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The Howard Stern Podcast Problem

Because podcasting is such a new, exciting, cutting edge phenomena, many people are eager to get connected, and hence the Howard Stern podcast. Everyone wants to be part of the next big thing, but not everyone is suited or ready to do so. The Howard Stern Podcast was created and shown on iTunes, the Apple company's music store. However, the podcast was never updated, and the only clip ever provided didn't even include Howard Stern. This has brought a lot of flack down on Howard Stern, as well as Sirius Radio, which broadcasts Stern. Many of these people would have preferred to hear Stern when they wanted to, as a podcast, and were disappointed that the feed was not being used.

The Howard Stern podcast is probably an example of some of the problems that can arise with podcasting. Its new, and very hyped, so everyone wants to be a part of it. However, the podcast is designed to be free. RSS feeds are designed to easily distribute files, that can then be redistributed and shared by the users who download them. It would be close to impossible for a podcaster to charge for their content. Either the podcaster would have a small circle of people who enjoy the feed, and very few who would want to pay for it, or be very popular, as Stern is, and have the problem of paying customers possibly redistributing the content so others won't need to pay.

(Word count 249)

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