

On Demand

Audio Discovery & Distribution

Date

10/11/2021

Version

1.0

Website, Mobile App, Social

KQED NOW

An experimental RSS feed that is constantly updated with new content from KQED.

By combining daily content into a daily podcast, we hope to create a daily listener habit leveraging existing production workflows.



NPR ONE

Segmented stories are sent directly to the NPR One platform for playback on web, mobile and smart devices.

RSS CONTENT FEEDS

We originally published audio content via RSS for the Google News Initiative.

Over the past 4 years our segmented content has been picked up by various podcast platforms.

Apple Podcasts
Google Cast
Podcast Addict
Spotify
Dalvik (Android)
Sonos

ESTABLISHED

Digital Workflow for audio production & distribution

Segmented content RSS Feeds

Producer roles for new & existing content

FUTURE

Editorial roles incorporated into newsroom process

New audience growth & development

Content cross-promotional strategies