

Jason Thomson
IVS XML tag standard for Podcasting

The XML tags encoded into a Podcast definition file are necessary for iTunes or any other RSS feed aggregator to interpret, understand, and execute an RSS feed to subsequently render it to media distribution. For it to operate within the iTunes framework correctly, the XML file is technically defined already, but there are some standards that need to be defined. The tags within a podcast will be defined by iTunes (From website):

xml tag	where content appears in iTunes
<title>	Name column
<link>	website link and arrow in Name column
<copyright>	not visible
<pubDate>	Release Date column
<itunes:author>	Artist column
<itunes:block>	prevent an episode or podcast from appearing
<itunes:category>	Category column and in iTunes Music Store Browse
<itunes:image>	same location as album art
<itunes:duration>	Time column
<itunes:explicit>	parental advisory graphic in Name column
<itunes:keywords>	not visible but can be searched
<itunes:new-feed-url>	not visible, used to inform iTunes of new feed URL
<itunes:owner>	not visible, used for contact only
<itunes:subtitle>	Description column
<itunes:summary>	when the "circled i" in Description column is clicked

Also, within the embed tag, the filetype should comply with this listing

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

For IVS' purposes, a few more tags are included:

Tag	Description
<title>	Lecture Title
<author>	Professor/talent Last Name
<PubDate>	Published date - Including timezone
<link>	HTTP URL link to course website
<description>	Class number - Video/Audio podcast

An IVS RSS Podcast has an unused tag in it as well. This tag is just a bookmark of sorts for the person working with the xml code. The tag is <week>. This tag is numbered incrementally for each week that is added to the course material. For example: <week1>, <week2>, and <week3>. The week tag must also be followed by a closing </week> tag. If the closing week tag is missing, iTunes will not work with the XML file correctly.

Jason Thomson
IVS XML tag standard for Podcasting

Notes: In the future we might incorporate the <guid> tag to brand and/or serialize the podcast productions from IVS. This would be necessary if we started using a bigger, unified database of Media.

Cited:

<http://www.apple.com/itunes/podcasts/techspecs.html+itunes+podcast+xml&hl=en&gl=us&ct=clnk&cd=1>

At the time of writing, the technical specs page on apple.com was unavailable. However, it was available in Google's cache:

<http://72.14.253.104/search?q=cache:zheff9J4-WwJ:www.apple.com/itunes/podcasts/techspecs.html+itunes+podcast+xml&hl=en&gl=us&ct=clnk&cd=1>

<http://www.rssboard.org/rss-specification>