

2009 Ticketing Software Satisfaction Survey



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Technology in the Arts is a series of services from the Center for Arts Management and Technology (CAMT), an applied research center at Carnegie Mellon University exploring ways in which arts managers can employ online technologies to more effectively meet their organizational goals and engage audiences.



2010

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Thanks!

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Introduction

About this survey

The variety of ticketing software solutions on the market today encompasses a tremendous range of capabilities, features, and price points. As a service to the arts and culture field, we created this survey to learn about organizational needs and to gauge how well current ticketing tools are meeting those needs.

In designing this survey, we thought the following information would be useful for other arts and cultural organizations seeking a ticketing solution:

- what attributes do arts organizations consider critical in a ticketing tool
- what factors influence organizations' ticketing software choices
- which tools are arts and cultural organizations using
- how satisfied are arts and culture organizations with their current ticketing solutions

Over 1000 people started the survey, and a total of 891 evaluated at least one ticketing tool. The survey included 48 software tools as well as an "other" option for evaluating tools not on the list. A complete list of programs included in this survey can be found at the end of this report and online at http://www.technologyinthearts.org/?page_id=474.

To distribute the survey, we approached arts service organizations, ticketing associations, and software vendors to share the survey with their members and clients. We found that the number of respondents evaluating a particular tool depended largely upon whether or not that vendor participated in the survey distribution. For this reason, the percentage of respondents using a particular tool cannot be construed as actual market share. In future iterations of this survey, we will endeavor to reach a broader range of organizations in the field.

Throughout this report, percentages are rounded to the nearest whole percent. Percentages may not total exactly 100% due to rounding.

How this report is structured

The survey data revealed that ticketing needs and satisfaction levels differed most dramatically by annual budget size. Because the survey's results skew towards larger organizations, we examined the data in detail through the lens of organizational budget size.

The first section presents an overview of the data from all respondents. In the second section, we break out the results by budget size as follows:

Small: less than \$500,000

Medium: between \$500,000 and \$3 million

Large: between \$3 million and \$5 million

Very Large: greater than \$5 million

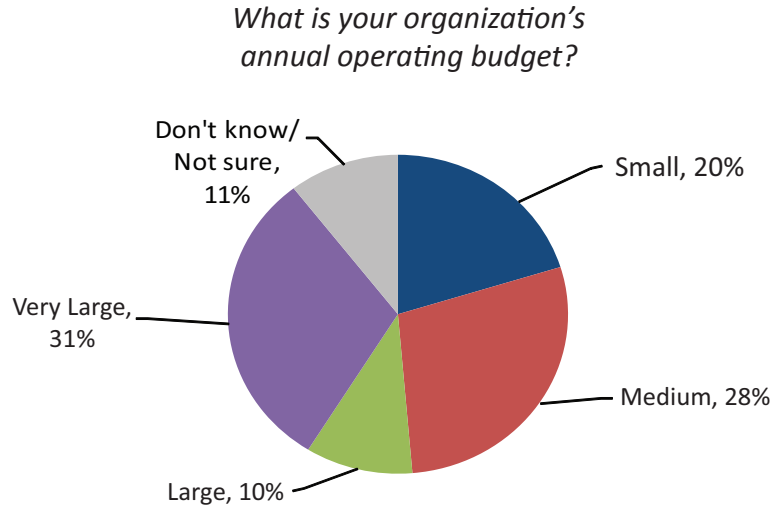
Overview of Results

Profile of Respondents

Annual Operating Budget

More than a third of all respondents represented organizations with an annual operating budget greater than \$3 million.

Overall, staff size correlated proportionately to respondents' budget size. Similarly, organizations with larger budgets tended to have more box office personnel.



Sector

Respondents were primarily from non-profit organizations. For-profit organizations comprised 6% of responses. Most "other" responses were educational institutions that opted not to categorize themselves by a sector.

Geography

Most respondents to this survey were located in the United States, representing 47 states and the District of Columbia. States with largest number of responses included Pennsylvania (131), California (70), and New York (62). Approximately 17% of organizations in this survey were located in Canada.

Organization Type and Discipline

The most common types of organizations represented in this survey were performance facilities (45% of respondents), performing groups (38%), and arts centers (23%). The primary focus for most organizations was the performing arts -- more than 90% of respondents identified one or more performing arts disciplines as a focus area.

Ticketing Software Usage

Organizations were asked about their software usage for both online ticket sales and in-house ticket sales, which were defined as sales completed by the organization's staff in-person, by phone, or by mail. More than 75% of organizations use the same tool for both in-house and online ticket sales.

Among all respondents, 11% of organizations use different tools for in-house and online sales. When filtered by budget size, the proportion was highest among medium organizations, 17% of which used 2 or more ticketing tools.

Ticketing Software Needs

Critical Software Functions

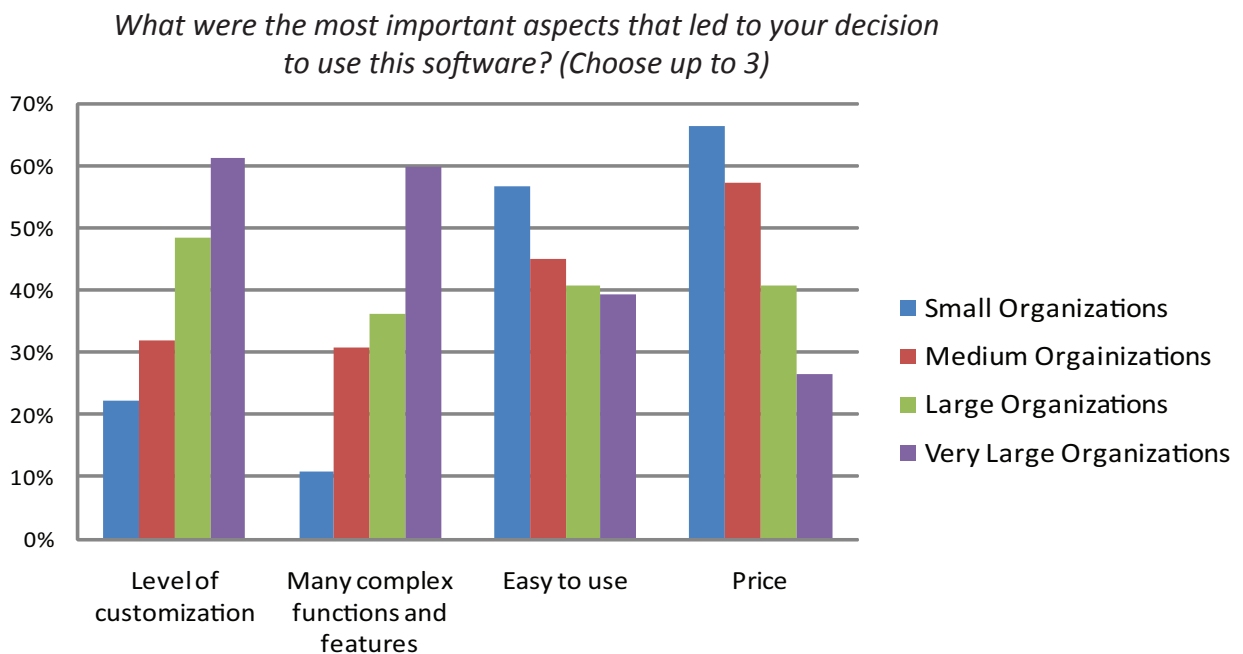
When asked to identify which software functions are most critical in a ticketing solution the most frequently selected attribute across budget sizes was credit card processing, selected by more than 90% of all respondents. Other commonly selected attributes were custom reporting (83%), customer support (81%), and seat mapping/reserved seating (81%).

As budget size increased, all attributes seemed to become more critical to survey respondents. For small organizations, the least selected attribute was chosen by 13% of those organizations. In contrast, the least selected attribute among very large organizations was selected by over 40% of those respondents.

About 12% of all respondents wrote in “other” attributes they deemed critical. The most common among these responses were integrating online and in-house sales into a single system, integrating information across departments (such as box office, fundraising, and marketing), email communication, and allowing customers to select their own seat online.

Reasons for Software Choice

Survey respondents were asked what factors contributed to their software choice. Reasons varied widely across budget sizes, as shown below. This chart compares the two most common reasons among very large organizations (customization and many complex functions and features) with those most common among the small organizations (price and user-friendliness).



More than 20% of all respondents selected “other” as a reason for their software choice. The most common of “other” reason was “don’t know” or “inherited the program.” Additional reasons included technical support/customer support and integration with existing software.

Software Usage

The following table displays the number of survey respondents using each software system, either as a primary or a secondary ticketing tool. (Systems with no responses are not included below, but they are included in the full list of ticketing systems at the end of the report). Though a few systems comprise a large number of survey responses, the data still suggests a wide range of systems in use by the field. "Other" systems included ticketing systems not on our list, software systems not designed specifically for ticketing (such as PayPal and Microsoft Excel), and custom systems.

Software Tool (used by respondent as either a primary or secondary system)	Number of users*
Admission - a division of Ticketmaster	2
ADVANTAGE by Pathfinder	3
Agile Ticketing	3
AudienceView Ticketing	21
BOW and/or BOW-net by Canadian Theatre Software	2
Brown Paper Tickets	13
Choice Ticketing	28
ClicknPrint Tickets by Extremetix	3
Enta	9
eTix	2
Eventbrite	4
Folio Box Office by Martech Systems	4
Front Gate Solutions	1
Galaxy by Gateway Ticketing Systems	2
HandyTix	2
InstantSeats	4
InterTicket	1
New Era Tickets	2
OvationTix by TheaterMania	10
PatronEdge by Blackbaud	26
Printtix USA	16
ProVenue or ProVenueMax by Tickets.com	36
SABO by Seat Advisor	5
ShoWare by VisionOne, Inc.	15
ShowClix	1
Shubert Ticketing	2
Tessitura	282

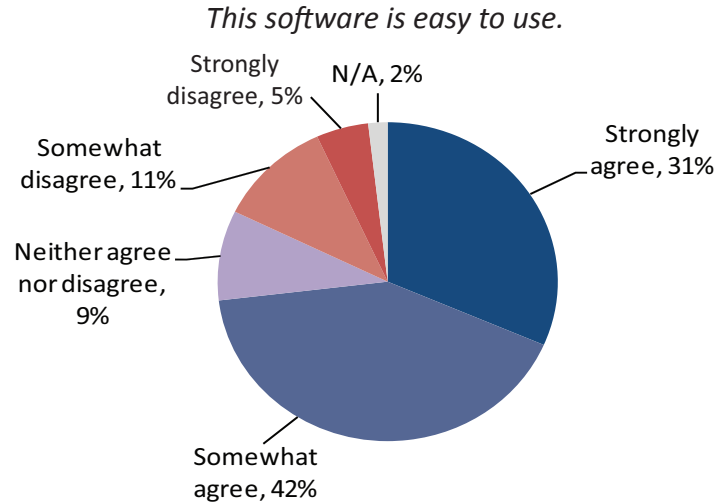
Software Tool (used by respondent as either a primary or secondary system)	Number of users*
Theatre Manager by Arts Management Systems	123
Thundertix	2
Ticket Force	5
Ticket Turtle: Basic, Premier, or Pro	12
TicketBiscuit	3
TicketFusion	2
TicketLeap	13
Ticketmaster Classic	30
Ticketmaster: Archtics	19
Ticketmaster: Paciolan	20
Ticketmaster: Vista	4
TICKETSage	3
TicketSoft	1
TicketsWest	1
Ticketweb	5
Tick-It! Trak Pro and/or Tick-It! 2K+	22
Titan Technology Group	2
tix.com	23
tix/SYS	1
TixHub	8
Total Info by Easy-Ware	36
Turnstyles Ticketing	2
TyTix	5
University Tickets	1
Vendini: TicketAgent or TicketLine	11
WebTix and/or WinTix by Center Stage Software	17
Other	162

*Because respondents do not represent a true cross-section of the arts and culture community, this data cannot be used to infer market share.

