

Podcasting and you.



# Kick Start Podcasting in Malaysia

Podcasting and You. Listen. Subscribe. Create.

# Introduction

# John Ong

my podcast background



# Ongline Podcast



# Penang Hokkien Podcast

A little about you

Have you heard of  
podcasting?



From where?

What do you listen to?

# What we'll discuss

- What is podcasting?
- How does it work?
- iTunes & Podcasting
- Create your own

# What is podcasting?

# Wiki Definition

Podcast – Wikipedia, the free encyclopedia

W http://en.wikipedia.org/wiki/Podcast

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## Podcast

From Wikipedia, the free encyclopedia

A **podcast** is a media file that is distributed by subscription (paid or unpaid) over the Internet using **syndication feeds**, for playback on mobile devices and **personal computers**.<sup>[1]</sup> Like 'radio', it can mean both the content and the method of syndication. The latter may also be termed **podcasting**. The **host** or **author** of a podcast is often called a **podcaster**. The term "podcast" is derived from **Apple's** portable music player, the **iPod**. However, known **synonyms** for the word *pod* are capsule, case, container, hull, husk, shell, and vessel.<sup>[2]</sup> A pod refers to a container of some sort and the idea of **broadcasting** to a container or *pod* correctly describes the process of podcasting.<sup>[3]</sup> More about the name itself can be found in the **History of podcasting** article.

Though podcasters' web sites may also offer direct **download** or **streaming** of their content, a podcast is distinguished from other digital audio formats by its ability to be downloaded automatically, using software capable of reading feed formats such as **RSS** or **Atom**.

### Contents [hide]

- 1 History
- 2 Mechanics
- 3 Other uses
- 4 See also
  - 4.1 General podcasting community
  - 4.2 Podcasting distribution networks
  - 4.3 Audio podcasting
  - 4.4 Video image podcasting



An orange square with waves was introduced by Mozilla Firefox to indicate that an **RSS feed** is present on a webpage. By mutual agreement, the same icon has also been adopted by Microsoft Internet Explorer and Opera.

WIKIPEDIA  
The Free Encyclopedia

navigation

- Main page
- Community portal
- Featured content
- Current events
- Recent changes
- Random article
- About Wikipedia
- Contact us
- Make a donation
- Help

search

Go Search

toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link
- Cite this article

# Wiki Definition

A podcast is a media file that is distributed by **subscription** (paid or unpaid) over the **Internet** using **syndication feeds**, for playback on mobile devices and personal computers. Like *radio*, it can mean both the content and the method of syndication. The latter may also be termed **podcasting**. The host or author of a podcast is often called a podcaster. The term *podcast* is derived from Apple's portable music player, the **iPod**. However, known synonyms for the word **pod** are capsule, case, container, hull, husk, shell, and vessel. A pod refers to a container of some sort and the idea of broadcasting to a container or pod correctly describes the process of podcasting.

# Wiki Definition

Though podcasters' web sites may also offer **direct download** or **streaming** of their content, a podcast is distinguished from other digital audio formats by its ability to be **downloaded automatically**, using software capable of reading feed formats such as **RSS** or Atom.

