Apple Podcasts

What's New in iOS 11

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Using the latest update to Apple Podcasts, you can clearly present show and episode information to your users and include more diverse content and story-telling shows within your podcasts (for example, serial shows and shows with seasons).

To support the new features in iOS 11, we've updated the Apple Podcasts specification by:

- Enabling users to provide clear, concise titles.

- Improving how episodes are ordered and recommended within a season.

- Adding the ability for new subscribers to receive the full current season in their Library.

- Adding quick play to allow users to pick up listening where they left off.

The following table lists new and updated tags for Apple Podcasts, provides usages details, and indicates which tags apply at the `<channel>` level (which relate to the podcast/season as a whole) and which tags apply to individual `<item>` tags (which are specific to a given episode).

Tag	Usage	`<channel>` or `<item>`
Show types:		

<itunes:type>	The type of podcast you are submitting.
	
	Where `type` can be one of the following:
	
	- **episodic** (default). Specify episodic for stand-alone episodes or when you want your episodes presented and recommended last-to-first. This option also supports seasons, with the newest episode at the top.
	
	  For new subscribers, Apple Podcasts adds the latest, most recent episode in their Library.
	
	- **serial**. Specify serial when you want your episodes presented and recommended first-to-last. This option supports narratives, storytelling, thematic, and multiple seasons.
	
	  For new subscribers, Apple Podcasts adds the first episode to their Library, or the entire current season if using seasons.
		`<channel>`

Tag	Usage	\<channel> or \<item>
Episode information:		
\<itunes:season>	A season number. Where `season` is a non-zero integer (1, 2, 3, etc.) representing your season number. To allow the season feature for shows containing a single season, if only one season exists in the RSS feed, Apple Podcasts does not display a season number. When you add a second season to the RSS feed, Apple Podcasts displays the season numbers.	\<item>
\<itunes:episode>	An episode number. Where `episode` is a non-zero integer (1, 2, 3, etc.) representing your episode number. Use this tag to specify the recommended order for episodes within a season.	\<item>
\<itunes:title>	An episode title. Where `title` is a string containing a clear, concise name for your episode. Apple recommends you not specify your podcast title, episode number, or season number in this tag.	\<item>
\<itunes:episodeType>	The type of episode you are submitting. Where `episodeType` can be one of the following: • **full** (default). Specify full when you are submitting the complete content of a show. • **trailer**. Specify trailer when you are submitting a short, promotional piece of content that represents a preview of a show. • **bonus**. Specify bonus when you are submitting extra content for a show (for example, behind the scenes information or interviews with the cast).	\<item>

Tag	Usage	<channel> or <item>
<guid>	The globally unique identifier (GUID) string for your episode. Every `<item>` tag (episode) should have a permanent, case-sensitive GUID. When you add episodes to your RSS feed, GUIDs are compared in case-sensitive fashion to determine which episodes are new. If you don't add the GUID for an episode, the episode URL is used instead. Assign the GUID to an episode only once and never change it. Assigning new GUIDs to existing episodes can cause issues with your podcast's listing and chart placement in Apple Podcasts.	`<item>`
Episode descriptions:		
<itunes:summary>	An episode summary. Where `summary` is a string containing a single, descriptive sentence for your episode. The `<itunes:summary>` tag does not support HTML, [CDATA], or other formatting.	`<item>`
<content:encoded>	An episode note. Where `encoded` is a sting containing information about your episode. You can use rich text formatting and some HTML (`<p>`, `<ol>`, `<ul>`, `<a>`, `<em>`, `<i>`, `<b>`) in the `<content:encoded>` tag.	`<item>`