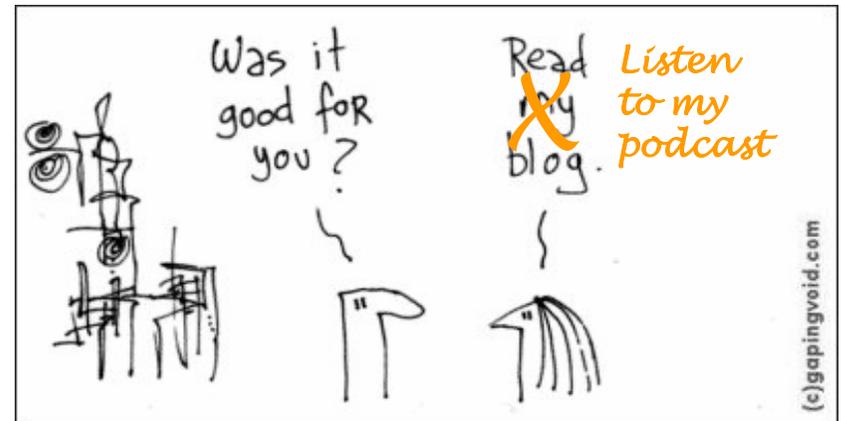


Podcasting for Business

Neville Hobson
For Immediate Release
www.forimmediaterelease.biz

PodcastCon UK
London
17 September 2005



What is a Podcast?

- Digital audio file, typically MP3
 - “Radio show” format
 - > Time-shifted – listen *when* you want
 - Delivered via RSS
 - Auto-sync with portable digital player
 - > Detach and go – listen *where* you want
 - (Complemented by show notes)
-

Some Background

- Podcasting really began in August 2004
 - Enabled by two elements:
 1. RSS enclosures (Dave Winer)
 2. Podcatching software (Adam Curry)
 - It started with one podcast – “Daily Source Code” with Adam Curry
 - Today: At least 15,000 podcasts, 6-8 million regular listeners
 - Businesses are podcasting
 - Mainstream media is podcasting
 - > Newspapers, magazines, radio, television
 - Wide appeal kicks off in June 2005 – Apple adds podcast support to iTunes
-

For Immediate Release

“ The PR show at the intersection of online communication, business and technology. ”

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FOR IMMEDIATE RELEASE: THE HOBSON AND HOLTZ REPORT

Thursday, September 15, 2005

The Hobson & Holtz Report - Podcast #68: September 15, 2005

The Hobson & Holtz Report - Podcast #68: September 15, 2005

Content summary: Listeners' comments discussion; new research from IABC Foundation; Google Blog Search; Yahoo! Mail; PodcastCon UK; a how-two ebook on podcasting; new white paper on corporate blogging; Chrysler media blog.

Show notes for September 15, 2005

 [CAST MP3](#)

Welcome to **For Immediate Release: The Hobson & Holtz Report**, a 73-minute conversation recorded live from Amsterdam, The Netherlands, and New York City, USA.

Download the file here (MP3, 30MB), or sign up for the RSS feed to get it and future shows automatically. (For automatic synchronization with your iPod or other digital player, you'll also need a podcatcher such as the free iPodder, DopplerRadio or iTunes, or an RSS aggregator that supports podcasts such as FeedDemon).

OPML[™] : Get the show notes on your own PC, Mac, PDA or other device. To use this file, we suggest trying Dave Winer's OPML Editor (for Windows).

In this Edition:

About

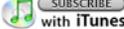
For Immediate Release: The Hobson and Holtz Report is the twice-weekly podcast of Neville Hobson, ABC, and Shel Holtz, ABC, a pair of communication professionals who think they have something to say. Hobson is based in Amsterdam, The Netherlands, while Holtz is located in Concord, California, in the United States. Their podcast is updated on Mondays and Thursdays.

Get the Podcast!

Podcast Feed
This is the "everything" feed. Just paste the URL of this page into your iPodder, or subscribe using the Feedburner link below, to get the Hobson & Holtz Report, interviews, book reviews, and special podcasts of speeches and keynotes.

