

PodX user guide

What is PodX?

All podcasts are distributed through a technical system called RSS, which is a list of information written on the internet. Most podcast creators and users will never see what an RSS feed looks like, everything to do with them is handled by either an app or hosting platform.



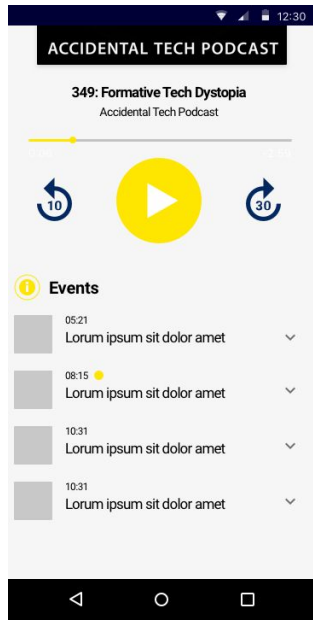
However, since RSS feeds were created many years ago there are limitations to what you can do with them. PodX is a system of additional information that can be used by podcast apps to display more information than is currently available in RSS.

To use this information both the platform used to upload podcasts and the podcast app listeners use need to support PodX. We are creating a demo app that will show the benefits of PodX. Below you can find a guide to all of the events we are writing into the specification.

How PodX events work

PodX events are tied to a timecode in your podcast, and at a specific point in your podcast they will be triggered to show a variety of information. For example you may be talking about a crime scene and want to show listeners what a building looks like. A PodX event allows you to let a photo pop up on the podcast app at this time.

In addition to popping up at a specified time the demo app will allow people to see all PodX events in a list, so they can look at them after they have listened to the podcast.

Normal play screen of podcast episode	What a PodX event will look like	The list of all PodX events in the episode
 <p>The screenshot shows a mobile app interface for a podcast episode. At the top, there's a status bar with signal, Wi-Fi, and battery icons, and the time 12:30. Below that, a back arrow and a share icon. The main visual is a large circular image with 'ATP' in the center, labeled 'ACCIDENTAL TECH PODCAST'. Below the image, the episode title '349: Formative Tech Dystopia' and the podcast name 'Accidental Tech Podcast' are displayed. A progress bar shows '0:06' and '-2:59'. At the bottom, there are playback controls: a 10-second rewind button, a large yellow play button, and a 30-second fast-forward button. A downward arrow is below the play button, and the Android navigation bar is at the very bottom.</p>	 <p>The screenshot shows a mobile app interface during a PodX event. At the top, a status bar with signal, Wi-Fi, and battery icons, and the time 12:30. Below that, a back arrow and a share icon. The main visual is a blurred image with a yellow information icon and the text 'Lorum ipsum sit dolor'. Below the image, there's a block of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum eget nunc lorem. Donec maximus arcu eget tortor gravida tempus. Proin mollis ac metus nec varius. Cras sem dolor, accumsan ut nulla et, porta dictum eros. Aliquam erat volutpat. Sed tempus quis libero nec scelerisque. Aliquam nec metus lectus.' At the bottom, there are playback controls: a 10-second rewind button, a large yellow play button, and a 30-second fast-forward button. The Android navigation bar is at the very bottom.</p>	 <p>The screenshot shows a mobile app interface displaying a list of PodX events. At the top, a status bar with signal, Wi-Fi, and battery icons, and the time 12:30. Below that, a back arrow and a share icon. The main visual is a list of events under the heading 'Events'. The list includes: <ul style="list-style-type: none"> 05:21 Lorum ipsum sit dolor amet 08:15 Lorum ipsum sit dolor amet 10:31 Lorum ipsum sit dolor amet 10:31 Lorum ipsum sit dolor amet Each event has a small square icon to its left and a downward arrow to its right. Above the list, there's a section header '349: Formative Tech Dystopia' and 'Accidental Tech Podcast'. Below the header, there's a progress bar and a large yellow play button. At the bottom, there are playback controls: a 10-second rewind button, a large yellow play button, and a 30-second fast-forward button. The Android navigation bar is at the very bottom.</p>

What can PodX do?

