Broadcasting on TuneIn

With TuneIn, you can share your content with a global audience of over 60 million monthly active users. We’re here to give you the tools you need to grow your fan base.

TuneIn streams your content to over 200 devices & 50 automakers.
New Broadcaster Checklist

- Verify station logo, description and genre on your profile
- Submit your station schedule to broadcaster-support@tunein.com
- Embed your station on your website or blog
- Add a “Follow” button to your station’s website or blog
- Promote your station on social media
Promote Yourself

Having your station on TuneIn allows you to tap into a huge audience of potential new listeners. Here are a few things you can do to drive traffic to your TuneIn station, grow your follower base, and increase listening.

Website
Add a TuneIn Follow button, a TuneIn icon, or a text link to your website to help listeners find your station on TuneIn.

Embedded Player
Our embedded player allows you to add your live-streaming station right to your website or blog. With our embedded players, fans can listen to your station without leaving your site.

Share on Social Media
Share your TuneIn station with your audience on social media. Write posts that ask your listeners to follow you on TuneIn or to listen to something specific on your station.

Email, Blog and Editorial
Include a link to your TuneIn station and a blurb about why your audience should follow you on TuneIn in your email newsletters, blog or anywhere else you connect with listeners.
To help your fans listen to your station or show, TuneIn offers embedded players you can add to your blog or website. Follow the simple steps below or visit tunein.com/broadcasters/promote to embed a player onto your site.

**TIP** Prominently placed players get more listeners!

### Embedding a Station or Show:

1. Visit your station on tunein.com
2. Hit the share button on the right side of cover photo.
3. Copy the embed code and paste it into your website.

### Embedding an Episode:

1. Visit your show on tunein.com
2. Hit the share button next to the episode.
3. Copy the embed code and paste it into your website.
Customizing the Embedded Player

Autoplay
Set up your player to automatically play when your page loads. Just add the parameter “?autoplay=true” to the end of your embed URL.

Example
```html
<iframe src="http://tunein.com/embed/player/s96692?autoplay=true" style="width:100%;height:100px;" scrolling="no" frameborder="no"></iframe>
```

Color Scheme
Customize the color of the play button and hover states with your own 3 or 6 character hex code. Add the parameter “?scheme=###” to the end of your embed URL.

Example
```html
<iframe src="http://tunein.com/embed/player/s47135/?scheme=f00" style="width:100%;height:100px;" scrolling="no" frameborder="no"></iframe>
```

Dark Theme
Change the background color of your embedded player to black. Add the parameter “?background=dark” to your embed URL.

Example
```html
<iframe src="http://tunein.com/embed/player/s225116?background=dark" style="width:100%;height:100px;" scrolling="no" frameborder="no"></iframe>
```

Tip
You can add multiple parameters by combining with an ampersand.

Example
```html
<iframe src="http://tunein.com/embed/player/s96692?autoplay=true&background=dark" style="width:100%;height:100px;" scrolling="no" frameborder="no"></iframe>
```
To help your fans find you on TuneIn, add our Follow button to your website or blog. Please see the steps below to add the button to your site.

**Follow Button:**

**STEP 1** Visit tunein.com/broadcasters/promote. Enter the URL of your station on TuneIn (ex. http://tunein.com/radio/FringeSF-s211838/).

**STEP 2** Copy the code that populates next to the follow button, and paste the code into your website's HTML.

**STEP 3** You may need to adjust the width of the button to accommodate different languages.
FAQ
For Broadcasters

Q | A
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How do I add my content to TuneIn?
You can request to add your station by visiting tunein.com/broadcasters and going through the steps under “Add my station”. To add a podcast, email broadcaster-support@tunein.com with your podcast name, location, logo, XML or RSS Feed URL, website, genre and email.

Q | A
How do I embed a player on my station?
To let your fans listen to your station on TuneIn directly on your website or blog, put our iframe code right into your website’s HTML.
1. From your browser go to your station’s page on TuneIn
2. At the bottom of your browser you’ll see a share icon
3. Click this button and it will pop up with “Share & Embed”. Below this title you will see code that starts with “<iframe src=""
4. Copy & paste this code into your station’s website or blog HTML

Q | A
How do I make updates to my station on TuneIn?
Click “Update Station” on your station’s profile page on tunein.com to make changes to your stream, website or location. Please send additional updates including schedule changes and logos to broadcaster-support@tunein.com.

Q | A
How do I get more listens on my station?
First make sure your profile is up-to-date with your station or program’s logo, contact details, schedule and description. Make sure your stream is reliable since your rank is strongly affected by stream reliability.

From there, promote your station using our tools on your website, blog and social channels.
Appendix
Available Downloadable Assets

TuneIn