

# Global Digital Publishing

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# Session Contents

- ✦ What is a Podcast?
  - ✦ The technology and terminology
- ✦ Why publish digital content?
  - ✦ The benefits to the consumer & producer
  - ✦ Some potential applications
- ✦ How to create & publish
  - ✦ What you need - Equipment, Software, etc

# What is a Podcast?

or should we just call it digital content publishing?

# What is a Podcast?

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

Arthur Charles and Jack Schofield. "Short shrift", The Guardian, 2006-01-12.

# Media File

You can distribute:

**Audio**

**Video**

**PDF**

**Enhanced Podcasts**

Newsletters  
Marketing Information  
Sales Messages  
Product Descriptions  
Industry News  
Interviews  
Thought Leadership

Brochures  
Training  
Hints & Tips  
Guided Tours  
Conference Sessions  
White Papers  
Product Selection....



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# Distribution by Subscription

Unique Distribution Method

RSS = Real Simple Syndication

Magazine Subscription Analogy



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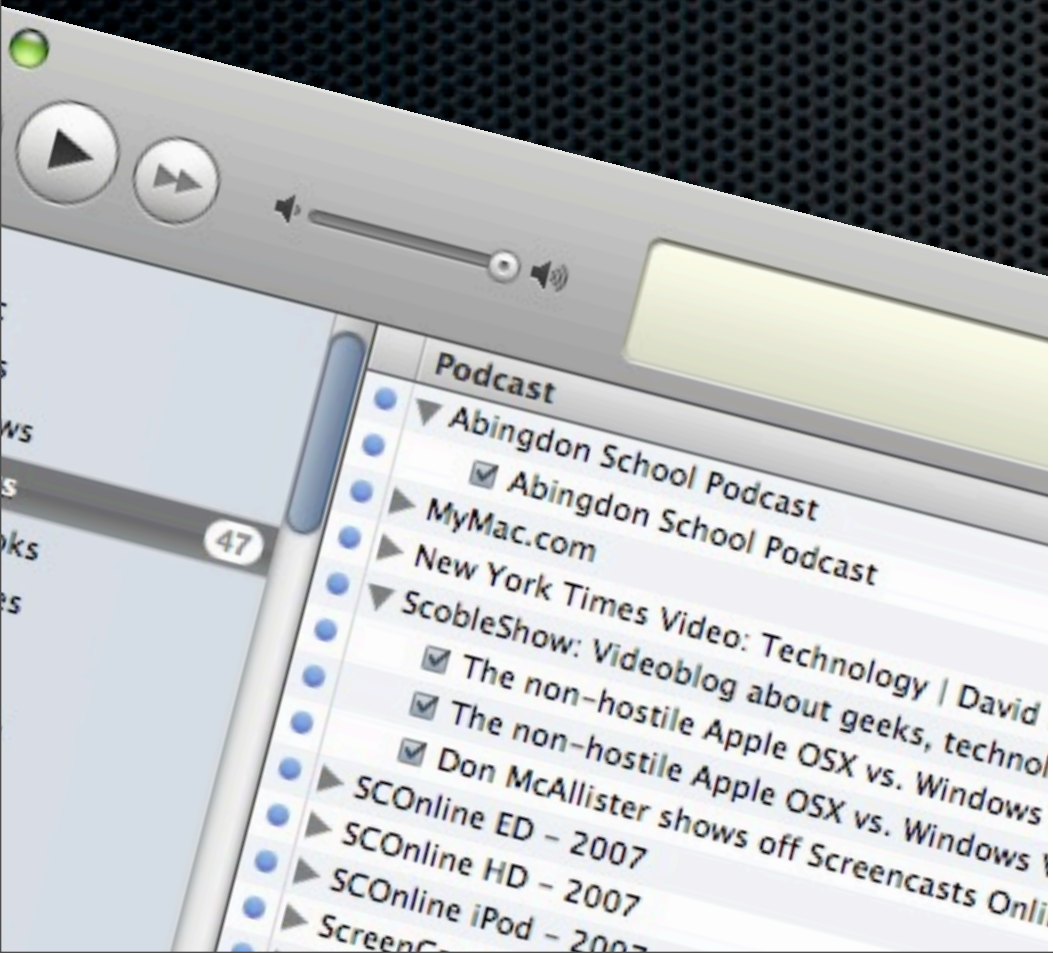
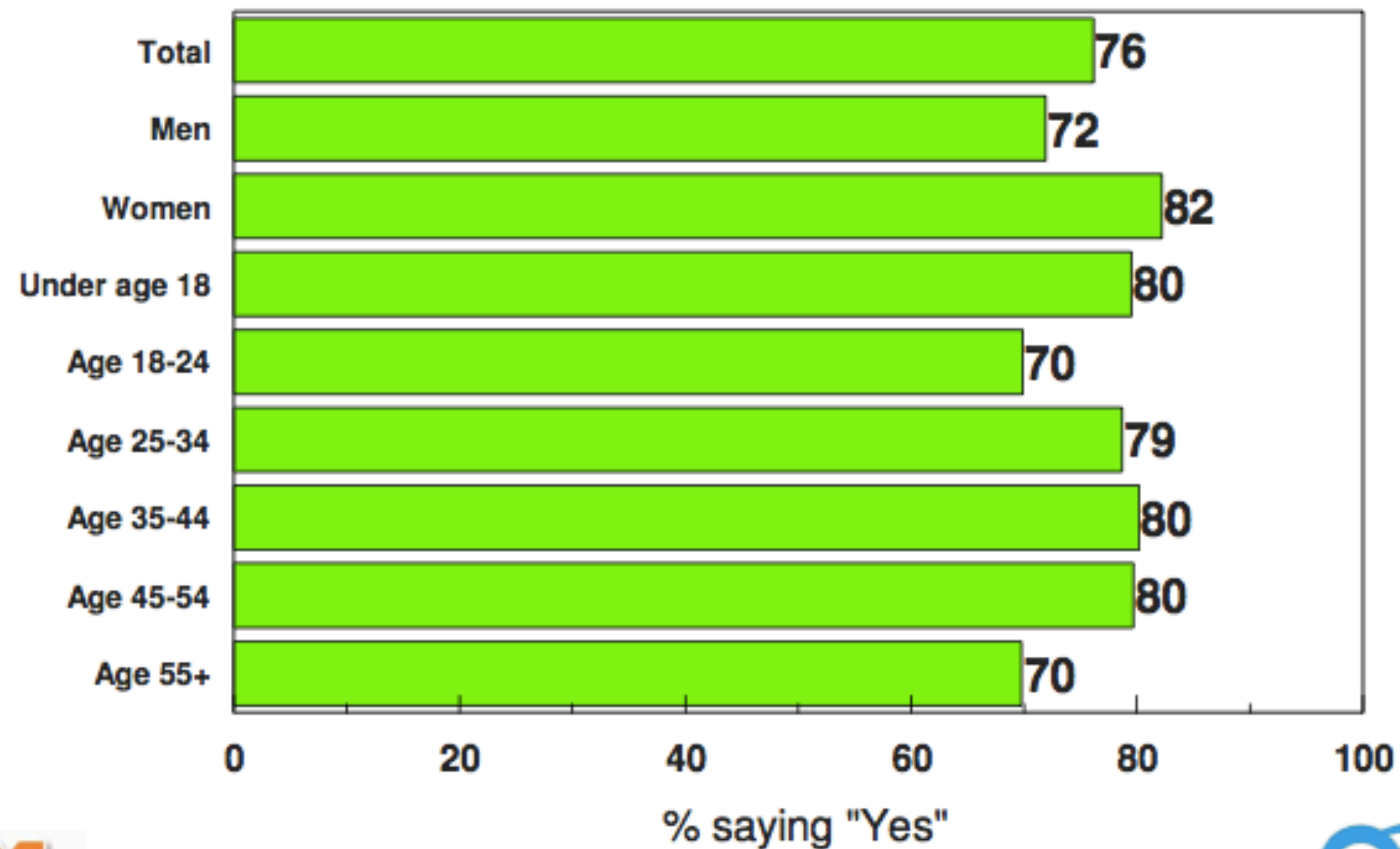


