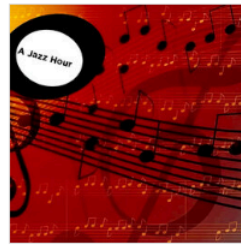


PODCAST & ON-DEMAND



A Jazz Hour



AFL Multicultural Football Show

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

Aussie Music Weekly
aussiemusicweekly.com.au



Why Your Station Needs It

- **Rising popularity:** 47% of Australians listen to podcasts every month*.
- **Maximise reach with flexibility:** Ensure your content reaches listeners everywhere, from smart speakers, to apps, websites and pod directories, when and where they want.
- **Get more out of your content:** Empower presenters to create show content and post bonus content.
- **Deep insights & analytics:** Access comprehensive analytics to better understand your listeners.
- **Monetisation opportunities:** Easily introduce sponsorship at optimal points in your podcast or on-demand audio with the Triton Advertising Platform.
- **User-friendly management:** Easy and intuitive management system for seamless control of your content.

Omny Digital Features

- **Smart platform integration:** Direct syndication to platforms like Spotify, and smart speaker compatibility.
- **Customisable web embed 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.
- **Automated publishing:** Allows for easy publishing to your website, helping you keep your content fresh.
- **On-demand features (additional cost):** Add on a simulcast and audio on-demand subscription to make programming available on-demand from your website.



OmnyStudio
A Triton Digital® Company

Find Out More



Cost:

Podcasting starts from just over \$34 + GST per month (pricing is based on your station's annual income).

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!

FAQs

Podcast & On-Demand

“It’s such a great addition to our live broadcasting. It’s expanded our potential listening audience and enhanced our capacity to engage with our communities.”

3CR Community Radio, Melbourne

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 talk-based 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 generally refers to making an entire radio show available to listen; including the music. Due to music licensing this is only allowed on your website or app.

Can I make my radio programming available as audio on-demand on my website?

Yes. To do this, you’ll need an add-on for both simulcast and audio on-demand feature from Omny Studio called “Recording Agent,” which enables live-stream capture. This is available as an additional subscription through the CBAA. Read more on the [Triton website](#).

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 user permissions, including the option for 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 program presenters to manage their own show content and program metrics.