Podcast & On-Demand

Your content when and where your listeners want it, with Omny Studio.

WHY DOES YOUR STATION NEED IT?

→ **Rising popularity:** 43% of Australians listen to podcasts every month*

→ **Maximise reach:** Ensure your content reaches listeners everywhere, from smart speakers, to apps, websites and pod directories

→ **Amplify your content:** Empower presenters to create show content with strict user access

→ **Flexibility:** Deliver content on the listener's schedule – meet your audience when and where they want.

WHAT ARE THE BENEFITS?

→ **Deep insights & analytics:** Access comprehensive analytics to better understand your listeners

→ **Easy content distribution:** Broadcast your content across a variety of platforms and devices

→ **Monetisation opportunities:** Easily introduce sponsorship at optimal points in your podcast or on-demand audio

→ **User-friendly management:** Easy and intuitive management system for seamless control of your content

→ **24/7 worldwide support:** Round-the-clock support to assist at every step.

OMNY DIGITAL FEATURES

→ **Automated publishing:** Allows for easy publishing to your website, helping you keep your content fresh

→ **Smart platform integration:** Direct syndication to platforms like Spotify, and smart speaker compatibility

→ **Customisable web player:** Tailor the look and feel of the player to match your brand

→ **Role-based access control:** Organisation and program-level permissions ensures streamlined user management.
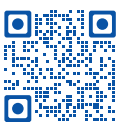
WHAT ABOUT THE COST?

Starting from just over $32 plus GST per month, you can easily provide listeners with flexible, on-demand access to your content.

Reach out to our support team and ask about our fair pricing model (based on your station's annual income). We'll create a Podcast & On-Demand subscription that works for you!

CBAA COMMUNITY BROADCASTING ASSOCIATION OF AUSTRALIA

OmnyStudio
A **Triton Digital®** Company

For more info, visit cbaa.org.au/ondemand

Ready to get started?

📞 **02 9310 2999**
✉️ **support@cbaa.org.au**

*Read more: https://bit.ly/podcasts-popular

FAQs
Podcast & On-Demand

What is the difference between Podcasting and On-Demand? The terms "podcasting" and "on-demand audio" are often used interchangeably, but they refer to different types of audio content distribution...

- Podcasting is like a TV series for your ears – you can subscribe to shows and listen to episodes whenever you want. They're also available on lots of different platforms like Apple Podcasts and Spotify.

- On-demand audio allows your audience to listen to their favourite shows or interviews at any time, directly from your website.

Can I make my radio programming available as audio on-demand on my website? Yes. To do this, you'll need an add-on feature from Omny Studio called "Recording Agent," which enables live-stream capture. This is available as an additional subscription through the CBAA. Read more about Live Stream Capture

Why is Omny Studio better than Acast or Podbean? Although Omny Studio shares similarities with Acast and Podbean, it offers a unique feature: the ability to record live broadcasts for catch-up listening or on-demand audio. Read about Omny Studio podcast features

Can Omny Studio replace our audio logging software? No, Omny Studio serves as an audio content distribution platform for actively used audio. You should continue to use your existing logging software to meet your ACMA requirements. (read more here). CBAA can provide a list of logging software.

Can podcasts and audio on-demand be shared or embedded on our website?

Spoken word programs (without music) can be distributed on podcast directories such as Spotify, Apple Podcasts and Google Podcasts. Music-based radio shows cannot. The audio on-demand copyright license permits publication only on your radio station's website. Stations must have the appropriate streaming licenses for both simulcast and audio on-demand streaming. Speak to CBAA Support for more information.

Can I publish my radio show on podcast platforms? No, we recommend creating an alternative playlist without copyrighted music, which can be easily done within in Omny Studio.

Can individual broadcasters manage their programs? Yes, Omny Studio offers various user permissions, including the option for program presenters to manage their own show content and program metrics.

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