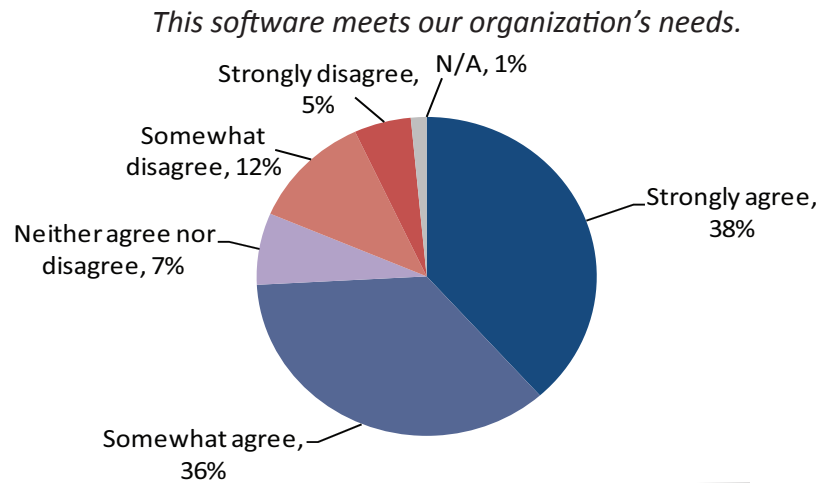
Software Satisfaction

Organizations were asked how much they agreed or disagreed with a series of qualitative statements about their in-house and/or online ticketing system. A majority of respondents in this survey agreed that their systems were easy to use and met their needs. Almost 2/3 of respondents agreed that they would recommend their systems to other organizations.

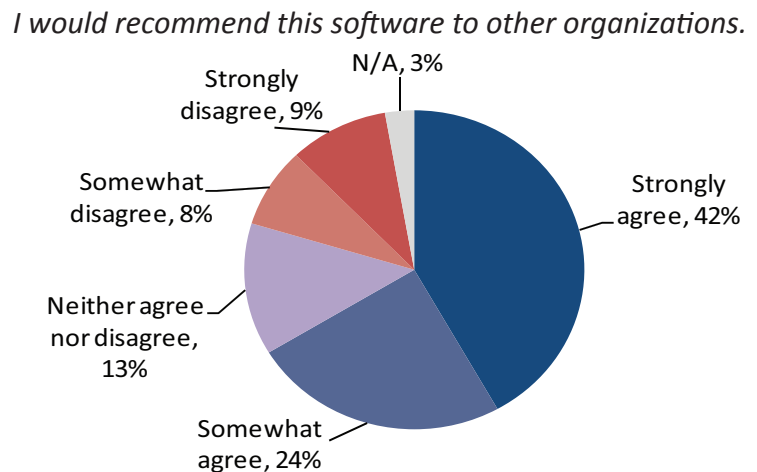
User-friendliness



Meeting organizational needs



Willingness to recommend



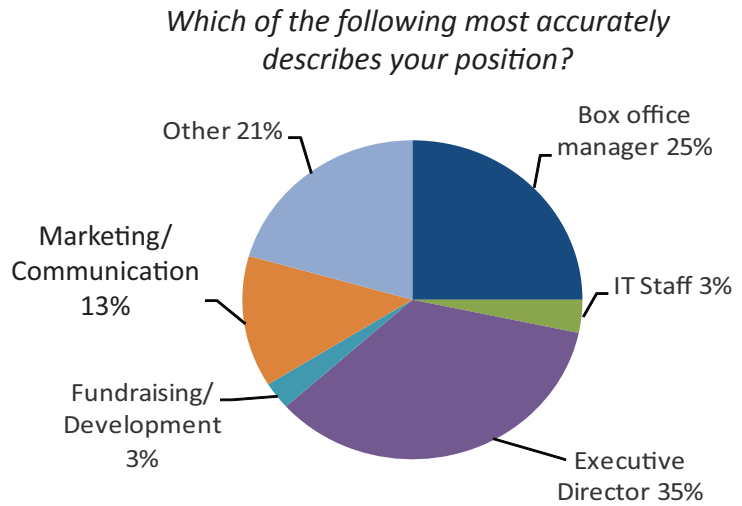
Small Organizations

Annual Budget Size less than \$500,000

Profile of Respondents

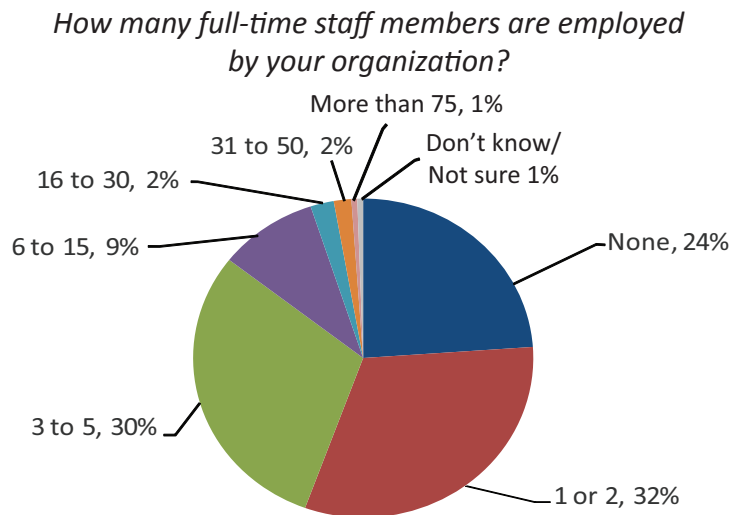
Job Title

The survey included a total of 180 small organizations based on budget size. More than 1/3 of respondents from these organizations were Executive Directors, and 1/4 of respondents from small organizations were Box Office Managers. Common “other” job titles included Board Member, Treasurer, Managing Director, and General Manager.



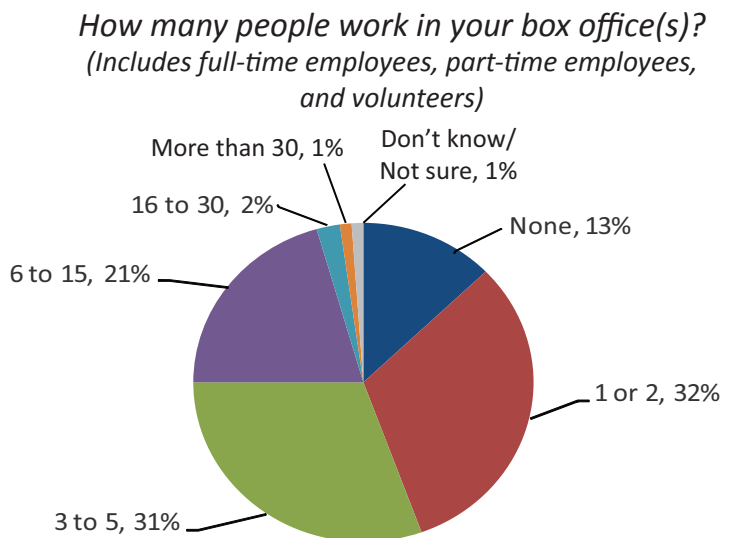
Full-Time Staff Size

Most small organizations in this survey operate with a small staff. Over half of these organizations had 2 or fewer full-time staff members.



Box Office Staff Size

More than 75% of organizations had 5 or fewer people working in their box office. Over 10% reported no one working in their box office. It is possible these organizations have no physical box office, or they have staff in other departments who handle ticket sales.

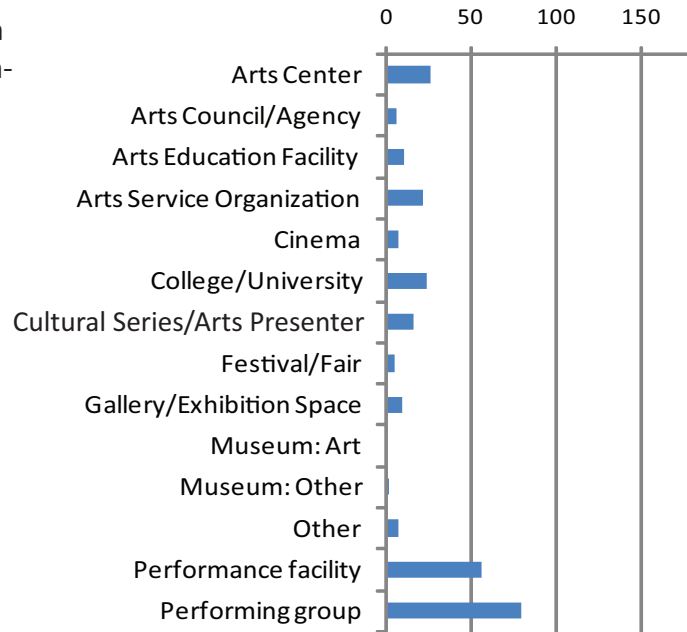


Profile of Respondents

Type(s) of Organization

Performing groups were the most common type of small organization in this survey. Only two of these respondents categorized their organizations as museums, neither of which were art museums.

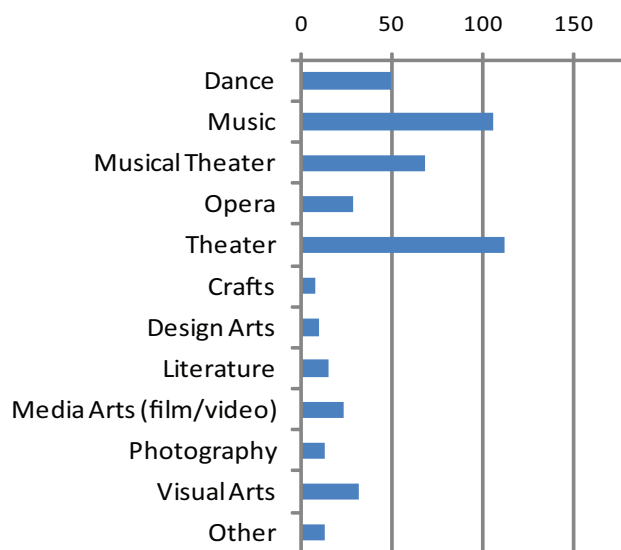
*Which of the following best describes your organization?
(Choose all that apply)*



Organization Discipline(s)

Among those who chose "other," most described a combination of disciplines. Additional focus areas mentioned were circus and sports.

