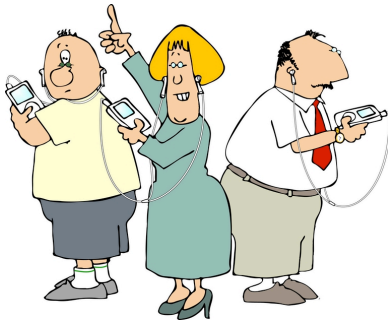


WHAT'S A PODCAST?

A new technology has suddenly burst onto the scene. It is called a "podcast".

A podcast is an audio or video recording that can be downloaded onto your computer or portable music player.

Maybe you've noticed people walking round the place with minute little ear-plugs in their ears, attached to some tiny box hidden away in their pockets, jackets or handbags, or maybe even strapped to their arm?



They're probably listening to an "MP3 player", a device that plays sound ("MP3") files. Instead of carrying only one CD at a time an MP3 player can store anything from 240 songs to 15,000 - yes, perhaps you're entire CD library!

But some folk want more than music on their "iPods" (electronic company Apple's version of the MP3 player). They want news updates, sports commentary, the latest movie reviews, comedy shows, sermons, discussion and information about their hobbies, and much more.



Enter podcasts!

Travelling to work, exercising, doing the dishes, or walking the dog



you can now play your favourite programming and also listen at a time that suits you best. You can even rewind that radio piece you didn't quite catch and fast forward through bits you don't like or want to hear again later! Your favourite programmes heard on your time!

Although good for mobility, you don't need an iPod, because you can also listen on your computer at home (or at work) right from a web page, burn shows to a CD, or better, listen via free software (like Apple's iTunes for Mac and Windows) that can "catch" your shows automatically for you off the Internet.

Podcasts are free. Everyone from the major TV and radio networks produce podcasts down to the guy who has a microphone and just wants to speak to the world about his passion or pet peeve!

What podcasts do **you** want to hear?

