Colin: Hey, folks, and welcome to another episode of Podcraft. This is the show all about podcasting, helping you to run a successful show. I'm Colin from The Podcast Host, joined by Matthew, as always. How you doing, Matthew?

Matthew: Very well, thanks. I'm glad you messed the initial intro that you did up, but you're supposed.

Colin: Don't give that away

Matthew: I was doing the old, like, furiously moving tabs around, pressing buttons, losing stuff, minimizing stuff, opening up again. So I was actually quite glad that you stumbled horrendously and had to start again. I'm doing good, Colin, how are you?

Colin: Yeah, not bad, actually. Not bad at all. Yeah. Got an exciting topic for this week, don't we? The open podcasting. It shouldn't be sarcastic because it actually is really important. Well, I don't know, you introduce it, matthew, you're the one that introduced this topic to our blog, so why are we talking open podcasting?

Matthew: Yeah, it's definitely worthy and timely topic to discuss on this episode, I think. And yeah, it's one of these topics, I think, that at first glance seems to be a bit obscure and pedantic. It's not a million miles away from the old RSS feed as a podcast, is it not? Which I've laughed at in the past, Colin, and so have you. But to be honest, there's a bit more to it than I've maybe initially given it credit for. And it all relates to this sort of open podcast ecosystem, the fact that if you are a podcaster, you could pump your show out there and millions of different apps that most of them you've never heard of before. You could get listeners in places you weren't even aware existed. And likewise, as a podcast listener, you can hear about a new show that everyone's talking about, you could go into your favorite app and you can get the latest episode and your queue amongst all your other favorite shows and it's just a really good, easy experience for everyone, isn't that?

Colin: Yeah, I am with you as well. The whole RSS feed argument, it's kind of easy to laugh at it and we have done, like you say, because really listeners don't care, do they? They just want to consume their content. So I've kind of often been of the view that we need to be kind of open and flexible and all that kind of stuff. But I think it is becoming more clear and this is probably my naivety. I don't know about yourself, but not really kind of thinking about how industries go, certainly in the early days, like how companies want to become a monopoly, how companies want to kind of control elements of industries and kind of being a bit naive that podcasting is a creative industry that's always going to be like that. So, yeah, it's becoming more front of mind, doesn't it? And as more companies try and kind of take that approach, that closed podcasting approach, I suppose, yeah. Shall we dig into it, Matthew, and we're going to basically look at why it's important to us as creators, why it would be a downside for us, as if podcasting became more closed, and why it's really important for listeners as well. And then in the end of the day, what we can do about it to help podcasting stay open. Is that kind of the structure we're going to follow?

Matthew: Yeah, definitely. And we've just hinted on what open podcast is. You got a kind of brief explanation of what we mean by closed podcasting, then?

Colin: Yeah, I mean, closed podcasting is when somebody has a podcast which is only available on one platform, essentially, it's the kind of whole idea around exclusive shows. So. Rogan. Joe Rogan, our Friend. Joe, you and I know very well, don't we? Matthew, of course, been podcast illuminati. Illuminati. That's not the right word. Alumni. That's a totally different thing, isn't it?

Matthew: Yeah.

Colin: But Joe went exclusive with Spotify a couple of years now. Was it? I can't even remember. Yeah, but he his show suddenly moved to Spotify. That's the only place you can get it. It's what you could call a walled garden, the only place Joe appears, and that is closed podcasting, because it means that Joe, now, if you want to listen to him, you've got to download Spotify and it's the only way you can listen to his show. So that's kind of the opposite. That's closed podcasting, whereas open podcasting, Matthew, you listen to anywhere.

