

Podcasting White Paper



What You Don't Know About Podcasting Could Hurt Your Business: How to Leverage & Benefit from this New Media Technology.

By Rodney L. Rumford
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About the Author:



Rodney Rumford has over 18 years of experience in the technology field. He has held management positions in Marketing, Business Development, Enterprise Consulting, Sales, and Engineering for Fortune 100 companies as well as several start ups. He has been involved with e-commerce and online businesses for over 10 years. He is the founder and CEO of The Info Guru LLC., which owns and operates several successful web properties that include: www.podblaze.com and www.freshpodcasts.com



He has authored several books on Business Blogging, RSS and Marketing. He is also a frequent contributor to [several Blogs online](#) as well as several of his own that focus on internet visibility, technology, podcasting, RSS and marketing. He has also developed several software solutions in the Podcasting, RSS, Blogging, Content Syndication and PPC Advertising Industries.

Two of his company's other websites have been featured in the recent "*Syndicating Websites with RSS Feeds For Dummies*" book. His company also launched the very first web based Podcasting creation and hosting service on the internet in 2004.

He is available for consulting engagements for corporate clients on strategy and execution of these high value media technologies. He can be reached via email at rssmarketing@gmail.com He currently resides in Solana Beach, CA.

Overview:

The purpose of this white paper is to educate readers about the potential marketing value of Podcasting, and how to leverage this new media technology for maximum benefit. This new media audio technology provides ample opportunity for businesses and individuals to leverage their subject matter knowledge and expertise to generate increased brand exposure, improved product awareness, increased sales and additional revenue opportunities.

Table of contents:

1. [Podcasting Defined](#)
2. [The History of this New Media](#)
3. [Who is Listening](#)
4. [Market Overview](#)
5. [Marketing Benefits](#)
6. [Podcasting Trends](#)
7. [Podcasting Visibility](#)
8. [How To Create Podcasts](#)
9. [Podcasting Best Practices](#)
10. [Corporate Podcasting](#)
11. [Technical Overview](#)
12. [Podcasting Examples](#)
13. [Podcasting Tools](#)
14. [Podcasting Resources](#)
15. [Summary](#)

Podcasting Defined: A podcast can be loosely defined as an audio file that is enclosed into an RSS 2.0 feed. More specifically you can think of an audio podcast as an audio file (mp3 format) that is presented in an RSS feed.

Currently podcasting is being implemented with only audio files in 98% of podcasts. It is important to be aware that podcasting also can support virtually any file type. What this means is that you can expect to start seeing video podcast in the very near future. There are only a small percentage of smart early adopters that are using podcasting for video. This is also called vcasting. Podcasting is in its relative infancy but is growing at an astronomical rate.

There have several analogies made about podcasting. Some have said that podcasting is where Blogging and radio intersect. Podcasting is similar to TIVO for online audio content.

Basically podcasting is a subscription based delivery (rss) system for consumption of audio content online. Consumers subscribe to an RSS feed and the feed automatically updates anytime a new podcast show is added. Listeners can listen to the audio content at any time at their convenience. Listeners can play the audio content in any mp3 media player such as iTunes. The listener can listen to the podcast audio without having to return to the website to see if there are new shows available.

What makes podcasting a unique marketing and communication tool is that it allows individuals (or businesses) to publish (podcast) audio shows that interested listeners can subscribe to (via RSS). Before podcasting you could of course record an audio show and put it on your website, *but now people can automatically receive new shows, without having to go to a specific site and download it from the website.* . The podcast show is "automatically delivered to them".

Podcast listening software, sometimes called "podcatchers", can be set up to download the new podcast shows that are subscribed to in the middle of the night, then the consumer has the new podcast shows already downloaded and ready to listen to first thing in the morning.

Listeners that have subscribed to your podcast have effectively said to you, "I want to listen to your content on a regular basis." This allows you an unblockable and direct communication line to your target market. This is a very unique position that up until this point has not existed online. This is the crucial part of podcasting that makes it a high impact marketing tool.

Podcasts do not have to; but they can be played on a portable media player such as an ipod. Listeners can either stream or download and play the podcast directly on their desktop computer. The large majority of podcasts (over 70%) are currently consumed (listened to) directly on the listeners desktop and don't ever make it to a portable media player such as an ipod. So don't be confused that people have to have an iPod to consume a podcast. Nothing could be further from the truth.

Some podcast directories and websites also allow you to automatically play (stream) the audio content through [Flash Audio Players](#) that are embedded into the website. This is important since flash players will work on multiple platforms and will work on over 98% of

the computers that are connected to the internet. This also enhances the listener experience, especially if the user is on a slow dial up connection.

The History of this New Media: Podcasting is an outgrowth of the RSS 2.0 standard. RSS (**R**eally **S**imple **S**yndication) is based upon the XML computer language. This technology has actually been in use for many years. It is only since mid 2004 that the RSS standard had become more widely accepted as a way to deliver online audio media (podcast). Podcasting has started to gain in popularity since October 2004. We will discuss this in more detail later.

Who is listening: The market for podcast consumption is growing rapidly. Currently there are over 6000 podcasts being produced. The listener market that consumes these podcasts is currently estimated at over 6 million and growing rapidly.

Podcasting is the audio media platform; the latest form of jailbreak media that has ordinary citizens pulling up the microphone and the mainstream media running scared.

