



# Podcast Management Console Guide

How to use the uStudio Administration Platform

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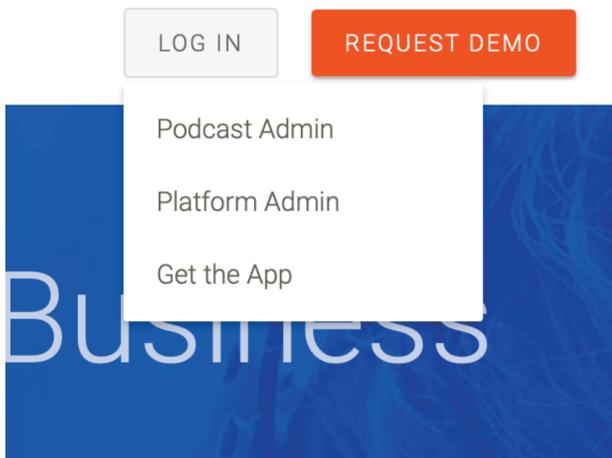
## Congratulations!

Now that your company has started private podcasting, you have a new, convenient and reliable medium to distribute messages to on-the-go employees. Why podcasting? Considering how popular podcasts are with consumers, it's no surprise more and more businesses are using private podcasts to improve their internal communication. Your company's new podcasting app gives employees the convenience and ability to listen to company shows and episodes just about anywhere - whether at their desk, at home, or on the go.



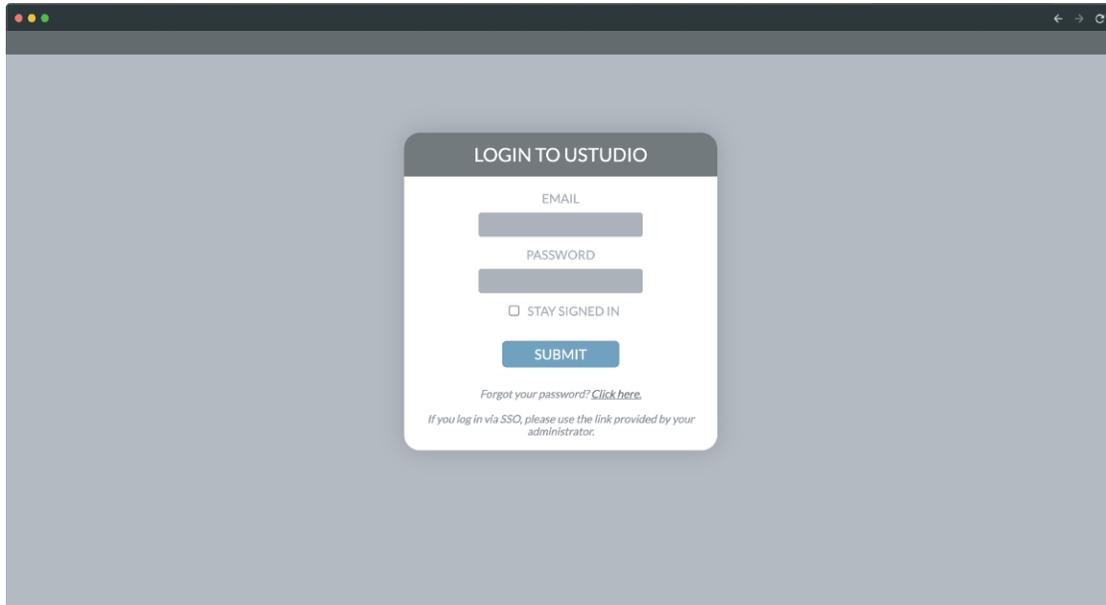
The PMC is uStudio's platform to view and publish content, and it is only accessible to channel administrators. You can always find the workflow for publishing podcast content in our [knowledge base](#) on the uStudio website.

## SIGNING-IN TO THE PMC (Podcast Management Console)



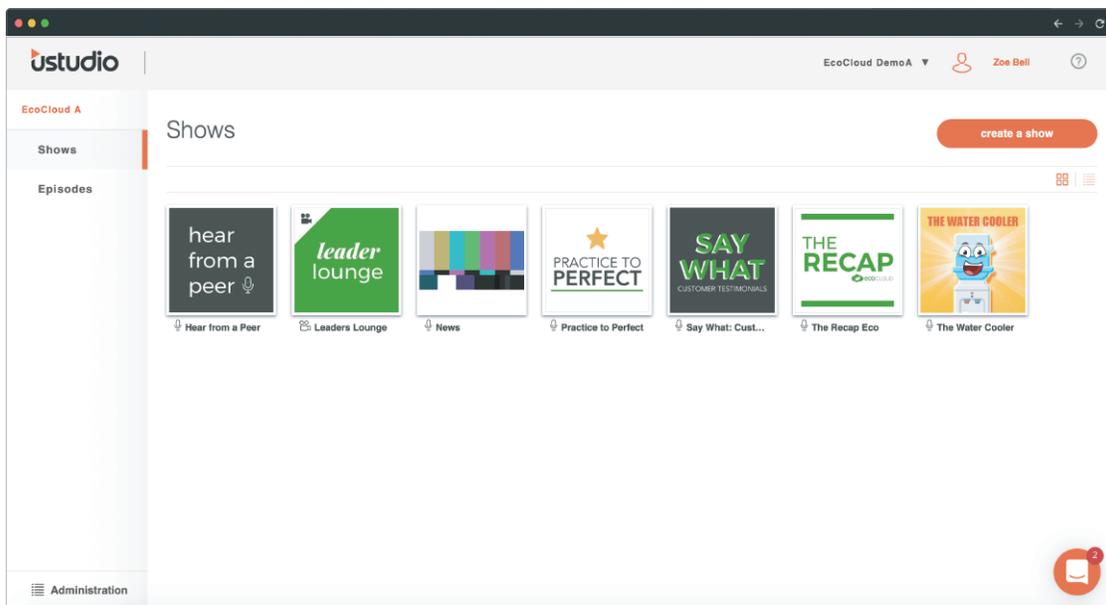
- a. Podcast Administrators can easily access the PMC through the uStudio website at [uStudio.com](https://uStudio.com).
- b. Select "Podcast Admin" under "Log In"
- c. You can also login to the Podcast Management Console (PMC) through this link: <https://podcast-admin.ustudio.com/>

- d. Administrators will then be prompted to enter their standard company login credentials.

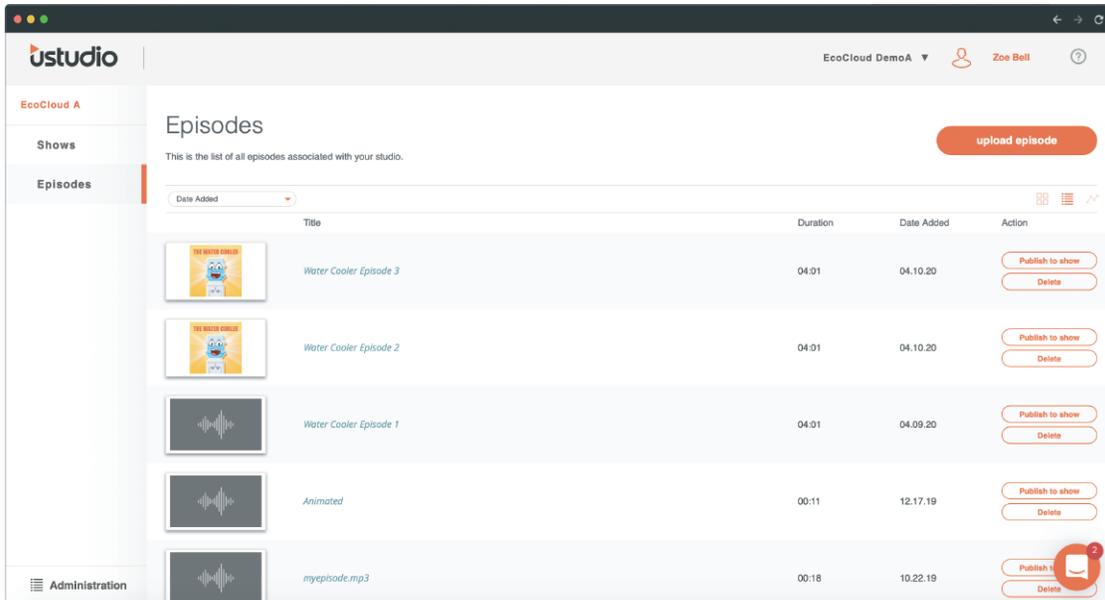


- e. After that, you should successfully be logged in to the PMC.

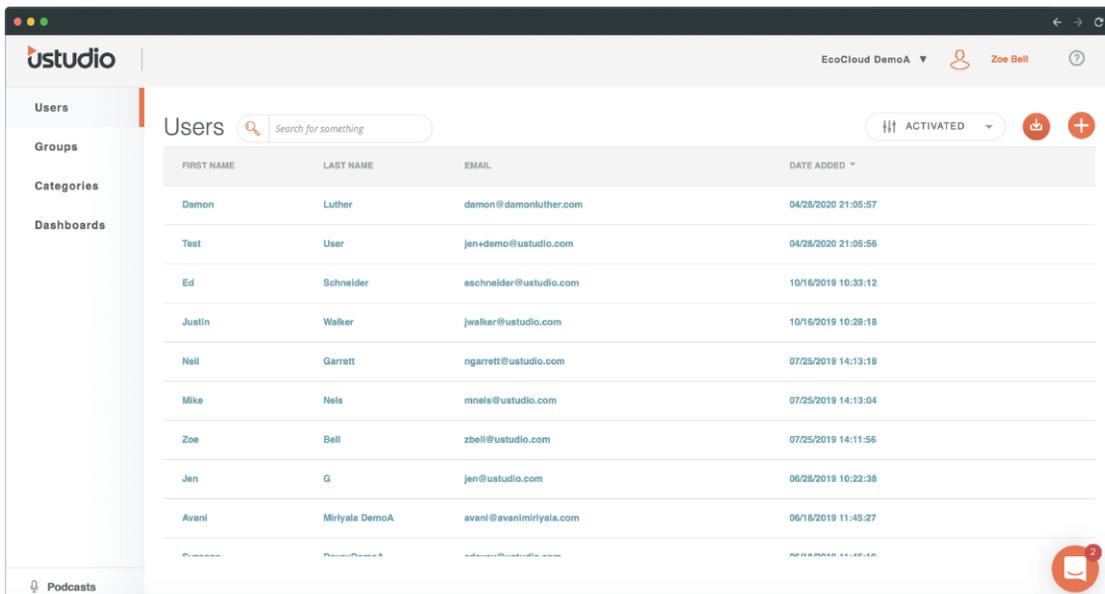
Upon login, the “Shows” view will display all podcast shows that are associated with your studio.



By clicking “Episodes” on the left, you can view all episodes that are associated with your studio.



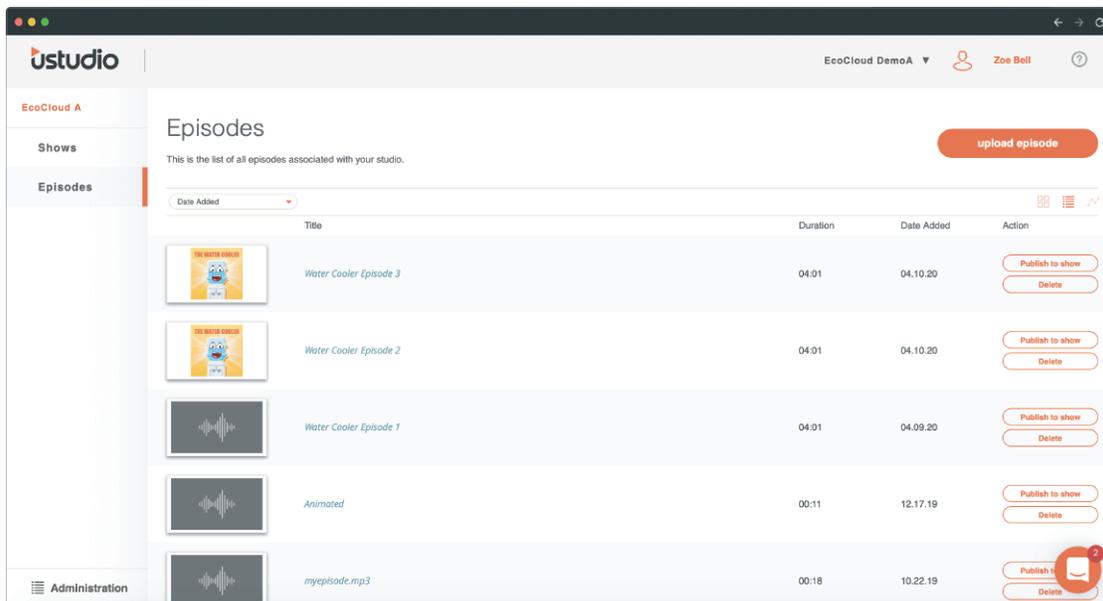
The Administration button at the bottom will take you to the users, groups, and dashboard views.