# Podcast vs Streaming



# Subscription



RSS feed

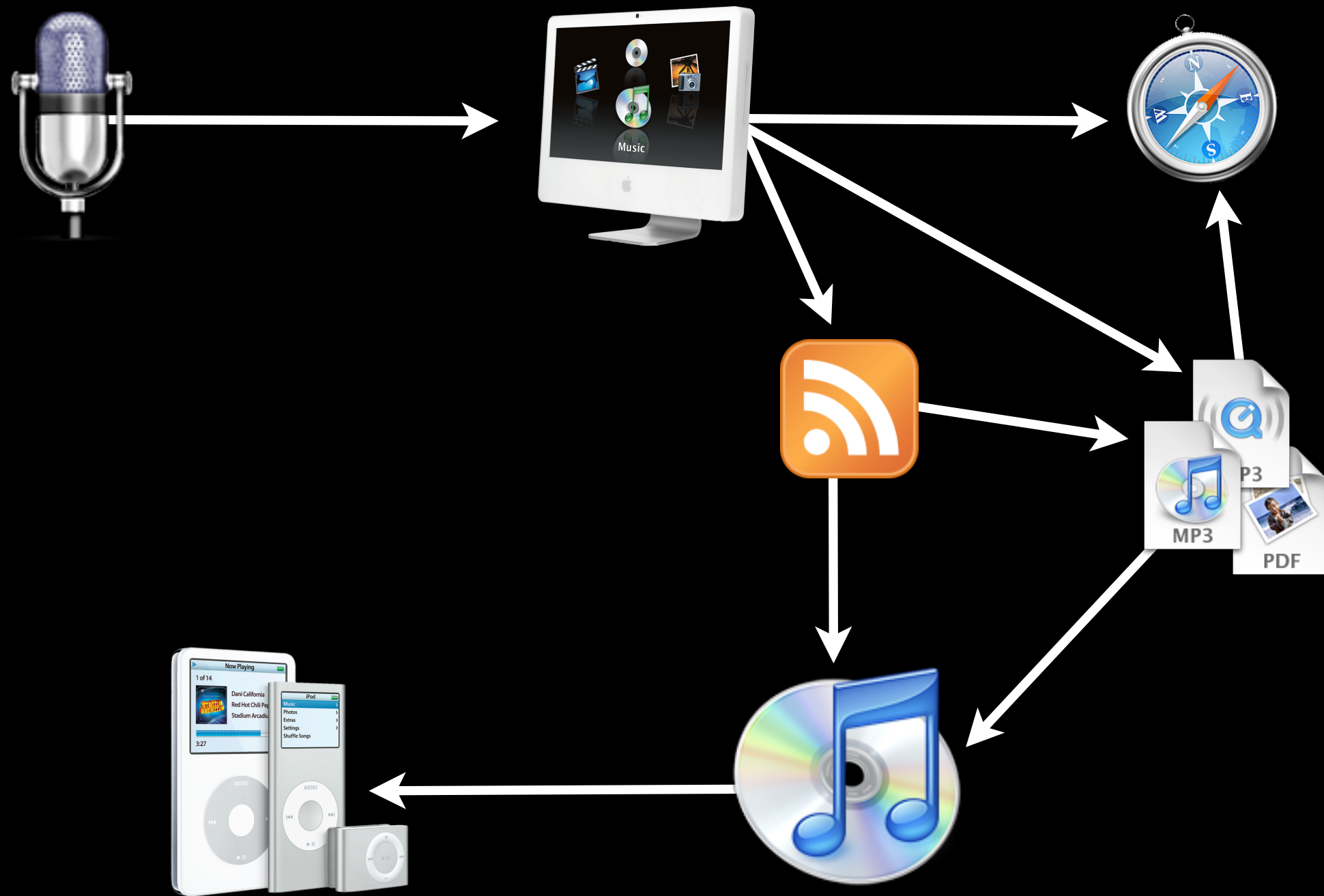
**R**really **S**imple **S**yndication

# Enclosures

# Road Map

# Diagram of delivery

# Podcast from me to you



# Do I need an iPod?



# iTunes and podcasting

browse for podcasts  
subscribe



# iTunes Demo

# Other podcatchers



**NEWSFIRE**



# List from PodcastingNews.com

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19 - 20 March 2007, London, UK

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## Podcasting News

Newsfeed: [XML](#)

### [Can Microsoft Kill iPhone With Zune's Phone Music Sharing?](#)

February 9th, 2007

[MarketWatch](#) reports that Microsoft submitted a filing Monday to the Federal Communications Commission that suggests the company will soon be adding phone service to its line of Zune portable media players.



According to the filing, Microsoft and other firms will submit for the agency's approval a prototype of a wireless device that could be used to talk over the Internet. Apple Inc. made a similar filing, although chose a different technology, in advance of announcing its iPhone in January.

In the filing, Microsoft describes a wireless device that

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[Podcast Directory Index](#)

## Podcasting Forum

Newsfeed: [XML](#)

Ads by Google

**Podcasts for Nonprofits**  
Mission-Based Management Podcasts from Peter Brinckerhoff  
[www.missionbased.com](#)

**BETT Innovation winner**  
Schools web radio network Find out more at BETT stand B75  
[www.radiowaves.co.uk](#)

**Sales Management Programs**  
& Sales Manager training workshops by an International sales mentor.  
[www.topgunba.com/sale](#)

**Copy your iPod music**  
Transfer songs from your iPod or iPod Mini to your

27

Create your own

Web

Feed

Media Hosting

# Web: Blogger

Blogger: Create your Blog Now -- FREE

http://www.blogger.com/start

Google

## Blogger™

Sign in to use Blogger  
But first, where do you blog?