Matthew: Yeah. And like you said, you used the word naive calling, and I would say that about myself. I've maybe been a bit dismissive of this in the past when people have been going on about like, is it a podcast? Is it not? And I've always said in the past, but who cares if somebody's listening to something, they want to call it a podcast, cater wants to call it that, that's fine. And yeah, slightly naive there, because the bigger picture here is that companies are then pulling content out of their own little walled garden and it's all getting closed off and it's all fragmenting. And ultimately podcasting suffers from that because listeners come into the medium and it's not as simple as it used to be, where, like I say, you want any show out there, you just get it on the app that you want to use and it's

all in one place and it's simple. And for the creator as well, you're creating, you're just pushing out everywhere. And there could potentially be a future where it's more like television. You've got your Netflix. Do you ever have that call on Friday night and you're like, we're watching a show. I always put the wrong one on. Like, I'll put Netflix on. She comes through and she's like, no, that's prime. So you've got to switch it about.

Colin: No, it's Disney, no, it's no TV.

Matthew: So it'd be a shame if podcast ended up and going down a similar route, wouldn't that?

Colin: The best experience you would argue? You could argue is that if you're a listener, you're trying to get into podcasting, somebody's told you about this cool show that you're like. All right, that sounds quite good. Let me go and see if I can listen to it. You look up the App Store in whatever phone you're on, whether it's Apple or Android or, like, some weird esoteric new system that comes up next year, and you just find a podcasting app, you search for that show. And it shows up, and it's always and it's there in whatever app you find. And then you can find any other show that anyone talks about as well. Nothing is behind a wall. So that's arguably the best experience. And there's arguments against that around monetization, around growing the industry, things like that, potentially. But I don't know, I think I'm way more behind that kind of open ecosystem where a listener is much more easily onboarded into podcasting because there's just no complication, there's no confusion of what app where, what do I do now? So, yeah, that's why I think at.

Matthew: Least yeah, so I thought it would be good to think about two or three ways that we all currently benefit from the open podcast ecosystem. So we've touched on at least one of these already. The main one is just publish everywhere. If you want to find listeners everywhere, even places you've not heard of. And when I say, if you like some podcasters, I know they maybe don't feel that their values align with, say, the values of, like, Amazon or that. So they have the freedom to say, well, I'm not going to make my podcast available there. You could opt out of Spotify, you don't have to submit there. You could not be an Apple, you're going to not be in a lot of different places, but you have that freedom of choice, don't you? Like, you could really choose where you're available and where you're not. I think the only real exception here is probably Google. There's nothing much you could do about them finding you, but you've just got that freedom of distribution, don't you?

Colin: Yeah, totally what it is, isn't it? It's about being able to control your show. It's about being able to make sure it's out there for anyone that wants to find it. Monetize it the way you want, run it the way you want, make it appear where you want, all that kind of stuff. So that's all part of openness in the standards.

Matthew: Another benefit that we currently have from open podcasts is around monetization. Like, if you choose to monetize your podcast, it's pretty much up to you how you want to do that. There's so many different monetization avenues open to you. We've done episodes on that in the past, and we'll put links in the show notes to some resources, too. But if you ended up tied in exclusively to one particular app or company, they could then dictate to you, no, you're not doing that, you're not doing this, you're not selling that product. Here are your ads, basically, and we're going to play these. So there's that as well, isn't there? That freedom to just monetize in any way you like, that you've got at the moment?

Colin: Yeah. And that has existed in the past with free platforms sometimes, hasn't it? Like, if you sign up for some free platforms, they'll automatically insert adverts into your show and you've got less freedom over what actually ends up in your show. It's a different kind of closed podcasting, I suppose, where you exchange a freedom for free services, but same kind of approach. So, yeah, you want to have control of your show, don't you? You want to be able to choose what appears on there or what doesn't appear. That's the main thing as well. What if you're tied into a show and it just kind of similarly, a lot of those free platforms have disappeared over the years, haven't they? I mean, what happens then if you're tied into one of them?

