FEEDS!!!

- Web feeds allow software programs to check for updates published on a website
- To provide a web feed, a site owner may use specialized software that publishes a feed of recent articles or content in a standardized, machine-readable format.
- A feed contains entries, which may be headlines, full-text articles, excerpts, summaries, and/or links to content on a website, along with various metadata.
- Atom and other web syndication formats are now used for many purposes, including journalism, marketing, bug-reports, or any other activity involving periodic updates or publications.
- Online publishing has made it really easy to not only publish regular updates to web-based content, but also keep track of a large number of your favorite websites or blogs, without having to remember to check each site manually or clutter your email inbox.
    - You can subscribe to specific content feeds and aggregating this information in one place to be read when you're ready.
- Consumer Bottom Line: Subscribing to feeds makes it possible to review a large amount of online content in a very short time.
- Publisher Bottom Line: Feeds permit instant distribution of content and the ability to make it "subscribable."
- Advertiser Bottom Line: Advertising in feeds overcomes many of the shortcomings that traditional marketing channels encounter including spam filters, delayed distribution, search engine rankings, and general inbox noise.
- Companies that offer content feeds including USATODAY.com, BBC News Headlines, ABCNews, CNET, Yahoo!, Amazon, Google News, and many more. In addition, hundreds of thousands of bloggers, podcasters, and videobloggers publish feeds to keep themselves better connected to their readers, listeners, admirers, and critics.
- Feeds are a way for websites large and small to distribute their content well beyond just visitors using browsers.
- Feeds allow people to see updates regularly, delivered automatically via a web portal, news reader, or in some cases good old email.
- Feeds make it possible for site content to be packaged into "widgets," "gadgets," mobile devices, and other bite-sized technologies that make it possible to display blogs, podcasts, and major news/sports/weather/whatever headlines

Links
http://en.wikipedia.org/wiki/Atom_(standard)
https://support.google.com/feedburner/answer/79408?hl=en
http://atomenabled.org/