

Nigerian Podcast Glossary: Terms, Definitions & Resources

Explore the Nigerian Podcast Index A–Z glossary: definitions, terms, and resources every podcaster in Nigeria needs to know. Learn, create, and grow your show with clarity.

A – Audio & Analytics

A-Frame / Audio Format – File formats used for podcast audio (MP3, AAC, WAV).

Ad (Pre/Mid/Post-Roll) – Ads placed at the beginning, middle, or end of an episode; pre-roll usually has the lowest rates, mid-roll the highest.

Aggregator / Directory – Platforms (Apple Podcasts, Spotify, etc.) that list and distribute podcasts.

Analytics – Data on downloads, listeners, retention, engagement, completion rate, etc., used to measure performance.

Audiogram – Short social clip of waveform + audio snippet used to promote episodes.

B – Basics & Broadcast

Bitrate / Sample Rate – Quality measures for audio; higher typically means clearer sound but larger file size.

Bumper – Short clip (music or voice) that transitions between segments.

Branding – Audio identity (music, tagline, style) that defines your show.

Backlog / Back Catalogue – Collection of all past episodes.

Buffering – Delay while audio loads for streaming.

C – Creation & Content

CTA (Call to Action) – A prompt (subscribe, review, share).

Chapters/Markers – Points in an episode to help listeners jump to sections.

Clipping – Distortion from recording too loud.

Compression – Audio process to balance loud/soft parts.

Content Calendar – Schedule of planned episodes and topics.

Creator – Person producing or hosting the podcast.

D – Distribution & Delivery

DAW (Digital Audio Workstation) – Editing software (Audacity, Adobe Audition, GarageBand).

Dynamic Ad Insertion – Ads inserted based on time/listener data rather than baked into files.

Download vs. Stream – Download stores episodes offline; streaming plays live.

Description/Show Notes – Summary + links related to an episode for SEO and reference.

E – Equipment & Engineering

EQ (Equalisation) – Adjusting frequency balance for clearer sound.

Engineers – People controlling sound quality and recording.

Editor – Person refining raw audio into final episode.

Episode Art – Visual for individual shows.

F – Formats & Feedback

Format – Structure of show (interviews, narrative, solo).

Feedback/Reviews – Audience responses on platforms.

Fader / Gain / Limiter – Tools controlling volume dynamics in editing and recording.

G – Growth & Gear

Growth Strategy – Tactics for audience expansion (collabs, SEO).

Guest Release Form – Legal permission from a guest to record/publish.

Gear – Mics, interfaces, headphones, boom arms used to produce quality audio.

H – Host & Hearing

Host – The primary voice and guide of a show.

Headphones (Closed/Open-back) – Monitoring tools to capture accurate sound.

Hook – Opening content to grab the listener's interest.

I – Infrastructure & Info

ID3 Tags / Metadata – Embedded info in audio files (title, artwork).

Intro/Outro – Opening/closing segments.

Impressions – Number of times an ad or content was served.

J – Journey

Journey Mapping – Analysing listener behaviour over episodes.

Jingle – Signature music or sound bite for branding.

K – Keywords

Keywords – Terms used in titles and descriptions to improve discovery.

L – Listenership

Listener – Individual consuming content.

Live Podcast – Episode recorded in real-time.

Looping – Creative repetition for effect.

M – Monetisation & Metrics

Monetisation – Revenue generation (ads, sponsorships, merch, paid subscriptions).

Metrics – Data points (downloads, engagement, retention).

Mixer – Hardware/software to balance audio sources.

N – Networks & Niche

Network – Group of shows under shared banner/resources.

Niche – Targeted subject or audience.

Normalisation – Audio leveling for consistency.

O – Online & Outreach

Omni Distribution – Presence across all major directories and social channels.

Overlay – Music/effects layered over voice.

P – Podcasting Essentials

Podcast – Series of on-demand audio files delivered digitally via RSS feeds.

Podcatcher / Player – App for listening (Apple Podcasts, Spotify).

Post-Production – Editing and finalising audio.

Promo – Short ads for the show.

PSO (Podcast Search Optimisation) – Optimising metadata for discoverability.

Q – Quality & Queue

Quality – Sound and production standards.

Queue – List of episodes arranged for listening order.

R – Recording & RSS

Remote Recording – Contributors in different locations.

RSS Feed (Really Simple Syndication) – Underlying file that delivers episodes to directories/apps.

Royalty-Free Music – Music usable without ongoing fees.

S – SEO & Structure

SEO – Search optimisation for discovery.

Seasons – Groupings of episodes around themes.

Show Notes – Episode summary with resources.

Sponsorship – Brand partnership.

Soundboard – Device/software to trigger effects/music.

Subscribers – Loyal listeners who follow and often download automatically.

T – Transcripts & Tags

Tagline – Memorable show descriptor.

Transcript – Written text of episodes for accessibility/SEO.

U – Unscripted / Upload

Unscripted – Improvised or loosely planned content.

Upload – Sending an episode to hosting.

V – Vocals & Versions

Vodcast/Video Podcasting – Podcast with video visuals.

Voiceover – Narration layered in.

Versioning – Different quality versions (high/low bitrate).

W – Windscreens & WAV

WAV – Uncompressed audio with highest fidelity.

Windscreen – Mic foam to reduce plosives.

Waveform – Visual audio representation in editing.

X – XML

XML – Format used by RSS feeds for podcast data.

Y – YouTube & Yield

YouTube Podcasting – Publishing podcast episodes on YouTube (audio/visual).

Yield – Revenue generated per ad or campaign.

Z – Zoom

Zoom (and similar) – Tool often used for remote interviews and recordings.