Which of the following disciplines represents your organization's focus area? (Choose all that apply)



Ticketing Needs

Critical Attributes

Respondents from small organizations most often selected credit card processing, both customizable and automated reporting, and customer support. “Easy to use” was the most common “other” response.

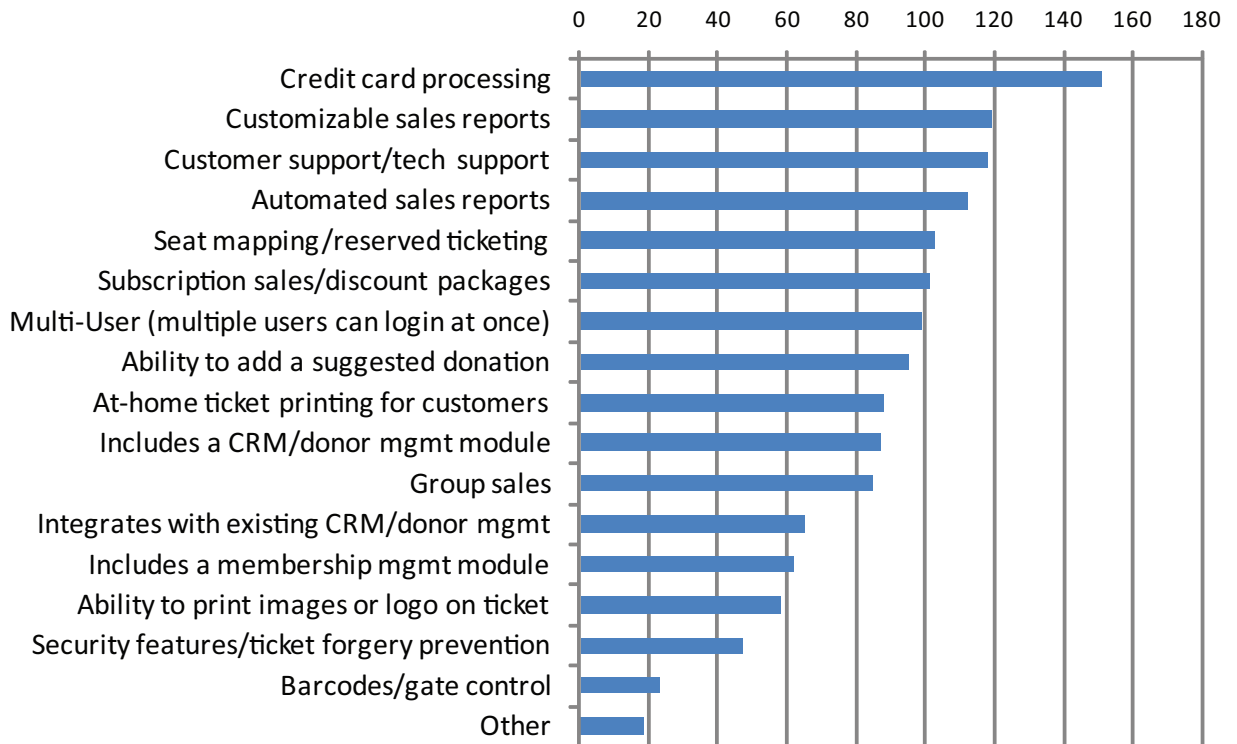
Most frequently selected attributes:

1. Credit card processing (84%)
2. Customizable sales reports (66%)
3. Customer support / tech support (66%)
4. Automated sales reports (62%)
5. Seat mapping / reserved ticketing (57%)

Least selected attributes:

1. Barcodes / gate control (13%)
2. Security features / ticket forgery prevention (26%)
3. Ability to print images or logo on ticket (32%)
4. Includes a membership management module (34%)
5. Integrates with our existing customer relationship management system (36%)

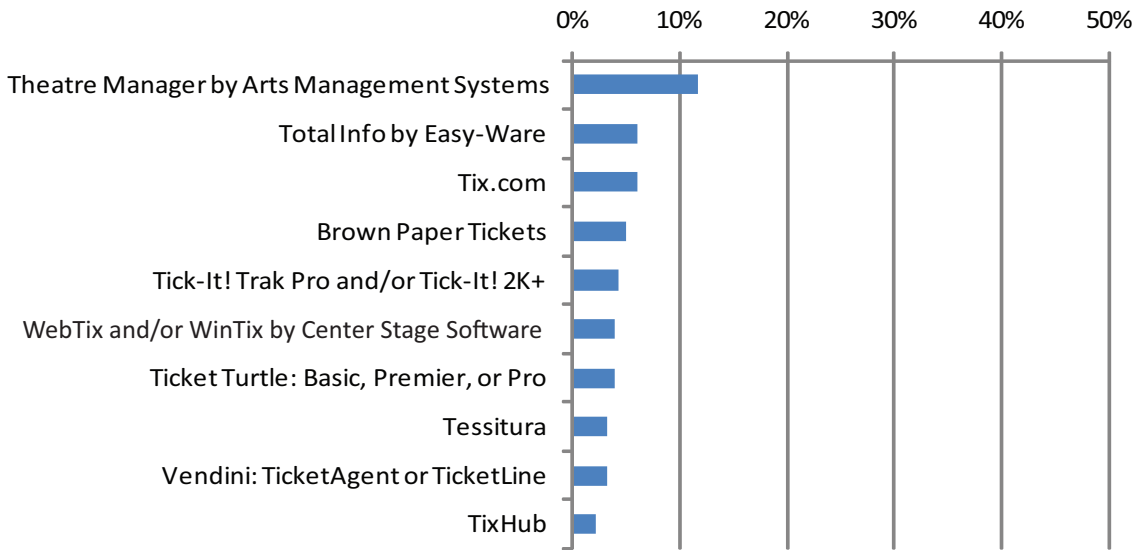
Which of the following functions does your organization consider critical in a box office management system? (select all that apply)



Software Usage

Small organizations used a broad range of ticketing systems, and no single system was used by more than 15% of small organizations in this survey. Several organizations sold tickets through their online store or through services such as PayPal. Five organizations described using a custom system, including “developed own system, less than ideal,” “homemade tickets,” and “none--we log the reservation on a spreadsheet.”

*Which of the following systems is your primary tool for in-house ticket sales?
 (“In-house sales” are ticket sales completed by your staff in person, by phone, or by mail.)*



Criteria for Software Choice: In-House System

1. Price (66%)
2. Easy to use (57%)
3. Easy to train staff (28%)
4. Level of customization (22%)
5. Recommendation from colleague (16%)

The primary “other” reason was technical support/customer service. Respondents from small organizations were also the only ones to cite personal experience with the software at another organization as a reason for their purchase decision.

Additional Ticketing Systems

Of small organizations, 15% reported using a different ticketing system for online sales. “Other” was the most common secondary system, which included programs like Google checkout and PayPal. Several organizations described capturing information online and re-entering it into their primary ticketing system.

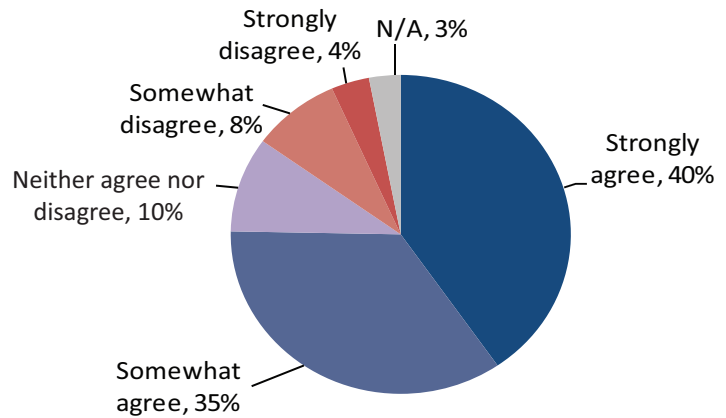
The main reasons organizations selected these online systems were “easy to use” and “price.” Among those who selected “other,” the most common reason was integration with their in-house/primary ticketing system.

Software Satisfaction

Three-quarters of small organizations responding to this survey agreed that their system is easy to use. Over half agreed that the system meets their organization's needs. Though approximately 58% agreed that they would recommend their system to other organizations, small organizations were the least likely of any budget category to recommend their ticketing system.

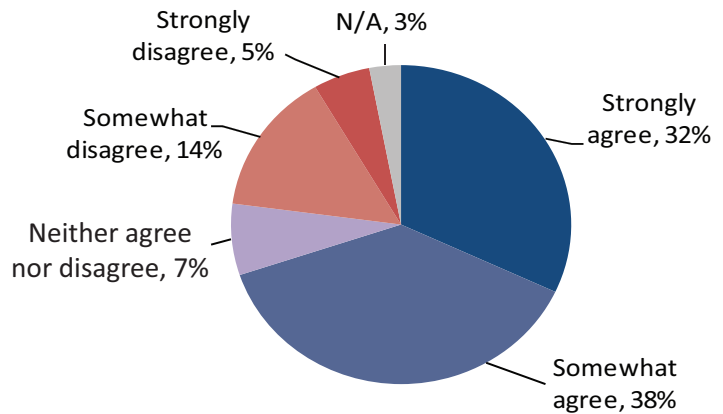
User-friendliness

This software is easy to use.



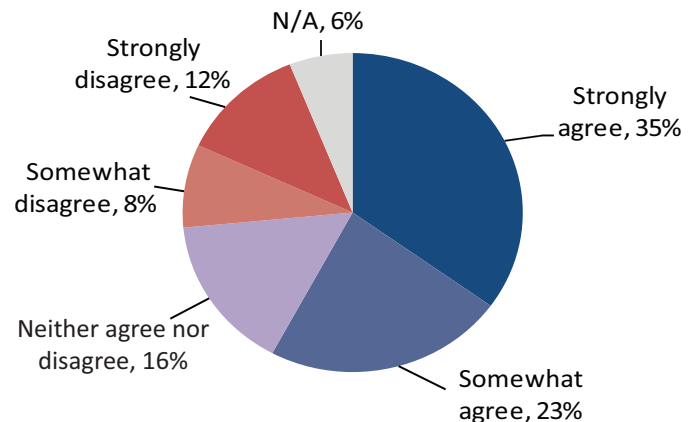
Meeting organizational needs

This software meets our organization's needs.



Willingness to recommend

I would recommend this software to other organizations.



