



Manage Radio and TV channels for online and offline access

## What's it?

The module **Nucleo Media Podcast** allows your company to manage your podcasts channels in a simple way, and distribute it in **RSS** using a web interface. Also, this module has very interesting reporting tool, which allows you to **control and manage access** to your podcast channel or for each program inside your channel.

## APPLICATIONS

- Radio and TV Programs
- Product Marketing
- Corporate Messages
- Advertising Campaigns
- Trainings

## BENEFITS

- Friendly Interface with web management
- Very intuitive to publish content
- Access monitor

**JUST LIKE YOU.**

# PODCAST Module

## HIGHLIGHTS

- Easy to create a podcast channel
- No technical skill needed
- Automatic RSS creation
- Online Reporting tools
- Compatible with mobile devices (PDAs, MP3 Players...)



### Content



Áudio



Vídeo



### Management and Storage



**nucleo media**  
rich media manager



### Publishing



Internet



### Usability



PC



MP3 Player

## TECHNICAL INFORMATION

### Management

Web based

### Format

RSS 2.0

### Content Supported

Audio, Video and Text

### Media Format

MP3, WMA, AAC, OGG, WMV, MPEG

### Compatible Readers

iTunes, IE7, Juice, Google Reader, and all RSS compatible reader

## BN BroadNeeds

BroadNeeds is the leading company in Brazil for streaming development and services. Founded in 2002, the company has been developing a complete video platform for all applications, such as webconferencing, web-attending, interactive content authoring, content management, hosting and distribution.

### CONTACT US

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Other Nucleo Media modules you must know :

**Webcast**  
**Content Delivery Network**  
**E-Commerce**  
**Dynamic Digital Signage Channels**

powered by **nucleo media**  
rich media manager