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Using your  
Google account

[Old Blogger](#)  
Using your  
Blogger account

 **Check out the new Blogger!**

We're out of beta and ready to go.  
There's new stuff like labels, drag-and-drop template editing,  
and privacy controls. [Take a tour](#)

We're already moving some lucky people, but you can cut the  
line and switch now. New accounts get the new Blogger, of  
course.

**SWITCH NOW**

Need more info? See our [help with switching](#) guide.

**What's a blog?** **TAKE A QUICK TOUR**

 **Publish thoughts**

 **Get feedback**

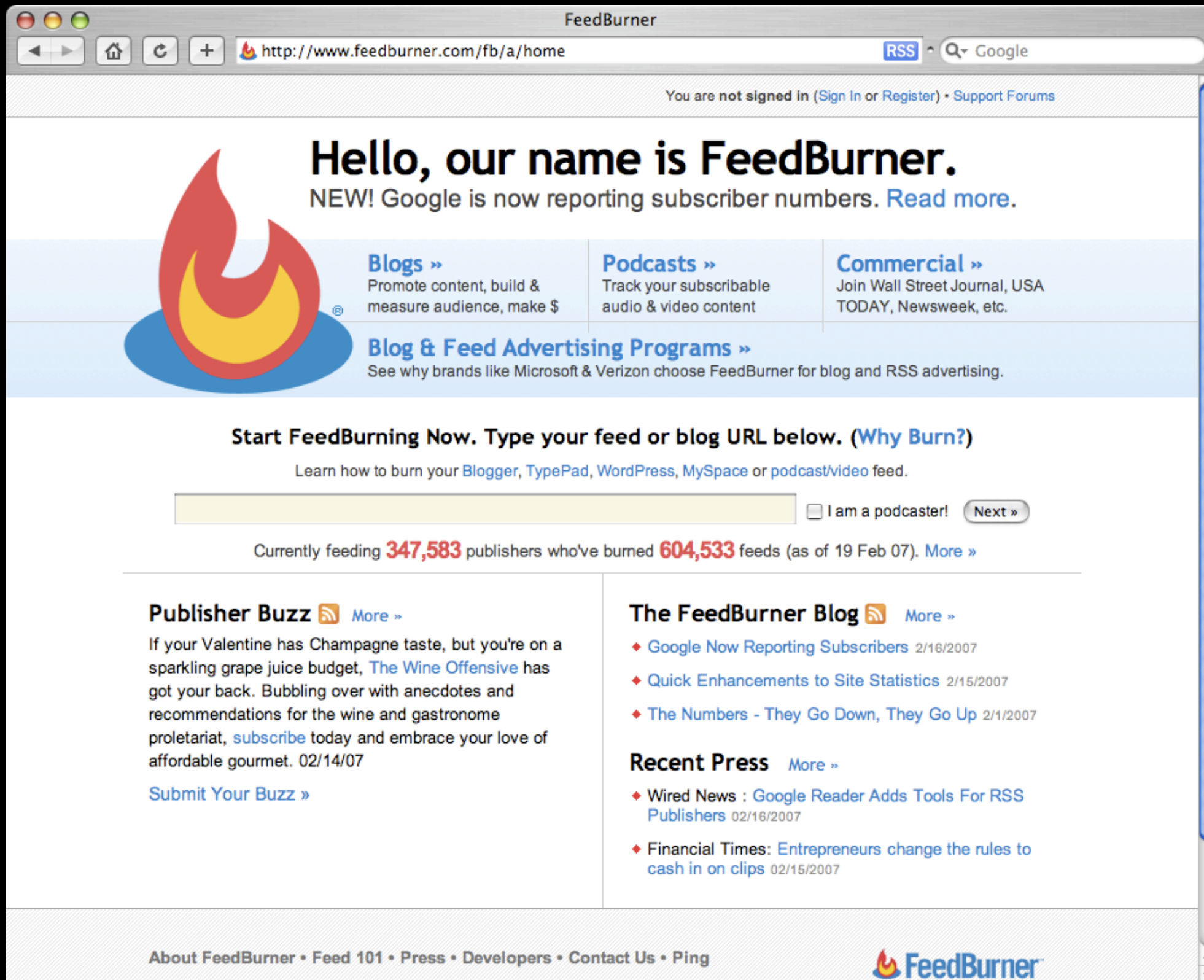
 **Post photos**

 **Go mobile**

**Create a blog in 3 easy steps:**

- 1 Create an account
- 2 Name your blog
- 3 Choose a template

# Feed: Feedburner



The screenshot shows the FeedBurner homepage in a web browser window. The browser's address bar displays 'http://www.feedburner.com/fb/a/home'. The page features a large flame logo on the left and a main heading 'Hello, our name is FeedBurner.' followed by a subheading 'NEW! Google is now reporting subscriber numbers. Read more.' Below this, there are three columns of links: 'Blogs >' (Promote content, build & measure audience, make \$), 'Podcasts >' (Track your subscribable audio & video content), and 'Commercial >' (Join Wall Street Journal, USA TODAY, Newsweek, etc.). A fourth link, 'Blog & Feed Advertising Programs >', is positioned below the first two columns. The central section prompts users to 'Start FeedBurning Now. Type your feed or blog URL below. (Why Burn?)' and includes a text input field, a checkbox for 'I am a podcaster!', and a 'Next >' button. Below the input field, it states 'Currently feeding 347,583 publishers who've burned 604,533 feeds (as of 19 Feb 07). More >'. The bottom section is divided into two columns: 'Publisher Buzz' with a paragraph