 [FEEDBURNER](#)

iTunes - if you have the latest iTunes version that supports podcasting, click on the link below to add FIR to your iTunes podcast subscriptions

 [SUBSCRIBE with iTunes](#)

For Immediate Release

- Started 3 January 2005
- First podcast in the communication profession
- Co-hosts: Neville Hobson (Amsterdam) and Shel Holtz (California)
- 60-80 mins, twice weekly, Monday and Thursday, recorded via Skype
- Average per-show downloads: 500
- Global audience
 - > Primary: USA, Canada, UK, Netherlands, Australia
- Building community
 - > 4 on-the-ground correspondents

The screenshot shows a website page for "FOR IMMEDIATE RELEASE: THE HOBSON AND HOLTZ REPORT". At the top right, there are navigation links: HOME | ARCHIVES | CONTACT SHEL | CONTACT NEVILLE. The main title is "FOR IMMEDIATE RELEASE: THE HOBSON AND HOLTZ REPORT". Below the title, the date "Thursday, September 15, 2005" is displayed. The main content area features the title "The Hobson & Holtz Report - Podcast #68: September 15, 2005" and a sub-header "The Hobson & Holtz Report - Podcast #68: September 15, 2005". A "Content summary" follows, mentioning topics like IABC Foundation, Google Blog Search, and a white paper on corporate blogging. Below the summary is a "Show notes for September 15, 2005" section with a "PODCAST MP3" icon. The text describes the podcast as a 73-minute live conversation from Amsterdam, The Netherlands, and New York City, USA. It provides instructions on how to download the file (MP3, 30MB) or sign up for an RSS feed, and lists various podcatchers like iPodder, DopplerRadio, and iTunes. There is also a mention of OPML for creating personal show notes. At the bottom of the main content area, it says "In this Edition:". On the right side of the page, there is an "About" section with a brief description of the podcast and its hosts, Neville Hobson and Shel Holtz. Below that is a "Get the Podcast!" section with a "Podcast Feed" description and a "FEEDBURNER" icon. At the very bottom right, there is an "iTunes" section with a "SUBSCRIBE with iTunes" button.

For Immediate Release

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"Hobson & Holtz Report" Search Advanced Search Preferences

Web Results 1 - 10 of about 66,100 for "Hobson & Holtz Report". (0.06 seconds)

For Immediate Release: The Hobson and Holtz Report
The **Hobson & Holtz Report** - Podcast #67: September 12, 2005 ... Welcome to For Immediate Release: The **Hobson & Holtz Report**, a 71-minute conversation ...
www.forimmediaterelease.biz/ - 69k - 13 Sep 2005 - Cached - Similar pages

[a shel of my former self](#)
Welcome to For Immediate Release: The **Hobson & Holtz Report**, a 79-minute conversation recorded live from Amsterdam, The Netherlands, and almost live from ...
blog.holtz.com/index.php/weblog/the_hobson_holtz_report_podcast_63_august_29_2005/ - 33k - Cached - Similar pages

NevOn: The Hobson & Holtz Report - RSS Special Edition - January ...
Welcome to a the RSS Special Edition of the **Hobson & Holtz Report**, a 23-minute conversation recorded live at the New Communications Forum 2005 in Napa, ...
nevon.typepad.com/nevon/2005/01/the_hobson_holt.html - 56k - Cached - Similar pages

NevOn: The Hobson & Holtz Report - Jeremy Wright Interview ...
Welcome to a the second Special Edition of the **Hobson & Holtz Report**, a 30-minute conversation with Jeremy Wright recorded live at the New Communications ...
nevon.typepad.com/nevon/2005/01/the_hobson_holt_1.html - 62k - Cached - Similar pages

Odeo: The Hobson & Holtz Report - Podcast #61: August 22, 2005
Show: The **Hobson & Holtz Report** - Podcast #61: August 22, 2005 ... notes for August 22, 2005 Welcome to For Immediate Release: The **Hobson & Holtz Report**, ...
odeo.com/audio/174516/view - 20k - Cached - Similar pages