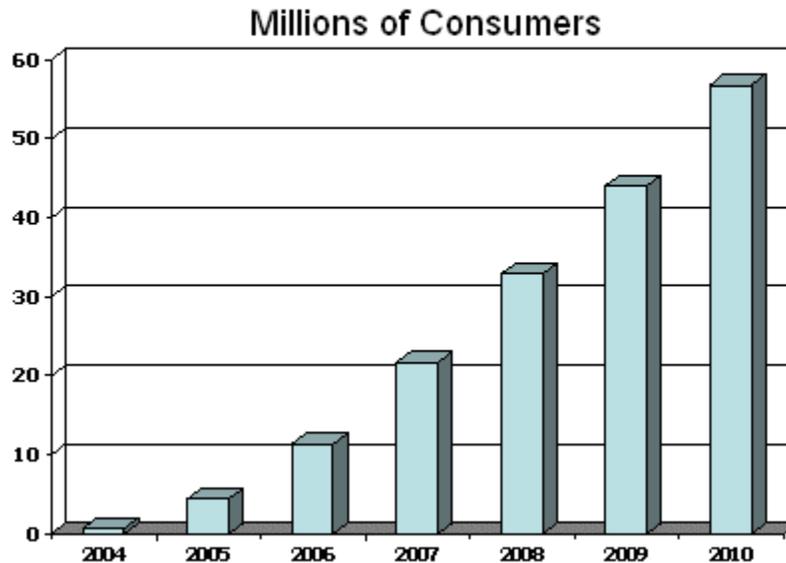
The exact listener demographics are not available at this time. But what is important to take note of is that this is not a media format that is strictly for the geek set. Podcasts are being produced on topics that range from accounting to: business, community issues, distance learning, education, humor, music, politics, sports, technology, and the list goes on and on.

With the recent release of Apple's iTunes (ver.4.9) software that supports podcasting this adds another podcast distribution point for content. There are over 38 million consumers that use Apple's iTunes, with the number climbing rapidly.

Forrester Research has suggested that by the end of the decade, 12 million people will be listening to podcasts as part of their media diet. And this figure was announced before iTunes threw its hat into the podcast delivery ring.

Another recent study by IDG Research cites the following numbers. By the time you are reading this, those numbers will be obsolete. The current consumer numbers are actually greater than this chart shows. This study was done before it was known that iTunes was going to be a distribution point for podcasts. The trend to take notice of is the sharp growth curve. There are a whole host of web based podcasting production and aggregation services and software applications that are in development that could increase these numbers at an even greater pace than what is shown here.

Growth in Podcast Use Among US Consumers



Here is some podcast consumption benchmark information. This is the floor of the numbers, not the ceiling. Source ITG Group

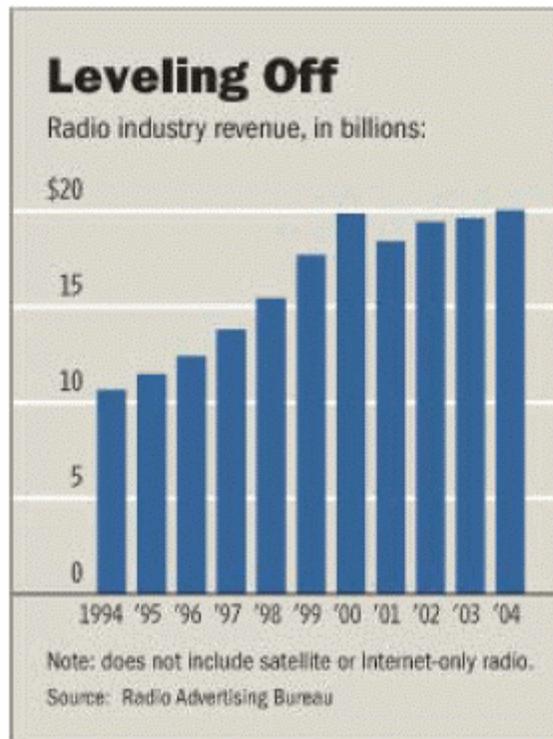
Market Overview: The podcast listener market was recently estimated at approximately 6 million by a recent [PEW Internet Study](#) that was done in April of 2005. 29% of iPod owners have downloaded mp3 files and "time shifted" these files to their iPod device for listening at a later time. These numbers have increased significantly since then. There may be some issues with this study, and the questions that were asked could have been misleading.

Podcast listenership is doubling every 3-4 months. Podcasting is a very fast growing new media marketing and communication technology.

Even traditional print media outlets are embracing podcasting. As an example Knight-Ridder Inc.'s Philadelphia Daily News launched a weekly [podcast](#). The hosts' goal is to offer people information they don't get in the paper. That means interviewing Daily News writers about their stories, airing independent music and bantering about sports and other topics, not just reading headlines.

