



Commercial in confidence

# Our approach to audio management



## Enterprise-level tools

A scalable and battle-tested CMS platform to support large networks with hundreds of users and shows. And comprehensive and robust APIs allowing for custom development.



## End-to-end workflow

All the tools for creating great on-demand audio content in one platform and interface. Seamlessly transition between different parts of the workflow. Multi-channel publishing, and peerless flexibility through podcast playlisting.



## Forward thinking approach

We continuously refine and innovate on our core pillars to deliver the most powerful platform and the simplest experience.

# Hosting 70,000+ podcast feeds

## Radio



## Podcasts



## News & sports



# Content Management

## Simple upload

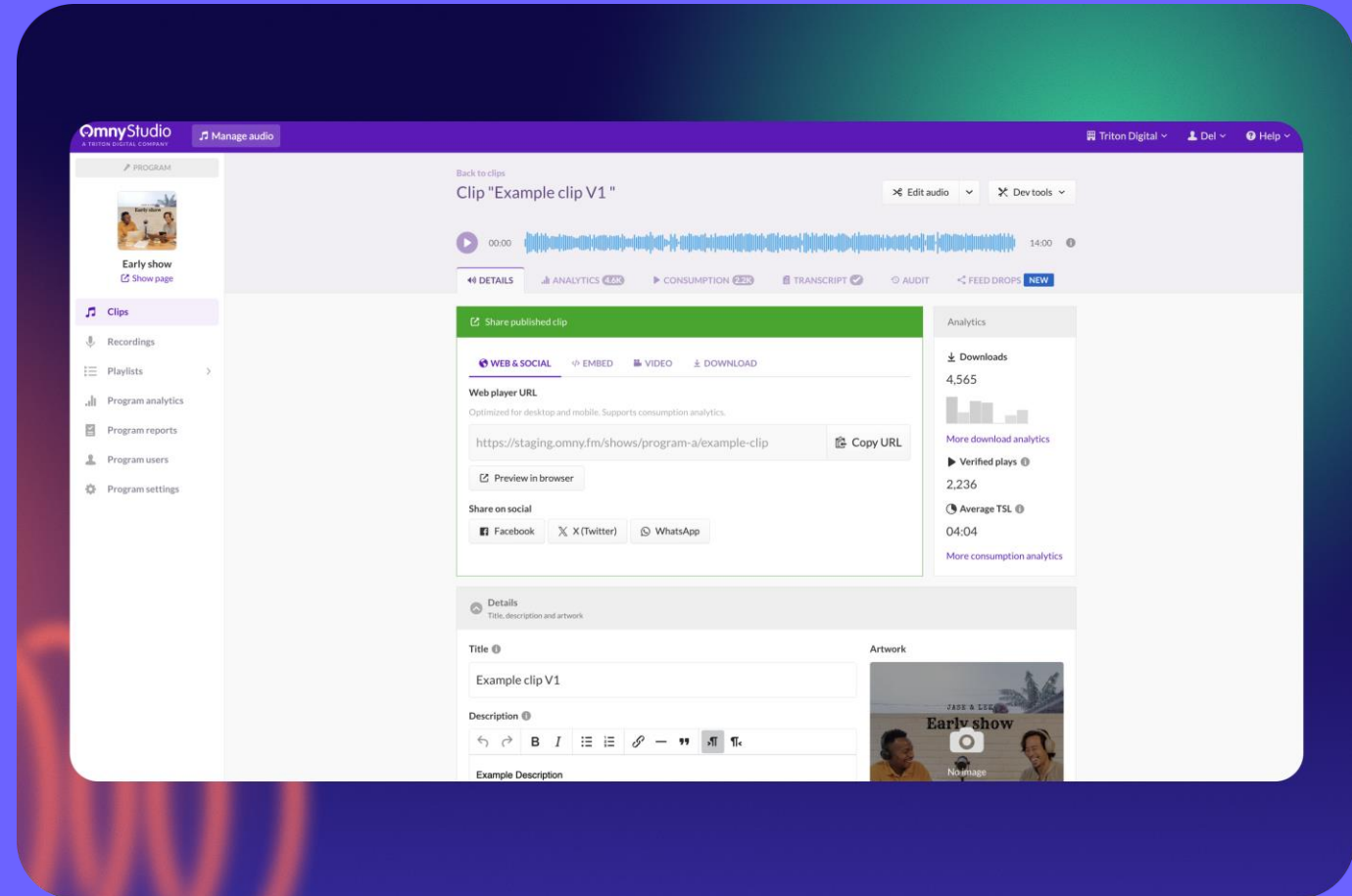
Supports uploading one or multiple MP3, MP4, AAC and WAV files using drag & drop. Can also integrate third-party CMS with robust and comprehensive APIs.

## Edit metadata

Add rich descriptions with links and text formatting, custom artwork and Apple Podcasts metadata. With HTML rich-formatting supported in all major podcast apps.

## Flexible publishing

Control whether your content is private, can only be shared with a link or publicly accessible. Allows for scheduled publishing and un-publishing.