Odeo: The Hobson & Holtz Report - Podcast #53: July 25, 2005
Show: The **Hobson & Holtz Report** - Podcast #53: July 25, 2005 ... Show notes for July 25, 2005 Welcome to For Immediate Release: The **Hobson & Holtz Report**, ...
odeo.com/audio/115012/view - 26k - Cached - Similar pages
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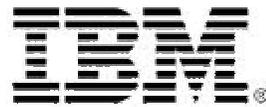


PRWEEK

NewScientist.com



Who's Podcasting?



U.S. AIR FORCE



THE CONFERENCE BOARD



Why?

- Easy and complementary extension of existing communication and marketing activities
 - An appropriate channel to market
 - Reach niche audiences otherwise (financially) unreachable
 - Attract new, younger customers
 - Create buzz, build viral marketing effect
 - Be perceived to be at the leading edge
 - Be the first to market with a cool new medium
-

The Full Spectrum

External

- **Marketing:** A new product announcement that accompanies traditional communication (eg, a press release) that includes informal conversations between, say, a customer and one of the employees from the factory who made the product
- **Financial:** The head of investor relations produces a weekly review (within the limits of regulatory requirements) of activities and events of interest to investors and financial analysts

Internal

- **Employee Engagement:** A weekly 15-minute business update for employees delivered by the CEO or president; employees worldwide subscribe to the podcast via the company intranet or directly from the CEO's blog
 - **Team Building:** The sales director records an occasional podcast for her geographically-dispersed sales team with tips and tricks on, say, how to close deals with certain types of customers; podcast available from the sales intranet as a complement to formal sales materials
-

20 Creative Ideas

1. Airlines: Travel and destination guides
2. Apparel/Retail: Behind the scenes at fashion shows, interviews with models and designers, guide to the season
3. Automotive: Test drives of new models with team drivers, interviews with designers, race reports from behind the scenes
4. Beverage Stores: Festive reviews of selected wines, spirits and beers
5. Books/Music Retail: Guides to summer or Christmas releases, interviews with bands and authors, sample readings from authors to promote an in-store appearance
6. Financial Services: Retirement guides, investing tips, planning for college education
7. Golf Equipment: Guides to courses, interviews with sponsored athletes
8. Grocery Stores: Interviews and recipes from well-known chefs
9. Health Insurers: Wellness tips, meditation guides, nutrition guides
10. Home Improvement Stores: Step-by-step guides to home improvement
11. Hotels: Destination guides, jogging routes, music to jog to, walking tours of cities
12. Micro-Brews: Interviews with the brew master
13. Movie Studios: Interviews with actors or directors, movie making production diaries
14. Sportswear: Interviews with sponsored athletes, event diaries (Olympics, World Cup), and interviews with designers, fitness and training tips
15. Travel and Tourism: Guides to destinations, travel tips
16. Vineyards: Interviews with wine-makers
17. Whisky Makers: Interviews with the makers, tours of the distilleries
18. Video Games- Interviews with game designers, production diaries
19. Higher Education: communicate with incoming students and provide them with lectures.
20. Investor Relations: earnings announcements.

(Hat tip: Kevin Dugan, Strategic Public Relations - <http://prblog.typepad.com/>)

