



BlackBerry Podcasts Submission and Technical Specifications

This document contains a summary of the technical requirements for BlackBerry Podcasts. This document will guide you through: submitting a podcast, the RSS feed specifications, and the technical requirements for video and audio files. Additional information may be found in the BlackBerry Podcasts FAQ document.

Feed submission process

Below is the process for submitting content feeds for the first time:

1. Navigate to www.blackberry.com/podcasts (URL TBA) to begin creating an account;
2. Read and agree to the Content Provision Agreement;
3. Provide feed details and contact information and submit;
4. Once you have received an email from us notifying the feed was approved; and,
5. Submit new content through your RSS feed publisher.

RSS 2.0 Specifications

This service will follow the standard RSS 2.0 requirements.

Required channel elements:

Title	the name of the channel
Link	the URL to the corresponding channel
Description	the channel description
iTunes category	specify the category the episode or channel belongs to. We have chosen to make things easier by using the same category tag as iTunes.
Image	The URL to the image of the podcast

Optional channel elements:

Language	The language of the channel
Copyright	copyright notice
managingEditor	email address for the person responsible for editorial content
webmaster	email address for the person responsible for technical issues relating to the channel
pubDate	the publications date for the content

Required episode elements:

Title	the name of the episode
Link	the URL to the corresponding episode
Description	the episode description
iTunes category	specify the category the episode or channel belongs to. We have chosen to make things easier by using the same category tag as iTunes.
Explicit	This tag is required to determine if your podcast is explicit. If you enter “yes” an explicit tag will be added to your podcast in the Catalog. If you enter a “no” there will not be an explicit tag. Explicit content is content that contains any or all of the following: strong language, adult themes, violence, sex and substance abuse to an extent that parental discretion is advised. Content that contains nudity, graphic sexual activity, and/or hate speech is strictly prohibited.



Duration the duration of the episode

Recommended Technical Specifications:

Audio

The recommended formats for audio are:

File format: MP3, AAC-LC 44k or AMR file format

Rate: 128kbps

Video:

The two recommended video profiles are:

	Resolution	Video Bitrate (kbs)	Frame rate	Audio (kbs, kHz, codec AAC)	Codec/container
Minimum	320x240	436 kbs	24fps or less	64k, 44.1kHz, mono	Mpeg4 Simple/mp4
Optimal	480x360	700 kbs	30fps or less	128k, 44.1kHz, stereo	H264 baseline/mp4

The minimum requirements will work on all devices (see Q10 for a full list of supported devices) however will not look optimal on newer larger-screened devices. The optimal profile may not work on older devices but will provide an optimal viewing experience on newer devices (BlackBerry® Storm™ smartphone, BlackBerry® Bold™ smartphone, BlackBerry® Tour™ 9630 smartphone, and BlackBerry® Curve™ 8900 smartphone).