

Podcasting and Internet Radio

Broadcasting for the people

Presented in Fall 2006 by Cindy Fisher and Ben Florin, GSLIS Technology Group

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Simmons College GSLIS Technology Group*

Jodi Schneider
ASIS&T, Simmons College Chapter

October 24, 2006



So what's wrong with radio?

- Entry barriers
 - Expensive
 - Lots of red tape
- Limited audience
 - Geographically
 - Organizationally (networks or satellites!)
- Fixed schedule – no time shifting
- Reception
 - doesn't work on the T!



What is a podcast?

- A podcast is an MP3 file with a component (RSS feed) that allows updates (or episodes) to be downloaded to your computer
- Not just for iPods!
 - Play on your computer
 - Play on a variety of other portable devices
 - Anything that can play an MP3 music file



Podcasting vs. Internet Radio

- | | |
|---|--|
| <ul style="list-style-type: none">• Podcasting<ul style="list-style-type: none">• Pre-recorded• Subscriptions (RSS)• File downloaded to PC<ul style="list-style-type: none">• Can download and listen offline• Easily loaded on portable players | <ul style="list-style-type: none">• Internet Radio<ul style="list-style-type: none">• Live or Pre-Recorded• "Streaming"<ul style="list-style-type: none">• Must be connected to net while listening |
|---|--|



Podcasting: What's the big deal?



- Anyone can be create a program to listen to
- It's relatively cheap
 - Most programs to edit your podcast are free, like Audacity
 - Storage, bandwidth is where most of the cost would lie
- Schedule-free // On demand

What's a podcast good for?

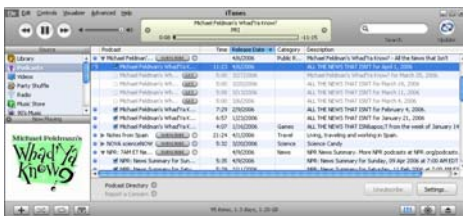


- Low-budget broadcasting
- Organizations can put content online that would not be viable on the radio
 - Lectures
 - Seminars
 - Conference Calls
 - Interviews
 - Live music
 - Software demos
 - Tours
 - Weekly updates

Time Shifting



- Podcast users don't have to listen at a particular time
- Podcasting is like a Tivo for your computer or portable device




Narrowcasting



- No matter how obscure, someone somewhere probably shares your interest
- <http://www.petfishtalk.com>

The Hosts



The Bailey Brothers, with Nevin on the left and Tom on the right, have been partners in the tropical fish business for more than 35 years.

Since June of 2002 they have been the hosts of Pet Fish Talk, a weekly internet talk show about keeping pet fish in aquariums, fish bowls, and ponds.

Some Numbers on Podcasting

- Pew survey – released March 2005
 - More than 22 million adults own iPods or MP3 players
 - 29% of them have downloaded podcasts from the Web so that they could listen to them at the time of their choosing
 - Amounts to 6 million adults who have tried this emerging technology

Source: Pew Internet & American Life Project, April, 2005
http://www.pewinternet.org/PPP/PR154/report_display.asp

More numbers on Podcasting

- Forrester survey – released April 2006
 - 1% of online households regularly download and listen to podcasts
 - “Forrester projects that just 700,000 households in the US in 2006 will use podcasting, and that it will grow to 12.3 million households in the US by 2010”
 - “[W]e expect MP3 adoption to be almost 11 million households in the US this year, and grow to 34.5 million households by 2010”

Source: Forrester Research, April 2006
http://blogs.forrester.com/charlene/2006/04/forrester_podca_1.html

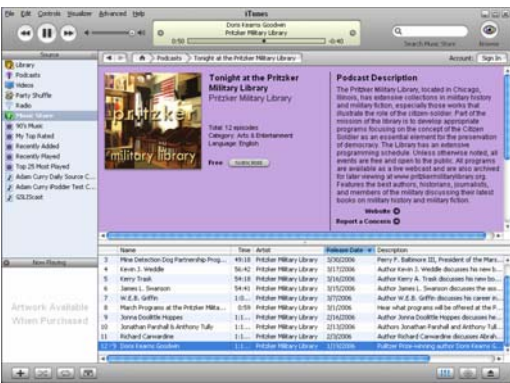
Podcasting in Libraries

- Useful for
 - Updating patrons on library happenings
 - Library tours
 - New additions to the collection
 - Recorded readings and programs at the library

CPL Podcast

The screenshot shows the Cheshire Public Library website. The main navigation bar includes links for Catalog, Your Account, and Renew/Due Dates. Below this, there are tabs for Using the Library, About the Library, Events, Databases and Links, Books and Reading, Kids, and Teens. The 'CPL Podcast' section is highlighted, featuring a 'To Listen:' section with instructions: 'Check the episodes out on CD at the library', 'Join the current episode (downloading)', 'Listen or subscribe through our feed', and 'Listen or subscribe through the iTunes music store'. There is also a 'To Contribute:' section with instructions: 'SUBMIT NEWS items can be found in the teen area of the public library, and in the media center & in the front main office of Cheshire High School. We accept club time'.