Watch demo: <https://www.youtube.com/watch?v=HCUndLqWdPU>

# Broadcast Capture

## Recording archive

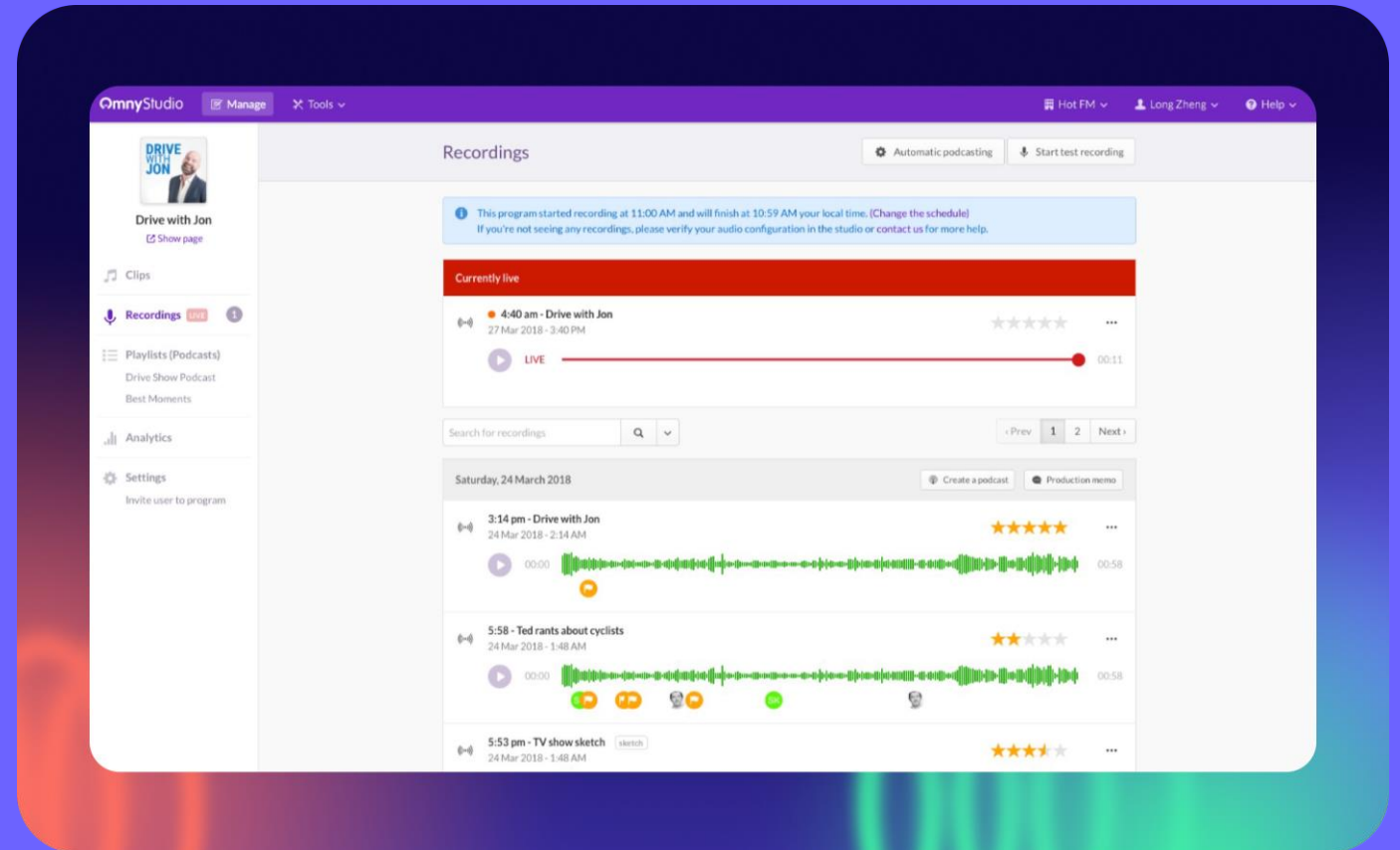
Create a data rich digital archive of your broadcasts.

## Auto podcasting

Automatically podcast your broadcasts as soon as they've gone to air with chapter and ad markers.

## Schedule multiple programs

Schedule multiple shows to record at different times for simple user management and automation.



# Video Podcasting

## Streamlined workflow

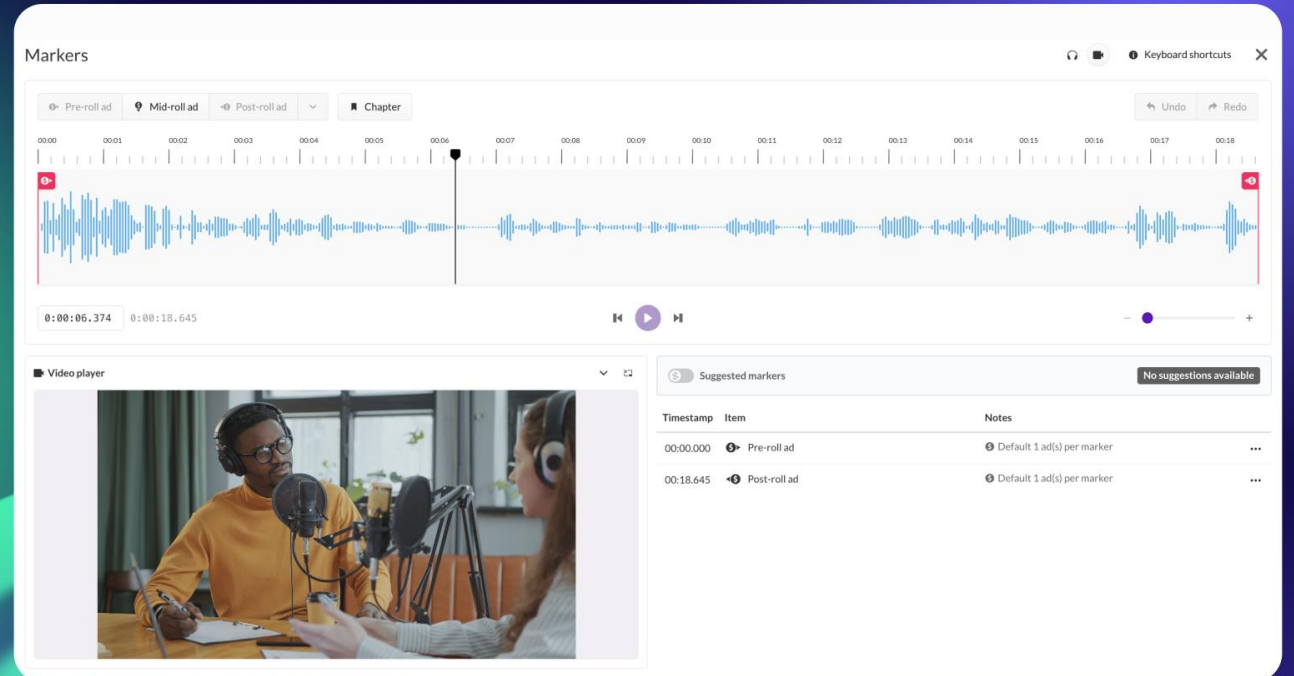
Manage your video and audio podcasts in one streamlined workflow. Upload, store, distribute and monetize both formats from the same place, with control over where video and audio are delivered.

## Flexible distribution

Reach your audience wherever they watch. Distribute video to your own app and website with embed players, APIs, or RSS, and publish to platforms like Apple Podcasts, iHeart, and more.

## Monetization control

Keep control of your video monetization with the Triton Advertising Platform. Insert ads into video episodes and manage your advertising strategy alongside your audio content. *Monetization options vary by distribution platform.*