Matthew: Exactly. Yeah. I mean, it's not exactly podcasting, but we were laughing gone just a couple of days ago about all the fads that we've seen throughout the years. Remember? It was like, you need to be on it was like periscope and mirka and you need to build a following on Blab and stuff. And people invested loads of time on these platforms, building, followings, didn't they? And then the platform went down the tubes and you're sort of back to square one. So if your podcast just exists and that's one place and that place goes away, it's a catastrophe for you.

Colin: Yeah, totally. Yeah. I mean, these people spent like a year, two years growing an audience on Meerkat. Can't remember how long it lasted, but it felt like that long. It just went poof. Yeah, just disappeared.

Matthew: Meerkat is dead.

Colin: Meerkat's dead. And so are all your hopes of an audience. So, yeah, I know it's nasty. You don't want to be reliant on any one place. That's the big benefit of open podcasting is that it doesn't

matter where you publish, you own your content, you put it out there into the open ecosystem and it appears anywhere. So any one platform that goes down doesn't take your show down at all.

Matthew: Yeah, it's nuts to think about, but like, if Apple tomorrow said, no more Apple podcasts, we're not doing any podcasting ever. Podcasting would survive. Like, it would take a hat, but it would survive. Like, all those podcast listeners who are currently listening through that platform, they would just get other apps and you would keep your audience spotify again. They could pull out tomorrow. Podcasting would survive. So that's not the case. If you're just like, that is the app that you work within. That's how you create your show. That's where you create your show, at that point, you're totally at their mercy and they could take it all away from you.

Colin: Indeed. Yeah. So let's try and not rely on anyone then. Okay? What next then? Is it around the projects, like what's happening right now to help try and promote this and make sure that podcasting stays open?

Matthew: So I first spotted this as a news story last week in Pod News and there was an announcement that a group called the Podcast Standards Project had been formed by a lot of folks that we've heard of and know really well in the industry. Transistor, Captivate, Blueberry, Buzz, Sprout, big players, well trusted folks in the industry that have been here a long time, and they're getting together also with listening platforms and apps and stuff like that as well. And although these are all competitors, they all believe in this concept, Open Podcast, and that it needs to stay open. And not just defending Open Podcast as it exists now, but actively working to try and enhance it as well, to bring about new features that everyone could agree that would be useful and then they could all work to build that and all support it. Because again, the thing about open podcasts, we're all listening on all these different apps. If somebody invents a new feature, in theory, everyone has to support it, don't they? Like it's all very well, you come up with this new fancy button or feature or that, but it needs to be implemented across the board, doesn't it? Otherwise it's just like on one app.

Colin: Yeah, well, that's the trouble, isn't it? They don't have to. That is the whole difficulty. So podcasting has suffered from that a little bit and that's kind of where Podcasting 2.0 is a kind of parallel stream here and I think they are involved as well in the Standards Project too. So Podcast 2.0 is a movement to try and expand RSS, not to expand RSS, but to expand RSS for podcasting, really to introduce new tags that suit Podcasting, that help us with podcasting, everything from a transcription tag to ones around open comments and things like that. So yeah, getting these things implemented is difficult, but if you have these boards, if you have these organizations that help to promote it and kind of standardize it and help to disseminate those improvements, those developments, I think that makes a huge difference. So it's good to see not only Podcast 2.0 developing the kind of standards, but the Podcast Standards Project being a group of industry people who are looking to actually promote the dissemination of it and the kind of adoption of it. I suppose that's what it is, isn't it?

Matthew: So you're comfortably older than me, Colin. I'm just a young man. You've been alone around a long, long time, but at least two years. An example I've heard used quite a lot when I've been reading and listening all the content around. This is web browsers. And in the early days of the Internet you'd have certain sites work on certain browsers and stuff like that. And folks did have to get together and say, look, we do need to standardize this to an extent because the user experience at the moment, it could ended up like today, in 2023, maybe in an alternative future. We've got like six different browsers for different groups of websites and stuff like that, and none of them talk to one another. That could have happened, I suppose, but because together that they managed to work and avoid it.