## MANAGING CONTENT

### Uploading Episodes in Podcast Management Console

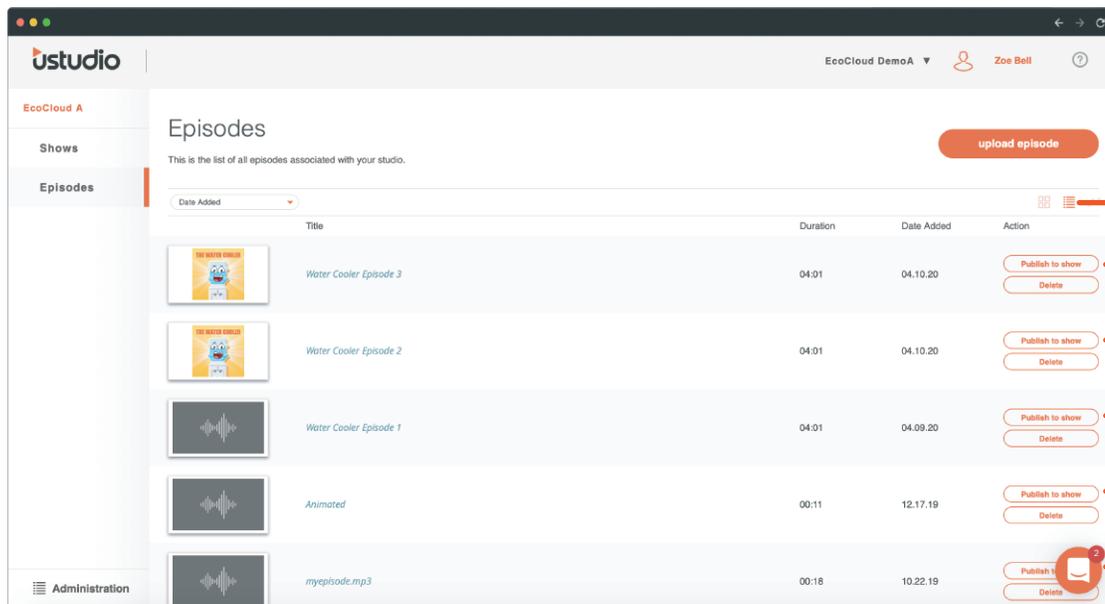
- Select “upload episode” in the top right of the episodes section.
- Drag and drop one or multiple files to the upload window to add several episodes at once, or select “Choose File” to open a finder and select one asset at a time. Best practice is to upload no more than three assets at a time.
- A progress bar will appear at the bottom of the upload window to let you know the progress of the upload. You may close out of the window as files finish uploading but do not close the uStudio PMC in your browser.
- Once files have been uploaded, uStudio will take a few minutes to process and convert the file into the best format for the podcast application. You may see the episodes show as a 0:00 duration until this is completed.
- Episodes will by default take on the name of the file you uploaded. You may want to edit the name and thumbnail of the episode before publishing to a show.



## Adding Episodes to Shows

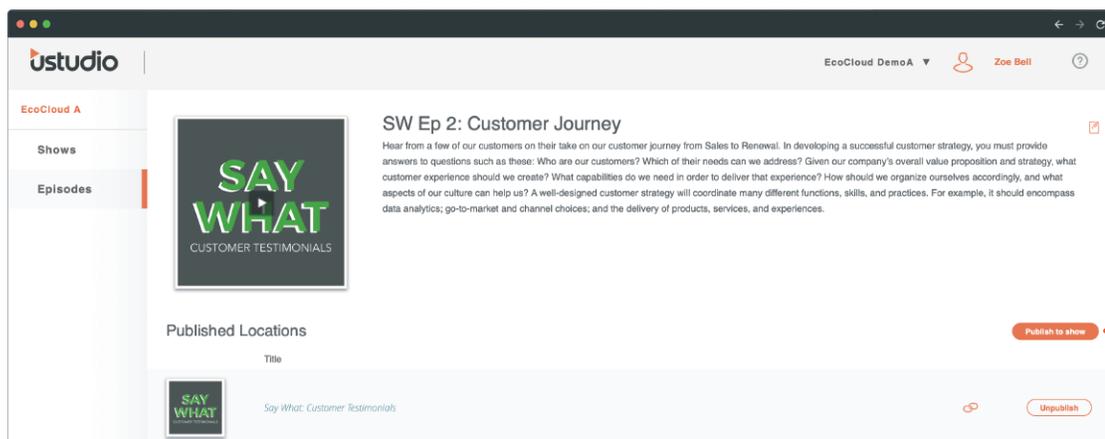
Adding an episode to a show is available in two places: on the show page or in the episode section. Episodes can be published to more than one show and edited slightly.

- To add an episode to a show in the shows section, select the desired show, select “Publish an Episode” on the right, then select the episode(s) you wish to publish.
- There are two ways to add episodes to a show in the episodes section:



Select “list view” on the right side of the page

Select “Publish to show” on the episode you wish to upload, then select the appropriate show(s) you wish to publish the episode to.



Select an individual episode, select “Publish to show” on the right of the page, then select the show you wish to publish the episode to.

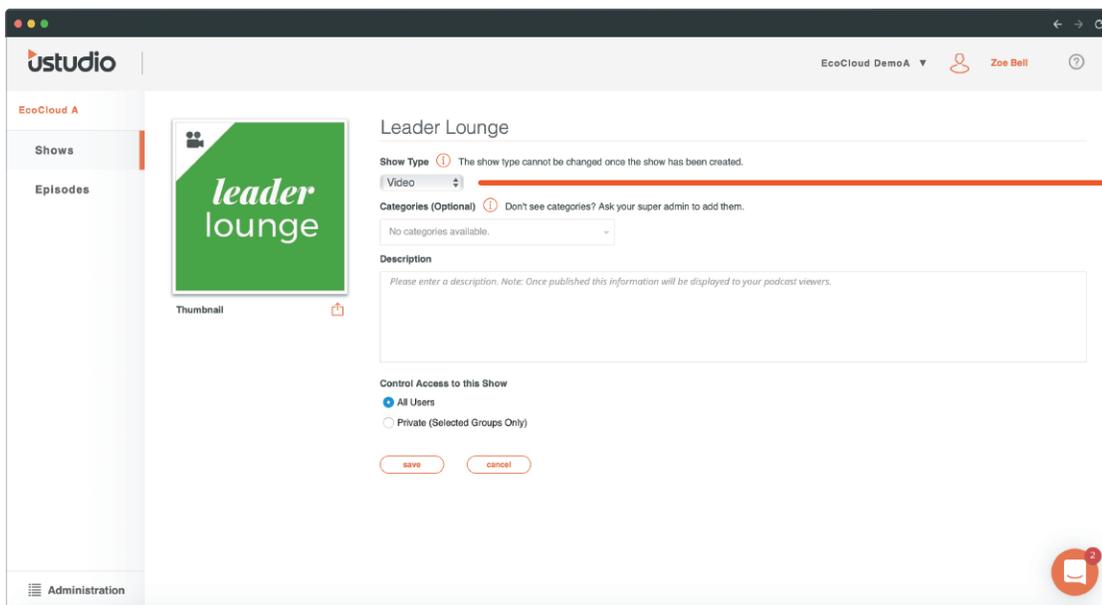
## Creating Shows and Video Podcast Shows

**Note:** If you do not see the option to create a video show in your podcast admin experience this may not be part of your current offering. If you are interested in adding it to your offering please reach out to [support@ustudio.com](mailto:support@ustudio.com).

As a helpful tip for video shows, we recommend creating show artwork that indicates the content is video content. An example is putting a video icon in the corner.

## Selecting Video Show Type

- Create a show.
- A show is created by going to the shows section of the console, then selecting the “create a show” button on the top right of the page.



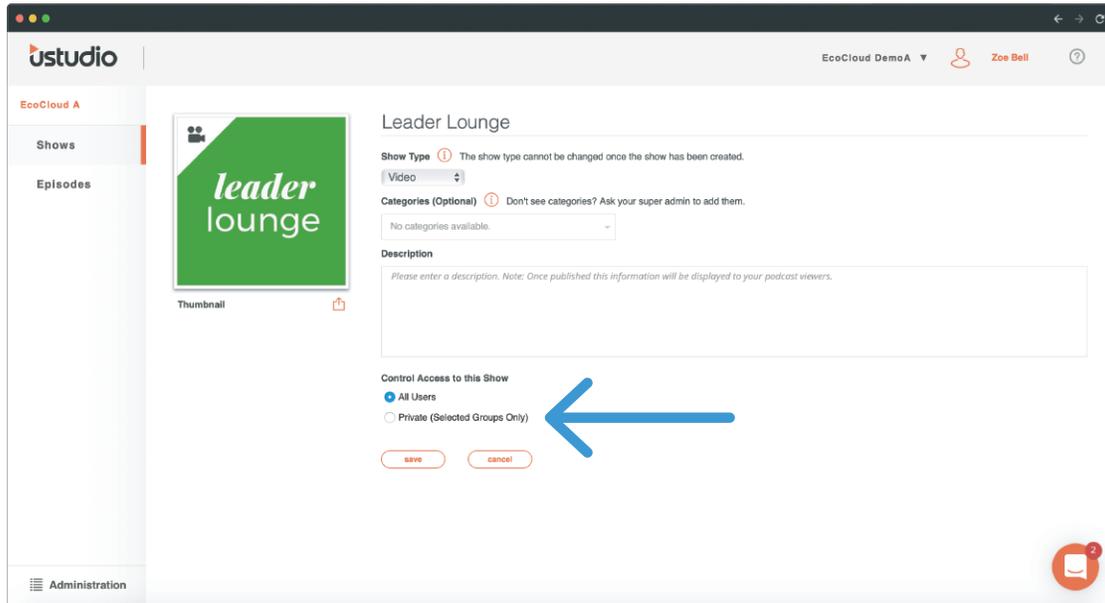
Select “Video” in the Show Type

**Note:** Once you set the show type you will not be able to change it.

- Once you have created the show, add video episodes to your episode section of the site and publish them to the video show.
- Your users will now be able to watch video when watching this show.

## Creating a Draft Show

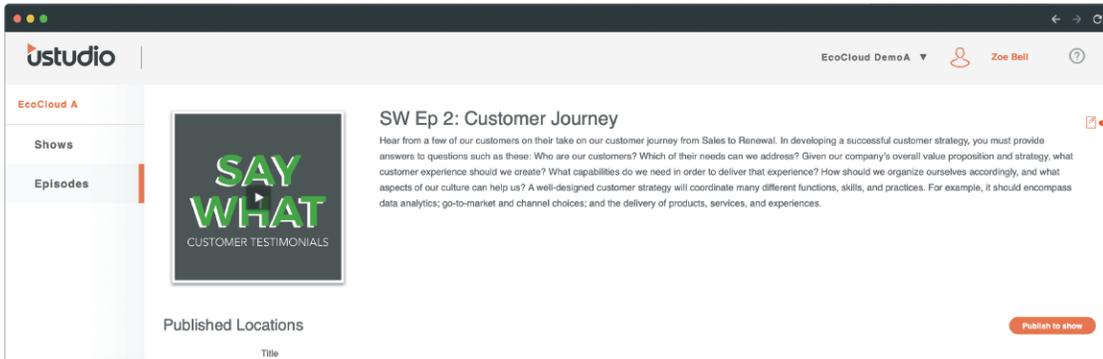
Filtering a show to “private” with no group assignments associated to it will put the show in a draft state. This way, only those who have access to the podcast management console can see it.



## Editing and Deleting Episodes

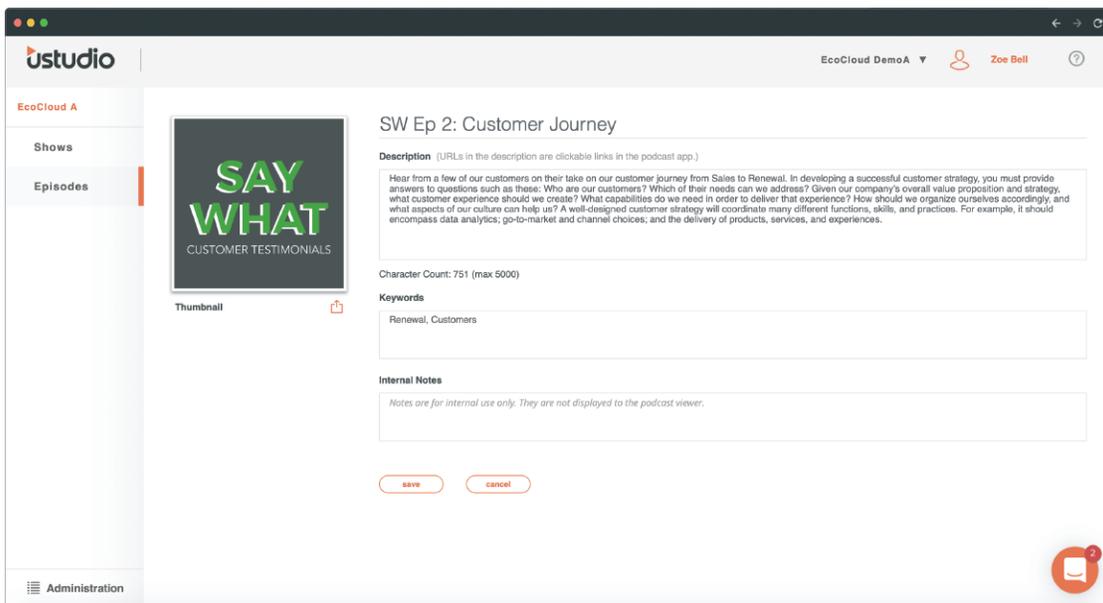
All episodes are uploaded with only the file name associated. They will need to be edited in order to add pertinent information to correctly display for your audience. This will also allow for better searchability within the podcast application.

