

Podcasting 2.0: What It Is and Why It Matters

What Is Podcasting 2.0?

Podcasting 2.0 is an open, community-led effort to modernise podcasting **without breaking its original promise**: open RSS, creator control, and platform independence.

It's a growing set of **open RSS extensions (tags)** that add features podcasting should have always had but didn't.

Why Podcasting Needed an Upgrade

Traditional podcasting (what we now call *Podcasting 1.0*) was great at distribution, but weak on:

- Accurate analytics
- Attribution and credits
- Payments and monetisation
- Identity and ownership
- Location and context

Podcasting 2.0 fixes these gaps **without locking creators into platforms**.

Key Podcasting 2.0 Features (In Plain Terms)

1. Richer RSS Tags

New tags add meaning and structure to your feed, including:

- Host & guest credits
- Episode chapters
- Funding links
- Transcripts
- Podcast location
- Value-for-Value support

Your feed becomes smarter, not just longer.

2. Open Analytics (OP3)

Podcasting 2.0 promotes **transparent, privacy-respecting analytics** that don't belong to a single platform.

3. Creator Identity & Ownership

You publish once, and your feed speaks for you, across apps, platforms, and indexes.

4. Value-for-Value Monetisation

Listeners can support podcasts directly, financially or otherwise, without ads being the only option.

What This Means for the Nigerian Podcast Index (NPI)

The NPI is not just a directory.
It is a **record of Nigerian podcasting**.

Podcasting 2.0 makes that record:

- **More accurate** – via structured metadata
- **More verifiable** – via open analytics and identifiers
- **More Nigerian** – via location, language, and creator tags
- **More future-proof** – independent of platform politics

Instead of guessing what's Nigerian, the feed can now *say so clearly*.

Why Nigerian Podcasters Should Care

Podcasting 2.0 helps Nigerian podcasters:

- Prove **origin and ownership** of their work
- Be **discoverable beyond big platforms**
- Maintain visibility even when platforms change rules
- Participate in a **global open podcast ecosystem** on equal footing

It rewards creators who take their feeds seriously.

Important Clarification

Podcasting 2.0 does **not** replace Spotify, Apple Podcasts, or YouTube. It simply ensures your podcast **exists beyond them**.

Platforms come and go.
Your RSS feed should not.

The NPI Position

The Nigerian Podcast Index aligns with Podcasting 2.0 because:

- Nigerian podcasting deserves **structure, history, and legitimacy**
- Open standards protect creators in emerging markets
- Metadata is power, and Nigerian creators should own theirs

Bottom Line

Podcasting 2.0 is about **taking podcasting back to first principles**, then upgrading it for the future.

For Nigerian podcasters, it means:

- Less dependency
- More control
- Better representation
- Stronger archival value

And for the NPI, it means building not just a list, but a **living, accurate map of Nigerian audio**.