



OmnyStudio
A Triton Digital Company

News Corp

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 2021, 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 full digital subscriptions.



Secure Distribution

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

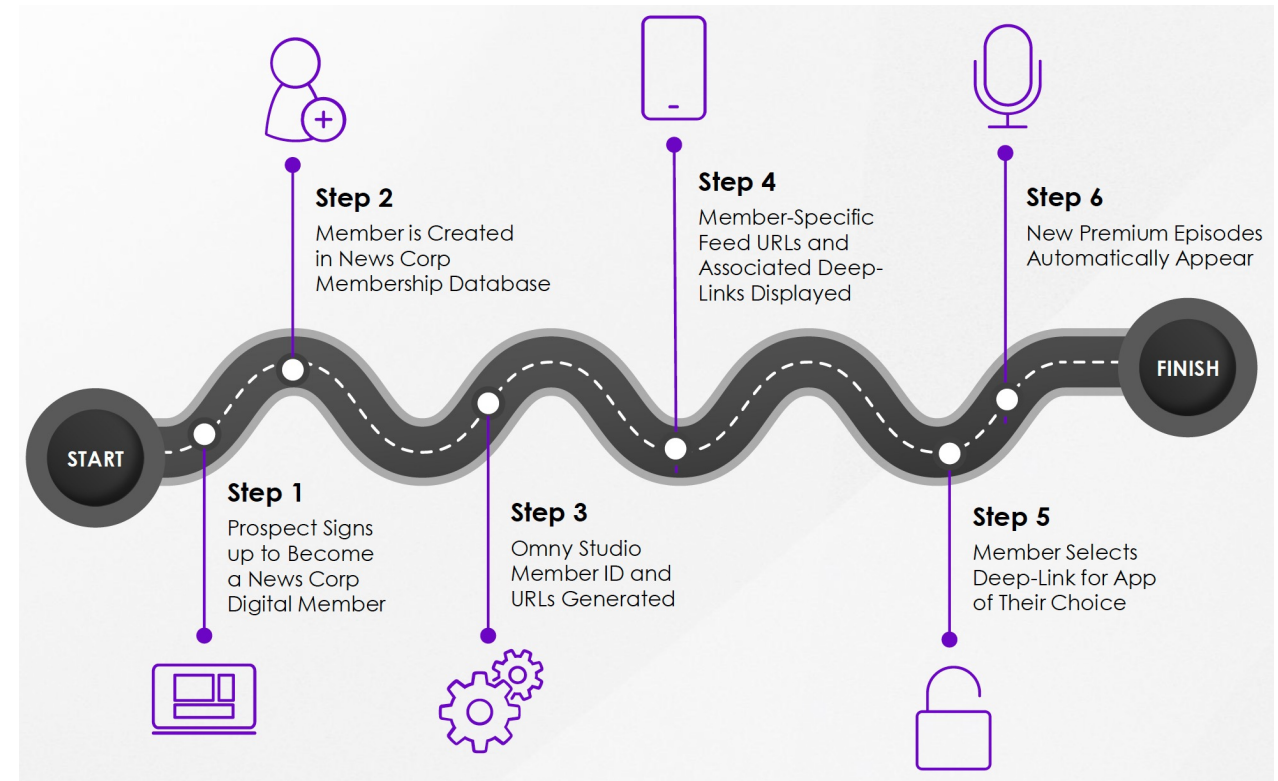


The Process

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.

- [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.



