

Apple Podcasts

Session 512

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

Introduction

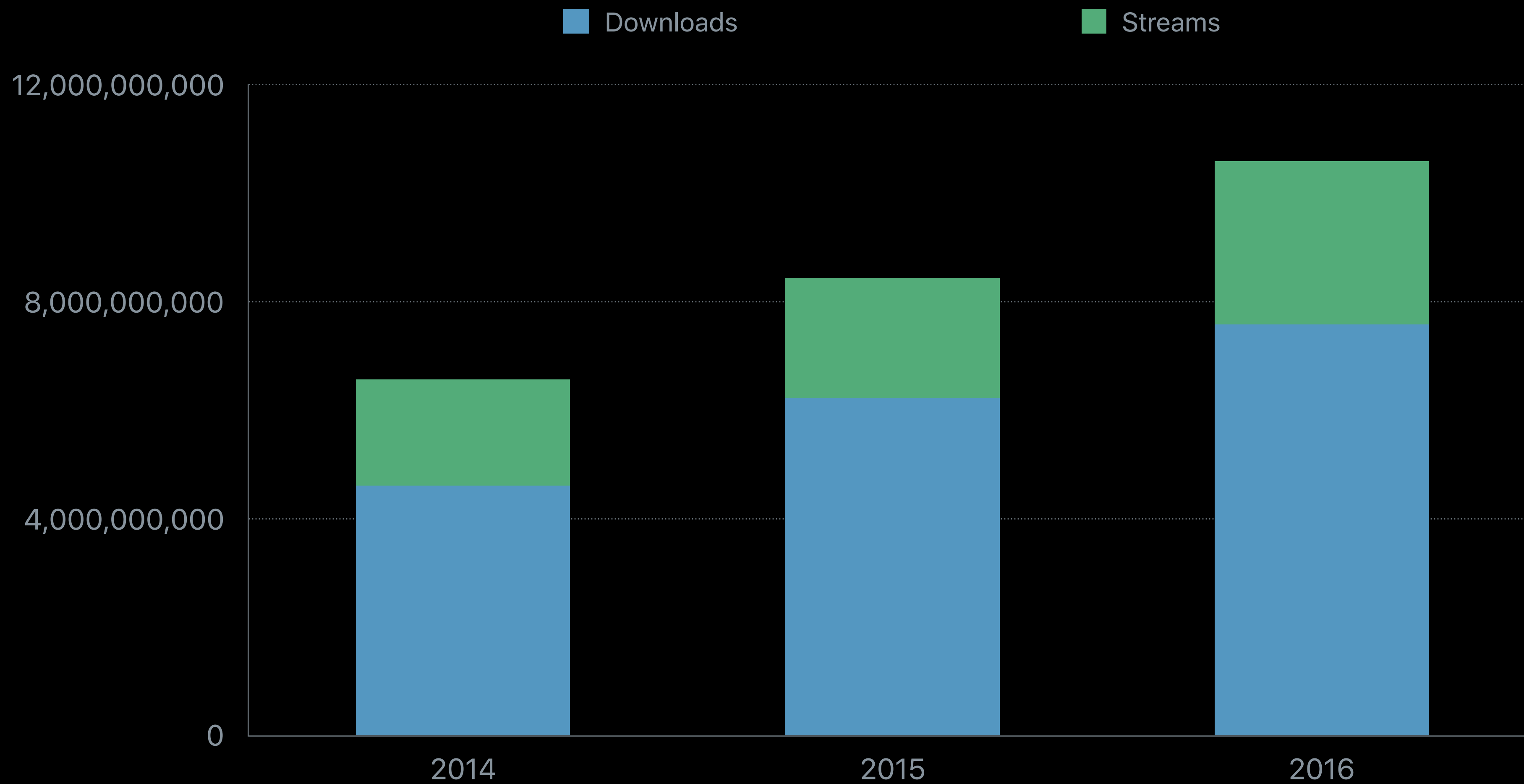
Podcasts in iOS 11

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



400,000

Podcasts

14,000,000

Episodes

155

Countries

The New York Times

THE VERGE

ESPN

Bloomberg



BuzzFeed

<re/code>

VOGUE

THE WALL STREET JOURNAL.

CNN

Women'sHealth

Disney

Entertainment

VANITY FAIR

The New York Times

THE VERGE

ESPN

Bloomberg



BuzzFeed

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VOGUE

THE WALL STREET JOURNAL.

CNN

Women'sHealth

Disney

Entertainment WEEKLY

VANITY FAIR

BBC

npr

radio
france

CRJ

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BuzzFeed

<re/code>

VOGUE

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BBC

npr

radio
france

CRJ

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RADIOTOPIA
FROM PRX

BINGE
AUDIO.PROJECT

 WONDERY





— UP AND VANISHED —

WHAT HAPPENED TO TARA GRINSTREAD?



MASTERS of SCALE

with **REID HOFFMAN**



ANNA FARIS IS

Unqualified

Podcasts in iOS 11

DJ Davis, Engineering Manager

Listen Now



WEDNESDAY • 1 HR 26 MIN

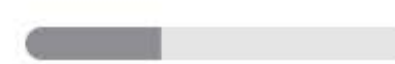
Adam Pally and Zoe Lister-Jones

Anna and Sim quickly catch up before the show starts and ...



MAY 26 • 46 MIN

Famous for Being Conan

 27 min left
The iconic talk show host talks about how celebrity culture...



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 his...



MAY 24 • 48 MIN



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Library



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Shows >

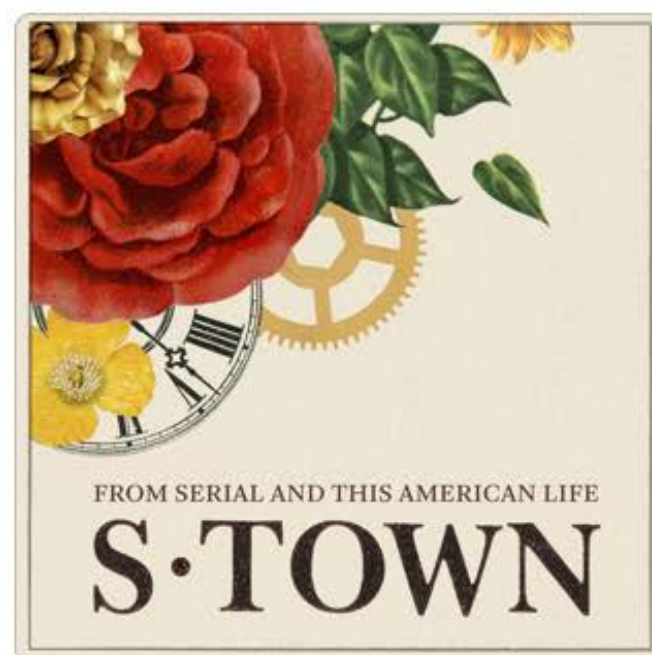
Episodes >

Downloaded >

Recently Added



Larry Wilmore: Black...
3 episodes



S-Town
6 episodes



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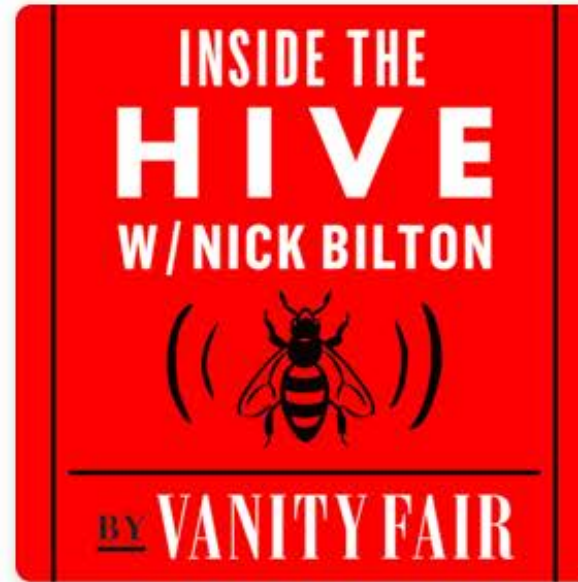
Search



9:41 AM

100%

[← Shows](#)



Inside the Hive with Nick Bilton

Vanity Fair
Subscribed



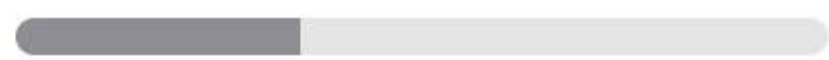
Continue Listening
Famous for Being Conan



My Episodes [Edit](#)

MAY 26 • 46 MIN

Famous for Being Conan

 27 min left

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...



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9:41 AM

100%

[← 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)



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FEATURED PODCAST

Masters of Scale
with Reid Hoffman



Featured >

Top Charts >

Categories >

Featured Providers >



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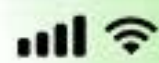
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9:41 AM

100%

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Featured

with **REID HOFFMAN**

New & Noteworthy

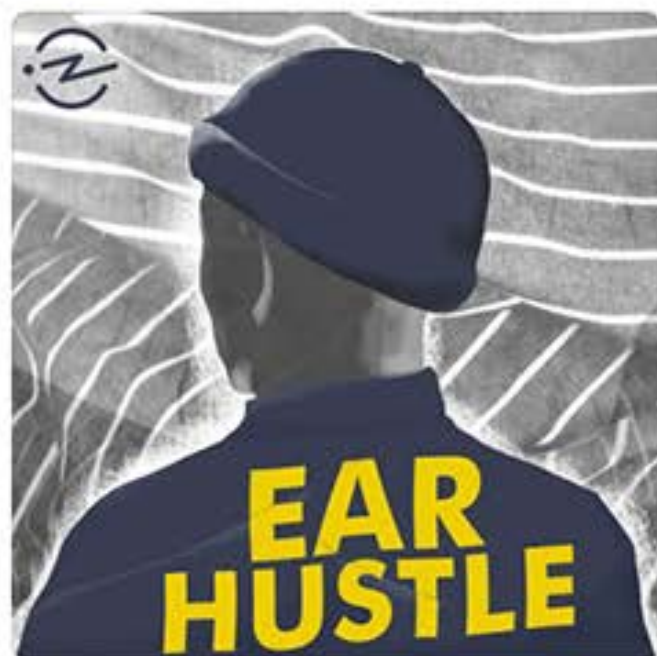
[See All](#)



