

TICKETING TERMINOLOGY

Box Office: Main physical location of event ticketing, usually located in or at the venue.

G.A. Ticket: A “general admission” ticket that allows an attendee access to a designated area of the venue without a specific seat assignment.

Electronic Ticket: An event ticket issued to an attendee electronically, via email or PDF download. Each ticket contains a unique barcode that is scanned as an attendee enters a venue, and then prohibits any duplicate copies from also gaining access.

Comp Ticket: A “complimentary” ticket that allows event admission free of charge.

P.O.P. Ticket: A “pay one price” ticket that allows admission to several different attractions; such as admission to a Fair which also allows attendees access to a nightly concert, live stock show, and rodeo. Used at soft ticket events.

Festival Ticket: A ticket that allows attendees admission to one or multiple days of a festival event. Used at soft ticket events.

Scaling: The number of tickets at each different price level, based on the configuration and layout of the venue.

Kills: Seats that cannot be sold for a particular reason such as production, staging, or sight lines.

Holds: Tickets that are ‘held’ from being sold in the general sale to the public. For example, Comps; ticket buys that the label, radio, mgmt, promoter may make; Press or promo tickets; or “Relocates” (in case you need to move someone to another seat for some reason, usually for obstructed view, etc)

Ticket Count: The number of tickets “off the system” at a specific time. Tickets “off the system” includes those sold, comped, killed, and on hold. A ticket count can include the gross dollar amount of all ticket sales at the specific time the count is taken.

Ticket Audit: A detailed report of the status of all event tickets at a specific time. An audit is required to give a ticket count. A final ticket audit is required for settlement on hard ticket events.

Ticket Manifest: A detailed report of all event tickets, including location and price (scaling).

Drop Count: Historically, a count of “ticket stubs” after an event, used to determine attendance. Ticket scanners may provide the drop count, when used. (we call this a “Scan Count”)