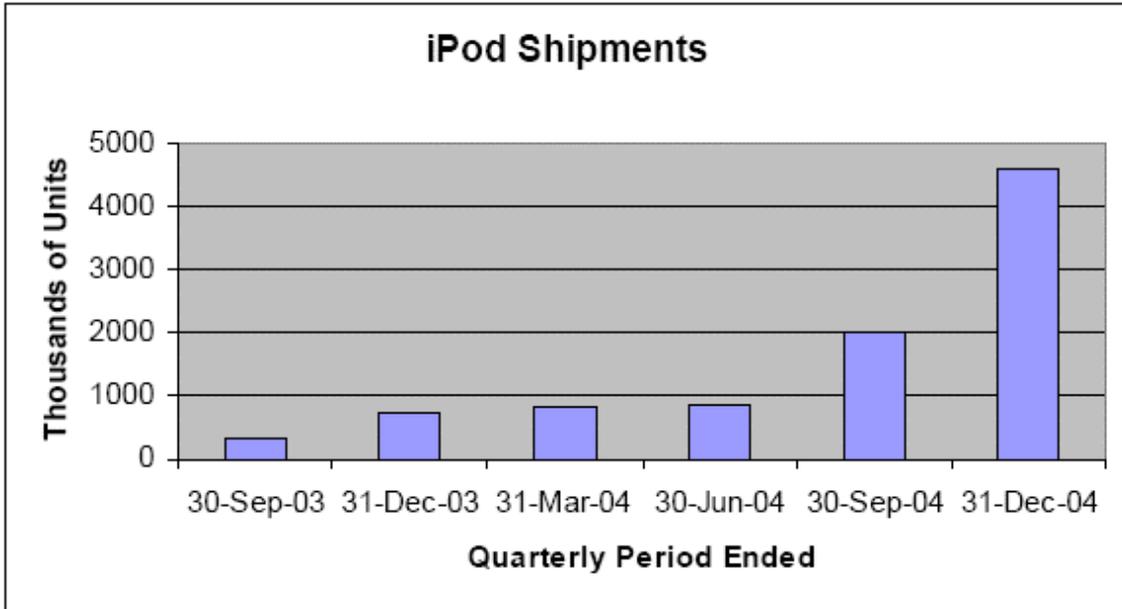
Newspapers and magazines such as the Seattle Post-Intelligencer, Denver Post, Philadelphia Daily News, Washington Post and Forbes have started podcasts recently. Some publications want to be ahead of the curve on podcasts because they felt they were behind in embracing Web logs, or Blogs. Web sites in which writers discuss topics in a diary form.

Traditional radio industry revenues and market growth has been relatively flat with almost no growth for the past several years. Radio broadcasting companies such as Clear Channel are trying to get their arms around podcasting and are now podcasting "traditional" radio shows; this totally misses the point. This is a half hearted approach and shows that the radio industry does not fully grasp why podcasting is growing in popularity. Most popular podcast shows are less than 30 minutes in length, not 3 hours.



Traditional Radio Industry Revenues

The podcasting market is growing **because** people now have **choices of content** to listen to. They are listening to what interests them specifically. The gentrification of radio and its limited choices over the last several years has built up this demand for creative and niche driven content. The market is also growing because people can now get the content they want, when they want it, and in the format they want. The ability to "time shift" has fueled this growth. In much the same way that TIVO has brought "Time Shifting" to traditional television; podcasting is bringing "Time Shifting" to audio media. The ability to put a podcast on a portable media device has also fueled its growth.



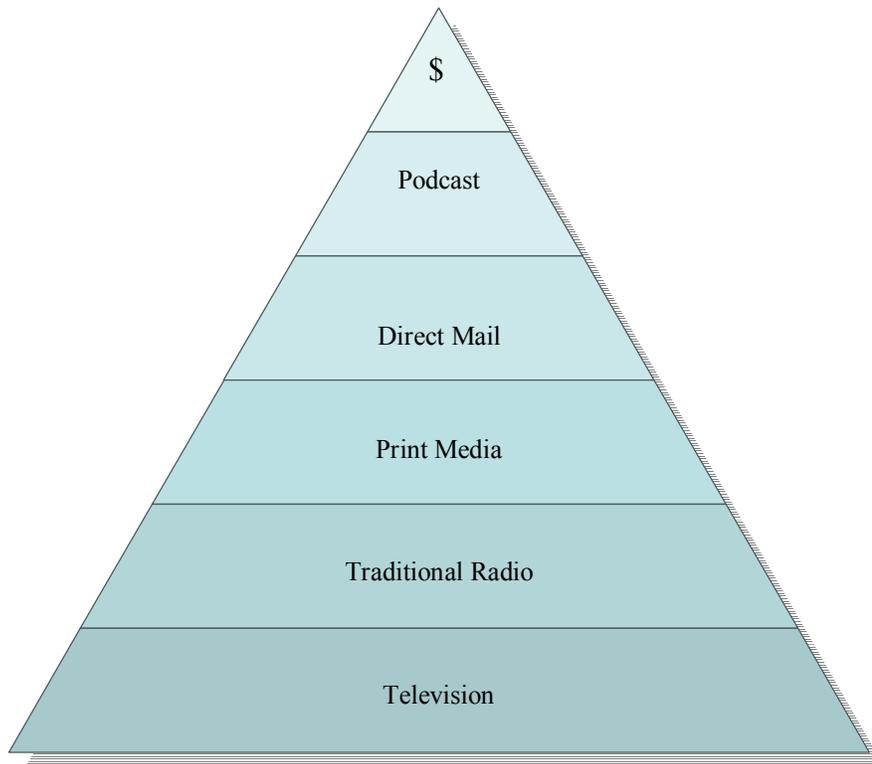
iPods are continuing to gain in popularity, as shown in this graph

Marketing Benefits: The marketing benefits of podcasting are many. We are going to give you a list of 10 benefits that you can expect by adding this media technology to your marketing mix. Here are some examples of major benefits. There are many additional potential benefits that you can reap from a marketing perspective that may be unique to your situation.

One of the unique characteristics of podcasting is that the listener has subscribed to a specific show that has a "content theme". This means that this is a topic of interest to this specific listener.

