

Podcasts

for Cultural Initiatives and Anyone Else Who Is Interested



spotify

itunes



radiofabrik

Podcasts
2022

IMPRESSUM

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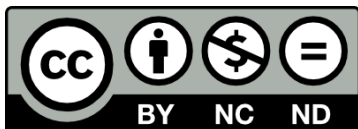
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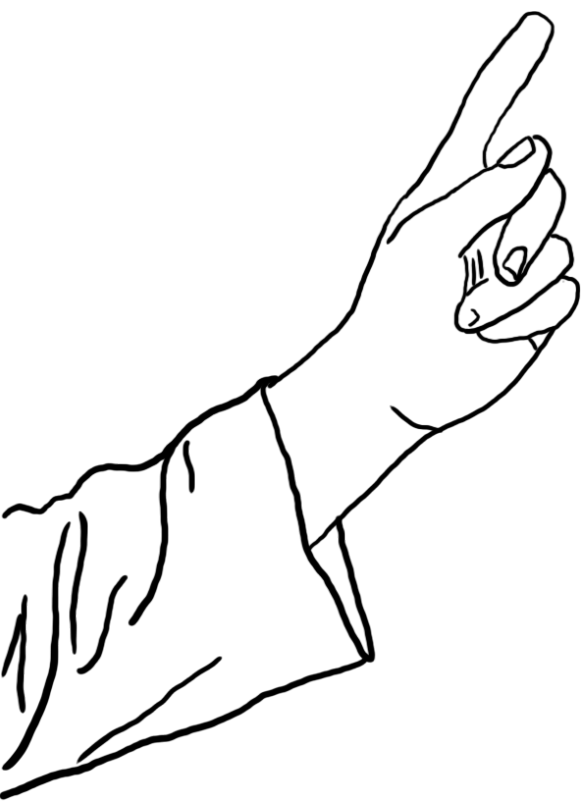
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PODCASTS

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To be able to follow these instructions, you need a **CBA account**. You also need to have already **created** a new **podcast** on the CBA. A step-by-step guide on how to do that can be found in our manual "Cultural Broadcasting Archive".

Podcasts that are also featured as shows on the free radio, can be shared on the CBA for free. For people who would like to share their podcasts on the CBA independently, there is a tiered pricing system.

For more infos on the costs,
contact office@cba.media

1. General Information about Podcasting

The podcasts you upload to the **CBA** can automatically be shared via additional podcasting platforms like **Spotify** and **iTunes**.

What's the **advantage** for you?

- You'll reach **more people**
- You **don't need to do anything** (except create the accounts at the beginning). Whenever you upload an episode to the CBA, it's automatically also shared on the other platforms you made accounts for.

In addition, you can also offer your listeners the option of subscribing to your podcast via so called **podcatchers**. These will automatically inform them whenever you post a new episode.

Podcatchers are programs that let you **subscribe** to **podcasts**. Well known examples are the **apps** AntennaPod, PocketCast and many more.

2. Legal Conditions

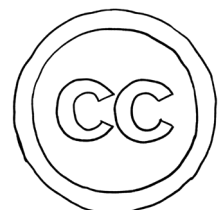
In order for your podcast to be shareable via other platforms like Spotify and iTunes, it **cannot contain** any **copyrighted content**. This means no music that has to be paid for with the **AKM**, the Austrian copyright collective.

The podcast can only be shown on other platforms and on podcatchers if, when uploading it, you answered the question "**Is copyrighted material included?**" with "**No**".

If you still want to use music, you can go for music that is licensed under **Creative Commons**.

However, the following goes for Creative Commons as well: Look closely and **respect the license conditions!**

For more **info on Creative Commons** and their use, check out our manual titled "CC-licenses" as well as the workshops offered by the Radiofabrik.

