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MEDST 255- NEW TECHNOLOGIES

VIDEO AND PODCASTING

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Video and Podcasting are only two of the many internet technologies offered to us today. Video streaming has become widely popular in the last few years. Outlets such as YouTube, Netflix, Amazon Prime, and Hulu along with many other video streaming sites have all made it possible for a wide range of audiences to access video content ranging in all types of genres. The world of video streaming is growing at a more rapid speed every day. People are able to stream videos of whatever they want, whenever they want, and for as long as they want on their technological devices. Podcasting has also been incorporated with giving people similar access to information on various topics through audio files. However, it is not the same as regular radio broadcasting. Podcasting allows for you to listen to these audio files on your own time, and not only when a radio station or news channel decides to air it. You are able to download the files and listen to them basically anywhere.

According to a Nielsen case study commissioned by Google, the evolution of video has gone through many phases, dating back to the 1939 World’s Fair in New York. The Radio Corporation of America had introduced to the public black and white television. While we see the television as a huge technological advancement it wasn’t until 1970 where, “more than 95% of households in the U.S. had at least one television.” As the years went on so did the progression of video. VCR’s would be “the first device to allow consumers the flexibility to watch a diverse library of video on their TV’s whenever they wanted.” This was a time where people began to be more in control of their television experience. Soon after DVD’s and DVR became the next thing to have. DVR played a major role in the early 21st century as it allowed for people to record anything they wanted, and it also paved the way for what is known as “time-shifting”. Time-shifting is when a live broadcasting of a program is recorded and then watched after the live screening has been shown. 2005 was the year “70% of U.S. households had access to the Internet.” People were spending time more watching videos on streaming sources such as YouTube and Netflix instead of browsing the Internet. Once given the chance to have more control on what they could watch and where they can watch it, people began to implement this choice in full force. As technology became more mobile, so did the way people watched videos. The revolutions of smartphones were able to keep up with download speeds of other devices. For millennials who were the primary users of the smartphone, this became the go-to way of viewing video content.

People no longer view entertainment technology as a novelty, but it has become something that is a must have. “…As of March 2015, the average household had 6.7 devices and in two years average increased to 7.7 devices per household…” The trend of having devices is not slowing down any time soon. Consumption of videos by the general public had increased due to many reasons. Videos were now available in many different forms of devices. As well as the “flexibility and on-demand nature of videos”, people were now able to view their favorite videos on their schedule rather than having set times. Smartphone usage had increased due to its mobility. This device flourished and is still one of the frequently used devices to stream videos on the move. The age of millennial viewers watching time-shifted material “can surpass the live TV audience as early as five days after the live airing.” As video continues to flourish the tools that are most important to remember are “understanding specific dynamics across genres, demographics, and platforms”. This will allow for the people creating the video and advertising content to heighten the continuous strategies used.

‘Podcast’ was selected to be the word of the year by the New Oxford American Dictionary at the end of 2005. The term podcasting came about from an article written by Ben Hammersley. He came up with this term combining the words ‘pod’ like iPod, and ‘casting’ like broadcasting. It became associated with a big brand like Apple because the iPod had come out and it was a portable device where you were able to download content and listen to it wherever, whenever. It “was the indiscriminate adoption of the term podcasting by UK-based online technical journal The Inquirer in an August 2004 interview with former MTV host and self-anointed tech-guru Adam Curry which informally initiated the explosion of the word podcast in the popular press.” What started as a just a comment, turned into the term that would be used “for the RSS 2.0 delivery of MP3 files for playback on computers and mobile devices.”

Video streaming and podcasting have become very popular. Three very popular examples of these technologies being used are YouTube, Netflix, and iTunes. YouTube was founded by PayPal employees Chad Hurley, Steve Chen, and Jawed Karim. It was launched in May 2005. The mission is to give everyone a voice and show them the world. YouTube is a site that provides people to upload and access videos of practically anything they want to watch. Netflix is a video streaming site. People are able to access hundreds of shows and movies online, or through the application either through their smartphones, tablets, and televisions. You are also able to rent movies and shows online. The time that people spend watching videos have surpassed the time they spend actually browsing the Internet. iTunes offers a wide variety of podcasts. They range in all genres and can be accessed with the click of a button.

Video streaming and podcasting are technology that are both easy and efficient to use. They are both very effective in what they have to offer. People are able to access content whether its video or audio at any given moment. The possible applications for this technology is endless. Everything begins with something small, but ultimately in today’s world, tech like this will go very far

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