



How Triton Digital's Omny Studio Podcast
Platform Helped News Corp Australia
Add Audio Into Its Subscription Offering

PREMIUM AUDIO

How News Corp Australia Used Secure Distribution From Triton Digital's Omny Studio

News Corp Australia is part of [News Corp](#) (Nasdaq: NWS, NWSA; ASX: NWS, NWSLV) a global, diversified media and information services company focused on creating and distributing authoritative and engaging content.

Each month, 18 million Australians choose to consume news and information across News Corp Australia's suite of multi-platform products - more than any media group in Australia. [According to a forecast from eMarketer](#), the number of paid digital audio subscribers in the U.S. will reach 121.9 million in 202, an increase of 11% from 2020, and 133 million by 2023.

As part of their premium podcast distribution strategy, News Corp leveraged Triton Digital's Omny Studio enterprise podcast platform to bundle exclusive and ad-free podcast content with their existing paid digital membership passes.



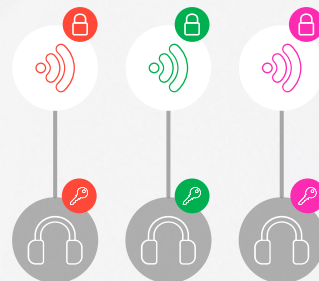
SECURE DISTRIBUTION EXPLAINED

News Corp Australia used Omny Studio's [secure distribution system](#) to generate a unique RSS feed for each member.

Traditional Ad-Supported Podcast Distribution



Secure Podcast Distribution



Traditional podcast distribution versus secure podcast distribution

SECURE DISTRIBUTION EXPLAINED

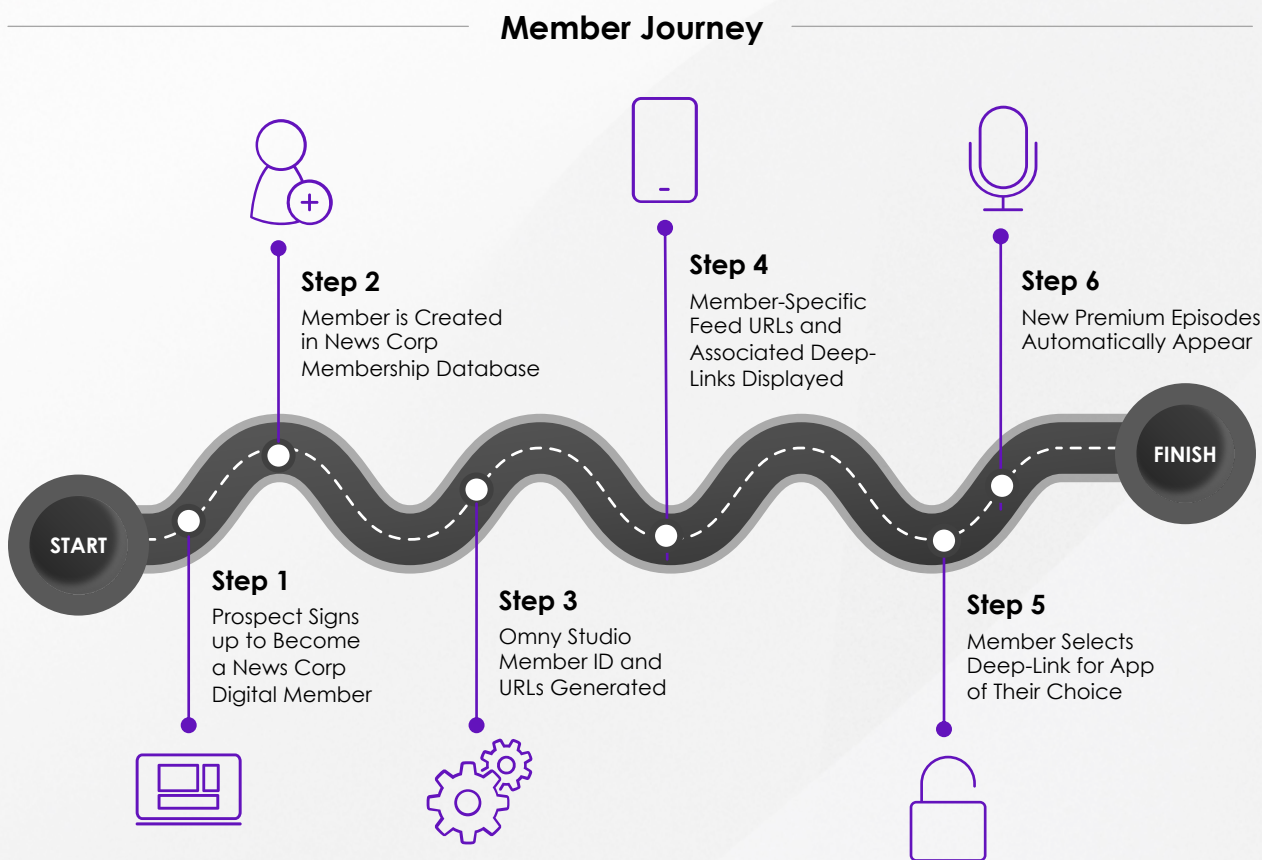
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The secure distribution functionality within Omny Studio allows News Corp Australia to maintain a 1:1 connection with their loyal members, while also offering the member the flexibility to subscribe on the app of their choosing.

The full suite of Omny's secure distribution tools allow News Corp Australia to:

- [Programmatically generate feeds and landing pages](#) for onboarding new members.
- [Detect 'unusual' download behavior](#) in order to determine whether their member's feed has been shared fraudulently.
- [Pause or cancel](#) a member's subscription.

The resulting premium podcast onboarding flow for News Corp members looks like this.



OVERVIEW

News Corp Australia is a leading Australian publisher in the podcast space, as seen through their numerous show mast-heads including the hugely popular podcast from The Australian - "The Teacher's Pet" - which launched in 2018. In order to leverage this success and convert their large podcast listening audience into digital subscribers, News Corp Australia took advantage of Omny Studio's Secure Distribution capabilities to integrate premium podcast distribution into their existing digital offering.

Results And Conclusion

News Corp Australia members are now able to access premium podcasts with the app of their choice as part of their digital subscription pass. This allows News Corp Australia to maintain the relationship with their members while also offering members to access content off platform.

