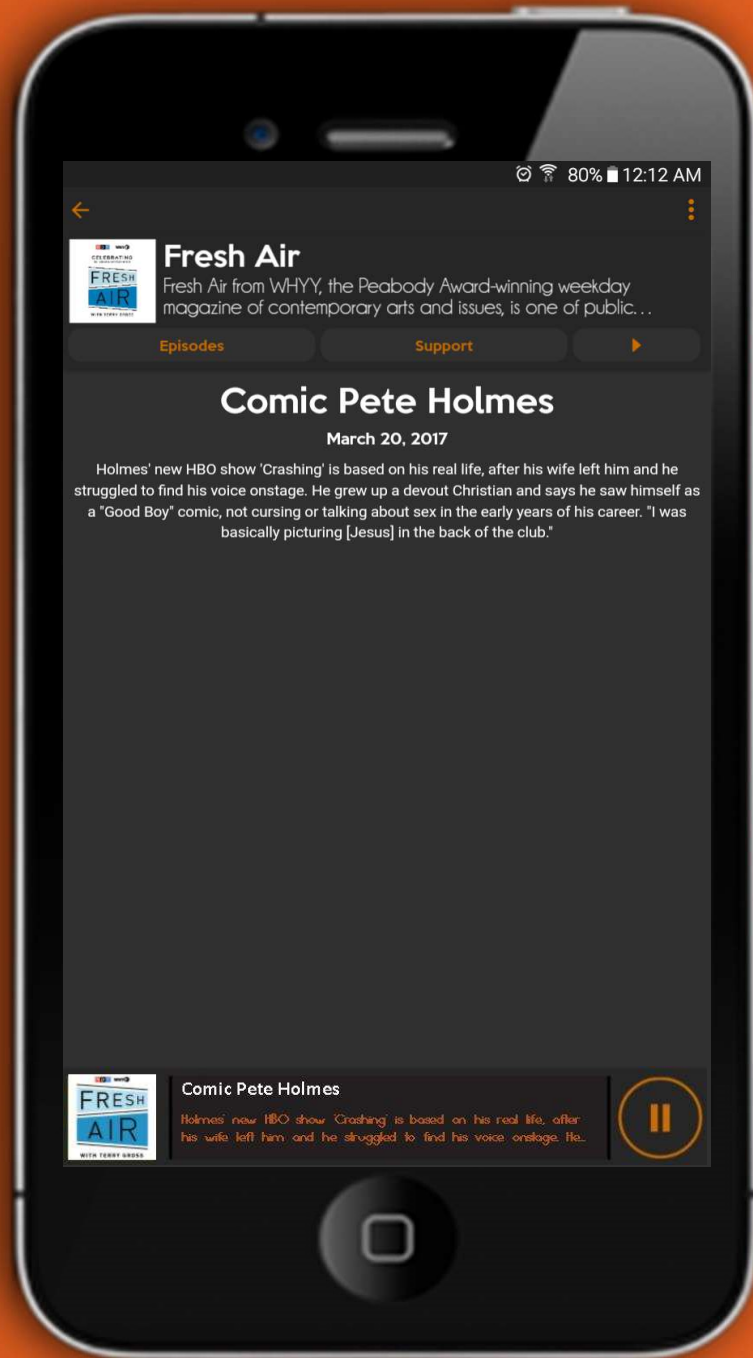# Improving Podcast Navigation & Discovery

