

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.

Radio Website Services

Easy, affordable and up-to-date website solutions



Why Your Station Needs It

- **Hassle-free:** Easy to learn and maintain website platform built on Wordpress. Focus on your site's content rather than the technical side of things.
- **Cost-effective:** Custom-built websites can be prohibitively expensive for the features required of a radio station. This lets you access the features your station needs at an affordable price with no hidden expenses.
- **Revenue generation:** With built-in tools like forms, banner advertising, popups and directories, your website can become your most powerful income generating tool.
- **Customisation:** Tailor your website's look and feel with our extensive design options so that your website reflects your station's brand.
- **Local and ongoing support:** From CBAA and through our product partner Media Realm - an Australian company with 20 years of community radio tech experience.

Unique Features

- **Built for radio:** Our platform is designed by industry experts specifically for radio stations, taking into account unique digital requirements like global audio playback, now playing data, song history, forms, popups, articles and granular user controls.
- **Advanced integration:** Integrates with your automation system for real-time song data. Connect supported CRMs, email marketing and secure payment gateways
- **Community engagement:** Leverage our community directories for local events, businesses and gigs to build a robust community around your station.
- **Complimentary [MetaRadio license](#):** Power your now playing/song history functionality. MetaRadio can also connect to the CBAA's Music Recognition Technology.



Cost:

Starting at just \$107 plus GST per month for a basic subscription, Radio Website Services can transform your station's online presence and impact.

FAQs

Radio Website Services

“Radio Web Services have allowed us to integrate on-demand audio, podcasting and track-listing into our site... the team continue to innovate in response to our needs.” - 8CCC, Alice Springs, NT

What’s the quick pitch on CBAA’s Radio Website Services?

Radio Website Services (RWS) provides an easy, affordable, best-practice website solution designed to match the needs of community radio stations.

Why should we choose RWS over general web design and hosting?

Your time is valuable. RWS is a simple solution designed to give your station a hassle-free, professional online presence. The platform is built in partnership with Media Realm and includes ongoing support to keep your site up-to-date and secure. We provide industry-leading AWS hosting which adjusts capacity to meet the demands of your website.

What’s included and how quickly can we be up and running?

Check out the list of features to see what's available. We'll work with you to get your site up as quickly as you need; the more motivated you are to go live the quicker it'll be.

Do premium features demand more time to manage?

The premium features like CRM integration and Custom Payment Gateway do require increased support but are designed to automate tasks, saving you time.

Can I add live broadcasts and podcasts?

Yes. Live broadcasts and podcasts are simple to set up, and integrate easily with Triton Digital and Omny Studio, and other platforms that provide an embed code.

Can we set up revenue streams?

Absolutely. RWS includes best-practice donation forms, banner ads, and popups and allows secure payments (via Stripe payment processing gateway) for memberships, merchandise and more.

What is the Global Player and how does it work?

Unique to RWS, the Global Player lets listeners enjoy uninterrupted audio as they browse, giving a seamless user experience. Once set up, there's no need for ongoing tweaks.

What does CBAA’s Radio Website Services cost?

\$104 a month (plus GST) for the Basic subscription and \$150 a month (plus GST) for the Premium subscription. There are no up-front fees or hourly development costs. For a full list of inclusions, visit the [CBAA website](#).

What kind of support will we get?

CBAA offers ongoing, dedicated website support through email, phone, weekly office hours meetings and our ever-growing online resource library.

I’m interested, can we try it out?

Simply call or email to schedule a demo and discuss which package will best suit your station's needs.

Where can I learn more?

Visit [our website](#) for more information or [email our Support team](#).



Find Out More



Features Comparison



FEATURES	BASIC PACKAGE \$100 PLUS GST/MONTH	PREMIUM PACKAGE \$150 PLUS GST/MONTH
PERSISTENT LIVE STREAMING & ON DEMAND PLAYER	✓	✓
PROGRAM GUIDE	✓	✓
MULTI-STATION SUPPORT	✓	✓
COMPLIMENTARY METARADIO LICENSE	✓	✓
LIVE SONG DATA*	✓	✓
SONG HISTORY*	✓	✓
DONATIONS*	✓	✓
ON DEMAND & CATCH UP*	✓	✓
PODCASTING	✓	✓
SECURE PAYMENTS & FORMS*	✓	✓
EMAIL SIGNUPS*	✓	✓
BLOG & NEWS	✓	✓
DAILY CONTENT FROM THE WIRE/NRN	✓	✓
BLOCK EDITOR	✓	✓
BANNER ADS	✓	✓
ANALYTICS*	✓	✓
HOSTING, BACKUPS & UPDATES	✓	✓
COMMUNITY DIRECTORIES	✓	✓
FEATURE SUGGESTIONS	✓	✓
FLEXIBLE DESIGN ELEMENTS	✓	✓
EMAIL & PHONE SUPPORT	✓	✓
ELEARNING COURSE & KNOWLEDGEBASE	✓	✓
WEBSITE COMMUNITY FORUM ACCESS	✓	✓
SURVEYS	✓	✓
POPUPS	✓	✓
CUSTOM DIRECTORIES	1	5
CRM INTEGRATION*	✗	✓
WEBHOOKS*	✗	✓
SINGLE SIGN ON*	✗	✓
FASTER DEVELOPER RESPONSE TIME	✗	✓
ABILITY TO ADD UNIQUE PLUGINS	✗	✗

*See CBA website for more details.