



Podcasting Simplified

Find, Subscribe and Listen to conversations on just about every topic all for free.

UMRA Member Meeting - February 2021

Here's What We'll Discuss ...

- The briefest history of how podcasts came to be.
- What is a Podcast and why is the name so mysterious?
- Why would you want to use podcasts?
- Podcasts by the numbers.
- What do I need in order to listen to podcasts?
- What are basic features of all podcast apps?
- Are there live podcasts

What is a Podcast?

- A podcast is an audio program - similar to talk radio - focused on a single topic, divided into a series of installments called 'episodes'.
- Think 'I Love Lucy' and the episode titled 'The Chocolate Factory'.
- They are hosted in the '*cloud*' on special 'Podcast Hosting Software'.
- Anyone can create a podcast.
- You use a phone app (or home computer) to search a catalog for podcasts you like, by name, host, topic, genre, etc.
- You '*subscribe*' (build your library) so episodes can be delivered to you.

The Briefest History of Audio Files

- The MP3 format , developed in the 1980s, went mainstream in 1992.
- Napster made the MP3 format catch file in 1999.
- Napster's 3-year run also resulted in widespread copying and copyright infringement.
- In 2004, Apple introduced the iPod allowed all of these disjoint MP3 music files to be cataloged, searched and downloaded.
- 2007, saw the first iPhone
- 2008, launched Spotify, the 1st to include millions of songs on one platform.

What's in a Name?

- Podcast is derived from a combination of two words: iPod and Broadcast.
It's a portmanteau (port-manto). Blending the sounds and combining the meaning of two others, like, motel comes from 'motor' and 'hotel'.
- In 2004, most people were using Apple iPods to listen to music.
- The term Podcast was suggested by BBC journalist Ben Hammersley while writing an article for The Guardian newspaper in 2004.
- In 2005, Apple included formal support for podcasts into iTunes.
- Apple took Podcasts from the geeky underworld into the mainstream.

Podcasts Are:

- Original content.
- Cover just about ANY topic ... there are 1.75 million of them!
- Not bound by any traditional FCC rules and regulations.
- Any length, from a 1 minute news snippet to 3 hour interviews.
- Any frequency, from daily to monthly to whenever the creators like.
- Not video. They grew out of the need for background content. Something to educate or inspire you in the background while you do other boring things like drive your car or mow your lawn.

So a Podcast is Just an Audio File?

- Technically, yes. You are listening to or downloading regular audio files.
- Podcasting, then, is all of the backend technology that stitches together millions of standard audio files into collections, called a Podcast, each with a series of episodes, that are automatically downloaded for you.
- What makes it a podcast is the subscription model.
- Podcasting software, like Apple Podcasts or Spotify or Amazon Alexa, keep track of your subscriptions and automatically download new episodes as they become available.

Podcasts Demographics

- There are currently over 1.75 million podcasts and 43 million episodes.
- 55% of US households (155 million) have listened to a podcast.
- 37% (104 million) listen to a podcast every month.
- 24% (68 million) listen to podcasts weekly.
- 16 million people consider themselves to be 'avid podcast fans'.
- 20% of people over age 55 are podcast listeners.

Podcast Listening Habits

- 90% of podcast listening is done at home.
- 64% listen while driving; especially workers with long commutes.
- 9% listen while exercising.
- People subscribe to an average of 6 podcasts.
- 93% listen to all or most of each episode.
- Most popular genres? Comedy. Education. News.