- Select the title of the episode in the list of episodes in the episode section, or on the show page, to access the details for that episode.
- The episode detail page will show you the thumbnail, title, and description of what is already associated to that episode. You will need to go into the edit screen to view the keywords and internal notes for the episode.
- Editing an episode will change the details associated to the episode across all shows to which that episode is published.



To edit the details of an episode, click on the edit icon in the top right corner of that page.

Once in the edit screen, you have the ability to edit the thumbnail, title, description, keywords, and internal notes.



**Title:** This should be a short, easy way for users to understand the topic of the episode. Simply click on the title to edit.

**Description:** Gives your audience relevant information about the episode.

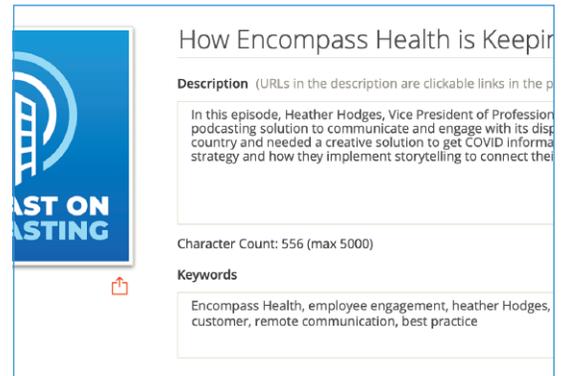
**Keywords:** Place keywords and phrases users can use to search for the episode in the application.

**Thumbnail:** A square image that will give your audience a visual queue for each episode.

To delete an episode, select “Episodes” on the left, then change the view to “list view” using the icons on the right. Next, select “Delete” on the episode you wish to delete.

## Keyword Rules:

- No individual keyword can be more than 30 characters.
- If you take all the keywords, join them with a comma "," and no spaces, then the total length has to be less than or equal to 500 characters.
- The code doesn't correctly support unicode.



## Pro-tips for your podcast episodes:

- **Keep it Short:** Try to think of titles and descriptions that are easy for your audience to read and understand at a glance, since they may be on the go.
- **Add Links to the Description:** You can add links in an episode description allowing you to reference supporting materials. Make sure the link is the full link starting with http://.
- **Consistent Keyword Structure:** Make it easier for your audience to explore content by creating a keyword structure that you use across all of your content. Then share this structure with your team.

## Show and Episode Artwork

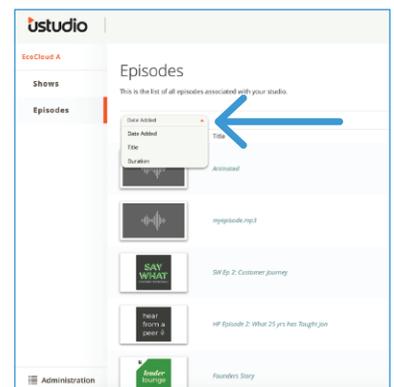
Show and episode artwork should be square and suggested to be at least 360px x 360px to ensure it looks best when scaled up on the web application. We support both JPG and PNG formats.



## Viewing and Sorting Episodes in the PMC

**Sorting Episodes:** You have the ability to sort episodes in various ways from the drop-down list on the left. This will default to Date Added but can be changed to view episodes by Title or Duration.

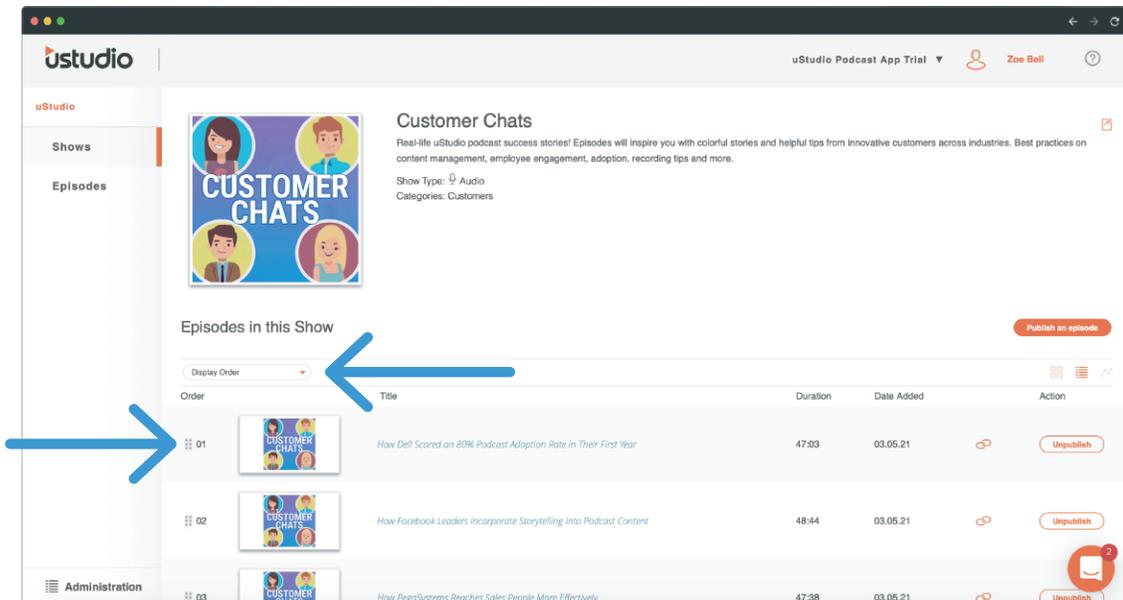
**View Format:** To change the view format for episodes in either the episodes section or within a show, select either "grid view" or "list view" using the icons on the right of the page. By default you will see episodes in the list view.



## Re-Ordering Episodes in Shows

In the PMC you have the ability to order episodes in shows in a way that makes the most sense to your company.

- Go to the shows section in the PMC.
- Click on the show in which you would like to adjust the episode order.
- By default, the episodes in the list will show in "Display Order" in the top left dropdown above the episode list. In this setting, you will see a small grid icon next to each episode on the left.
- Click on the grid icon next to the episode you would like to move and drag it up or down in the list to re-order the episodes.
- The order you see on the show page will be the order you audience members will see in the application. You can change this at any time.



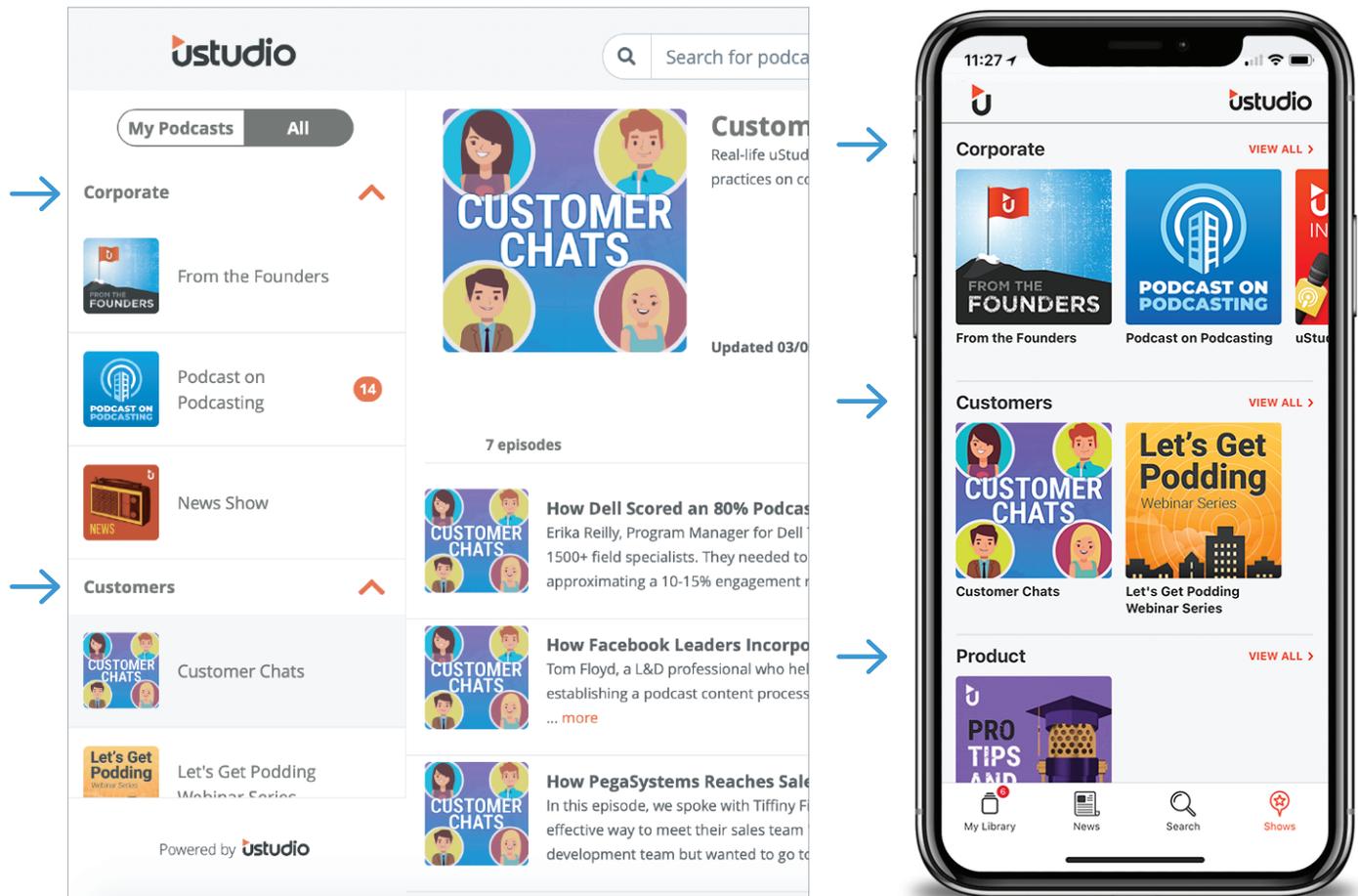
**Pro Tip:** Highlight an older episode with a timely topic by dragging it to the top of the list during a certain time period.

## How to Create and Manage Podcast Categories

As corporate podcasting is growing in popularity, many uStudio customers have a large number of Shows which causes the mobile and Web applications to become unwieldy. Categories solve this issue by allowing like podcast Shows to be organized together. In the mobile and Web applications, Categories present similar podcast Shows together to the user. In the Podcast Management Console (PMC), podcast administrators can create and manage the order of Categories in the end user applications. Each Show may then optionally be added to one or more categories.

Not only does this give podcast administrators a new system for promoting and organizing content differently, whether that is by popularity, location, topic or more, it gives the end user a more effective way to discover and find shows.

If configured, here are some examples of how Categories will look in your Podcast Mobile and Web applications:

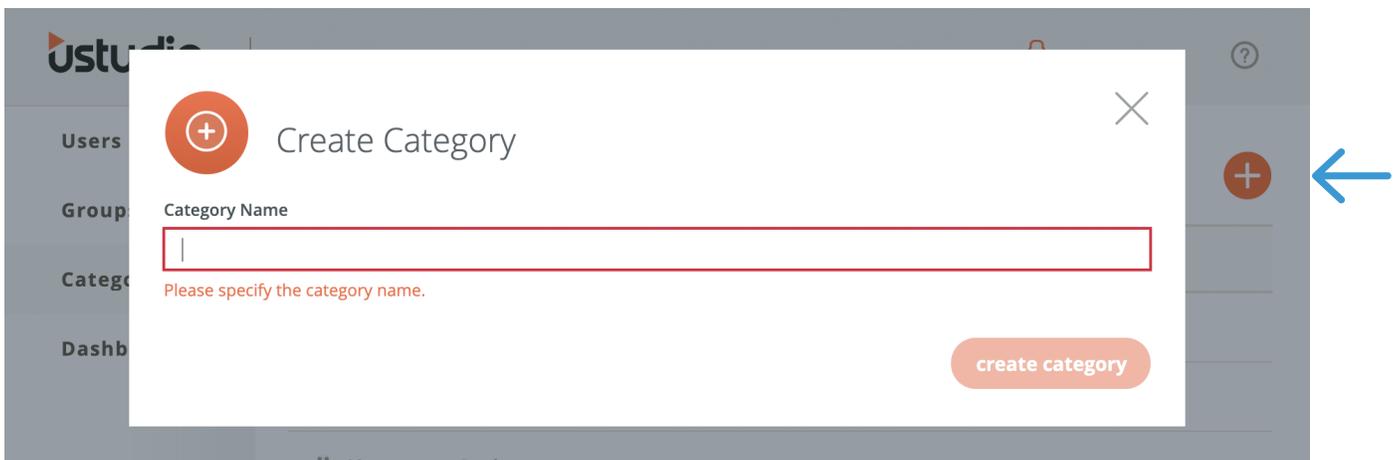


## How to Create Categories

- Click on the “Administration” section on the bottom left of your Podcast Management Console (PMC). Then select the “Categories” section.