Example: "*The Grape Radio Podcast*" is about wine making, interviews with wine makers, and wine reviews. The listener to this show has a definite interest in wine and matches the attributes of the wineries' prospect. Podcast listeners do not typically listen to a 30 minute show unless they have specific interest. This means that the value of this listener is far greater than almost any medium that an advertiser could hope to reach from any other media format.

Think of this as a "Narrowcasting" media technology and not as a "Broadcasting" medium in the traditional sense. Podcasts reach a large audience of listeners that have a narrow focus of interest. As a marketing tool, podcasting allows you to have the ability to leverage this highly targeted, high value listener.



Advertising ROI Media Value Pyramid

The higher on the pyramid, the more targeted the media message and target audience. This typically correlates to a higher ROI on your advertising spend, as well as delivering your media messaging to a more targeted niche audience.

It is important to be aware of the fact that podcast listeners are savvy and have a short attention span. For this reason, you can't produce a podcast that is a hard sales pitch for 30 minutes that is only all about your product or service. People will never listen to the podcast if it is approached this way. Podcasting is a way to inform, "soft sell", and extend your brand. **The podcast show must be of value, interesting and informative.**

If you do not want to produce your own podcast you have an alternative to reach this valuable market. You can simply become an advertiser or sponsor of a podcast that reaches your target market; you can use the traditional 30-60 second audio ads that are typically associated with traditional radio.

10 Benefits to Adding Podcasting to Your Marketing Mix

There are also additional benefits that may apply to your specific product, brand, service, or niche that may not be listed here.

1. An additional communication tool for your business.
2. Increased online visibility to your target market.
3. Increased internet visibility from the search engines.
4. Increased internet visibility & traffic from the RSS, Blog & podcasting directories.

5. Communication medium is more powerful than text. This means increased potential results for your marketing message.
6. Improved level of perceived expertise from your target market.
7. Value added offerings to your target market that are only available in audio format.
8. Increased mind share from your target audience. People listen to podcasts while doing other tasks online. They can also take you messaging with them on their portable media player such as an iPod.
9. More frequent touch points and more frequent "top of mind" participation from your target audience.
10. Increased perception of your product, service, brand or value in customers minds.

It is important to note that this media is rapidly maturing, it is now a viable marketing option to sponsor or advertise on podcast shows that reach your target market. Companies such as Lexus, Microsoft, GM and others are currently sponsoring podcasts. This is a media format where advertisers should strongly consider doing an advertising media buy.

Potential Uses for Podcasting	Potential Benefits
Building of Brand	Increased visibility, thought leader positioning in the marketplace. Increased visibility & awareness of your products, company or service. Extend the brand further in this new media format.
Industry News & Insights	Latest updates about your industry or interviews with leaders in your niche. Increased visibility, thought leader positioning in the marketplace. Increased visibility & awareness of your products, company or service. Brand is extended in the industry.
Customer Loyalty	Keep your customers informed, updated, and aware of information that is of value to them. Increased loyalty, customer satisfaction and profits are 3 of the end results. Increased visibility, thought leader positioning in the marketplace. Increased satisfaction of existing customer base & improved awareness of your products in the customer's eyes.
Public Relations	Product development news and announcements. Keep the target market informed of what is being developed, or trends in the industry. Get the word out to the media and differentiate your products and services. Increased Press visibility and media coverage.
Increased Market Messaging Reach	Reach markets and an audience that is not reachable from other media formats. Increased

	visibility, thought leader positioning in the marketplace. Increased visibility & awareness of your products, company or service.
Company News	Podcasting of meetings, news and company updates to remote, virtual and local employees. Improved communication to employees and business partners. Continuity of management messaging.

Podcasting Trends: Both the listener consumption and the podcast production trends are moving sharply upward. This trend is that traditional media companies from the broadcasting sector are trying to capitalize on this new technology and its growing popularity.

Podcasts have largely been commercial free. This is changing virtually overnight. The first indication that this is happening is that smart marketers, ad agencies and advertisers are becoming "sponsors" of podcast shows that hit their target market/demographic. An example of this is the "Geek News Central" podcast that is sponsored by Godaddy.com

This medium has the potential to deliver high return value to advertisers as they are getting to an audience that they might have a difficult time reaching by traditional old media formats. They will also be rising "above the noise" and this can have a powerful impact on their market. They also have the side benefit of having their brand being perceived as thought leaders, innovative & leading edge by becoming early adopters of sponsoring, advertising or producing within the podcasting media format.

Podcasting Visibility: There are several ways to create visibility for a podcast. You will want to try and implement as many of these best practices to increase the visibility and consumption of your podcast.

You can also simply set up an account at Podblaze.com and your podcast, RSS feed and podcast sub-domain will be indexed by the search engines.

The first thing that you need to do after your podcast is produced and published is to do a press release to tell the world about your new podcast station. One of the best ways for achieving immediate and wide reaching exposure is to do a press release at prweb.com, business wire and other news distribution channels available. This will ensure that your press release will show up in both Yahoo and Google news. It is not uncommon to have a properly executed press release read 85,000 times online if it is well written and properly distributed.

You can also achieve some additional visibility by listing your podcast RSS/XML file at the various Podcast, RSS and Blog Directories. There are over 125 such directories online. It is important to remember that you do not have to be listed in ALL of these directories, but just being listed in the top 10-15 would help to increase your exposure for your podcast.

