

# Understanding Podcasting

*Media of the Masses*

Mark Kilfoil

# What We'll Be Understanding

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- What is Podcasting?
- How Do I Consume Podcasts?
- How Do I Make Podcasts?
- What is Podcasting?
  - *What So Big About Podcasting, Anyway?*

# What is Podcasting?

## Who Cares?

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- Every genre and niche: *drama, music, news, opinion, education, pop culture, TV, newsletters, philosophy, discussion, community, outreach, fun, commentary, storytelling...*

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- “What are podcasts? Think ‘Internet TV/Radio on Demand’”  
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- Subscribing to something like a radio show or TV show on the Internet, generally for free.

# What is Podcasting?

## “Ask Twitter” Edition

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## “Ask Twitter” Edition

- “Podcasting is the essence of narrowcasting, finding your niche, your tribe and connecting with them.” [@spiritualtramp](#)
- “It is a asynchronous gathering of like-minded individuals who share a common passion.” [@tadamec](#)
- “For me, podcasting is about giving the individual a voice that can carry as much weight as the pros if it's at least that valid.” [@dreamrock](#)

# Getting Podcasts

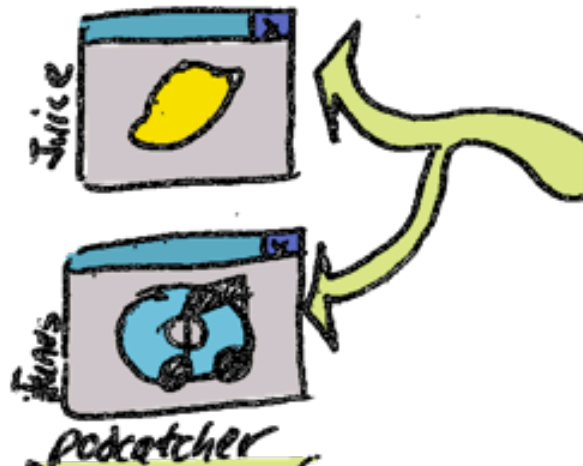
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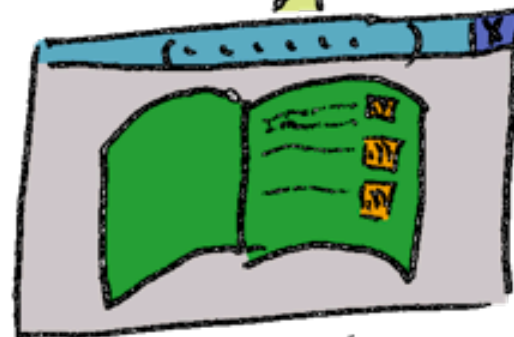
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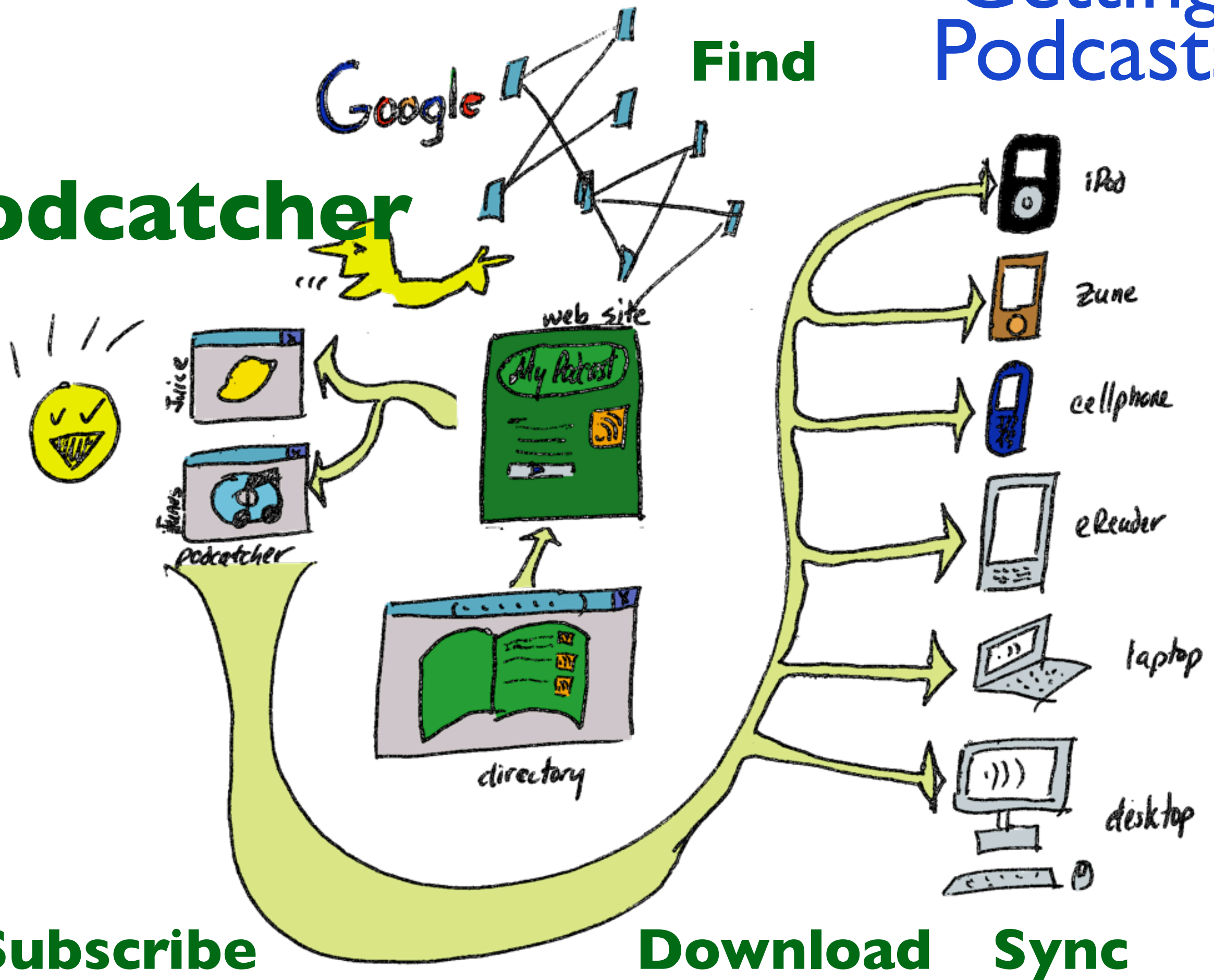


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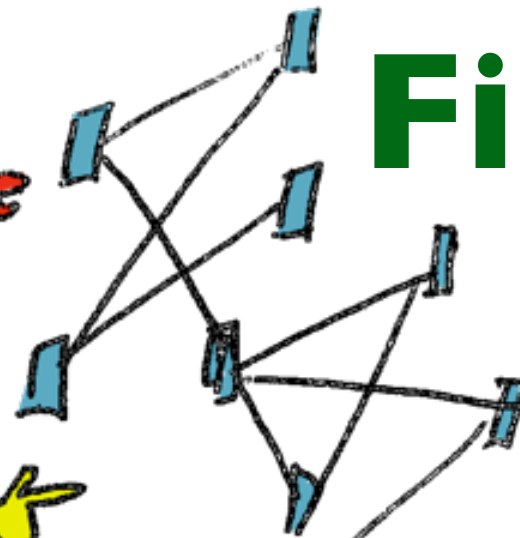
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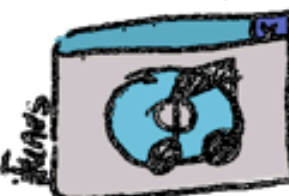


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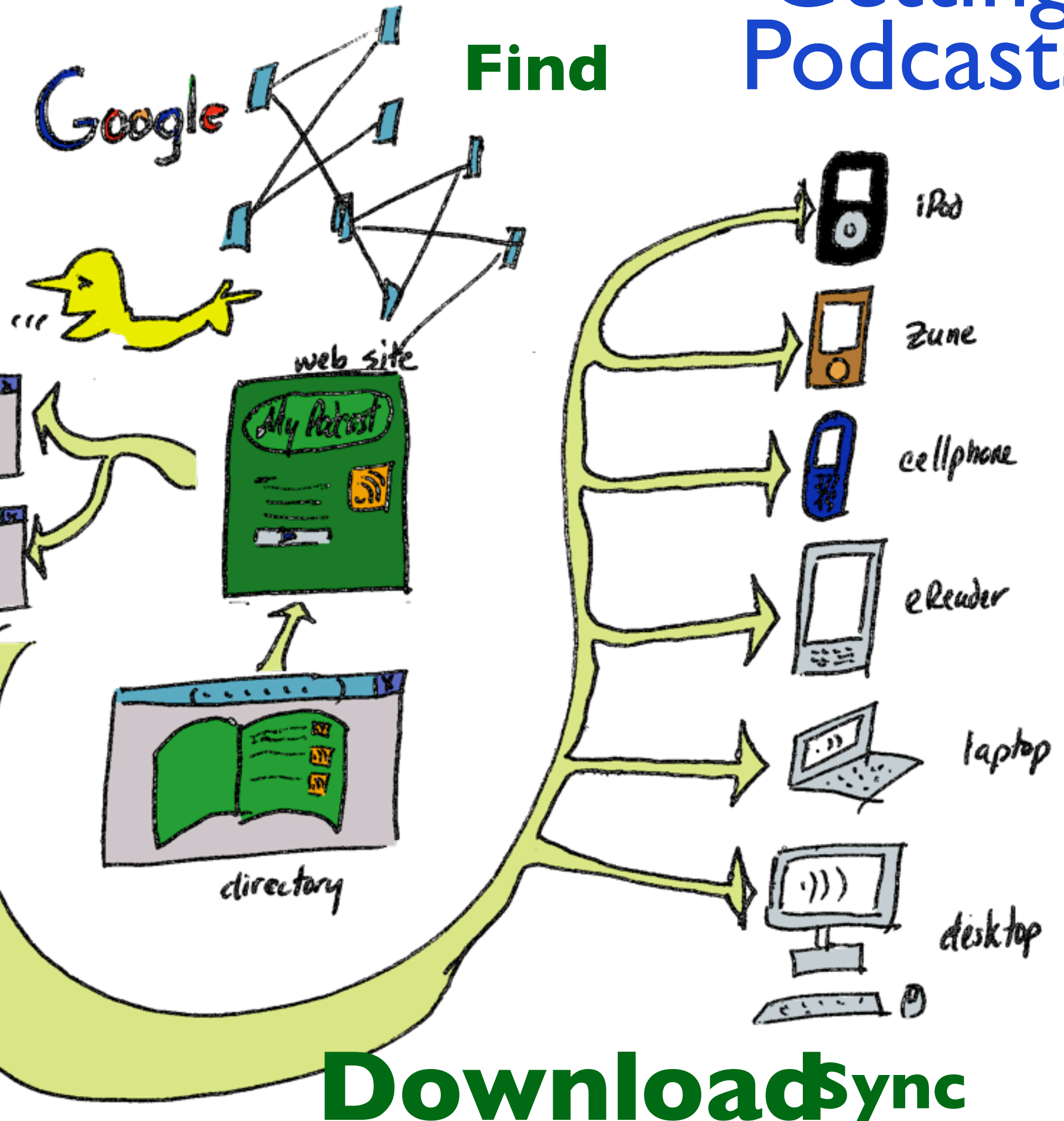


