Apple Podcasts

Session 512

James O. Boggs, Business Manager
DJ Davis, Engineering Manager
Garth Jantzen, Engineering Manager
Introduction

Podcasts in iOS 11

Updates to Apple Podcasts Spec

How to Create a Show
Apple Podcasts is the best place to discover audio stories that entertain, inform, and inspire.
Episode Consumption WW

Downloads & Streams

2014: 4,000,000,000
2015: 8,000,000,000
2016: 12,000,000,000
400,000 Podcasts
14,000,000

Episodes
155 Countries
UP AND VANISHED

WHAT HAPPENED TO TARA GRINSTEAD?
ANNA FARIS IS Unqualified
Podcasts in iOS 11

DJ Davis, Engineering Manager
Listen Now

- **WEDNESDAY • 1 HR 26 MIN**
  - Adam Pally and Zoe Lister-Jones
  - Anna and Sim quickly catch up before the show starts and ... (more info)

- **MAY 26 • 46 MIN**
  - Famous for Being Conan
  - The iconic talk show host talks about how celebrity culture... (more info)
  - 27 min left

- **MAY 25 • 1 HR 9 MIN**
  - Neil deGrasse Tyson on the Absence of Curiosity...
  - Larry answers tweets and catches up on some of...

- **MAY 25 • 12 MIN**
  - Thursday, May 25th, 2017
  - Will an altercation between Republican candidate Greg Gianforte and a reporter hurt hi... (more info)
Inside the Hive with Nick Bilton
Vanity Fair
Subscribed

Continue Listening
Famous for Being Conan

My Episodes
MAY 26 • 46 MIN
Famous for Being Conan
The iconic talk show host talks about how celebrity culture is ruining society, why he has a piñata of...

MAY 19 • 1 HR 2 MIN
Iger 2020?
The Disney C.E.O. Discusses the next Star Wars installment, his strategy for conquering the ever-shifting media landscape, why he buys...
Inside the Hive with Nick Bilton

EPISODE 2 • MAY 26

Famous for Being Conan

The iconic talk show host talks about how celebrity culture is ruining society, why he has a piñata of Donald Trump in his office, and why The Conan O'Brien Show probably won't be on TBS in 10 years — but rather, the Internet.

Continue Listening

27 min left

May 26, 2017 at 6:00 AM
72 MB (Audio)
Featured Podcast
Masters of Scale
with Reid Hoffman
New & Noteworthy

Invisibilia
NPR

Larry Wilmore: Black on the Air
The Ringer

Ear Hustle
Radiotopia

Inside the Hive with...Vanity Fair

Browse with REID HOFFMAN
Top Charts

Episodes

1. Tell Me I'm Fat
   This American Life

2. Fight Companion
   The Joe Rogan Experience

3. Tiger, NBA Finals, and R...
   The Bill Simmons Podcast

4. Tuesday, May 30, 2017
   The Daily

 Shows

See All
Apple Podcasts Spec Update

Garth Jantzen, Engineering Manager
Podcast Spec Updates

Example: iOS 10

Latest episode added first

Season and episode numbers in title

Difficult to add all episodes to Library

Listening order doesn’t best reflect the content
Podcast Spec Updates

Example: iOS 10

Latest episode added first

Season and episode numbers in title

Difficult to add all episodes to Library

Listening order doesn’t best reflect the content
Podcast Spec Updates

Seasons

Collections of episodes

Choose how episodes are ordered and recommended

Clear concise titles

New subscribers will get the full current season added to their Library

Quick Play to pickup where you left off
Podcast Spec Updates

Seasons

Collections of episodes

Choose how episodes are ordered and recommended

Clear concise titles

New subscribers will get the full current season added to their Library

Quick Play to pickup where you left off
Podcast Spec Updates

Podcast type

Tag: <itunes:type>

Value Type: string

Values: episodic, serial

Default: episodic
Podcast Spec Updates
Podcast type: episodic (default)

Latest episode recommended first

Stand-alone episodes

New subscribers start receive the latest episode

Supports seasons, with newest episode at top
Podcast Spec Updates
Podcast type: serial

Episodes are presented and recommended oldest-to-newest

Great for narrative and storytelling content

Support for multiple seasons

New subscribers will receive the first episode in their Library, or the current season if using seasons
Episode Spec Updates

Episode title

Tag: `<itunes:title>`

Value Type: string

Values: title

Leave out:

• Podcast title, episode and season numbers
Episode Spec Updates

Episode title

Tag: `<itunes:title>`

Value Type: string

Values: title

Leave out:
• Podcast title, episode and season numbers
Episode Spec Updates
Episode number