# Personal Computers



## Usage of iTunes for Podcasts

*"Do you ever use Apple iTunes to find and subscribe to audio or video podcasts?"*



# SmartPhones

## Apple iPhone - Consumers

Phone!

Audio & Video Playback

Wifi & 3G connectivity

GPS location

350,000 iPhone Apps

Audio & Video Recording

Mobile Publishing



# SmartPhones

## Apple iPhone - Entertainment



Movies

TV Shows

Music



Podcasts

# SmartPhones

## Apple iPhone - Business

Mobile Safari Browser

Business Applications

Microsoft Exchange ActiveSync

Push Email, Contacts & Cal

Remote Configuration

Remote Wipe



# SmartPhones

## Apple iPhone - Create an Application

Based on RSS feeds  
**iPhone SDK & Coding**  
Submitted to the App  
Store automatically  
Update and resubmit  
**Design by Template**

iSites Dashboard Create an app Logout GENWI Generation Wireless

ScreenCastsOnline

Content Design Creatives Monetize Publish

Header Menu

Menu

Make Default

- Most Recent
- Video Tutorials [Select content](#) | [Select favicon](#) | [Delete](#)
- All YouTube Videos [Select content](#) | [Select favicon](#) | [Delete](#)
- MacScreenCastGuy Blog [Select content](#) | [Select favicon](#) | [Delete](#)
- YT Video Comments [Select content](#) | [Select favicon](#) | [Delete](#)
- Don McAllister Twitter [Select content](#) | [Select favicon](#) | [Delete](#)
- Become a Member! [Select content](#) | [Select favicon](#) | [Delete](#)

New Label


Example: Reviews

Categories appear in the order you create them.