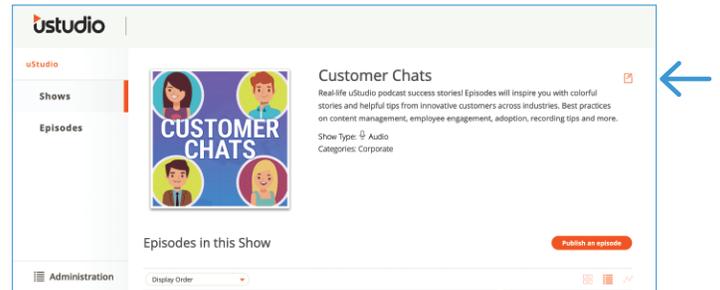
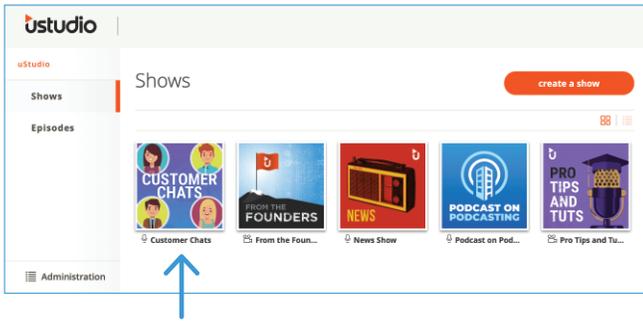
- Click on the plus button on the top right.
- Add a name for your new Category and click "create category."



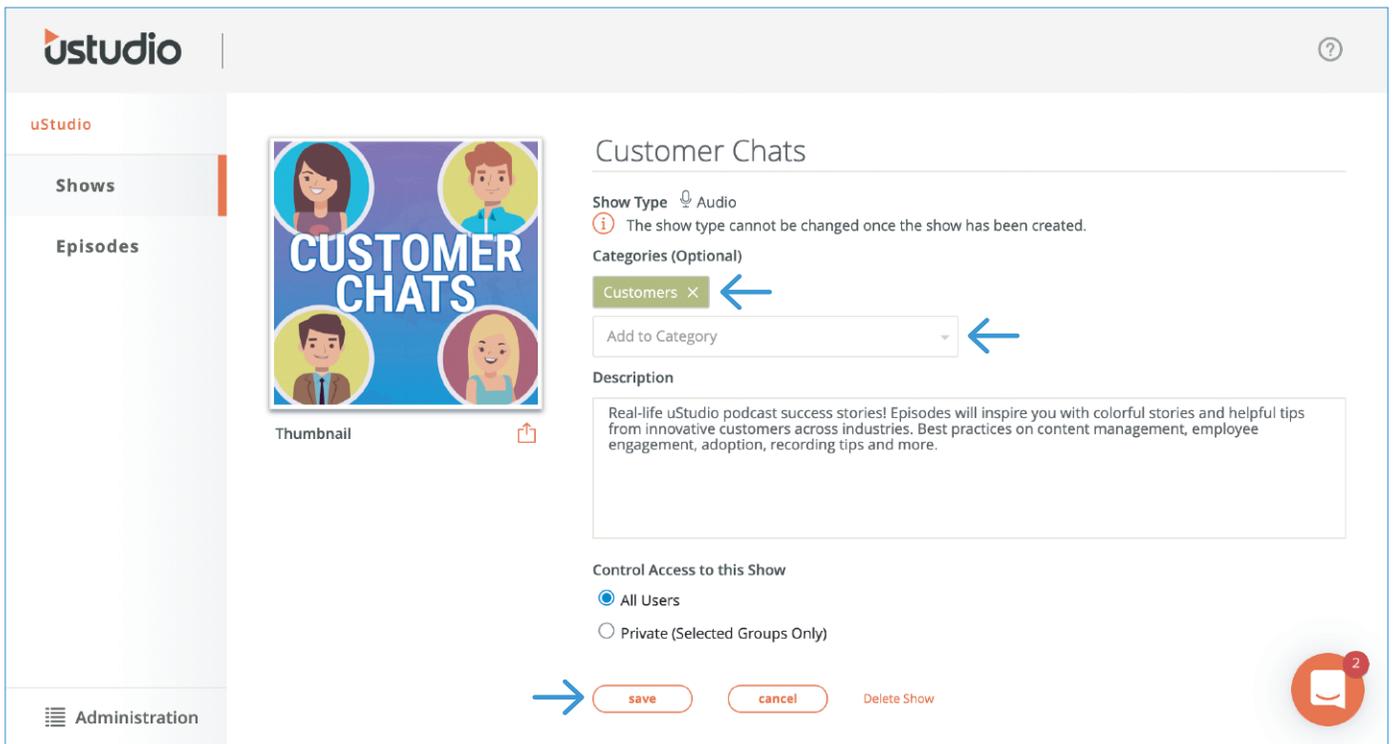
- You can adjust the order of your categories if you'd like them to show up in a particular order for your end user. Click on the grid icon next to the Category you'd like to move and drag it up or down in the list to re-order the Category. You can change this order at any time.

## Assign a Category to a Podcast Show

- You can assign a category to a podcast show when setting up or editing a show. If the podcast show you'd like to add to a category already exists, click inside the show and click the edit icon in the top right.



- Use the drop down under Categories (Optional) to assign a category to the show. Note you can add a show to multiple categories. Remove an assigned category by clicking the 'x' located on the category tag. Then click save.



- Your show will then be visible under your new podcast category.

## Category Examples:

- Here are some example categories to help get you started.



by Location



by Language



by Topic



by Most Popular



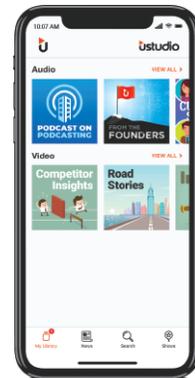
by Recently Added



by CEO Picks



by Teams



by Format

## Category FAQs:

### What will the audience see if there are no shows attached to a category?

| A category will not be visible to your end users if there are no shows in that category.

### Can a show be part of multiple categories?

| Yes, a show can be added to multiple categories.

### How will shows that are not added to a category be displayed for my audience?

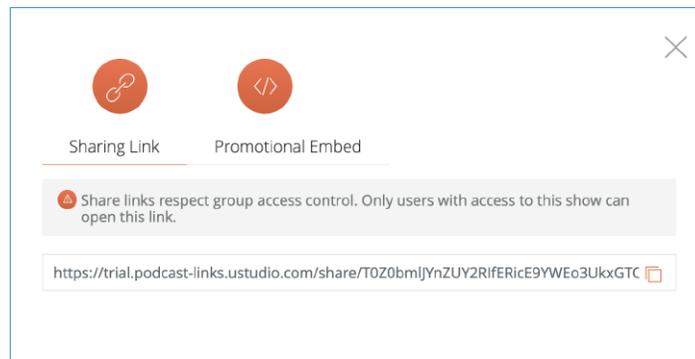
| If you have at least one active category, any show that is not part of a category will be put under a default "more shows" category for your end user.

## Universal Share Links for Episodes

Our share links allows users to open the link in a way that meets the needs of their environment. Below is how you, as an admin, can find content links to share in promotional materials and how the links will open for your users based on if they are on a phone or computer.

## Accessing Share Links for Promotional Materials

- Go to the Podcast Management Console.
- Go to the shows section.
- Go to the show in which the episode has been published.
- Next to each episode in the show you will see a little link icon.
- Click the link icon next to the episode you would like to share.
- Copy the link that is displayed by clicking the icon to the right or by highlighting the link and copying it.
- Use this link in emails and other promotional materials to send your podcast audience to this episode.



If an audience member clicks on the link while on a mobile device and has not downloaded an application:

- The audience member will be taken to a page letting them know the best mobile experience is on the mobile device and give them links to download the application.
- If they download the application they will go through the steps above after downloading.
- The audience member can dismiss this download app prompt and will be taken to the web version of the application on the mobile browser.
- They will log in using their company authentication process, if not already logged in.
- The user will be taken to the show page with the episode already playing.

## Share Link FAQs

What happens if someone who does not have access to my podcast finds one of these links and goes to it?

If the person who clicks the link does not have access to your podcast they will be taken to the application login screen and will not be able to login. This will prevent them from getting access to any sensitive content.

Why do I have to wait until an episode is in a show to get the link?

Since episodes can be published to more than one show we want to make sure we send the user to the episode in the correct show.

How can I create promotional materials before a show is published?

To create promotional materials with links to certain episodes before a show is published, you must first create a show that is set to "private" and has no group assignments associated with it. This will put the show in a draft state where only those who have access to the podcast management console can see them.

## PODCAST BRANDING

As part of your podcast application setup, there are a few branding assets the uStudio team will need in order to brand your podcast application. In addition, there are a few branding assets your team will need to brand the shows and episodes within the application. This will give you an overview of what is needed and where it is shown within the application.

### Company Code

When audience members download the application for the first time they will need to enter a company code to be taken to your version of the application. Pick a code that will be easy for your team to remember.

### Code Requirements

- All capital letters
- No spaces
- Between 3 and 15 characters



COMPANYPODCAST



COMPANY PODCAST



1234PODCAST

## Primary Logo

### Location of Logo in App

- Initial login screen
- Top right of application
- Podcast episode share page

### Logo Format Requirements

- Rectangular: 400px width x 134px height
- Logo needs to be legible on a white background
- File format PNG or SVG with transparent background

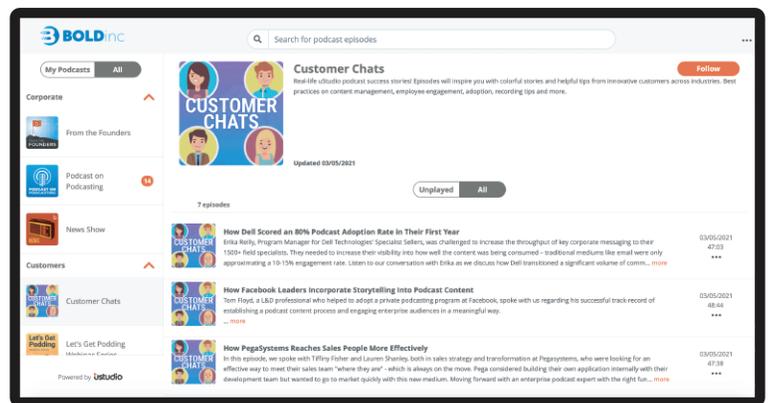
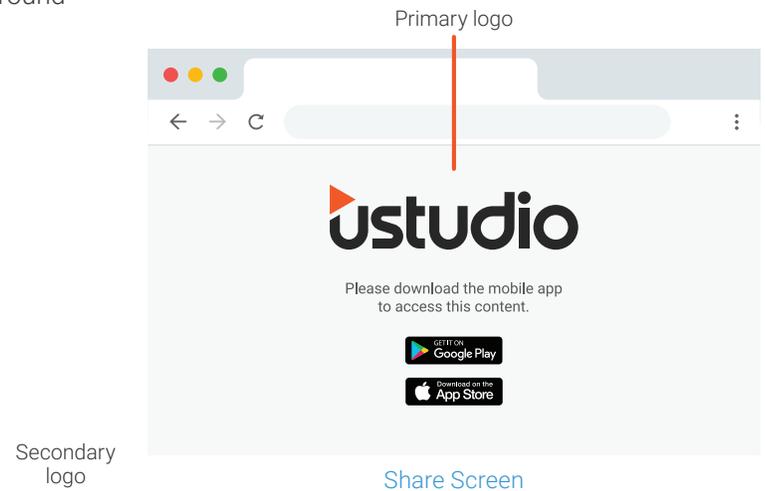
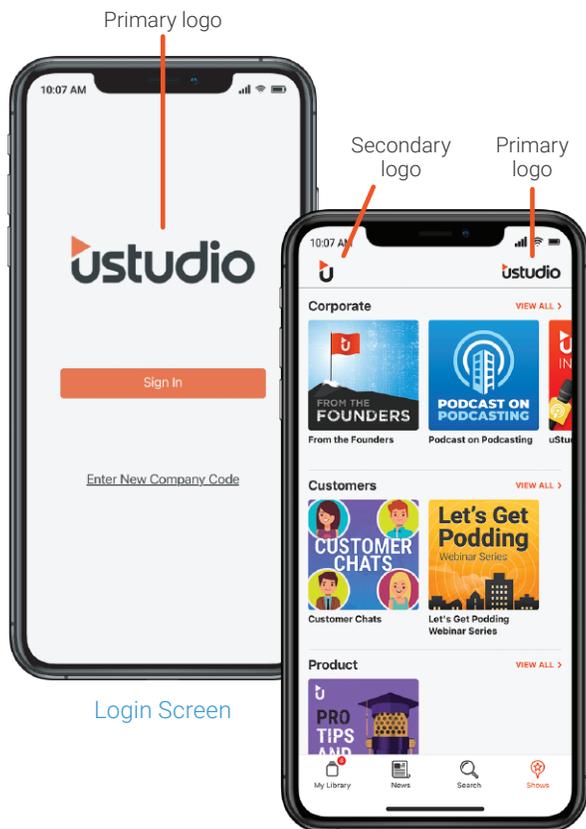
## Secondary Logo

