iTunes Store Podcast Directory

What is XML?

e**X**tensible **M**arkup **L**anguage. The format commonly used to create a subscription link to podcast content on the Internet. XML is stored in plain text format with a .xml extension and it serves as a basic syntax that can be used to share information between applications, a variety of computers, and between different organizations.

What is RSS?

Real **S**imple **S**yndication. A method for making content on the Internet (podcasts, web pages, etc.) available to subscribers through feed readers. The iTunes application is one example of a feed reader.

Where do I find info about the iTunes RSS Feeds?

http://www.apple.com/itunes/whatson/podcasts/specs.html

Here you will be able to find out specific information about iTunes Directory Categories, specification about what file types Apple allows to be included in the RSS feed, etc.

Next steps

1. Highlight and Copy the template XML text from the link above,
2. Open a New XML file in Dreamweaver (or open a plain text editor),
3. Paste the template XML text into this file,
4. Edit the text for your specific Podcast show and episode information leaving the template XML tags in place.

Page 2 of this handout shows the basic parts of the XML file.

How do I submit a Podcast to the iTunes Store Podcast Directory?

1. Open the iTunes application,
2. Navigate to the Podcast directory,
3. Click "Submit a podcast" (shown at right),
4. Type in the absolute URL link to the .xml file,
5. Click Continue and Sign in with a valid iTunes Store account.

After I submit a podcast to the iTunes Store Podcast Directory what happens?

You will get two emails within a few days from iTunes:
1. iTunes Store Podcast Created Successfully Notification,
2. iTunes Store Podcast Approved Notification

Included in this second email is a direct link to your entry in iTunes:
http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=266848714

Next steps

1. Create a "Subscribe to this Podcast" link on a web page,
2. Put the following HTML code between the <head> and </head> tags to "light" the RSS feed indicator in the browser:

```
<link rel="alternate" type="application/rss+xml"
href="http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=266848714" title="My Podcast Title" />
```

How do I update the iTunes Podcast Directory after I update my XML file with a new episode?

You will have to ping the iTunes Directory so it willl refresh your directory episode listing after updating/saving your .xml file using a URL that Apple will provide to you. After pinging the directory your listing will update within a couple of hours.

iTunes Podcast XML file template

At left is the basic podcast show information. This information is only filled out once.

At right is the information for each podcast episode. Each episode is <item> through </item>.

```
<?xml version="1.0" encoding="UTF-8"?>
<rss xmlns:itunes="http://www.itunes.com/dtds/podcast-1.0.dtd"
version="2.0">

 <channel>

  <title>TYPE YOUR MAIN TITLE HERE</title>
  <link>TYPE YOUR MAIN WEBSITE HTTP LINK HERE</link>
  <language>en-us</language>
  <copyright>Copyright 2009</copyright>

  <itunes:subtitle>TYPE YOUR SUBTITLE HERE</itunes:subtitle>
  <itunes:author>TYPE THE AUTHOR/NARRATORS NAME HERE
  </itunes:author>
  <itunes:summary>TYPE YOUR MAIN SUMMARY HERE
  </itunes:summary>

  <description>TYPE YOUR MAIN DESCRIPTION HERE</description>

  <itunes:owner>
      <itunes:name>TYPE THE OWNERS NAME/AUTHOR HERE
      </itunes:name>
      <itunes:email>TYPE THE EMAIL ADDRESS OF THE OWNER HERE
      </itunes:email>
  </itunes:owner>

  <itunes:image href="TYPE THE HTTP LINK TO AN IMAGE TO
     DISPLAY HERE" (this image must be square 600 x 600 .jpg or .png)/>

   <itunes:category text="TYPE YOUR MAIN CATEGORY HERE">
      <itunes:category text="TYPE A SUBCATEGORY HERE"/>
   </itunes:category>
```

```
 <item>
  <title>TYPE YOUR SPECIFIC EPISODE TITLE HERE</title>
   <itunes:author>TYPE THE AUTHOR/NARRATORS NAME OF THE
         SPECIFIC EPISODE HERE</itunes:author>
   <itunes:subtitle>TYPE YOUR SUBTITLE FOR THE SPECIFIC
         EPISODE HERE</itunes:subtitle>
   <itunes:summary>TYPE YOUR SUMMARY OF THE SPECIFIC
        EPISODE HERE</itunes:summary>

   <enclosure url="TYPE THE HTTP URL AUDIO FILE LINK TO THE
        SPECIFIC EPISODE HERE" length="TYPE THE FILE SIZE IN
        BYTES HERE" (EX. A 2.21 MB file would be typed as "2210")
       type="audio/mpeg"/>

   <guid>TYPE THE HTTP URL AUDIO FILE LINK TO THE SPECIFIC
         EPISODE HERE (Globally Unique Identifier)</guid>

   <pubDate>Sat, 25 Apr 2009 11:30:00 -0500</pubDate>

   <itunes:duration>00:08:30 REPLACE THE TEXT AT LEFT WITH THE
       HOURS, MINUTES, SECONDS LENGTH OF THE EPISODE
   </itunes:duration>
   <itunes:keywords>TYPE YOUR KEYWORDS OF THE SPECIFIC
         EPISODE HERE WITH COMMAS SEPARATING
   </itunes:keywords>

 </item>


</channel>

</rss>
```

MIME & Type elements

.mp3	audio/mpeg
.m4a	audio/x-m4a
.mp4	video/mp4
.m4v	video/x-m4v
.mov	video/quicktime
.pdf	application/pdf