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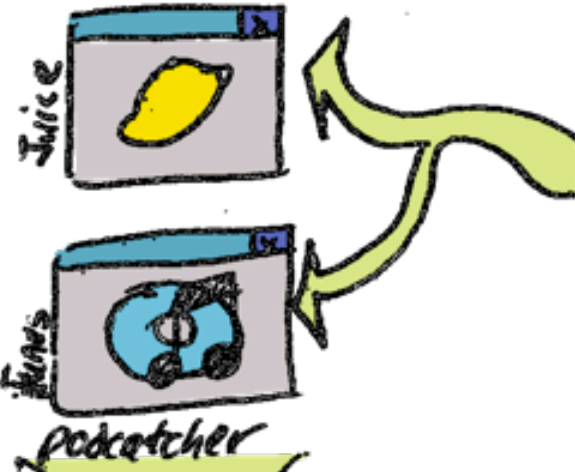
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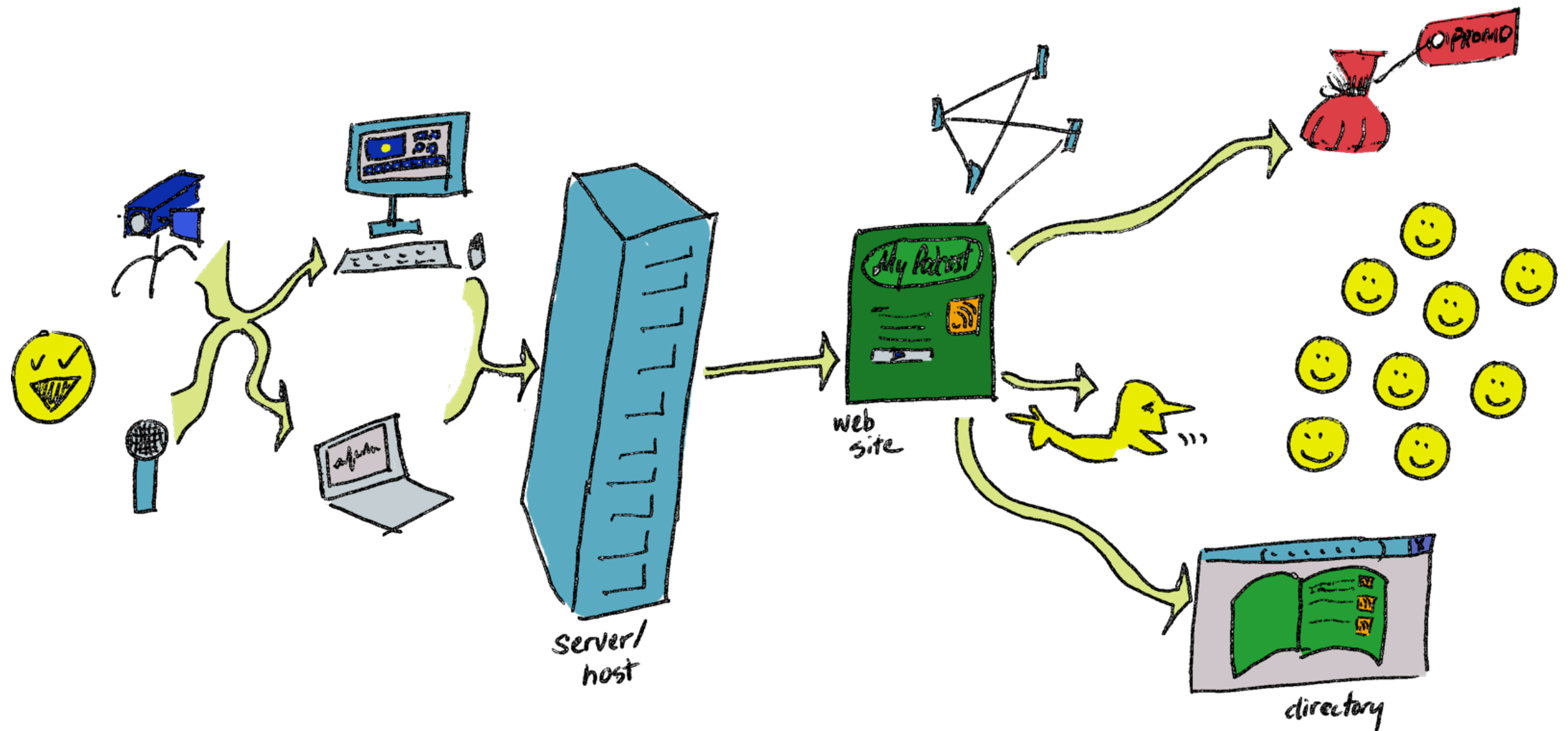


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# Making Podcasts



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**Record**

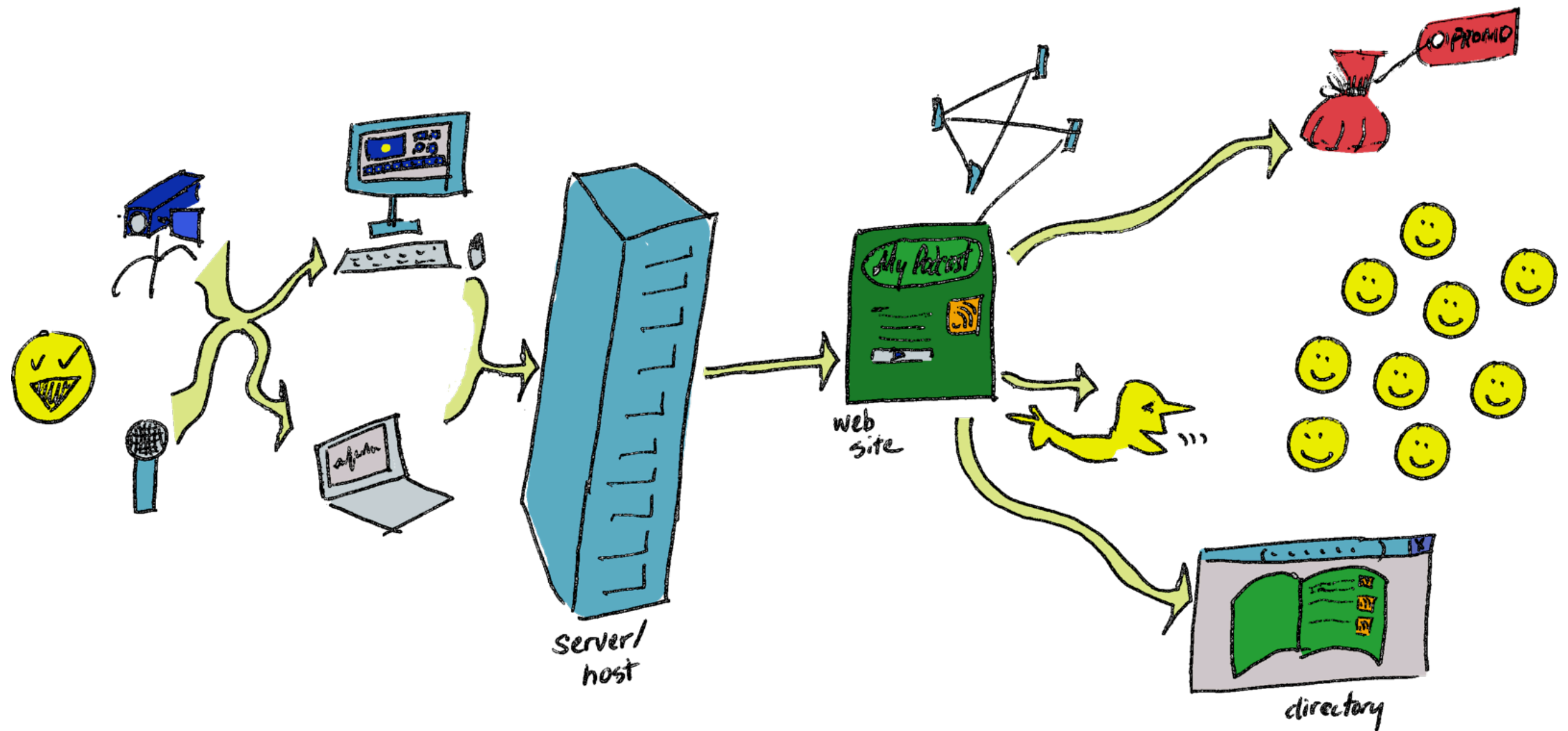
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**Upload**

