Video and Podcasting

Alexander Santos

Profile of An Internet Technology

MEDST 255 – New Media Technologies

September 11, 2018

Defining Video and Podcasting:

Today if you were to ask someone in the United States what video is they would most likely respond by saying “It’s what you can watch on YouTube.” and they’d be right. On YouTube you can find billions of videos. However, if you were to ask someone what podcasting is, you might get a response of “I don’t know.” or if you’re asking someone younger they might respond with “You can find them on iTunes, Spotify, or again on YouTube.” These are all correct answers but what exactly is video and podcasting? Merriam-Webster defines video as “a digital recording of an image or set of images (such as a movie or animation)” and it defines podcasting as “a program (as of music or talk) made available in digital format for automatic download over the Internet.” Both are examples of new technologies. We know this because most technologies described as new technologies are digital.

History:

Video technology was originally developed for mechanical television systems. Mechanical television systems require a mechanical scanning device to generate the video signal and a mechanical receiver to display the picture. It was invented in 1926 by John Logie Baird. It was quickly replaced by the CRT television in 1934 and is more familiar to television and video we’re used to seeing today. CRT stands for cathode ray tube. It is a vacuum tube which contains electron guns that fire electrons at a phosphorescent screen. The screen then displays the image to the viewer. Television didn’t become popular until after World War II and once it did companies began releasing different types of CRT televisions and it dominated the market for years until the 2000s. Japanese companies such as Sony, Toshiba, and Mitsubishi dominated the market of CRTs making improvements on their products year after year. Televisions began in only black and white but soon were broadcasting in color and in different formats. With time they became larger and larger. They were also being used for more than just broadcasted TV but also personal video such as VCRs to play VHS, personal video game systems, and even computers. In 1951 the first video tape recorder captured live images from television cameras by converting electrical impulses produced by the camera and saving them onto magnetic video tape. In 1971, Sony began selling VCRs and VHS into the consumer market. VCR stands for videocassette recorder, it records analog audio and analog video from broadcast television or on a magnetic tape videocassette it can then play it back. The most popular magnetic tape videocassettes were VHS and Betamax. VHS became the dominant media format for video and personal tape recorders became portable allowing you to store the video on the VHS and play it on your TV through the VCR. A new format was the released in 1982, the CD or compact disc. It was co-developed by Philips and Sony. CDs were cheaper to produce, easier to make, had higher quality output, and could store more than a VHS. However, a CD could only store audio. In 1993 the VCD or Video CD entered production and began to replace the VHS in its entirety along with CD players replacing VCRs. Soon after in 1995 the DVD or digital video disc was released. DVDs could store any kind of digital data and became the media industry standard in the early 2000s. Alongside DVDs came the demise of CRT TVs which were soon to be replaced by the incredible and more visual appealing LCD and plasma TVs. These televisions used plasma or pixels to project the image to the viewer. Since there was no longer a reason for a large tube, rather just thin screens of pixels and plasma, manufactures could make TVs with larger screens. The TVs themselves were also thinner and more lightweight than a CRT TV. In 2006 the Blu-ray Disc was released, it did the same thing as a DVD but allowed for more storage due to being read by a blue laser rather than a red one. On the light spectrum a blue laser is thinner than a red one. All these were the physical technologies used to view video but with advances to the internet and the creation of sites such as YouTube, digital streaming became more popular. YouTube was activated on April 23rd, 2005 and is the most popular video streaming service in the world. By 2007 it is estimated that YouTube consumed as much bandwidth as the entire internet in 2000. Physical video media didn’t cease to exist once YouTube was founded but as time goes on, streaming video is becoming increasingly popular. Along with video improvements such as OLED screens and 4K. Today, video is everywhere, it’s on your phone, in your car, on billboards, your video game console, even your refrigerator has the capability for video. If a technology today has a screen, chances are it has video and/or streaming. Alongside YouTube came a multitude of streaming services such as Spotify, Twitch, Amazon Video, and iTunes. All of these have the potential of streaming a podcast. Some of the most popular sites for podcasts are Spotify, iTunes, and Soundcloud. Without the evolution of video, podcasting wouldn’t be what it is today and the closest thing we’d have would be the radio. It is difficult to find the exact history of podcasting because the definition is quite broad, but most people describe it as a digital stream of audio where a person or group of people talk about a specific subject or various subjects. The user typically does not interact directly with the people providing the podcast.