### Location of Logo in App

- Top left of app when the back button is not present

### Logo Format Requirements

- Square 100px x 100px
- Logo needs to be legible on a white background
- File format PNG or SVG with transparent background



Navigation

Desktop Application

## Primary Color

### Location of Color in App

- Sign-in button on login screen
- Active menu icon in button navigation
- Icons that have had an action taken on them from a show or episode page
- Line under episode description

### Color Format Requirements

- Hex code (i.e. #000000)
- Color must be legible on background color provided
- White text must be legible on top of color

## Secondary Color

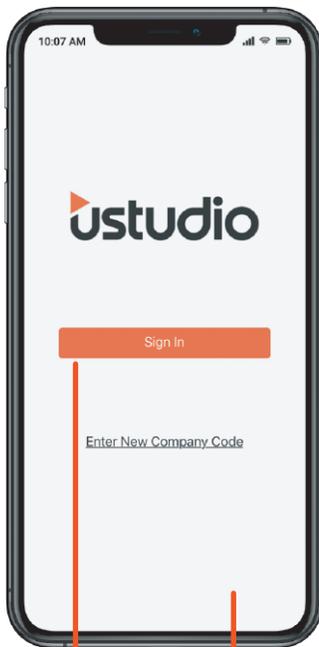
### Location of Color in App

- Non active menu icon in bottom navigation
- Title of episodes
- Icons that have not had an action taken on them from a show or episode page

### Color Format Requirements

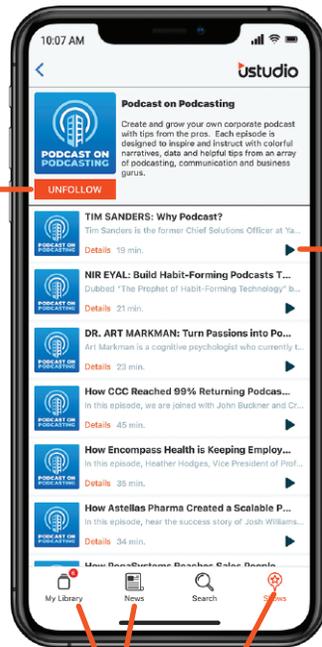
- Hex code (i.e. #000000)
- Color must be legible on background color provided

Login Screen



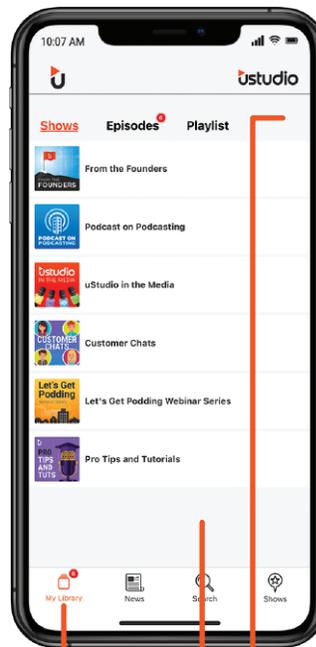
Primary color  
Background color

Show Page



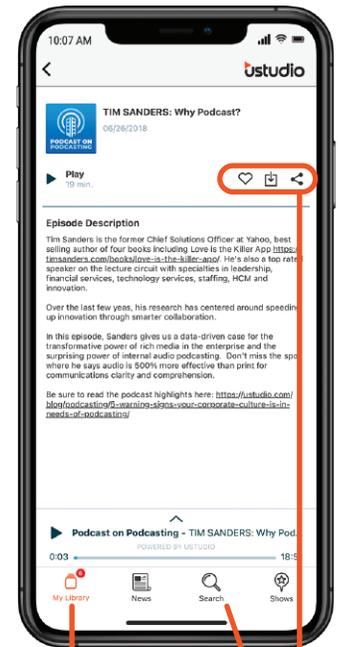
Primary color  
Secondary color  
Primary color  
Secondary color

My Library Screen



Primary color  
Background color

Episode Screen



Primary color  
Secondary color

## Background Color

### Location of Color in App

- Background throughout application

### Color Format Requirements

- Hex code (i.e. #000000)
- Black text must be legible on top of background color

# USERS SECTION

The user section is where you can view and manage your podcast audience members. Audience members will only display in this section if they have been invited to the application through the PMC or logged into the application.

If you are using the Single Sign On (SSO) process for audience application logins, you will only be able to view users on this page. Companies using SSO will need to work with their IT teams to restrict access to the application or edit audience information.

View, edit or deactivate audience members

Toggle between active, deactivated, and invited audience members

Export podcast audience list

Invite audience members

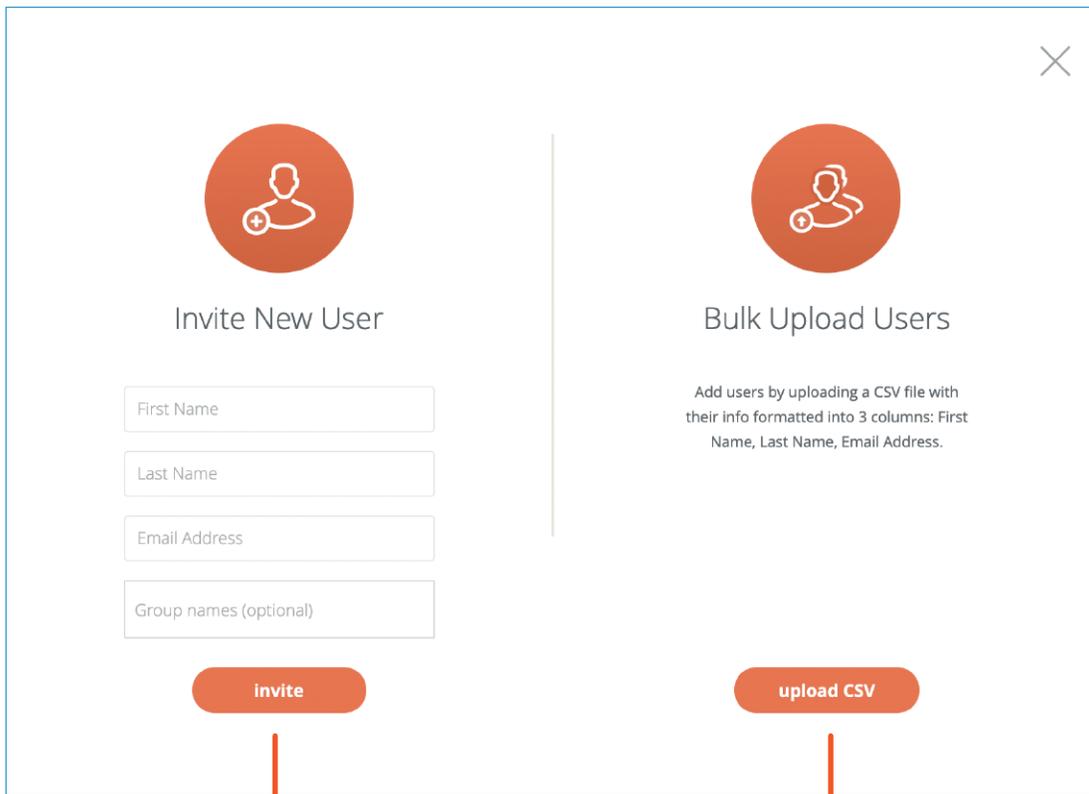
| FIRST NAME | LAST NAME      | EMAIL                   | LOGINS  |
|------------|----------------|-------------------------|---------|
| Zoe        | Bell           | zbell@ustudio.com       | 5       |
| Suzanne    | DaveyDemoA     | sdavey@ustudio.com      | 22      |
| Ed         | Schneider      | eschneider@ustudio.com  | 2       |
| Justin     | Walker         | jwalker@ustudio.com     | 1       |
| Avani      | Miriyala DemoA | avani@avanimiriyala.com | 4       |
| Mike       | Nels           | mnels@ustudio.com       | 2       |
| Neil       | Garrett        | ngarrett@ustudio.com    | 2       |
| Jen        | G              | jen@ustudio.com         | 1       |
| Damon      | Luther         | damon@damonluther.com   | Unknown |

## Inviting Podcast Members (uStudio Authentication)

For customers using uStudio’s authentication process, you will have the ability to invite users to your podcast application through the uStudio Platform. You can do this in two ways: Single user invites or Bulk Import invites.

You can invite audience members through the administration section of the Podcast Management Console on the bottom left of the navigation bar.

- Click on the plus symbol on the top right of the user section.
- The pop-up below will open when you click the plus symbol.



**Single Invite:** Send out invites one at a time for new audience members. Clicking the invite button will trigger an email to the individual inviting them to set up their podcast account.

**Bulk Invite:** Send out multiple invites to a group of audience members. After uploading the CSV you will be able to review the information. Once you confirm the information you can trigger an email to everyone on the CSV file inviting them to set up their podcast account.

A properly formatted CSV file will need the users First Name, Last Name, and Email address. You can view a sample of the proper format below:

| First Name | Last Name | Email                 |
|------------|-----------|-----------------------|
| John       | Doe       | johnD@yourcompany.com |
| Jane       | Doe       | janeD@yourcompany.com |

**Note:** Having duplicate users in a file will cause an error. Be sure to remove duplicates prior to uploading the file.

## Adding Users To Groups During Bulk Invite

If you have audience groups as part of your uStudio plan, you can assign users to groups during the bulk invite flow. A few things to note about adding users to groups during the invite flow:

- The Group must be created in the PMC prior to assigning users to the group. If you need help creating groups, you will find directions later in this guide or can [visit our website here](#).
- Group names must match the exact spelling and format of the name of the group in the PMC. For example: If you created a group in the PMC and titled it "Sales and Marketing", but in your CSV upload only put the term "Marketing" in the group column, the upload will not map correctly and will not successfully add that user to the group. If you put "Sales and Marketing" in the group field they will be correctly added to the group.
- You can add users to more than one group. To do this, you will need to put a comma between groups with no space before the group name.

| First Name | Last Name | Email                 | Groups               |
|------------|-----------|-----------------------|----------------------|
| John       | Doe       | johnD@yourcompany.com | group1,group2,group3 |
| Jane       | Doe       | janeD@yourcompany.com | group1,group3        |

## Deactivate a Podcast User Through the PMC

You have the ability to revoke podcast access for a specific audience member. You can do so by following the steps below in the PMC.

- Go to the "User" section of the PMC.
- Click on the name of the user in which you would like to revoke access.
- Click the "edit user" button in top right of the screen.
- Select "inactive" in the "user status" dropdown.
- Click "Save".
- The user will no longer have access to the application.

# GROUPS

## Creating Groups

Groups are available to allow uStudio administrators and/or content creators to restrict access to shows to a specific target audience. This enables content creators to restrict information that is sensitive to those who should have access to it. Another use of groups is to limit the amount of content that users see. By doing this, audiences will only be exposed to the content that is most relevant to them and their needs.

- Creating groups is available in the PMC through the Admin Section on the bottom left.
- Once in the admin section, you will see a group section.
- Press the plus button on the top right of the screen or the "create group button" if you have not created groups before.
- Enter a group name that your content creators will be able to easily recognize.
- Enter a description that gives a little more insight to what the group is meant to do.
- Create the group.

|                    |  | Show A (private) | Show B (private) | Show C (private) | Show D (public) |
|--------------------|--|------------------|------------------|------------------|-----------------|
| <b>Group X</b><br> |  | ✓                | ✓                | ✗                | ✓               |
| <b>Group Y</b><br> |  | ✓                | ✗                | ✗                | ✓               |
| <b>Group Z</b><br> |  | ✗                | ✓                | ✗                | ✓               |

## Restricting Shows to Target Audiences

Podcast shows can be restricted to certain audience groups so only audience members in the group can see the associated content. You can restrict groups while setting up or editing a show. Groups need to be created in the Administration section of the site before you can restrict a show to that group.

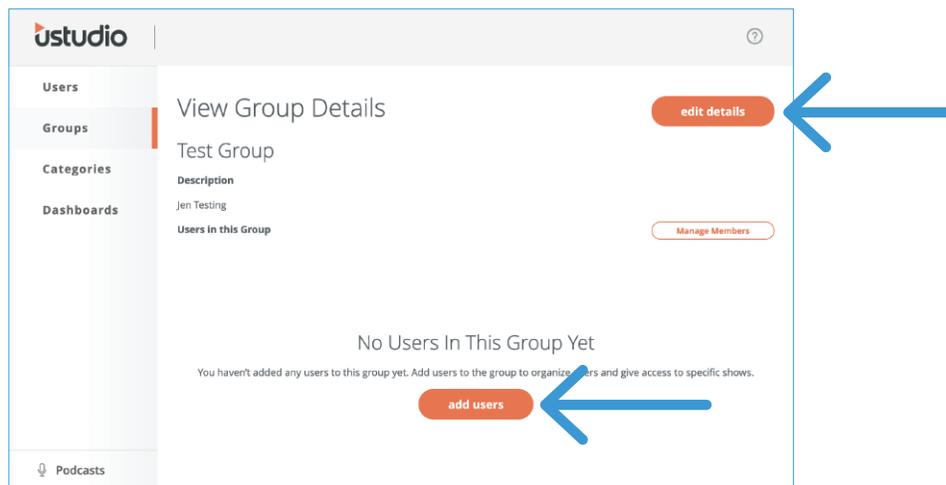
- Select “Private” under “Control Access to this Show”.
- Type in the group name that was created in the Administration section of the site and select the group that matches.
- Assign a show to as many groups as desired. By adding more groups, you will widen the show audience.
- Save the changes you’ve made.

