

CSV Import Template Guide

This guide provides a detailed explanation for each column in the shows_import_template.csv file. 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.

Basic Information

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	IMPORTANT: Must be in YYYY-MM-DD format. To prevent spreadsheet programs (like Excel) from changing the format, set the column's format to "Text" before entering the date.
subnetwork_id	Optional	News & Politics	The name of the subnetwork the show belongs to.
is_tentpole	Optional	Yes	Enter Yes if it is a

			tentpole show. Otherwise, leave blank or enter No.
is_original	Optional	Yes	Enter Yes if it is original content. Otherwise, leave blank or enter No.

Financial Details

Header Name	Required?	Example Value	Notes
minimum_guarantee	Optional	10000	The annual minimum guarantee amount. Enter numbers only, without currency symbols or commas.
ownership_percentage	Optional	75	The percentage of the show owned by Evergreen. Enter a number between 0 and 100.
latest_cpm	Optional	22.50	The latest Cost Per Mille for the show. Enter a number.
revenue_2023	Optional	55000	Total revenue for 2023. Enter numbers only.
revenue_2024	Optional	72000	Total revenue for 2024. Enter numbers only.
revenue_2025	Optional	85000	Total revenue for 2025. Enter numbers only.
has_sponsorship_revenue	Optional	Yes	Enter Yes or No.
has_non_evergreen_revenue	Optional	No	Enter Yes or No.

requires_partner_access	Optional	Yes	Enter Yes or No.
has_branded_revenue	Optional	Yes	Enter Yes or No.
has_marketing_revenue	Optional	No	Enter Yes or No.
has_web_mgmt_revenue	Optional	No	Enter Yes or No.

Content & Production Details

Header Name	Required?	Example Value	Notes
genre_name	Optional	News & Politics	The primary genre of the show.
shows_per_year	Optional	52	The number of shows produced annually. Must be a whole number.
ad_slots	Optional	4	The typical number of ad slots per episode.
average_length_mins	Optional	45	The average length of an episode in minutes.
primary_contact_host	Optional	John Doe, 123 Podcast Lane, Anytown USA, 555-123-4567, john.doe@email.com	Full contact details for the host.
primary_contact_show	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.
evergreen_production_staff_name	Optional	Michael Rivera	The name of the primary Evergreen production staff

			member.
show_name_in_qbo	Optional	The Daily Brief QBO	The show's name as it appears in QuickBooks.

Audience Demographics & Status

Header Name	Required?	Example Value	Notes
age_demographic	Optional	25-34	Must be one of the following: 18-24, 25-34, 35-44, 45-54, 55+.
gender	Optional	60/40	The gender split in Male/Female format (e.g., 60/40).
region	Optional	Urban	Must be one of three values: Urban, Rural, or Both.
primary_education	Optional	College	Must be one of: No high School, High School, College, Postgraduate.
secondary_education	Optional	Postgraduate	Must be one of: No high School, High School, College, Postgraduate.
is_active	Optional	Yes	Enter Yes if the show is currently active. Otherwise, enter No. Defaults to Yes.
is_undersized	Optional	No	Enter Yes if the show is considered undersized. Otherwise, enter No. Defaults to No.

Revenue Splits (%)

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

Header Name	Example Value	Notes
side_bonus_percent	10	Percentage for side bonuses.
youtube_ads_percent	50	Percentage for YouTube ad revenue.
subscriptions_percent	60	Percentage for subscription revenue.
standard_ads_percent	70	Percentage for standard ad revenue.
sponsorship_ad_fp_lead_percent	80	Sponsorship ad split for a First-Party lead.
sponsorship_ad_partner_lead_percent	65	Sponsorship ad split for a Partner lead.
sponsorship_ad_partner_sold_percent	60	Sponsorship ad split when sold by a Partner.
programmatic_ads_span_percent	55	Percentage for programmatic ads.
merchandise_percent	85	Percentage for merchandise sales.
branded_revenue_percent	70	Percentage for branded revenue.
marketing_services_revenue_percent	75	Percentage for marketing services revenue.
direct_customer_hands_off_percent	50	Hands-off split for direct customers.
youtube_hands_off_percent	40	Hands-off split for YouTube.
subscription_hands_off_percent	50	Hands-off split for subscriptions.