# Strategic Infrastructure Report: Monetization Architectures for Educational Podcasting in the Japanese Market

## 1. Executive Strategic Overview

### 1.1 The Strategic Imperative of Utility Podcasting

The digital content landscape is undergoing a fundamental structural shift, moving from an advertising-centric "Attention Economy" to a direct-to-consumer "Utility Economy." In this new paradigm, content creators are no longer merely entertainers seeking to aggregate eyeballs for advertisers; they are educators and specialized service providers offering tangible value transformation to niche audiences. "Ovi English School" represents a quintessential example of this transition, operating at the intersection of media and education—a sector increasingly referred to as "Utility Podcasting."

Unlike general interest podcasts that rely on massive scale to generate meaningful advertising revenue (CPM models), educational podcasts operate on a high-value, low-volume unit economic model. The value proposition for a listener of "Ovi English School" is not passive entertainment but active skill acquisition—specifically, English language fluency. This distinction is critical because it dictates the technological infrastructure required. A comedy podcast requires only audio delivery; an educational podcast requires a synchronized delivery of audio lessons and visual study aids (PDFs, transcripts, vocabulary lists). Consequently, the selection of a subscription platform is not merely a financial decision but a product capability decision. The platform must function as a Learning Management System (LMS) disguised as a podcast feed.

For the founder of Ovi English School, the constraints are specific and rigorous: the business must launch with **zero fixed costs**, support a **tiered pricing model** ($5, $15, $30), serve a **Japan-centric audience** with specific payment preferences, and provide a seamless **migration path** from free public content to paid private content. Furthermore, the strategic horizon extends to 2026, where significant regulatory changes in the mobile app ecosystem—specifically Apple’s enforcement of In-App Purchase (IAP) fees—threaten the margins of subscription businesses.

This report provides an exhaustive analysis of the four primary contenders—Supercast, Patreon, Memberful, and Gumroad—evaluating them against these rigid constraints. The analysis reveals that while Patreon dominates in brand recognition, its exposure to the "Apple Tax" and "feed-based" architecture makes it structurally inefficient for high-ticket educational subscriptions. Conversely, **Supercast** emerges as the superior strategic partner, offering a unique combination of "audio-first" user experience, flat-fee unit economics that scale favorably with high-priced tiers, and a web-centric payment architecture that mitigates platform risk.

### 1.2 The "Ovi" Business Model Architecture

To evaluate the platforms effectively, we must first deconstruct the proposed business model of Ovi English School into its functional components. The "Freemium" architecture proposed leverages a classic funnel:

* **Top of Funnel (Acquisition):** Daily news podcasts distributed freely on YouTube and public RSS feeds. This establishes authority and habituation.
* **Middle of Funnel (Monetization - Basic Tier $5/month):** The value proposition here is convenience—primarily ad-free listening. The technical requirement is "RSS Mirroring," the ability to strip dynamic ads from the public feed and deliver a clean version to subscribers.1
* **Bottom of Funnel (retention - Pro Tier $15/month):** This is the core educational product. The user is buying the *method*, not just the audio. Access to PDF transcripts and vocabulary lists is the primary churn-reduction mechanism. The technical requirement is seamless file delivery within the podcast player.2
* **High Value (Scale - VIP Tier $30/month):** This tier competes with private tutoring. It requires high-touch features like "Ask Me Anything" (AMA) interactions and potentially personalized feedback. The technical requirement is two-way communication channels and exclusivity management.4

The financial constraint—"start zero fixed cost"—is the primary filter. This immediately disqualifies platforms operating on a pure Software-as-a-Service (SaaS) model with monthly retainers, pivoting the selection toward platforms that utilize a "Revenue Share" or "Transaction Fee" model. The objective is to select a platform where costs are purely variable, scaling only when revenue is generated.

### 1.3 The 2026 Regulatory Landscape: The "Apple Tax" Threat

A critical, often overlooked dimension of platform selection is the regulatory environment of the mobile app ecosystem. In 2024 and 2025, Apple reinstated strict mandates requiring digital content creators to use its In-App Purchase (IAP) system for any transactions occurring within an iOS app. By November 1, 2026, all creators on platforms like Patreon must migrate to this system or face removal from the App Store.5

The implications for Ovi English School are severe. Apple charges a 30% fee on IAP transactions.

