# Introduction

Jay Smith

Work for Tyson Foods as a PMO Architect and Evangelist. Help IS teams be successful by researching new technologies, consult teams on application architecture and best practices and work admin our enterprise project management environment.

# Agenda - read slide

# The Syndication Sisters

1997 Dave Winer created Really Simple Syndication to share his blog content.

2003 Dave froze development on RSS 2.0

Widely adopted because of its simplicity

During the same time Netscape crafted the Resource Description Framework (RDF) Site Summary which had the same acronym RSS.

Eventually this was released as RSS 1.0

2004 Sam Ruby proposed a new standard to address some of the short comings of RSS 2.0.

The new standard defined by the community was name ATOM.

The Support of enclosures in RSS 2.0 gave rise to Podcasting a very popular way of creating a blog post with an attached audio or video file. This revolutionized the media industry and many people became famous simply producing podcast.

In the last year alone we have seen over 10 new technology podcast alone.

# Pimping Podcast

2000 a few sites starting offering audio files attached to RSS Feeds, popularized by Adam Curry. The same Adam Curry that was the M-TV VJ in the 80’s, he is now known as the PodFather.

Podcasting has become mainstream today and there are millions of sites providing audio and video on just about every subject.

# Getting In Bed with Syndication

Unified object model for RSS and ATOM

* A generic approach to consuming and generating feeds
* SyndicationFeed / SyndicationItem
* Extensible Formatters

Feeds are service operations

Consume a service or as document

Easy to use object model

Transport Agnostic

Support Syndication Extensions

Format Agnostic

RSS 2.0 and ATOM 1.0 available

* Introduced with .NET 3.5
* A generic approach to consuming and generating feeds
* Easy to use object model
* Transport agnostic
* Supports Syndication extensions
* Extensible Formatters
* Format agnostic (RSS 2.0 and ATOM 1.0)