Colin: Yeah, totally. Like you have to open Safari to open the New York Times and you have to open Chrome to open the BBC website and yeah, it'd be crazy.

Matthew: You just take that for granted now, don't you? That you could browse the Internet on.

Colin: Any browser, basically, yeah, and that was such a painful thing as well. I remember building websites in the early days of the Internet when you had to try and work around. Internet Explorer was the giant. This is the trouble. You always get one company that ends up taking a fair bit more control than others and then they try and shape it to their own desires, which is exactly what's starting to happen now in podcasting. And that was Internet Explorer back then. They just kind of didn't care about the standards, they just built their own stuff and didn't talk to the other browsers as much. And the other browsers ended up building the standards more. And Google Command Chrome take over, took over, can't speak today and started to because of that, there was a bit more of a share and therefore standards started to be applied a bit more reasonably. So, yeah, it was painful in the early days, though, try to build a website, you had to have all these alternatives, like you had to build in all these clauses like if Internet Explorer show this, if Google Chrome show this, if what were the other ones? Plymouth Netscape and things like that. Did you ever use netscape, Math?

Matthew: Don't think so, no, I've heard of it, but I don't think I ever used it, no.

Colin: Yeah, but that took a long time to get there, so I'm hoping that we can learn from that and things like the Podcast Standard Project, Podcast 2.0, all of that can help podcasting hopefully avoid a bit of that. And I think there's potentially less of a monopoly as well. Maybe there has been in the past with Apple podcasts, but certainly Spotify has kind of given them a bit of a fright. And other ones, other listening apps coming in as well, potentially don't know, what do you think?

Matthew: I just going back to you're talking about the podcast and 2.0 and stuff like that. So my understanding of it is that that group have been working away on this type of stuff for some time now, building new features, which they often refer to as tags here's. I think one of the issues we have is just the accessibility of getting this information to just the average podcast or the average podcast listener. When you start to hear terminology like Podcasting 2.0 and the podcast namespace and tags and things like that, it just becomes like people are thinking, I have no clue what that says or why it should matter or anything like that.

Colin: Yeah, the thing is, as podcasters you shouldn't have to care though about the actual, the term podcast namespace or Podcast 2.0 tags or anything. This is down to the hosting platforms, the creation platforms to implement. The trouble is they'll only implement them when they are persuaded to. So it's either the hosting platform or the software platform is really keen to do it and really keen to be involved in this, promote this approach, which is probably an indication all the people in the Podcast Standards Project are really keen to do that. And we are as well with Ality, I've had it down in our roadmap to really start building all the Podcast 2.0 tags and very soon we've got that as a part of the roadmap for this year. So it has to be either a platform that's really keen to get involved or they have to be persuaded to by their users. So this is where I think it is worth creators knowing something about it, so that they can try and persuade their host to actually implement it, but at the end of the day, the creator doesn't need to know the podcast namespace, 2.0, all that kind of stuff. It's just going to be a setting, a field in their hosting platform. Generally, it's just going to be something that they can fill in in their hosting platform. So it's worthwhile us disseminating this, I think, so that more creators can know about it and try and persuade their hosting platform, but hopefully a year or two years down the line, they don't need to care because it's all just there. And then I suppose there is the Standards Project and stuff like that, that needs to be kind of out there pushing it so that any new hosting platforms or any new standards come in, they're still implemented. I don't know how these work, it feels like what's kind of the approach, though?

Matthew: One of the things that is really exciting, I think, is we hear it mentioned a lot is this push for cross app comments. I know that word is certainly underway and based on our Indie Pod census, which we're going to be publishing a report of quite soon, one of the most definitive stats, I think you would call it, was 81% of podcasters don't feel that they get enough feedback from their audience. So I think something like this would be huge. I mean, obviously some listening apps out there have comment capabilities, but you would only see them on that app. So imagine a world where you comment on my podcast and tell me you thought it was rubbish. You do that on Spotify and I'll overcast and I see your comment and I reply you and call your deck and we have a weak conversation there. Cross app.