# Audio Editor

## Trimming

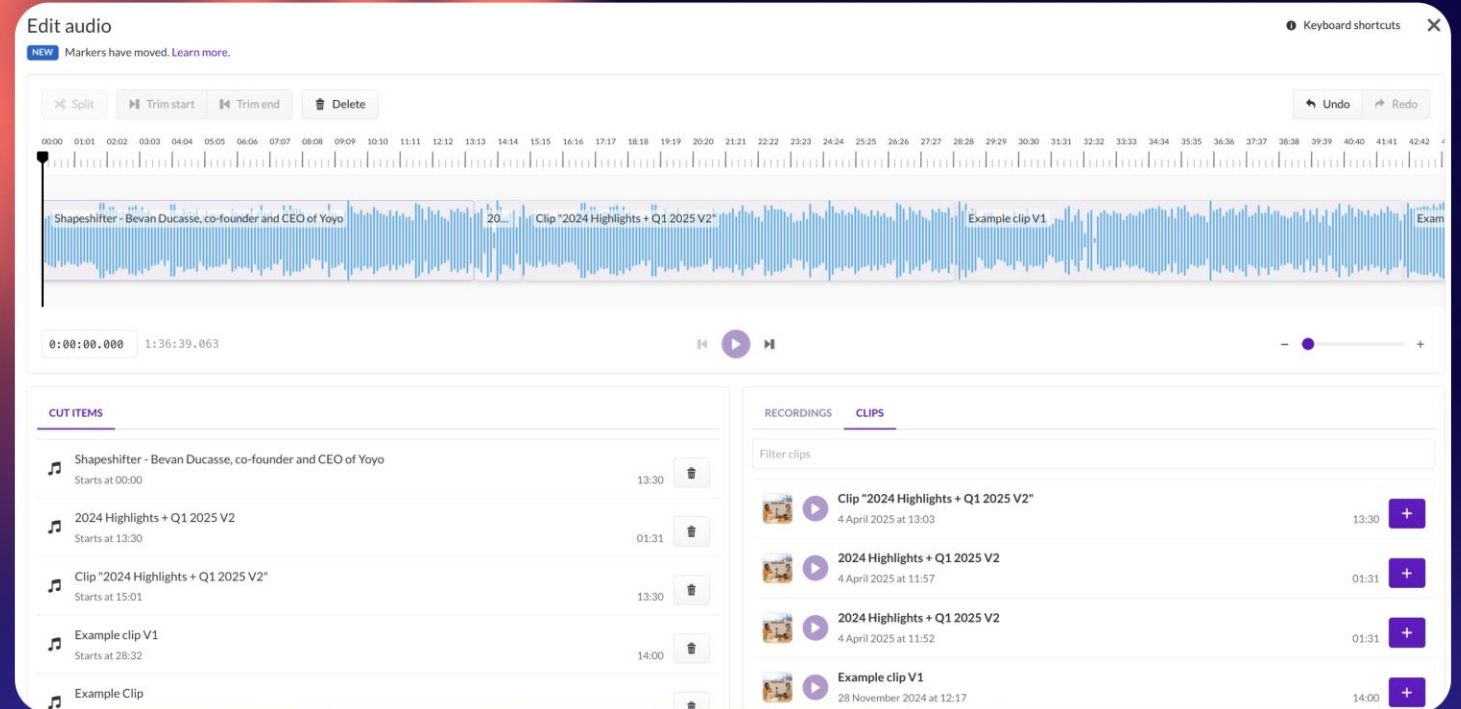
Split, join and trim audio clips. Easily combine clips into longer, finished episodes. Configure 'joiner' sounds to automatically be added between clips.

## Ad markers

Add pre, mid and post-roll ad markers to your episodes for ad insertion. Configure the number of ads that can run on each marker.

## Chapter markers

Place chapter markers to help listeners seek in supported podcast apps and embed player.



# Web & Embed Player

## Customizable player

Choose the type, size, colors and share buttons on your widget to match the show's branding. Mobile responsive and optimized for smaller devices and touchscreens, with support for both audio and video podcasts.

## On-demand ads

Native ad experience for the listener with ad progress bar and indicator, frequency capping and verified ad-impression tracking – when using certain ad partners.

## Consumption analytics

Track how much of your audio is being listened to including the start, skip and drop-off points.

## Language support

Support for multiple languages, including RTL, automatically displayed based on browser language



# Playlists

## Playlist RSS feeds & player

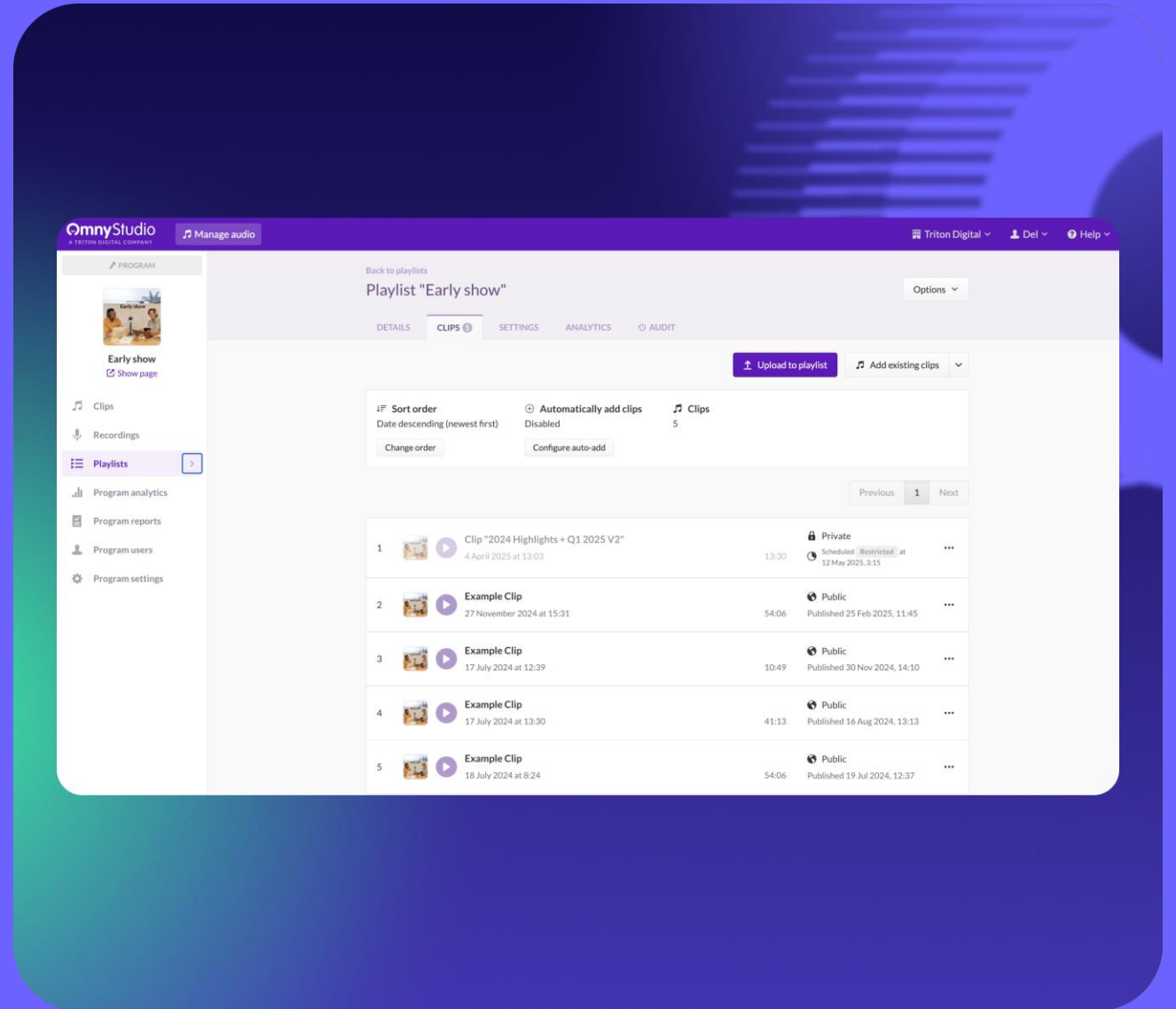
Curate a selection of content from a single show and publish as an RSS feed or with our playlist embed player – “top 5 episodes for new listeners”. Playlists can be made ad-free to easily bypass ad insertion.

