

NEWS RELEASE
FOR IMMEDIATE RELEASE
May 28, 2015

Media Contact:
Emily Saltz, Pop Up Archive
emily@popuparchive.com
510 463 4066

Podcast intelligence API enables listeners to find, discover, and search podcasts word for word

OAKLAND, Calif. -- Audio indexing platform Pop Up Archive has released Audiosear.ch, a podcast intelligence API that offers the most comprehensive data about podcasts and radio in the English language.

The Audiosear.ch API is designed to help audio distributors and podcast apps bring better search, discovery, and sharing experiences to audiences. In addition to comprehensive search across thousands of podcasts from networks including NPR, ESPN, and Slate, the API provides recommendations that can be broken down by show, network, category, topic, and length.

Audiosear.ch generates data about trending topics in podcasts and episodes that tastemakers are talking about. It also provides a simple way for audio platforms to enable users to search within and share specific moments from podcasts. A sampling of the API's capabilities are showcased at www.audiosear.ch.

"Podcasts are hitting a tipping point of mainstream adoption, but discovery is still a point of friction across most apps and services," said Jake Shapiro, CEO of PRX. "Audiosear.ch is pioneering a data-driven model that is poised to transform how we find and recommend great audio."

"I'm not supposed to say stuff like this because we're a science show, but Audiosear.ch is like magic," said Brandon Echter, Community Manager at Public Radio International's Science Friday. "I love how easily searchable it is for our listeners, and how simply they can share a clip without having to listen to an entire 20-minute interview and find the timecode. Way to bring listening and sharing a podcast to the future!"

"We're trying to make it easy to find, discover, and share audio stories we love. Our goal for Audiosear.ch is to help bring audio and podcasts to the next level. We've always been audio geeks, but phones and cars are changing the industry in terms of how and when people listen to audio," said Pop Up Archive CEO Anne Wootton.

"Thanks to the technology we started building at Pop Up Archive three years ago with PRX, we're able to transform sound into information through time-stamped transcripts and descriptive, authoritative tags," said Pop Up Archive CTO Bailey Smith. "Then we synthesize thousands of data points from around the web to generate intelligence for spoken word audio and link otherwise siloed systems for organizing, distributing, and sharing podcasts."

About the Audiosear.ch API

The Audiosear.ch API and developer docs are freely available for noncommercial use and can be accessed at <https://www.audiosear.ch/developer>. SDKs are available in Ruby, Python, and PHP. The Audiosear.ch database currently includes over 250 top podcasts and radio shows from iTunes and SoundCloud. Requests for additional podcasts or commercial use of the API can be submitted to info@audiosear.ch.

About Pop Up Archive

Headquartered in Oakland, CA, Pop Up Archive provides simple tools for media companies, news organizations, and archives to organize and distribute audio. The Pop Up Archive platform has indexed 1,000,000 minutes of sound since it launched in 2013. Pop Up Archive is supported by the John S. and James L. Knight Foundation, the National Endowment for the Humanities, 500 Startups, Bloomberg Beta, and Funders Club.