# SmartPhones

## Apple iPhone - Create an Application

### Pricing



<b>Basic</b>	<b>Premium</b>	<b>Pro</b>
<b>\$25/mo</b>	<b>\$49/mo</b>	<b>\$99/mo</b>
FREE 30 DAY TRIAL	Save \$100 with yearly payment.	Save \$180 with yearly payment.
<a href="#">Get Started →</a>	<a href="#">Get Started →</a>	<a href="#">Get Started →</a>
<ul style="list-style-type: none"><li>✓ App Management System</li><li>✓ Instant App for iPhone</li><li>✓ Native Android App with Self-Service Submission</li><li>✓ Update On-The-Fly</li><li>✓ Earn Revenue with Ads</li></ul>	<ul style="list-style-type: none"><li>✓ App Management System</li><li>✓ Instant App for iPhone</li><li>✓ Native iPhone App with Self-Service Submission</li><li>✓ Android Market App with Self-Service Submission</li><li>✓ Update On-The-Fly</li><li>✓ Earn Revenue with Ads</li></ul>	<ul style="list-style-type: none"><li>✓ App Management System</li><li>✓ Instant App for iPhone</li><li>✓ Native iPhone App with Full-Service Submission</li><li>✓ Android Market App with Full-Service Submission</li><li>✓ Update On-The-Fly</li><li>✓ Earn Revenue with Ads &amp; Coupons</li><li>✓ Bump n' Share</li></ul>

