



Podcasting Stories

Podcasts

- Podcasts are audio recordings that can be downloaded from the web
- They can be professional radio shows
 - (eg. BBC, ABC, HBR)
- Or very unprofessional anything
- They are relatively inexpensive to produce

Web 2.0

- Also know as New Media, Social Media, Read/Write culture
- ebay instead of newspaper classifieds
- Blogs instead of newspaper editorials
- Youtube instead of TV
- Podcasts instead of radio
- Googling instead of watching, listening and reading traditional media
- Filtering information using RSS readers

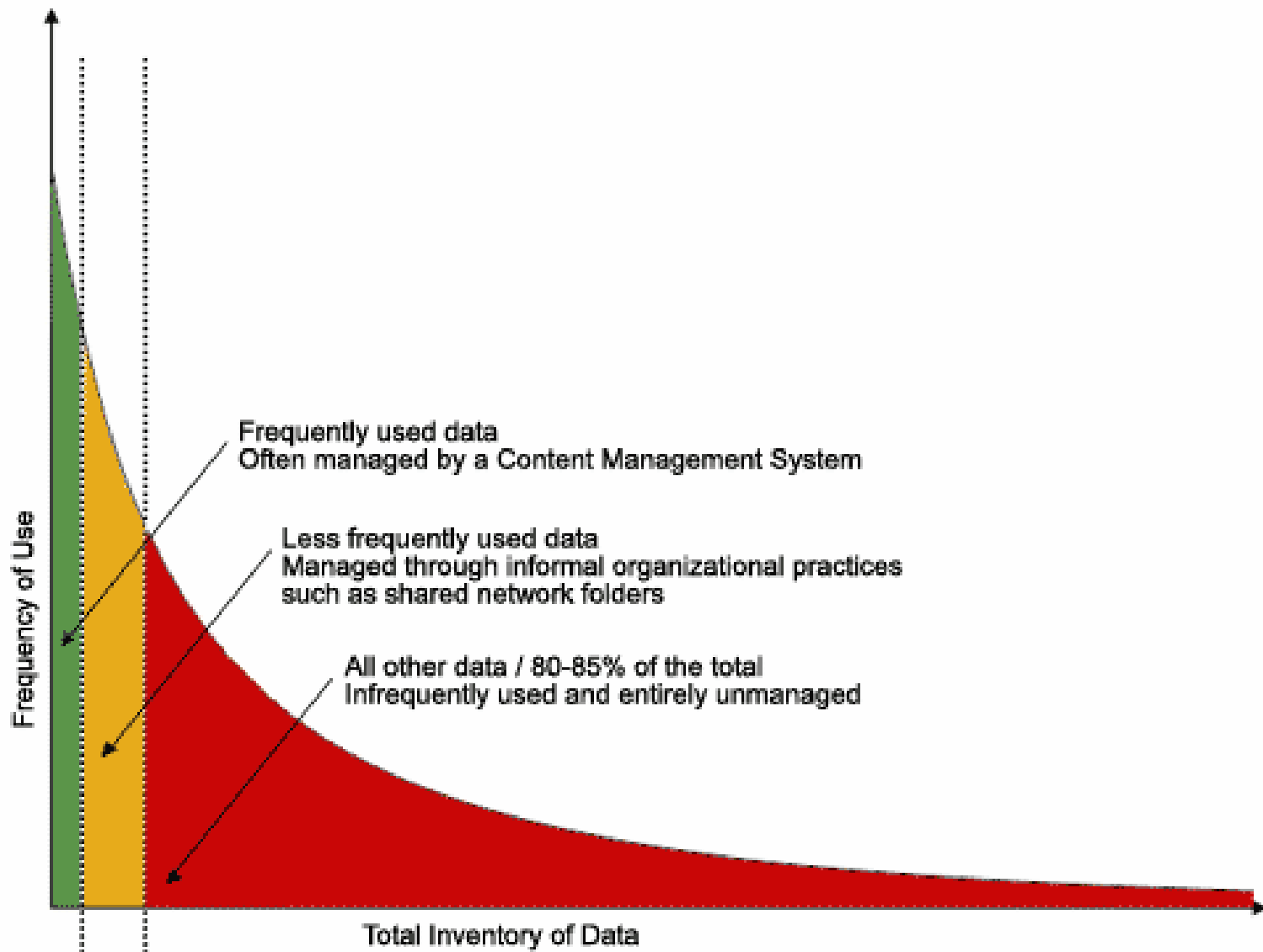
The “long tail” phenomenon

- Traditional media tries to get a single message out. A “sound bite” to the masses
- New media allows you tailor the information you want to read or the audience you want to reach...

The “long tail” phenomenon

- For example, while an individual blog may only have six readers, small blogs have more readers combined than the largest media websites
- Podcast listeners are growing rapidly, with the same pattern of a lot of people listening to bits of information that suit them

The “long tail” phenomenon



Podcasts

- **iTunes podcast directory** has 125,000 podcast channels.
- **The Podcast Network Stats 2007**

	2007	2005 - 2007
Number of Unique Visitors	5,411,993	9,387,835
Number of downloads	6,991,269	11,362,048
Number of Visits	23,247,031	42,134,408
Number of pageviews	69,920,808	142,430,281

What is LitFuse?