Tag: <itunes:episode>

Value Type: integer

Values: 1, 2, 3, etc (greater than zero)
Episode Spec Updates
Episode number

Tag: <itunes:episode>
Value Type: integer
Values: 1, 2, 3, etc (greater than zero)
Episode Spec Updates
Season number

Tag: `<itunes:season>`

Value Type: integer

Values: 1, 2, 3, etc (greater than zero)
Episode Spec Updates
Season number

Tag: <itunes:season>

Value Type: integer

Values: 1, 2, 3, etc (greater than zero)
Episode Spec Updates
Season number

Tag: <itunes:season>
Value Type: integer
Values: 1, 2, 3, etc (greater than zero)
Episode Spec Updates
Episode summary

Tag: `<itunes:summary>`

Value Type: string

Values: single descriptive sentence

Does not support:
• HTML, [CDATA], rich formatting
Episode Spec Updates
Episode notes

Tag: <content:encoded>

Value Type: string

Values: rich-text or some HTML

HTML Supports:
• <p> <ol> <ul> <a> <em> <i> <b>
Episode Spec Updates

Episode type

Tag: <itunes:episodeType>

Value Type: string

Values: full, trailer, bonus

Default: full

Recommended for:
  Podcast trailers
  Season trailers
  Episode bonus content
Episode Spec Updates
Episode GUID

Tag: <guid>

Value Type: string

Values: permanent, globally unique identifier (GUID)

Don’t change it!

• Assigning new GUIDs to existing episodes can cause issues with your podcast’s listing and chart placement
Spec Updates: Review

Podcast Spec
• Seasons
• Serial and Episodic podcast types

Episode Spec
• Title, episode number, and season number
• Summary and episode notes
• Trailers and bonus content
• GUID (don’t change it!)
How to Create a Podcast

James O. Boggs, Business Manager
The Very Hungry Tourists
The Very Hungry Tourists

Around the world, one bite at a time.
WHO
WHEN
WHY
WHAT
HOW
WHERE
Business Models

Ads and sponsorship

Community support/donation

Upsell
Cover Art and Metadata = Product Packaging
Cover Art
Cover Art Checklist

- ✔ 3000 x 3000 pixels JPG or PNG
Cover Art Checklist

- 3000 x 3000 pixels JPG or PNG
- Lightweight
Cover Art Checklist

- 3000 x 3000 pixels JPG or PNG
- Lightweight
- Clearly readable title
Cover Art Checklist

- 3000 x 3000 pixels JPG or PNG
- Lightweight
- Clearly readable title
- One logo or thematic image
Cover Art Checklist

- 3000 x 3000 pixels JPG or PNG
- Lightweight
- Clearly readable title
- One logo or thematic image
- Mobile first
Cover Art and Visual Identity

Brand of your podcast
Single repeatable image
Thematically relevant and clear
Metadata Checklist
Metadata Checklist

- Concise, attractive title
Metadata Checklist

- Concise, attractive title
- Thorough descriptions
Metadata Checklist

- Concise, attractive title
- Thorough descriptions
- Podcast type and episode numbers
Metadata Checklist

- Concise, attractive title
- Thorough descriptions
- Podcast type and episode numbers
- Thoughtful episode titles
Metadata Checklist

- Concise, attractive title
- Thorough descriptions
- Podcast type and episode numbers
- Thoughtful episode titles
- Link
Hosting Partners

https://itunespartner.apple.com/podcasts
Launch Planning

Initial content offer
• Trailer
• Episodes

Marketing
• Social media
• Podcast, app, or search engine ads
• Cross-appearances
• Traditional media
Marketing Tools

Apple Podcasts Identity Guidelines
Affiliate Program
Banner Builder
Widget Builder
Submitting to Apple

https://podcastsconnect.apple.com
Launch

the VERY HUNGRY TOURISTS
How’s the Podcast Doing?

How many people are listening?
How much do they actually listen?
Where are they listening?
Podcast Analytics
Podcast Analytics

Launching this year
Launching This Week

Updates to Apple Podcasts Spec Documentation

New Podcasts app in iOS 11 developer preview
• Improved presentation of podcasts
• Infrastructure for Podcast Analytics
More Information

<table>
<thead>
<tr>
<th>Labs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Podcasting Lab</strong></td>
</tr>
<tr>
<td>Technology Lab G</td>
</tr>
<tr>
<td><strong>Fri 2:30PM–4:00PM</strong></td>
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