Colin: Yeah, exactly.

Matthew: A lot of podcasters would love that. I've got my own opinions about whether opening up these comments are necessarily a good thing and maybe people think they would like it, but they wouldn't.

Colin: Yeah, I know we're like certainly I'm on the end of the scale nearer to you around comments and social media and stuff like that, but there's no doubt that the comments in YouTube, while they can be very painful and nasty and all that kind of stuff, there's some channels that have great conversations going on. There great engagement building, community building engagement, all that engagement there. So there's no doubt that there's positive sides to it. But yeah, that'd be great to see. Just to give a wee bit of info there like the podcast and 2.0 community have a few proposals here. They've got one called Podcast is it colon? Yeah, colon. Not getting my punctuation right here. Podcast, colon comments. There's a tag under discussion and that would be more like kind of YouTube comments like you're saying decentralized though across all the apps and there's already open standards around around this like called Activity Pub you can look into. If you look up Activity Pub, john Spurlock from Podcast 2.0 set up a activity pub server called Mini Pub and he's got a big guide on how to use it too. So if you're in podcasting, you're a bit more technical, you want to see how it works and whether you want to start experimenting with it. Look them up, we'll pop that in the show notes as well. So this stuff already is underway and it would be really cool to see it out there. Even things like podcasts call on social as well. It's another one that helps better tie social networking apps to your podcast too if you want to grow community there. So stuff like this is already heavily

underway, it's just about getting it more implemented, more disseminated amongst all the apps so that everyone can use them and it becomes an actual standard as opposed to something that's just a cool feature in one listening app. One last thing and maybe it helps persuade people how useful this could be. One last use case of this that you often see is something like a donate button. So every podcaster wants to monetize a bit more easily and there is capability. If we have a bit more open podcasting, we sort of expand that space. Then maybe you have one donate place there's. A donate button shows up in every single listening app out there. It's just really easy to actually collect some donations or some contributions towards your show and that's much more easy with Open Podcasting, too, and kind of those expanded standards.

Matthew: Yeah, the transcript button, too. I've tried to get transcripts in the past from shows that I've listened to. Maybe I want to use them as notes or whatever and it's hard to find. Like, I know shows are doing transcripts, but there's not an obvious place to go and find them. Some hosting platforms will have buttons in their players, some will have sections on their own web pages, but again, you're kind of having a guess, whereas we could have a standard where they're just as I get the Transcript here button and it's everywhere.

Colin: That's a really good example because there are quite a few hosts out there. Not quite a few. There are some hosts out there who have implemented this tag and we've got it in planning with Ality as well, because it's one of I believe in a lot, actually, just making it more accessible and it's more useful to listeners, no matter who you are, to be able to look back and see what people said. Just skim over it. There's a tag out there and it exists on some hosts right now that is just podcast transcript. So it attaches your transcript to your RSS feed. But the trouble is that listener apps, listening apps, have to implement a way to download or view or use them in some way. So that's a big part of this. It's not only changing RSS and getting those standards put into RSS, it's persuading the listening apps to actually put the work in, to utilize them to make it work for the listener, because that's the harder, but it's not necessarily to their huge benefit to do that, and it's a fair bit of work to do it. So that needs an organization that's more than one person, more than one company to talk them into. So, yeah, good example there, Matthew.

Matthew: All right, how could folks help then, if they're bought into this idea and they're thinking, okay, what's next? What kind of pointers or tips might we be able to give them? Shall we start with folks who are podcast listeners as literally everyone listening and.

Colin: This is yeah, hopefully, yeah. I think the big thing is the listening apps, like I just said, like persuading the listening apps to start paying attention to it a bit more. So if you use a listening app that's I was about to say, if it's not Apple Podcast, is there any point in Apple podcast listeners getting in touch with Apple and telling them to do it?