- A not-for-profit website
- for groups or individuals with ideas who wish to transmit their message to a connected community of common interest
- Focus on water and natural resource management
- Built around web 2.0 media tools
- Eg. Blogging, podcasts, you-tube
- www.litfuse.com.au
- Also sound recording, podcasting and training

Podcasting Examples

- Public Forums
 - Peter Cullen talking at the Schultz Oration on water futures for SA
- Workshops/Conferences/Events
 - Living Labs workshops for DWLBC & ICE WaRM
 - SAMDB Regional Science Forum
 - SANTFA, WANTFA 2008 conferences
 - Green City Festival
- Interviews
 - Mike Young
- Points of view

What benefits?

- Increase participants
 - Over 750 downloads of a presentation by David Paton at the Water Wednesday talk last year
 - 615 podcasts downloads from the SAMDB Regional Science Forum. Equivalent to an 28% increase in audience size at each presentation. Still getting downloads – Forum was in late November 2007
 - 16 people have listened to a podcast of Tanya Monro's talk last month at a Living Laboratory workshop. This has lead to two new collaborations

What benefits?

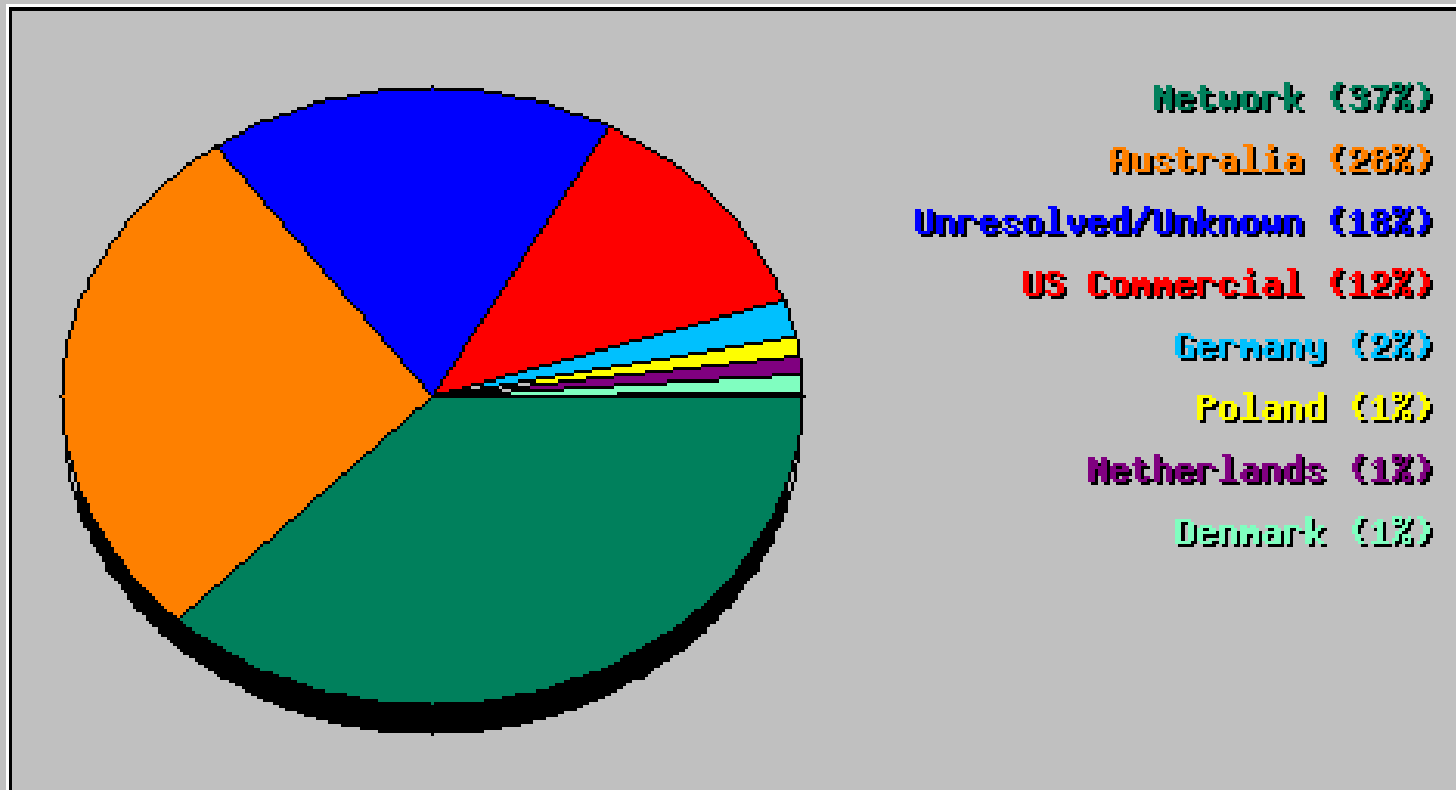
- Daily views of litfuse feed



What benefits?

- Global audience

Usage by Country for February 2008



Costs

- Minimal
 - Adding value to events already being run
 - Provides an opportunity to expand the audience (including global)
 - Sound recording, server for files required
 - Can establish a feed
 - “pushes” information out using RSS
 - Picked up by RSS readers like i-Tunes
 - “Cheap” to consumer

www.litfuse.com.au

<http://feeds.litfuse.com.au/litfuse>

<http://blog.litfuse.com.au>