Examples:

One example of video and podcasting is, as mentioned before, YouTube. YouTube is primarily a video streaming service where users can access billions of videos online for free. You can reach YouTube by opening your browser and typing in Youtube.com. Once there simply look up what you’d like to watch using the search bar, and you’d probably be surprised by what you find. You can access YouTube on almost any device today. Founded in April 23rd, 2005 YouTube has only grown and become more popular over time and is recognized as the primary video streaming service in America. It is currently ranked number 2 globally on Alexa.com’s top 500 sites on the web, second only to Google.

Netflix is another example of video and podcasting. Founded in 1997 it is primarily a subscription-based streaming service. At first it was mainly for streaming movies but over time became more popularized by streaming TV shows. It has become one of the most popular streaming services for movies and TV shows in the world and is available in over 190 countries. Netflix is also available on almost any device and has even become expected to be included with new video technologies. It is currently ranked number 26 globally on Alexa.com.

A third example of video and podcasting is Twitch.tv. Twitch is a subsidiary of Amazon introduced in June 2011. It primarily focuses on video game live streaming but allows for music broadcasts, creative content, and more recently “in real life” streams which can be defined as…almost anything. Unlike the previous two examples Twitch is a live streaming service. This means that if someone or something you want to watch isn’t live you can’t watch it. Twitch does allow for video on demand, but this is up to the producer of the content if those videos are available or not. Along with YouTube and Netflix you can also access Twitch on almost any device. It is currently ranked number 34 globally on Alexa.com.

Evaluation:

Video and podcasting has never been easier. Companies are constantly trying to find ways to make it easier to view and produce this type of content through their technologies. You can record a video on your phone and upload it to YouTube, Instagram, Facebook, or Snapchat in a matter of seconds. If you would like to start a podcast there are a plethora of resources which allow you do that. The equipment needed to do video and podcasting is easy to use, access, and find along with being inexpensive. It is incredibly effective due to the power and scale of the internet. A 30 second YouTube video can reach over 1 billion people overnight. Possible applications for this technology are endless as you can make a video of literally anything, same goes for a podcast. Overall video and podcasting is the most impactful technology on our society and our planet to date, second only to the internet.

Sources:

“50 Years of the Video Cassette Recorder.” Oman: Basic Law of the Sultanate of Oman (Promulgated by the Royal Decree No. 101/96), Web. 8 Sept. 2018. [www.wipo.int/wipo\_magazine/en/2006/06/article\_0003.html](http://www.wipo.int/wipo_magazine/en/2006/06/article_0003.html).

Alleyne, Richard. “YouTube: Overnight Success Has Sparked a Backlash.” The Telegraph, Telegraph Media Group, 31 July 2008, Web. 8 Sept. 2018. [www.telegraph.co.uk/news/uknews/2480280/YouTube-Overnight-success-has-sparked-a-backlash.html](http://www.telegraph.co.uk/news/uknews/2480280/YouTube-Overnight-success-has-sparked-a-backlash.html).

Bellis, Mary. “The Simple Invention That Made Television Possible.” ThoughtCo, ThoughtCo, Web. 8 Sept. 2018. [www.thoughtco.com/television-history-cathode-ray-tube-1991459](http://www.thoughtco.com/television-history-cathode-ray-tube-1991459).

“Blu-Ray FAQ.” Blu-Ray.com, Web. 8 Sept. 2018. [www.blu-ray.com/faq/#bluray\_developers](http://www.blu-ray.com/faq/#bluray_developers).

Boucher, Geoff. “VHS Era Is Winding Down.” Los Angeles Times, Los Angeles Times, 22 Dec. 2008, Web. 8 Sept. 2018. articles.latimes.com/2008/dec/22/entertainment/et-vhs-tapes22.

