

## INTRODUCTION TO PODCASTING

### ABOUT PODCASTING

#### WHAT IS A PODCAST?

Podcasts are downloadable digital files that can be played on portable devices.

#### WHERE DID THE TERM PODCASTING COME FROM AND WHAT DOES IT MEAN?

Podcasting is a general term that means to deliver information, audio and video over the Internet. The term Podcasting became the popular way of describing content that is formatted for portable devices because the iPod was the first portable device to gain wide market share. Similar to how people call tissues “Kleenex” or how portable tape players were referred to as “Walkmen” during the 1980s the term Podcasting caught on, and it is now used to describe all content available for portable devices.

#### WHERE DO PODCASTS COME FROM?

Generally, podcasts are made available by the company, person or organization that created the podcast, known as the publisher, for example the Wall Street Journal. The publisher may provide the podcast to the public directly through their Web site or through a public directory such as the iTunes Store.

#### ARE STREAMING VIDEOS AND INTERNET CONTENT CONSIDERED PODCASTS?

No. Streaming content on the Internet is not considered a Podcast, as it cannot be downloaded and loaded onto a portable device. Videos on YouTube are not considered podcasts because they are Flash Video files, and are not intended to be downloaded. However, the same content can be formatted into different file types and can be used in multiple ways.

### FORMS OF PODCASTS

There are three forms of Podcasts: Text, Audio and Video.

- Text (ex. Newsletter, News Subscription, Online Magazines, etc.)
- Audio (ex. Radio Shows, Audio Books, Music, etc.)
- Video (ex. Music Videos, TV Shows, Movies, Training Videos, etc.)

### WAYS FOR USERS TO GET PODCASTS

There are two ways for users to obtain Podcasts: Push and Pull

- Pull Podcasts are manually located and downloaded by the user, at a time of their choosing. The user may store them on his or her computer, or transfer them to a portable playback device (ex. iPod).



General Podcast Logo



Audio Podcast Logo

- ❑ Push Podcasts are subscribed to by audiences using a podcast application (ex. iTunes). The software application automatically checks for recent podcast publications and automatically downloads them to the subscriber's computer. When the subscriber connects his or her portable device to the computer, the software automatically transfers the podcasts to the user's portable device. Some subscription podcasts are free (ex. Rolling Stone, CNN), some are paid (ex. New York Times, Dow Jones)

## POPULAR PODCAST PLAYER DEVICES

- ❑ Apple iPods
- ❑ Apple iPhones
- ❑ Microsoft Zune Players
- ❑ Sony Play Station Portable (PSP)
- ❑ Cell Phones (file compatibility varies)
- ❑ AppleTV and other digital home viewing devices

## FILE FORMATS FOR PODCASTS

- ❑ Text Podcasts are saved in a PDF (Adobe Portable Document Format). Using PDF's ensure that the content will be presented as the publisher intended. Images, hyperlinks and font styles will be embedded directly into the PDF file. The PDF file also adds many viewing options, such as zooming in and out, as well as tabbed multipage navigation. Viewing a PDF requires the free Adobe Acrobat Reader, commonly preinstalled on all consumer computers.
- ❑ Audio Podcasts are saved in a MP3 format. The MP3 audio format is the most widely supported audio format in the world.
- ❑ Video Podcasts are saved in a specific type of MP4 format, the H.264 codec. The H.264 specifications permit seamless integration of your podcast videos with the iTunes Music Store, iTunesU, iPods, iTouch, and iPhones.

## ALTERNATIVES

- ❑ Web Video meant to be played in a browser. Examples include YouTube (.flv Flash video files) and Google Video (.flv, .mov, .mpg, and .mp4).

## FURTHER SUPPORT

Further documentation and support for Podcasting:

Apple's official Podcasting page: <http://www.apple.com/itunes/store/podcasts.html>

Download iTunes software: <http://www.apple.com/itunes/download/>

History of Podcasting and further definitions: <http://en.wikipedia.org/wiki/Podcasting>

Using Podcasting in Education: <http://www.apple.com/education/resources/podcastingvideos/>