about 'The Wine Offensive' and a 'Submit Your Buzz >' link, and 'The FeedBurner Blog' with a list of recent posts including 'Google Now Reporting Subscribers' and 'Quick Enhancements to Site Statistics'. A 'Recent Press' section is also present with links to 'Wired News' and 'Financial Times'. The footer contains navigation links: 'About FeedBurner • Feed 101 • Press • Developers • Contact Us • Ping' and the FeedBurner logo.

FeedBurner

http://www.feedburner.com/fb/a/home

RSS Google

You are not signed in ([Sign In](#) or [Register](#)) • [Support Forums](#)

## Hello, our name is FeedBurner.

NEW! Google is now reporting subscriber numbers. [Read more.](#)

**Blogs >**  
Promote content, build & measure audience, make \$

**Podcasts >**  
Track your subscribable audio & video content

**Commercial >**  
Join Wall Street Journal, USA TODAY, Newsweek, etc.

**Blog & Feed Advertising Programs >**  
See why brands like Microsoft & Verizon choose FeedBurner for blog and RSS advertising.

**Start FeedBurning Now. Type your feed or blog URL below. (Why Burn?)**

Learn how to burn your [Blogger](#), [TypePad](#), [WordPress](#), [MySpace](#) or [podcast/video](#) feed.

☐ I am a podcaster! [Next >](#)

Currently feeding **347,583** publishers who've burned **604,533** feeds (as of 19 Feb 07). [More >](#)

### Publisher Buzz [More >](#)

If your Valentine has Champagne taste, but you're on a sparkling grape juice budget, [The Wine Offensive](#) has got your back. Bubbling over with anecdotes and recommendations for the wine and gastronomie proletariat, [subscribe](#) today and embrace your love of affordable gourmet. 02/14/07

[Submit Your Buzz >](#)


### The FeedBurner Blog [More >](#)

- ♦ [Google Now Reporting Subscribers](#) 2/16/2007
- ♦ [Quick Enhancements to Site Statistics](#) 2/15/2007
- ♦ [The Numbers - They Go Down, They Go Up](#) 2/1/2007

