

The State of Podcasting Spring 2007



Corporate Podcasting Summit

Who am I?

- ✓ The Publisher of Podcasting News
- ✓ A corporate podcasting consultant
- ✓ Also consult on communication issues, un conferences
- ✓ Based in central United States

A very broad overview of a very big topic

Two main points:

- ✓ Podcasting is growing steadily and there are now favorable conditions for creating successful podcasts
- ✓ There are challenges facing corporate podcasters, but they are known challenges

Internet media consumption is exploding



Growth in Internet media will continue

Many trends indicate sustained growth in Internet media:

- ✓ More and more people adopting broadband
- ✓ With larger audience, more companies are creating content
- ✓ Companies are spending more than ever before online
- ✓ We are very early into world of user-generated content; we will see massive growth in the number of content providers

Podcasting is maturing

- ✓ Adoption rate among major corporation is about 30%
- ✓ Audience is significant; about 16% of Internet users and growing
- ✓ We are starting to know who is listening
- ✓ There are many podcasting successes to learn from

We now have a context for podcasting

Successful corporate podcasts

- ✓ Ricky Gervais podcast set Guinness record for podcast downloads
- ✓ Companies like first direct are using podcasting and getting sustained interest.

We now have a context for podcasting

Not so successful corporate podcasts

- ✓ Starbucks Coffee Conversations - didn't sound real
- ✓ GM's Tiger Woods podcasts mistook advertising for podcasting

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Spectacularly bad corporate podcasts



Podcasts are being adopted by a growing number of businesses.

- ✓ About a third of major corporations now have some sort of public podcast
- ✓ Most companies are testing the waters, not yet treating them as high-profile content
- ✓ Podcasts let companies communicate globally for a relatively low cost

Businesses are innovating with podcasts

At the same time, innovative smaller businesses are distinguishing themselves in the world marketplace with podcasts.

You're not working in the dark anymore

While the podcaster of two years ago had to create her show entirely on her own, from scratch, today many *support services* have emerged to aid the corporate podcaster.

Podcasting services are now available

- ✓ Consultants
- ✓ Content Production Services
- ✓ Voice Services

Podcasting services are now available

- ✓ Podcast hosting
- ✓ Podcast transcription
- ✓ Mobile podcasting partners

Podcasting services

- ✓ Feed delivery services
- ✓ Media delivery networks
- ✓ Analytic providers
- ✓ Advertising services

Many information resources

There are now many information resources available for podcasters:

- ✓ Many websites provide information on podcasting, including Podcasting News, Podcasting411 and others.
- ✓ Many books on podcasting
- ✓ Conferences like this and the Podcasting and Portable Media Expo

Companies are making gear specifically for podcasters

- ✓ Portable audio recorders, such as M-Audio's MicroTrack
- ✓ Good quality computer microphones, like Samson C01U, which connects via USB
- ✓ Podcasting starter kits from Behringer and others

The state of podcasting today

New Technologies Emerging To Help With Podcasting

- ✓ -Podcast text search from companies like Podzinger, Blinkx, PodScope

The state of podcasting today

The podcast audience ripens, grows, matures

Broadband adoption increases → multimedia
consumption increases → attention shifts
online

YouTube, MySpace explode

Terrestrial radio dwindles, satellite struggles,
broadcast TV stinks

The state of podcasting today

Corporations increasingly recognize the value of Internet media (including podcasting)

- Ad money shifts away from TV/Radio
→ to Internet
- The marketing model is changing.
What will it be?

Challenges Facing Corporate Podcasting

Podcast Consumption Issues

- ✓ “Podcasting is too hard”
- ✓ iTunes dominates
- ✓ Lots of bad or disappointing podcasts

Challenges Facing Corporate Podcasting

Podcast Consumption Issues

- ✓ Conventions have not developed
- ✓ Lack of standardization
- ✓ These combine to create usability challenges

Challenges Facing Corporate Podcasting

The Long View of Podcasting

- ✓ Will it exist in *X* years?
- ✓ What will it look like?
- ✓ Will it matter in the context of the explosion of Internet media?

Challenges Facing Corporate Podcasting

Protecting the Brand

- ✓ At what cost?
- ✓ Fear of failure holding people back

Challenges Facing Corporate Podcasting

Expectations and Goals (VABEs)

- ✓ Values
- ✓ Assumptions
- ✓ Beliefs
- ✓ Expectations

Challenges Facing Corporate Podcasting

Expectations and Goals

- ✓ Stop wishing for “horseless carriage”
-era metrics
- ✓ Decide on what your podcast should *do* and appropriate expectations will become clear.

Challenges Facing Corporate Podcasting

ROI (the dread monetization word)

Challenges Facing Corporate Podcasting

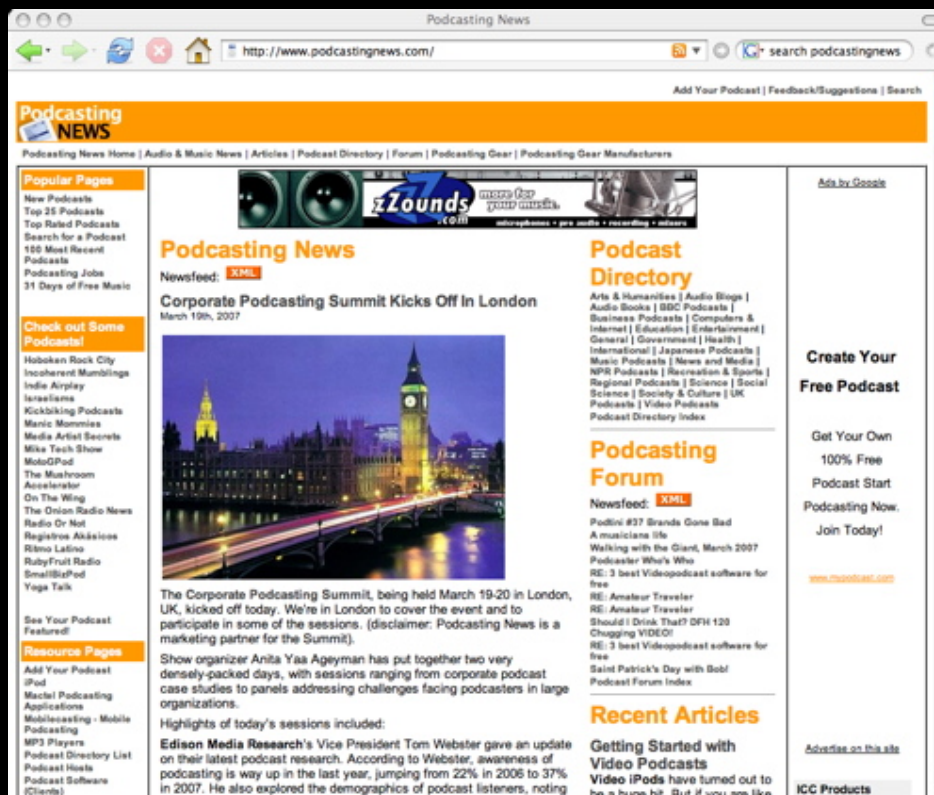
Apple, Apple, Apple

The state of podcasting today – a mostly rosy picture

The State of Podcasting, Spring 2007

In conclusion....

www.PodcastingNews.com



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