**Publish**

**Promote**

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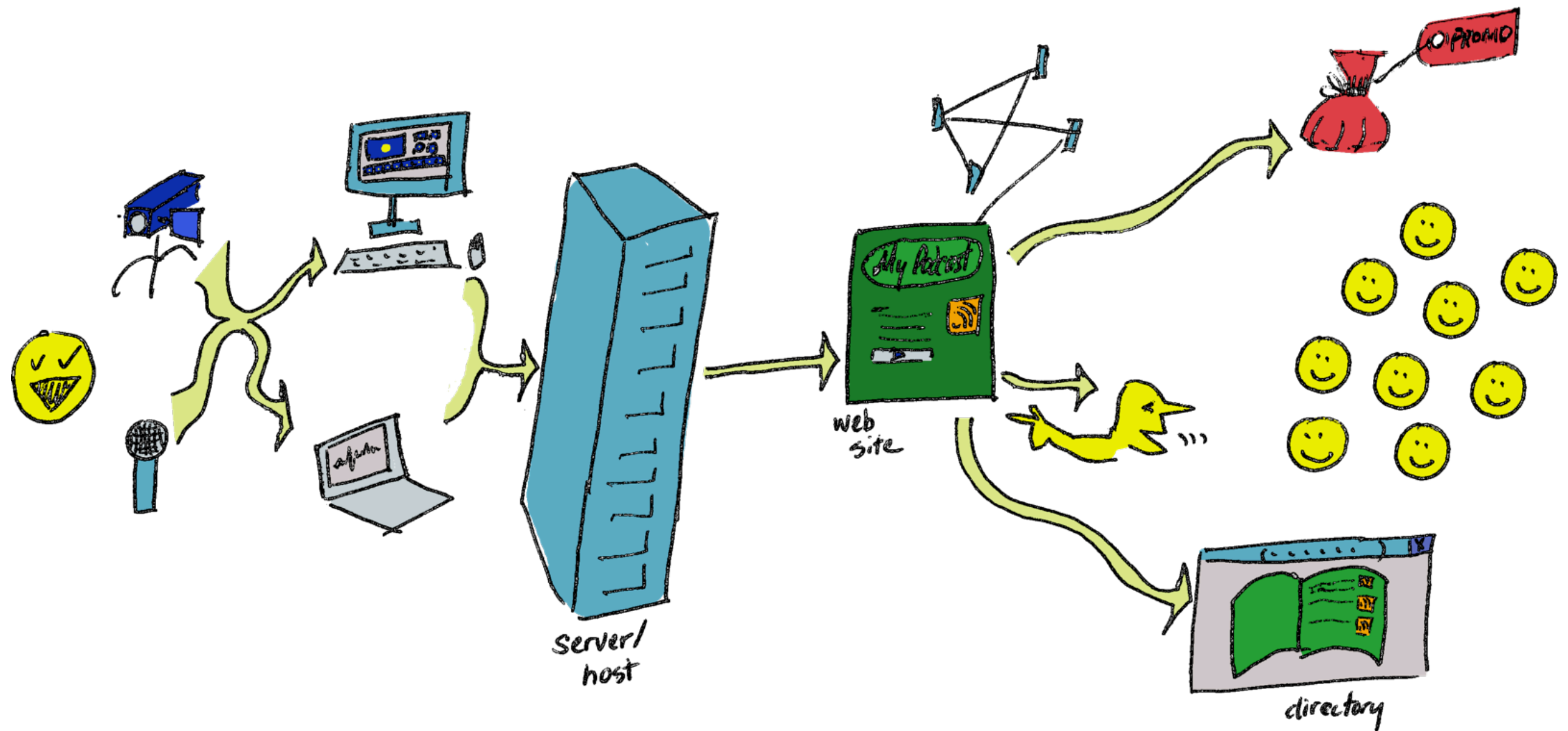
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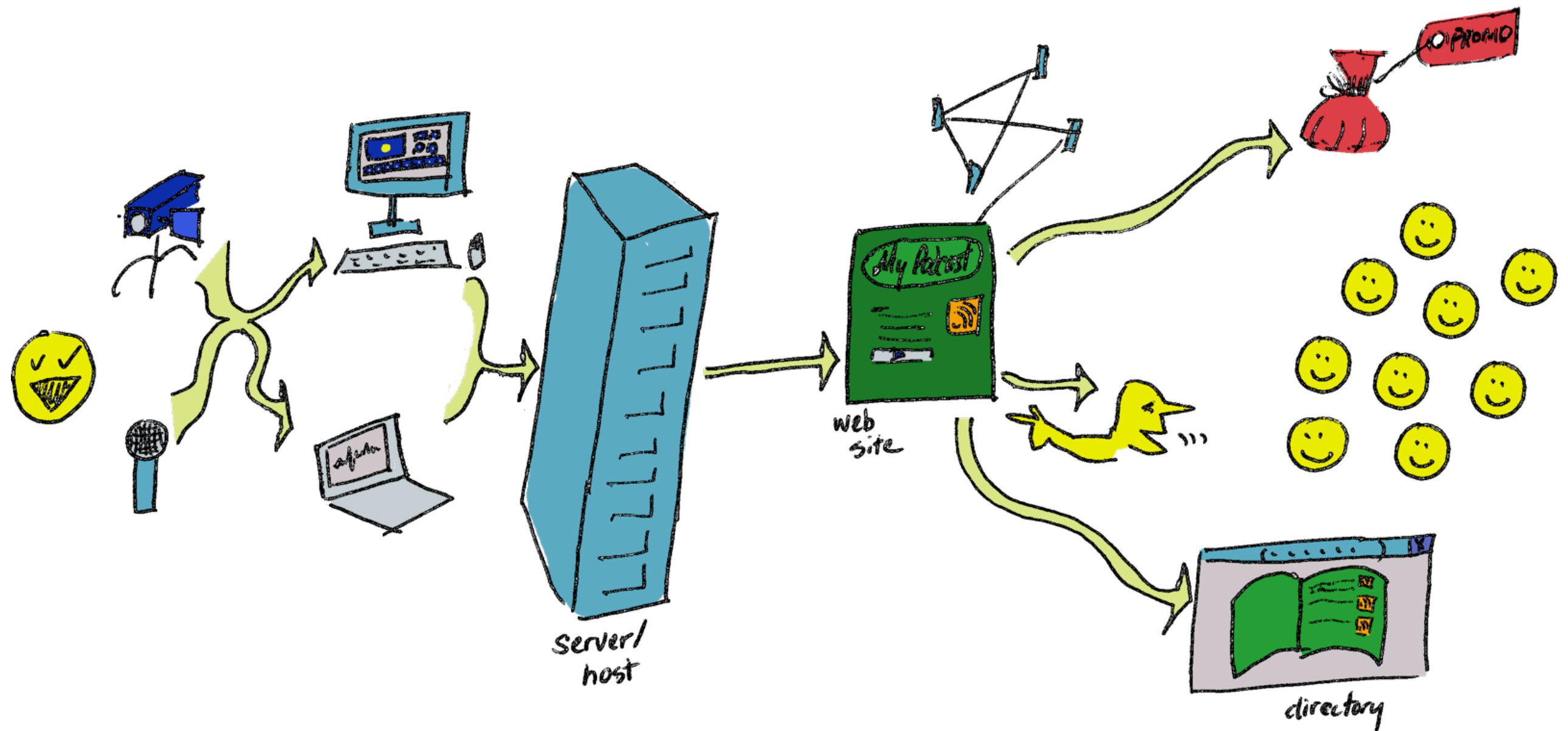
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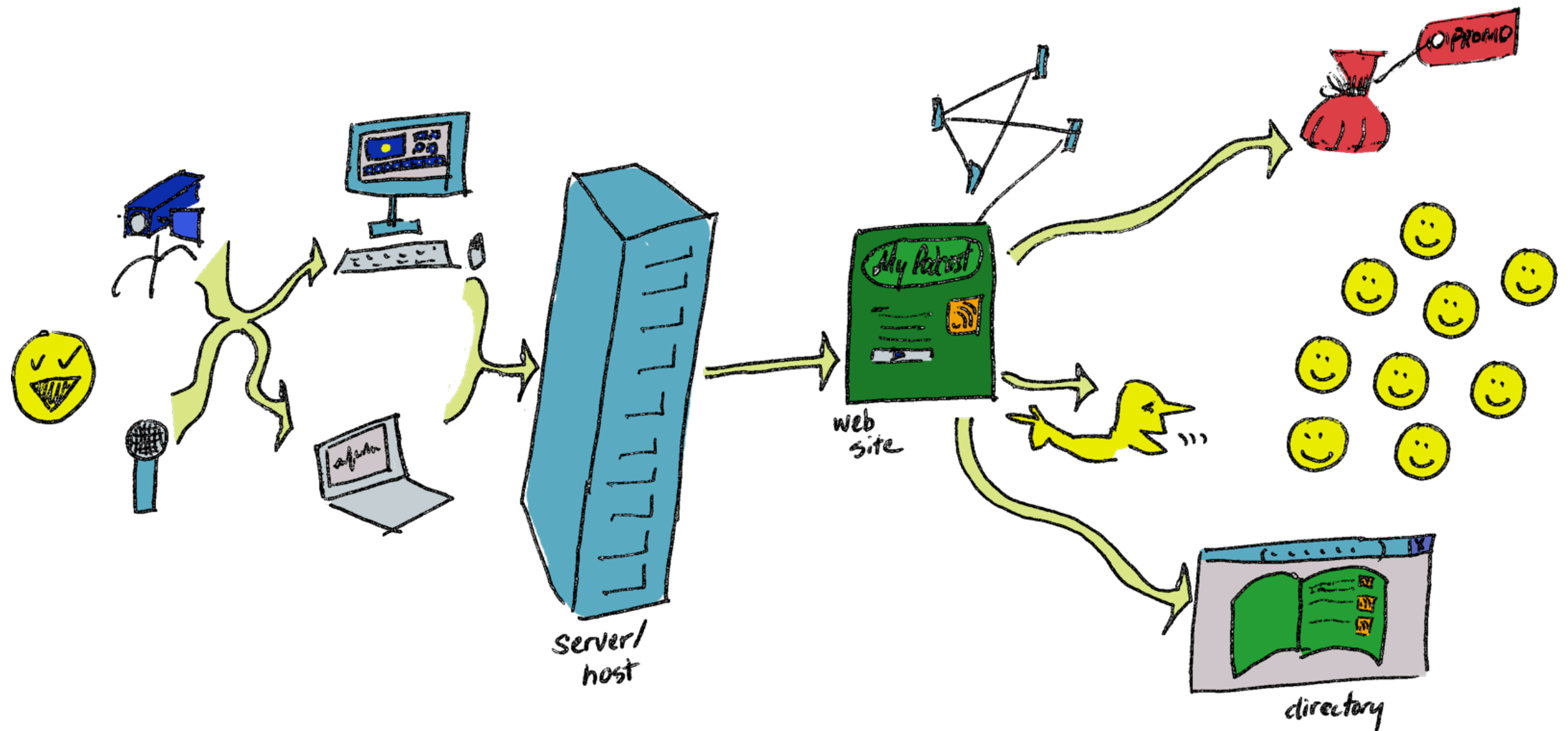
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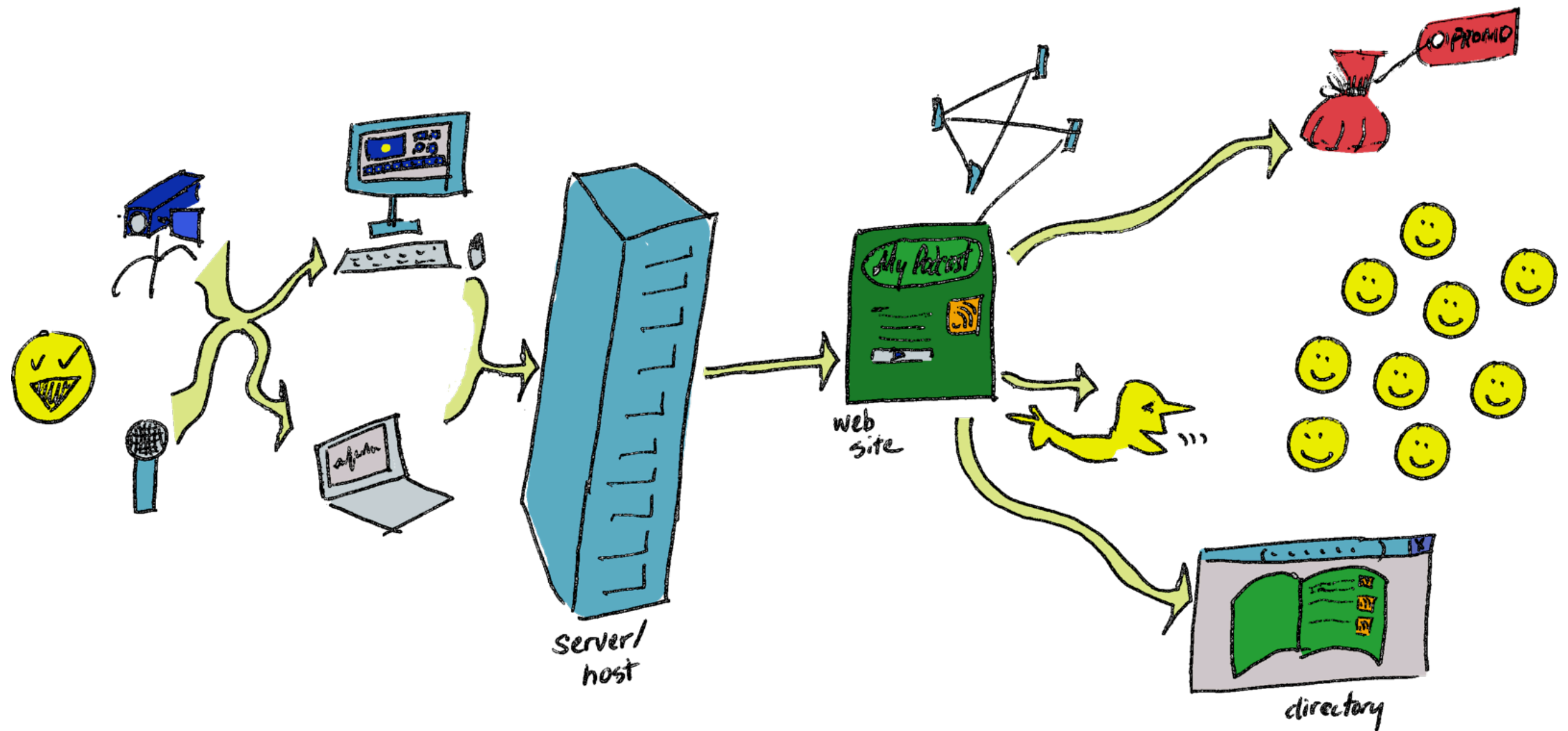
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Podcasting is *really* young: born in **2004!**