Library Outreach!



Subscribing to a podcast

- Tells computer to download new episodes automatically
- You can also download individual episodes
- Websites label subscription links differently – can be confusing

“Podcatchers”

<http://www.podcatchermatrix.org>



Finding podcasts: iTunes



Finding podcasts: iTunes



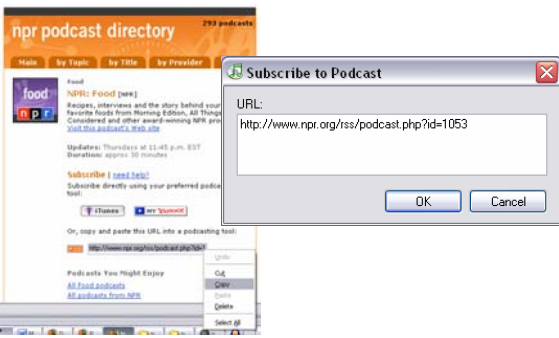
Subscribing: iTunes

- Method 1: Locate through iTunes music store

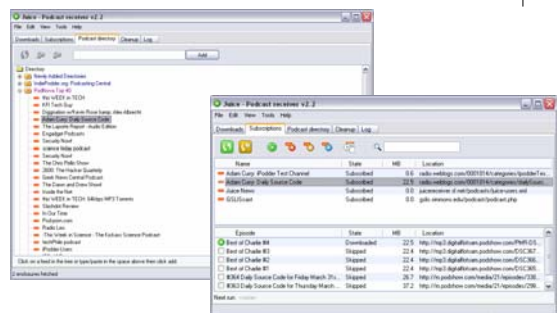


Subscribing: iTunes

Method 2: Subscribe using URL



Subscribing: Juice



Under the hood...

- What does a feed actually look like?
 - You don't need to know, but...



RSS

- Method for computers to tell other computers about content they have available
- In addition to Podcasting, commonly used for news feeds, blogs, etc.



```
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Scared yet?

- Don't be...



view-source: http://www.djsteveboy.com/audio/podrunner-and-1.0.dtd

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<description>Non-stop, high-energy dance-music mixes to help you
groove while you move</description>
<link>http://www.djsteveboy.com/link</link>
<language>en-us</language>
<copyright>Songs copyright the respective artists. All other
material copyright 2006 Steve Boyett</copyright>
<lastBuildDate>Fri, 31 Mar 2006 05:00:00 -0800</lastBuildDate>
<pubDate>Sat, 25 Feb 2006 05:00:00 -0800</pubDate>
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<author>dj steveboy</author>
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Customer Reviews

Name	Time	Artist	Release Date	Description
1	0:00:00	1:11	0:00:00	...
2	Ramy Day Run - 1:45 BPM	1:11	0:00:00	...
3	Enation in Motion - 1:55 BPM	1:11	0:00:00	...
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view source: Source of: http://www.djsteveboy.com/audio/podrunner.m4a - It...

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<title>joggernaut - 170 BPM</title>
<itunes:author> steveboy/itunes:author
<itunes:title>If this don't make yo booty move, yo booty must be dead</itunes:title>
<itunes:summary>joggernaut - 170 BPM (Podrunner 6)
Ohay, yo emdolphin comboys, here's a relentless slab of fast-paced fury. (Can you tell I need to write ad copy?) I think you could knock down walls with this mix.

For those who've been wondering, the plan is to establish a foundation of BPMs from 130-180. To establish a solid baseline, I need to put up a 130 and a 160 bpm. After that I'll begin nudging them upward for those who want to start shaving time on their runs or kick up their workout a notch. I'll break that up with new mixes as the "foundation" base for those who are starting to get sick of it. I'll be...> Podcast Description
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Webster
Report a Content
Customer Reviews
See All

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Webster

Report a Content

Customer Reviews

See All

Name	Year	Artist	Release Date	Description		
15. Frodlog - Voodoo People (Bait)	1.0.0	8 #Monday	3/10/2006	...and in the tempo of a...		
16. Factory Six - Song For Shelter	2	Ruby Day Run - 145 BPM	1.0.0	8 #Monday	3/10/2006	...and in the tempo of a...
17. Factory Six - Song For Shelter	2	Emotion in Motion - 155 BPM	1.1.1	8 #Monday	3/10/2006	...and in the tempo of a...
18. Factory Six - Song For Shelter	2	Bait - 135 BPM	5/10/05	8 #Monday	3/10/2006	...and in the tempo of a...

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RSS: Enclosures

- Enclosure tags
 - Basis of podcasting
 - Allows reference to outside content

```

<enclosure
url="http://media.libsyn.com/media/steveboy/joggernaut_170bpm.mp3"
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```