Matthew: You never know.

Colin: Yeah, it's worth it, I suppose, isn't it? So yeah, no matter who your listening app is, try and reach out to them, find a contact for them. Reach out to them and ask what their stance is on Open Podcasting, on Podcast 2.0, and whether they're part of the Open Podcast Standards Project, all that kind of stuff, and just show that we care, that there's kind of awareness of it, that it's worth them looking into and supporting this stuff. What do you think, will that work?

Matthew: Yeah, I think definitely getting in touch with your favorite listening app is a really good start. And also even reaching out to one or two of your favorite podcasters, the folks that you listen to on a weekly basis and just ask them, are you aware of what's going on here? A lot of podcasters simply won't be. They'll just never consider that we're all just busy working on our content and sometimes you just don't notice all this stuff going on. So a good idea just to give them a shout too and share our blog post at, say, thepodcasthost.com Open and Fire. It their way, see what they think.

Colin: And even if they do know or they have heard of it, a lot of creators really think it sounds a bit technical. Is this like some kind of board or organization that's going to be boring? Does that mean anything to me? Is that really of any benefit to me? Or is it just people starting up a talking shop? But hopefully share some of the stuff we've talked about here around the benefits for podcasters and listeners that really show them why they care, why they should care. And yeah, so as those podcasters, so if you're a podcaster that hears from your listeners, what can you do as a podcaster to help promote this?

Matthew: Yeah, so again, I would look to share our post on the topic, which is a good start. And you've got the PSP website too. Notice there's two PSPS in podcast now because we are on a show called Pocket Size Podcast and now we've got the Podcast Standards Project. But anyway, the Podcast Standards Project website, you could share that with them. And there's a couple of episodes linked to in our blog post as well, which I think did a really good job of just breaking all this down and talking you through why it's important. So I would look to, as a podcaster, share these resources with other podcasters in your circles or networks. Folks that you talk to quite regularly, whether they're in

your same topic or not, is irrelevant. This applies to all podcasters. So just doing that, we better spreading the word and spreading the resources about it, I think, yes.

Colin: And I think the next thing is, as a Podcaster, get in touch with your hosting provider. Get in touch with the person that runs your hosting. Ask them what their stance is on it, whether they're developing any features that support Podcasting 2.0, or just open Podcasting in general and share again the resources, share the benefits, share why you want them to do it. And hopefully the more customers of hosting platforms of podcast software that talk about this, that ask for it, the more persuaded those platforms will be to implement it.

Matthew: If you're really up. For the cup. You could even record a podcast episode about it. You could do a better job than what we've done and talk about it and put it out there to your own audience. Again, it's all about selling the benefits, isn't it? Like, if you talk your listeners through why this is important, you'll know your audience better than we do, but a lot of podcasters will be able to put that out there to make it relevant to their exact audience as well. So that's definitely another option.

Colin: Yeah, definitely. And the final one, this can sound a little bit intimidating almost, but you can join the Podcast Standard Project on GitHub. GitHub is a development platform. It's actually where a lot of software is developed, is deployed, is commented on. But the thing is, you can see the software, the standards in development there and potentially what it's going to turn into in terms of software, but actually it's kind of just a place to have a discussion as well and to contribute your ideas and to put forward proposals and to vet proposals and approve them and all that kind of stuff. So don't be put off if you think you're not in the techie camp, because it's more about hearing what normal, average podcasters want and would benefit from and what your reason suggestions are. So see if you can get involved in that and there'll be a link to that in the Show Notes if you want to go and see that.

Matthew: GitHub makes me laugh. The name of it. I think of a get, like an old get, just that there's loads of them in a hub, some sort of.

Colin: GitHub that would not be a fun place.

Matthew: No. Next thing you could do. One of my personal favorite apps on the internet these days is one called Twitter, and you could connect with the Podcast Standards Project over there on Twitter.com. Love Twitter.

