A

Seminar report

on

"PodCasting"

Submitted in partial fulfillment of the requirement for the award of degree
of Bachelor of Technology in Computer Science

SUBMITTED TO: **SUBMITTED BY:**

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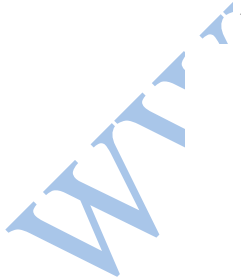
Preface

I have made this report file on the topic **Podcast,** I have tried my best to elucidate all the relevant detail to the topic to be included in the report. While in the beginning I have tried to give a general view about this topic.

My efforts and wholehearted co-corporation of each and everyone has ended on a successful note. I express my sincere gratitude to …………..who assisting me throughout the preparation of this topic. I thank him for providing me the reinforcement, confidence and most importantly the track for the topic whenever I needed it.

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INTRODUCTION

The term *podcasting* derives its name from Apple's iPod, but to create a podcast or even to listen to one, you don't need to own an iPod, or any portable music player for that matter. In a nutshell, Podcasting is a new type of online media delivery. You publish selected audio files via the internet and allow your users to subscribe via an RSS feed to automatically receive new files. Podcasting lets you create your own syndicated online talkshow or radio program, with content of your choosing.

The term "podcast" is both a noun and a verb. As a noun it refers to the file that is downloaded or streamed; as a verb it refers to the process or method of delivering the file.

HISTORY

Adam Curry

Dave Winer

Podcasting was developed in 2004 by former MTV video jockey Adam
Curry and software developer Dave Winer

WHAT IS PODCASTING?

- ❖ Method to distribute audio and video materials via the Internet for playback on portable devices and/or personal computers. The files are typically automatically downloaded using software such as iTunes or iPodder that can read RSS (Really Simple Syndication) feeds.

- ❖ The word podcasting combines two words -- iPod and broadcasting.

- ❖ A **podcast** is a series of digital-media files which are distributed over the Internet using syndication feeds for playback on portable media players and computers. The term podcast, like broadcast, can refer either to the series of content itself or to the method by which it is syndicated; the latter is also called podcasting. The host or author of a podcast is often called a **podcaster**.

- ❖ "Podcasting is online audio content that is delivered via an RSS feed"

- ❖ Podcasting is the latest in on-the-go, on-demand technology. With podcasting, you can listen to radio programs or events whenever and wherever you choose. Podcasts are MP3 audio files that are automatically downloaded to your personal computer, and then transferred to an iPod or other MP3 player using a podcasting application.

Video Pod cast

●Video pod cast is a term used for the online delivery of video on demand video clip content RSS enclosures.

●The term is an evolution specialized for video, coming from the generally audio-based pod cast and referring to the distribution of video where the RSS feed is used as a non-linear TV channel to which consumers can subscribe using any computer.

<u>WHY USE PODCASTING?</u>

- ❖ Pod casts enable **flexible** study. Students can download and listen to pod casts at any time on their computers, iPods or mobile phones.
- ❖ Pod casts promote **revision**. Because students can download pod casts, they can listen and re-listen whenever, where ever and at whatever pace they need.
- ❖ Pod casts are familiar and **easy** to use. Many students are familiar and comfortable with downloading and listening to pod casts.
- ❖ Pod casts promote **continuous learning**. Pod casts work on the basis of subscription, so new files download **automatically** to a program connected to the internet (i.e. no searching for information every week).
- ❖ Pod casts are free, and **convenient**. Applications that play them are **free** for students to download and File formats are cross-platform and can play in most media players (such as iTunes, MS Media Player etc.).
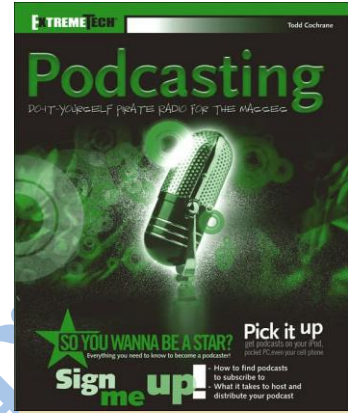
BENEFITS OF PODCASTING