* **Scenario A:** A student signs up for the VIP Tier ($30) via the Patreon iOS app. Apple takes $9.00. Patreon takes its fee (8-12%). The creator receives less than $18.00.
* **Scenario B:** A student signs up for the VIP Tier ($30) via a web-based checkout (Supercast) and creates a login. They then connect their feed to the Apple Podcasts app. Because the transaction occurred on the web (Safari/Chrome), Apple takes $0.00. The creator receives ~$28.00.

This regulatory divergence creates a massive arbitrage opportunity. Platforms that rely on an "App-First" experience (Patreon) expose the creator to the 30% tax. Platforms that utilize a "Web-First" experience (Supercast, Memberful) insulate the creator from this tax.7 For a high-margin business model like Ovi English School, choosing a web-first platform is a defensive strategic necessity.

## 2. Technical Requirements of Educational Podcasting

### 2.1 The Audio-Visual Synchronization Challenge

Educational podcasting presents a unique user experience (UX) challenge: the "Audio-Visual Gap." Language learning is multimodal; students need to hear the pronunciation (audio) while seeing the spelling and grammar (visual).

In a traditional setup, a creator might host audio on a podcast host and PDFs on a separate website (e.g., WordPress). This forces the user to switch contexts: listening in a podcast app while trying to navigate a website on a mobile browser to find the corresponding PDF. This friction is a primary driver of churn in educational subscriptions.

The ideal infrastructure for Ovi English School must bridge this gap. The platform needs to support **Inline Asset Delivery**. When a subscriber plays "Episode 55" in Apple Podcasts or Spotify, the show notes must contain a direct, authenticated link to the PDF transcript. The user taps the link, and the PDF opens immediately on their device. This "listen and read" workflow is the product.3

Research into successful competitors, such as *Luke’s English Podcast*, demonstrates that this integration is a key differentiator. Luke’s English Podcast utilizes Supercast to deliver "Premium" episodes where the PDF download links are embedded directly in the episode description, accessible via the user's podcast player of choice. This seamless integration validates the technical requirement for Ovi.3

### 2.2 Private RSS Architecture and Security

To monetize audio effectively, the content must be gated. The standard mechanism for this is the **Private RSS Feed**.

* **Mechanism:** The platform generates a unique RSS URL for each individual subscriber (e.g., https://feed.supercast.com/user\_token\_123).
* **Lifecycle Management:** When a user subscribes, the feed is created and activated. When a user churns or their credit card fails, the specific feed is deactivated. This prevents the user from downloading new episodes without affecting other subscribers.10
* **Security & Abuse Detection:** Piracy is a risk for high-value educational content. If a user shares their private RSS link on a public forum, the platform must detect the anomaly. Supercast, for example, employs algorithms to monitor download patterns (e.g., simultaneous requests from multiple IP addresses) and can automatically lock the compromised feed.11

### 2.3 Integration with the Spotify Ecosystem

Historically, private RSS feeds were incompatible with Spotify, the world's most popular audio platform, because Spotify did not support standard RSS ingestion. This was a major barrier for creators targeting Gen Z and Millennial audiences, who primarily use Spotify.

However, the landscape has evolved with **Spotify Open Access**. This protocol allows subscription platforms to authenticate users within the Spotify app. A user links their Ovi English School account to their Spotify account, and the paid content appears natively in their Spotify library.12 This is a "must-have" requirement for a modern educational podcast. Platforms that lack this integration (like Gumroad) force users to use niche apps, reducing the Total Addressable Market (TAM).

## 3. Platform Deep Dive: Supercast

### 3.1 Architecture and User Experience

Supercast is architected as an "audio-first" monetization layer. Unlike generalist platforms that treat podcasts as just one of many content types, Supercast focuses exclusively on the listener experience within podcast players.

#### 3.1.1 The Frictionless Onboarding Flow

Supercast’s primary competitive advantage is its onboarding UX. The platform boasts a "10-second signup" flow that eliminates the need for creating a complex account profile before payment.

1. **Checkout:** The user lands on a customizable, white-labeled landing page (e.g., ovi.supercast.com). They select a tier and pay via Apple Pay, Google Pay, or Credit Card.
2. **Activation:** Immediately post-payment, the user is presented with a "Listen" menu. They tap the icon of their preferred player (e.g., Apple Podcasts).
3. **Deep Linking:** The site uses mobile deep linking to open the podcast app and automatically subscribe the user to their private feed. There is no copying and pasting of URLs required.11

This flow is critical for the "Ovi" migration path. When moving free users from YouTube to a paid product, every second of friction reduces conversion. Supercast’s flow is optimized for mobile-first conversion.

