

# Factsheet: Podcasting

Some of today's most iconic and popular podcasts started their lives at a radio station. As a community broadcaster you have certain obligations when it comes to podcasting.

Here's what to consider:

39% of podcast listeners have made it a daily habit<sup>i</sup>

## Essentials

- Only original spoken-word content or non-copyright audio content can be included in a podcast which is downloadable or available on podcast directories
- Your PPCA license only covers music on air or online streaming. PPCA on demand licenses are a work in progress. The CBAA are currently in negotiations with the PPCA
- Global podcast directories e.g. Spotify or Soundcloud open stations up to international breaches in copyright

## Extras

Legally sourced music can be found through:

- Obtaining a license direct from the owners
- Producing an original piece of music
- Use royalty-free music that you can purchase with a one-time fee
- [Creative Commons](#) and ccMixer
- [Free Music Archive](#) - discount for NFPs
- [APRA AMCOS music production library](#) - free for community radio stations

## Checklist

- All copyrighted music has been edited out (including: program intros, promos, sponsorships, station ID)
- Any music included I have sought copyright for
- Any promotional images used are my own or copyright free
- Station website is geo-blocked

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i. PodPoll Australia's insights survey by Deadset Studios Pty Ltd & Insightfully Pty Ltd 2023.