❖ Allows listeners to time-shift and place-shift media consumption

❖ 100% efficiency, since episodes are only downloaded by listeners on an opt-in basis

❖ Easily accessible to a global audience that is not defined by geographic boundaries

❖ Access to an educated, influential audience with a high disposable income

❖ Ability to leverage electronic programming without an outside news media filter

HOW TO POD CAST

Pod casting can be broken down into four steps:

- **Plan**
- **Produce**
- **Publish**
- **Promote**

PLAN YOUR PODCAST

You are probably anxious to press record and get your voice on the net. A little planning will help you stay focused.

Following steps to be planned are:-

- Podcast Topic
- Podcast Format
- Choosing a location for your Podcast
- Plan each episode of your Podcast before you record

PRODUCE YOUR PODCAST

➢ This is where you will open the mic and start talking (or whatever else you plan on doing in your Podcast).

➢ Make sure you have the appropriate pod casting gear and pod casting software.

PUBLISH YOUR PODCAST

➢ Once you've created your first Podcast, you need to prepare it for
  . publishing and post it to the internet

➢ Typical steps in publishing:

➢ Create the mp3 file

➢ Podcast hosting

➢ Uploading your Podcast

➢ Writing and posting show notes

PROMOTE YOUR PODCAST

➢ Of course you'll want more listeners for your Podcast.

➢ You want to become a recognized expert and celebrity on the internet now that you have your own show, right?

➢ The most efficient way to promote is to be listed in a Podcast directory such as Odeo or iTunes.

HOW PODCAST WORKS?

To record a Podcast:

1. Plug a USB headset with a microphone into your computer.
2. Install an MP3 recorder for Windows, Mac or Linux.
3. Create an audio file by making a recording (you can talk, sing or record music) and saving it as an MP3 file.
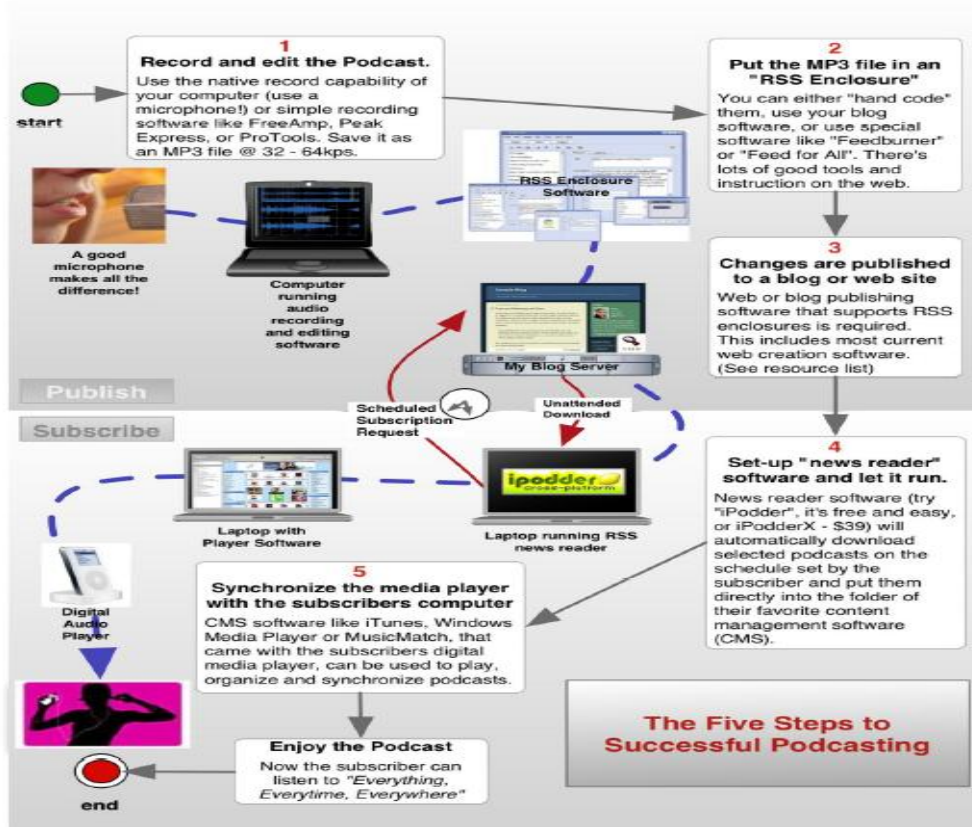4. Finally, upload the MP3 audio file to one of the pod casting sites.