A guide to the events we are developing

Event	Description
Support the podcast <support>	<p>If your podcast makes a call out to support the show financially this will allow your listeners to reach your contribution page much faster.</p> <p>How can I use it?</p> <ul style="list-style-type: none"> • Display a link to your financial contribution page when asking your listeners for support <p>Specific information required</p> <ul style="list-style-type: none"> • Website address of support page
Image <image>	<p>This will display an image and a caption.</p> <p>How can I use it?</p> <ul style="list-style-type: none"> • Display images of your podcast host or guest • Display images of the location of your podcast recording • Display a map when talking about locations <p>Specific information required</p> <ul style="list-style-type: none"> • Website address of image
Social media prompt <socialPrompt>	<p>You can use this event to display links to your social media channels like Instagram, Twitter and Facebook.</p> <p>How can I use it?</p> <ul style="list-style-type: none"> • If you ask your listeners to subscribe to your social feeds you can provide a link that makes it much easier to do that • You can display the social profiles of your podcast guests <p>Specific information required</p> <ul style="list-style-type: none"> • Website address link to social account
Text <text>	<p>This lets you display text without any other elements</p> <p>How can I use it?</p> <ul style="list-style-type: none"> • Display the full text of a reply from an official channel (e.g. company statement, email from government department) when you just read key parts of it on the podcast <p>Specific information required</p>

- Plain text in the caption field.

Website link
<web>

A website link allows you to display a link to a website that a listener can click on to be taken to that website.

How can I use it?

- You can put a link to your website so listeners can get there easily
- Send your listeners a link to a video you have mentioned in your podcast

Specific information required

- Website address of link

Podcast link
<feedLink>

This lets you display a link to a separate podcast feed or a specific episode of a podcast.

How can I use it?

- When recommending other podcasts on your podcast make it easy for your listeners to subscribe to this new podcast
- When speaking about a past episode of your podcasts give listeners the link to listen to it

Specific information required

- Podcast feed link
- Optional: episode title (to play specific episode)
- Optional: episode time (to start playback of episode at a specific time)

Call the podcast
<callPrompt>

Display an event that when clicked on will allow the podcast listener to call or text a phone number from their phone.

How can I use it?

- If you ask your listeners to leave you a voicemail this makes it much easier to call you
- If you want feedback through text message this event makes it easy to send the text to your number

Specific information required

- Phone number to call

Sign up to a newsletter
<newsletterSignup>

Display an event that allows people to quickly and easily sign up for an email newsletter.

How can I use it?

- Ask people to subscribe to your podcast newsletter
- Display the prompt when talking about other email newsletters your listeners may like

Specific information required

- Website address of newsletter signup form

Online feedback
<feedback>

When asking your listeners for feedback create a link to an online form they can fill out.

How can I use it?

- When asking for listener feedback send them a link to your website feedback form

Specific information required

- Website address of feedback form

Poll
<poll>

Display a poll your listeners can vote on

How can I use it?

- Receive instant feedback on how they liked the episode
- Ask your listeners what topics they would like you to cover in future podcasts
- Ask your listeners their opinion of topics discussed in your podcast

Specific information required

- Website address of poll

Information needed for PodX events

When thinking about what PodX events you would like to use there are several fields you will need to fill out in order for the event to happen.

Element	Description
Start of event <start>	<p>The time you want the PodX event to start displaying.</p> <p>A point in playback of a podcast expressed in normal play time relative to the start of an audio file in the parent item. The expected format is HH:MM:SS.mmm or MM:SS.mmm or SS.mmm Leading and trailing zero values can be trimmed, and milliseconds are optional.</p>

End of event
<end>

The time you want the PodX event to end displaying.

The point in playback of a podcast expressed in normal play time relative to the start of an audio file in the parent item. The expected format is the same as the <start> format.

Display of the parent event is to end at this timestamp. It is expected for the end time to be after the start time.

Caption
<caption>

Every event allows you to add text to display with it e.g. text under an image or below a link.

Notification/Headline
<notification>

This is a short headline that will be displayed in the notification tray of PodX events.

Contact

If you have questions about PodX get in touch:

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