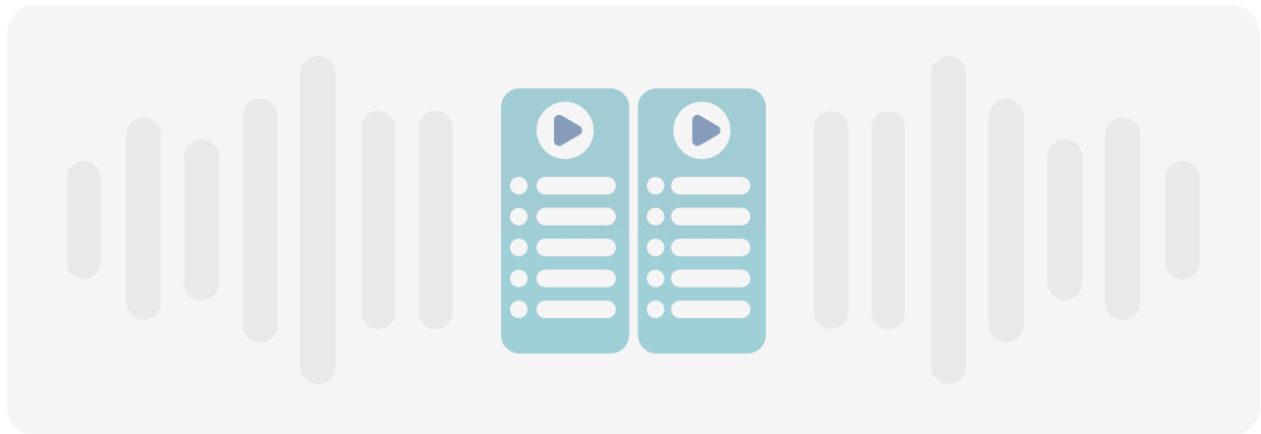**Company news** | 2 minutes reading

# Did someone say podcast?

By **M&I** | 19 March 2022



On all kinds of radio forums, but also at conventions and conferences such as Radiodays Europe and NAB, there is a lot of speculation about what the radio landscape will look like in the future. How do you remain relevant as a station for the constantly changing listener habits? How do you ensure that you know **how to create value** for listeners through services and platforms?
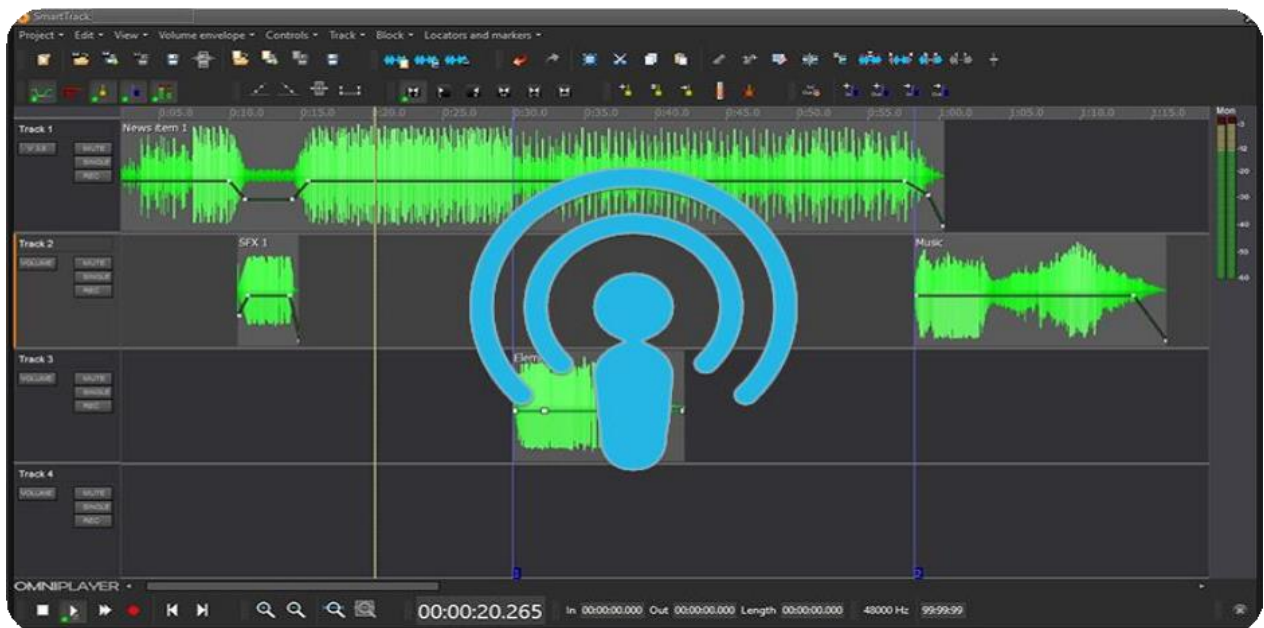
Today's listener comes into contact with a radio station in many different ways. Almost everyone tunes in to the radio in the car. At workplaces in most cases a (music) channel is playing somewhere in the background. Whether this is via FM, DAB + or online, the ways to listen are countless.

**m&i**
Broadcast Services

At **OmniPlayer** we are constantly discussing how we can continue to serve the ever-changing listener habits via our radio automation software. Almost always in consultation with our customers, because you may think you came up with the most brilliant solution, it must of course be relevant enough to work with.

One of the ways to bind listeners is through podcasts.
If even Facebook boss Mark Zuckerberg decides to start podcasting, you can no longer ignore the fact of its importance.



## Multi channel publishing

With OmniPlayer it is very easy to automatically export titles and convert them to multiple channels thanks to our several multi channel solutions. For example: you can assign various podcast profiles to all kinds of categories in our database. You can also easily drag, place and save titles into one of these categories, after which the OmniPlayer Podcast Publisher exports, converts and publishes these titles, and then places them on one or more of your podcast channels.

OmniPlayer is a real content factory that makes it possible for radio stations to publish content across multiple platforms. Think of Facebook, Twitter, iTunes and various other podcast channels. Sound processing, standardization, conversion of sound files  and uploading  of content to different platforms? All are handled automatically in the background. You don't have to wait, you can continue working.

Do you want to know more about how we can help you face the future without any worries? Then check out our features that for sure will improve your life as a radio professional.