

# CSV Import Template Guide

This guide provides a detailed explanation for each column in the shows\_import\_template.csv file, presented in the exact order they appear in the template. Use this document to ensure your data is formatted correctly for a successful import.

## Key:

- **Required:** This column must have a value for every show you want to import.
- **Optional:** This column can be left blank.

## Show & Content Details

| Header Name       | Required? | Example Value   | Notes   |
|-------------------|-----------|-----------------|---|
| title             | Yes       | The Daily Brief | The name of the show. This is the only mandatory field.   |
| show_type         | Optional  | Original        | Must be one of three exact values: Original, Branded, or Partner.   |
| format            | Optional  | Audio           | Must be one of three exact values: Audio, Video, or Both.   |
| relationship      | Optional  | Strong          | Must be one of three exact values: Strong, Medium, or Weak.   |
| start_date        | Optional  | 2023-05-20      | <b>IMPORTANT:</b> Must be in YYYY-MM-DD format. To prevent spreadsheet programs (like Excel) from changing the format, set the column's format to <b>"Text"</b> before entering the date. |
| minimum_guarantee | Optional  | 10000           | The annual minimum guarantee amount. Enter numbers only,  |

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|                             |          |  | without currency symbols or commas.   |
| <b>ownership_percentage</b> | Optional | 75   | The percentage of the show owned by Evergreen. Enter a number between 0 and 100.  |
| <b>genre_name</b>           | Optional | News & Politics  | Must be one of the following exact values: History, Human Resources, Human Interest, Fun & Nostalgia, True Crime, Financial, News & Politics, Movies, Music, Religious, Health & Wellness, Parenting, Lifestyle, Storytelling, Literature, Sports, Pop Culture, Arts, Business, Philosophy. |
| <b>shows_per_year</b>       | Optional | 52   | The number of shows produced annually. Must be a whole number.  |
| <b>primary_contact_show</b> | Optional | Jane Smith, 456 Media Drive, Anytown USA, 555-789-0123, jane.smith@email.com | Full contact details for the show's main point of contact.  |
| <b>age_demographic</b>      | Optional | 25-34  | Must be one of the following: 18-24, 25-34, 35-44, 45-54, 55+.  |
| <b>subnetwork_id</b>        | Optional | News & Politics  | The name of the subnetwork the show belongs to.   |
| <b>is_tentpole</b>          | Optional | Yes  | Enter Yes if it is a tentpole show.   |

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|                            |          |       | Otherwise, leave blank or enter No.  |
| <b>is_original</b>         | Optional | Yes   | Enter Yes if it is original content. Otherwise, leave blank or enter No.         |
| <b>latest_cpm</b>          | Optional | 22.50 | The latest Cost Per Mille for the show. Enter a number.                          |
| <b>revenue_2023</b>        | Optional | 55000 | Total revenue for 2023. Enter numbers only.                                      |
| <b>revenue_2024</b>        | Optional | 72000 | Total revenue for 2024. Enter numbers only.                                      |
| <b>revenue_2025</b>        | Optional | 85000 | Total revenue for 2025. Enter numbers only.                                      |
| <b>ad_slots</b>            | Optional | 4     | The typical number of ad slots per episode.                                      |
| <b>average_length_mins</b> | Optional | 45    | The average length of an episode in minutes.                                     |
| <b>gender</b>              | Optional | 60/40 | The gender split in Male/Female format (e.g., 60/40).                            |
| <b>region</b>              | Optional | Urban | Must be one of three values: Urban, Rural, or Both.                              |
| <b>is_active</b>           | Optional | Yes   | Enter Yes if the show is currently active. Otherwise, enter No. Defaults to Yes. |
| <b>is_undersized</b>       | Optional | No    | Enter Yes if the show is considered undersized.                                  |

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|  |          |   | Otherwise, enter No. Defaults to No.                       |
| <b>primary_contact_host</b>            | Optional | John Doe, 123 Podcast Lane, Anytown USA, 555-123-4567, john.doe@email.com | Full contact details for the host.                         |
| <b>evergreen_production_staff_name</b> | Optional | Michael Rivera  | The name of the primary Evergreen production staff member. |

## Revenue Splits (%)

*All fields in this section are optional and should be numbers between 0 and 100.*

| Header Name                                | Example Value | Notes  |
|--|---------------|--|
| <b>side_bonus_percent</b>                  | 10            | Percentage for side bonuses.                 |
| <b>youtube_ads_percent</b>                 | 50            | Percentage for YouTube ad revenue.           |
| <b>subscriptions_percent</b>               | 60            | Percentage for subscription revenue.         |
| <b>standard_ads_percent</b>                | 70            | Percentage for standard ad revenue.          |
| <b>sponsorship_ad_fp_lead_percent</b>      | 80            | Sponsorship ad split for a First-Party lead. |
| <b>sponsorship_ad_partner_lead_percent</b> | 65            | Sponsorship ad split for a Partner lead.     |
| <b>sponsorship_ad_partner_sold_percent</b> | 60            | Sponsorship ad split when sold by a Partner. |
| <b>programmatic_ads_span_percent</b>       | 55            | Percentage for programmatic ads.             |
| <b>merchandise_percent</b>                 | 85            | Percentage for merchandise sales.            |

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| <b>branded_revenue_percent</b>            | 70 | Percentage for branded revenue.            |
| <b>marketing_services_revenue_percent</b> | 75 | Percentage for marketing services revenue. |
| <b>direct_customer_hands_off_percent</b>  | 50 | Hands-off split for direct customers.      |
| <b>youtube_hands_off_percent</b>          | 40 | Hands-off split for YouTube.               |
| <b>subscription_hands_off_percent</b>     | 50 | Hands-off split for subscriptions.         |

### Revenue Flags & Education

| Header Name                      | Required? | Example Value | Notes   |
|----------------------------------|-----------|---------------|---|
| <b>has_sponsorship_revenue</b>   | Optional  | Yes           | Enter Yes or No.  |
| <b>has_non_evergreen_revenue</b> | Optional  | No            | Enter Yes or No.  |
| <b>requires_partner_access</b>   | Optional  | Yes           | Enter Yes or No.  |
| <b>has_branded_revenue</b>       | Optional  | Yes           | Enter Yes or No.  |
| <b>has_marketing_revenue</b>     | Optional  | No            | Enter Yes or No.  |
| <b>has_web_mgmt_revenue</b>      | Optional  | No            | Enter Yes or No.  |
| <b>primary_education</b>         | Optional  | College       | Must be one of: No high School, High School, College, Postgraduate. |
| <b>secondary_education</b>       | Optional  | Postgraduate  | Must be one of: No high School, High School, College, Postgraduate. |

|                      |          |                     |  |
|----------------------|----------|---------------------|--|
| <b>qbo_show_name</b> | Optional | The Daily Brief QBO | The show's name as it appears in QuickBooks. |
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