Most Popular Podcast Apps



Apple Podcasts

58% Marketshare



Pocket Casts



Spotify®

13% Marketshare



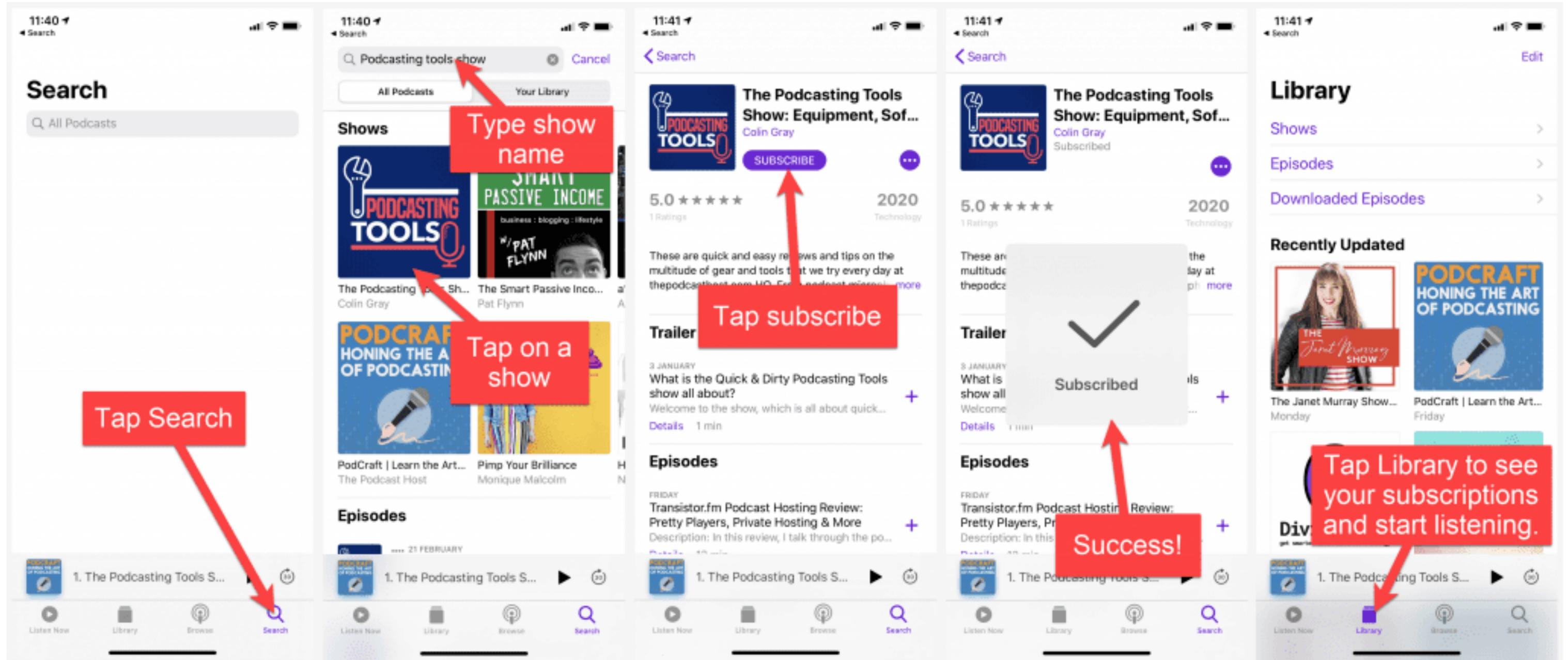
Google Podcasts



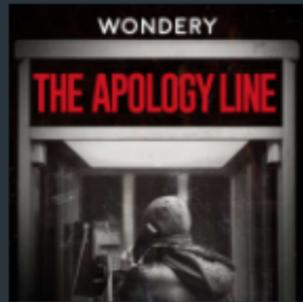
Basic App Features

- Sleek, easy to use design.
- Listen on the App or download to your device.
- Stream cast to your car/home audio, eg. Bluetooth, Apple's CarPlay, Roku.
- Adjust playback speed, eg. 1/2x, 1x, 2x.
- Sleep timer.
- Quick skip forward and backward.
- Search cross podcasts for the name of the guest, eg. Dolly Parton.

Subscribe using Apple Podcasts



Some Popular Podcasts



True Crime

The Apology Line – Wondery

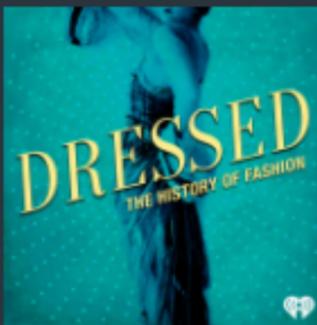
If you could call a number and say you're sorry, and no one would know...what would you apologize for? For fifteen yea...



Business

Planet Money

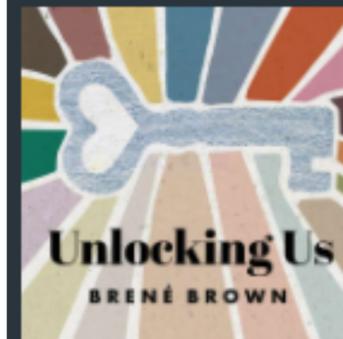
The economy explained. Imagine you could call up a friend and say, "Meet me at the bar and tell me what's go..."



Arts

Dressed: The History of Fashion – iHeartRadio

With over 7 billion people in the world, we all have one thing in common. Every day we all get dressed. Join Dressed as...



Relationships

Unlocking Us with Brené Brown – Parcast Network

I've spent over 20 years studying the emotions and experiences that bring meaning and purpose to our lives, and if the...



Society & Culture

Stuff You Should Know

If you've ever wanted to know about champagne, satanism, the Stonewall Uprising, chaos theory, LSD, El Nino, true...



Games & Hobbies

Dolly Parton's America

In this intensely divided moment, one of the few things everyone still seems to agree on is Dolly Parton—but why? That...

Ready to go live?