

## Manual Files Specification

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## Introduction

This document details all the necessary requirements which need to be followed diligently in order to supply Box Office data to The Audience Agency in such a way that it can be integrated with Audience Finder.

The following specification in all respects is mandatory for use of the manual files DEC to integrate with Audience Finder. Data should be supplied in the format stated and include all necessary fields as stated. Any data analysis produced on data that does not meet this spec will be deemed at the responsibility of the provider.

If you are using one of our core [supported systems](#) (Enta, PatronBase, Provenue Databox, Spektrix, SRO4, Tessitura, TicketSolve - each of which have their own system specific DEC version) then this data extraction is facilitated by The Audience Agency and you do not require this document. Please contact [audiencefinder@theaudienceagency.org](mailto:audiencefinder@theaudienceagency.org) for further details.

If you are a ProVenue Max, Savoy Systems Oscar, TicketSource or SeatAdvisor user then the creation of these reports is facilitated by your provider. Please contact [audiencefinder@theaudienceagency.org](mailto:audiencefinder@theaudienceagency.org) for further details.

### General Data Protection Regulation (GDPR)

Before submitting any data to The Audience Agency for Audience Finder, the data controller is required to sign our Data Use and confidentiality Agreement.

The below links details The Audience Agency's compliance with GDPR. If you have any specific questions regarding the use of your data, please email [dpm@theaudienceagency.org](mailto:dpm@theaudienceagency.org)

[Audience Finder Privacy Notice](#)

[GDPR Fact Sheet for Audience Finder](#)

## General Validation Rules

The Data Extraction Client (DEC) will be connected to a specified directory on your server to access and upload data to Audience Finder. Within this directory there should only be **three** CSV files, one of each, as detailed in this document.

One ***Venue Details*** file:

- This file **must** contain the string “venue” in the title and **must not** include “customer” or “order”.
- This should have performances between PerfDate(X) and PerfDate(Y) - agreed upon with The Audience Agency prior to extractions.
- This should **only** contain performances that have matured and are considered final, i.e. no further purchases/reconciliations will be made\*.

One ***Order Details*** file:

- This file **must** contain the string “order” in the title and **must not** include “customer” or “venue”.
- This **must** contain records that relate to the performances in the *Venue Details* file. Therefore, all Performance Codes in the *Order Details* file **must** also be present in the *Venue Details* file.
- This **must** contain records that relate to the customers in the *Customer Details* file. Therefore, all Customer Numbers in the *Order Details* file **must** be present in the *Customer Details* file.

One ***Customer Details*** file:

- This file **must** contain the string “customer” in the title and **must not** include “venue” or “order”.
- This **must** contain records that relate to the orders in the *Order Details* file.
- This **must not** contain records that do not relate to orders in the *Order Details* file.
- All Customer Numbers in the *Customer Details* file **must** be present in the *Order Details* file.

### Important

To allow for any refunds/reconciliations, it is advisable to include an interval between a performance maturing and being included in your data uploads. This should be decided upon with The Audience Agency prior to upload.

## Venue Details File

### Format

- Data **must** be separated as **one row per performance** within a .CSV file.
- Carriage Returns and Line Feeds should **only** be used to indicate a new record.
- All fields stated below list **must** be included in the order indicated.
- **No other fields** should be included in the file.
- Column headers are not case sensitive.
- No fields may be left blank unless otherwise stated.
- If for any reason data relating to a field marked ❖ cannot be supplied, the csv file output **must** still contain a column with a header in that position - the values can be left blank. All other data **is required**.
- No additional columns to the below list should be included.

### Required fields:

1. **Performance Code** - Column header **must** be either *Performance Code* or *Performance ID*. All rows **must** be populated with a unique code created by and recorded within your ticketing system. Performance codes **must not** be repeated. Max length = 50 characters.
2. **Performance Description** - All rows **must** be populated. This will be Performance Name used in Audience Finder reporting and analysis so should be a recognisable title.
3. **Series** - ❖ This is a secondary performance description, eg the strand or company. You may choose to repeat the Performance Description field.
4. **Venue Name** - Column header **must** be *Venue Name*. This may be the building, auditorium, or layout.
5. **Performance Start Date** - Title **must** contain "date" string. Contents **must** be the performance date and time in the format you have agreed with The Audience Agency.
6. **Total Number of Seats** - ❖ Contents **must** be numeric. The should be the physical capacity of the performance.
7. **Genre** - ❖

## Order Details File

### Format

- Data **must** be separated as **one row per seat/ticket issued** within a .CSV file.
- Carriage Returns and Line Feeds should **only** be used to indicate a new record.
- All fields stated in the below list **must** be included in the order indicated.
- **No other fields** should be included in the file.
- Column headers are not case sensitive.
- No fields may be left blank unless otherwise stated.
- If for any reason data relating to a field marked ❖ cannot be supplied, the csv file output **must** still contain a column with a header in that position - the values can be left blank. All other data **is required**.
- No additional columns to the below list should be included.