Once your podcast is listed at some of these directories you will also want to "ping" the following Podcasting pinging sites. These sites are a valuable source for both individuals and

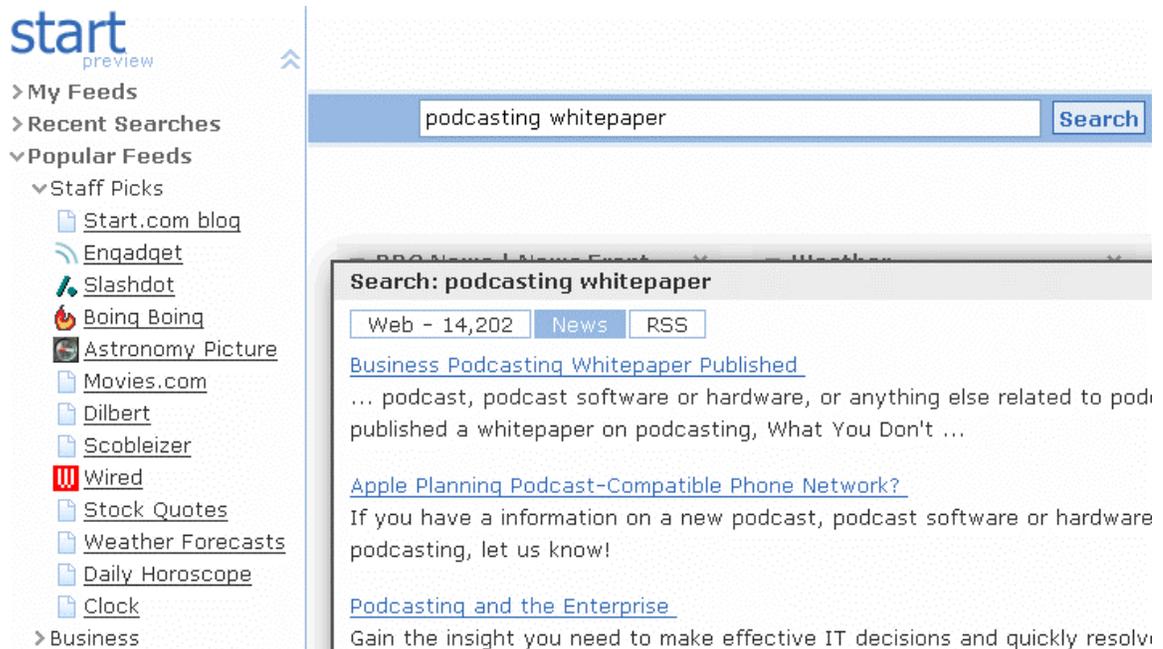
search engines to be alerted that you have posted a new podcast. Search Engines such as Yahoo and Google regularly spider and index these sites to see what new content is online.

www.freshpodcasts.com
audio.weblogs.com
www.bloglines.com
<http://blo.gs/>

It has been rumored for some time that Yahoo is building technology for users to search for RSS content as a separate query. This will allow users to find RSS content (podcasts) more efficiently. Here is a screen shot of a beta version of RSS search from Yahoo (which should support podcasting). This will create even greater visibility online for podcasts. Users will be able to subscribe to the podcasts and put it directly on their "myYahoo" homepage with 1 click.

The screenshot shows the Yahoo! search interface. At the top left is the "YAHOO! SEARCH" logo. To its right is a search input field containing the text "Steve Rubel". Below the input field are two radio buttons: "RSS" (which is selected) and "RSS on My Yahoo!". A hand cursor is pointing at the "RSS" button. To the right of the radio buttons is a "Search" button. Below the search bar is a section titled "RSS Search Results". Under this title, there is a yellow warning icon and the text "Did you mean: ["Steve Rubell"](#)". Below this, there are two search results listed:

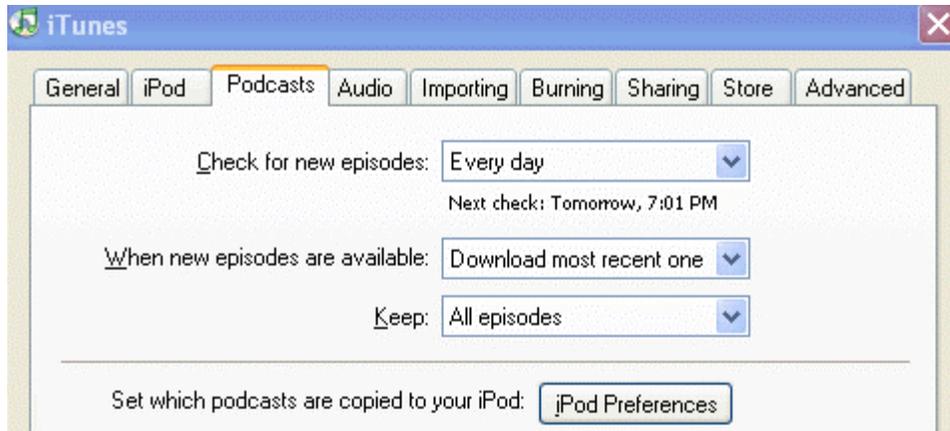
1. [Successes and Stories - Steve Rubel on the future of press releases](#)
Weblog: Successes and Stories Source: Steve Rubel on the future of press releases Link: <http://successesandstories.blogspot.com/2005/06/steve-rubel-on-future-of-press.html> Steve
RSS: [View as XML](#) - [Add to My Yahoo!](#)
successesandstories.blogspot.com/2005/06/steve-rubel-on-future-of-press.html - Jul 06 12:06 PM
2. [NevOn - The Hobson and Holtz Report - Podcast #45: June 27, 2005](#)
people and just engage bloggers - it's an absurd notion! 31:32 Neville talks about blogs replacing press releases
Cook said and asks why shouldn't blogs be a PR channel; MIT's blog usage survey; just received
RSS: [View as XML](#) - [Add to My Yahoo!](#)
www.nevon.net/nevon/2005/06/the_hobson_and__7.html - Jul 06 2:01 PM



