

## What is the Podcasting?

A large number of people are discussing podcasting, what the word means, what it is, what it will be, and how it will impact the future. But there is one thing that is clear, it will be significant in the future, and that future is now. While the definition of the word podcast is currently in flux, the meaning that we believe will stick is "Podcasting is the use of RSS and other syndication technologies for distributing media content often for mobile or personal entertainment devices."

### The "Other" Definitions

While all being very similar most of the published definitions lack the broad scope of the current usage, changes and adoption patterns of new users to podcasting. Lets review the Oxford and wikipedia definitions.

The Oxford University Press defines a podcast as "a digital recording of a radio broadcast or similar program, made available on the Internet for downloading to a personal audio player." While the Oxford definition would be considered incorrect by many podcasters, it reflects common usage without being overly technical. The wikipedia defines podcasting as "Podcasting is a term coined when the use of RSS and other syndication technologies became popular for distributing audio content for mobile devices. Today podcasting is a more generic term that is evolving as people understand what it means. A podcast is simply a web feed of audio files (although increasingly people are applying the term to video and other media) that is placed on the Internet for anyone to download. It's usually possible to download the files directly from the website, just as one would normally do; however, special programs called podcatchers exist that let users subscribe to podcasts in order to automatically download and store the media files for later playback.

### Adoption, Usage and Vision for Podcasting

As Tivo has revolutionized the concept of "Time Shift Television"; PodCasting is revolutionizing "Time Shifted Media." That "media" currently encompasses a variety of entertainment and educational resources. Due to the simplicity of creation, and a changing attitude toward the consumption of content, small independent content producers can create and distribute their own content. The content is generally measured on relevancy for the purpose rather than it's refined sterility and polish. If a presenter makes a mistake it is quite common for the presenter to continue rather than rewind and re-record. This human element and change in the presentation expectations is increasing the amount of available content, and further making content more narrowly focused. Since consumers of specialty content can subscribe to the most current content, it is reasonable to expect that personalized content can be delivered directly to an end users media device with content personally tailored to the user.

What happens when instead of skimming "The Newspaper" your morning news source is a custom multimedia magazine filling you in with headline news collected and summarized from a variety of sources, and ground together to highlight the information that is important to you based on your profile while skipping the information that you would ignore anyway. Imagine if that content was presented to you by your favorite "Automated Radio Style Personality" which automatically delivers "Your Personal Morning News." Can you imagine how that would change your morning commute?

Now that the 21st century walkman style device is not radio or tape based, but is a digital device connected to a next generation communications infrastructure that has the ability to collect, inspect and aggregate content, it may not be long before you have either the audio or video version of the morning news on your mobile device. Podcasting is automatically getting the content you want to be consumed when and how you want it.

## About Podkey Solutions

The founders of PodKey Solutions are visionaries committed to understanding and leading the future. The PodKey Team is made up of significant contributors to the Internet 1.0 and will help innovative thinkers and leaders take advantage of the Internet 2.0 opportunities. Podkey Solutions is made up of a group of individuals working toward delivering technologies and services in a just in time manner to those ready to capitalize on the future.

### Use Podkey Solutions to Simplifying RSS and Internet 2.0

PodKey 1.0 is a service that makes accessing digital media (podcasts, video-blogs, etc) simple. Podkey 1.0 replaces complex RSS URLs with simple names and phrases by linking keywords (with phonetic matching for those who aren't perfect spellers) to specific podcasts streams, individual shows and specific content within a given show.

Now with just one word or phrase ("Linux," "baseball history," "Poker," etc.) registered feeds and podcast segments can be found and subscribed to in any of the most popular podcast aggregators (iTunes, Yahoo, Google, Pluck, etc).

### Use Podkey Solutions Enhance your Internet 2.0 Presence

Podkey Solutions makes it possible to manage how people find you, what images and ideas are associated with your brand or offerings, and to pro actively interact with your industries most prominent e-influences.

### Podkey Solutions for Internet 2.0 and Brand Extension

New Media channels like iTunes, Audible and Yahoo Podcasts are valuable networks. The question is, how can marketers simply leverage those channels to extend their brand?

### Podkey Solutions for Internet 2.0 simplicity

Instant Solutions for delivering your message to Internet 2.0 early adopters are readily available today. Take advantage of new ways to communicate with customers on New Media channels like iTunes, Audible and Yahoo Podcasts.

### Podkey Solutions Contact Information

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