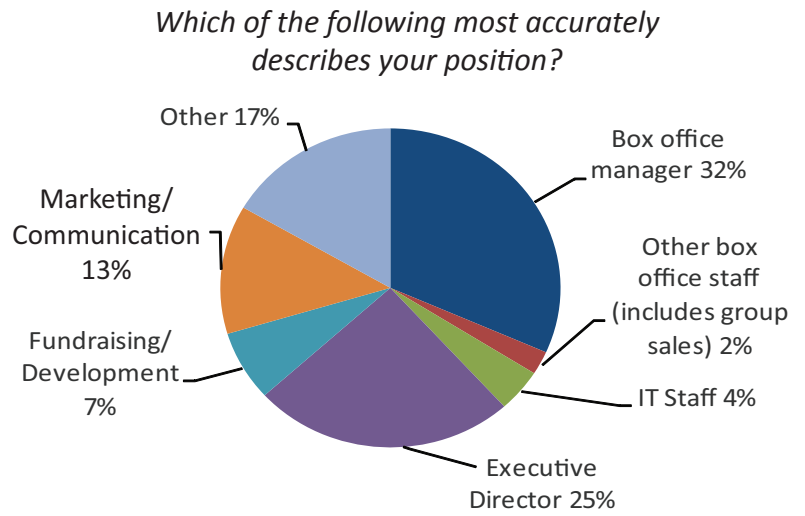
Medium Organizations

Annual Budget Size \$500,000 to \$3 million

Profile of Respondents

Job Title

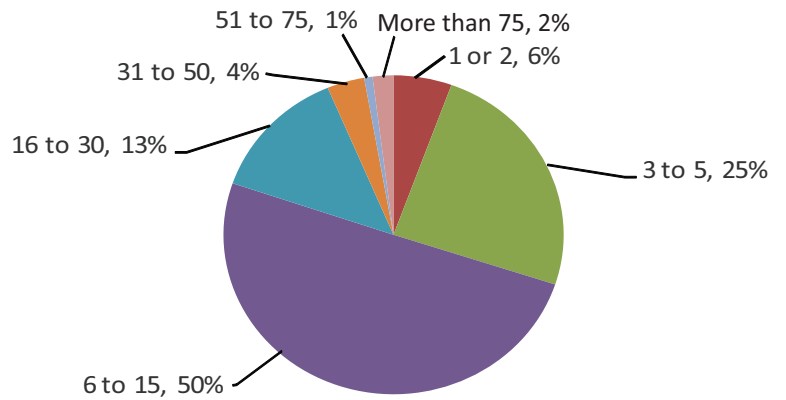
This survey included 253 medium organizations based on budget size. About 1/3 of surveys from these organizations were completed by a Box Office Manager, and 1/4 were completed by Executive Directors. "Other" job titles included Director of Operations and Director of Arts/Director of Performing Arts.



Full-Time Staff Size

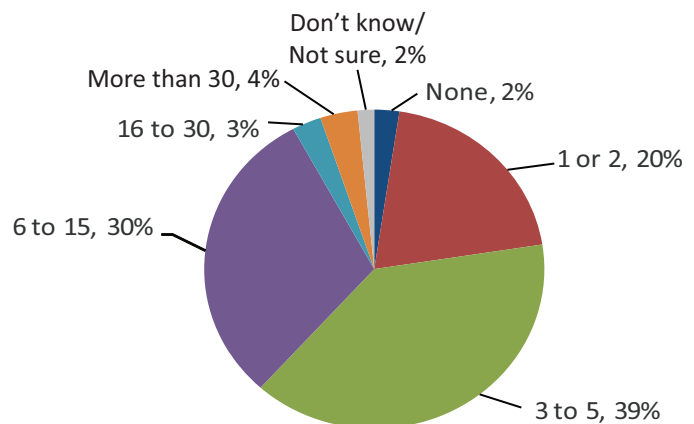
All medium organizations responding to this survey had at least one full-time staff member. About 1/2 of these organizations had 6 to 15 full-time staff members, and about 30% had 1 to 5 full-time staff members.

How many full-time staff members are employed by your organization?



Box Office Staff Size

How many people work in your box office(s)? (Includes full-time employees, part-time employees, and volunteers)

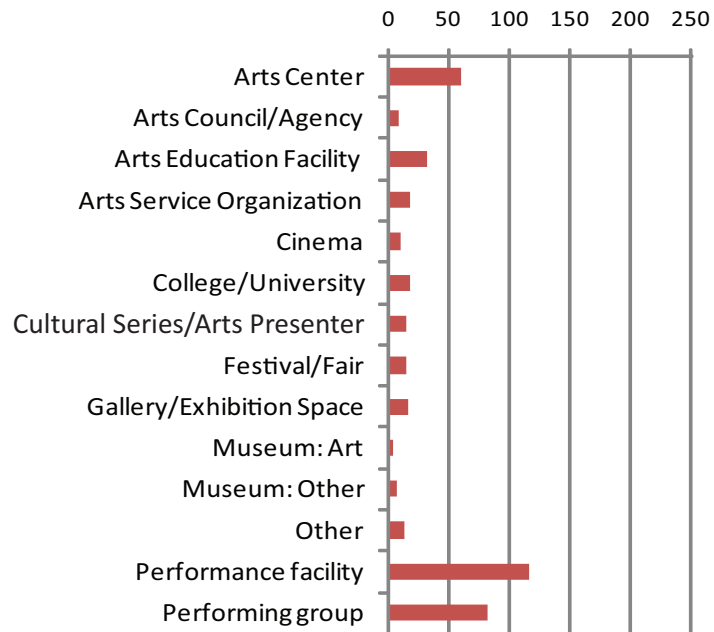


Profile of Respondents

Type(s) of Organization

“Other” types of organizations included sports teams, dinner theaters, and trade centers/conference centers.

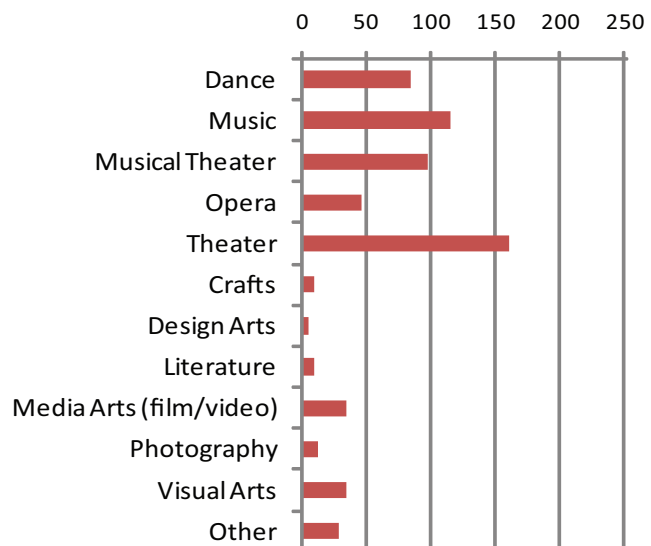
*Which of the following best describes your organization?
(Choose all that apply)*



Organization Discipline(s)

Of organizations that chose “other” focus areas, 7 described programming in multiple disciplines. Specific arts disciplines mentioned were circus and puppetry. Medium organizations also included 7 sports and 2 history organizations.

Which of the following disciplines represents your organization's focus area? (Choose all that apply)



Ticketing Needs

For medium organizations, an integrated in-house and online ticketing system was the most common “other” attribute. “Other” responses also included integrated email, volunteer management, and allowing customers to select their own seat online.

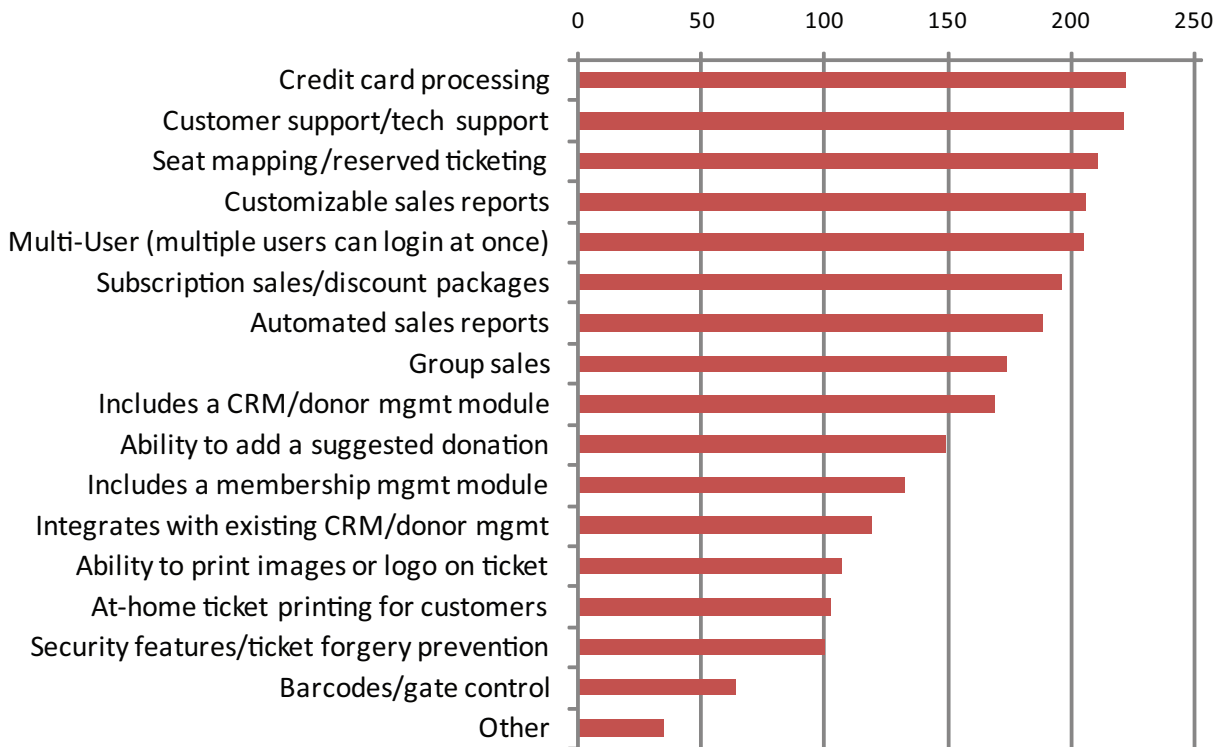
Most frequently selected attributes:

1. Credit card processing (88%)
2. Customer support / tech support (87%)
3. Seat mapping / reserved ticketing (83%)
4. Customizable sales reports (81%)
5. Multi-user (81%)

Least selected attributes:

1. Barcodes / gate control (25%)
2. Security features / ticket forgery prevention (40%)
3. At-home ticket printing for customers (40%)
4. Ability to print logo or images on ticket (42%)
5. Integrates with our existing customer relationship management system (47%)

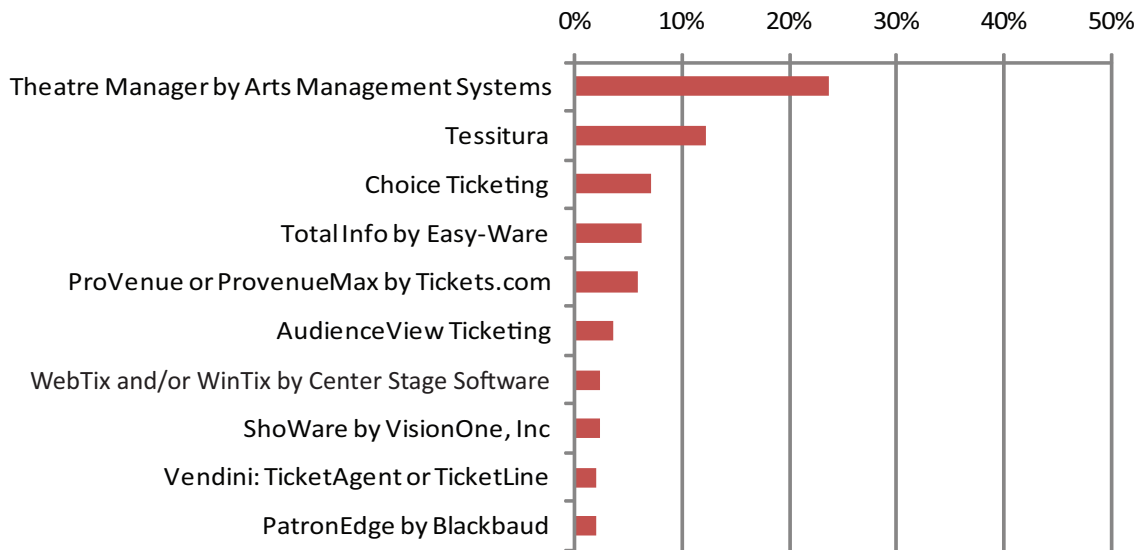
Which of the following functions does your organization consider critical in a box office management system? (select all that apply)



Software Usage

Nearly 25% of medium organizations responding to this survey used Theatre Manager as their primary in-house ticketing tool. Approximately 12% listed “other” systems. Most common among these were AstorStreet software, Radiant, and Box Office Tickets. Additional systems ranged from custom software to “call the office and reserve”.