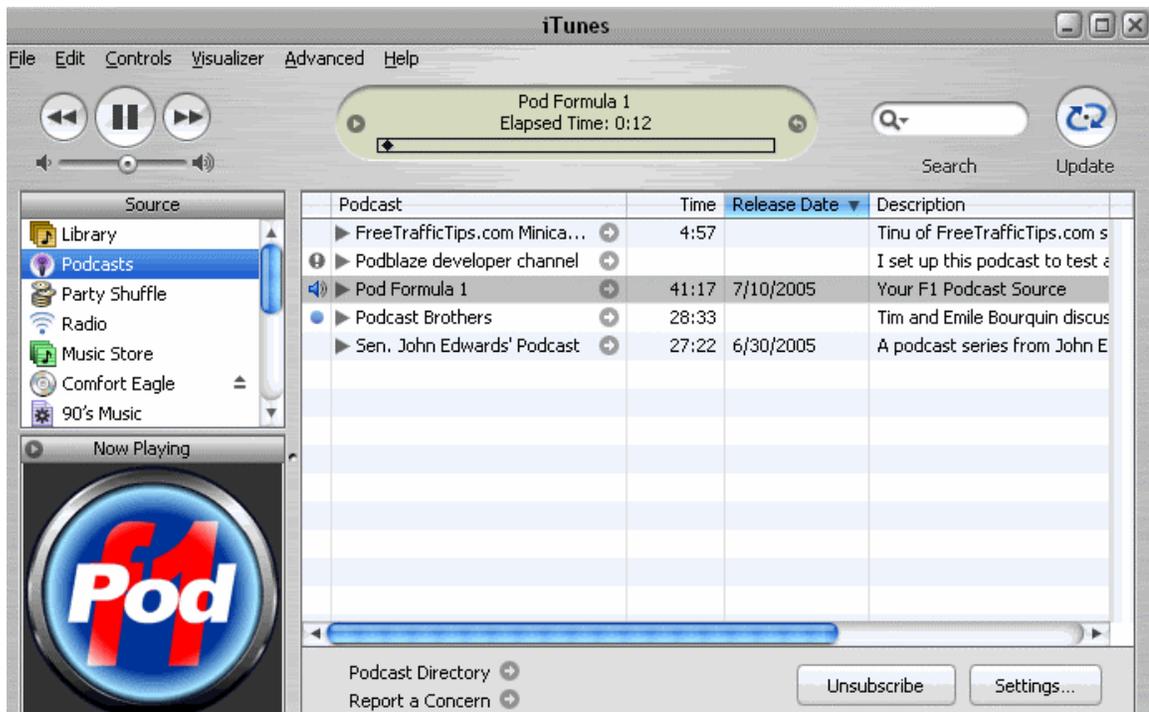
Microsoft is also working on the ability to search for and subscribe to RSS feeds (podcasts). Here is a peek at what is in the works.

Apple has recently released a new version of [iTunes](#) (ver. 4.9). This allows users to subscribe to podcasts easily. Then every time you produce and release a new show the listener that "subscribed" to your podcast will automatically receive your latest podcast show directly in their iTunes player. This can increase your audience greatly. Apple has over 38 million users of their iTunes software. Once people have subscribed to your show you now have a direct communication channel that you can leverage. This is all due to the fact that the podcast is delivered via the podcasting (RSS/XML) format.

iTunes Visibility Example: "Formula 1 pod" which is a podcast that is about formula 1 car racing. This show had a few hundred listeners before it was listed in iTunes. This show increased it's consumption to over 6000 listeners within 1 week of the podcast show being listed on iTunes. The number of listeners of this particular podcast is continuing to rise on a daily basis.



Listeners can subscribe to the podcast through iTunes and set automatic updates



iTunes Podcast Playing Screen Shot



iTunes Podcast Directory & Search Page Screen Shot

How to Create Podcasts: There are many ways to create a podcast; some ways are much easier than others. The most straightforward way is to use a Web Based podcasting creation, publishing and hosting application service.

Creating a podcast can be a relatively simple 3 step process.

1. Record, edit and save audio in mp3 format. (see resources for software choices)
2. Upload the Audio mp3 file and write show notes, add meta tagging and links, create RSS feed file.
3. Create, publish and host your updated Podcast & RSS 2.0 feed on a website (your web server or a [Podcasting Publishing & Hosted Service](#))

If you choose to not use a podcast publishing and hosting service, there is a whole range of software, RSS update systems, configurations, auto-discovery tags and additional technology issues that need to be addressed.

Software	There are several options for software. There are different solutions for Mac, PC, & Linux Server solutions.
Storage	Storage requirements for all podcast shows. A well recorded (mp3 format) 30 minute podcast for spoken word audio should be less than 9 Meg in file size.
Format	Audio podcasts should be in MP3 format.
Bandwidth	This is a huge concern that needs to be addressed up front. Most podcasters never even consider this issue. It does not take very long for an entire server to be dedicated to a popular podcast. There is also a financial cost associated to bandwidth. Just do some math based upon popularity, number of listeners, show frequency, show length, show file size, and costs of bandwidth.