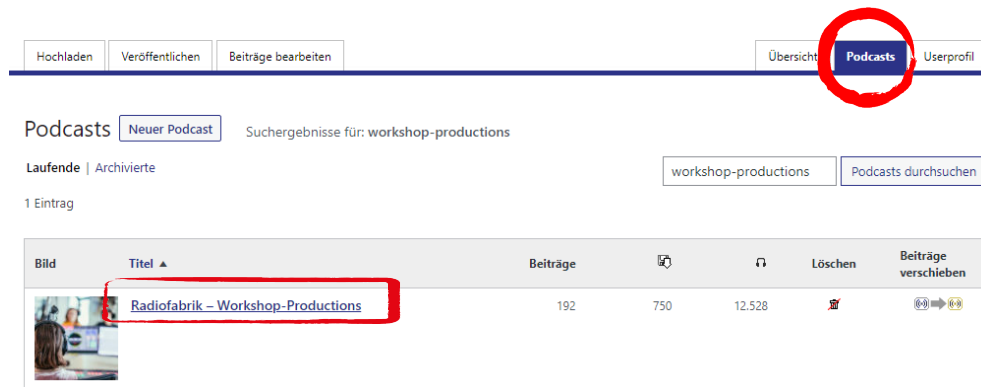


Attention: This question must be answered truthfully! If you answer "No", even though your podcast uses copyrighted music, we will get in trouble with the AKM and there will be legal consequences. sowie in Workshops der Radiofabrik.



3. Necessary Settings on the CBA

Podcasting platforms require different information in order to feature a podcast. This information needs to be provided to the CBA in the beginning. To do so, log into the CBA as usual, click on the tab marked "Podcast" on the upper right and then click on the title of your podcast to edit it.



Note: In order for your image to be shown correctly on iTunes and Spotify, it needs to be square and have 3000x3000 pixel dimensions. The minimum is 1600x1600 pixels.

The following fields also need to be filled in so that your podcast can be shared on Spotify:

- Contact person
- E-mail
- for iTunes: iTunes Category

Kontaktperson <small>Erforderlich für iTunes und Spotify</small>	<input type="text" value="Carla Stenitzer"/>
E-Mail <small>Erforderlich für iTunes und Spotify</small>	<input type="text" value="c.stenitzer@radiofabrik.at"/>
iTunes Kategorie <small>Erforderlich für iTunes</small>	<input type="text" value="Education"/>

After you have filled in all the details, scroll down and click "Publish". Now your podcast is ready to be shared on other platforms.

If you don't have your **login data** yet, you will receive it via your free radio station's program coordinator.

If you haven't **created a podcast** yet, you'll find step-by-step instructions in the manual "Cultural Broadcasting Archive".

4. The RSS-Feed



In order for you to be able to share your podcast on other platforms, you need an **RSS feed**.

First you need to find your RSS feed.

Click on the "Dashboard" tab in the menu at the top of the page. Then scroll down until you get to the item "RSS Feed". Click on the link called "View Feed URLs".

A **popup** will open. Select your **podcast**. In the field below, you'll see the RSS feed.

An **RSS feed** is the address of your podcast that people can subscribe to. Like this, your subscribers (as well as Spotify and iTunes) automatically get your newest uploads

Copy the **RSS feed URL** or keep the window open. You'll need the URL during the next few steps.

cba Radiofabrik Salzburg · Ausloggen

Hochladen Veröffentlichen Beiträge bearbeiten

Übersicht Podcasts Userprofil

wenn du einen neuen Beitrag veröffentlichen, ohne die Seite selbst besuchen zu müssen.

Du kannst den Feed auch dazu nutzen, um deinen Podcast auf anderen Podcastplattformen oder -verzeichnissen zu verbreiten. Dazu musst du nur seine Adresse wissen und sie an die richtige Stelle kopieren.

[Feedadressen ansehen](#)

Was du zu Podcasting wissen solltest

07.12.20	Gameprog - Musik aus Videospielen #08	40:01
11.12.20	Gameprog - Musik aus Videospielen #07	40:00
08.12.20	Gameprog - Musik aus Videospielen #06	40:00

Mit dem Podcast Player kannst du alle deine Beiträge automatisch auf einer externen Website zum schnellen Nachhören einbinden.

Wähle einen Podcast aus, um einen Codeschnipsel zu

5. Posting Your Podcast on Spotify

Go to podcasters.spotify.com and click on the button saying **“Get started”**. In the following window, log in with your Spotify login data or register for Spotify.

Accept the terms and conditions and click **“Get started”** again.

In the next window, **paste** the RSS feed URL that you copied in the step before. In order for Spotify to accept the feed, **at least one podcast episode** must have already been **posted** on the CBA. By adding your podcast, you agree to adhere to the **Spotify rules**.

What's the link to your podcast's RSS feed?

