



Fringe language key – English

Fringe language key

This key will cover terms specific to the Fringe and may be beneficial in clarifying any jargon and colloquialisms which can be difficult to understand if you are unfamiliar with the Fringe landscape.

The list is by no means exhaustive, it is an attempt to cover the majority of words you might come across, so if you discover a term you are unsure of please get in touch with us for clarification and advice.

Term	Definition
2for1	A type of ticket deal where an audience member can purchase two tickets for the price of one ticket.
Accessibility	The extent to which a person can make use of, reach, understand or see the festival. The Fringe continues to improve the accessibility of the festival for all. You can read more about accessibility for audience members at the Fringe here and what you can do to improve the accessibility of your own show, here .
Accommodation	The building where you will live temporarily if you don't live in Edinburgh.
Accreditation	This is the process which makes sure that people receiving our services have a proven track record by asking for their professional history.
Advertising or advert	Extra advertising that you can book to be included in the printed programme and online. This is in addition to the show listing which you receive for each registered show. Learn more about advertising .
Agent	A member of the arts industry that represents a show or an individual performer.
Allocation	Refers to the amount of tickets the Fringe Box Office has to sell for your show. There are usually two allocations, one for the venue to sell and one for the Fringe Box Office to sell, together they make up all the available tickets you have to sell per performance, per show.
Arts industry	Professionals who work within the performing arts sector but are not performers. Usually agents, promoters and producers. Learn more about using the Fringe Arts Industry Office .
Audience reviews	The opinion of an audience member after seeing a show. You can choose to disable this if you would prefer audiences not be able to leave a review.
Award	A commendation or a prize given to a particular show or performing company.
Box Office	The place where tickets are bought or booked for a show. Learn more about the Box Office .
BSL	British Sign Language – the sign language used in the UK and the first or preferred language of some deaf people in the UK.
Bulletins	A series of communications that are sent out to participants via email explaining important dates and information about Fringe. You can sign up for bulletins .
Category	The section of the programme in which your show will be included.
Clash diary	A schedule of events about the Fringe which are planned by various media outlets and Fringe stakeholders. Useful to refer to if you are planning a publicity event for your show.
Comps	Short for complimentary tickets, tickets which are offered free of charge. These can be for members of the press wanting to review the show or members of the arts industry and can be organised through the Fringe office or through your venue.

Copy	This refers to the text which you will supply to describe what your show is about.
Early on sale	A series of set dates when a show can become a live listing on the website and audiences can buy tickets ahead of the full programme launch of the Fringe.
Edfringeware	The online database where all show and venue information is gathered and stored.
FEU	Foreign Entertainers Unit – refers to a department within the UK government's revenue office that deals with the tax which foreign entertainers might need to pay. Learn more about FEU .
Friends/ Friends of the Fringe	Members of the public can become Friends of the Fringe Society and be a part of a discount scheme where they can purchase two tickets for the price of one ticket on shows that choose to take part in the scheme. You can choose to have your show included in the offer, or not, in your show registration form.
Fringe Central	Centre space created for the people taking part in the Fringe that offers professional development events that you can attend. Here, you can also access the media office, arts industry office and general advice services.
Fringe Programme/ Fringe Guide	The big, printed publication that lists all of the registered Fringe shows.
Fringe Society	The Edinburgh Festival Fringe Society is the organisation that underpins the festival by supporting all those who take part, including venues, audiences and performers. Learn more about the Fringe Society .
Funding	The means of raising money for the purposes of producing your show. This can be private companies or arts organisations geared toward specifically providing money to help bring shows to Edinburgh. Find out more about funding .
Genre	A category or type of art which helps to define what kind of show you have and what it is about. For example 'cabaret' or 'music'.
HPH - Half Price Hut	A special box office that sells tickets for Fringe shows at 50% off on the day of a specific performance. You can choose to have tickets for your show in the Half Price Hut if you wish. You can learn more about the HPH here .
High Street	A portion of the Royal Mile managed by the Fringe Society and dedicated to street performers and buskers during the month of August. More information about performing on the High Street can be found here .
Launch	The time of year when the Fringe Society publicly announces all of the shows that have registered to be in the printed programme and will be part of the Fringe.
Licence	A certificate usually provided by the local authority that gives permission for the activities of a show or a venue. This is usually a theatre licence or public entertainment licence that the venue will need so that your show can be performed there. You can find more guidance on licensing here .
Media contact	The best person for us to contact about reviews, marketing and press for your show. You can assign a person as the media contact for your show in the show registration form.
Media release	The package of information that you send to all members of the press that you want to come and see or review your show. You can find more information here .
Music licensing	Music licensing relates the permission/s that you might need to obtain from the rights holder of a piece of music that you want to use. The cost is often a small percentage of your show's tickets sales, see PPL and PRS below. Further details on music licensing can be found here .
Networking	The act of building a network of people relevant to your industry that can help you achieve your goals or develop your career. Guidance on networking can be found here .
On-sale date	The date tickets will go on sale for your show.