## Cross program playlist

Create custom feeds with content from multiple shows for a “best-of-network” feed or “best interviews” across all shows.

## Auto-add rules

Create custom rules to automatically add clips to playlists based on clip tags, clip title keywords, clip description keywords and more.



# User Management

## Features-based permissions

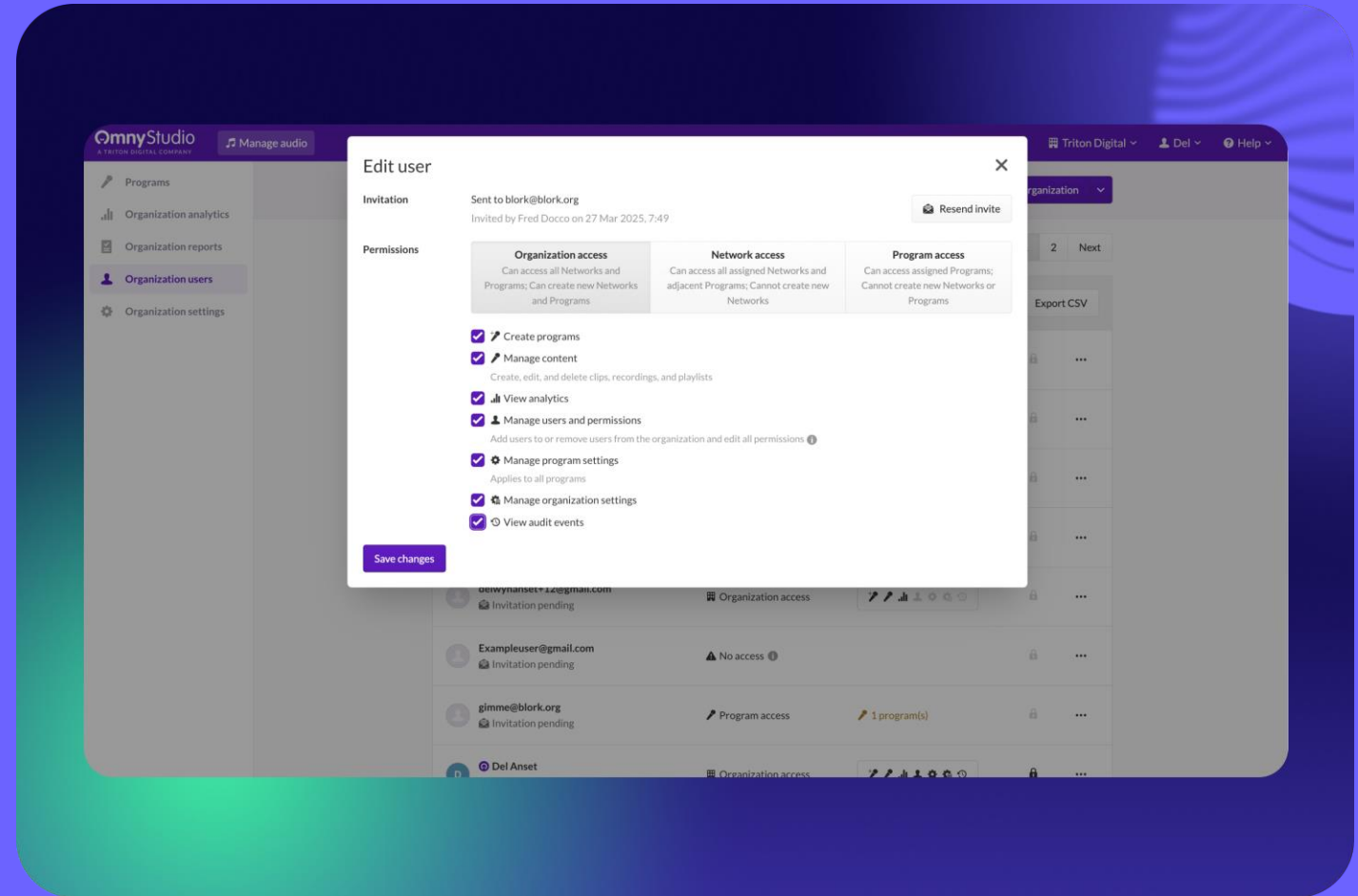
Grant and restrict access based on features, to allow team members only the permissions they need.

## Batch import users

Import all users during the podcast migration process with an email invitation. Set permissions in bulk, so team onboarding is easy.

## Organization, network and program-level permissions

Producers only see their own shows when logging in while admin users get a network or organization-level overview.