#### 3.1.2 Educational Feature Set

For Ovi English School, Supercast offers specific features that align with the curriculum-based model:

* **File Attachments:** Creators can attach PDF, image, or video files to specific episodes. These appear as clickable links in the episode notes. This directly satisfies the "PDF Delivery" requirement.2
* **AMA (Ask Me Anything):** For the VIP ($30) tier, Supercast includes a built-in AMA tool. Subscribers can record audio questions directly from their dashboard. The creator receives these audio files, can record answers, and publish them as exclusive episodes. This feature creates high-value, personalized content that justifies the premium price point.4
* **RSS Mirroring:** This feature is vital for the Basic ($5) tier. Supercast can ingest the public RSS feed (from Anchor/YouTube), strip out ads (if configured), and republish it to the private feed. This ensures that subscribers have a single feed containing *all* content—free episodes (ad-free) and paid bonus episodes—interleaved chronologically.1

### 3.2 Unit Economics and Pricing Strategy

Supercast employs a flat-fee model for its "All-In" plan, which fundamentally alters the profitability curve compared to percentage-based platforms.

* **Fee Structure:** **$0.59 per active subscriber per month** + Stripe Processing Fees (2.9% + $0.30).16
* **The "Start Zero" Fit:** There is no monthly SaaS fee. If Ovi has 0 subscribers, the cost is $0. The $0.59 is only deducted from active subscriptions. This perfectly satisfies the user's budget constraint.

#### 3.2.1 Profitability Analysis at Scale

The flat-fee model rewards high-ticket tiers. Let us analyze the margin retention for the VIP ($30) tier compared to a hypothetical 8% percentage fee (typical of Patreon).

| **Metric** | **Supercast ($0.59 Flat)** | **Percentage Model (8%)** |
| --- | --- | --- |
| **Tier Price** | **$30.00** | **$30.00** |
| **Platform Fee** | $0.59 | $2.40 |
| **Stripe Fee (Est)** | $1.17 | $1.17 |
| **Total Fees** | $1.76 | $3.57 |
| **Net Revenue** | **$28.24** | **$26.43** |
| **Margin** | **94.1%** | **88.1%** |

*Analysis:* On the VIP tier, Supercast saves the creator **$1.81 per subscriber per month**. For 100 VIP students, this equates to an additional **$2,172 in annual profit**. This demonstrates that Supercast is the economically rational choice for a business model that relies on high-tier subscriptions ($15/$30) rather than volume-based low-tier subscriptions ($1/$2).11

### 3.3 Data Ownership and Portability

A critical risk mitigation factor is data ownership. Supercast requires the creator to connect their own Stripe account.

* **Implication:** The creator owns the billing relationship and the customer data (credit card tokens).
* **Migration:** If Ovi English School decides to leave Supercast in the future (e.g., to build a custom app), the billing data remains in the creator's Stripe account. The subscription can be migrated without asking users to re-enter their credit card details. This prevents the "churn cliff" associated with platform migration.18

## 4. Platform Deep Dive: Patreon

### 4.1 The Community-First Architecture

Patreon is the incumbent in the creator economy, designed originally for "patronage"—users supporting a creator they love—rather than "purchasing"—users buying a specific utility. While it has pivoted toward subscription features, its architecture remains rooted in a social feed metaphor.

#### 4.1.1 Strengths for Education

* **Community Interaction:** Patreon excels at text-based community. If the pedagogy of Ovi English School relies on students discussing news articles in a comment section, Patreon provides a native environment for this. Supercast typically offloads community to Discord or Slack integrations.20
* **Video Hosting:** Patreon has recently rolled out native video hosting. For the Ovi "Daily News" segment, this could allow for video versions of the podcast to be hosted directly behind the paywall, though this overlaps with the "Free on YouTube" strategy.21

### 4.2 The "Apple Tax" Vulnerability (Strategic Risk)

The most significant argument against Patreon for Ovi English School is the impending conflict with Apple.