On sale/On-sale	If your show is on sale then tickets are live and being sold/made available for your show through the Fringe Box Office.
Outwith	A word in standard Scottish English meaning 'not a part of' or 'not within something'.
Participant	Any person taking part in the Fringe with a show and/or a venue.
Payout	Refers to the money that will be paid to your show or your venue when all the ticket revenue is reconciled at the end of September. Sometimes also called settlement, see below.
Permit-free	The Fringe is on the list of permit-free festivals which means that those taking part can come to the UK from abroad for the purposes of performing at the Fringe and do not need a work permit. More information for participants coming from abroad can be found here .
Photocall	An occasion when members of your show might pose for photographers or members of the press by arrangement with them. More can be found here .
Podcast	A recorded information session similar to a roadshow that can be listened to live or saved for listening to later. These can be found on our website here .
PPL	Phonographic Performance Ltd – a PPL Licence is required for the use of recorded music e.g. music played through an MP3 device or CD. More information about music licensing can be found here .
PR	Public Relations – a person or group whose job it is to ensure a show is promoted in the public eye and in the press.
Primary contact	The first person we will contact in relation to your show.
Printed programme	The big, printed publication that lists all of the registered Fringe shows.
Producer	A person or group responsible for managing aspects of the making of a show including artistic input, logistical and financial elements.
Professional reviews	Reviews that your show might receive from accredited members of the press. Reviews that have three stars or more are included on your show listing.
Programme	This can refer to the total number of shows being presented by a venue or company and is also used to refer to the collection of these shows in a printed publication or online.
Programme image	The logo or image of your show that will accompany your show listing.
Promoter	An individual responsible for the publicising, endorsing or advertising of a show.
PRS	Performing Rights Society – the organisation responsible for ensuring artists and creators of original music that might be used in your show are paid royalties from a percentage of your ticket sales. More information about music licensing can be found here .
Public liability insurance	This type of insurance provides you with cover in the event that you accidentally injure a member of the public or damage their property during your Fringe performance and promotional activities. Information on various forms of Fringe insurance can be found here .
Registration	The process of supplying the details of your show to be a part of the official Fringe Programme.
Roadshow	Events held by the Fringe Society explaining how to take part in and make the most of the Fringe. Upcoming roadshows can be found here .
Secondary contact	The second person we will contact if we need to in relation to your show
Settlement	Refers to the money that will be paid to your show or your venue when all the ticket revenue is reconciled at the end of September. Sometimes also called payout, see above.
Show listing/ listing	Where an image, description of the show, location, dates and times are listed in the printed programme, online and in the app.
Show proof	This is a representation of how the show listing will look in the printed programme and online.
Sign off	The approval that is given by the performing company and the venue to confirm that all the show details as listed are correct.

Signing off	The act of approving the show details that will be included in the show listing.
Space	The room in a building or site where a show will be performed.
Sponsorship	The means by which a private business will financially support the bringing of your show to the Fringe.
Street Events	The team who manage the busking and street performances on the High Street and The Mound. More about Street Events can be found here .
Subgenre	An additional category to choose from that will further describe the nature of your show. You can choose these in the show registration form.
Sustainability	When speaking of the environment and the Fringe together, this refers to the ability to maintain the planet's health while balancing the needs of the festival and your show. The Fringe continues to evolve into a greener festival and you can find out more about how you can improve the sustainability of your show here .
Touring	The means of taking your show to other places after its run at the Fringe. You can find out more about touring here .
Touring contact	The best person on your team to contact when agents or producers are looking to tour or take on a show. You include a touring contact when you register your show.
Venue	The building or site where a show will be performed.
Venue contract	An agreement which you sign with a venue manager that details all the services they will provide, what they expect from you, and the financial arrangement for the use of the venue.
Venue manager	The person responsible for taking care of booking shows at a venue.
Welcome letter	A letter supplied by the Fringe Society to companies that will have members not resident in the UK. This letter can be used to obtain a visa to enter the UK (if you need one) and demonstrates your purpose for travelling to the UK to take part in a permit-free festival. More information for participants coming from abroad can be found here .



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