Podxref API data for podcast player app developers

Example schematics of our metadata schema

Schematic
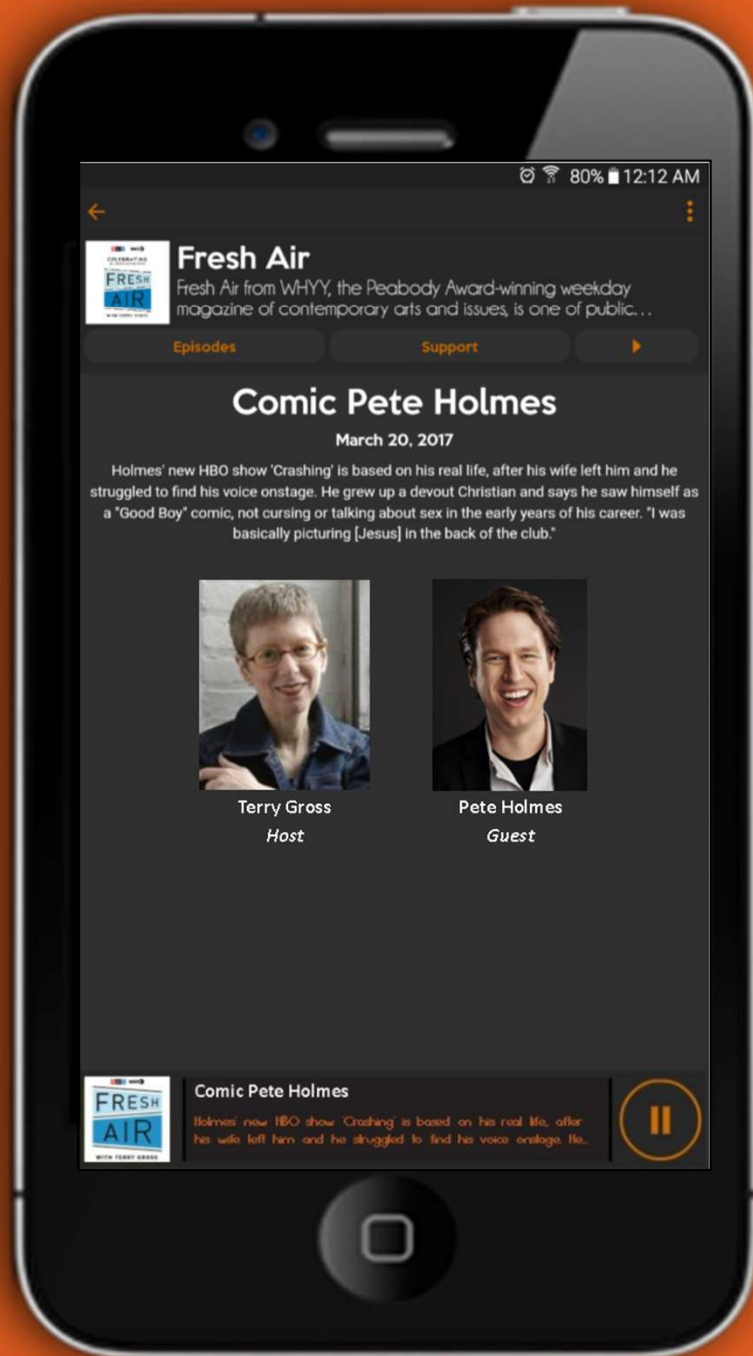A

Current standard app in the episode player screen.
Shown are standard data elements provided by the podcast's RSS feed.