*Which of the following systems is your primary tool for in-house ticket sales?
 (“In-house sales” are ticket sales completed by your staff in person, by phone, or by mail.)*



Primary Criteria for Software Choice: In-House System

1. Price (57%)
2. Easy to use (45%)
3. Easy to train staff (32%)
4. Level of customization (32%)
5. Many complex functions & features (31%)

The most common “other” reason cited was technical support/customer service.

Additional Ticketing Systems

By budget size, medium organizations had the highest percentage (about 17%) of respondents who were using different systems for in-house and online ticket sales. Of these 42 respondents, nine indicated using a third system as well.

Software for online sales included a variety of software packages, four custom systems, and a “printable form on website.”

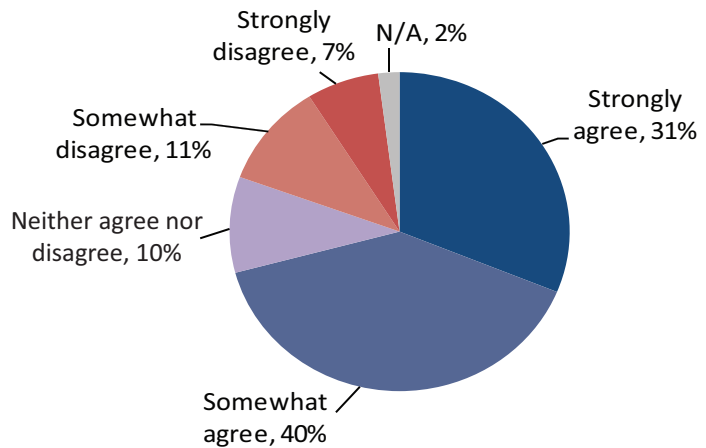
The two main reasons for choosing secondary software were “price” and “easy to use.” The most common “other” responses were “recommended by in-house software vendor” and “integrates with in-house software.”

Software Satisfaction

Though over half of medium organizations responding to this survey agreed with the qualitative statements below, these organizations were the least likely of any budget category to agree that their system was easy to use or that their system was meeting their organization needs.

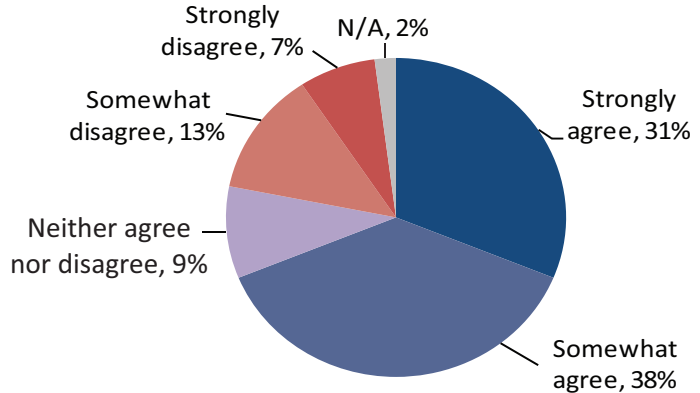
User-friendliness

This software is easy to use.



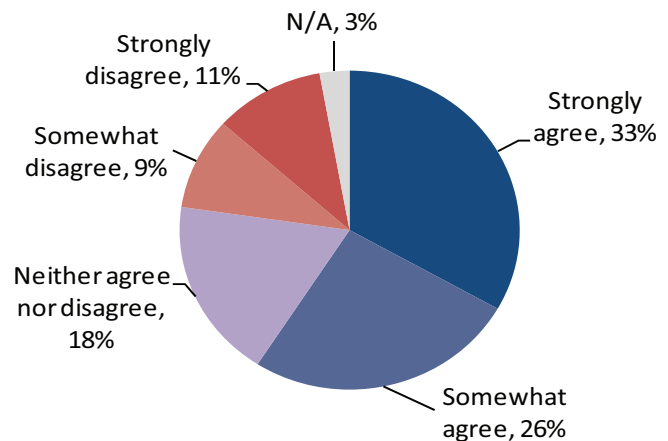
Meeting organizational needs

This software meets our organization's needs.



Willingness to recommend

I would recommend this software to other organizations.



Large Organizations

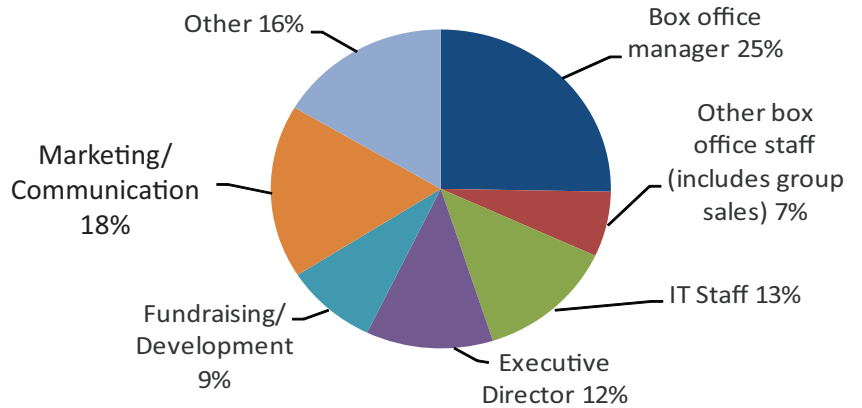
Annual Budget Size \$3 million to \$5 million

Profile of Respondents

Job Title

This survey included 91 large organizations by budget size. Box Office Managers made up a quarter of respondents from these organizations. Common “other” job titles included general manager, managing director, and finance staff.

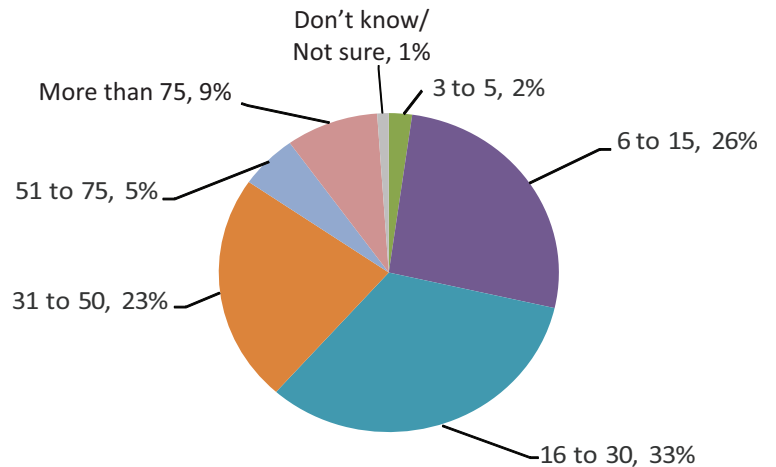
Which of the following most accurately describes your position?



Full-Time Staff Size

One-third of these organizations employed 16 to 30 full-time staff members.

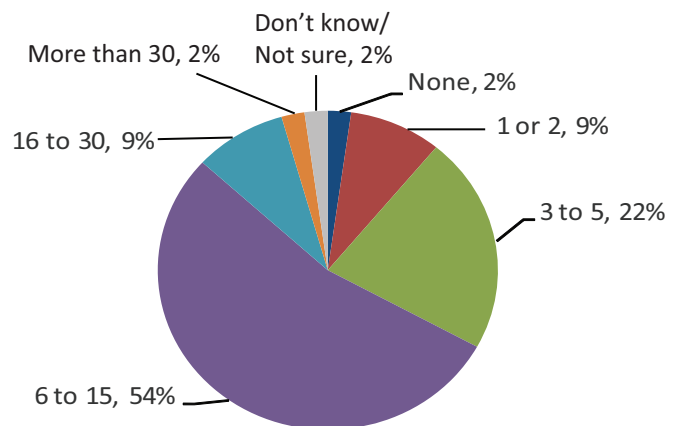
How many full-time staff members are employed by your organization?



Box Office Staff Size

Over half of large organizations responding to this survey had 6 to 15 employees working in their box office(s).

How many people work in your box office(s)? (Includes full-time employees, part-time employees, and volunteers)

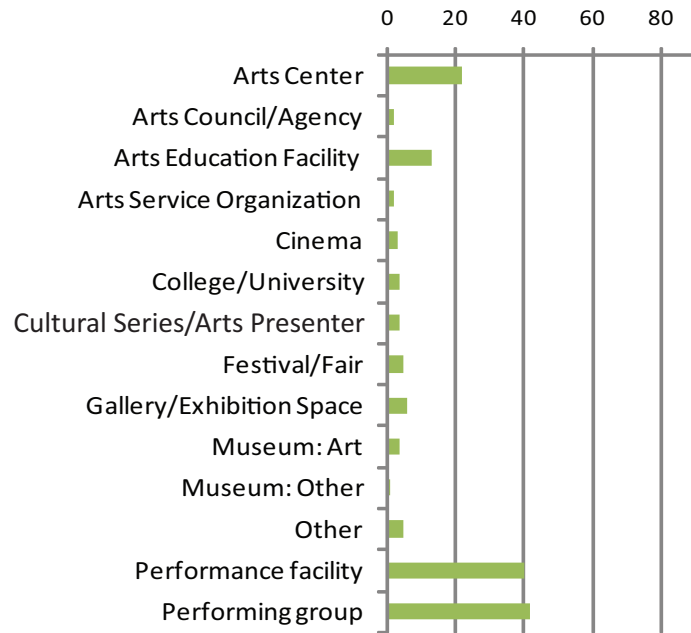


Profile of Respondents

Type(s) of Organization

“Other” organization types included Broadway touring shows, zoos, and convention centers.

