a. What is a Podcast?

Originating in the time when iPods walked the earth, the “Podcast” was an audio version of a blog or discussion on a particular topic, to which iPod owners could subscribe. It required a complicated process of downloading, using proprietary software on your home PC of course, then uploading the file to the iPod to be listened to at a future date or time. Aside from music it was the first real method in which anyone could “publish” their creative products to be shared with a wide audience.

b. What is a Podcatcher or Aggregator?

Those that subscribed to more than a couple podcasts or RSS feeds needed a central hub to retrieve the most recent episode from the creators they enjoyed and followed. This worked much like a radio with presets. The radio could access any signal but the user programmed the presets to tune to their favorite channels. An aggregator goes to the web and gets only the newest offering from only the places the user has indicated are important to them.

c. Why are Podcasts popular?

Although podcast popularity has not mirrored the growth of streaming content along with the rise of smart phones, podcasts remain an excellent source for spoken word content. Local and even global talent have left mainstream media for their shot at creating their own content, or perhaps even monetizing their podcasts and their brand. I think the wide range of topics and the ability to choose and organize what you receive is a big part of the podcast popularity, at least for me.

d. What are future trends for Podcasting?

Cooperation (coopetition) will be necessary to grow the industry. That being said, it will remain the best place for spoken word content. Once the greater audience understands what a podcast is and how it can benefit them, they will explore the medium and should be pleasantly surprised. The content quality is very high and there seems to be something there for every taste.

e. Include a URL of a current Podcast you found of interest (from Step 3 below).

<https://podcasts.apple.com/us/podcast/stuff-you-should-know/id278981407?ign-itscg=10000&ign-itsct=pod-ovp-galsho-apl-ref-22_0413>