Becoming a podcaster

- Create an audio file
- Upload it to a web server
- Create a feed

Tools - Audacity

- Free cross-platform audio editor



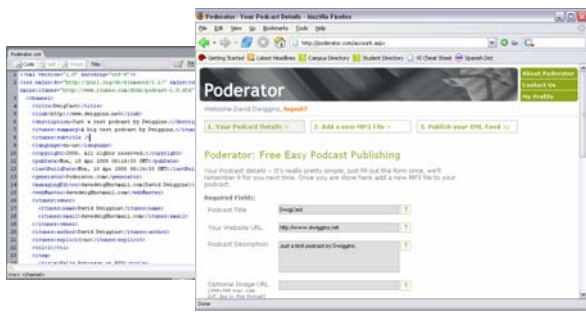
Tools - Garage Band

- On all new macs, including those in lab
- Latest version includes enhanced features for Podcasting



Tools – Feed Creation

- Variety of tools, for example:



Issues: Copyright

- Very confusing – law has not caught up with technology
- Podcasters who want to license music legally can't figure out how to do it. (Performance license? Mechanical license?)
- “Podsafe” music: a partial solution

Issues



- Stale Content
 - Podcasting is hard work!
 - Many podcasts have been “abandoned in place.”
- Metrics
 - Podcasts are often downloaded automatically, so it’s hard to tell how many are actually listened to.

Issues



- Accessibility: if content is exclusively available via Podcast...
 - What about deaf and hard of hearing users?
 - Transcription?
 - Abstracting/related content
 - What about those with limited access to the technology?
 - Role for libraries!

The future: video



- With introduction of video iPods and other more sophisticated devices, we are starting to see development of video podcasts, or “vodcasting”

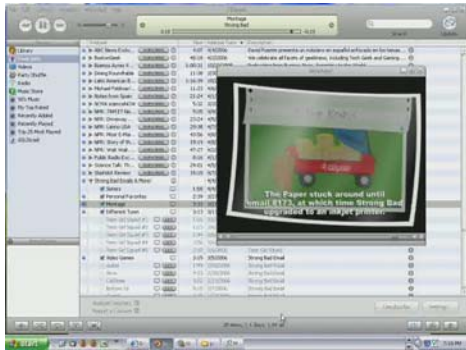
Video is getting easier!



- Cheaper, easier hardware
 - Low cost MiniDV camcorders
 - Cameras and phones with video capability
- Software practically free
 - Windows Movie Maker
 - iMovie
- Distribution sites
 - <http://video.google.com/>
 - <http://www.youtube.com/>
- Podcasting can be another powerful distribution tool



Strong Bad E-Mails



Harvard Computer Science E1



The future: video

- Issues
 - Video is more difficult to produce
 - Podcasts are relatively low quality
- But...
 - Convergence is coming!
 - Should Comcast be worried?

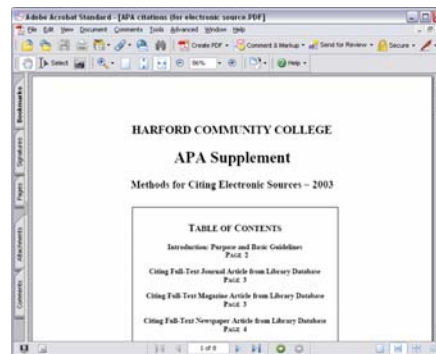
The future: other content?

- Podcasting can theoretically work with any type of digital content
 - Such as a powerpoint for a lecture series

HCC Library podcast



HCC Library podcast



Podcasting resources

- Sue Russell's Podcasting Page
 - <http://web.simmons.edu/~russells/podcasting.htm>
- BU Podcast Academy
 - <http://www.bu.edu/com/podcast/>



Internet Radio

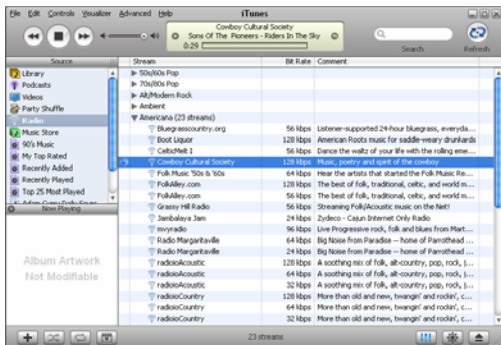
- Who does it?
 - A majority of traditional radio stations now offer live streams
 - Non-traditional broadcasters have also taken advantage of this technology

Internet Radio

- Greater penetration than podcasting
- Closer to traditional radio = fewer legal issues
- Generally more complex to produce because broadcasts are often sent out in realtime

Finding Internet Radio

iTunes



Live365.com



Windows Media/MSN



Radio station sites



Other sites:

- Directories
 - <http://www.replaymediaguide.com/>
 - <http://www.radio-locator.com/>
- Social Networking/Radio
 - <http://www.last.fm/>



Producing Internet Radio

- Services are available to help



Live vs. Canned

- Some feeds are actually live
- Others are made up of pre-defined playlists that are streamed when a user requests them.



Internet Radio Issues

- Dueling sites & standards
 - Microsoft - Windows Media
 - Apple - iTunes/Quicktime
 - Real – RealMedia
 - Streaming MP3 (Shoutcast, others)
- Inability to timeshift
- Requires active Internet connection



Podcasting and Internet Radio

Broadcasting for the people

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April 11, 2006