Podcasting is some kind of **media**...

Like **TV/radio, blogging** and **YouTub**e..

What is Podcasting?

Podcasting is... *TV/Radio?*

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YES

NO

Maybe...



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Maybe...

- audio or video
- linear program
- episodic
- music, talk, audio drama, information...

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- podcasts *can* be *both*
- TV/radio:
  - needs specialized broadcast equipment
  - regulated
  - “local”
  - “live”
  - “rigidly” scheduled
  - over-the-air
  - expensive
  - commercially or audience-based
- music licenses are “unclear”
- drama is almost gone from radio

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### Maybe...

- many radio stations realized: *I can reach more people with podcasting*
- public radio has embraced this the most: CBC, NPR, BBC
- TV begins to: CNN, HBO
- podcasts can be played on the TV or radio
- podcasts might be sponsored, just like TV/radio
- TIVO and on-demand programming emerged

What is Podcasting?

Podcasting is... *Blogging?*

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## Podcasting is... *Blogging?*

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- flexible release schedule
- personally-based (and personally biased)
- subscription or “fly-by” consumption
- niche focussed
- often done for fun
- “everyone can do it”/mass media
- seek attention/fame/spread of message/promotion
- low barrier to entry
- “produce to understand”
- for art or expression
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### Maybe...

- almost all podcasts are supported by a blog of some kind - or at least some web presence
- RSS is used for podcast subscriptions, and was originally the foundation of blogging; now, we used RSS with *enclosures*
- newspapers are turning to podcasts as well as web: NYT, National Post, Globe and Mail