Invisibilia
NPR



Larry Wilmore: Blac...
The Ringer



Ear Hustle
Radiotopia



Inside the Hive with...
Vanity Fair



Listen Now



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Top Charts

Episodes

[See All](#)



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

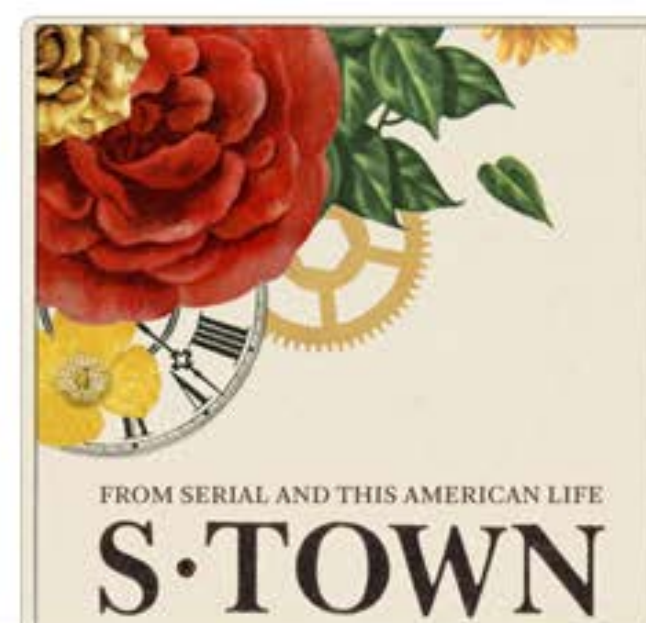


4 Tuesday, May 30, 2017
The Daily



Shows

[See All](#)



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🔍 yoga girl

Cancel

All Podcasts

Your Library

Shows

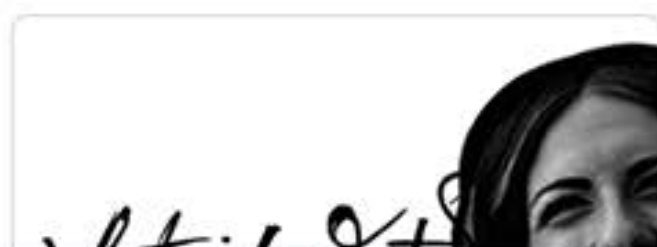
[See All](#)



From The Heart: Co...
Yoga Girl



The After Yoga Cla...
Julie Schoen



Q W E R T Y U I O P

A S D F G H J K L

⬆️ Z X C V B N M ⌫

123 😊 🗣️ space return

Apple Podcasts Spec Update

Garth Jantzen, Engineering Manager

Podcast Spec Updates

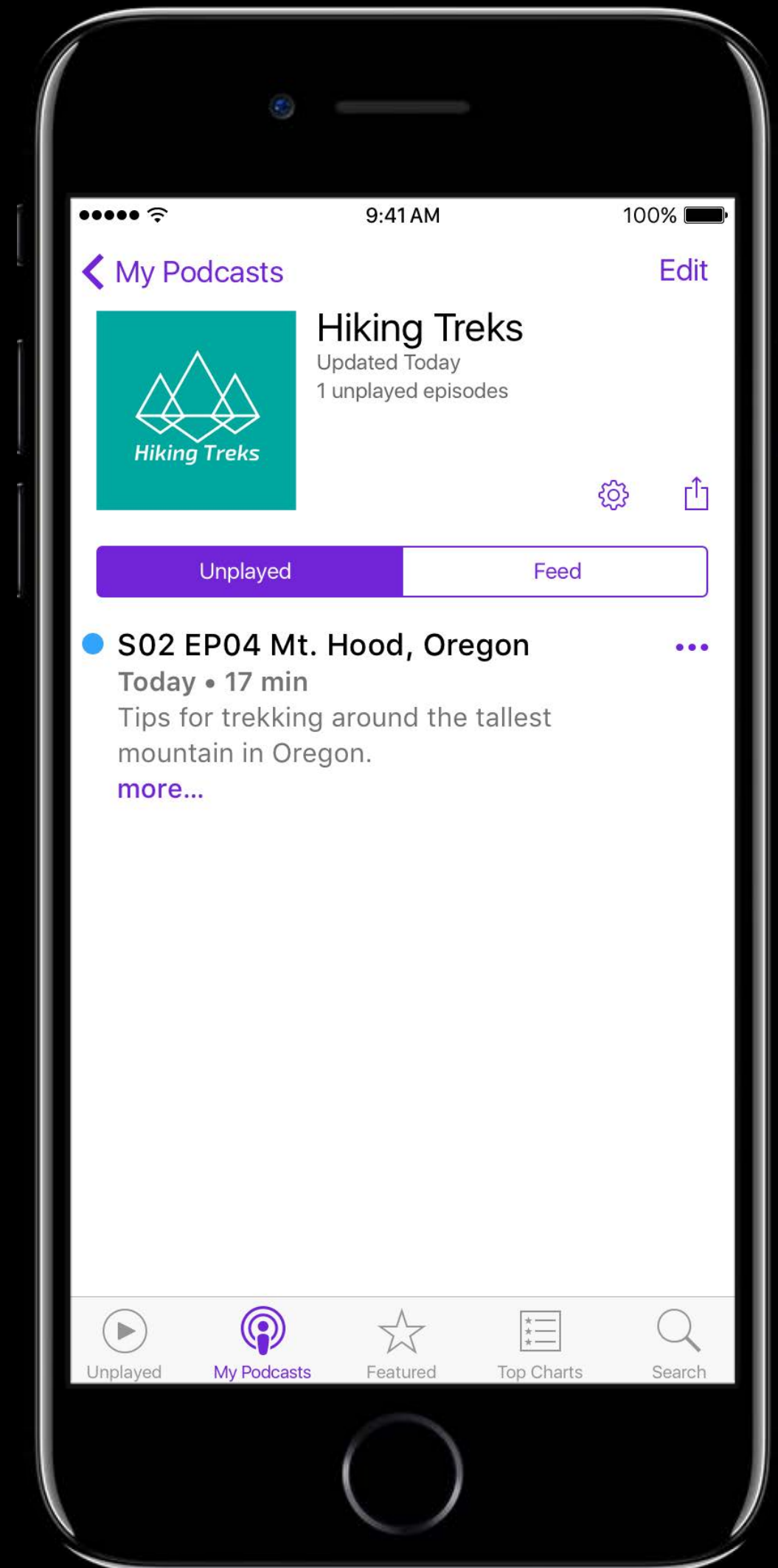
Example: iOS 10

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

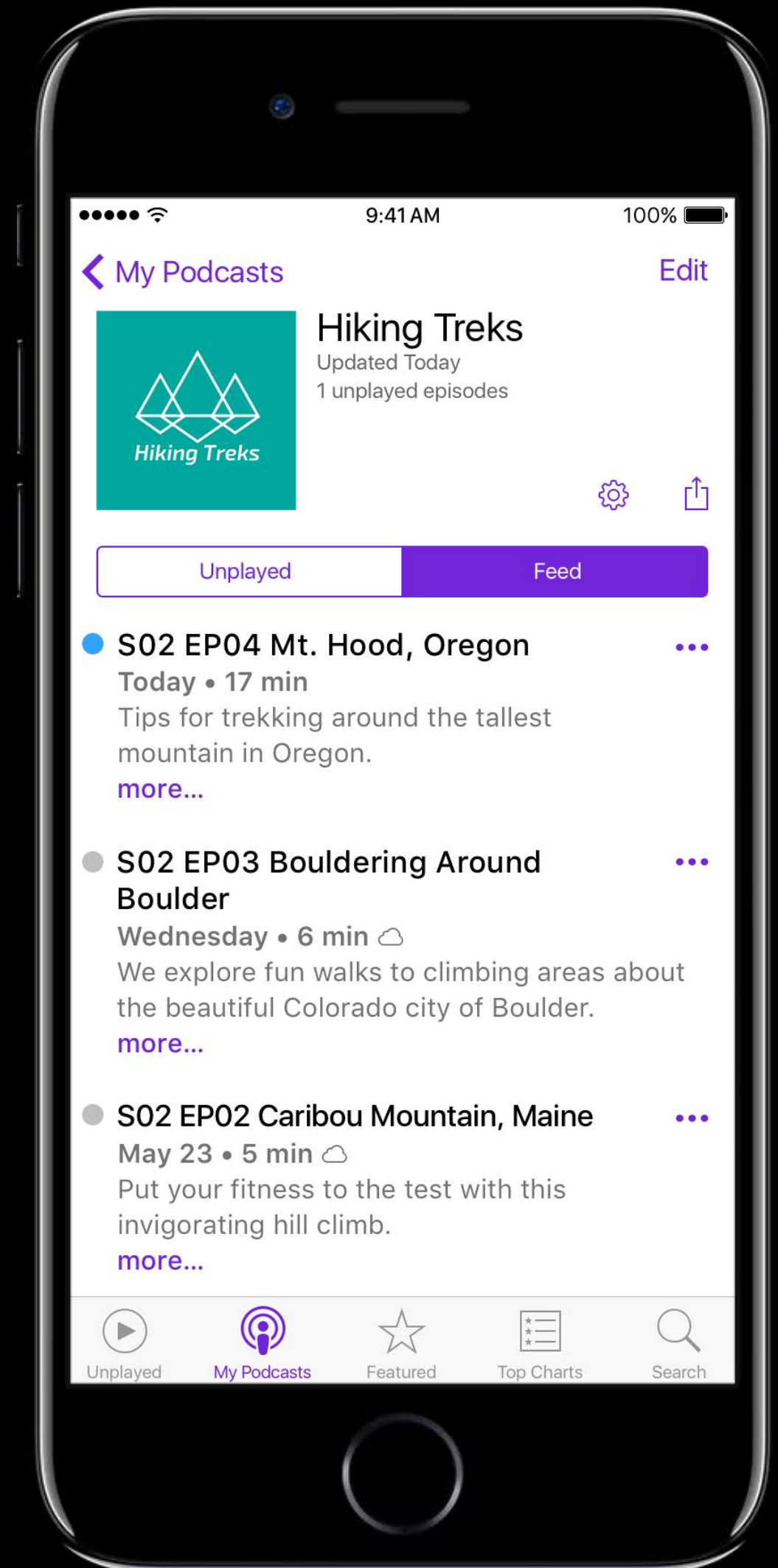
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Podcast Spec Updates