# Analytics

## IAB Certified

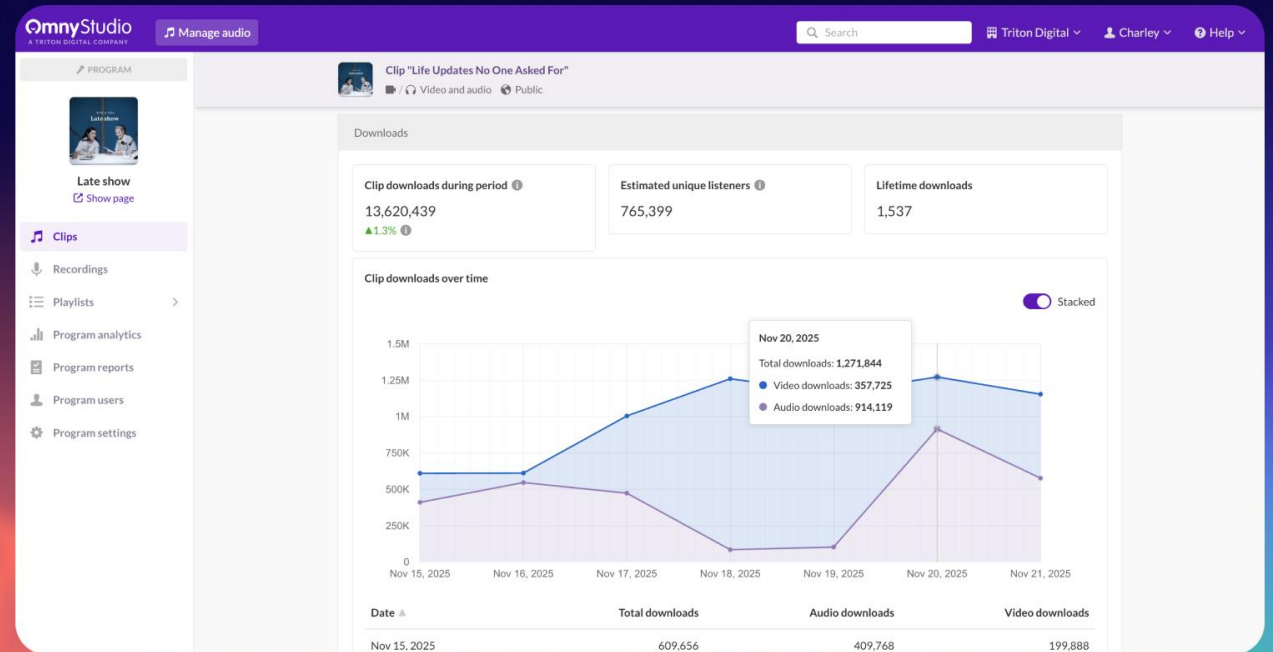
Sophisticated heuristics and algorithms filter out erroneous downloads from bots and malformed apps to give you industry-compliant and trustworthy analytics. IAB v2 Certified – the industry standard.

## Consumption Analytics

Track the average time spent listening, total time spent listening and more of an episode, and across a program, network or organization.

## Export to CSV, Google Analytics & API

Download reports in Excel-compatible .csv format to gather and build additional insights. Integrate custom Google Analytics tracking and build custom reports with API.



Watch demo: <https://www.youtube.com/watch?v=1krUqdnZBy4>

# Loudness normalization

## Consistent loudness

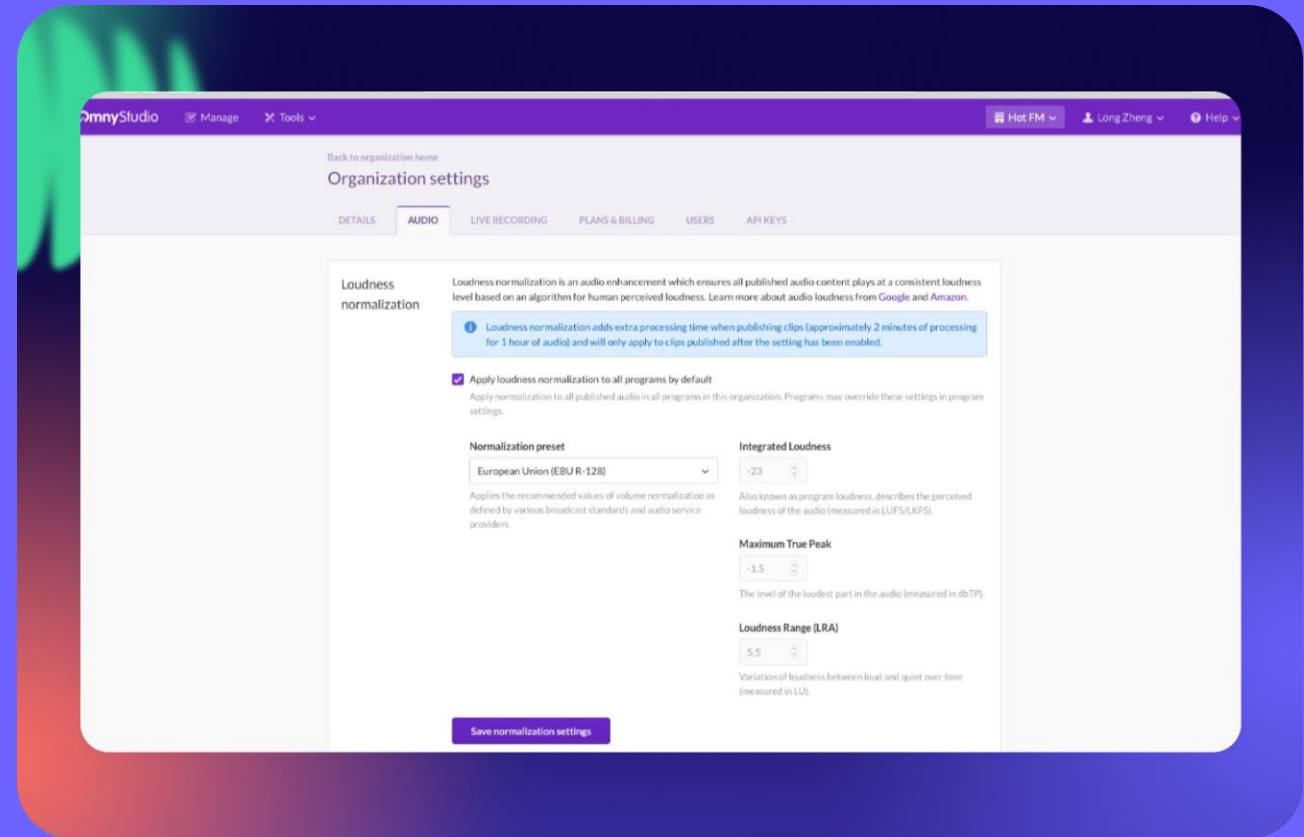
Ensure that the volume of your content is consistent across the whole network.

## Multiple specifications

Adhere to the different specifications outlined by Google, Amazon and others with our loudness normalization feature.

## Program or organization level

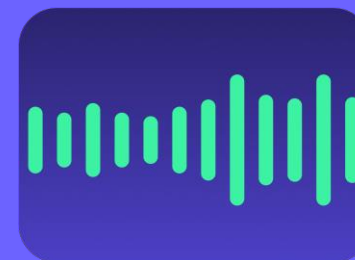
Apply different settings to each program or set a default for all programs in the organization.