To listen to a Podcast:

1. Go to a pod casting site and download the free software.
2. Click on the hyperlink for each Podcast you want. You can listen right away on your computer (both Windows and Mac support pod casting) or download the Podcast to your MP3 player.
3. You can also subscribe to one or more RSS feeds. Your pod casting software will check the RSS feeds regularly and automatically pull content that matches your play list. When you dock your MP3 player to your computer, it automatically updates with the latest content.

THE PODCASTING PROCESS

1. Record and edit the Podcast.
2. Put the MP3 file in an RSS enclosure.
3. Changes are published to a blog or website.
4. Set up "news reader software" and let it run.
5. Synchronize the media player with subscriber computer.
6. Enjoy the Podcast.

How to Podcast

ISSUES AND PROBLEM WITH PODCASTING

1. Important for those who share pod casts to consider copyright issues (e.g. when pod casting of a guest lecture, ensure that permission from lecturer is obtained for pod casting the lecture).

2. The ease of recording talks, lectures, concerts and so on (by people attending them) makes it possible for these sessions to be recorded with or without the knowledge of the person who is speaking/singing and subsequently Podcast (or shared through other digital means). This raises issues of copyright.

3. Although it is relatively quick, easy, and inexpensive to record and Podcast a lecture (or other recorded event), editing and creating high quality files can be time consuming.

4. Instructors wishing to Podcast lectures immediately following a class can do so quickly & easily if they Podcast the entire class without first editing it, but as soon as they want to edit out parts that are not needed for the Podcast (e.g. silent time during class when students are working independently, or during group activities), and if transcripts need to be made for students who cannot hear or are not able to access the Podcast, then this becomes a much more complex, time consuming and costly endeavor.

5. Although pod casts can easily be made available through iTunes, iTunes shares files in a format not accessible to all computers and mp3 players

ADVANTAGES

- ➤ available anytime/anywhere for students
- ➤ easy to create, distribute, and download -- no professional equipment is required
- ➤ new pod casts are auto-downloaded
- ➤ can restrict pod casts to students enrolled in the course
- ➤ power of audio over text -- students can listen and learn while walking, riding, waiting in line, etc.
- ➤ No need to invest in a new piece of hardware
- ➤ Your own Podcast studio and very little investment

DISADVANTAGES

- ➤ Entire file is downloaded to students' computer/device
- ➤ need sufficient bandwidth to download the pod casts in a timely fashion
- ➤ limited usefulness for hearing impaired people
- ➤ no interactivity -- audience cannot participate, etc.

USES

Pod casting can be used in a number of different ways, including:

➢ A way for people and organizations to avoid regulatory bodies that would not allow a program to be broadcast in traditional media.

➢ A way for news organizations to distribute audio or video as an addition to their existing text (or mostly text) news products.

➢ Education: Pod casting can be categorized as an m-learning strategy for teaching and learning.

➢ These are only a few of the many uses of pod casting

FUTURE

Right now, pod casting is primarily an amateur medium. But several companies are trying to turn it into a profitable business. Pod casting aggregators such as PodcastAlley.com and Podcast.net are including advertising on their sites.

Some television networks are even starting to get into the action. National Public Radio, the Canadian Broadcasting Corporation and the BBC have begun pod casting some of their shows.

Corporations such as Heineken and General Motors have created their own pod casts to attract consumers

<u>CONCLUSION</u>

It is very real & practical distribution technology. It will eventually become as popular as text blogging, which grew from a few thousand blogs in the late '90s to more than 7 million today & wiil quickly create a demand for more bandwidth & storage .

REFERRENCES

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