Seasons

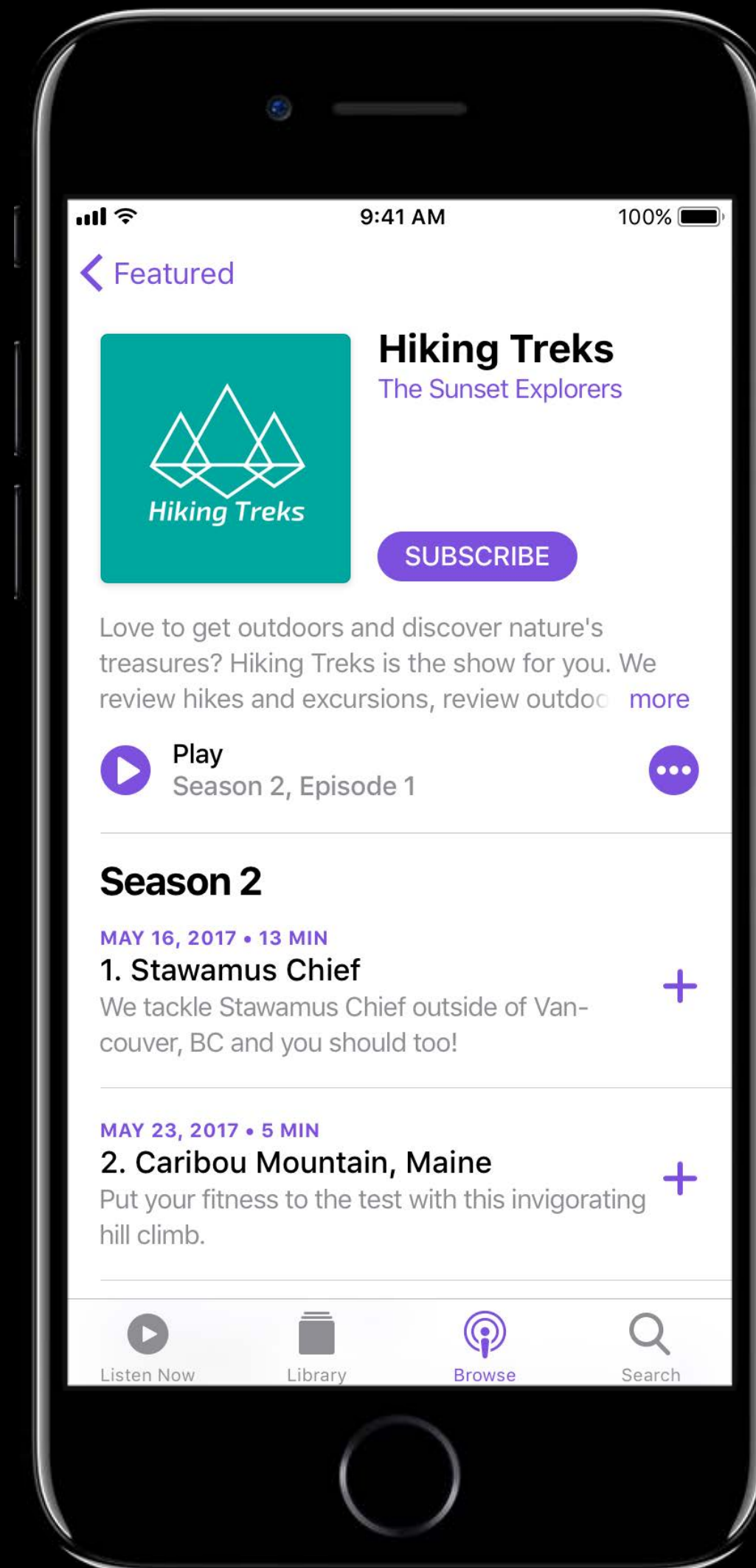
Collections of episodes

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

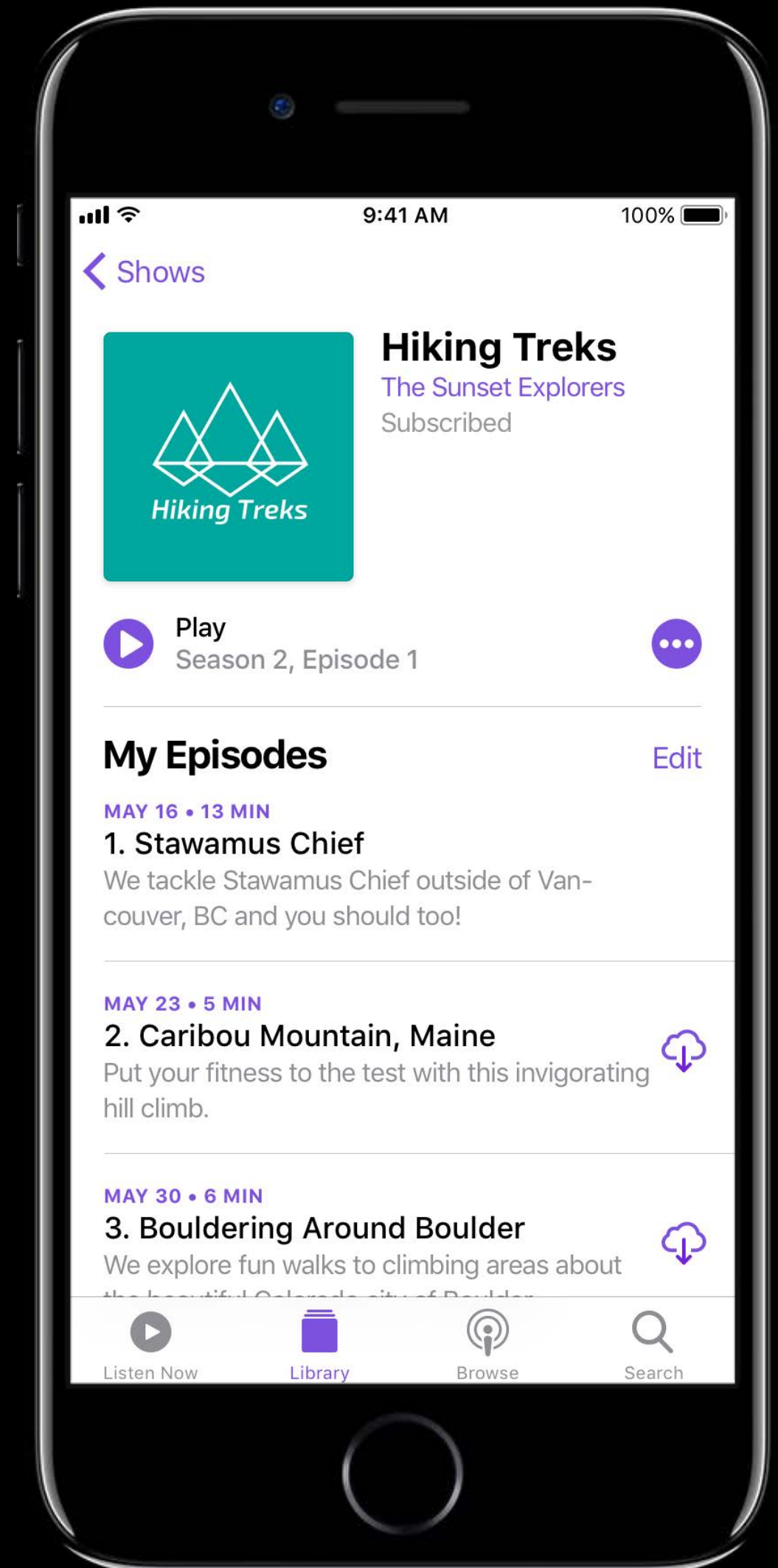
Collections of episodes

Choose how episodes are ordered and recommended

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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