Before



After



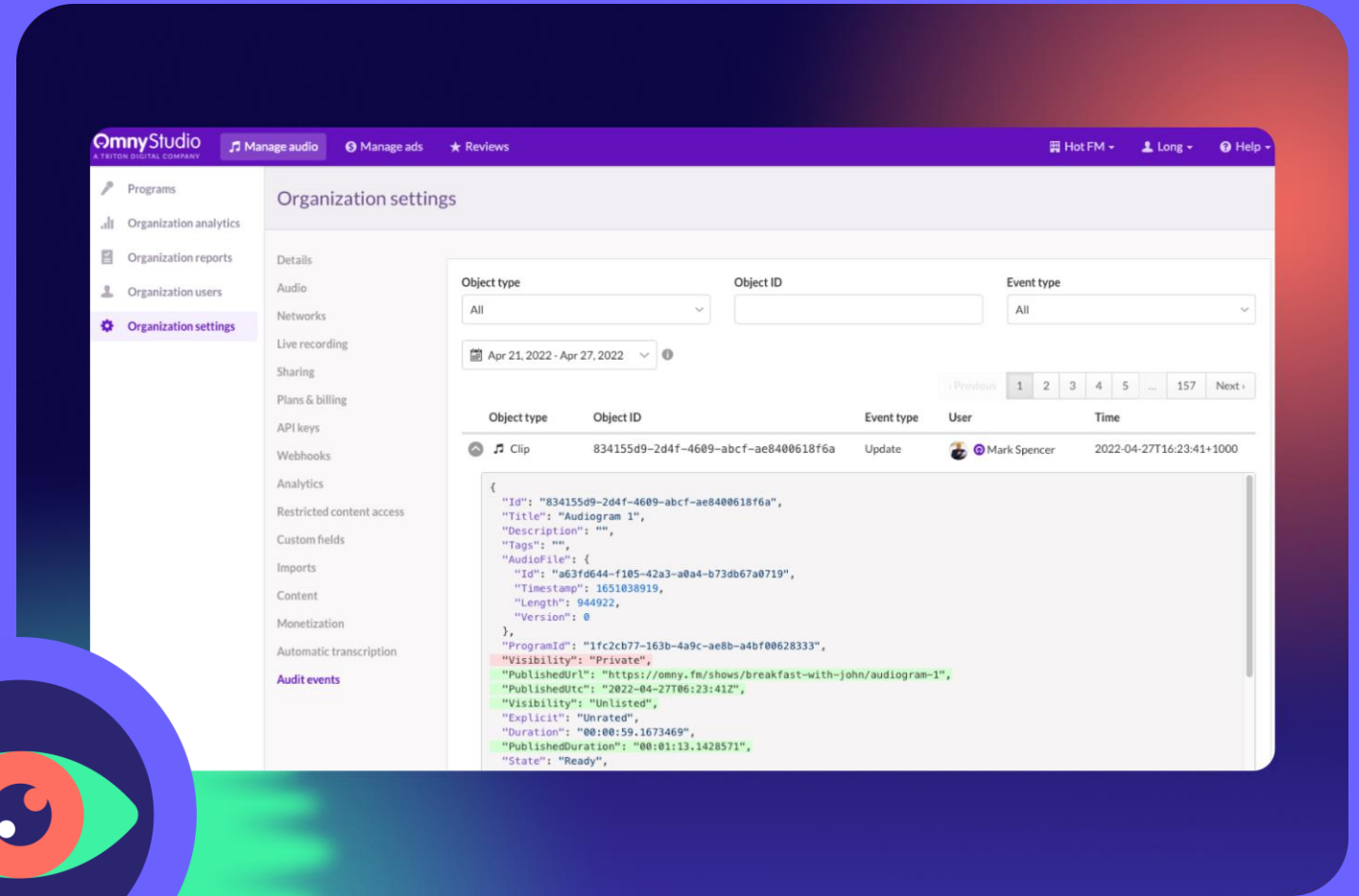
# View Audit Log

## Track 'who changed what, when'

Allows users with 'view audit log' permissions to understand which users have created, updated or deleted different 'objects'.

## View audit events at all levels

Audit events are accessible at the clip, playlist, program, network or organization level.



Watch demo: <https://www.youtube.com/watch?v=cRqNKL6UoqA>

# Transcriptions

Premium add-on

## Automated machine transcripts

Generate transcripts for your clips and recordings quickly and accurately. Supports over 39 languages.

## Human transcripts powered by **Rev**

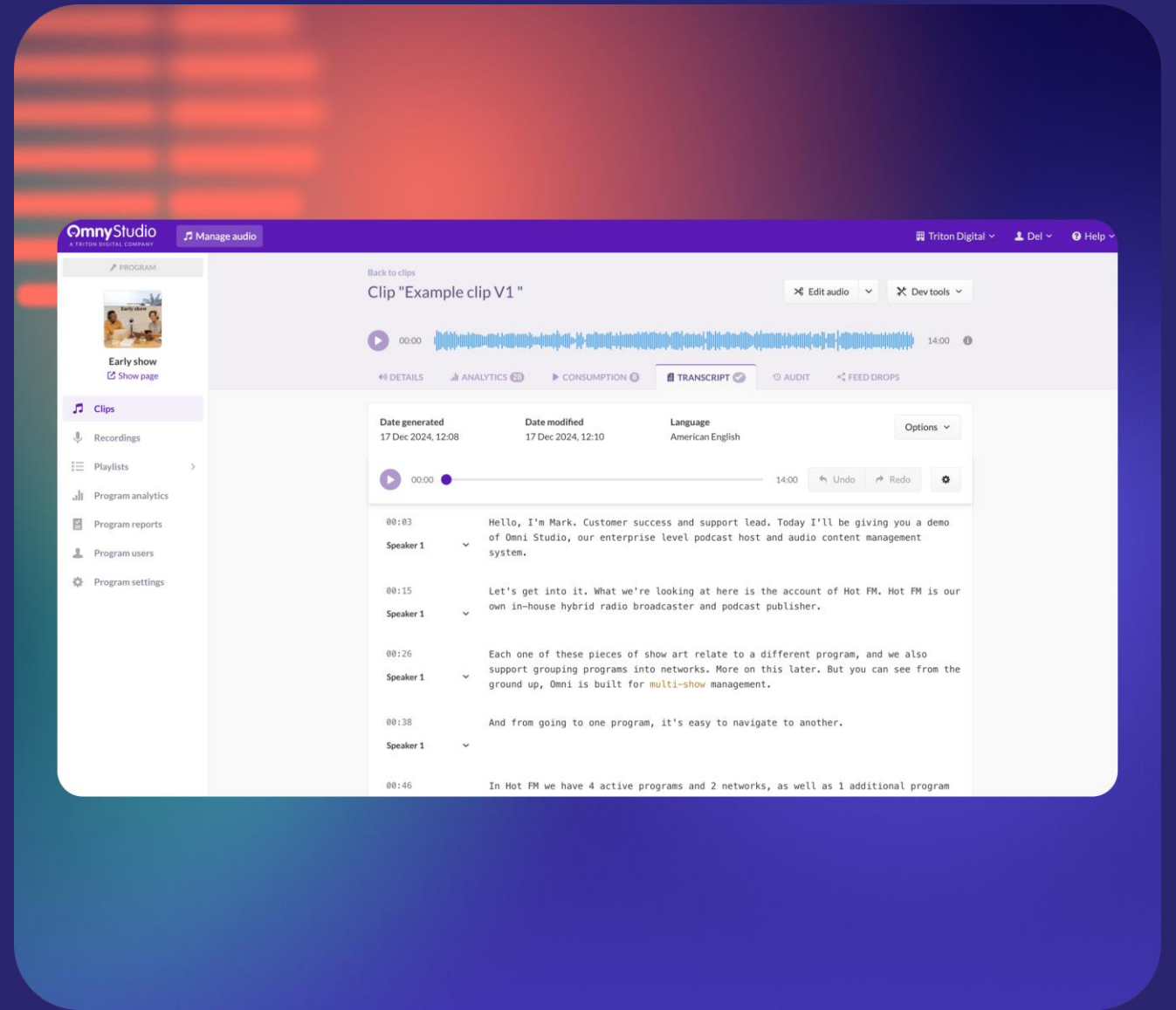
Get transcripts from the industry-leading human transcription service.