Other Requirements	Automatic RSS feed file updates, auto-discovery tags, special iTunes RSS Requirements, flash players, subscription mechanisms, directory pinging, directory submission, tagging, etc.
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You can use a desktop or server side application, or you can choose to use a web based application to create your podcast RSS feed file. Web based applications tend to be more robust and have the ability to do additional functions such as pinging, tagging, and updating of directory listings.

You can also create a podcast with some Blogging platforms by doing some custom tweaking (this is fine if you are comfortable manipulating code). Not all Blogging platforms can or will support podcasting. The other major drawback to this is that you need to be concerned with the reliability of a free Blog (such as Blogger) and its ability to deliver podcasts reliably.

It has been said that podcasting is where Blogs and radio intersect. It is our belief that podcasting is quickly emerging as a media that stands completely on its own. Podcasting is nothing like radio in the traditional sense. It is only similar in the fact that you can listen to audio. That is where the similarities end. Podcasting will not be anything like Blogging in the very near future. It already is only slightly related to Blogging from the perspective that anyone can create and publish, and the fact that some Blogs can produce an RSS Feed output. That is where the similarities truly end.

Podcasting Best Practices: The following best practices should be applied to your podcast to achieve maximum effectiveness.

1. Know your audience/target market.
2. Be organized in the messaging that is to be delivered
3. Have notes & an outline to keep the show on topic
4. Edit show appropriately for both content, quality and length
5. Deliver valuable, informative, engaging and entertaining content to your listeners that they can't get from any other media.
6. Ensure good quality audio by using proper recording hardware and software
7. Provide show notes for listeners to review content of the show before and while they listen to the podcast
8. Use proper tagging of Meta data so that you podcast can be found and organized easily by podcasting software and directories.
9. Ensure that the RSS feed for the podcast is valid and in compliance with the 2.0 standard. Additional functionality is required if you want the podcast to be apple iTunes friendly.
10. Submit your podcast to the popular directories so that your podcast can reach a greater audience.
11. [Ping](#) the major podcasting, RSS and Blog directories after each podcast to ensure that your podcasts are updated.
12. Have the proper web server technology that can handle delivering the content quickly and be able to handle the server bandwidth issues. Don't underestimate the importance of this critical point.
13. Have an experienced podcasting consultant design, map, and oversee the entire process to ensure success the first time. This will ensure that you will achieve maximum market impact with this new media format. Your audience will not be forgiving of a poorly executed podcast strategy.

Corporate Podcasting: There are many valid reasons why corporations may want to embrace and leverage podcasting. Corporations can set up internal or public facing podcasts.

Corporations and businesses (both large and small) have an opportunity to create a loyal listener audience.

Example 1: A consumer electronics manufacturer could do a regular podcast (possibly 2-4 times per month) that discusses the uses of the products that they sell, they could also let out information prior to a release of a new product to increase buzz around the upcoming product. They could also podcast from trade shows, interview consumers, industry experts, or design engineers, etc. This media format allows you to create a branding medium that extends far beyond traditional methods.

Example 2: Consultants could use podcasting to interview clients, convey success stories, interview other thought leaders, expose business trends, and become a trusted advisor and source of valuable information. This can produce additional clients, increased reputation within a specific community, and extend your valuable brand perception with customers and prospects.

Example 3: In some instances, the marketing & distribution impact has been profound. "On the Media," a media analysis program produced by the New York public radio station WNYC, has been podcasting since January. They have picked up almost 40,000 new listeners a week, the equivalent of adding a major American city to their distribution.

The potential business uses of this media are limited only by a smart marketer's imagination. Marketing managers and advertising executives should embrace this technology as a media tool that can deliver results to achieve goals for a company's marketing plan. Creating the actual podcast is only a very small part of the success equation. If you need more information about how you can design and execute a proper and fully leveraged podcasting strategy you should work with a qualified consultant that has experience in this media format from a technology, best practices, strategy planning, marketing, and execution experience.

Businesses can also use this technology both externally & internally as a communication medium to keep local, virtual and world wide groups of clients or employees informed. This could be used for sales meetings for companies that have employees in worldwide locations. It is also an effective medium for distance learning, or in helping to get the entire team "on message" on any specific topic.

Podcasting Examples:

[Formula Pod](#): This podcast is about Formula 1 automobile racing. This podcast was started by 2 amateur podcasters with no radio experience. The podcast consumption has skyrocketed and this podcast now has over 6000 regular listeners after only 60 days online. This podcast has grown its listener audience by being listed in the podcast directories and the recent inclusion in the iTunes podcast directory.

[Reel Reviews](#): A podcast of movie reviews. Well executed and very informative.

[Geek News Central](#): Very technical podcast. Well executed and very informative.

Podcasts & Blogs @ TalkBMC

Blogs and podcasts on a variety of key information technology topics and issues.



TalkBMC is a place to engage with us on topics important to you and the industry. Read and participate in our **blogs**, listen to our **podcasts**, think. In the coming weeks, we will feature more blogs and podcasts joining us today, and we hope you will return and participate. To connect [this site](#) and agree to the [blog rules](#).

TalkBMC Bloggers

John Albee, *Director of Mainframe Solutions*

[Mainframes Never Die](#) 

Peter Armstrong, *Corporate Strategist*

[Peter Armstrong's Blog](#) 

Fred Johannessen, *VP - WW Marketing & Business Strategy*

[Proactive Resource Management](#) 

Featured Podcast

Technical Overview: Podcasting is based upon the RSS 2.0 [standard](#). Podcasting is RSS 2.0 with the use of enclosures. Enclosures can most easily be thought of as file attachments.