Bouckley, Hannah. “Key Innovations in Modern TV Technology.” BT.com, Web. 8 Sept. 2018. [home.bt.com/tech-gadgets/hd-4k-3d-modern-technology-breakthroughs-in-tv-television-11364044750825](http://home.bt.com/tech-gadgets/hd-4k-3d-modern-technology-breakthroughs-in-tv-television-11364044750825).

DeFelice, A. “WEEK01 -Intoductions”. Kiely Room 315, Queens College, NY. 28 August 2018. Powerpoint/Lecture.

DeFelice, A. “WEEK02 - The Development of The Internet”. Kiely Room 315, Queens College, NY. 4 September 2018. Powerpoint/Lecture.

Edelstein, Rob. “Timeline & Fun Facts.” Broadcasting & Cable, 21 Nov. 2011, Web. 8 Sept. 2018. [www.broadcastingcable.com/news/timeline-fun-facts-112619](http://www.broadcastingcable.com/news/timeline-fun-facts-112619).

Edwards, Phil. “The Mechanical Television Debuted 90 Years Ago. Its Inventor Was Nuts.” Vox, Web. 8 Sept. 2018. Vox, 26 Jan. 2016, [www.vox.com/2015/3/25/8285977/mechanical-television](http://www.vox.com/2015/3/25/8285977/mechanical-television).

“Encyclopedia.” PCMAG, PCMAG.COM, Web. 8 Sept. 2018. [www.pcmag.com/encyclopedia/term/38569/betamax](http://www.pcmag.com/encyclopedia/term/38569/betamax).

Ewalt, David M. “The ESPN Of Video Games.” Forbes, Forbes Magazine, 16 June 2014, Web. 8 Sept. 2018. [www.forbes.com/sites/davidewalt/2013/11/13/the-espn-of-video-games/#541445973dd7](http://www.forbes.com/sites/davidewalt/2013/11/13/the-espn-of-video-games/#541445973dd7).

Grubb, Jeff. “Twitch Brings in a Team of Executives to Oversee Deployment of New Features.” VentureBeat, VentureBeat, 17 Jan. 2018, Web. 8 Sept. 2018. venturebeat.com/2018/01/17/twitch-brings-in-a-team-of-executives-to-oversee-deployment-of-new-features/.

Hammersley, Ben. “Why Online Radio Is Booming.” The Guardian, Guardian News and Media, 12 Feb. 2004, Web. 8 Sept. 2018. [www.theguardian.com/media/2004/feb/12/broadcasting.digitalmedia](http://www.theguardian.com/media/2004/feb/12/broadcasting.digitalmedia).

“How Computer Monitors Work.” HowStuffWorks, HowStuffWorks, 16 June 2000, Web. 8 Sept. 2018. computer.howstuffworks.com/monitor7.htm.

“How CRT and LCD Monitors Work.” The UK's Leading Source for Hardware and Games Reviews, Web. 8 Sept. 2018. [www.bit-tech.net/reviews/tech/how\_crt\_and\_lcd\_monitors\_work/1/](http://www.bit-tech.net/reviews/tech/how_crt_and_lcd_monitors_work/1/).

Howe, Tom. “Ampex VRX-1000 - The First Commercial Videotape Recorder in 1956.” Atanasoff-Berry Electronic Digital Computer from 1941, Web. 8 Sept. 2018. [www.cedmagic.com/history/ampex-commercial-vtr-1956.html](http://www.cedmagic.com/history/ampex-commercial-vtr-1956.html).

Howe, Tom. “VBT200 - The First RCA SelectaVision VHS Video Cassette Recorder (VCR).” Atanasoff-Berry Electronic Digital Computer from 1941, Web. 8 Sept. 2018. [www.cedmagic.com/history/vbt200.html](http://www.cedmagic.com/history/vbt200.html).

Kovarik, Bill. Revolutions in Communication: Media History from Gutenberg to the Digital Age. Bloomsbury, 2016.

“Low DVD Prices to Drive up Sales.” Top 10 Attractions in Shaanxi, China (3) - People's Daily Online, Web. 8 Sept. 2018. en.people.cn/english/200109/05/eng20010905\_79358.html.