# iPad

## New class of device



Movies

TV Shows

Music



Podcasts

# What is a Podcast?

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**

**and TV**



# Apple TV

Bringing Digital Content into the Living Room



Movies  
TV Shows

Music



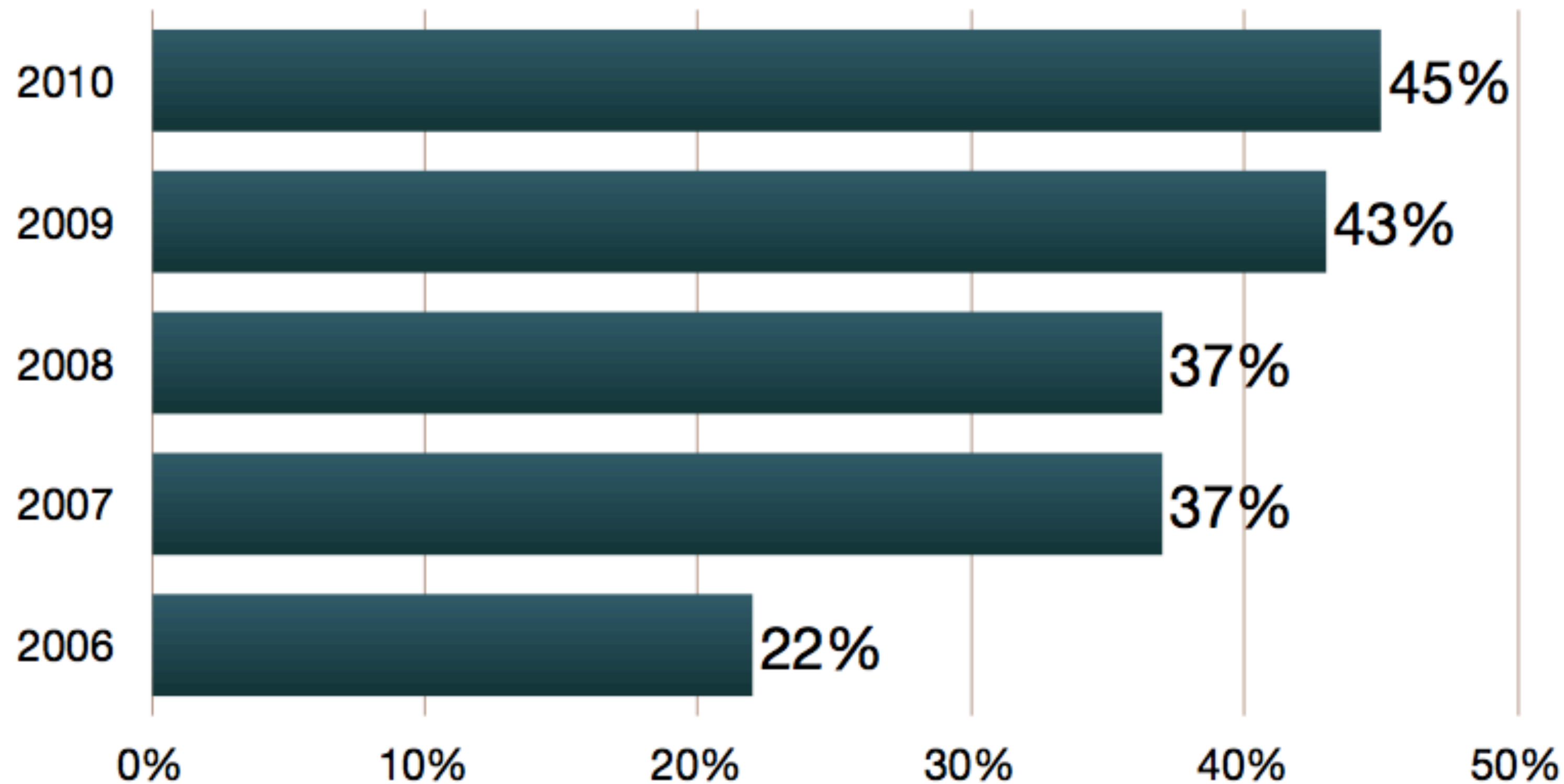
Podcasts

The all-new  tv

# Podcasting Awareness

# Awareness of Podcasting has Doubled Since 2006

*% Who Have Heard of the Term "Podcasting"*



Base: Total Population 12+



Why Publish Digital Content?

# Benefits

## The Consumer

- Tremendous choice of content - General or Niche
- Opt in to receive - they want the content
- Fresh content is pushed - no action required
- Time & Place Shifting - Puts the consumer in control

# Benefits

## The Publisher

- ✦ Low cost to set up and operate
- ✦ Targeted and receptive audience
  - ✦ They want to consume your content
  - ✦ They've opted in!
- ✦ No geographic boundaries

# Benefits

## The Publisher

- ✦ Audio/Visual medium is so much more powerful than text
- ✦ Deliver content only available in audio/video
- ✦ Increased perception of your product, service, brand or value in customers minds.
- ✦ Build a relationship

# Benefits

## Potential Applications

### **Marketing**

- Increased product visibility and brand awareness
- Product launches - Special offers
- How to guides - hints and tips