## Search for moments or keywords

Pull specific grabs, segments or re-purpose an interview into a written article with ease.

## Apply Speaker labels and use as subtitles

Make your transcript easier to read through Speaker labels, applied automatically and easily edited. Generate WebVTT and SRT files to use as subtitles in video sharing.



# Social Videos

Premium add-on

## Powerful video editor

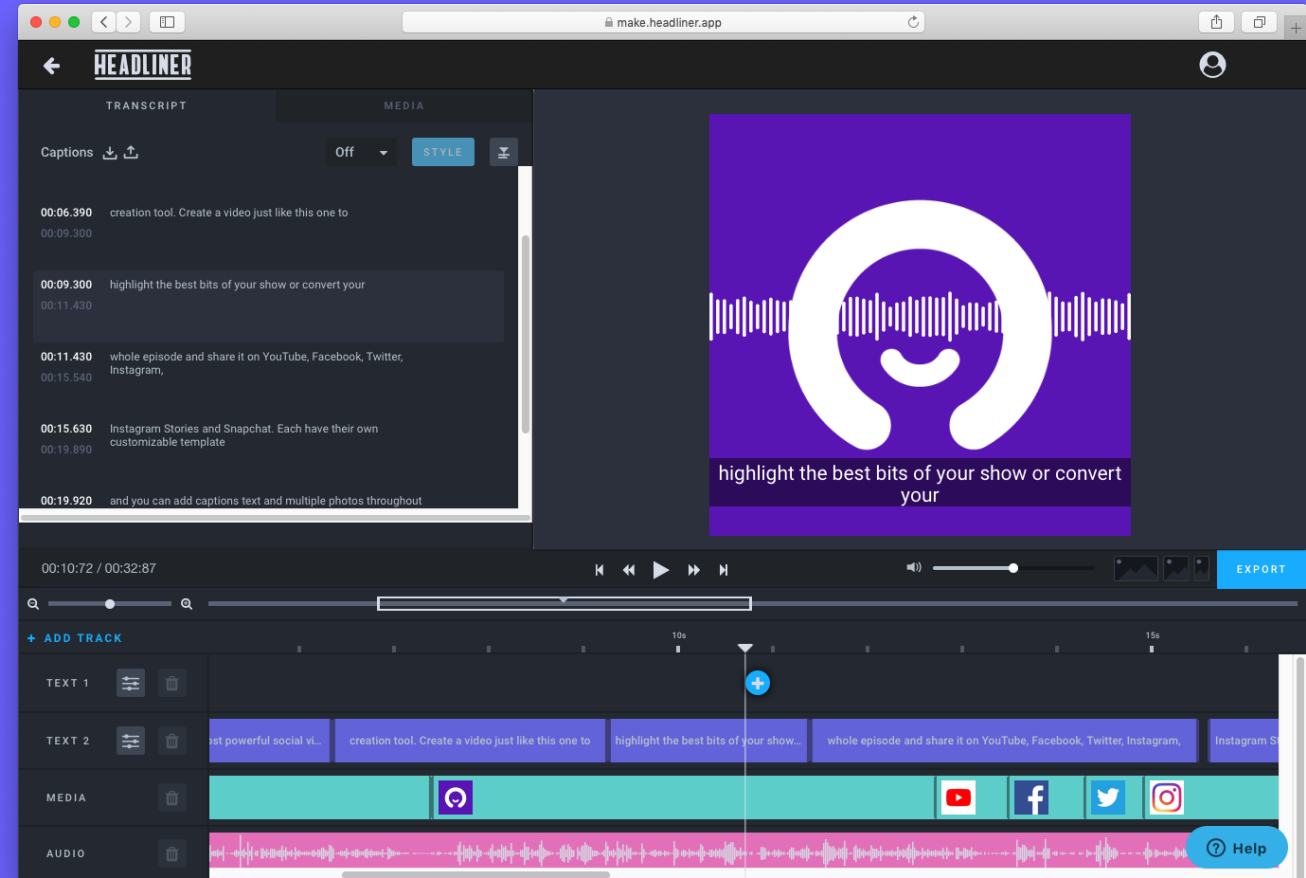
Harness the power of Headliner's social video creation tool to create an engaging highlight video or convert your whole episode into a video. Add relevant custom images, GIFs and video content from multiple stock libraries to make your video pop.

## Automatic video captions

Add stylised captions to your video to your videos to allow more viewers to enjoy your content—even when the sound is turned off.

## Optimized for social sharing

Choose from one of three size templates or create multiple videos for the same piece of audio to distribute on Facebook, Twitter, YouTube, Instagram, Instagram Stories and Snapchat.



# Monetize with TAP

Premium add-on

**Omny Studio integrates with the Triton Advertising Platform (Tap) and Triton Audio Marketplace to enable comprehensive campaign and targeting management.**

## Campaign scheduling

Schedule campaigns across your podcast network.

## Targeting by ad position, geography and more

Activate pre and post-roll ads or choose your mid-roll insertion points using the built-in editor. Target ad markers by tag, clip publication date and age, geography and more.

## Campaign reporting and forecasting

See results over time - with impressions by position, flight and program. Use past performance data to forecast future downloads and match your impression goals and campaigns against expected impression inventory.



