Apple Podcasts

What's New in iOS 12

Using the latest update to Apple Podcasts, you can clearly present episode chapters to your listeners. Listeners also benefit from a newly designed podcasts experience for Apple Watch, and an improved notifications experience that includes show art and descriptions.

To support the new features in iOS 12, we’ve updated the Apple Podcasts specification to include:

MP3 Chapter Support
- Apple Podcasts has long supported chapters and chapter-level artwork for mp4 files. Starting with iOS 12, we are extending this support to mp3 files. For information on how to add chapters to id3 tags, see the id3 chapter spec.

Podcasts app for watchOS
- Listeners can now stream your shows and episodes on Apple Watch. Keep in mind that smaller, more compact file sizes will buffer faster and deliver a better experience to your listeners.

Improved Notifications
- Notifications for multiple shows and episodes will be displayed together in a single notification group. Listeners can expand the group to see show art at a per-notification level, and tap on an individual notification to see a description for that episode.

Requirements for Podcast Analytics
To continue to access Podcast Analytics after beta:

- Podcast pubDates cannot be in the future. Remember to format the content using the RFC 2822 specifications.
- Once assigned, GUIDs must remain consistent and cannot change. If you redirect your feed to a new URL, be sure to retain the original episode GUIDs in the new feed.
- Cover art must be a minimum 1400 x 1400 pixel resolution, recommended 3000 x 3000 pixels.
- HTTPs/SSL is required for episodes, metadata, and cover art assets.

Audio Mastering Best Practices
To help your podcast sound its best on HomePod and within the Apple Podcasts catalog, see the audio mastering best practices guidelines on Resources and Help.

Remember that mono channel recordings recorded at 22.05 / 24 kHz are best mastered between 40-80 kbps, while stereo channel recordings recorded at 22.05 / 24 kHz are best mastered between 80-160 kbps. Mono channel recordings recorded at 44.1 / 48 kHz are best mastered between 64-128 kbps, while stereo channel recordings recorded at 44.1 / 48 kHz are best mastered between 128-256 kbps.