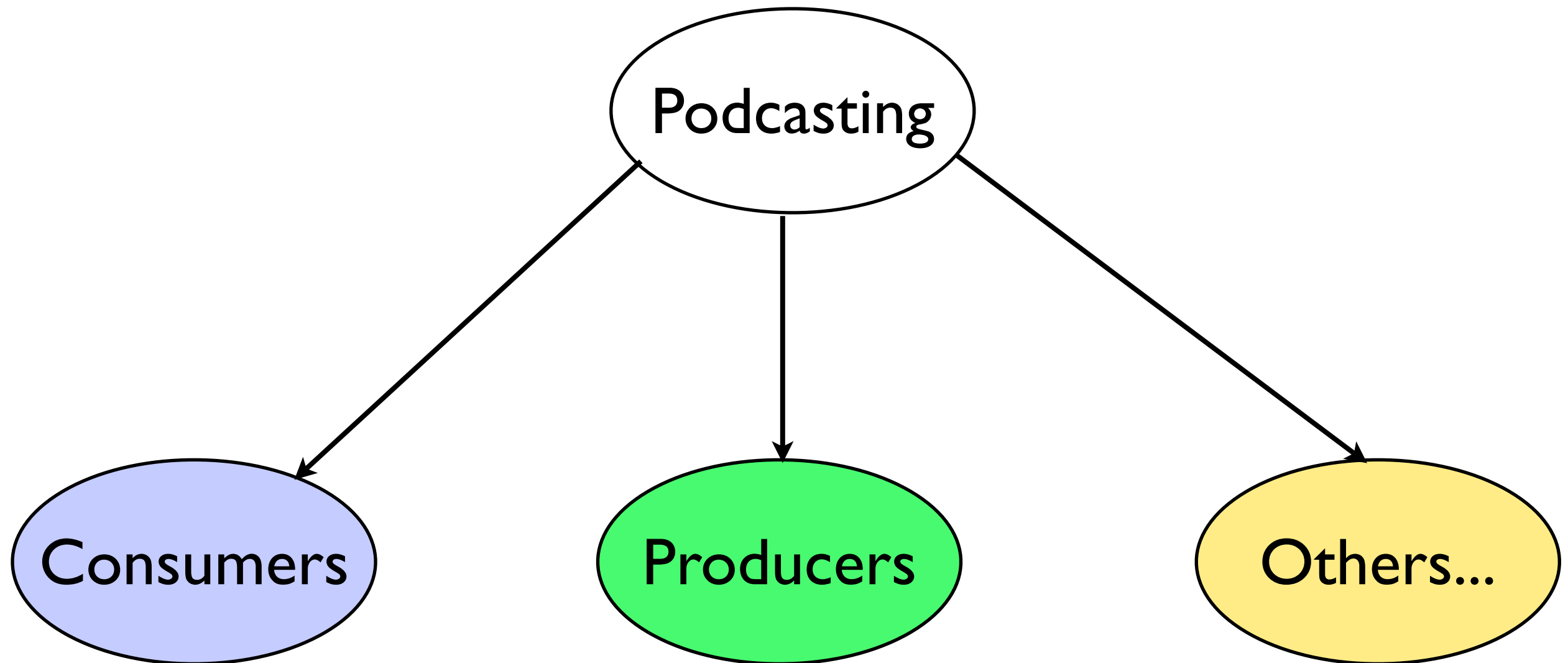


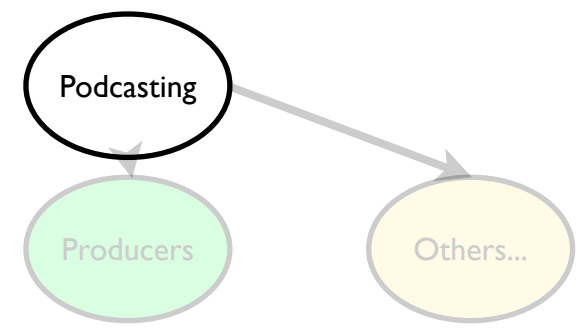
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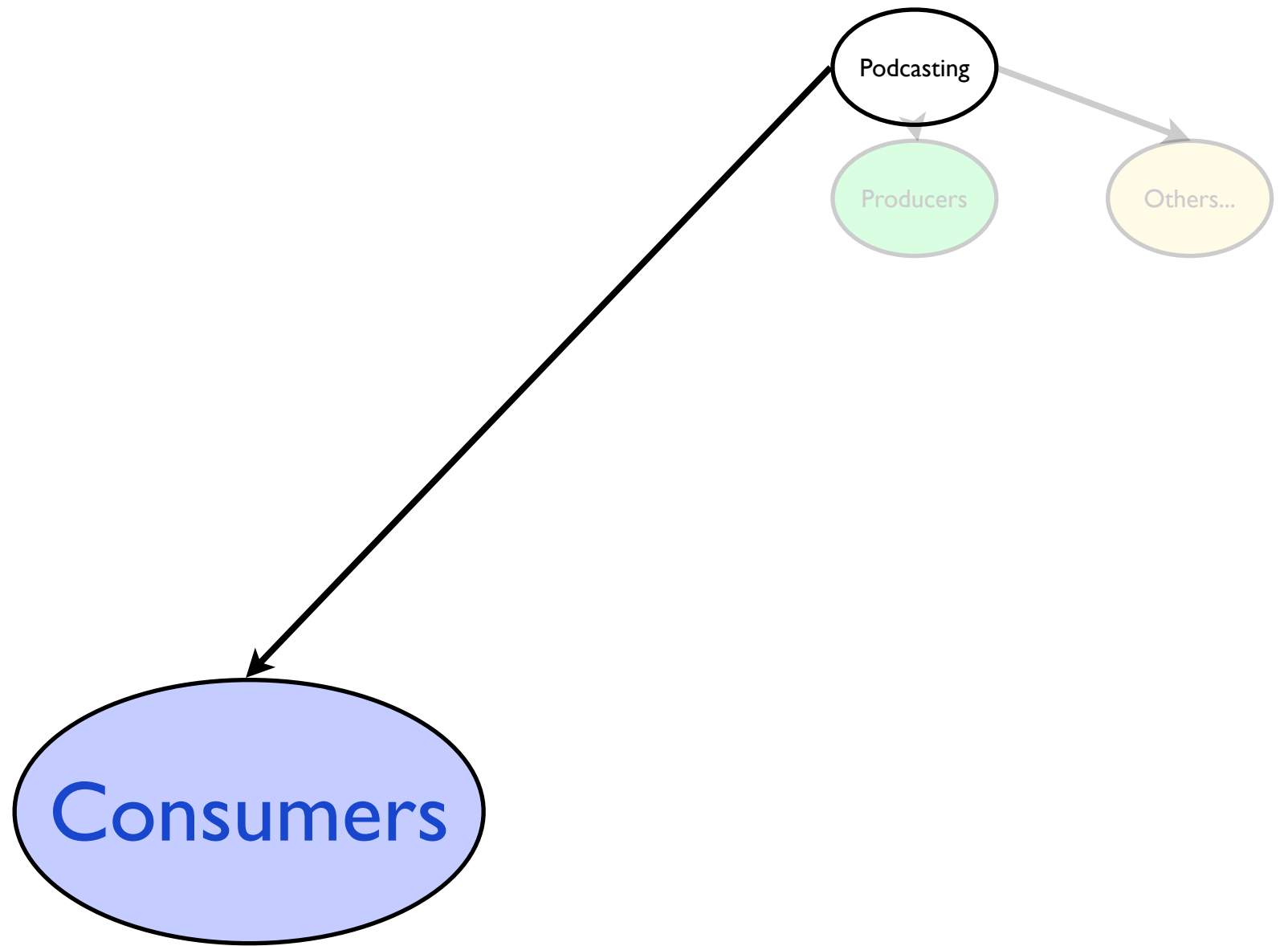
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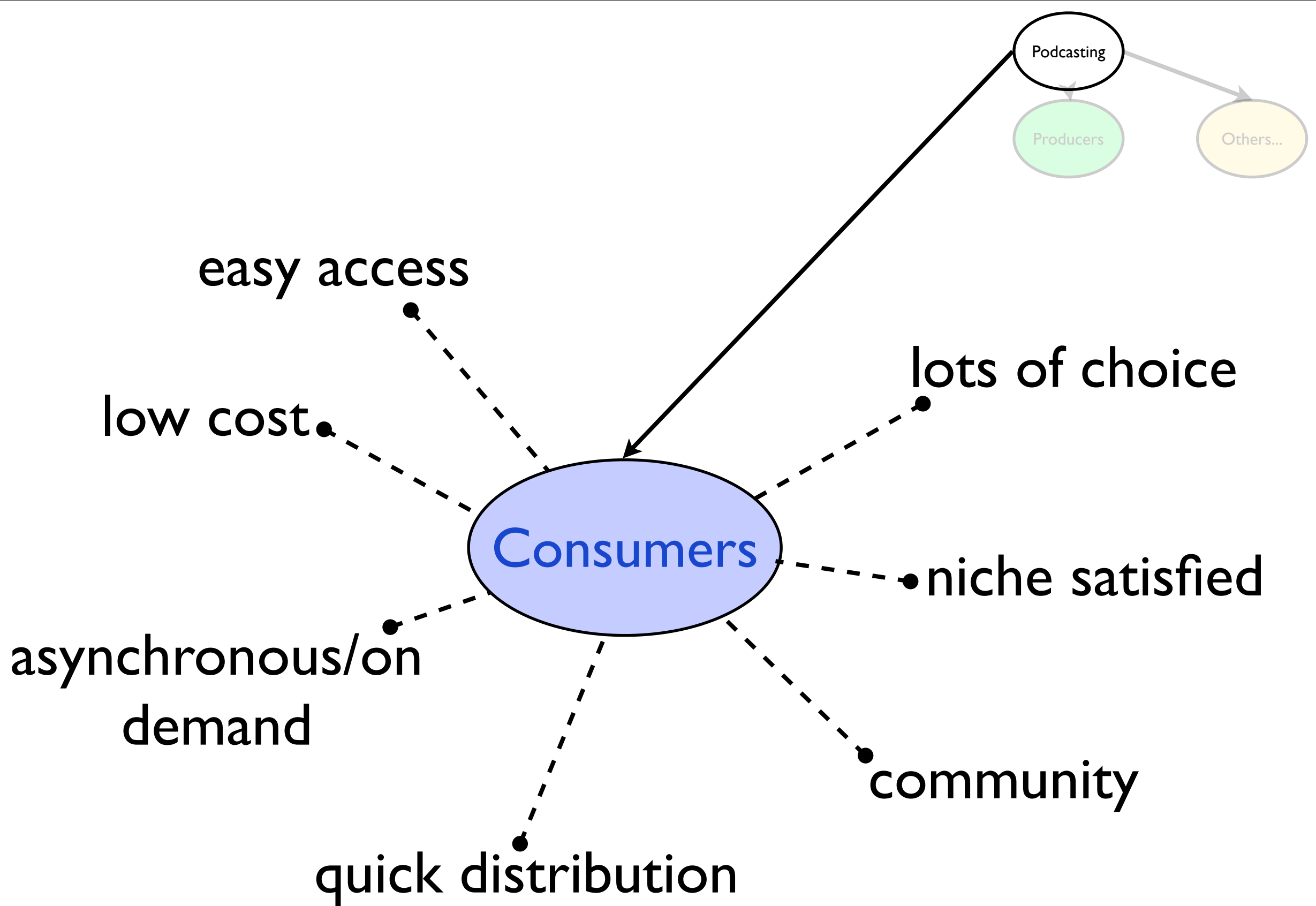
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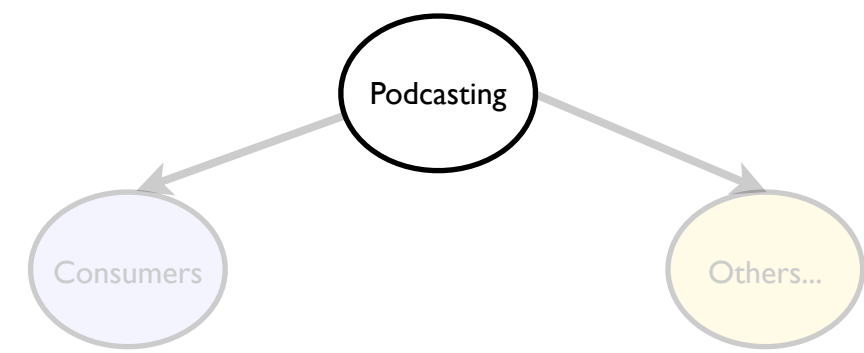
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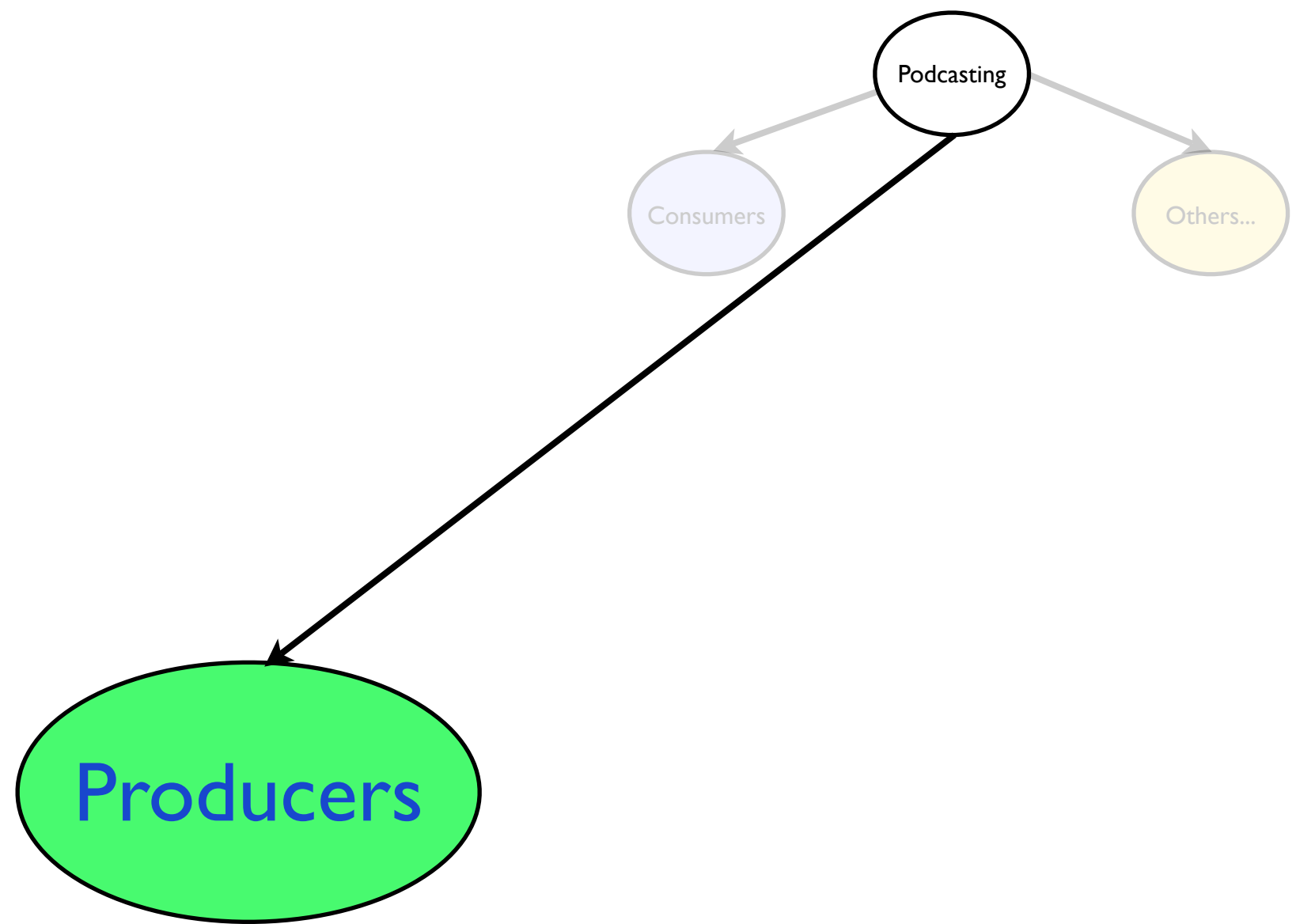