Only add a link to an RSS feed you own the rights to, and make sure your podcast content meets our [guidelines](#). You'll only have to do this once. After your podcast is on Spotify, it will update automatically.

Link to RSS feed

[Your podcast might already be on Spotify. Hit next to check.](#)

[Have you read our Platform Rules? If not, click here.](#)

This means that you will not publish any dangerous, deceptive, sensitive or illegal content. These rules coincide with the Radiofabrik programming guidelines anyway.

By Test By Pascal Bloemers

[None of these podcasts are mine](#)

GO BACK

If another **podcast** of the **same name** already exists on **Spotify**, you'll be asked in the next step which of the existing podcasts is yours. **Scroll to the bottom** of the list to find the option **„None of these podcasts are mine”** and click it.

In the next window you'll see a **preview** of how your podcast will look on Spotify. Confirm by clicking **“Next”**.

As a safety measure, Spotify will now send you a **verification code** to the email-address you gave the CBA for your podcast in step 3. Click on **“Send Code”** and retrieve it from your e-mails. Now type in the code and

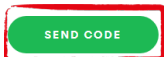
confirm by clicking "Next".

In the next step, select the **country the podcast was produced in** as well as the **language** spoken in it and one or more **Spotify categories**.

Verify that you own this podcast

We'll send an 8-digit code to the email address associated with your RSS feed.

c.stentzer@radiofabrik.at



Click "Submit". You will be sent a direct link to your podcast on Spotify. Please note: it can take up to 5 days until your podcast shows up on Spotify. Usually, however, it will be available within a few hours.

5.1 Removing a Podcast from Spotify

If you want to delete your podcast from Spotify, go to **podcasters.spotify.com**, log in, and click on the menu item "FAQ" on the upper right side.

There you'll find a button called "Managing your Podcast".

Click it and select "Remove my podcast from Spotify", then click "Contact". Fill in the form to request the removal of your podcast.

You'll get an email within 24 hours, informing you that your podcast has been taken down.

Hey. How can we help you?

Your email address*

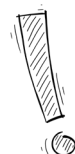
Select a category*

Select a topic*

Overview of your question*

Your podcast's RSS feed (optional)

Describe your issue*



Attention: The details you give on this form cannot be changed later!

6. Posting your Podcasts on iTunes

Go to **podcasters.apple.com**.

Click on the "Sign in" button at the top right of the page. You will be transferred to Apple Podcast Connect where you can **log in** with your **AppleID** or **create a new one**.

Type in your AppleID and your password.

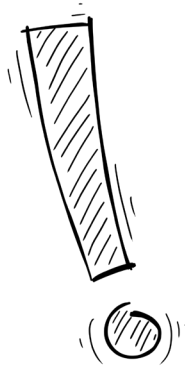
In the next few steps, you'll be asked to choose an **account name** and to agree with the **terms and conditions**.

If you do not want to get spam mail from Apple, uncheck the box that has automatically already been checked.

Now you have to wait. It can take up to **a whole day** until your **account** is **confirmed**. You will not get a confirmation mail. Instead you have to regularly go to **podcasters.apple.com** and check if it works yet.

Wer keine Werbemails von Apple erhalten möchte, nimmt den automatisch gesetzten Haken heraus.

6.1 Known Problems with Apple Login and How to Fix Them



If you're trying to log into podcasters.apple.com but it says that your **AppleID** is **not verified**, this means you have to provide your **payment details**.

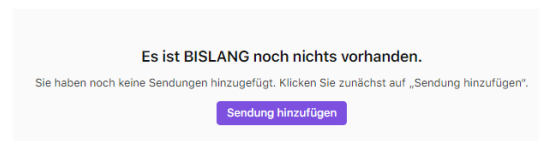
To do this, go to <https://appleid.apple.com/account/manage>.

If you still can't log in, download **iTunes** and **log in** using your AppleID. Here, you'll be asked to verify your details. After that, the login on podcasters.apple.com will work as well.

6.2 Adding a Podcast on iTunes

As soon as your account has been activated, you can create a link to your podcast by clicking on the **"Submit a Show"** button.

In the following window, choose **"Add a show with an RSS feed"** and click **"Next"**.



Now **paste your RSS feed** (see chapter 3) into the window provided and click **"Add"**.

Willst du zu einem späteren Zeitpunkt auf die Einstellungen deines Podcasts zugreifen, gehe auf podcasters.apple.com und klicke auf den Namen deines Podcasts.