Colin: Indeed, indeed. And they've got their own introductory blog post as well. What is openpodcasting and why does it matter? Really worth reading. So we'll link to that in the Show Notes too. All right, if you want to read our post on this, again, just to reiterate that it's over@thepodcasthost.com open. Anything else you want to cover, Matthew, or is that just about done it?

Matthew: Yeah, I think that's just about it. I've enjoyed chatting through it. I've enjoyed working with Katie on doing her post around it, too. So, yeah, I think this is only the beginning for it as well, and just excited to throw our weight behind it in whatever way we can and see where it takes us from here.

Colin: I know, yeah. And I'm really looking forward to getting involved in more of these with Ality as well. I really want to put a lot of these new ideas into our hosting at Ality because I think it's just really worth promoting, supporting, helping podcasters to get all of this implemented. I think transcripts will be one of our first ones quite soon because we already have transcripts in Ality, so you can record in there, edit, get your transcript made and then publish it, the whole thing. But getting the transcript included into the RSS feed I think will be a really cool thing. And if we persuade some listening apps to actually show it easily, it could make a big difference, I think. So that'd be cool. But then comments, I know you're kind.

Matthew: Of I'm semi joking, I'm cynical. I do honestly think it'd be a good thing. I just think with comments you obviously have to take the good with the bad as well, so it won't be a complete utopia when we get it.

Colin: Yeah, totally. Yeah. If you get some good comments, if you start to develop a great community, you're always going to get a few numpties in there. But I think that would be a really cool thing. Like imagine so somebody hosts the site with us on Alitu, you've got your website there, the website that each episode has comments on it on the website, and you can comment like you would in a blog post. But somehow those comments also appear if I look in Apple podcasts, in PocketCasts, in Spotify. So it's not even just across the listening apps like you're saying there, Matthew, it could be across the actual web presence as well. And I don't know, there's just something really cool about that, the fact that you could develop a community that way, get to know people from wherever they're consuming your podcast. I mean, even like YouTube getting so involved in podcasting now as well, I wonder if there's a day where they would support it. Somehow.

Matthew: I doubt it.

Colin: That's the thing. This trouble is that there's a good chance that Spotify and YouTube, two particular platforms, would not support cross platform comments and therefore that cuts out a pretty

significant listening chunk with Spotify particularly right now, potentially YouTube in the future. Maybe the same with Apple, I don't know, but maybe we can talk them into it. Maybe if we have enough of the other listening apps that are open and developing that community, then maybe actually that just drives people to use the open listening apps, which is probably an ideal world, taking people away from the closed ecosystem.

Matthew: Yeah.

Colin: Is that the end result we want?

Matthew: My optimism, which Colin I'm famous for, would suggest that if one beg app or company were particularly digging their heels and or negative about this, trying to work against it, podcasters could just, again, all coming down to that, sell the benefits. They could drive their listeners on other apps because there'll be benefits for doing so. You could be sending someone to places where they could easily use these comments, these transcript buttons and stuff.

Colin: Yeah, it's just a real shame though, isn't it, if that happens? Because Spotify have for all I mean, they've done good and bad to the industry, no doubt, but they've done a lot of good as well. And like the polls that they've done and the development that they've made around attracting new listeners into podcasting and the features they're implementing and their apps, some of that stuff's really cool for building community and talking to listeners. Like those polls that they put in recently are a really nice feature. So it'd be a shame if that is kind of wasted because it's kept too close.

Matthew: Yeah, that's the thing. I don't know the inner workings of Spotify, so for all I know, they might be really up for this. Who knows? I dare say there'll be folks in Spotify that are that are really positive about this stuff. So fingers crossed.

Colin: Yeah, definitely see what happens. All right, folks, thank you for listening. I hope that was useful to you. I hope that helps you in your podcasting endeavors in future. Thanks for listening again. We'll talk to you on a future episode where we'll talk something more around podcasting success. We'll see you then.