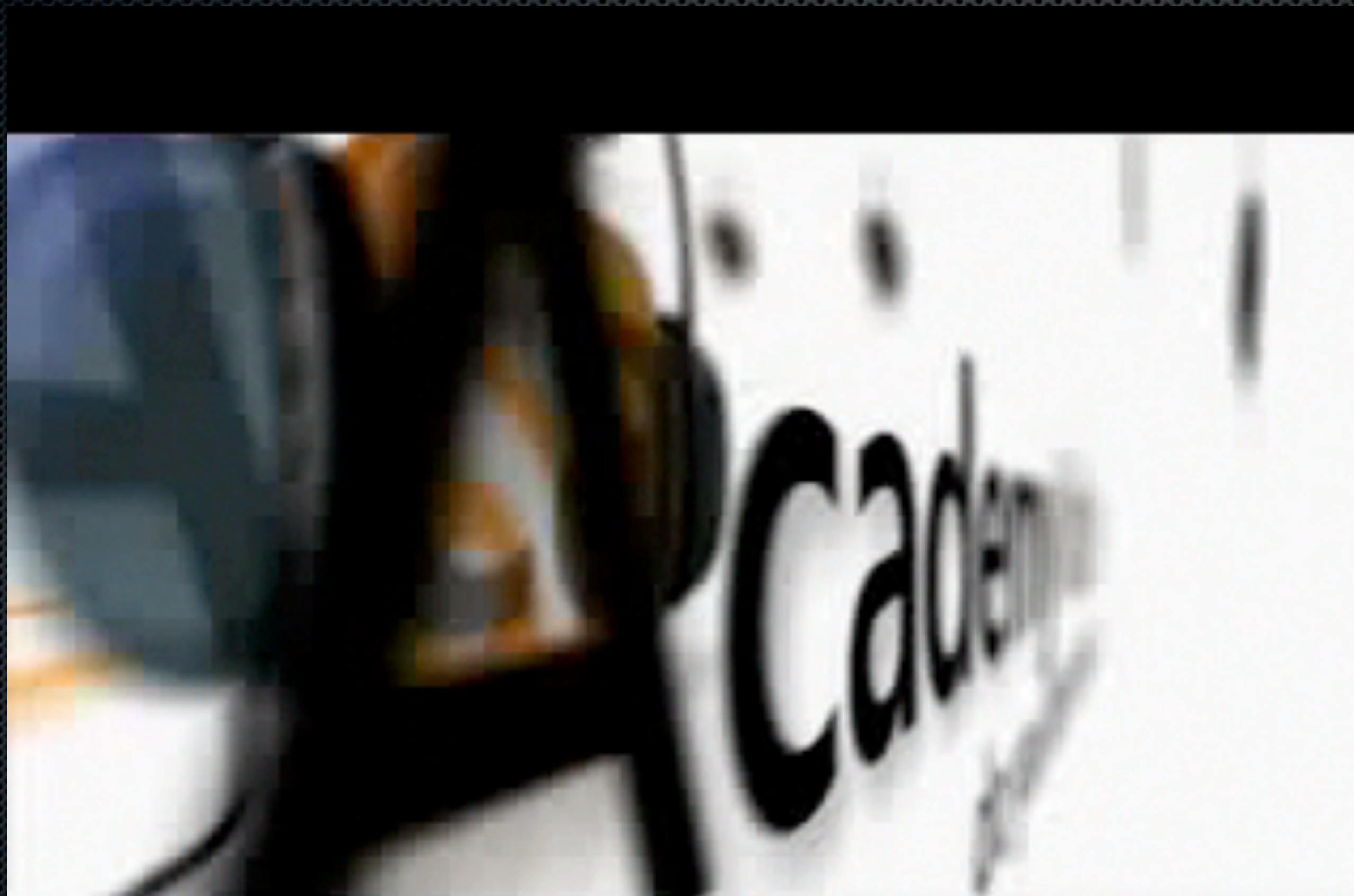
### **Customer Loyalty**

- Keep customer informed and updated
- Increase customer loyalty
- Build a relationship



# Benefits

Potential Applications



# Benefits

## Potential Applications

### **Internal Communications**

- Keep staff informed and updated
- Build motivation and belonging

### **Training**

- Tutorials and How Tos
- Distribute Process information
- Manage change
- Induction Packs/Training Libraries

# Benefits

## Potential Applications

### **Creative**

- Distribute sample work
- Announce and describe events
- Publish audio or video tours of events/workshops

### **Industry Observations**

- News of your Industry
- Comments and observations
- What's your opinion
- Panel Discussions

# Benefits

## Potential Applications

# Unlimited Potential!

Any digital content that you want to distribute at low cost to a targeted audience can be delivered via RSS

