

WHATs a PODCAST? Why is it the future?

- Broadcast Generation, we are the last. Gave way to the ON DEMAND generation... “I want what I want when I want it”
- Had to be in front of the box at a certain time to consume media content (Radio / TV shows)
- Changed to “On Demand” began in 1970s with VCR, then Tivos in 1990s, to “Time Shift” TV.
- 2010’s: TV “cable cutting” trend: away from live TV content, replaced with “streaming” what I want when I want it”. Examples: Netflix, Amazon Prime, Apple TV, Roku, Comcast On Demand, etc.

Radio TV Advertisement business models is geared for the highest number of listeners, usually aimed at “lowest common denominator” of low information population, who also tend to fall for the ads. So content is not too smart. **Especially RADIO...**

2004, enter the PODCAST

Derived from “broadcast on an iPod” thus POD-cast. Don’t need an iPod- anything that plays audio or music files (MP3) works for audio podcast, or any SMARTPHONE works for audio or video Podcast. Audio podcast most popular. Listen while driving, working, at gym, walking, etc.

Break Free from Stale Radio Content and Choose to Listen to What Interests YOU, and only when you want it..

Broadcast radio is getting old, the same songs get played over and over until you're sick of them. A few large companies have control of the formats and what gets played. There is almost no variety.

With podcasts you don’t have to wait to hear something that interests you. You choose what you want to listen to. There are now thousands of podcasts and the number is growing rapidly.

Anyone can create a podcast. All over the world, people are creating podcasts on subjects ranging from movies, to technology, to music, to politics and whatever else you can think of. This is new original content made by passionate people who want to share their creativity with the world.

Podcasts Automatically Put New Favorite Content on Your Player on a Regular Basis

You subscribe. New ones auto-download.

They are FREE (creators hoping to expand audience as experts for other paid or ad based content)

There are no advertisements in podcast (usually, unless they were a broadcast)

NO SPAM in podcasts

WHAT you NEED:

To subscribe to podcasts all you NEED an app called a **PODCATCHER:**

Apple iPhone PODCAST app is free

Android free one PODCAST ADDICTS

<http://www.androidcentral.com/best-podcast-apps-android>

Top rated podcasts:

<http://podbay.fm/browse/top>

Search or browse in PODCAST store in Apple or Google Store

Popular podcasts include:

BBC Global News

TED Talks

NPR

Take Control of Your Money – Dave Ramsey

Common Sense – Dan Carlin

Personal Technology User Group – 7/28/16