## Adding Members To Groups (non-SSO)

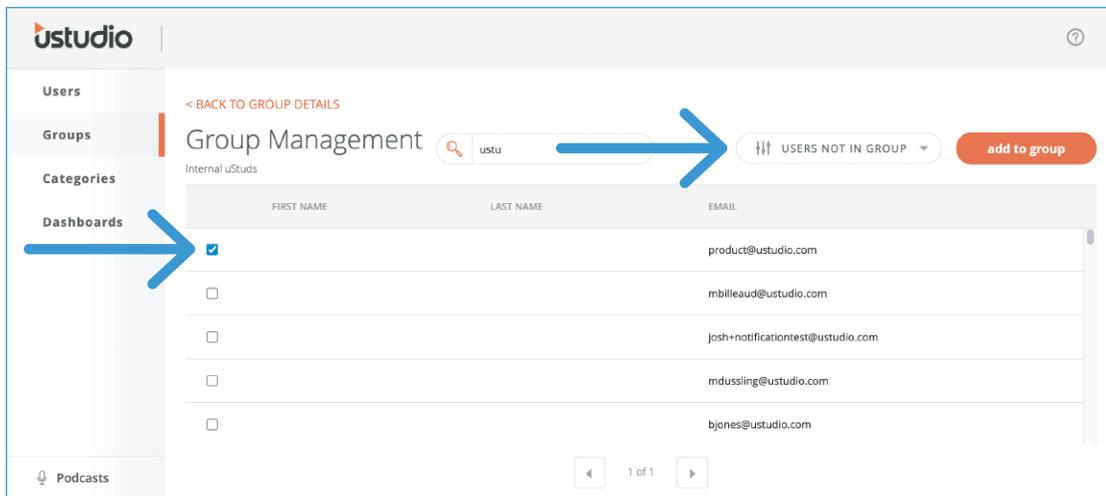
You can add members to groups during the invite flow or after an audience member has logged into the application. You need to create a group before you can add members. To add members to a group follow the steps below:

### Adding Members After Login:

- Go to the administrative area of the PMC.
- Click groups on the left navigation.
- Click on the name of the group in which you would like to add members.
- Once in the Group Details view, click “manage members” or “add new users”.



- Initially, you will be taken to a screen of users currently in the group.
- At the top of the page on the left select the “Users Not in Group” filter to see audience members to add.
- Check boxes to the left of audience members you would like to add to the group.



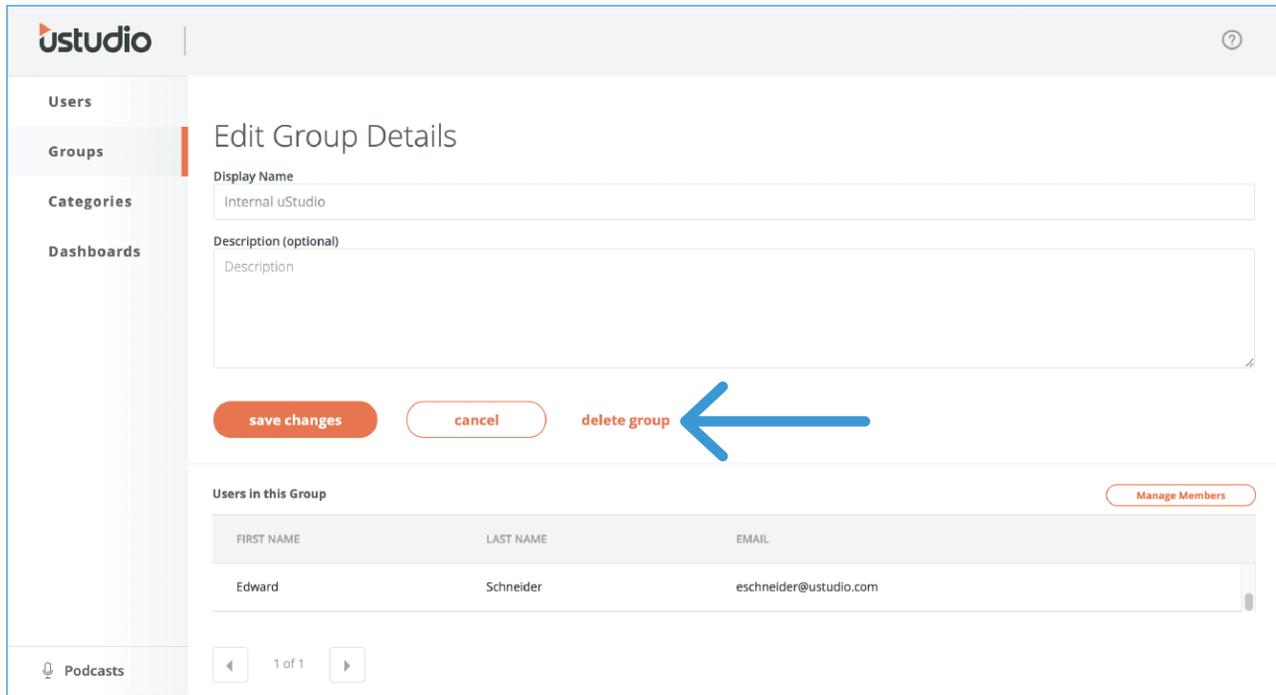
- Click the “add to group” button found on the top right of the screen to add the checked users to the group.
- The page will refresh and give you a small pop-up confirmation that users were added to the group.
- Once the users are added they will no longer show on the "Users Not in Group" section of the user management screen.
- Select the "Users In Group" to see the users you added to the group.

## Deleting Groups Within The PMC

You have the ability to delete user groups in the administration section of the Product Management Console. Once a group is deleted you cannot bring it back. All users that are members of that group will be removed from the group.

**You can delete a group by following the steps below:**

- Go to the administrative area of the PMC.
- Click on the group name you would like to delete.
- Click the "edit details" button.
- Click the delete group link under the description.



- Confirm you would like to delete the group.
- Leave the pop-up window open while the group deletes. This action will vary in time depending on the number of users you have in the group.
- One the group deletion is successful, the upload pop-up will close automatically. There will be a confirmation notification in the bottom right corner.

## USTUDIO ANALYTICS

uStudio offers access to better audience insight through analytics. The ability to track and measure podcast usage helps you to improve how your company communicates and create better learning outcomes for your employees. Our named-user data enables you to know who's engaging with what, when and how often. Not only are our dashboards available to you but you have the option of piping data into your own internal systems as well.

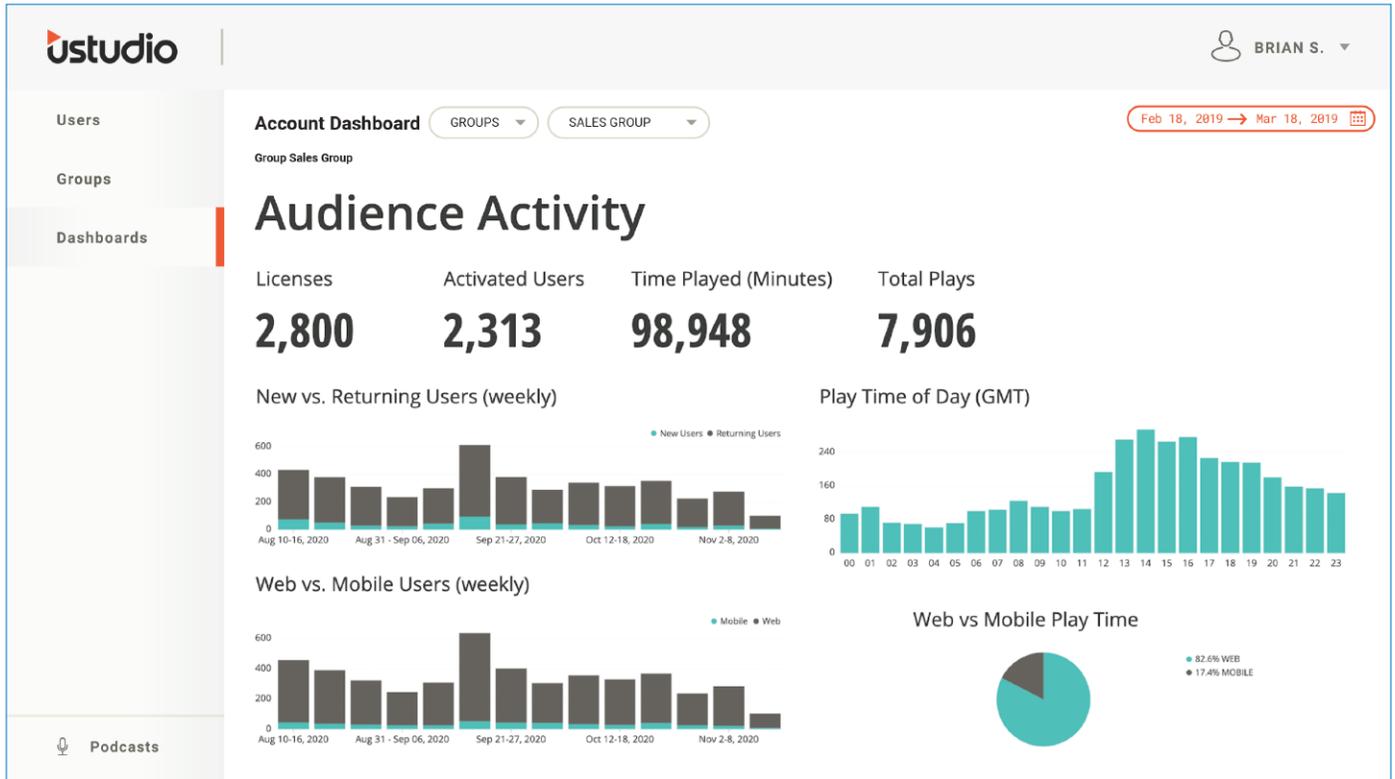
To view your Analytic Dashboards, select "Administration" then "Dashboards."

## Metrics in the At a Glance Section

Dashboards allow you to see a high-level view of your podcast application performance within a certain time frame. Content trends, program adoption and individual listener progress will supply better actionable insights to help you grow your best podcast program. Dashboards also give you the ability to download detailed information on actions taken in the application to allow you to dive into the data in a way that meets your needs. Podcast analytics that are available in uStudio's private podcasting solution include the following:

### Audience Activity:

- **Licenses:** The number of podcast licenses you currently have purchased regardless of the time frame selected.
- **Activated Users:** The number of podcast audience members who have made use of the podcast application before the end of the time frame selected.
- **Time Played:** The number of minutes your audience listened to podcast content in the selected time frame.
- **Total Plays:** The number of times your audience played a podcast in the selected time frame.
- **New vs. Returning Users (weekly):** For each week in the selected time frame, this graph shows the number of first time (new) users and returning users. This does not mean that the users are "new" for the time frame, it means they are new since the podcast program launched. You can mouse over any of the bars in the graphs to see details of new, returning, and total users.
- **Play Time of Day:** In the given time frame, shows the number of times your audience plays podcast content in each hour of the day (00 is midnight, and 23 is 11pm). The time of day is in GMT which means you will likely need to convert GMT into your local timezone. Future versions of the dashboard will do this conversion for you automatically. You can mouse over any of the bars of content to see the actual count of plays in that hour of the day.
- **Web vs. Mobile Users (weekly):** For each week in the selected time frame, this graph shows the number of users that used the mobile application and/or the Web application. If an audience member used both, they will be counted twice. You can mouse over any of the bars in the graphs to see details of Web, Mobile, and total users.
- **Web vs. Mobile Play Time:** In the given time frame, this pie chart shows how much time your audience spent playing content in the mobile app and Web app. You can mouse over each piece of the pie to see the number of minutes spent listening to content in that application in addition to the percentage of time.

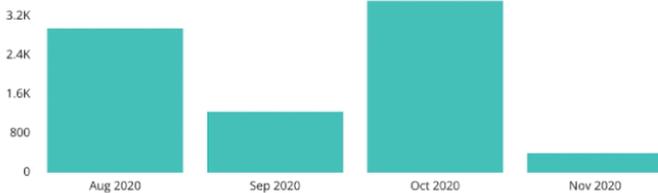


## Available Metrics for Content Analytics

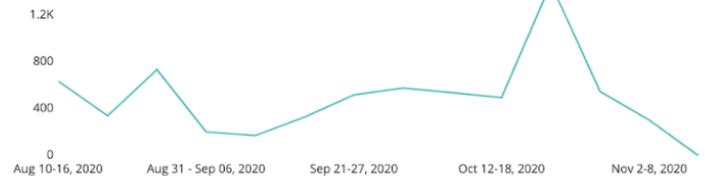
- Monthly Podcast Content Published (Minutes):** The number of minutes of new podcast content that was published each month in the time frame selected. You can mouse over each bar of the chart to see an exact number of minutes in that month. Note that this chart is not available in the Groups dashboard, only the top-level account dashboard because Groups restrictions on published content may change.
- Weekly Podcast Content Published (Minutes):** The number of minutes of new podcast content that was published each week in the time frame selected. You can mouse over the graph to see an exact number of minutes in that week. Note that this chart is not available in the Groups dashboard, only the top-level account dashboard because Groups restrictions on published content may change.
- Monthly Podcast Content Played (Minutes):** The number of minutes of podcast content consumed by your audience each month in the time frame selected. You can mouse over each bar of the chart to see an exact number of minutes in that month.
- Weekly Podcast Content Played (Minutes):** The number of minutes of podcast content consumed by your audience each week in the time frame selected. You can mouse over the graph to see an exact number of minutes in that month.