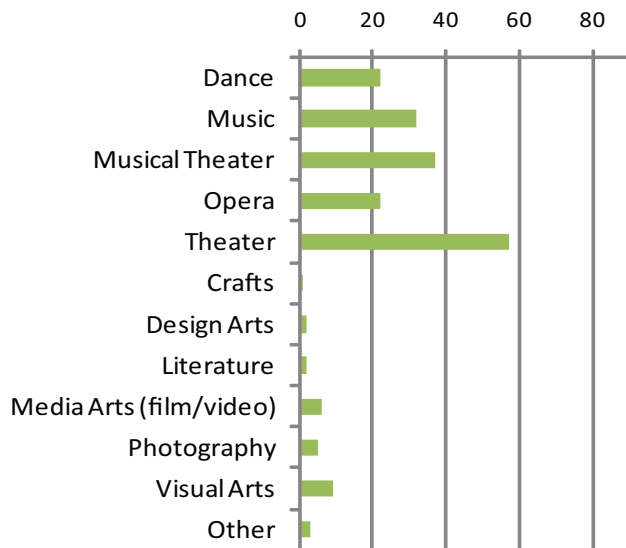
*Which of the following best describes your organization?
(Choose all that apply)*



Organization Discipline(s)

Theater was the primary focus area for large organizations in this survey. Respondents described very few “other” disciplines compared to those in other budget categories.

Which of the following disciplines represents your organization’s focus area? (Choose all that apply)



Ticketing Needs

For large organizations, “other” critical attributes fell primarily into two categories: specific online functions (i.e. online subscription sales, online ticket exchanges, etc) and electronic communication with customers (i.e. social media integration, integrated email blasts).

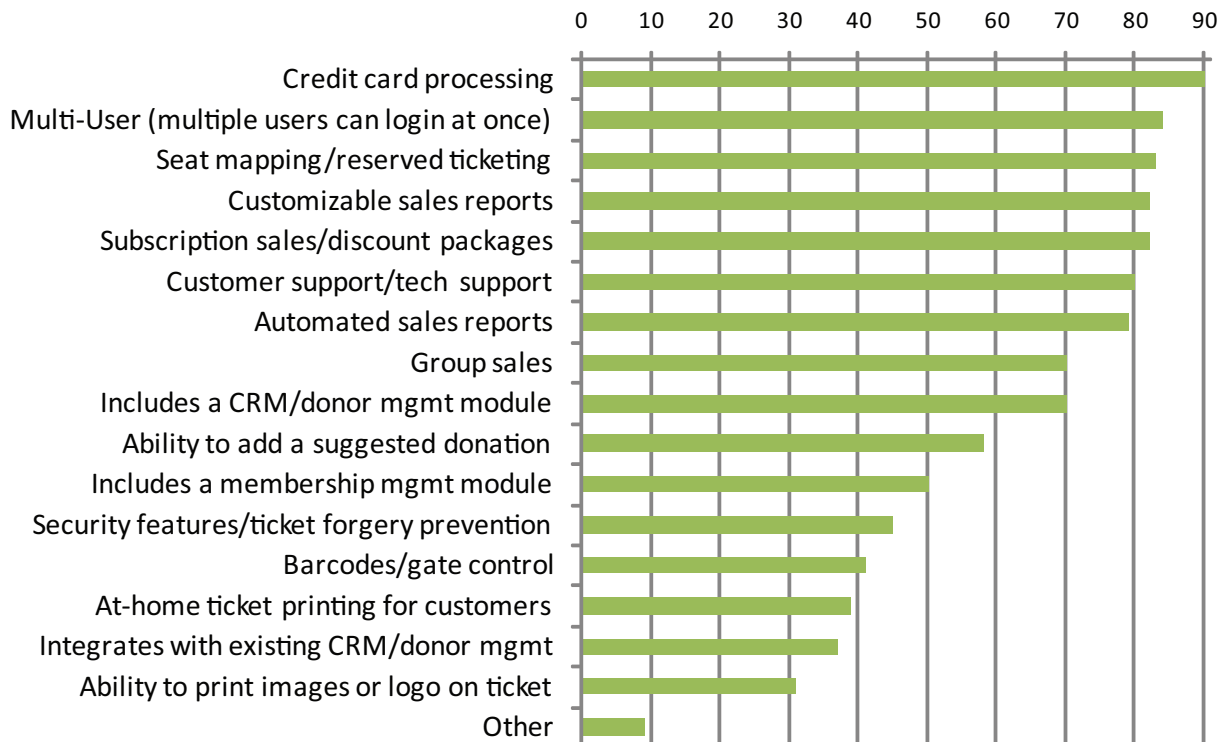
Most frequently selected attributes:

1. Credit card processing (99%)
2. Multi-user (92%)
3. Seat mapping / reserved ticketing (91%)
4. Customizable sales reports (90%)
5. Subscription sales / discount packages (90%)

Least selected attributes:

1. Ability to print logo or images on ticket (34%)
2. Integrates with our existing customer relationship management system (41%)
3. At-home ticket printing for customers (43%)
4. Barcodes / gate control (45%)
5. Security features / ticket forgery prevention (49%)

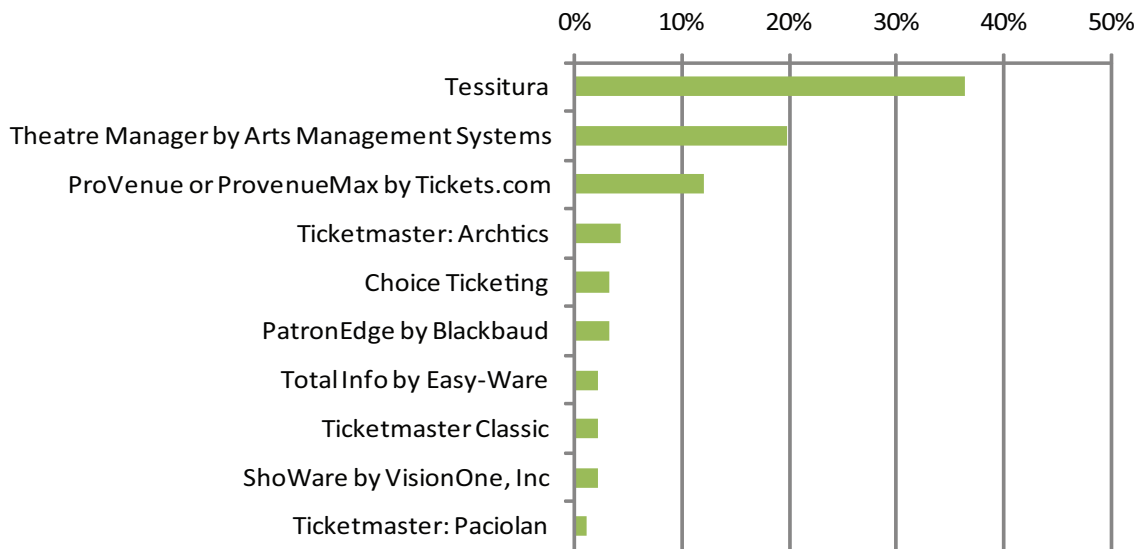
Which of the following functions does your organization consider critical in a box office management system? (select all that apply)



Software Usage

Users of Tessitura and Theatre Manager comprised just over half of the large organizations in this survey. None of the large organizations in this survey described using a custom system.

*Which of the following systems is your primary tool for in-house ticket sales?
("In-house sales" are ticket sales completed by your staff in person, by phone, or by mail.)*



Primary Criteria for Software Choice: In-House System

1. Level of customization (48%)
2. Price (41%)
3. Easy to use (41%)
4. Many complex functions & features (36%)
5. Easy to train staff (20%)

The two main “other” reasons for software choice were integration with existing software and technical support/customer service.

Additional Ticketing Systems

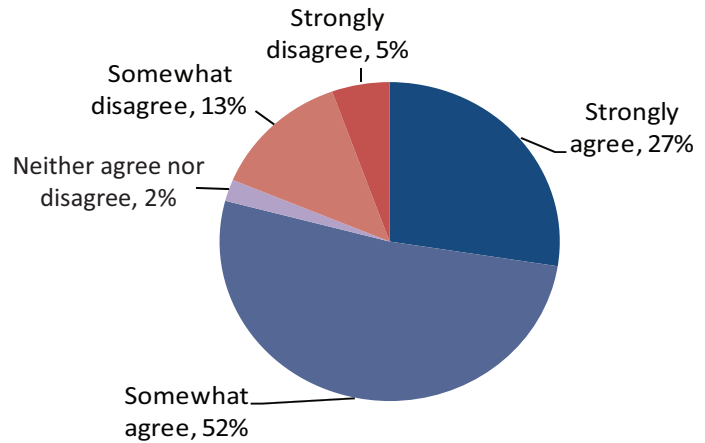
About 8% of large organizations reported using a different system for online ticketing. No single system was most common. Among these respondents, “price” and “easy to use” were the most common reasons for their software choice.

Software Satisfaction

About 79% of large organizations agreed that their system was easy to use, the most positive response of any budget category. Almost 75% agreed that their system was meeting their needs, and about two-thirds were willing to recommend their system to other organizations.

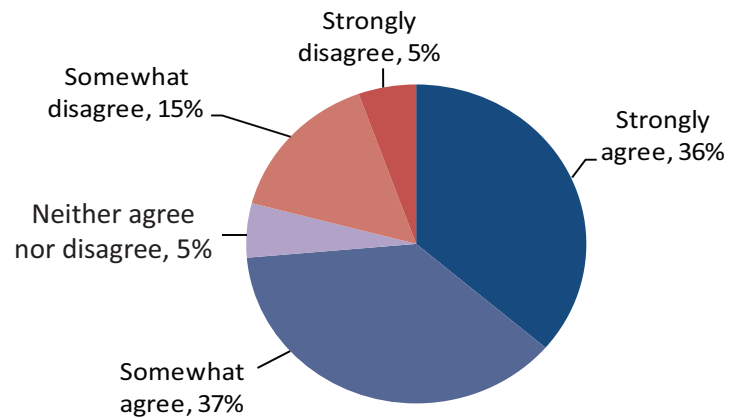
User-friendliness

This software is easy to use.



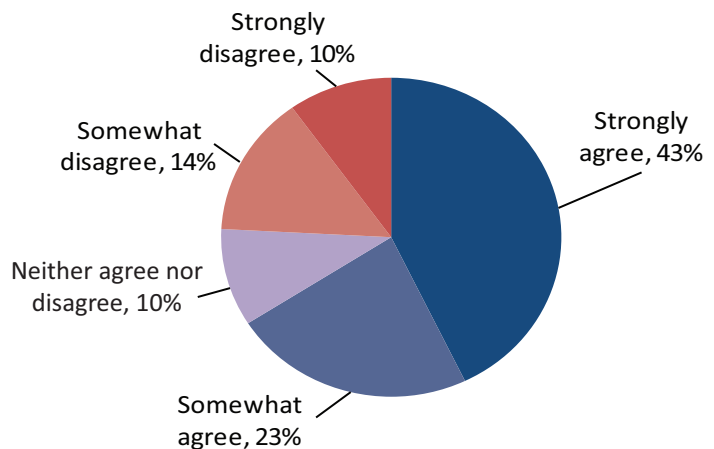
Meeting organizational needs

This software meets our organization's needs.



Willingness to recommend

I would recommend this software to other organizations.



