



# Live Podcasting

Future Media Technology Presentation

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# Podcasting

- Podcasting is a type of an audio media source
- Could be considered similar to Radio, except decentralized.
- First started to grow in 2004 with support from Apple
- Steady growth since '04. Significant growth after few key podcasts release like *Serial* or the Queen released her Christmas speech.



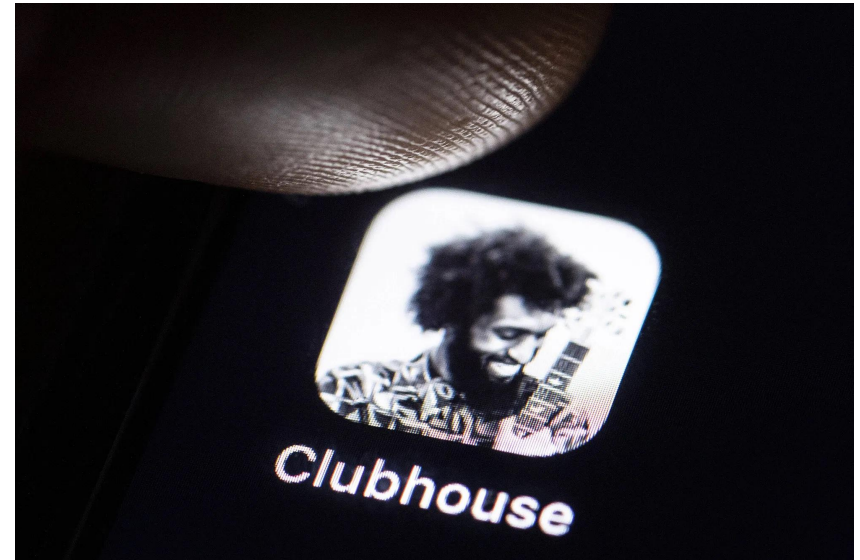
## Podcasting - The Benefits


- What makes podcasting so unique is it is a decentralized source of media. This allows anyone big or small to produce content.
- It is extremely easy and cheap. Thus allowing super “niche” topics which people love.
  - E.g. TV show has to be liked by many where as a podcast only needs to be loved by a few.
- Provides a passive media consumption so people can listen wherever & whenever

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## Podcasting 2.0 - “Live Podcasting”

- The newest media technology to blow up over the past few months is what’s called live podcasting.
- Cross between streaming & traditional podcasting.
- Key apps: Clubhouse





## Podcasting 2.0 - The Benefits

- What makes this such a unique media technology is it's ability to engage the listener or "media consumer"
- Most media sources are one sided. They are a broadcasting source.
- When given permission Live Podcasting allows listeners to chime in to join the conversation.
  - = more opinions, perspectives, ideas, collaboration, etc.



## Podcasting 2.0 - The Future

- With the enormous shifts in media consumption over the past year, mainly due to the Pandemic, we've seen Podcasting 2.0 surge in popularity.
- With more and more people flocking to the technology the more opportunity it has to grow.
- More tradition sources of media will continue to decline and struggle due to the massive costs & lack of hyper-relevant content