* **The 2026 Mandate:** Apple has decreed that by November 2026, Patreon must fully adopt the In-App Purchase (IAP) system for its iOS app. This will impose a **30% fee** on all transactions initiated within the app.5
* **Economic Impact:** For the $30 VIP tier, a 30% fee removes $9.00 immediately. Patreon allows creators to pass this fee to the customer (raising the price to ~$43) or absorb it. Both options are detrimental: raising prices reduces conversion, while absorbing fees destroys margins.22
* **The Trap:** Because Patreon controls the billing relationship (Merchant of Record), creators have limited flexibility to route users to a web checkout if the user is already in the app. Supercast, being web-first, avoids this ecosystem trap entirely.7

### 4.3 User Experience Friction

While Patreon creates private RSS feeds, the integration is often described as clunky compared to Supercast. Users frequently have to manually copy and paste RSS URLs into their players. While Patreon offers an "Auto-Connect" feature for some apps, it is less robust and supports fewer players than Supercast’s deep-linking engine. Furthermore, accessing PDFs often requires navigating to the Patreon app or website, breaking the "listen-and-learn" flow.11

## 5. Platform Deep Dive: Memberful & Gumroad

### 5.1 Memberful: The "Start Zero" Mismatch

Memberful is a robust, professional-grade plugin for WordPress. It is owned by Patreon but operates independently with a focus on white-label integration.23

* **The Barrier:** Memberful charges a monthly SaaS fee. To access "Podcasts" (private RSS feeds), a creator must be on the **Pro Plan**, which costs **$49/month**.24
* **Budget Conflict:** This directly violates the "Start zero fixed cost" requirement. For a bootstrapping entrepreneur, a $588/year liability before earning the first dollar is a significant risk.
* **Future Utility:** Memberful becomes a viable option only in the "Scale Later" phase. If Ovi grows to $10,000/month in revenue, the $49/month fee becomes negligible, and Memberful’s lower transaction fees (4.9% vs Supercast’s effective rate on low tiers) might offer savings. However, the lack of native Spotify integration and the high friction of setting up a WordPress site make it a poor choice for launch.26

### 5.2 Gumroad: The Product Marketplace

Gumroad is designed for selling digital products (e-books, software, art), not ongoing content subscriptions.

* **The Product Mismatch:** Gumroad treats a subscription as a recurring payment for a file download. It does not generate a dynamic, private RSS feed that integrates with podcast players.
* **UX Failure:** A subscriber would receive an email saying "Your download is ready." They would then have to download the MP3 file and play it in a generic audio player. They would not get automatic updates, show notes, or background playback optimization in the same way a podcast app provides. This is a fatal flaw for a "Daily News" podcast.27
* **Fee Structure:** A flat **10% fee** is prohibitively high for a subscription business scaling to the $30 tier.28

## 6. The Japan Market Strategy: Payments & Compliance

Launching a business with a "Japan Focus" requires navigating a specific set of financial and cultural norms. The Western approach to payments often fails in Japan if not localized.

### 6.1 Payment Methods: The JCB Imperative

Credit cards are the dominant payment method for online subscriptions in Japan, accounting for nearly 60% of transactions. However, the ecosystem is unique due to the dominance of **JCB** (Japan Credit Bureau).

* **The Constraint:** Millions of Japanese consumers hold *only* a JCB card and do not have a Visa or Mastercard.
* **Platform Readiness:**
  + **Supercast:** Operates via Stripe. Stripe Japan fully supports JCB cards. The integration is seamless for the creator; they simply need to ensure their Stripe account is enabled for JCB.29
  + **Patreon:** Accepts JCB, PayPal, and Venmo.
* **Konbini (Convenience Store) Payments:** While popular for one-time e-commerce purchases, Konbini payments are generally unsuited for *recurring* subscriptions due to the manual nature of the payment (the user must physically go to the store to pay). Therefore, relying on card-based payments (via Stripe) is the standard for digital subscriptions like Netflix or Spotify in Japan.31

### 6.2 Currency Strategy: JPY vs. USD

To maximize conversion rates, Ovi English School should price its tiers in **Japanese Yen (JPY)**.

