ or other standard ID format	No - this is used to cross-reference the performance the ticket relates to with the Performance Details.csv
Ticket Type	The description of the ticket type (sometimes also referred to as discount type or price type)	full price, student, concession, complimentary etc.	Yes, but it may limit access to some insights in the future if this data is not provided.

Ticket Price	Ticket Price (i.e. the amount paid by the booker/customer for the ticket)	25.50	No. If the ticket has no value (i.e. a complimentary ticket) then the amount should be entered as 0 - not be left blank.
Seat Number	The seat number of the ticket. If the seat is "G20" (i.e. row G, seat 20) you would enter just the number 20 here.	20	Yes
Seat Row	The row the seat/ticket is in If the seat is "G20" (i.e. row G, seat 20) you would enter just the letter G here.	G	Yes
Section	The section/area of the venue where the seat/ticket is lcoated	Stalls, Circle, Balcony, Unreserved etc.	Yes
Transaction Date	The date and time of the transaction. We prefer this to be in database timestamp format: YYYY-MM-DD HH:MM:SS	2022-03-22 15:59:30	No

Sales Channel	The box office sales channel through which the ticket was purchased	Online, Telephone, Counter, Admin etc.	Yes, but it may limit access to some insights in the future if this data is not provided.

Important notes:

→ **Transaction ID**, **Booker ID** and **Performance ID** can be an integer, or alphanumeric, uuid or other standard ID format.

→ Whilst the **Transaction ID** must be unique to the transaction it relates to, it will most likely be repeated on multiple rows, with each row representing one ticket sold as part of the transaction.

→ If your ticketing system is unable to split **Seat Number** and **Seat Row**, please enter the combined version (i.e. G20) in the **Seat Number** field.

→ If your ticketing system can't produce the timestamp format (YYYY-MM-DD HH:MM:SS) for the **Transaction Date**, we can accommodate this. However, the full date and time must be included (i.e. numeric date, month and year, with minimum hours and minutes) and the format you provide must be consistent across all rows of all CSVs. (i.e. the date format in the **Tickets.csv** must be the same format as provided in the **Performance Details.csv**)

Filename: Performance Details.scv

This CSV should contain all **performances/events** sold on your box office ticketing system; one row per performance.

Column Heading	What should go in it?	Example Data	Can this be blank?
Performance ID	The unique Event ID/Performance ID created and stored by your box office ticketing system.	34567890 or 345678GHIJ or other standard ID format	No - this is used to cross-reference the performance to all tickets purchased for this performance recorded in the Ticket Details.csv file
Performance Name	The name of the performance stored by your box office ticketing system.	Aladdin	No
Venue Name	The venue name the performance took place in, stored by your box office ticketing system.	Greendale Theatre or Workshop Studio 2	No

Performance Start Date	The date and time of the transaction. We prefer this to be in database timestamp format: YYYY-MM-DD HH:MM:SS	2022-06-26 19:30:00	No
Capacity	The physical capacity of the performance space.	1570	Yes, but it may limit access to some insights in the future if this data is not provided.
Genre	The genre of the performance.	Pantomime	Yes, but it may limit access to some insights in the future if this data is not provided.

Important notes:

→ The **Performance ID** Can be an integer, or alphanumeric, uuid or other standard ID format.

→ The **Performance ID** absolutely **MUST** be unique to each performance. Furthermore, it is hightly recommended that this is not a manually created concatenation of performance description and date. Your box office system should have a proper event_id or performance_id stored for each event/performance.

→ The **Venue Name** may be the overall venue name, or an individual auditorium/performance space, if your organisation has multiple sites.

→ If your ticketing system can't produce the timestamp format (YYYY-MM-DD HH:MM:SS) for the **Performance Start Date**, we can accommodate this. However, the full date and time must be included (i.e. numeric date, month and year, with minimum hours and minutes) and the format you provide must be consistent across all rows of all CSVs. (i.e. the date format in the **Tickets.csv** must be the same format as provided in the **Performance Details.csv**)

the audience agency

theaudienceagency.org