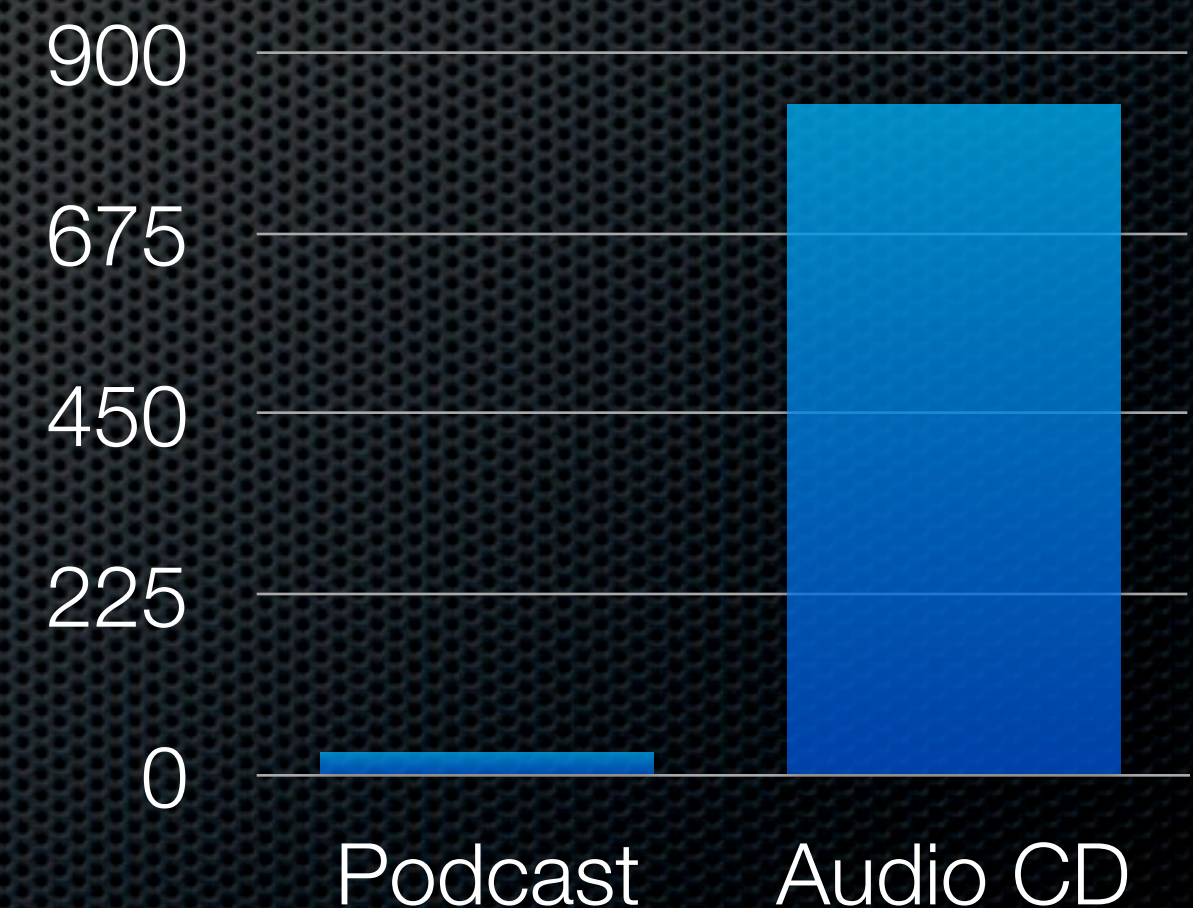
# Creating & Distributing

# So How Much Will This Cost?

- ✦ No specialised equipment needed
- ✦ No additional infrastructure
- ✦ Minimal setup costs
- ✦ Low distribution costs