Very Large Organizations

Annual Budget Size greater than \$5 million

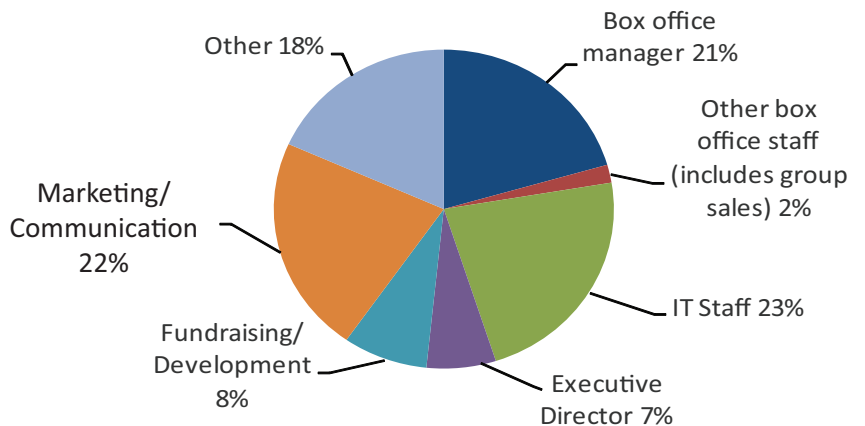
Profile of Respondents

Job Title

This survey included 273 very large organizations by budget size. Respondents from these organizations had a broad range of job titles, with Box Office Manager, Marketing/Communication staff, and IT staff each comprising over 1/5 of respondents.

“Other” made up nearly 1/5 of responses and included departments such as Customer Relations/Audience Services, Finance, Ticketing Services, Education, Operations, and Database Administration.

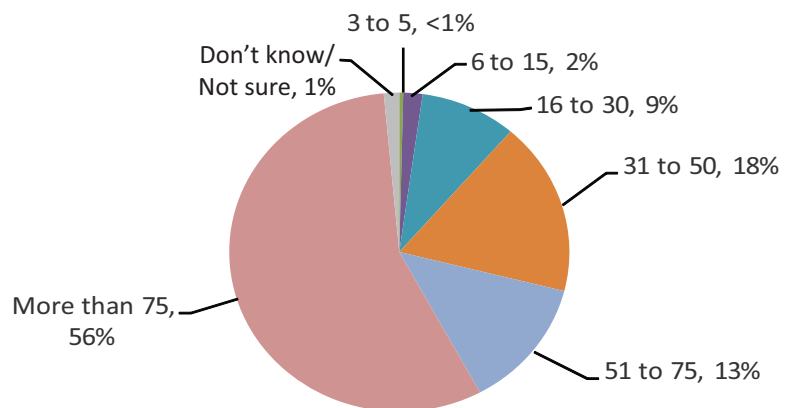
Which of the following most accurately describes your position?



Full-Time Staff Size

Over half of very large organizations had 75 or more full-time staff.

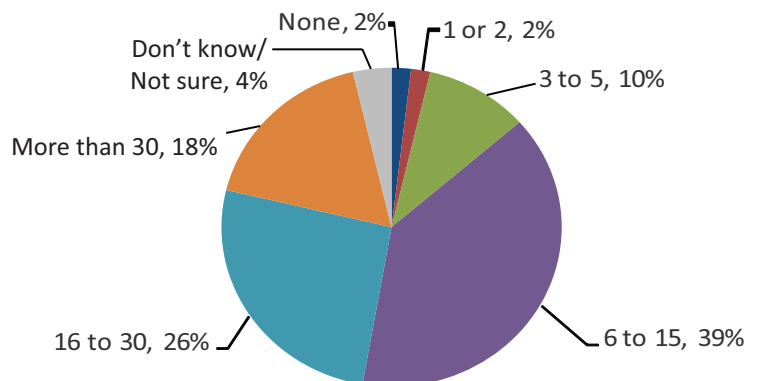
How many full-time staff members are employed by your organization?



Box Office Staff Size

More than three-quarters of very large organizations had at least 6 people working in their box office.

How many people work in your box office(s)? (Includes full-time employees, part-time employees, and volunteers)

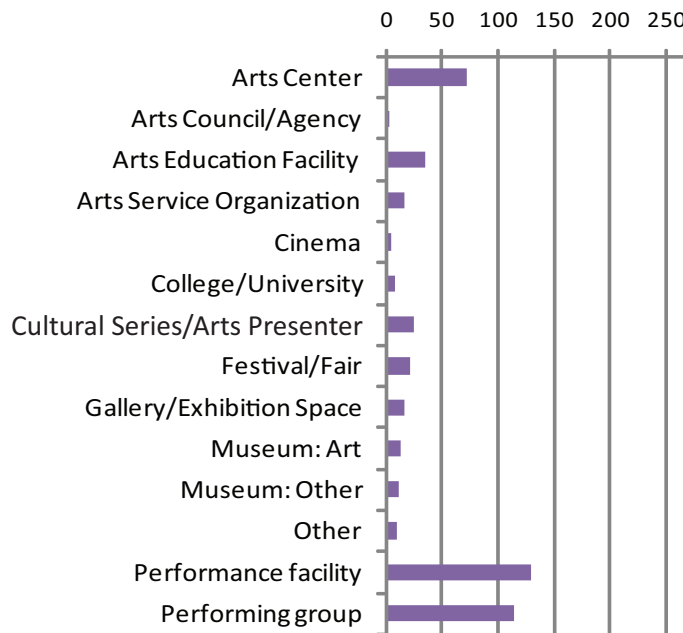


Profile of Respondents

Type(s) of Organization

Very large organizations identified themselves as many “other” types of organizations, including zoos, gardens, libraries, recreation centers, school districts, and Broadway shows.

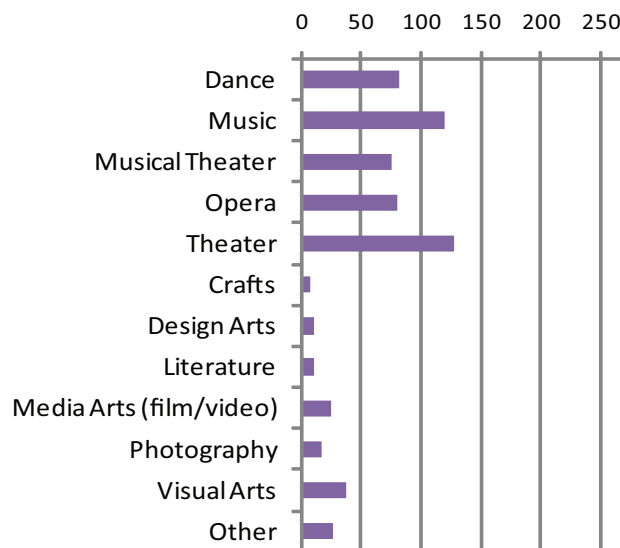
*Which of the following best describes your organization?
(Choose all that apply)*



Organization Discipline(s)

“Other” disciplines included science, history, and a combination of disciplines.

Which of the following disciplines represents your organization’s focus area? (Choose all that apply)



Ticketing Needs

Respondents from very large organizations indicated a wide variety of “other” attributes they considered critical. Organizations of this size were the only ones to list customer data security as a critical function. Other common responses included:

- online sales
- integrated online and in-house ticketing
- integrated marketing and fundraising tools
- customization
- fast general admission sales

Respondents also detailed a number of specific online functions, such as online subscription renewal, online exchanges, and online sales for accessible seating.

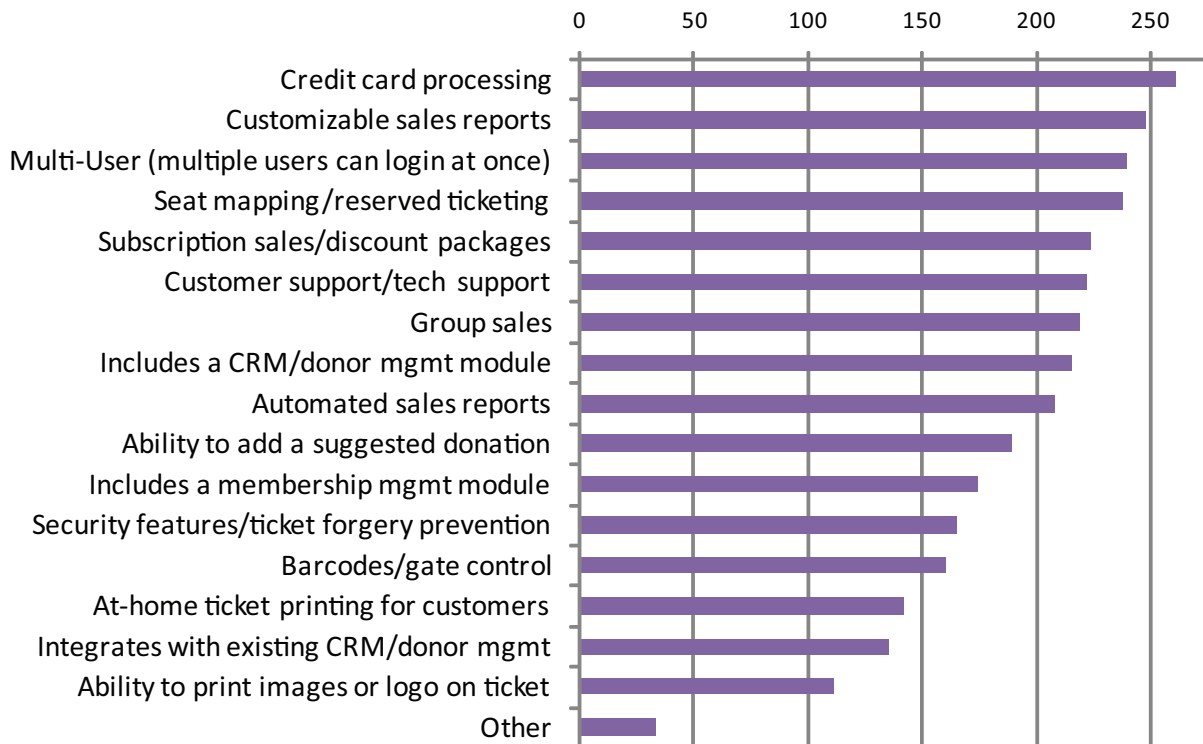
Most frequently selected attributes:

1. Credit card processing (96%)
2. Customizable sales reports (91%)
3. Multi-user (88%)
4. Seat mapping / reserved ticketing (87%)
5. Subscription sales / discount packages (82%)

Least selected attributes:

1. Ability to print logo or images on ticket (41%)
2. Integrates with our existing customer relationship management system (49%)
3. At-home ticket printing for customers (52%)
4. Barcodes / gate control (59%)
5. Security features / ticket forgery prevention (60%)

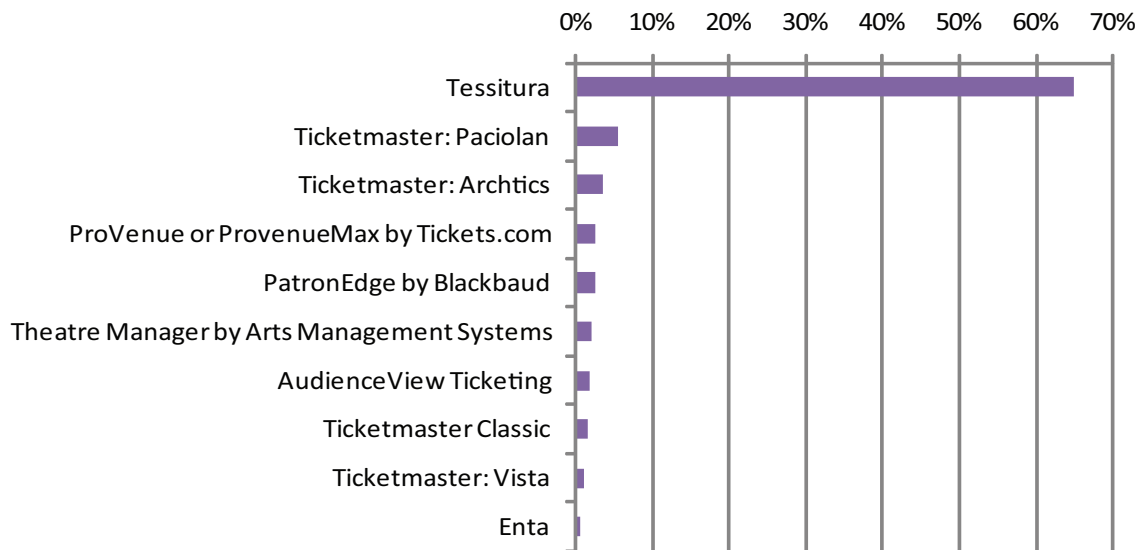
Which of the following functions does your organization consider critical in a box office management system? (select all that apply)



Software Usage

A vast majority of very large organizations in this survey used Tessitura as their primary in-house ticketing tool. Four Ticketmaster products were among the ten most frequently reviewed systems; about 12% of very large organizations in this survey used a Ticketmaster system as their primary system for in-house sales.

