

## What is a Podcast and a Vodcast?

The best way to understand podcasting is to imagine a merger between blogging (*regularly posted articles of news, insight, fun, grips, literature, and more*) and radio (*an established broadcasting medium that people have listened to for news and entertainment for generations*).

- Podcasting is essentially radio programming that can be produced with a standard computer, microphone, free software, and a web site for posting your programming.
- Podcasting can be listened to with any computer connected to the Internet and able to play standard MP3 audio files.

In the purest form of the term, Podcasts are published as RSS feeds (most blogging software features RSS feed generation). Listeners are notified of new programs by their aggregators, which then download the programs and then transfer them to the listener's MP3 audio player, such as an iPod. Get it? *Podcasting!*

There are thousands of podcast programs available on the net, and their numbers are growing daily. Teachers, lawyers, doctors, housewives, children, and even classrooms podcast. *In the future, everyone will be famous for fifteen people.*<sup>1</sup>

<sup>1</sup>Attributed to David Weinberger

### **Vodcasting?**

A step beyond podcasting, vodcasting, also called video podcasting or vlogging, adds video to the downloadable sound files podcast listeners are used to. Download the video files is a simple matter of subscribing to a vodcast in one of the many freely available directory programs.

After downloading and saving them to a portable video player, users can choose when and where they want to watch the video, making them independent of television programming

schedules. A number of vodcasting tools also exist to help turn people from mere video consumers to producers.

Apple added vodcasting support to its popular iTunes software, which lets users subscribe to pod and vodcasts and automatically downloads the most recent updates. Ipodder, another popular service that started with podcasts, also has a vodcast directory.

Vodcasts' large file size makes a flat rate, broadband Internet connection a necessity to speed up downloads and keeps costs down. Watching the video away from the computer also requires a mobile video player, which are often built into newer PDAs and many MP3 players, including the iPod Video.



### **How does vodcasting work?**

Many vodcasts are listed in the iTunes directory

The RSS feeds, short for really simple syndication, bloggers started using in 2001 to send their entries directly to readers' inboxes are just as useful when it comes to receiving vodcasts.

An enclosure feature, standard to RSS feeds, allows links to videos that can be processed by programs like iTunes and Ipodder, which then download the vodcasts automatically, and leaves subscribers only with the work of finding vodcasts that catch their interest.