1000 CDs Mailed = £835

1000 Digital Media Files = £28



# Recording Equipment

- ✦ Using Your Computer
  - ✦ In Built - Microphones, Video



# Recording - Audio

- External - USB devices, Mixers, Handheld Devices





# Recording - Video

Any DV or HDV camera

HDV cameras less than £600



Flip Video Camera

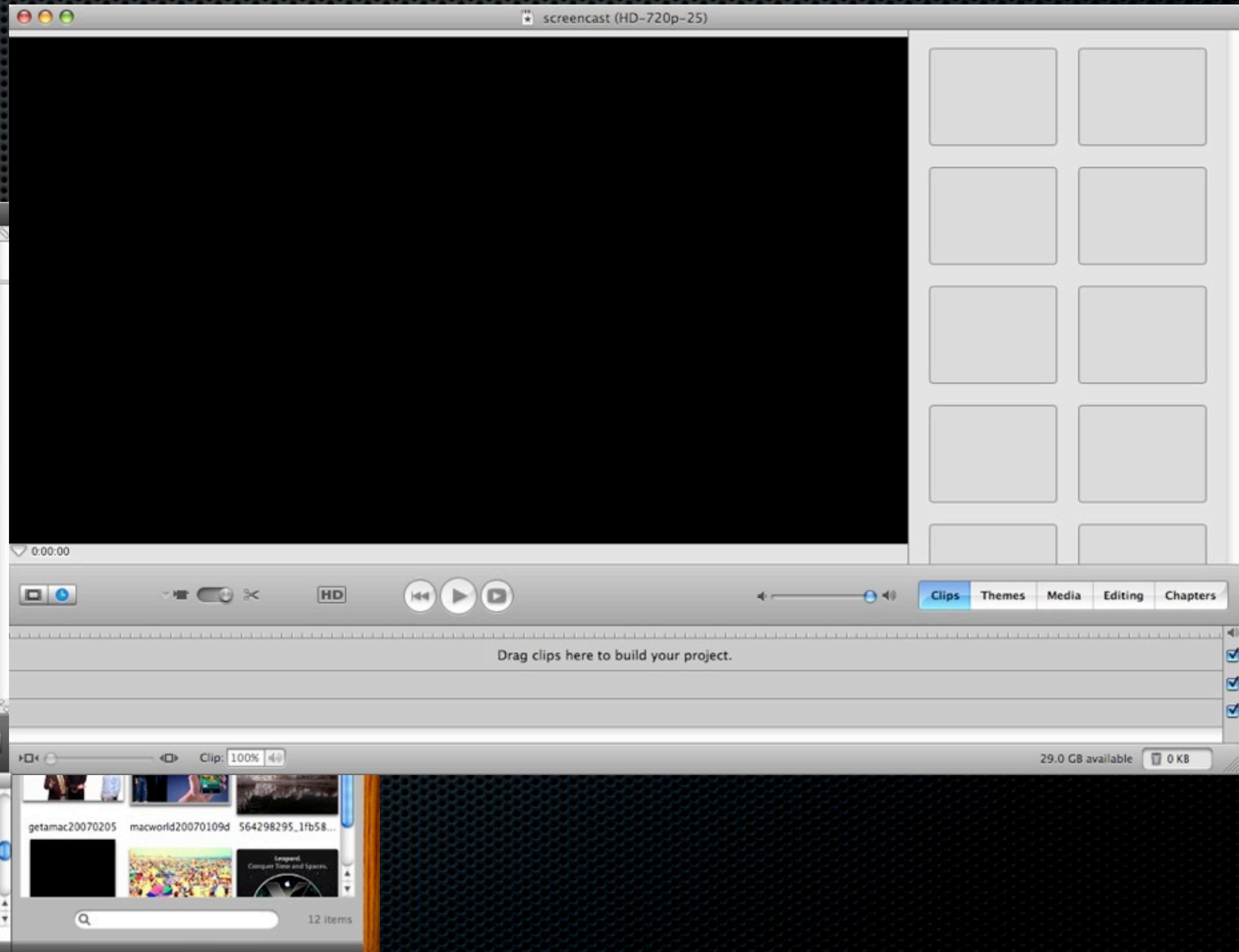
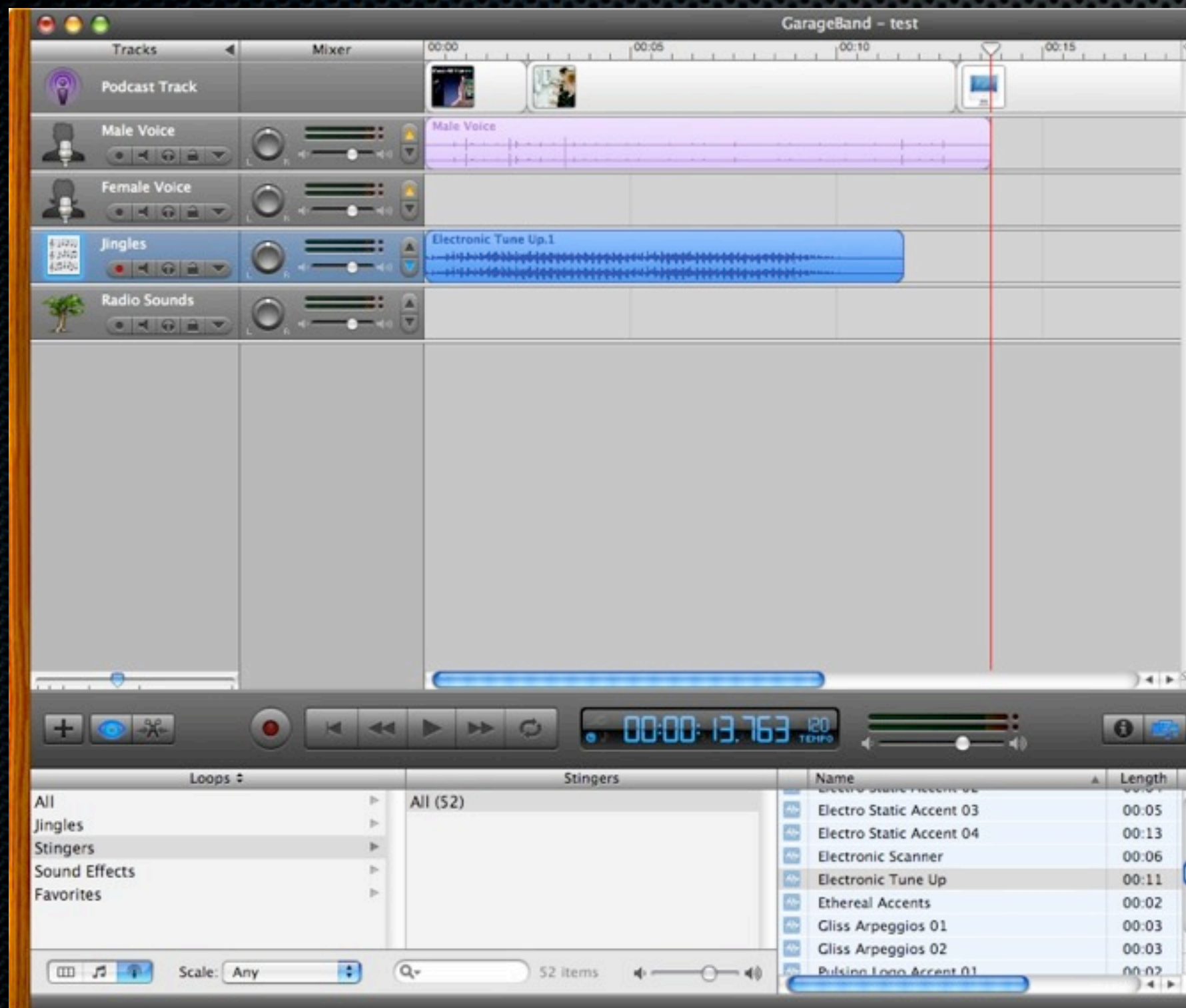
Medium & HD Resolution - £120 or less