Watch demo: <https://youtu.be/6voTgmxUAyo>

# Secure Distribution

Premium add-on

## Safe and secure

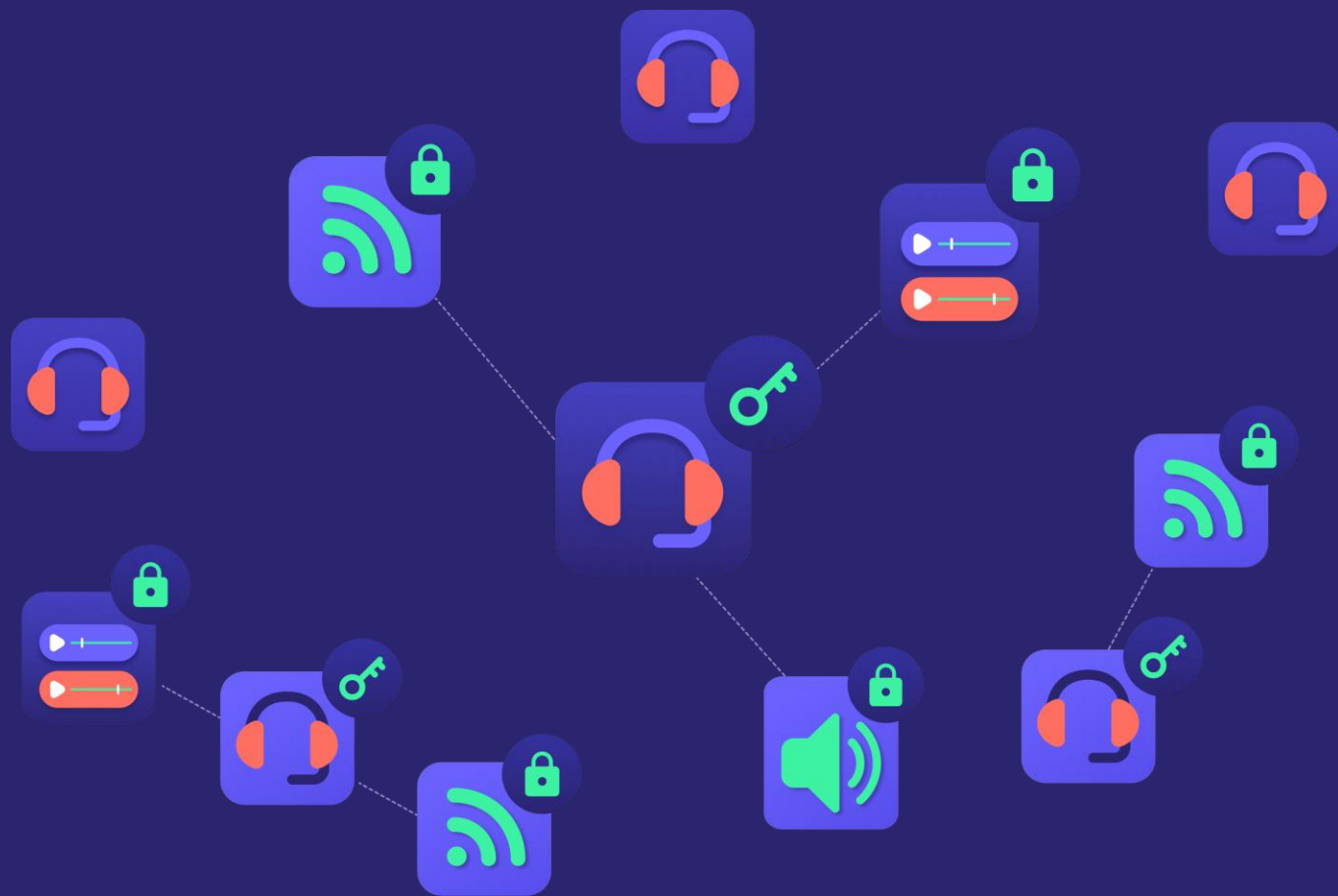
Randomized tokens, signing keys and cryptographic hashing ensure that only authorized members can access their private audio content.

## Stay in full control

Member access keys and programmatic signing keys can be revoked or reset so all previously shared secure URLs with access tokens become invalid.

## Advanced API

Integrate with your existing membership database by programmatically generating new members with Omny Studio's management API.



# Apple Podcasts Subscriptions

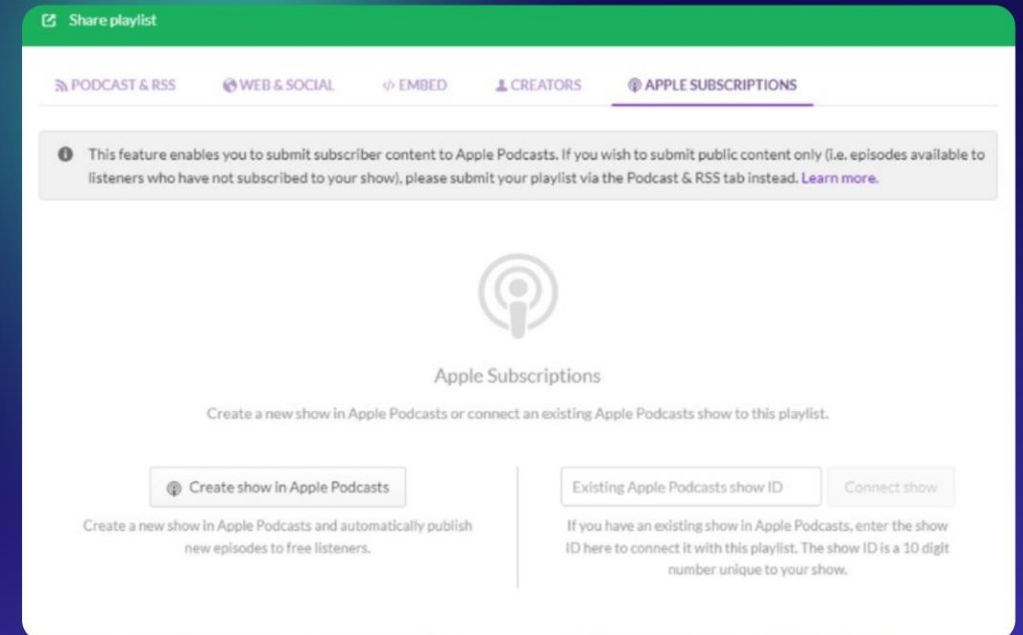
Premium add-on

## Publish subscriber episodes from within Omny

Publish ad-free, bonus, exclusive, and early release episodes to Apple Podcasts directly from within Omny Studio.

## Submit new subscriber shows via Omny Studio

Streamline your process and easily add new shows to the Apple Podcasts catalog.



# Distribution



## Smart speakers

Publish your podcast to Amazon Echo and Google Home smart speakers in a couple clicks, using our compatible RSS feed.



## Podcatchers

Omny RSS feeds are compatible with the most popular podcast directories and apps including Apple Podcasts, Google Podcasts and more



## Directories

Submit a new podcast to all major podcast directories from within Omny - Apple, Spotify, Google, as well as Deezer and RADIO.com

# Developer tools and extensions



## Management API

Enables integrations with CMS and other workflow tools to automate uploading, editing and publishing of audio content



## Consumer API

Enables integrations with websites and apps to display and play published audio content in custom players



## Consumption analytics API

Enables integrations with third-party web and mobile players to send and process player events for consumption analytics



## Webhooks

Enables integrations with CMS and servers to automate tasks based on events such as uploading, editing and publishing content