Podcasting uses an [XML](#)-based technology called [RSS](#), or Really Simple Syndication. Content publishers describe new content in an [XML](#) RSS file which includes dates, titles, descriptions, and links to [MP3](#) files. This auto-generated file is called an RSS feed. The key to making podcasting work with RSS is enclosures, a feature supported by [RSS 2.0](#).

This is where the audio mp3 file is attached (enclosure). Here is a sample of what an RSS feed looks like to a computer. To comply with the standard and create a valid enclosure you must also include the following information: File Length: and File Type:

Example of Valid RSS Podcast Feed: This RSS Feed has 3 shows (with enclosures).

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What You Don't Know About Podcasting Could Hurt Your Business: How to Leverage & Benefit from this New Media Technology.

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<pubDate>Fri, 13 May 2005 17:19:34 GMT</pubDate>
<source url="http://podcasts.podblaze.com">The Podcast Generation Begins</source>
</item>
</channel>
</rss>
```

It is important to note that Apple just released its own set of criteria for what it considers a valid RSS Podcast Feed. Apple is asking that additional information be included in the feed file. This tends to further complicate the process for creating a RSS Podcasting feed that will work with iTunes and other podcatchers.

Podcasting Tools: This is a partial list of proven and tested podcasting tools.

Podblaze.com Web Based Podcast creation, publishing, hosting and distribution service platform. Also has high traffic Podcast Directory.

Podcast Listening & Syncing Software:

[Bad Apple](#): Software plug-in for iTunes to support podcasting from Badfruit software

[FeedDemon](#): Software for RSS feed aggregation. Supports podcasting, now owned by Newsgator.

[IpodderX](#): Software for Podcasting. Latest version is much improved.

[iTunes](#): Supports podcasting in version 4.9. iTunes can easily play your podcasts that you have subscribed to.

Recording Software:

[Audacity](#): Free open source software for recording, editing & mixing mp3 audio files. Windows compatible

[Wavepad](#): Free Software for easy recording of mp3 audio files. Windows compatible

[Garageband](#): Audio recoding and editing software for Macs.

Sony Sound Forge: <http://www.sonymediasoftware.com/Products/ShowProduct.asp?PID=961>

Recording Hardware:

[Iriver IFP 895](#): Portable device for recording podcasts while on the go. Has built in mic and supports plug-in mics. Very nice and the recording device of choice for most podcasters that want to record conversations or spoken word recordings while on the road. 8 hours plus of recording time depending on model. Super long battery life.

Mics:

[Plantronics](#) DSP 500 headset & mic. Approx \$75.00
Audio-Technica about \$349.00

Podcasting Resources: These online resources can be of great assistance in increasing visibility, consumption, and subscriber for your podcast.

[Freshpodcasts.com](#) Podcast pinging service to increase your podcasts visibility. Podcast lists are updated on the fly and continually. This site is crawled by the search engines on a frequent basis. This is a nice high traffic resource for seeing the latest new podcast shows available online. Also produces RSS feed of the latest 100 podcast show updates.

[Podblaze.com](#) Web Based Podcast creation, publishing, hosting and distribution service platform. Also has high traffic Podcast Directory.

[Podcast FAQ](#): Basic questions and answers about podcasting

[Audio.weblogs.com](#) Podcast pinging service.

[RSSApplied.com](#): Internet Visibility platform for robust Business Blogging. They offer consulting and access to a Blogging & Podcasting platform. Ideal for the corporate client.

[Technorati](#): Tagging service to provide additional visibility for podcasts.

[Online Podcasting WIKI](#): Resource (encyclopedia) about podcasting.

[www.podcastingnews.com](#) Keep up to date on the latest news from the podcasting world.

[www.podcastalley.com](#) Podcast Directory

[www.pingomatic.com](#) This pinging service allows you to ping multiple directories all at 1 time. This is not specific to podcasting and is more focused on blogging. It is a great service that is easy to use.

Podcast Marketing Blog: <http://blog.rssapplied.com/public/blog/90739>

Podcast Marketing RSS Feed <http://blog.rssapplied.com/public/rss/90739> 

Additional Offline Recommended Reading



By Todd Cochran. A nice overview of podcasting. A premier podcaster who's podcast is currently being sponsored by godaddy.com

Todd is also the Blogger of the very popular Geek News Central Blog.

Recent Book About RSS Feeds & Content Syndication. Touches on podcasting.

Recent book about Podcasting, RSS and the benefits of utilizing this technology. Simple overview of podcasting.

Summary: Podcasting can be a very powerful marketing tool. Podcasting gives any company, business or individual to ability to reach out and communicate to a large worldwide audience. This audio media format can deliver a high impact messaging to your prospects, customers and audience on a regular basis. You should take action now and create a podcast for your business. Do not be paralyzed by fear that you don't know everything. Once you make a few podcast and start implementing the best practices, you will get the hang of it and will be on the road to a great podcasting implementation.

Stats:

This media is here to stay and it is only going to get more popular as every day passes. Imagine the power that this technology can give you and leverage it to your advantage. It is only a matter of time before your competitor embraces podcasting. So do your best to be the first mover in your space by embracing podcasting today, [start producing your podcast](#), and capture the target audience you desire first.

FIND, LISTEN TO,
AND CREATE PODCASTS

PODCAST DIRECTORY,
HOSTING AND MORE



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