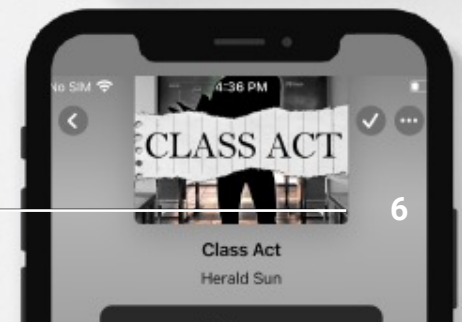
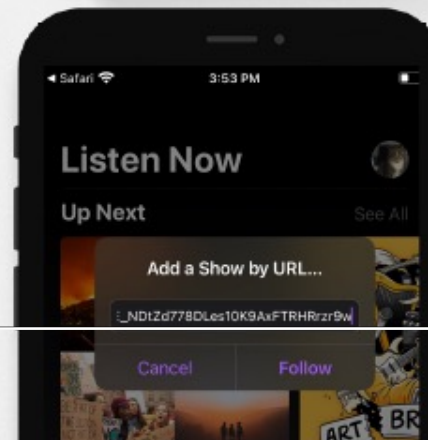
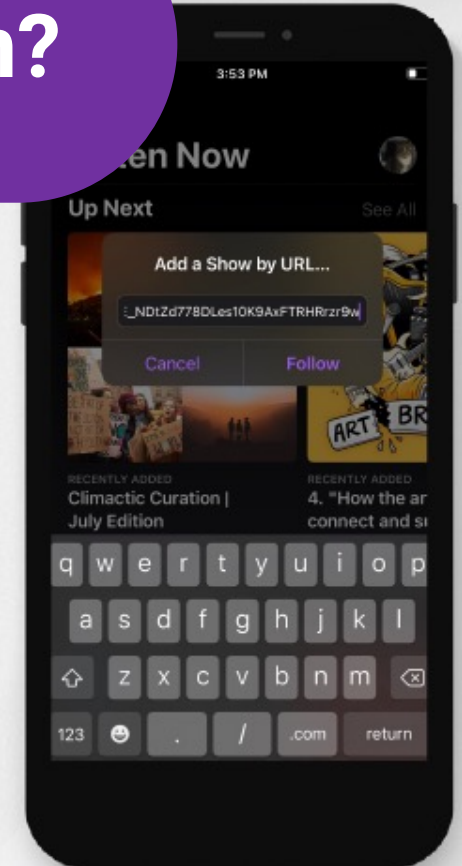
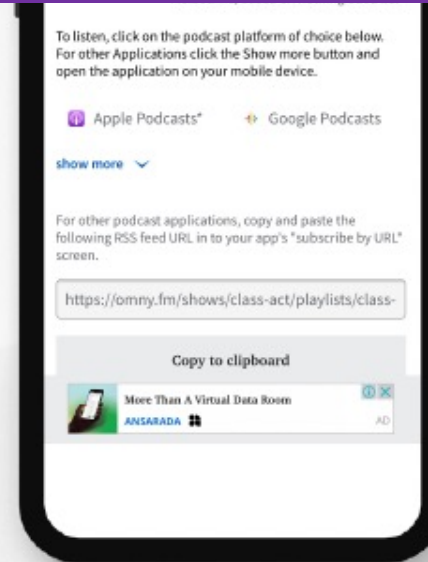
News Corp Australia members are now able to access premium podcasts from across the whole catalog with the podcast app of their choice as part of their digital subscription pass.

This allows News Corp Australia to maintain subscription pass. This allows News Corp Australia to maintain a relationship with their loyal members while also offering members access to premium podcast content off platform as demonstrated by the images on this page.

Results And Conclusion

Why Choose Omny Studio's Secure Distribution?

Omny Studio's secure distribution tools have been designed to give publishers the maximum amount of control over their premium content distribution and audience strategy. Simply put, Omny Studio allows you to build your own house rather than being a brick in someone else's, which means more revenue opportunity and flexibility in the long run.



Key Takeaways and Considerations

- Paid podcast distribution is an **additional revenue opportunity** for podcast publishers.
- **There are four main premium podcast distribution** strategies used by publishers: windowed (early access), ad free, members only, and bonus content.
- With Omny Studio's secure distribution tools, it's possible to **bundle podcasts** into a pre existing or wider subscription offering and give listeners the flexibility to listen on the supported app of their choice.
- Omny Studio allows you to **manage ad supported and premium content** in one place, seamlessly.
- Omny Studio's secure distribution tools allow you to have **more control over your distribution strategy and relationship** with members we don't get between you and your paying listeners.



THANK YOU.

For more information or if you have any questions,
please contact omnystudio@tritondigital.com