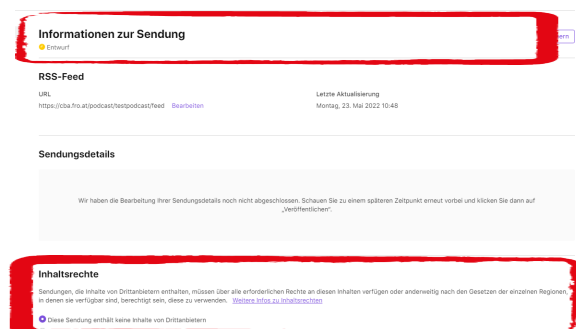
Sendungsart auswählen

Sie können eine Sendung auf Apple Podcasts mit oder ohne RSS-Feed veröffentlichen. Daher sollten Sie zunächst die Art der Sendung auswählen, die Sie verteilen möchten. Beachten Sie, dass Sie beiden Arten von Sendungen gebührenpflichtiges Abonnenten-Audio hinzufügen können.

- Sendung mit RSS-Feed hinzufügen**
Ihre Sendung wird auf Apple Podcasts oder überall dort verfügbar sein, wo Sie Ihren RSS-Feed verteilen. Dies ist die beste Option, wenn Sie die Folgen über Ihren Podcast-Hosting-Anbieter verwalten möchten.
- Sendung ohne RSS-Feed hinzufügen**
Ihre Sendung wird nur auf Apple Podcasts verfügbar sein. Dies ist die beste Option, wenn Sie die Folgen in Apple Podcasts Connect verwalten und ein Abo anbieten möchten.

If, at some point, you want to edit your podcast settings, go to podcasters.apple.com and click on the **name** of your **podcast**.

Apple can now fetch your podcast from the CBA. Before it can be shown to other users however, there's some more information that you need to provide. Scroll to the bottom of the page you're currently on



to the section on **Content Rights**. Check **“This show does not contain third-party content”**.

Now go to the tab marked **“Availability”** on the left. Here you can choose in which **countries and regions** your show will be available, whether it'll be available for **distribution** and **when** the podcast will be **released** on iTunes (e.g. right after its release on the CBA or at a certain fixed time).

And now you need to wait again, until your podcast is available to all users. With the first podcast, it can take **up to 5 days until** it is **verified** by Apple. Usually the verification process is quicker though.

6.3 Removing a Podcast from iTunes

If you want to remove your podcast from iTunes, go to **“Get Info”** and click **“Edit”** next to the **RSS feed**. Now click **“delete RSS feed”** on the bottom left.

You will see a warning telling you that you are deleting your podcast from iTunes. Check **“I understand, delete the feed”** and click **“delete”** again. Here as well, it can take a while until the podcast is actually gone from your profile.

7. Subscribing to Podcasts with Podcatchers

You can offer your listeners the option of subscribing to your podcast on their podcatcher. They'll need

- a **podcatcher** on their smartphone, tablet or laptop
- the **RSS feed** of your podcast

There's a whole list of programs that let you subscribe to podcasts. Popular examples are **AntennaPod, Pocket-Cast, iTunes, and Podcat**.

Each app looks a bit different, but ultimately there are only two ways of getting your podcast onto the podcatchers.

7.1 Actively Subscribing to Podcasts

Some podcatchers let **listeners** simply **subscribe** to the podcasts they want. An example for this is **AntennaPod**. In the **menu**, you can choose **“Add podcast”**.

Under the option **“Add podcast with RSS feed”**, listeners can paste the RSS feed of your podcast. They are then subscribed and will see every episode of your podcast on their app as soon as it's released.

7.2 Add Podcasts to Podcatcher Libraries

Other podcatchers have a **fixed repertoire** of podcasts that listeners can merely choose from. In this case, you need to **add your podcast to the**

repertoire yourself.

An example for this is **PocketCast**. Go to <https://www.pocketcasts.com/submit/> and put in the RSS feed of your podcast. Select the field "public" to make sure it will be available to all listeners on their app.

8. Further Platforms

In addition to the afore mentioned suppliers, there are many **other apps and platforms** you can use to spread your podcast. No matter which one you choose, the process will always be the same: Register to the platform, then add your RSS feed.

HAVE FUN PODCASTING!