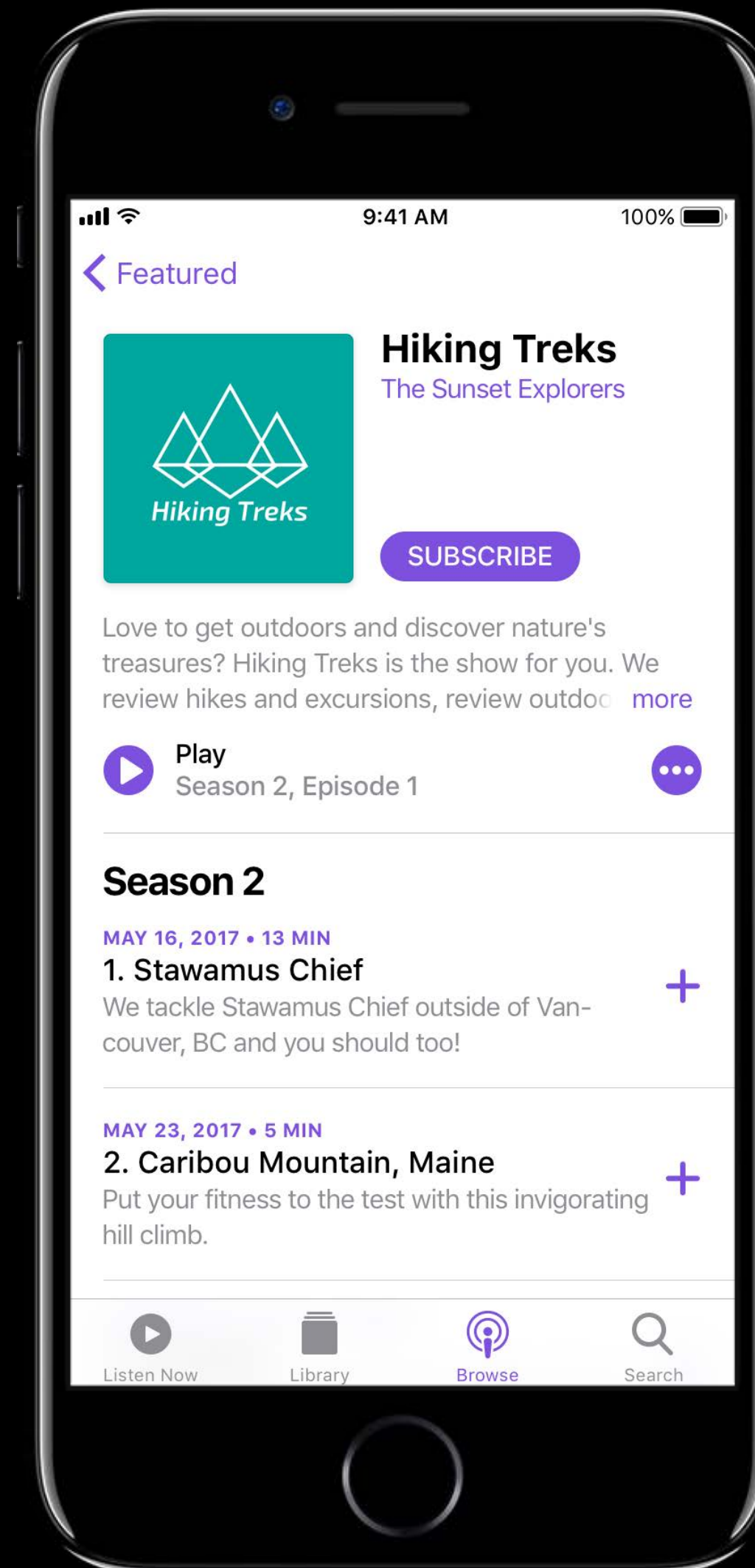
Podcast type: serial

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

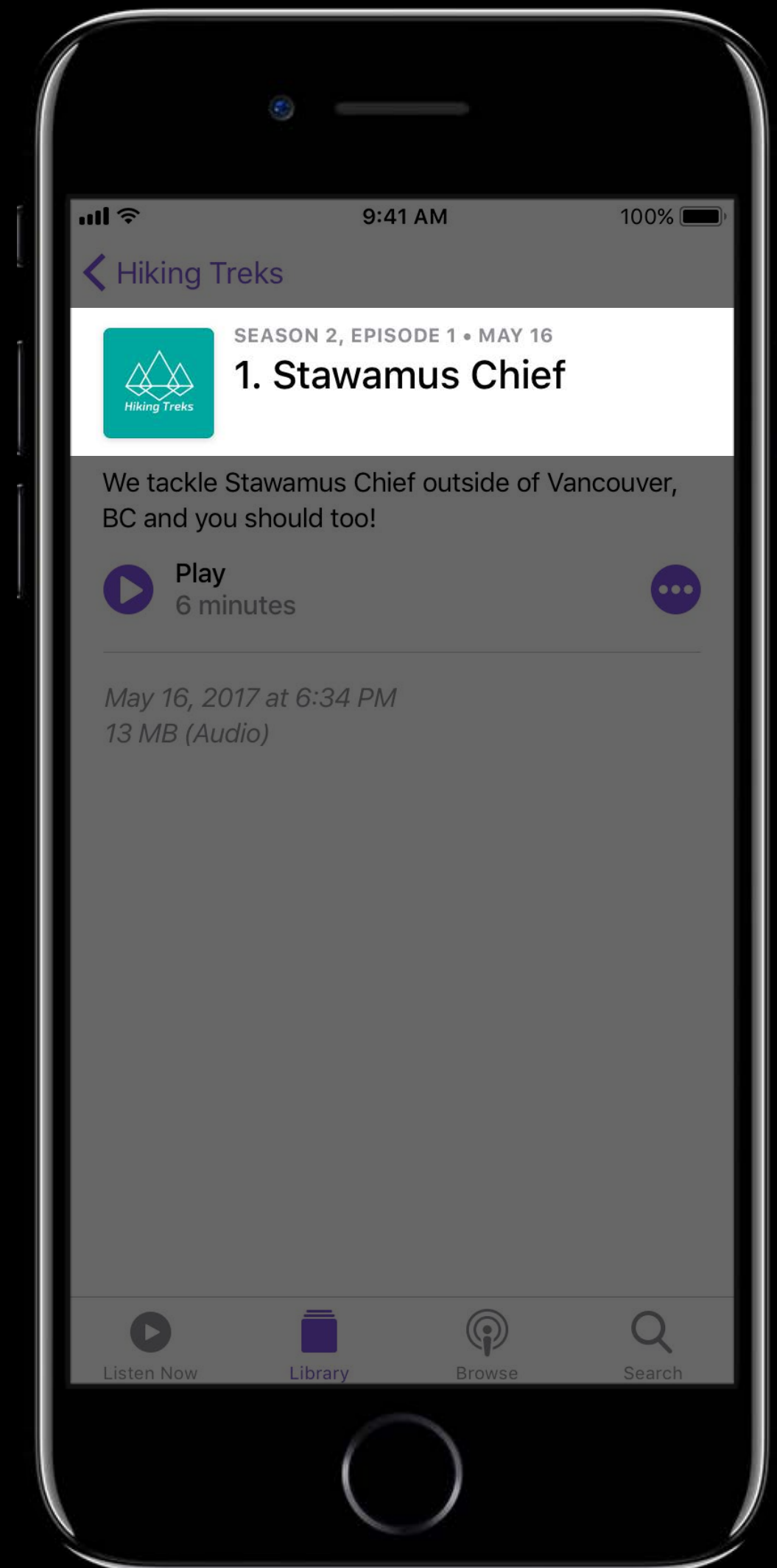
Tag: `<itunes:title>`

Value Type: `string`

Values: `title`

Leave out:

- Podcast title, episode and season numbers



Episode Spec Updates

Episode title

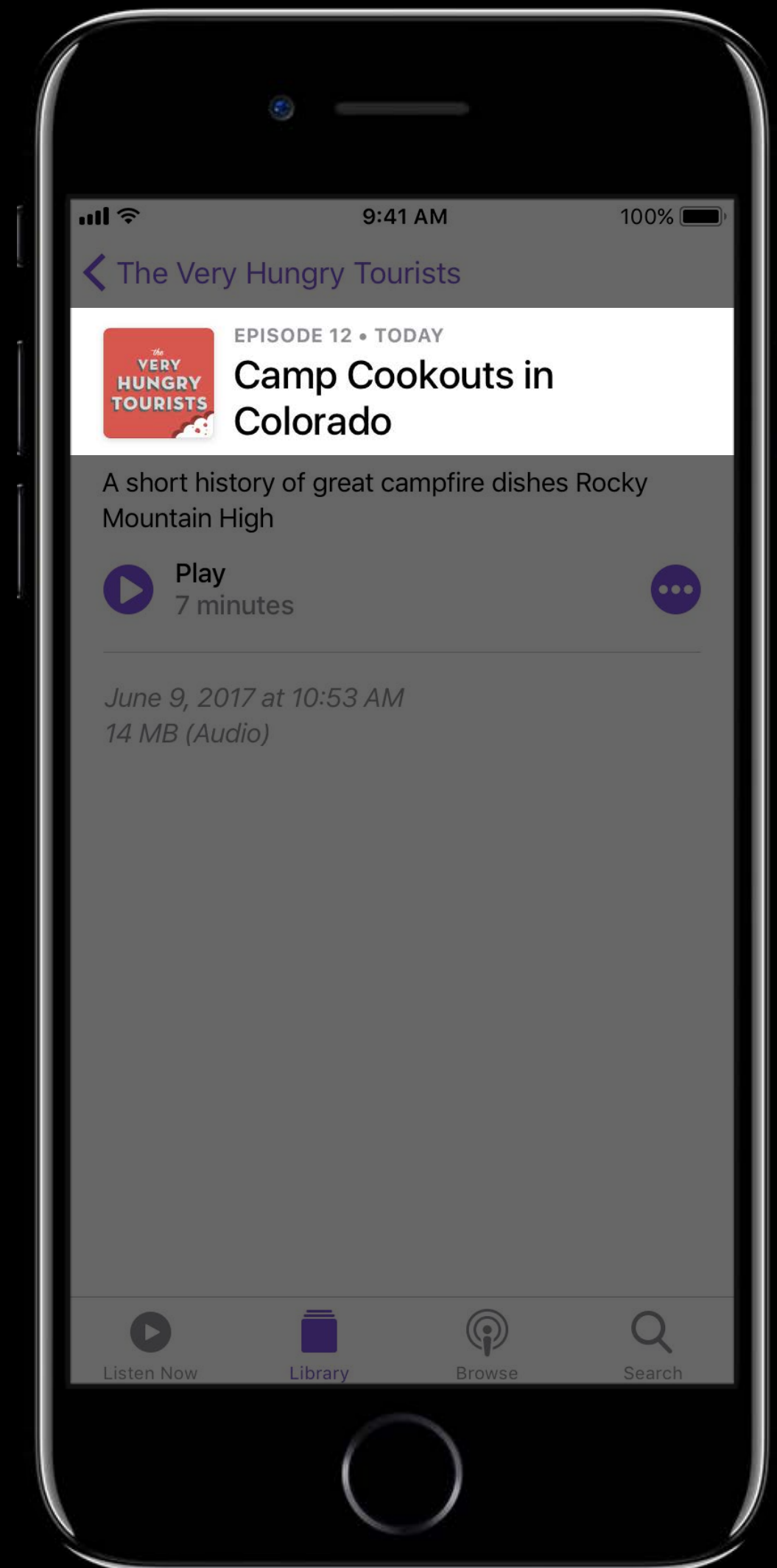
Tag: `<itunes:title>`

Value Type: `string`

Values: `title`

Leave out:

- Podcast title, episode and season numbers



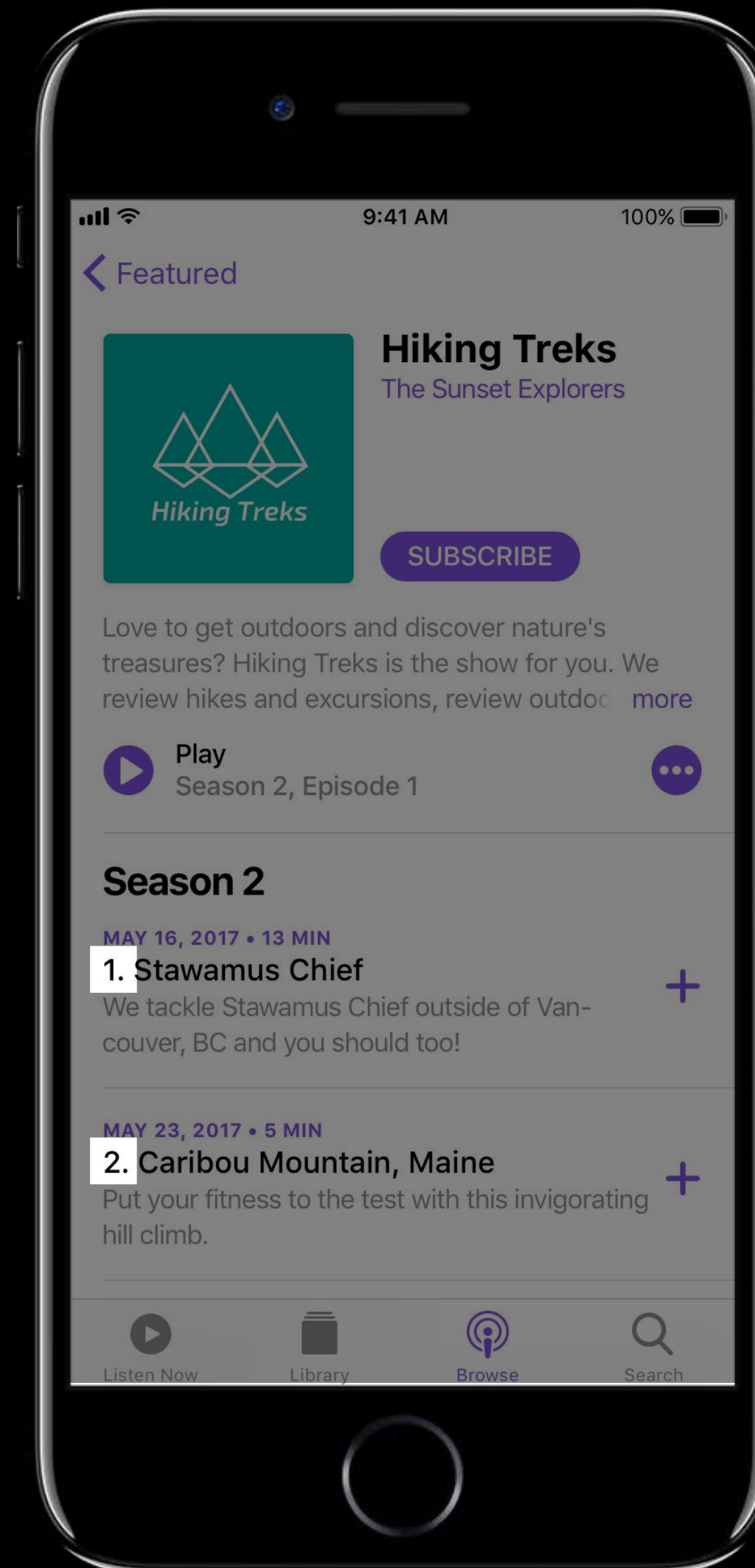
Episode Spec Updates

Episode number

Tag: `<itunes:episode>`

Value Type: `integer`

Values: `1, 2, 3, etc` (greater than zero)



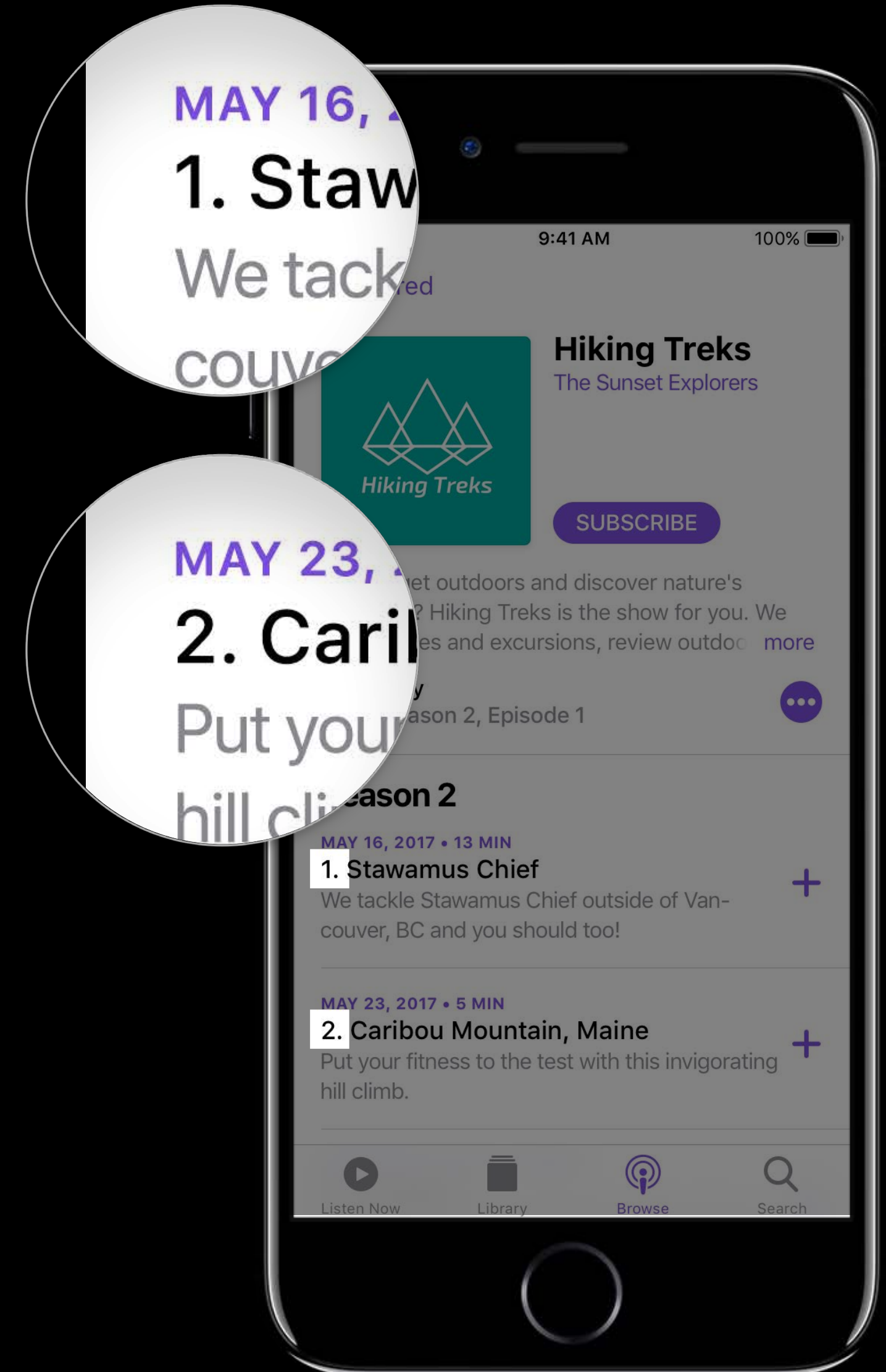
Episode Spec Updates

Episode number

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Value Type: `integer`

Values: `1, 2, 3, etc` (greater than zero)



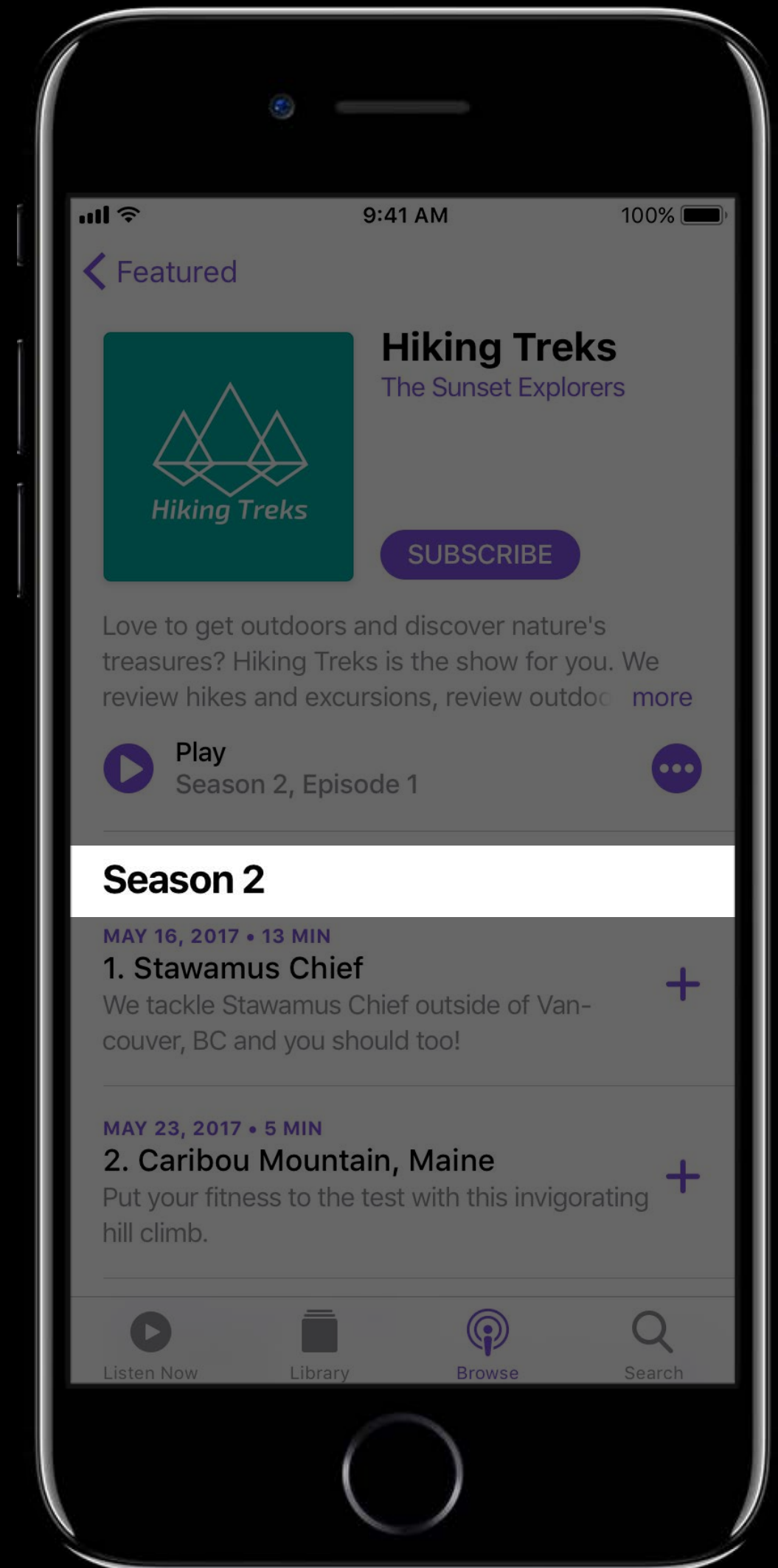
Episode Spec Updates

Season number

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Value Type: `integer`

Values: `1, 2, 3, etc` (greater than zero)