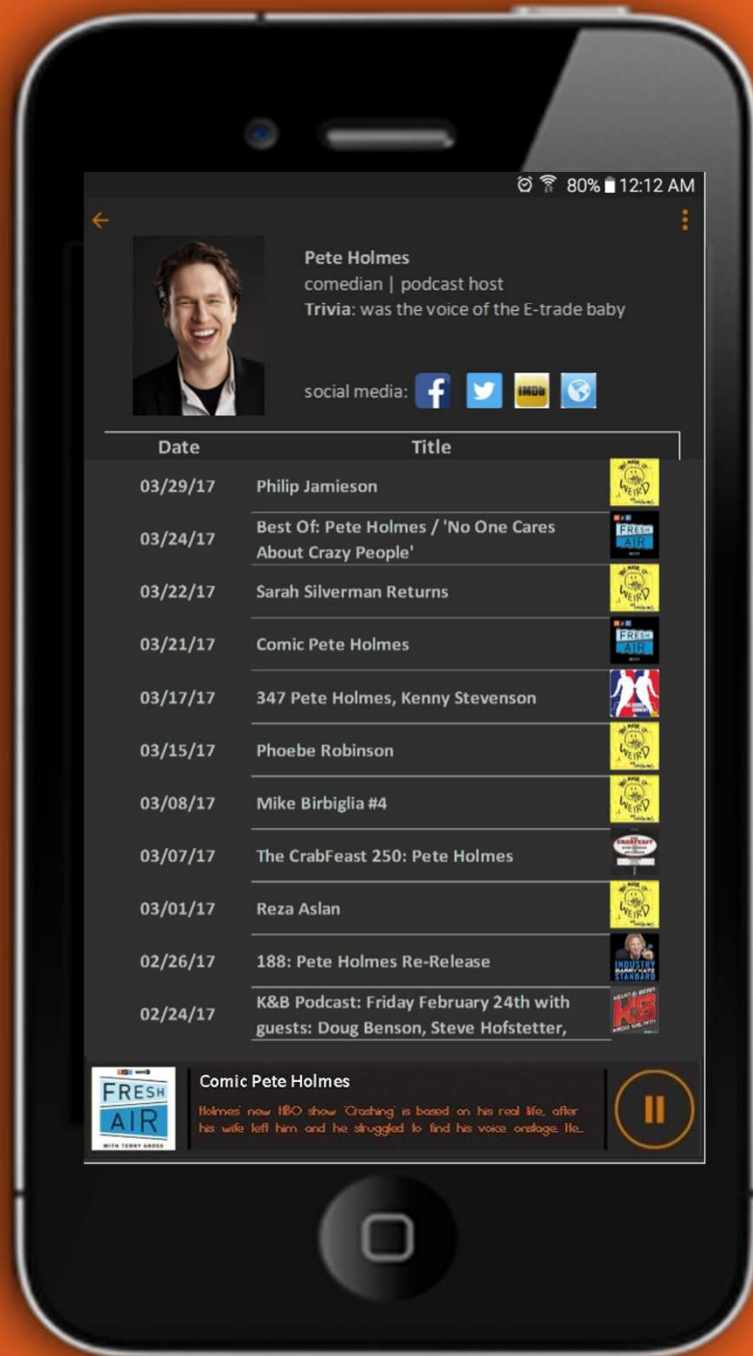
Schematic

B

App with same RSS elements, now with added personality elements provided by the podxref API. Personality photos can be presented and contain a click event to launch a personality based play list.
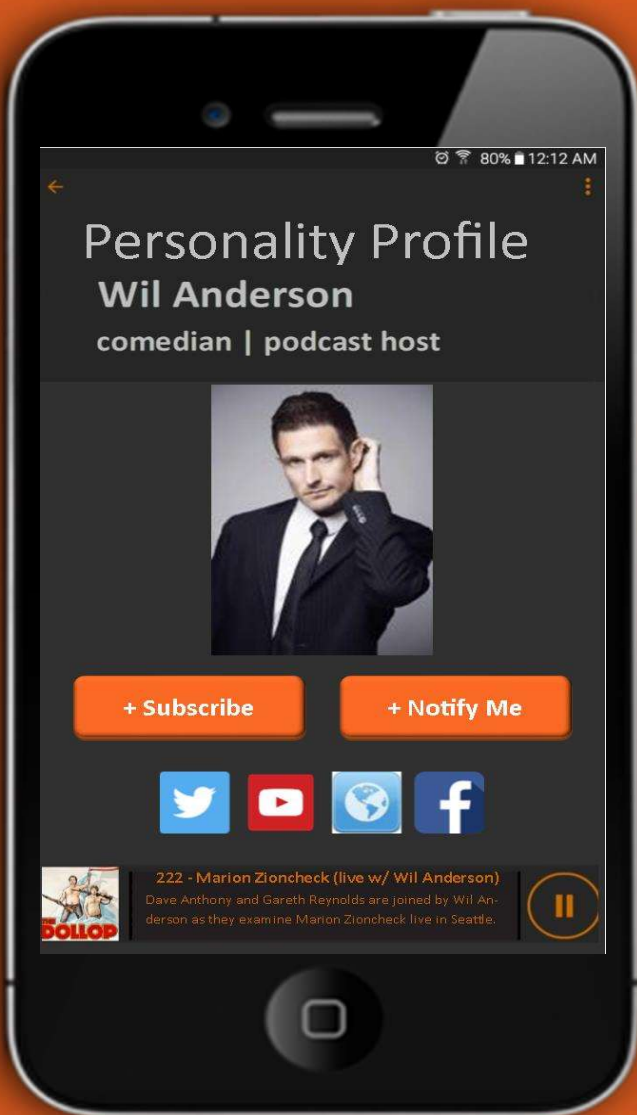
Schematic