## Content & Plays

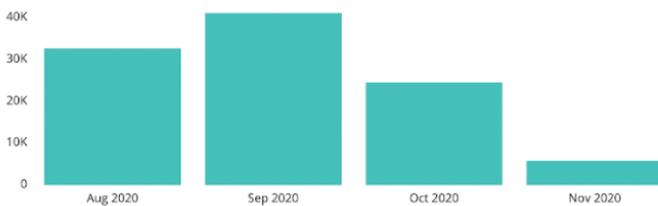
Monthly Podcast Content Published (Minutes)



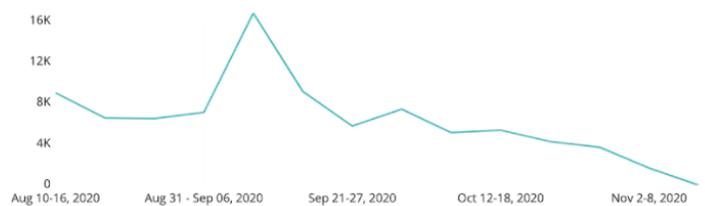
Weekly Podcast Content Published (Minutes)



Monthly Podcast Content Played (Minutes)



Weekly Podcast Content Played (Minutes)



- Shows:** Displays all Shows that currently exist in your podcast program with details for each. If there is more data than can be seen on the screen, press the link at the bottom of the table to “View all ### rows”. This drill-down view also allows you to sort by different columns and export the data.
  - **Show Title:** The title of the Show.
  - **Plays:** The number of times Episodes in this Show were played in the selected time range.
  - **Minutes Played:** The number of minutes the podcast audience listened to Episodes of this Show in the given time range.
  - **Followers:** The number of audience members who follow the Show in the given time range.
  - **New Episodes Published:** The number of new Episodes published within this Show in the given time range.
  - **Minutes Published:** The number of minutes of content in the new Episodes published within this Show in the given time range.
- Episodes:** Displays all Episodes that existed in the given time range in your podcast program with details for each. If there is more data than can be seen on the screen, press the link at the bottom of the table to “View all ### rows”. This drill-down view also allows you to sort by different columns and export the data.
  - **Episode Title:** The title of the Episode.
  - **Show Title:** The title of the Show that contains this Episode.
  - **Plays:** The number of times this Episode was played in the selected time range.
  - **Shares:** The number of times a member of the podcast audience shared a link to this Episode with someone else in the given time range.
  - **Likes:** The number of audience members who liked this Episode in the given time range.
  - **Episode Duration (Minutes):** The number of minutes of content in this Episode.

## Shows

| Show Title                      | Plays | Minutes Played | Followers | New Episodes Published | Minutes Published |
|---------------------------------|-------|----------------|-----------|------------------------|-------------------|
| Leaders Lounge                  | 5     | 0.9            | 0         | 0                      | 0                 |
| Say What: Customer Testimonials | 4     | 0.3            | 0         | 0                      | 0                 |
| Practice to Perfect             | 4     | 0              | 0         | 0                      | 0                 |
| The Water Cooler                | 3     | 1.9            | 1         | 0                      | 0                 |
| Hear from a Peer                | 2     | 0              | 1         | 0                      | 0                 |
| The Recap Eco                   | 1     | 0              | 0         | 0                      | 0                 |
| News                            | 0     | 0              | 0         | 0                      | 0                 |

## Episodes

| Episode Title   | Show Title       | Plays | Shares | Likes | Episode Duration (Minutes) |
|---|------------------|-------|--------|-------|----------------------------|
| PMC.mp4   | PMC              | 18    | 0      | 1     | 5.0                        |
| PMC User Management - SSO.mov   | Tips and Tuts    | 6     | 0      | 1     | 10.9                       |
| User Management Walkthrough: Non-SSO                                  | Tips and Tuts    | 6     | 0      | 1     | 7.6                        |
| Podcast Group Management for Non-SSO                                  | Tips and Tuts    | 5     | 0      | 2     | 6.4                        |
| SALESFORCE CASE STUDY: How We Made Podcasting a Reality at Salesforce | The Water Cooler | 5     | 0      | 1     | 22.6                       |
| User Management Walkthrough - SSO                                     | Tips and Tuts    | 5     | 0      | 2     | 10.8                       |
| Creating Podcast Shows in the PMC                                     | Tips and Tuts    | 4     | 0      | 0     | 3.0                        |
| One Platform, Many Use Cases  | The Water Cooler | 4     | 0      | 0     | 1.9                        |
| One Platform, Many Use Cases  | The Water Cooler | 4     | 0      | 0     | 1.9                        |
| One Platform, Many Use Cases  | The Water Cooler | 4     | 0      | 0     | 2.7                        |
| Podcast End User Walkthrough  | Tips and Tuts    | 4     | 0      | 1     | 2.6                        |
| SALESFORCE CASE STUDY: How We Made Podcasting a Reality at Salesforce | Super Sales      | 4     | 0      | 1     | 22.6                       |
| Uploading Podcast Episodes to the PMC                                 | Tips and Tuts    | 4     | 0      | 1     | 3.4                        |

[View all 24 rows](#)

## User Data

- **All Users (ranked by play time):** Displays all Users in your podcast audience with details for each. The Users are ordered with those with the most play time in the given time range at the top and those with the least at the bottom. If there is more data than can be seen on the screen, press the link at the bottom of the table to “View all ### rows”. This drill-down view also allows you to sort by different columns and export the data.
  - **Email:** The email address of a User (if available).
  - **Given Name:** The first name of a User (if available).
  - **Family Name:** The last name of a User (if available).
  - **Play Time:** The number of minutes of podcast content a User consumed in the given time range (if any).
  - **First Seen:** The date and time that a User was first added to the podcast audience.
  - **Last Seen:** The date and time that a User last used the podcast application.

- **User ID:** The unique uStudio ID for a User.
- **Status:** The state of this User. All available states and their meanings are listed below.
  - **ACTIVATED:** The User has logged into the podcast application and is using a podcast license.
  - **INVITED:** The User has been invited to the podcast application, but has not accepted their invitation. The User is not using a podcast license.
  - **REGISTERED:** The User has an entry in the uStudio podcast application, but has not logged into the podcast application and is not using a podcast license. Users may have this Status because they accepted an invitation, but did not log into the application or because an entry was made in the uStudio podcast system for the user via SCIM, but the user has not logged into the application.
  - **DEACTIVATED:** The User was deactivated from the podcast application by a podcast administrator or by a SCIM notification. The User is not using a podcast license.
  
- **Progress by User:** Displays details about content consumed by Users in the given time range. The rows are sorted alphabetically by the User’s email address. If there is more data than can be seen on the screen, press the link at the bottom of the table to “View all ### rows”. This drill-down view also allows you to sort by different columns and export the data.
  - **Email:** The email address of a User (if available).
  - **Given Name:** The first name of a User (if available).
  - **Family Name:** The last name of a User (if available).
  - **Show Title:** The title of the Show of the Episode that was consumed.
  - **Episode Title:** The title of the Episode that was consumed.
  - **Progress:** The maximum percentage through the Episode the User consumed. Below are a few examples.
    - If a User listened to 40% of the Episode and never listened again, this value will be 40.
    - If a User listened to 40% of the Episode, then rewound and listened to the first 10% six times, this value will be 40.
    - If a User listened to 40% of the Episode, then fast-forwarded and listened to the last 10% of the Episode (90% through 100%), this value will be 100.

## Audience Details

All Users (ranked by play time)

| Email                    | Given Name | Family Name | Play Time (Mins) | First Seen            | Last Seen             | User ID  | Status      |
|--------------------------|------------|-------------|------------------|-----------------------|-----------------------|--|-------------|
| mmarshe@ustudio.com      | Mitchell   | Marshe      | 68.3             | Jul 31, 2020 20:24:23 | Nov 05, 2020 15:32:04 | samlp prod-oktascim-podcast-ss0 mmarshe@ustudio.com      | ACTIVATED   |
| mnels@ustudio.com        | Michael    | Nels        | 37.3             | Aug 26, 2020 16:59:52 | Oct 23, 2020 15:25:39 | samlp prod-oktascim-podcast-ss0 mnels@ustudio.com        | ACTIVATED   |
| mmarshe+test@ustudio.com | Mitchell   | Marshe      | 0                | Sep 30, 2020 22:12:47 | Sep 30, 2020 22:12:55 | samlp prod-oktascim-podcast-ss0 mmarshe+test@ustudio.com | DEACTIVATED |

## Progress by User

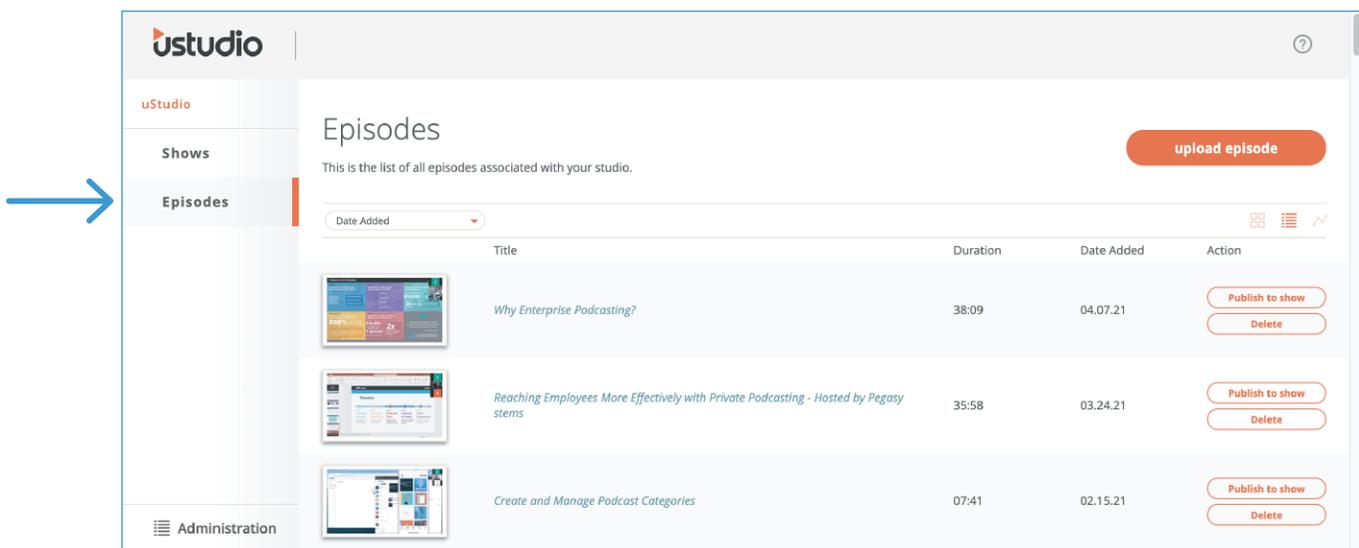
| Email               | Given Name | Family Name | Show Title       | Episode Title   | Progress % |
|---------------------|------------|-------------|------------------|---|------------|
| mmarshe@ustudio.com | Mitchell   | Marshe      | PMC              | PMC.mp4   | 100        |
| mmarshe@ustudio.com | Mitchell   | Marshe      | The Water Cooler | One Platform, Many Use Cases  | 100        |
| mmarshe@ustudio.com | Mitchell   | Marshe      | Tips and Tuts    | Podcast End User Walkthrough  | 100        |
| mmarshe@ustudio.com | Mitchell   | Marshe      | Tips and Tuts    | User Management Walkthrough - SSO                                       | 100        |
| mmarshe@ustudio.com | Mitchell   | Marshe      | Tips and Tuts    | Podcast Group Management for Non-SSO                                    | 92         |
| mmarshe@ustudio.com | Mitchell   | Marshe      | News             | Digital Workspace Impact: How - and why - to launch a corporate podcast | 85         |
| mmarshe@ustudio.com | Mitchell   | Marshe      | Tips and Tuts    | Uploading Podcast Episodes to the PMC                                   | 85         |
| mmarshe@ustudio.com | Mitchell   | Marshe      | Tips and Tuts    | PMC Overview Video  | 83         |
| mmarshe@ustudio.com | Mitchell   | Marshe      | Tips and Tuts    | Creating Podcast Shows in the PMC                                       | 82         |
| mmarshe@ustudio.com | Mitchell   | Marshe      | Tips and Tuts    | PMC User Management - SSO.mov   | 80         |
| mmarshe@ustudio.com | Mitchell   | Marshe      | Super Sales      | SALESFORCE CASE STUDY: How We Made Podcasting a Reality at Salesforce   | 70         |
| mmarshe@ustudio.com | Mitchell   | Marshe      | Tips and Tuts    | Creating Podcast Shows in the PMC copy                                  | 41         |
| mmarshe@ustudio.com | Mitchell   | Marshe      | The Water Cooler | SALESFORCE CASE STUDY: How We Made Podcasting a Reality at Salesforce   | 15         |
| mmarshe@ustudio.com | Mitchell   | Marshe      | Tips and Tuts    | User Management Walkthrough: Non-SSO                                    | 14         |
| mmarshe@ustudio.com | Mitchell   | Marshe      | Leader Lounge    | uStudio Founders Story  | 2          |
| mnels@ustudio.com   | Michael    | Nels        | PMC              | PMC.mp4   | 100        |
| mnels@ustudio.com   | Michael    | Nels        | Tips and Tuts    | Creating Podcast Shows in the PMC copy                                  | 100        |