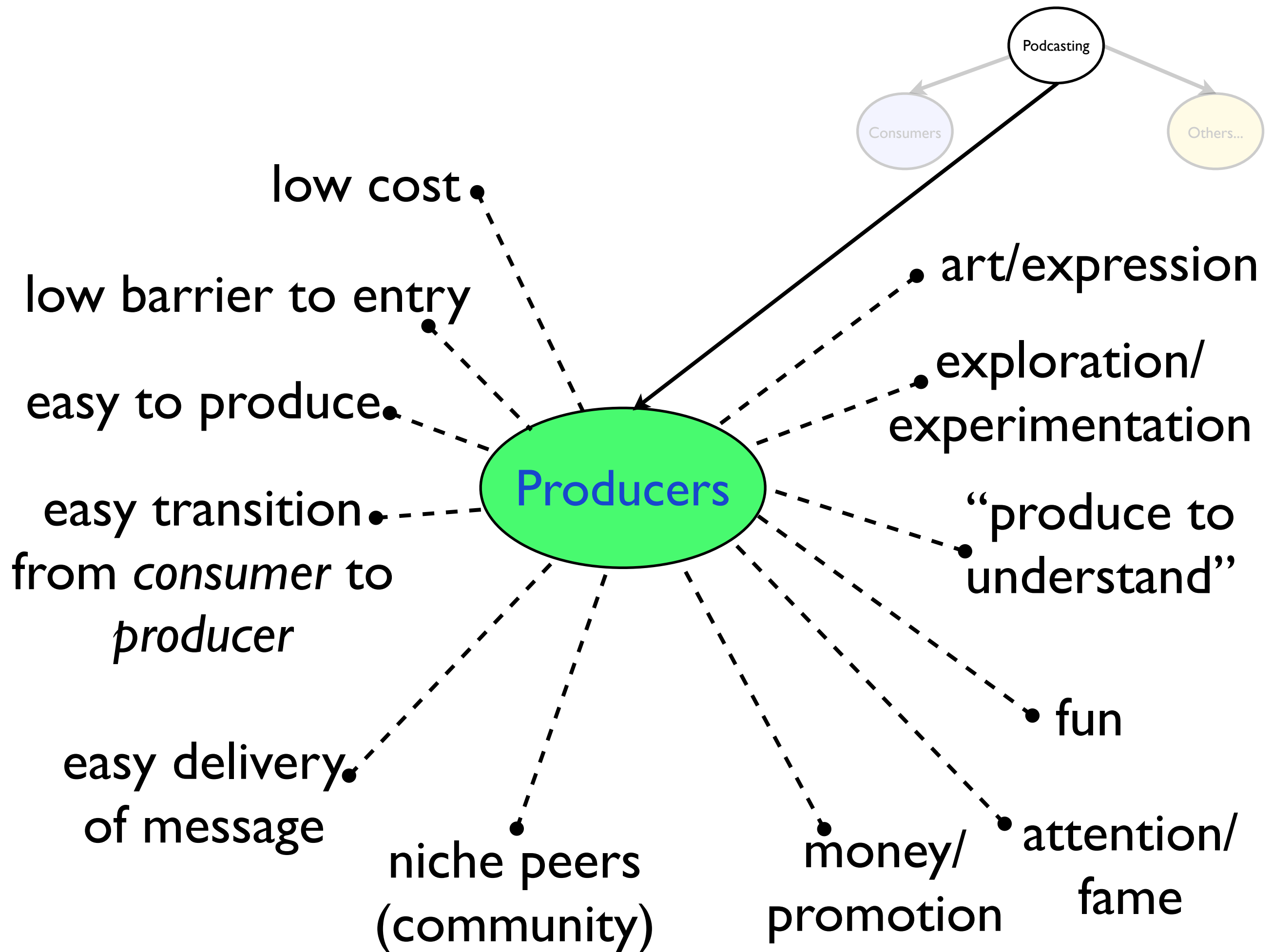




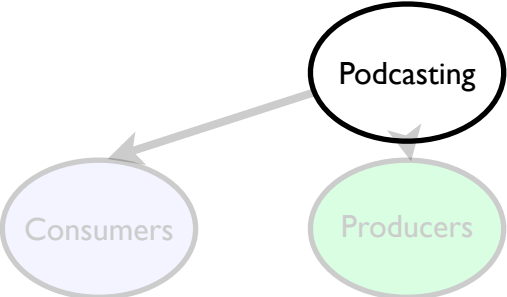


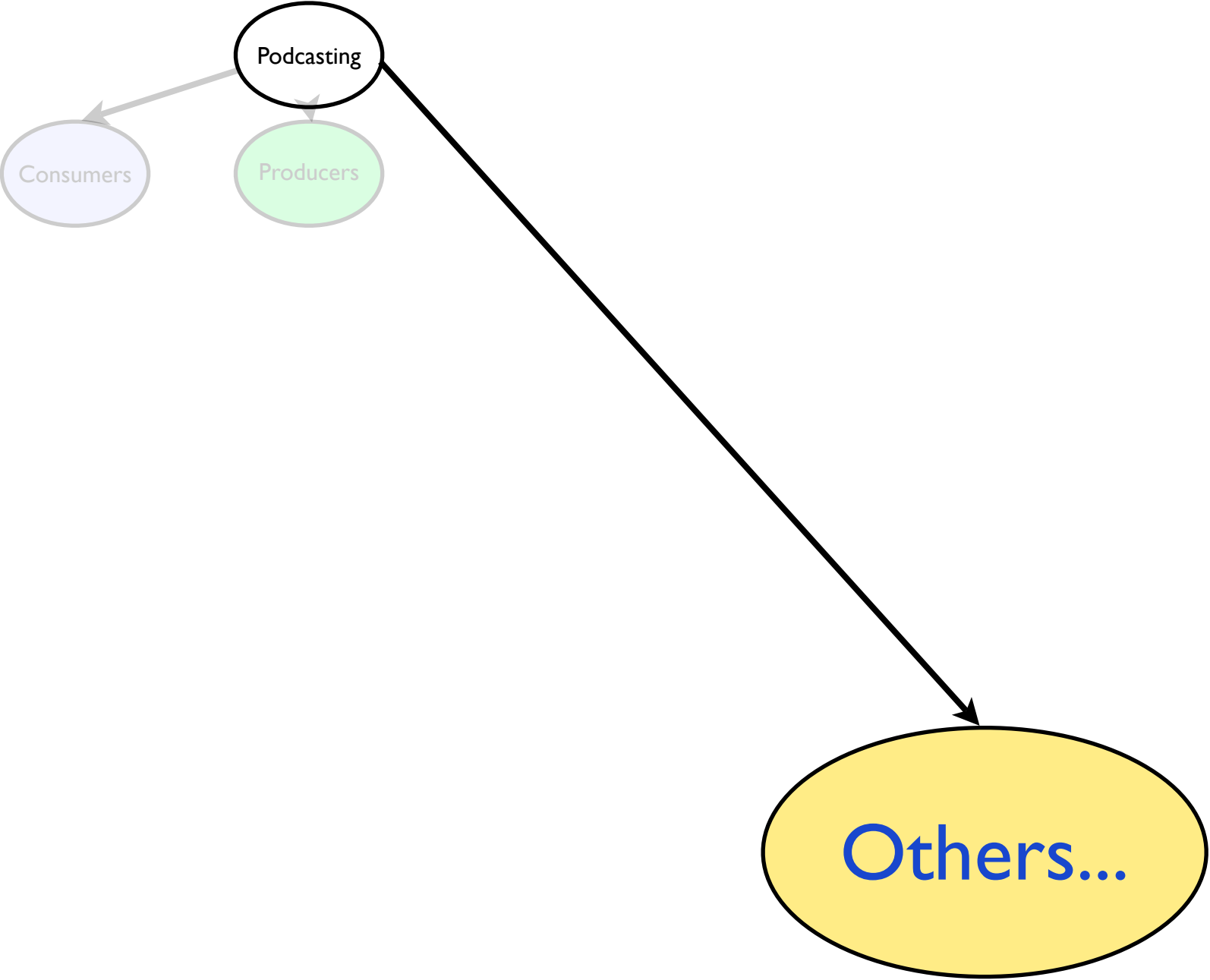


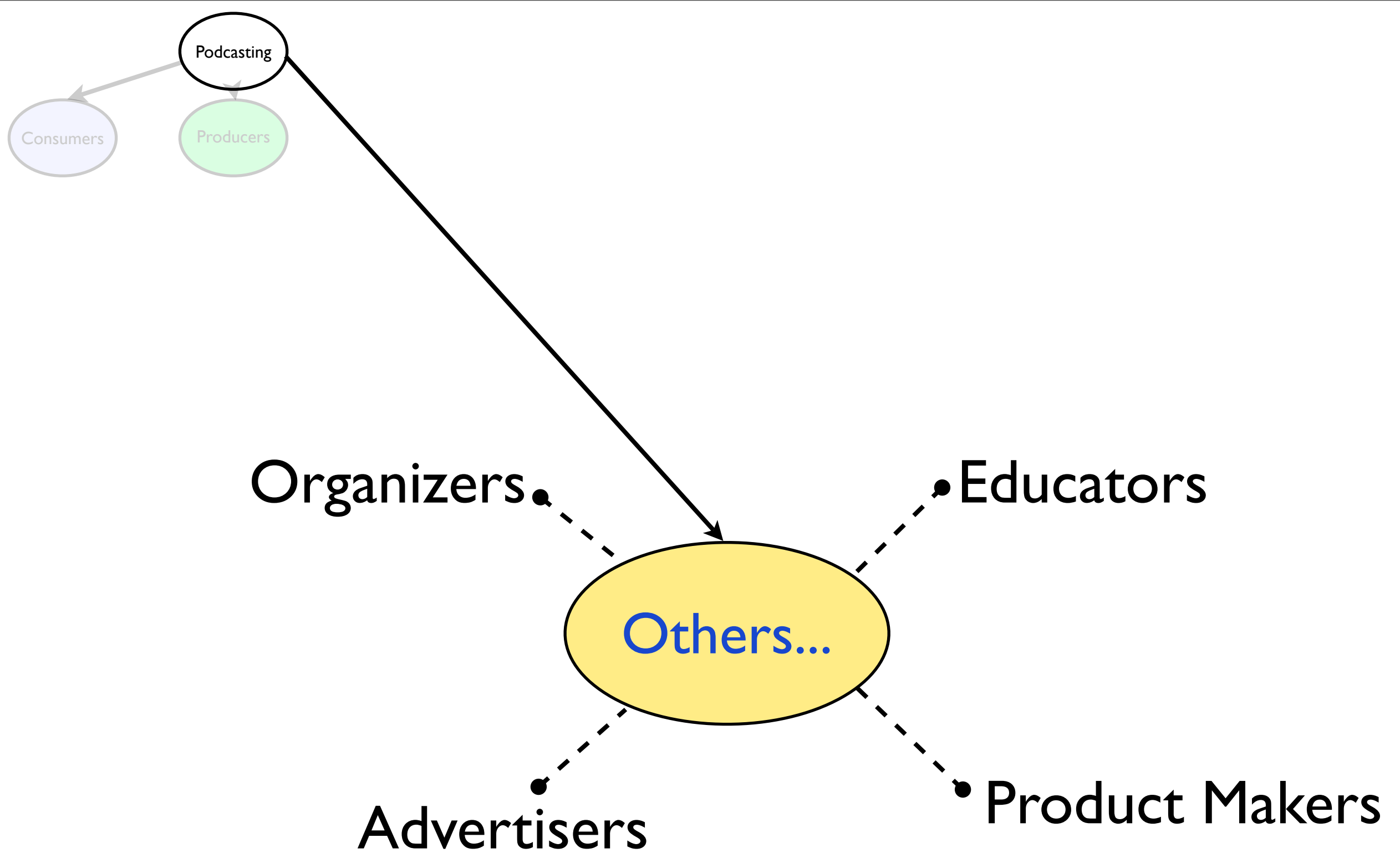


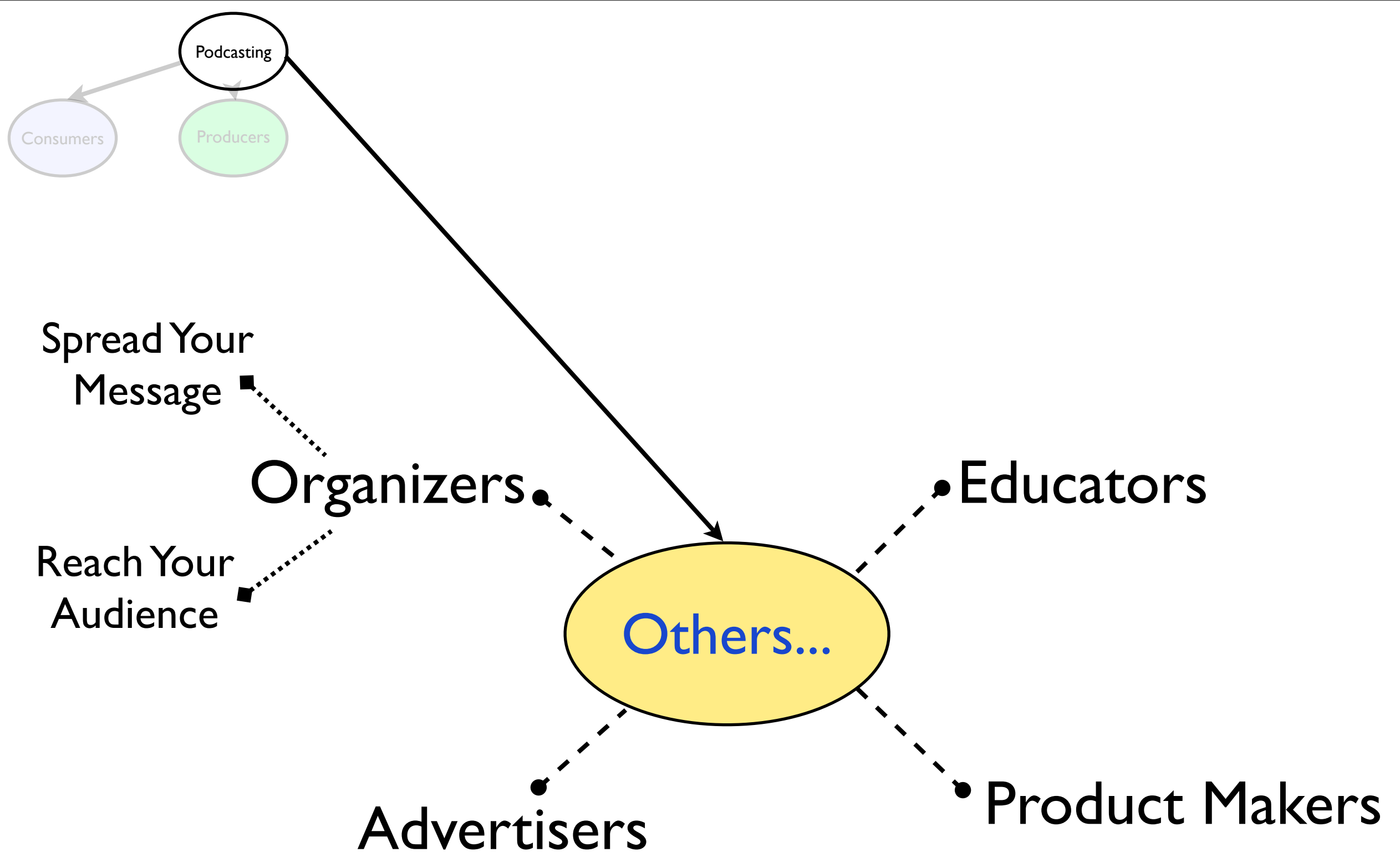


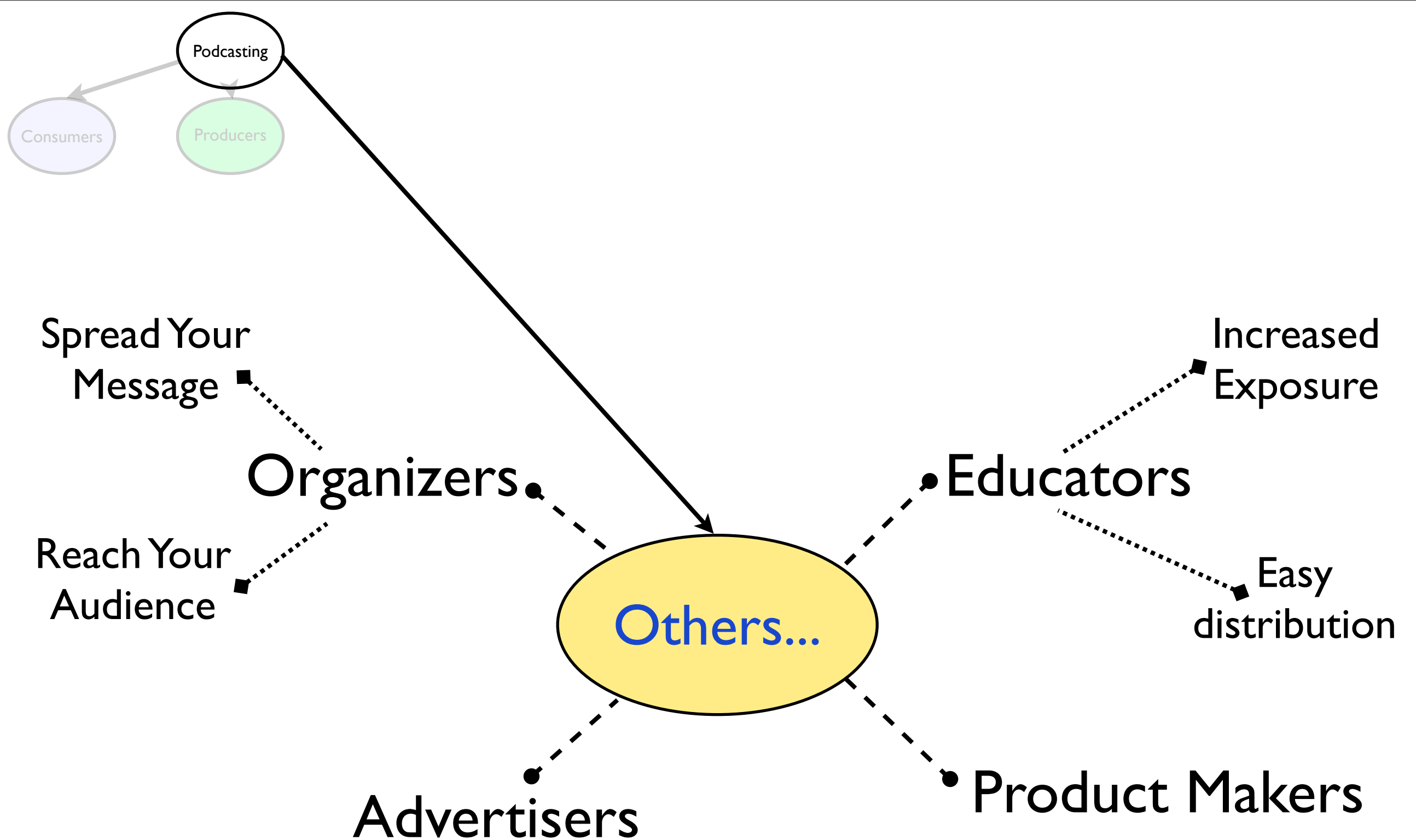


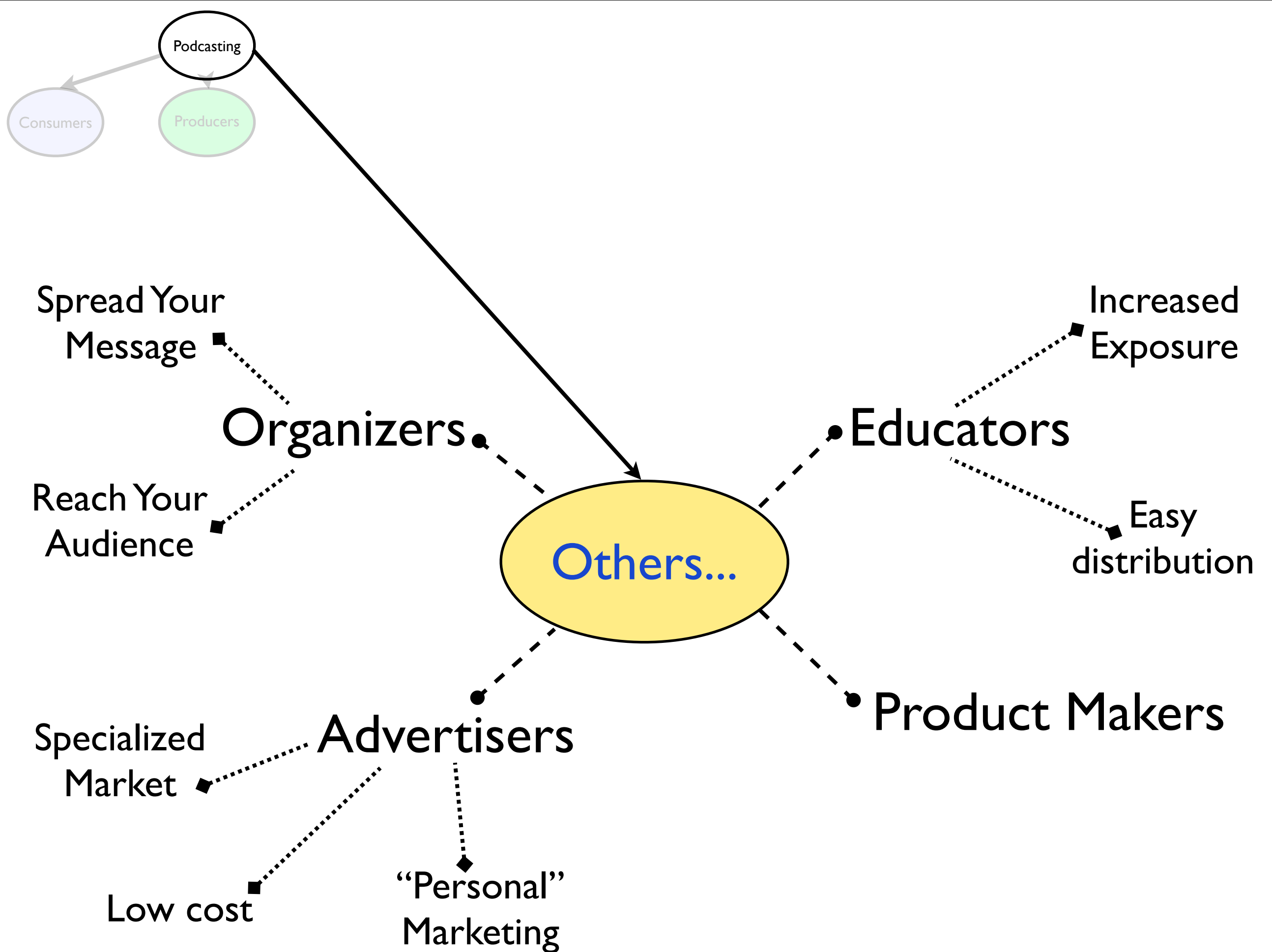


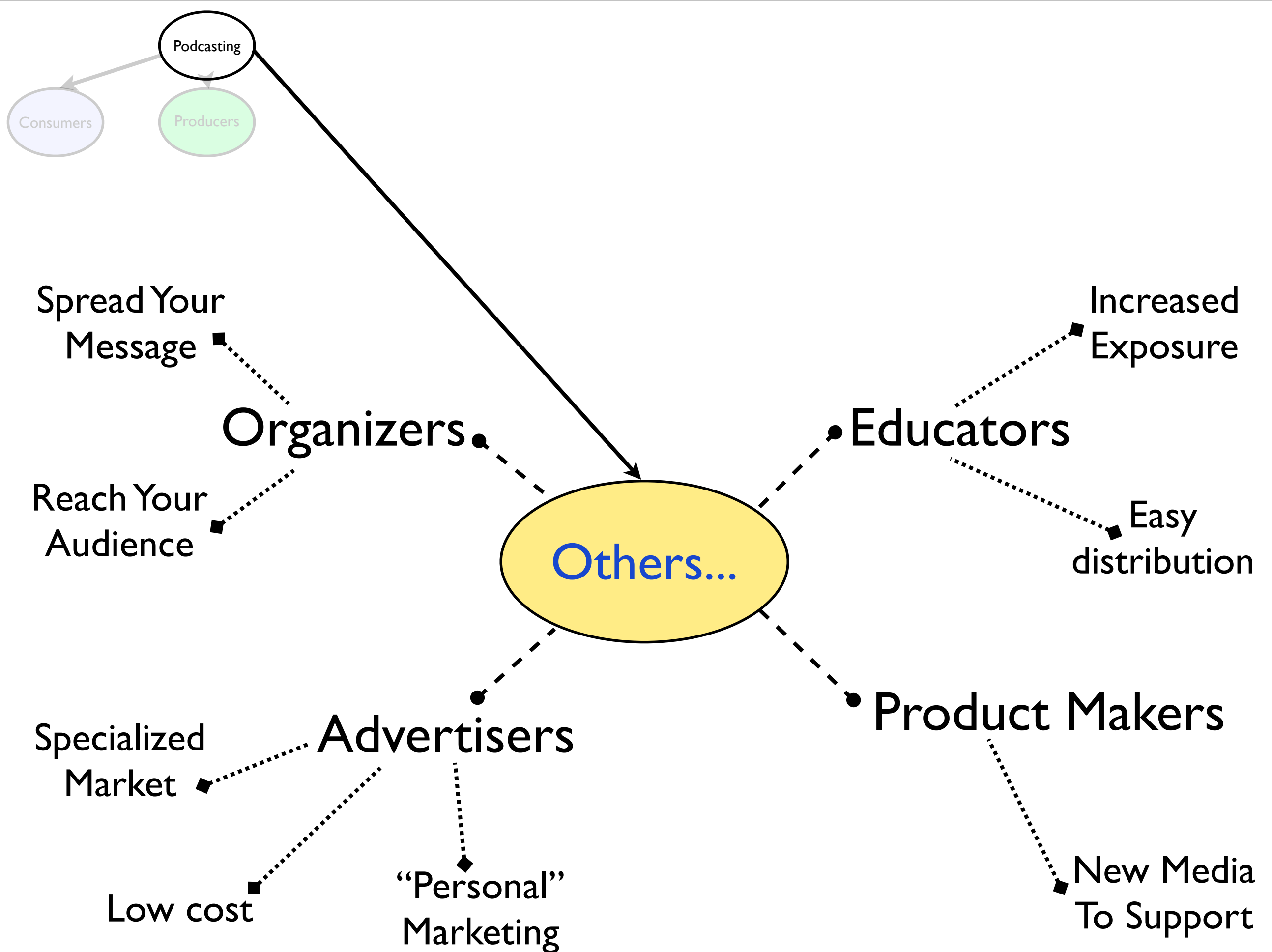












So, what's the down  
side?



# So, what's the down side?

- no (few) editors
- quality control (or lack thereof)
- *podfading*
- overcrowding (when niche is broad or popular)
- too many choices; hard to distinguish one's self
- hard to find
- regional restrictions
- serendipity of discovery
- (can be) a lot of work
- (can be) a cost
- hard to make money
- easy to “steal”: splogs
- no central standards

*Review:*

# Podcasting Mechanics

*Review:*

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**Podcatcher**

**Find**

**Subscribe**

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**Sync**

## **MAKING**

**Record**

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**Upload**

**Publish**

**Promote**

*Review:*

Podcasting is...

*Review:*

# Podcasting is...

- A new medium
- On-demand, Portable
- Easy to Make
- Easy to Get
- Audio, Video or both
- Driven by (Amateur) Passion
- Community
- Constantly Growing
- Replacing or Expanding Radio, TV and More
- By Everyone, For Everyone



Now, go ahead:  
consume or  
produce  
**podcasts!**



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