# Software

iMovie for Video

GarageBand  
for Audio/Enhanced



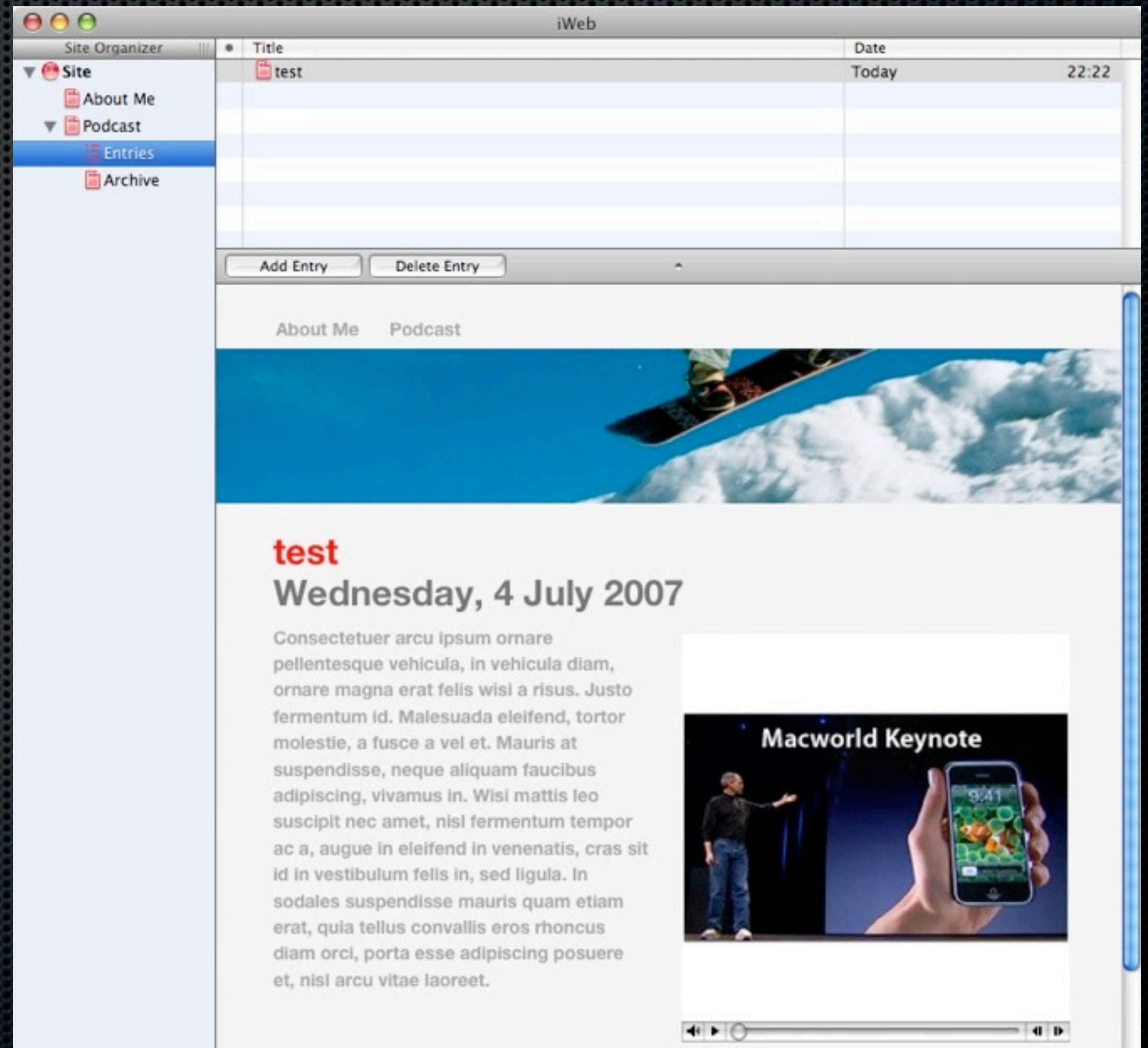
# Software

# Digital Publishing

iWeb

WordPress

Most Blogging  
Software



# Hosting

Somewhere to host your digital media files

- Amazon S3 - Low cost media hosting
- Standard ISP - Website & media hosting (SiteGround)
- Libsyn - Dedicated media file hosting
- Blip.TV - Free video hosting for streaming and podcasts

# Podcast Demo

# Contact Details

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