*Which of the following systems is your primary tool for in-house ticket sales?
("In-house sales" are ticket sales completed by your staff in person, by phone, or by mail.)*



Primary Criteria for Software Choice: In-House System

1. Level of customization (61%)
2. Many complex functions & features (60%)
3. Easy to use (39%)
4. Price (26%)
5. Easy to train staff (19%)

About 6% of respondents wrote that full integration of ticketing, marketing, and fundraising capabilities was a key factor in their purchase decision. Common “other” responses included integration with existing software, technical support, the vendor’s specific focus on non-profit arts organizations, and marketing opportunities for being part of the vendor’s network. Several respondents also made the choice based on a high degree of control over customer data or fees.

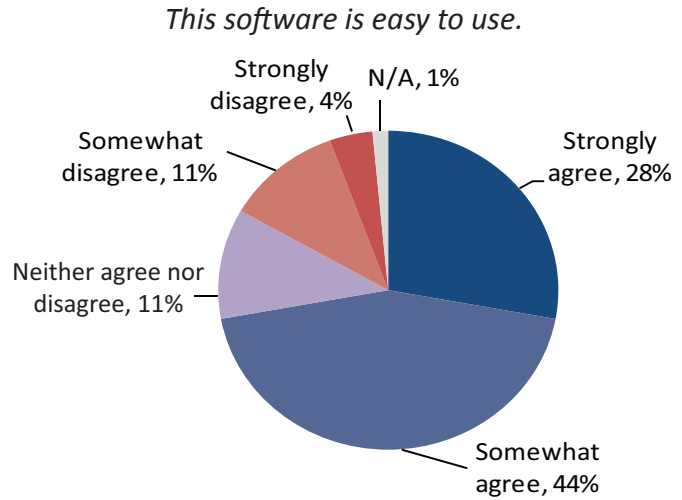
Additional Ticketing Systems

About 7% of very large organizations used a different tool for online sales. These included a variety of software systems as well as “manual re-entry from website form” and “email and manual re-entry.”

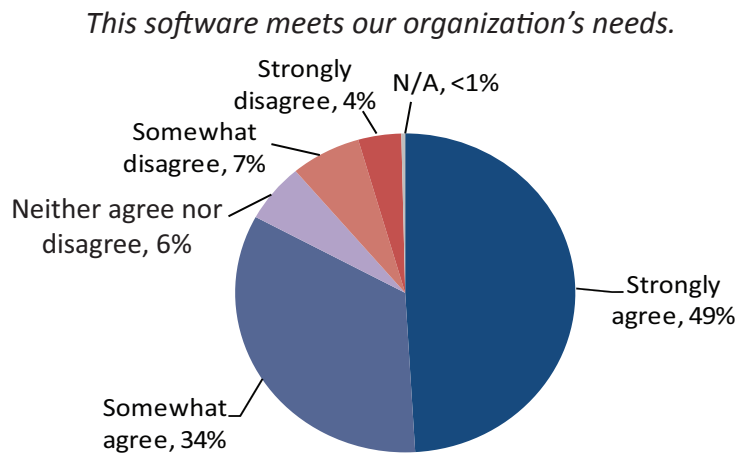
Software Satisfaction

About 83% of very large organizations agreed that their system was meeting their organizational needs, the most positive response of any budget category. Over 70% of very large organizations agreed that their system was easy to use, and more than 75% were willing to recommend their system to other organizations.

User-friendliness

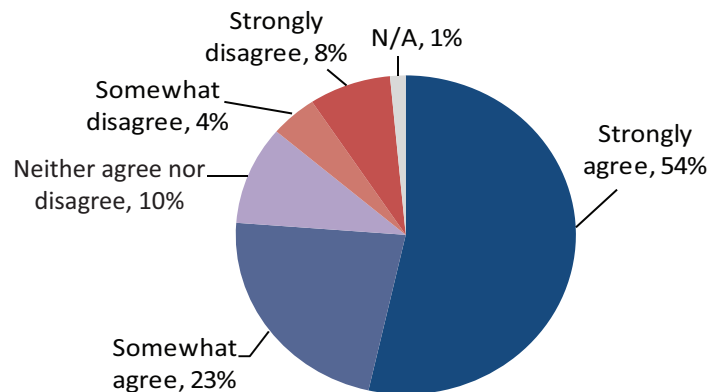


Meeting organizational needs



Willingness to recommend

I would recommend this software to other organizations.



Choosing A Ticketing System

Choosing a Ticketing System

Because of the wide range of ticketing solutions available, determining your organization's needs and priorities is the first step to choosing an appropriate software system. In the following pages, we have included a list of subject areas to consider as well as sample questions to ask. It is a good idea to seek input from every department you expect to use the system - not just ticket sellers. Your prioritized list of needs will help you begin to identify systems that are more likely to be a good fit your organization.

Once you have narrowed your list to a few possible systems, begin to gather first-hand information from the service providers:

- Ask if there are any hands-on demonstrations that let you experience the system for yourself.
- Request a list of client references in your discipline and budget size, and ask those references about their experiences.
- Request a list of client websites to get an idea of the customer's experience of ticket purchasing and other transactions, such as donating online.

Finally, keep in mind that price is not always the best indicator of quality. Even if price is your organization's primary concern, it is still worth researching and evaluating other aspects of the system before making your final decision.

Areas to Consider

Sample questions to ask

Customer/Tech Support

- What type of support is available? (e.g. online, phone, etc)
- Is there 24-hour support? If not, what options are available in the event of an after-hours emergency?
- What is the average response time to support requests?
- Is there a support fee? If so, how much does it cost, and what exactly does it cover?

Data Integration

- Can the system handle both online and in-house sales? If not, does the vendor partner with another ticketing software vendor to provide complementary services?
- What software does your organization currently use, and what capacity does the ticketing software have to integrate with your current software?
- What is the capacity to export data from the system, and in what format can it be exported? (e.g. Excel file, csv, etc)
- Does this system include integrated functions (i.e. donor management, class registration, etc.) that could replace any of your current software?

Data Security

- After a transaction, what data remains in the system, and for how long does it remain?
- Are online transactions protected with a data encryption layer?

Infrastructure

- Is the software hosted online, or will your organization need a server to host it?
- Is the software compatible with your operating system? (i.e. Windows, MacOS, etc)
- Does the system include credit card processing, or will your organization need your own credit card processing software/equipment?
- Will the system require your organization to rent or purchase ticket-printing equipment?
- If the system uses barcodes, will your organization need to rent or purchase barcode scanners?

Price

- What is the setup fee?
- Is there an annual license or maintenance fee?
- Are there any additional fees for your organization? (e.g. credit card processing fees, per-ticket fees, etc.)
- What fees are charged to the customer? How much control will your organization have over setting those fees?

Areas to Consider

Sample questions to ask

Reports

- What transactional data do you want to be able to analyze?
- What automated reports come with the system?
- Can you create custom reports on the fly?
- If the vendor will build custom reports for your organization, what is the customization rate and turnaround time?

Specific Functions

- What specific functions are critical to each user of your ticketing system? (e.g. fast general admission sales, demand pricing, etc.)
- What unique aspects of your organization will the system need to handle? (e.g. subscriptions for events in multiple venues, passes for multi-day events, etc)
- What are your priorities for online sales? (e.g. at-home ticket printing, customer seat selection, online subscription renewal, etc.)

Staff Access

- How many user accounts do you need? (i.e. How many people should be able to log in to the system at the same time?)
- How many user accounts come with the system?
- Is it easy to add user accounts if your organization grows? How much do additional accounts cost?
- Can you customize the information or functions that individual users are able to access?
- What information can you draw from each user account? (e.g. daily sales activity, etc.)

User-Friendliness

- Are there hands-on demonstrations available online?
- How much staff time can you expect to spend setting up events? Selling season tickets? Pulling reports?
- How easy is this system for online customers to navigate?
- For online purchases, is the system compatible with the last three versions of common Internet browsers (Internet Explorer, Firefox, Safari, Chrome, etc.)?

Software Systems Included in this Survey

Admission - a division of Ticketmaster
ADVANTAGE by Pathfinder
Agile Ticketing
AudienceView Ticketing
BOW and/or BOW-net
by Canadian Theatre Software
BOX, BOX Jr, or Admitix by Box Office Xpress
Brown Paper Tickets
Choice Ticketing
ClicknPrint Tickets by Extremetix
Enta
eTix
Eventbrite
Folio Box Office by Martech Systems
Front Gate Solutions
Galaxy by Gateway Ticketing Systems, Inc.
Glitner Ticketing
HandyTix
In Ticketing
InstantSeats
InterTicket
New Era Tickets
OvationTix by TheaterMania
PatronEdge by Blackbaud
PrintTix USA
ProVenue or ProvenueMax by Tickets.com
Quantix
SABO by Seat Advisor
ShoWare by VisionOne, Inc
ShowClix
Shubert Ticketing
Smarttix
Tessitura
Theatre Manager by Arts Management Systems
Thundertix
Tick-It! Trak Pro and/or Tick-It! 2K+
TicketBiscuit
Ticket Force
TicketFusion
TicketLeap

Ticketmaster: Archtics
Ticketmaster Classic
Ticketmaster: Paciolan
Ticketmaster: Vista
TICKETsage
TicketSoft
TicketsWest
Ticket Turtle: Basic, Premier, or Pro
TicketU
Ticketweb
Titan Technology Group
Tix.com
TixHub
tix/SYS
Total Info by Easy-Ware
Turnstyles Ticketing
TyTix
University Tickets
Vendini: TicketAgent or TicketLine
WebTix and/or WinTix by Center Stage Software