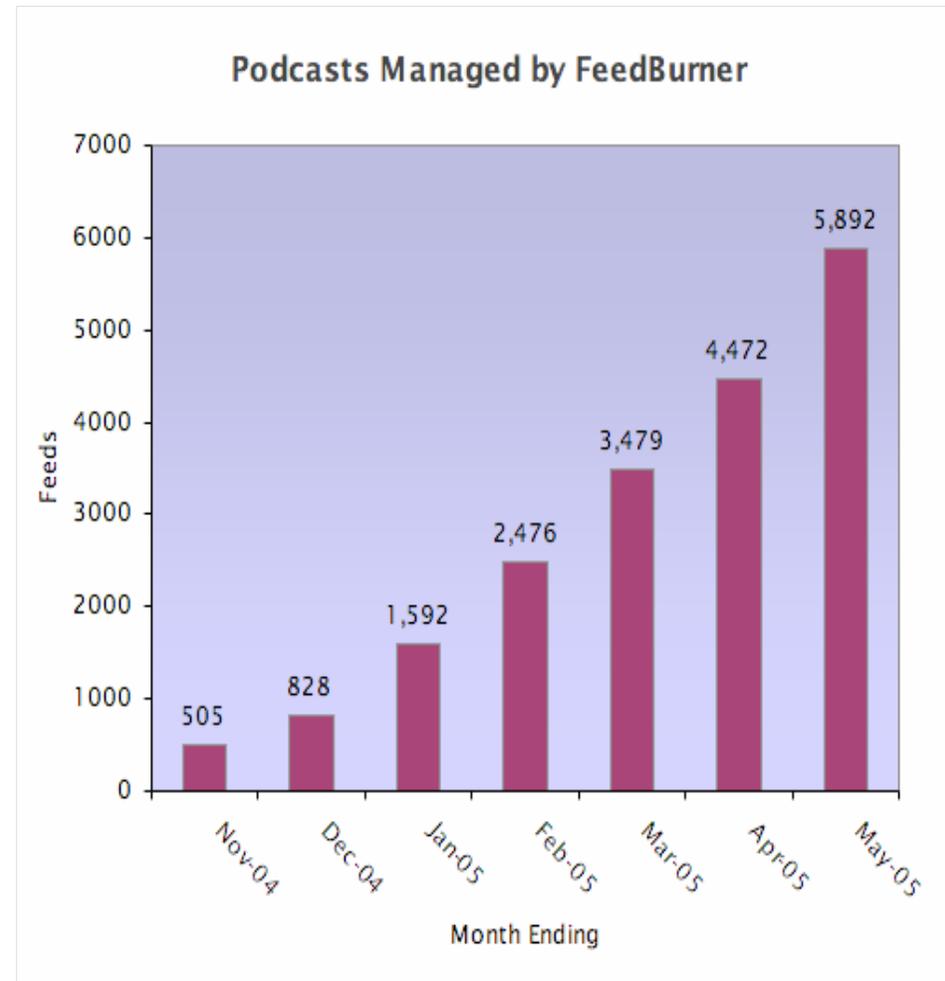
Dramatic Growth

- RSS feeds with podcast enclosures growing by about 1,500 per month
- Conservative projection to end 2005: over 16,000

Apple:^{*}

- 7 million podcast subscriptions on iTunes
- iTunes offers 15,000 podcasts and adds 1,000 new podcasts *each week*.
- 21 different languages

* Steve Jobs, Sept 05. <http://stream.apple.akadns.net/>



Growth Drivers

1. It's easy.

All you need is a PC, a microphone, a network connection, some free recording software, a place to deliver it from, and a bit of imagination.

2. It's inexpensive.

Podcasting enables you to create and publish audio material that previously would have required a professional recording studio.

3. It's portable.

Podcasting dovetails the explosive adoption of digital music players, notably the iPod.

4. It's available.

Rich-content podcast directories and the increasing availability of high-speed broadband internet connectivity will fuel further growth.

Just the Beginning

“ Videocasting will be next – and it’ll be big. Convenience and portability are the drivers for reaching critical mass – and the mobile phone will be the device of choice. The rapid adoption of MMS-capable phones with color screens by the same consumers who are currently active podcasters is creating a dream opportunity for brands that need visuals. Portable video produced and screened by consumers is inevitable as they combine home video, file sharing, and wireless technologies with audio podcasting. ”

*Trends | Podcasting for Marketers
Forrester Research, Inc
July 2005*

Conversation...

- Neville Hobson
For Immediate Release
- www.forimmediaterelease.biz



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Information on PodcastCon UK:
www.podcastcon.co.uk