* **Trust:** Charging in USD forces the customer to mentally calculate exchange rates and often incurs a "foreign transaction fee" from their bank, which appears as a hidden cost.
* **Pricing Psychology:**
  + **Basic ($5):** Price at **¥700**. (Psychologically clean, slightly higher than $5).
  + **Pro ($15):** Price at **¥2,200**.
  + **VIP ($30):** Price at **¥4,500**.
* **Supercast Capability:** Supercast supports multi-currency pricing. The creator can set specific price points for different regions, ensuring that the displayed price is clean (e.g., ¥2,000) rather than a messy conversion (e.g., ¥2,134).17

### 6.3 Japanese Consumption Tax (JCT) Compliance

Since October 2015, Japan has applied Consumption Tax (JCT) to cross-border digital services (the "Digital Service Tax"). The current rate is **10%**.32

* **Threshold:** Businesses are required to register as a tax-payer only if their taxable sales in the "Base Period" (two years prior) exceed **¥10 Million** (approx. $65,000 USD).
* **Startup Phase:** For Ovi English School starting from zero, the business is likely exempt from filing JCT for the first two years, provided revenue remains under the ¥10M threshold.
* **Scale Phase Compliance:** Once revenue exceeds the threshold, compliance is mandatory.
  + **Patreon:** As the Merchant of Record, Patreon automatically collects and remits JCT. This is a "hands-off" benefit for the creator.33
  + **Supercast:** The creator is the Merchant of Record. To handle this, the creator must enable **Stripe Tax** in their Stripe Dashboard. Stripe Tax automatically monitors the revenue threshold, calculates the 10% tax for Japanese IP addresses, and prepares the data for filing. While more "hands-on" than Patreon, it is fully automated and manageable for a solo founder.34

### 6.4 Localization and Trust

Japanese consumers are notoriously risk-averse regarding online services.

* **Checkout Language:** Supercast allows for customization of the checkout page. It is critical to include reassuring text in Japanese (e.g., "Cancel anytime" - いつでもキャンセル可能) to reduce anxiety.
* **Transparency:** Clearly stating what is included (PDFs, Audio) helps build trust.

## 7. Migration & Growth Strategy: From Free to Paid

The "Migration Path" is the operational sequence of moving a user from a free YouTube viewer to a $30 VIP subscriber.

### 7.1 The Freemium Funnel Architecture

The core of the strategy is **RSS Mirroring**.

**Phase 1: The "Free" Anchor (Current State)**

* **Platform:** YouTube (Video) + Anchor/Buzzsprout (Audio).
* **Content:** Daily News.
* **Call to Action (CTA):** "Subscribe for updates."

**Phase 2: The "Ovi" Launch (Supercast Integration)**

1. **Setup:** Create Supercast account. Connect Stripe. Set prices in JPY.
2. **Mirroring:** Configure Supercast to ingest the public RSS feed from Anchor.
3. **The "Lock" Strategy:**
   * *Option A (The Teaser):* Publish the first 5 minutes of the daily news on the public feed. At the 5-minute mark, cut the audio and insert a pre-recorded clip: "To hear the rest of this story and get the vocabulary list, click the link in the show notes to subscribe to Ovi Pro."
   * *Option B (The Bonus):* Publish the full news story on free feeds. But on the Supercast feed, attach the "Vocabulary Review" episode immediately after the news story.
4. **PDF Workflow:**
   * Upload the daily PDF to Supercast.
   * Supercast automatically inserts the PDF download link into the private RSS feed.
   * Subscribers see the link in their podcast app.

**Phase 3: Marketing the Migration**

* **YouTube Description:** Update all YouTube video descriptions to include the "Ovi Pro" link as the first line.
* **Audio Shoutouts:** In every free episode, mention the specific value of the *PDF* ("I know 'rural' is hard to pronounce—check the spelling in the transcript on Ovi Pro").
* **Launch Promotion:** Use Supercast’s "Coupon" feature to offer "50% off the first month" to the initial YouTube audience to jumpstart momentum.23

### 7.2 Scaling and Retention

* **Churn Reduction:** Educational subscriptions have high churn because learning is hard. To mitigate this, Ovi should offer **Annual Plans** (e.g., "Pay for 10 months, get 2 free"). Supercast supports annual billing, which locks in cash flow and increases Customer Lifetime Value (LTV).23
* **Dunning Management:** Credit cards fail (expiration, insufficient funds). Supercast (via Stripe) has automated "Dunning" emails that retry the card and email the user to update their details. This recovers ~10-15% of lost revenue automatically.16

## 8. Comparative Financial Modeling (Unit Economics)

To quantify the platform decision, we project the net revenue for Ovi English School at a hypothetical scale of **1,000 Subscribers** with a tiered distribution.