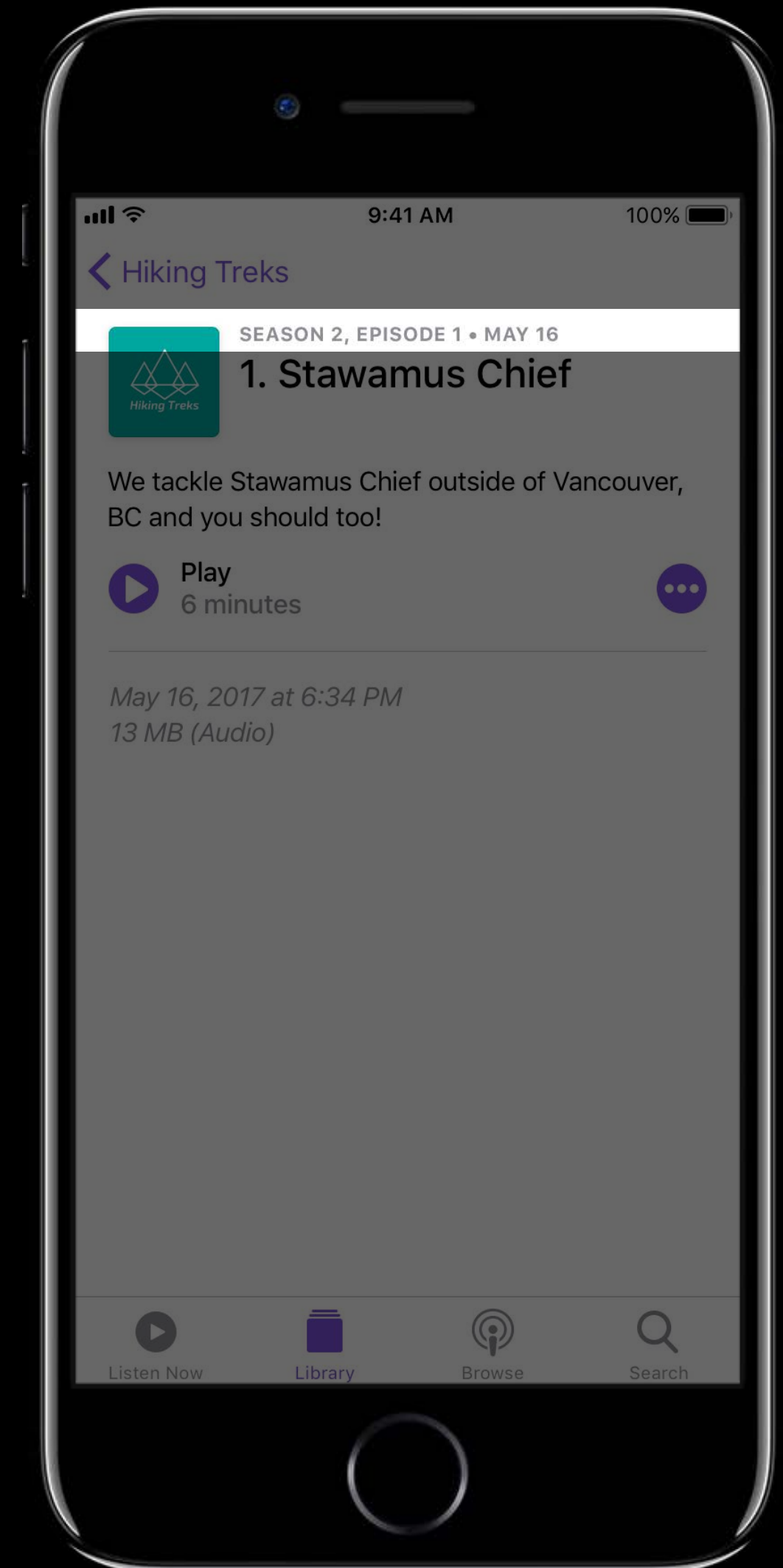
Episode Spec Updates

Season number

Tag: `<itunes:season>`

Value Type: `integer`

Values: `1, 2, 3, etc (greater than zero)`



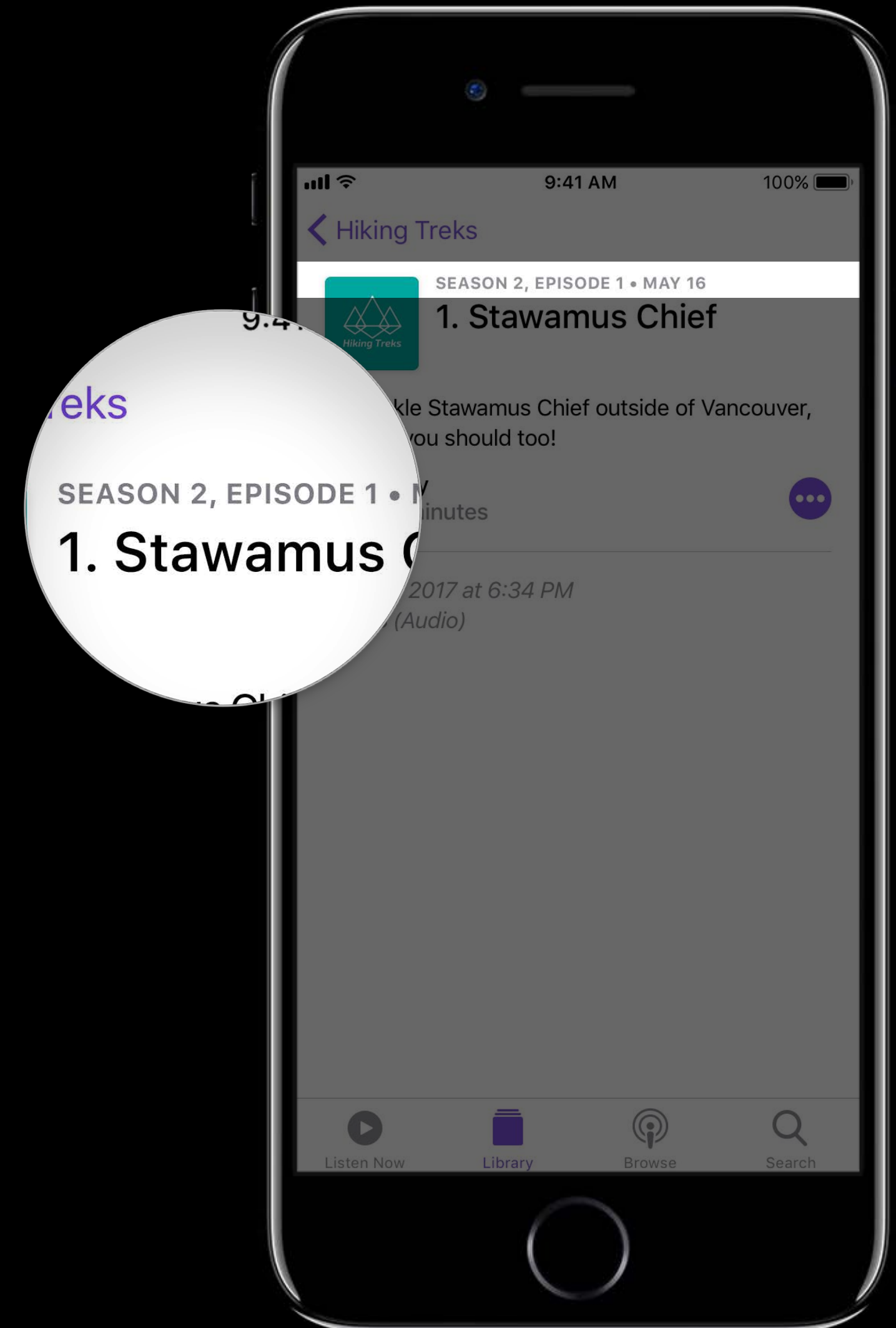
Episode Spec Updates

Season number

Tag: `<itunes:season>`

Value Type: `integer`

Values: `1, 2, 3, etc` (greater than zero)