[View all 30 rows](#)

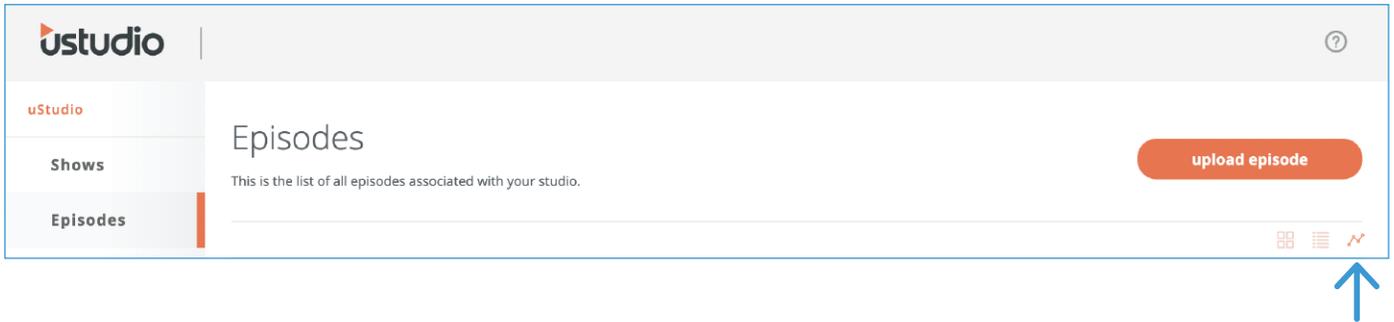
## Show and Episode Analytics

There are two areas within the PMC where you will find analytics - your dashboard, which we have mentioned above, and Show and Episode Analytics. You can access both show and episode analytics in the Episodes section by changing the view format to the Analytics view.

Select Episodes from Left Panel:

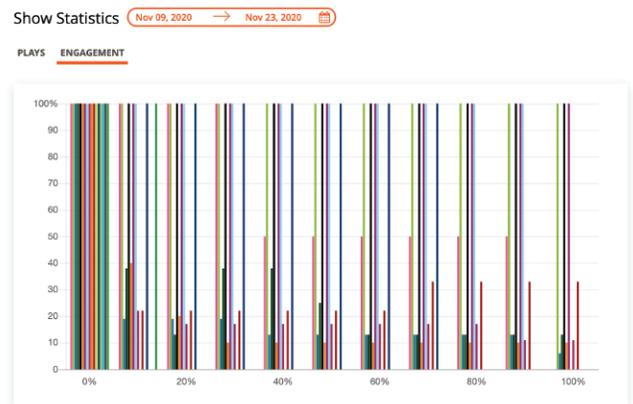
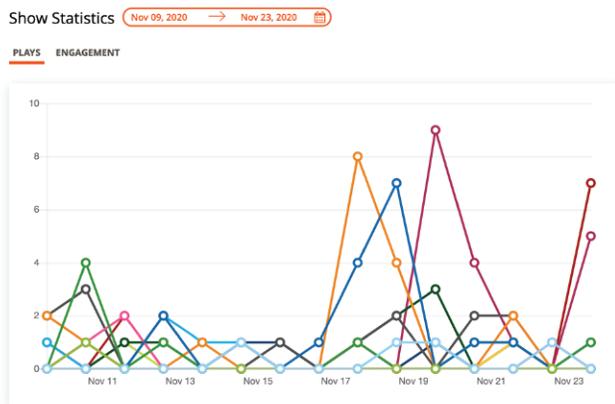


Select the last icon on the right that looks like a graph above the episode list.  
This is visible under “Publish an Episode.”



Once viewing the metric dashboards, one can set dates by selecting the calendar next to “Show Statistics.”

The dashboard can show metrics pertaining to engagement and plays in both a table and graph format for your viewing preferences

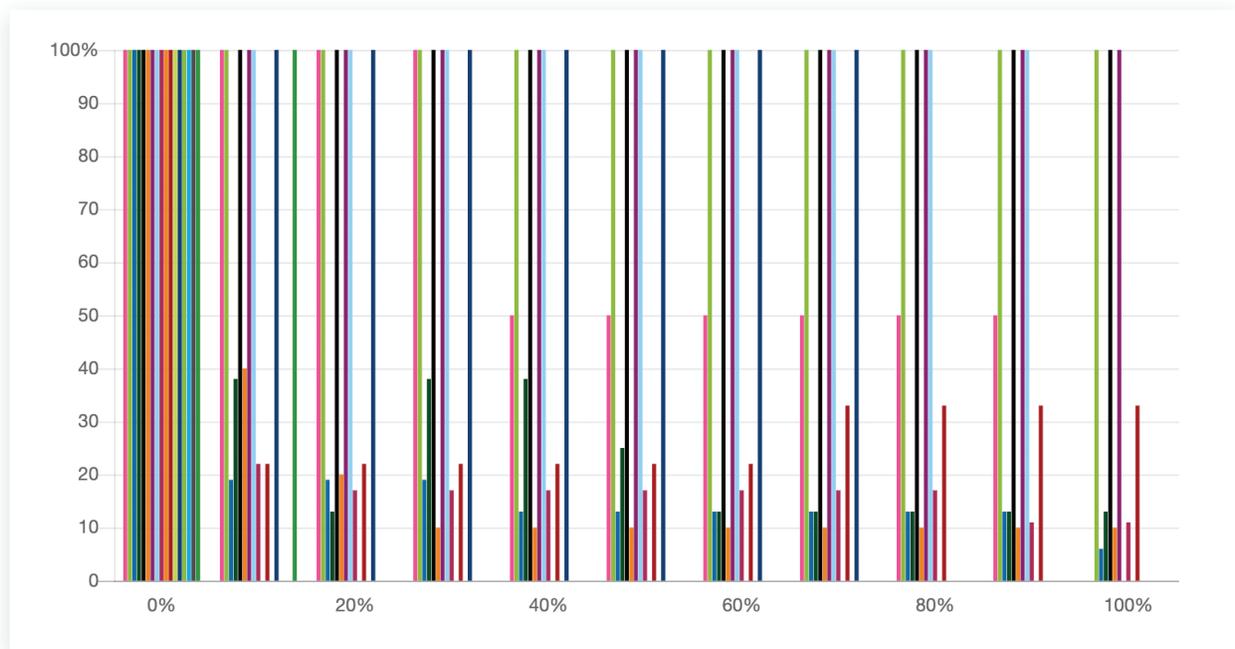


- Plays:** Plays display how many audience members went to listen to an episode. A view will be tracked when the player of an episode is displayed on the application. This metric will let you know how many users have clicked the play button. A few things to note:
  - Plays on shows will be cumulative of all the episodes in the show. Viewing the chart below the graph will give you the breakdown of the show.
  - Views are not unique so if a user were to listen to this episode on multiple occasions the data will increment each time. To better understand how many multiple listens have occurred, pair this data with the number of logins for the same time period in your user activity report.

- Engagement:** The engagement surfaces where within the content users are engaged. Data will be tracked based on what part of the content the user consumes. For example, data for a user will be collected at the 0% mark and the 20% mark onward if a user seeks (fast forwards) to the 20% mark in the episode and listens to the content from that point on. A few things to note:

Show Statistics Nov 09, 2020 → Nov 23, 2020

PLAYS ENGAGEMENT

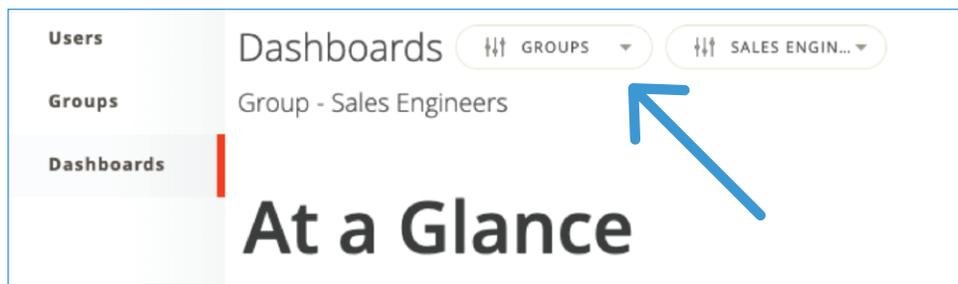


- All users who play the content will be tracked at the 0% mark since the content auto-plays when navigating to the player.
- This data is reported in 20% segments. So if a user plays from 0-43%, the engagement numbers will increment for 0%, 20%, and 40%. However, if a user seeks to the 50% mark it will show they engaged at 0% and then from the 50% mark and beyond.
- If a user rewinds to re-listen to a portion of the content the area of the content will be tracked as many times as they rewind. This will help surface engaging content that users may want to listen to more than once. This allows content creators to uncover what pieces of content are resonating with users.
- You can understand how much of the content has been consumed by reviewing the table of metrics below the chart. For example, if most users made it to the 50% mark this means they have consumed half of the content.

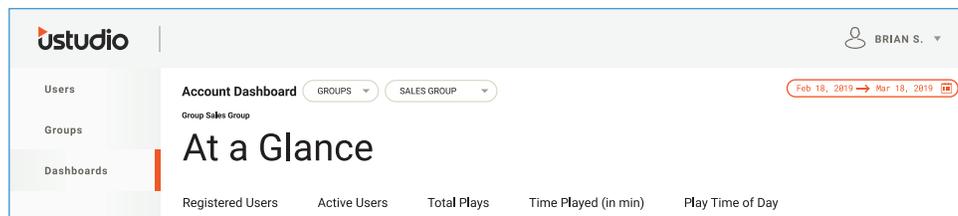
## Group Analytics

If you have created audience groups within the Podcast Management Console you can filter your analytics dashboard to the group.

- Go to the Administration section (bottom left) of the Podcast Management Console.
- Go to dashboard in the navigation.
- Select the filter that says "All users" on the top left of the dashboard.
- Select groups from the filter.
- A new filter will appear for groups.
- Select the group whose data you would like to see.
- The analytics will now show data for users that have been assigned to that specific group.



The orange filter at the far right of your dashboards view will allow you to filter your analytics by a specific time frame.



## FAQs for Group Analytics

### How do you filter the group data?

The filter will pull any events across any shows and episodes for users who are in that group.

### If a user is in more than one group will their stats show in both filters?

Yes, this allows you to see the group stats as a whole. We will show the users interactions in both dashboards.

### Why do I see shows/ episodes that are not restricted to the group I chose?

This is because a user in that group has access to that show and has played it.

### What happens to the analytics if a user is removed from the group?

The user's historical stats for when they were in the group will remain in the group filter but will not show after their group membership was revoked.

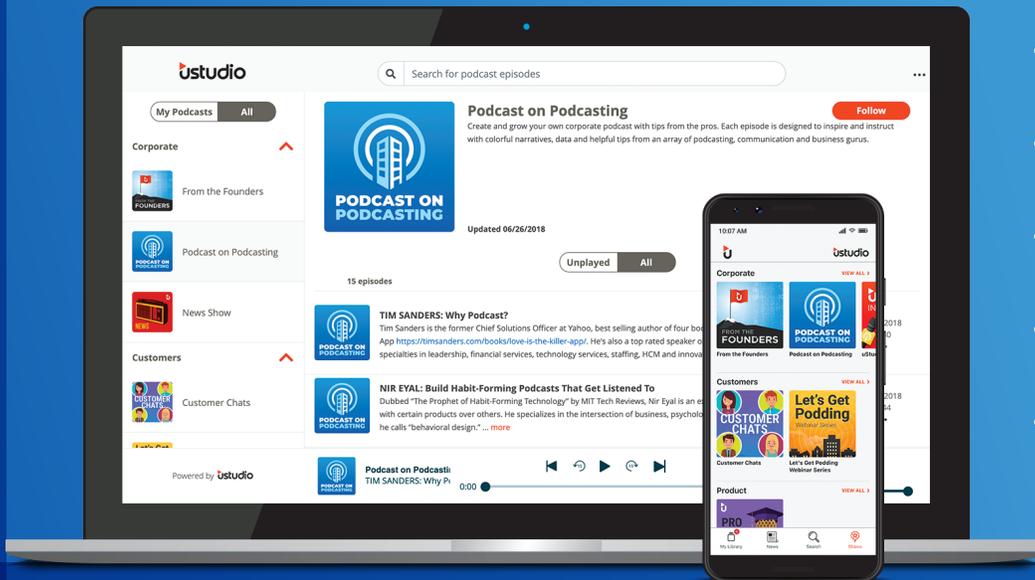
**Have additional questions?** Check out our FAQ Page or Blog for helpful uStudio resources. uStudio customers who have technical questions or issues can contact [support@ustudio.com](mailto:support@ustudio.com). *Happy podcasting!*

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