### Recent Press [More >](#)

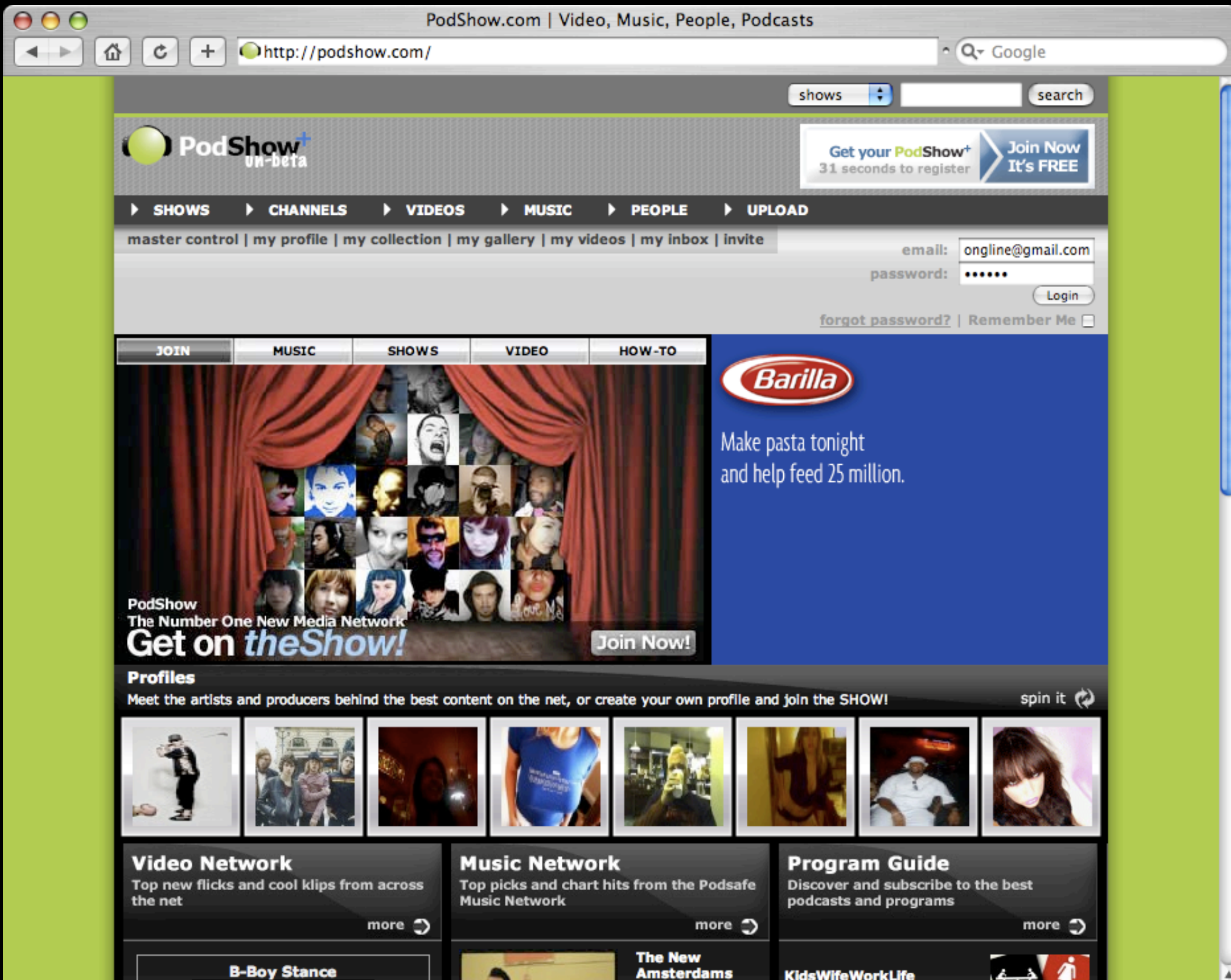
- ♦ [Wired News : Google Reader Adds Tools For RSS Publishers](#) 02/16/2007
- ♦ [Financial Times: Entrepreneurs change the rules to cash in on clips](#) 02/15/2007

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 FeedBurner



# Media Hosting: Podshow





# Podcast resources

- [PodcastingNews.com](http://PodcastingNews.com)
- [Podcast411.com](http://Podcast411.com)
- [Blogger.com](http://Blogger.com)
- [FeedBurner.com](http://FeedBurner.com)
- [Podshow.com](http://Podshow.com)
- [Archive.org](http://Archive.org)



# Podcast with a Mac

- GarageBand
- iWeb
- .Mac
- Local  Reseller



# Learn from CG Computers' Workshops

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Feed

Media Hosting

# Podcast Evangelists

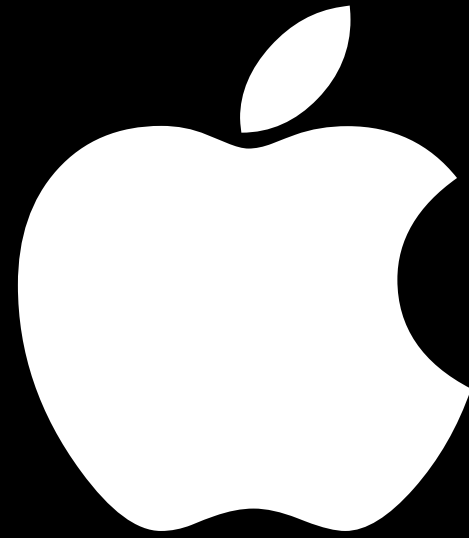
Podcasting is YOU

Thank You.

Ice Ice Baby  
RM20 per pax



See you tonight.



Podcasting & You.  
Thank you for coming.  
Thanks CG Computers.