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Podcasting

By Colin Maddocks

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If you are fed up with listening to your local FM station and the mass of inane adverts that punctuate each show, or, if you crave interesting spoken word programmes that are written and presented by excited, knowledgeable enthusiasts, then Adam Curry's "Daily Source Code" podcast may be just what your a looking for.

Adam is one of a rapidly increasing group known as "podcasters", whose shows are created to be heard on iPods or other MP3 players. Formerly an MTV video-jock, he is the man who created the "iPodder" program. Downloadable from www.iPodder.org, this easy to use software allows you to decide which audio feed you wish to subscribe to. This is then automatically added to your iPod or MP3 player to listen to when you decide.

The great thing about Podcasting is that it allows listeners to download their favourite shows automatically. There are now tons of "advertisement-free" radio channels for listeners to subscribe to, with more emerging every day.

Once set-up with a program like iPodder your favourite program downloads automatically whilst you sleep, so that you can listen to it on the journey into work the next day, or whenever it suits you. You are not tied to any schedule. It is true radio-on-demand.

When you visit ipodder.org you will see details of the latest podcasts and you will be able to easily subscribe to great shows such as "Coverville", a music show consisting purely of really interesting cover versions as well as the truly original, if not a little whacky, "Whole Wheat Radio" from Talkeetna, Alaska. (Where!!).

There are, of course, lots of shows created and presented by true Podcast enthusiasts and knowledgable techies, such as "The Engadget Podcast" and "IT Conversations". However, by mixing all of these topic areas you can end up with a true, custom-made audio experience that meets all of your listening requirements.

Podcasting

Podcasting is still in its' infancy and over the next 12 months you will see more and more growth in this unique field. Podcasting is a real example of a technology that simply could not have existed even 2 years ago and with just a little effort on your part over the coming months you could play a significant part in the development of this exciting and creative medium.

Colin Maddocks is a web-based travel agent and marketer running several, successful web businesses, including www.ipod-accessories-4u.com and www.instantholidays.com. He is particularly excited by new web developments in RSS Feeds and Podcasting. Colin has written many articles on web selling and technology.

What is Podcasting?

By S. Housley

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What is Podcasting

Podcasting is quickly becoming a buzz word among the techie crowd. So what is podcasting, anyway? Podcasting is online audio content that is delivered via an RSS feed. Many people liken podcasting to radio on demand. However, in reality, podcasting gives far more options in terms of content and programming than radio does. In addition, with Podcasting, listeners can determine the time and the place, meaning they decide what programming they want to receive and when they want to listen to it.

Listeners can retain audio archives to listen to at their leisure. While blogs have turned many bloggers into journalists, podcasting has the potential to turn podcasters into radio personalities.

Podcasting can be used for:

1. Self-Guided Walking Tours – Informational content.
2. Music – Band promotional clips and interviews.
3. Talk Shows – Industry or organizational news, investor news, sportscasts, news coverage and commentaries.
4. Training – Instructional informational materials.
5. Story – Story telling for children or the visually-impaired.

Podcasting is the syndication of audio files using RSS. Podcasting works the same as a standard RSS feed reader or news aggregator, the only difference is that the feed you subscribe to contains an audio file in it. Instead of reading content in your RSS feed reader or aggregator, you can listen to the contents of your feed using a reader or aggregator that supports podcasting, or you can listen to them on an iPod or similar device. While podcasting was named for the iPod, you do not have to have an iPod to listen to a podcast. Podcasts can be displayed on websites with clickable links to audio files

Podcasting

and many of the standard RSS readers, like FeedDemon's latest beta, have begun supporting audio enclosures.

The audio file that makes the feed a podcast rather than a standard RSS feed is contained in the 'enclosure' tag. The easiest way to think of this is as an e-mail attachment.

Although the "enclosure" tag is not new to RSS feeds and has been included in the RSS v2.0 specification for about four years, podcasting has only really been around since August of 2004.

Webmasters are finding creative ways to provide media-rich content. The syndication aspect and potential increase in audience size are an attractive lure. Listeners benefit from podcasting because, like RSS, podcasting is a means to publish content that ultimately gives the recipient the control over

the information they want to see or hear.

Podcasting Resources –

Podcasting Tools – <http://www.podcasting-tools.com>

Podcast Alley – <http://www.podcastalley.com>

PodcastBunker – <http://www.podcastbunker.com>

Podcasting News – <http://www.podcastingnews.com>

It will be interesting to see how this publishing medium develops. Currently, only the technical crowd has endorsed podcasting as a new audio medium, but the potential is real and the process is not overly complex. With a little time I think this field will develop and prosper.

About the Author: Sharon Housley manages marketing for FeedForAll <http://www.feedforall.com> software for creating, editing, publishing RSS feeds and podcasts. In addition Sharon manages marketing for NotePage <http://www.notepage.net> a wireless text messaging software company.



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