### Required fields:

1. **Order Number** - Column header **must** be Order Number. All rows **must** be populated.
2. **Customer Number** - Column header **must** be Customer Number. All rows **must** be populated with a unique code created by and recorded within your ticketing system, unless purchased by a 'walk-up'.
3. **Performance Code** - Column header **must** be either *Performance Code* or *Performance ID* and all rows **must** be populated. All rows **must** be populated with a unique code which relates to the *Venue Details* file. Max length = 50 characters.
4. **Price Type Name** - ❖ (Description of the discount/ticket type).
5. **Order Admission Amount** - **Must** be numeric (The amount paid for the ticket).
6. **Seat** - Header **must** be Seat (the seat number or ticket number if unreserved).
7. **Row** - ❖ (the seat row).
8. **Section Description** - ❖ (the seat location, eg Stalls, Circle etc).
9. **Order Active Date** - Title **must** contain "date" string. Contents **must** be the transaction date and time in the format you have agreed with The Audience Agency.
10. **Role** - ❖ (Sales channel, eg Online, Telephone, Counter etc).

### Important

Free or Comp tickets must be included in the same manner as paid for tickets (one row per seat/ticket issued) and must be recorded with an Order Admission Amount as 0, not blank.

## Customer Details File

### Format

- Data **must** be separated as **one row per customer** within a .CSV file.
- Carriage Returns and Line Feeds should **only** be used to indicate a new record.
- All fields stated below list **must** be included in the order indicated.
- **No other fields** should be included in the file.
- Column headers are not case sensitive.
- No fields may be left blank unless otherwise stated.
- If for any reason data relating to a field marked ❖ cannot be supplied, the csv file output **must** still contain a column with a header in that position - the values can be left blank. All other data **is required**.
- No additional columns to the below list should be included.

### Required fields:

1. **Customer Number** - Column header **must** be Customer Number. All rows **must** be populated with a unique code created by and recorded within your ticketing system. Customer Numbers **must not** be repeated.
2. **Default Title** - Column header **must** contain string "title". ❖
3. **Default First Name** - Column header **must** contain string "first name".
4. **Default Last Name** - Column header **must** contain string "last name".
5. **Default Address Street1** - Column header **must** contain string "address street".
6. **Default Address Street2** - ❖
7. **Default Address Street3** - ❖
8. **Default Address City** - Column header **must** contain string "city".
9. **Default Address State** - ❖ (May be used for county or country).
10. **Default Address Postal/Zip Code** - Column header **must** contain the string "code".

### Important

Customer data comprising only postcodes does not meet the specification required to be able to produce the Audience Finder analytics service.

## Examples

### Example Venue Details File: Correct Layout

Performance Code	Performance Description	Series	Venue Name	Performance Start Date	Total Number of Seats	Genre
ABC123	Romeo & Juliet	Shakespeare Festival 2017	Main Space	02/04/2017 14:30	300	Classica Play
DEF456	Romeo & Juliet	Shakespeare Festival 2017	Main Space	02/04/2017 19:00	300	Classica Play
GHI789	Romeo & Juliet - Workshop	Shakespeare Festival 2017	Studio	01/04/2017 14:30	50	Workshop

### Example Customer Details File: Correct Layout

Customer Number	Default Title	Default First Name	Default Last Name	Default Address Street 1	Default Address Street 2	Default Address Street 3	Default Address City	Default Address State	Default Address Postal/Zip Code
CUST123A	Mr	Joe	Bloggs	2nd Floor	Rich Mix	35-47 Bethnal Green Road	London		E1 6LA
CUST456B	Mrs		Smith	Green Fish Resource Ventre	46-50 Oldham Street		Manchester		M4 1LE
CUST789C	Ms	Jane	Doe	2nd Floor	Rich Mix	35-47 Bethnal Green Road	London		E1 6LA

### Example Order Details File: Correct Layout

Order Number	Customer Number	Performance Code	Price Type Name	Order Admission Amount	Seat	Row	Section Description	Order Active Date	Role
1111	CUST123A	ABC123	Full	20.00	13	C	Stalls	20/03/2017 12:26	Counter
1111	CUST123A	ABC123	Child	10.00	14	C	Stalls	20/03/2017 12:26	Counter
1111	CUST123A	DEF456	Full	22.00	20	D	Circle	20/03/2017 12:26	Counter
2222	CUST456B	GHI789	Senior	12.00	7		Unreserved	16/03/2017 14:02	Website
2222	CUST456B	GHI789	Senior	12.00	8		Unreserved	16/03/2017 14:02	Website
3333	CUST789C	DEF456	Full	22.00	10	H	Upper Circle	01/03/2017 10:01	Telephone