**Scenario Assumptions:**

* Total Subscribers: 1,000
* **Basic ($5):** 600 subs (60%)
* **Pro ($15):** 300 subs (30%)
* **VIP ($30):** 100 subs (10%)
* **Total Gross Revenue:** $3,000 + $4,500 + $3,000 = **$10,500 / month**

### 8.1 Platform Fee Comparison

| **Platform** | **Fee Structure** | **Cost Calculation** | **Total Monthly Fee** | **Effective Rate** |
| --- | --- | --- | --- | --- |
| **Supercast** | $0.59 / sub | 1,000  $0.59 | **$590.00** | **5.6%** |
| **Patreon (Pro)** | 8% of Revenue | 8% of $10,500 | **$840.00** | **8.0%** |
| **Patreon (Prem)** | 12% of Revenue | 12% of $10,500 | **$1,260.00** | **12.0%** |
| **Gumroad** | 10% of Revenue | 10% of $10,500 | **$1,050.00** | **10.0%** |
| **Memberful** | $49 + 4.9% | $49 + (4.9%  $10,500) | **$563.50** | **5.4%** |

*Note: Stripe processing fees (~2.9% + 30¢) apply to all platforms and are excluded from this comparison to isolate the platform cost.*

### 8.2 Analysis

* **Supercast vs. Patreon:** At this scale, Supercast saves the creator **$250 - $670 per month** compared to Patreon. This annual saving ($3,000 - $8,000) is significant for a small business, enough to hire a freelance editor or assistant.
* **Memberful vs. Supercast:** Memberful is competitively priced at this scale ($563 vs $590). However, Memberful required a $49/month payment during the months where revenue was $0, whereas Supercast cost $0. Furthermore, Memberful lacks the "Spotify Open Access" integration that helps grow the top of the funnel.

## 9. Risk Analysis and Future Proofing

### 9.1 Platform Lock-In Risk

* **Risk:** If Ovi builds its entire business on Patreon, Patreon owns the customer relationship. Patreon holds the credit card tokens. If Patreon bans the creator or if the creator wants to leave to avoid the Apple Tax, they cannot take the credit card data with them.
* **Mitigation:** Supercast uses the creator's own Stripe account. The credit card tokens (the most valuable asset) reside in Stripe, legally owned by Ovi English School. This ensures true business independence.18

### 9.2 The "Apple Tax" Evasion

* **Risk:** As detailed, the 30% fee on iOS transactions is a margin killer for the $30 VIP tier.
* **Mitigation:** Supercast’s web-based checkout flow is compliant with Apple’s "Reader App" policies (similar to Netflix or Spotify). Users pay on the web, then consume in the app. This legally bypasses the IAP fee, preserving the unit economics of the high-tier strategy.7

## 10. Conclusion and Recommendation

### 10.1 The Verdict

For the specific requirements of "Ovi English School"—zero fixed costs, Japan focus, educational PDF delivery, and future scalability—**Supercast is the definitive recommendation.**

It is the only platform that:

1. **Satisfies the Budget:** Starts at $0 fixed cost.
2. **Optimizes for High Tiers:** The flat-fee model ($0.59) becomes cheaper as the price increases to $15 and $30.
3. **Delivers the Product:** Seamlessly integrates PDFs into podcast players and supports Spotify.
4. **Fits the Market:** Supports JCB payments and JCT compliance via Stripe.
5. **Protects the Business:** Avoids the Apple Tax and ensures data ownership.

### 10.2 The Implementation Roadmap

1. **Setup Phase (Week 1):**
   * Create Stripe Account (Enable JCB).
   * Create Supercast Account (Connect Stripe).
   * Configure Tiers (Basic, Pro, VIP) with JPY pricing.
2. **Content Phase (Week 2):**
   * Set up RSS Mirroring from the current Anchor feed.
   * Upload the first batch of "Pro" PDFs to existing episodes.
3. **Launch Phase (Week 3):**
   * Release a "Teaser" episode on the free feed announcing Ovi Pro.
   * Update all YouTube descriptions with the ovi.supercast.com link.
   * Send a "Founding Member" discount code to the most loyal fans.

This infrastructure provides Ovi English School with a professional, scalable, and profitable foundation, turning a passive audience into active, paying students.

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