Episode Spec Updates

Episode summary

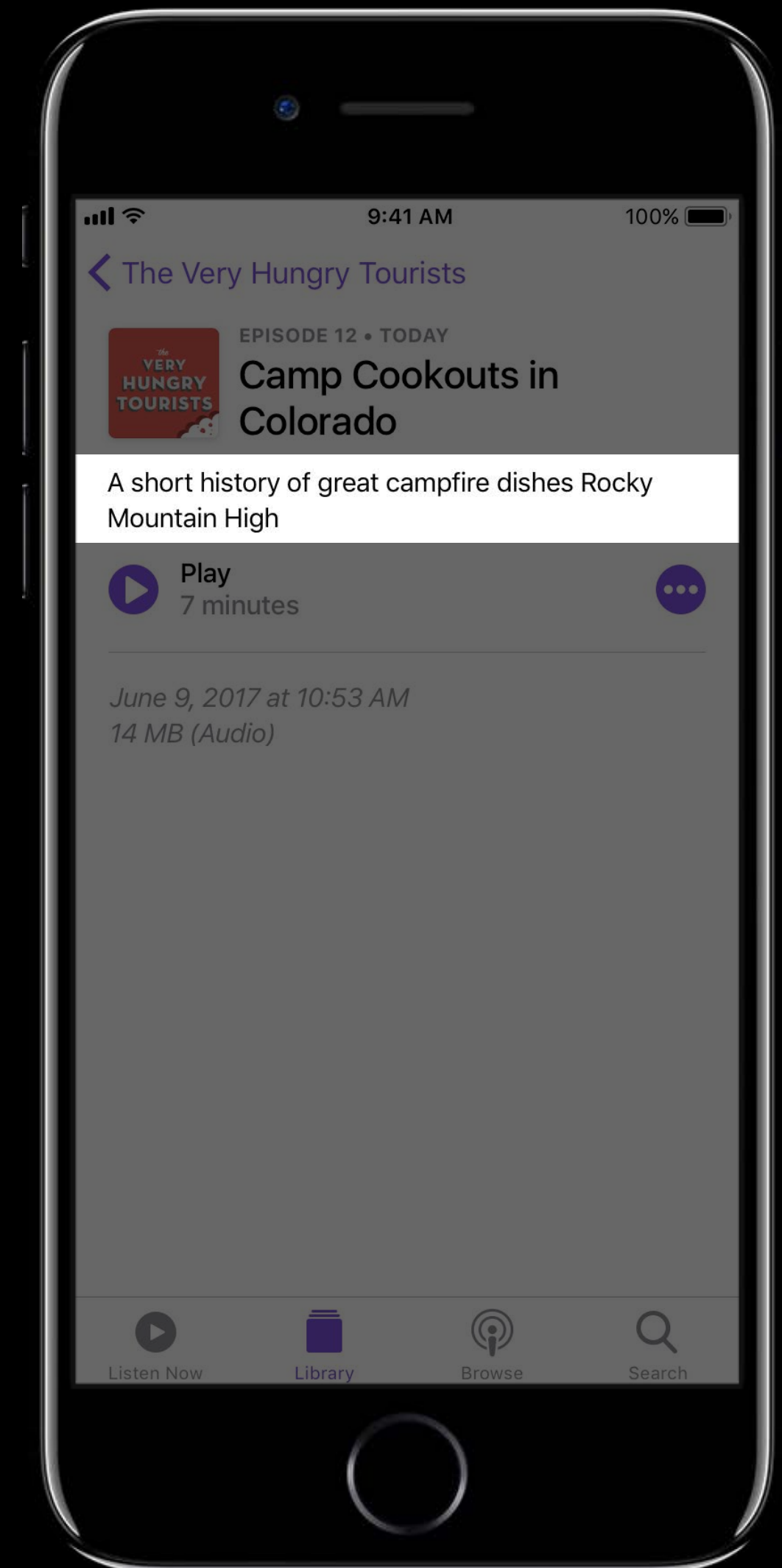
Tag: `<itunes:summary>`

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>` `` `` `<a>` `` `<i>` ``



Episode Spec Updates

Episode type

Tag: `<itunes:episodeType>`

Value Type: `string`

Values: `full`, `trailer`, `bonus`

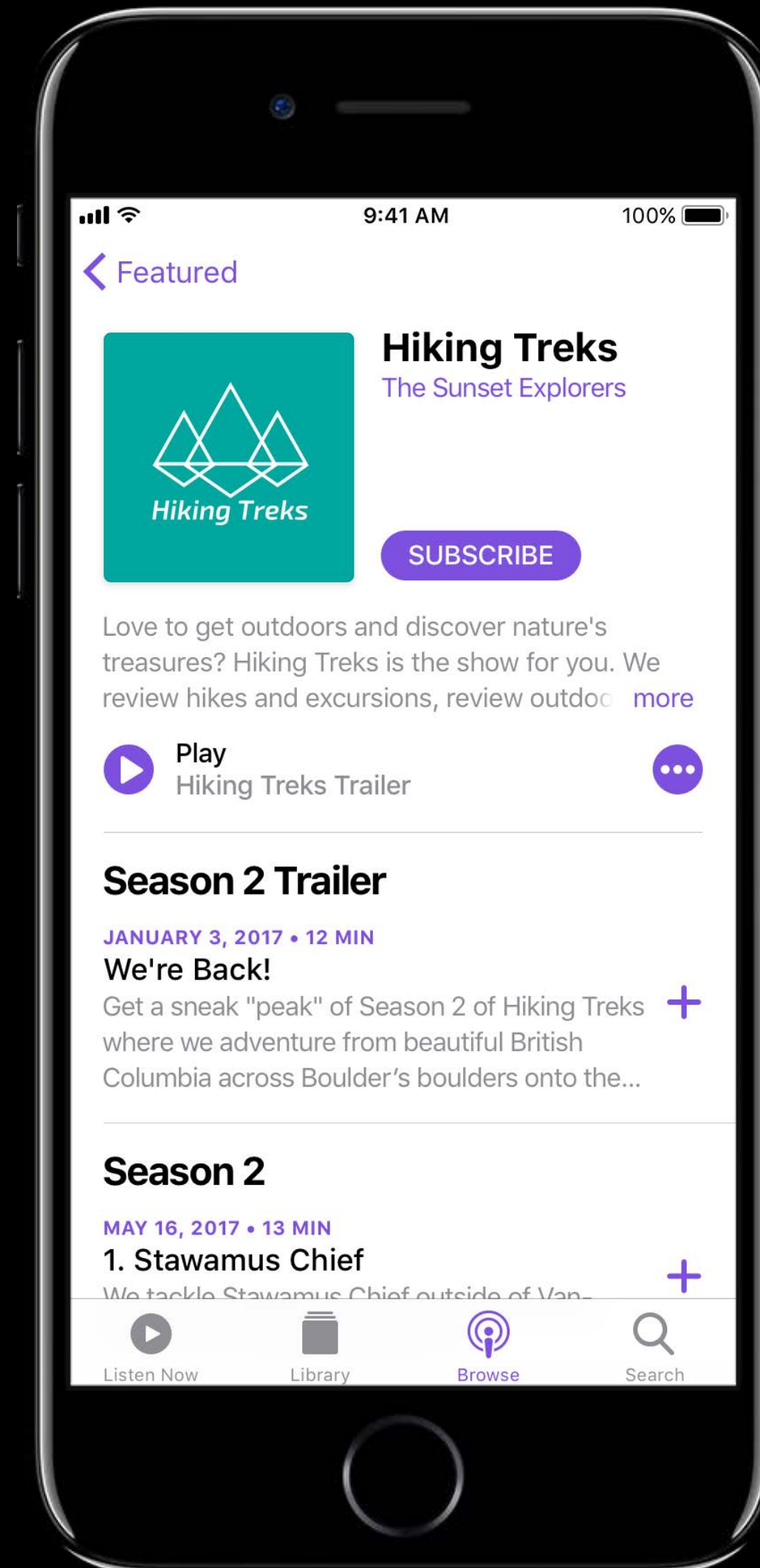
Default: `full`

Recommended for:

Podcast trailers

Season trailers

Episode bonus content



Episode Spec Updates

Episode GUID

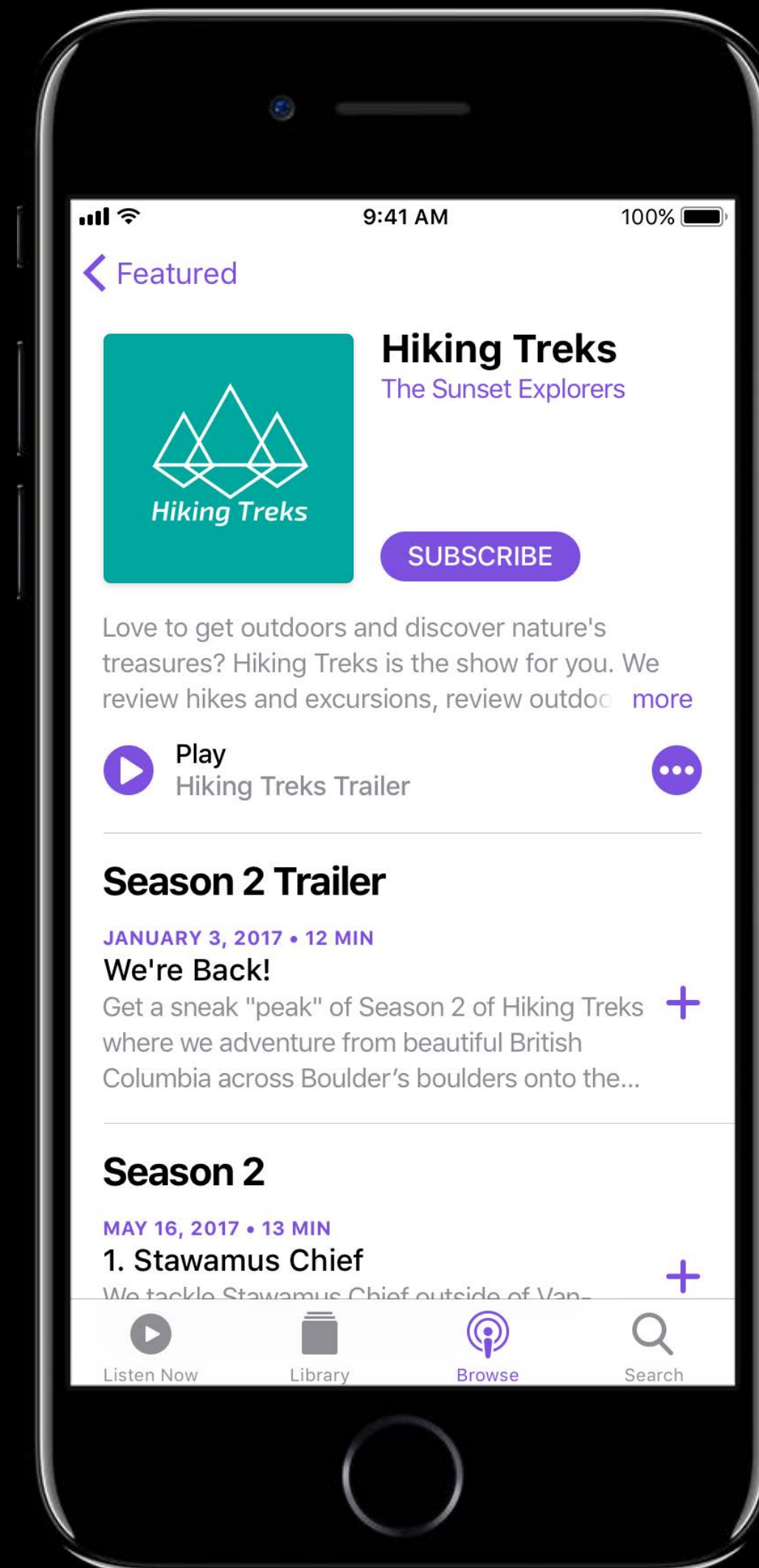
Tag: `<guid>`

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

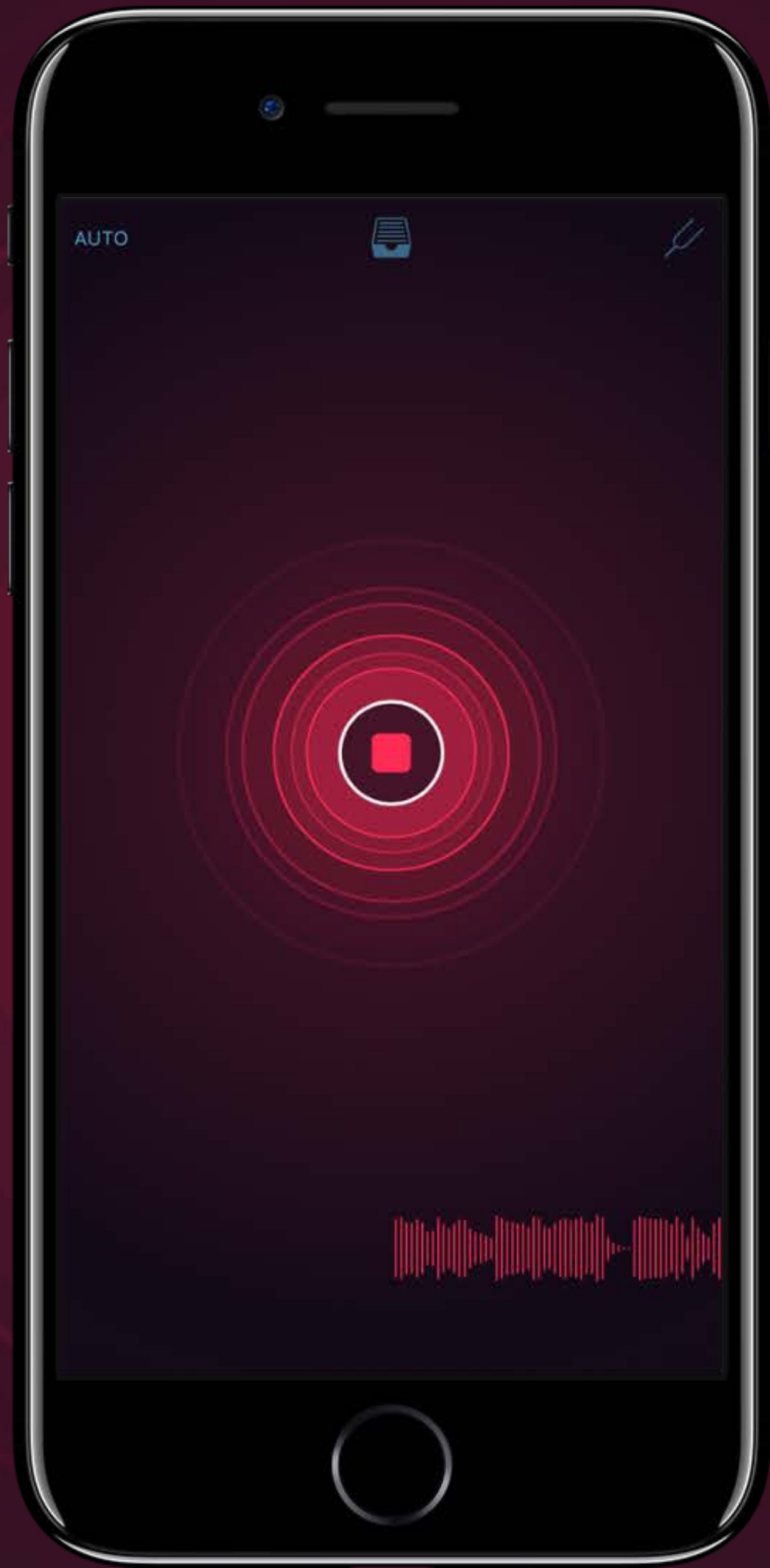
Business Models

Ads and sponsorship

Community support/donation

Upsell





Cover Art and Metadata =
Product Packaging

Cover Art



Cover Art Checklist

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



the
VERY
HUNGRY
TOURISTS

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



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Submitting to Apple

<https://podcastsconnect.apple.com>

iTunes Connect [My Podcasts](#) Maria Sanchez ▾

Feed

RSS Feed Validate Submit

URL ?

Launch

the
**VERY
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TOURISTS**



How's the Podcast Doing?

How many people are listening?

How much do they actually listen?

Where are they listening?



Episodes > 298: Scandinavian Street Foods

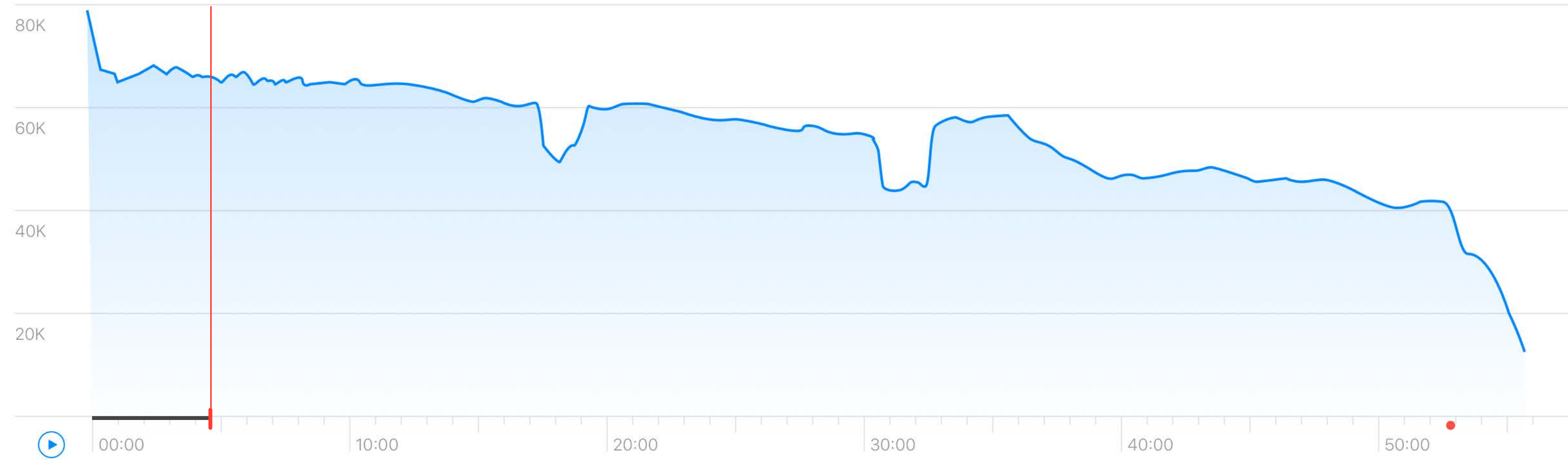
All Time (Jan 1 – Jun 8, 2017)

[View Episode Overview](#)

[All Locations](#)

79,280 All Time Listeners

[About Podcast Analytics Data](#)



58,138
Hours Listened

44
Mins Per Listener

53:15
Abandonment Point

91%
Average Completion

Top Territories

United States

39,743

Subscribers

Subscribed

93.2%

Germany

8,662

Not Subscribed

6.8%

View Plays

By Episodes

All Locations

All Listeners

All Platforms

3,090,671 Plays

About Podcast Analytics Data

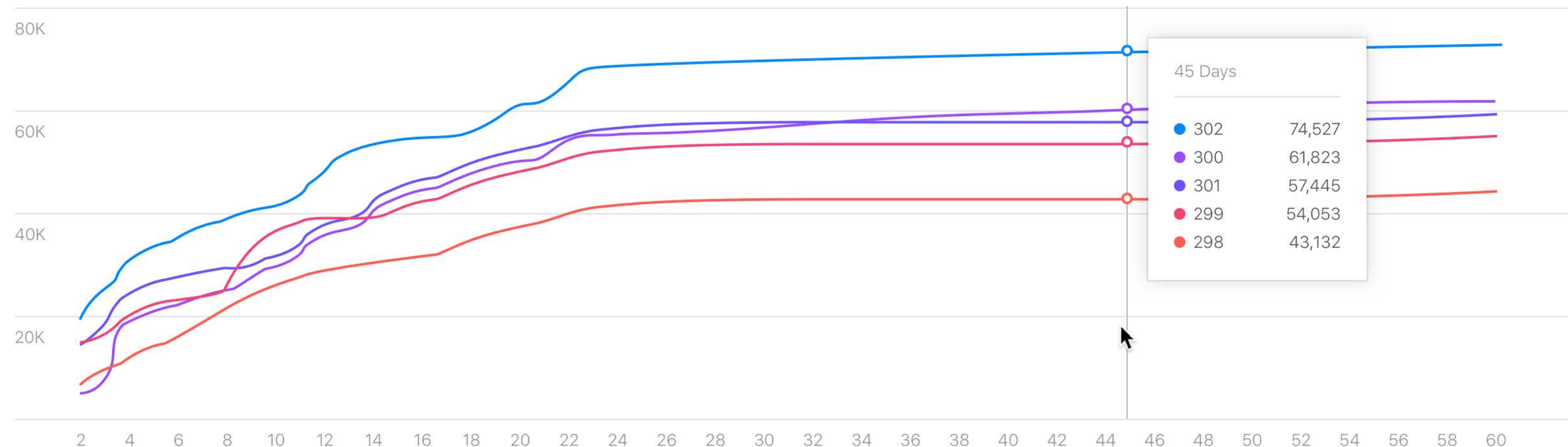


Chart	No.	Name	Released	This Period
<input type="radio"/>	All	-	-	3,090,671
<input checked="" type="checkbox"/>	302	Tokyo City Guide	Mar 29, 2017	76,832
<input checked="" type="checkbox"/>	301	Gilroy Garlic Festival Eats	Mar 22, 2017	59,222
<input checked="" type="checkbox"/>	300	Food Journey Through Singapore	Mar 15, 2017	63,821
<input checked="" type="checkbox"/>	299	Zacatecas Mexico Home Cooking	Mar 8, 2017	56,519
<input checked="" type="checkbox"/>	298	Scandinavian Street Foods	Mar 1, 2017	44,385
<input type="checkbox"/>	297	Here's to the crazy ones	Feb 29, 2017	40,221

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

<https://developer.apple.com/wwdc17/512>

Labs

Podcasting Lab

Technology Lab G

Fri 2:30PM–4:00PM