Ltd, Not Panicking. “h2g2 - The History of Magnetic Recording - Edited Entry.” h2g2 - Line Dancing - Edited Entry, Web. 8 Sept. 2018. h2g2.com/edited\_entry/A3224936.

“Milestones:Development of VHS, a World Standard for Home Video Recording, 1976.” Winston Churchill - Engineering and Technology History Wiki, Web. 8 Sept. 2018. ethw.org/Milestones:Development\_of\_VHS,\_a\_World\_Standard\_for\_Home\_Video\_Recording,\_1976.

“Podcasting.” Merriam-Webster, Merriam-Webster, Web. 8 Sept. 2018. [www.merriam-webster.com/dictionary/podcasting](http://www.merriam-webster.com/dictionary/podcasting).

Rao, Leena. “Justin.TV's Video Gaming Portal Twitch.TV Is Growing Fast.” TechCrunch, TechCrunch, 11 Aug. 2011, Web. 8 Sept. 2018. techcrunch.com/2011/08/11/justin-tvs-video-gaming-portal-twitch-tv-growing-fast/.

Smith, Chris. “History of the CRT TV.” BT.com, Web. 8 Sept. 2018. [home.bt.com/tech-gadgets/television/retro-tech-the-crt-tv-11363858003032](http://home.bt.com/tech-gadgets/television/retro-tech-the-crt-tv-11363858003032).

“Sony Global - Sony History.” Polybius at The Clickto Network, Fox News, Web. 8 Sept. 2018. web.archive.org/web/20090907081817/http://sony.net/Fun/SH/1-11/h1.html.

“Technology | Compact Disc Hits 25th Birthday.” BBC News, BBC, 17 Aug. 2007, Web. 8 Sept. 2018. news.bbc.co.uk/2/hi/technology/6950845.stm.

Vmeditor. “The Rapid Evolution of the Consumer Camcorder - Videomaker.” Videomaker.com, Videomaker, 20 Apr. 2018, Web. 8 Sept. 2018. [www.videomaker.com/article/f22/17178-the-rapid-evolution-of-the-consumer-camcorder](http://www.videomaker.com/article/f22/17178-the-rapid-evolution-of-the-consumer-camcorder).

“The Rise of the Podcast Adaptation.” The Economist, The Economist Newspaper, 12 Oct. 2017, Web. 8 Sept. 2018. [www.economist.com/prospero/2017/10/12/the-rise-of-the-podcast-adaptation](http://www.economist.com/prospero/2017/10/12/the-rise-of-the-podcast-adaptation).

“The Top 500 Sites on the Web The Sites in the Top Sites Lists Are Ordered by Their 1 Month Alexa Traffic Rank.The 1 Month Rank Is Calculated Using a Combination of Average Daily Visitors and Pageviews over the Past Month. The Site with the Highest Combination of Visitors and Pageviews Is Ranked #1.” Alexa Internet, Web. 8 Sept. 2018. [www.alexa.com/topsites](http://www.alexa.com/topsites).

Tyson, Jeff. “How LCDs Work.” HowStuffWorks, HowStuffWorks, 17 July 2000, Web. 8 Sept. 2018. electronics.howstuffworks.com/lcd.htm.

“Video.” Merriam-Webster, Merriam-Webster, Web. 8 Sept. 2018. www.merriam-webster.com/dictionary/video.

Wawro, Alex, and Christian Nutt. “Amazon to Acquire Twitch in a $970 Million Cash Deal.” Gamasutra: The Art & Business of Making Games, Web. 8 Sept. 2018. gamasutra.com/view/news/224090/Amazon\_to\_acquire\_Twitch.php.

“What Is LCD (Liquid Crystal Display)? - Definition from WhatIs.com.” WhatIs.com, Web. 8 Sept. 2018. whatis.techtarget.com/definition/LCD-liquid-crystal-display.

“What Is Netflix?” Help Center, Web. 8 Sept. 2018. help.netflix.com/en/node/412?ui\_action=kb-article-popular-categories.