C

API can provide
- RSS styled playlist feed that is now based on a personality.
- Personality detail can be arranged similarly to the standard podcast RSS elements (image, description, etc.).
- A virtual 'subscription' of the user's favorite personalities.
- Social media links available for additional social integration through the app.
- Script details for adding this personality to an appearance notification feature.
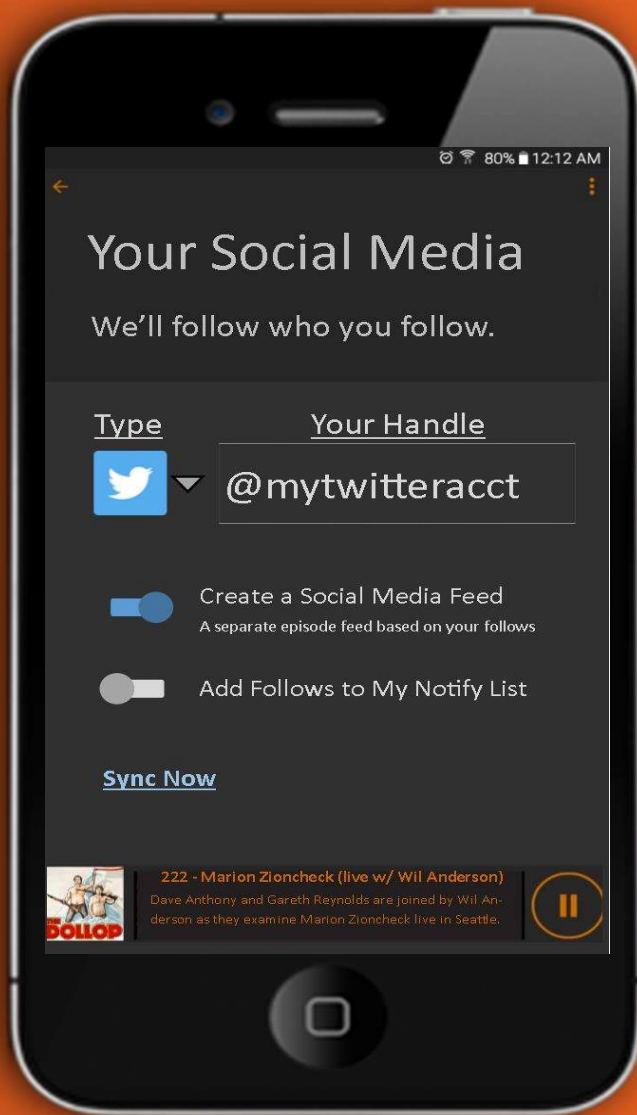
Other configurations we support

Personality Search

Full Personality Page

Social Media Cross-reference

Key development points:

1. API can be configured as XML or JSON
2. Calls are HTTP Posts to our URL
3. Private passkeys available by contacting:
   support@podxref.com
4. Current API documentation can be found at:
   github.com/podxref
5. Original urls to the audio files are passed to your app, preserving the publisher's tracking tools, ad insertions and hosting speeds.
6. Notification service to alert fans of new appearances are passed from podxref.com to the app's network for distribution to individual accounts.