

PODERNIZE podcasting **historien**

koncept september 2004
independents startade
iTunes integrerar juni 2005
msm kliver in hösten 2005

From Release Source: Oxford University Press
"Podcast" is the Word of the Year
Since December 5, 2004

NEW YORK, Dec. 5 (Reuters) — Only a year ago, podcasting was an arcane activity, the domain of a few techies and self-admitted "geeks." Now you can hear everything from NASCAR coverage to NPR's All Things Considered in downloaded audio files called "podcasts."

Radio Dreams Come Alive In The Podcast **BY JEFF BRESA**

Podcasting will revolutionize how content is distributed. It will be a way to create your own radio station and broadcast your own content. It will be a way to create your own TV station and broadcast your own content. It will be a way to create your own newspaper and broadcast your own content. It will be a way to create your own everything and broadcast your own everything.

April 05, 2006

Forrester podcasting report - just 1% use podcasts

We just released some new data on podcasting. In a brief "Podcasting 101" report, (available only to clients), here's the summary:

PODERNIZE podcasting **utveckling**

iTunes Podcast Subscriptions Top One Million in First Two Days

COFFERTINO, California—June 30, 2005—Apple® today announced that in just two days iTunes® customers have subscribed to more than one million Podcasts from the new iTunes Podcast Directory. iTunes 4.9 has everything users need to discover, subscribe, manage and listen to Podcasts built in, so users can now have quick, easy access to their favorite Podcasts, automatically delivered over the internet to their computer and iPhone.

DAGENS MEDIA

SR: "Podradion är en succé"

Podradion startar i mitten på maj har programmen som till exempel i en podradion tillfärdigt med 1,7 miljoner lyssnare.

SR erbjuder nu 28 olika program i sin podradion. Under december var det mest populära programmet Svenska nyheter med en 200-tal lyssnare. Till och med i januari med 25 000 lyssnare, och flera var 500-tal med 20 000 lyssnare.

3 Million 2006 Chryslers to Feature iPod Integration

January 06, 2006

Chrysler has announced that it will be the first American automaker to provide full iPod integration as an option in most of its 2006 models, with over three million 2006 Chrysler, Jeep and Dodge models offering iPod integration beginning this spring.

PODERNIZE podcasting **tre poängar**

prenumeration
öppen standard
användarkontroll

Ijud och rörlig bild
bättre känsla
relationsstödande

alla kan
fler har möjlighet
stödjer cgc



säger sig ha fått otroligt mycket inspiration därifrån, bl a har det förändrat hans sätt att arbeta som forskare och föreläsare. Kör nu pod, ipod, Audible etc. Fick tips från en av sina doktorander om www.ritti.se som de snackar en del om därnere i Lund

PODERNIZE podcasting **två mäns bitar**



Johannes Gutenberg

Dave Winer

PODERNIZE podcasting **kontextualisering**



ORALITY and LITERACY
The Technologizing of the Word

Walter J. Ong

PODERNIZE podcasting **sociala medier och webb 2.0**

vi kunder / medborgare / konsumenter är

**bildade
uppkopplade
konversanta**

vi
vet mer än jag!

terminologi

www.railonwave.com/railonwave/2007/12/web-2-0-map

towards conversing communities

Gatarski, R. and Lundkvist, A. (1997) Interactive Media face Artificial Consumers and marketing theory must rethink, see www.fek.su.se/home/rjg/imfaceac

användningsområden

för det mesta, av och för

- amatörer
- företag
- organisationer
- myndigheter
- etablerade medier

Podradio iTunes Podcast Alley ODS

bokpuffen

Prenumerera på Bokpuffen som poddradio!

89 bokpuffen lyssnar du varje vecka på inledningen till en nyutkommen bok och en "klassiker". Vill du läsa eller lyssna mer? Fråga efter den på ditt bibliotek eller i närmaste bokhandel. Fler lästips hittar du på www.boktips.net

Nyutkommen Vargtimmen (Mnour) Denise Mina (övers. Boel Unnerstad) Upplysare: Ulrica Wallin	Klassiker Ett rum med utsikt Edward Morgan Forster (övers. Maria Ekman) Upplysare: Ulrica Wallin
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Ladda hem bokpuffen

Hacking Netflix.com

Netflix News & Info.

HOW TO CONTACT NETFLIX

Questions? Lost DVD? Call 800-715-2120, or click here

WELCOME

Come in, take a look around, and feel free to contact me if you

Postal Increase, Summit I Main | 79% Prefer Free to Paying for Movies

Netfix Changes Recommendations to Suggestions

Michael noticed that Netflix made a minor change and is now using "suggestions" instead of "recommendations."

In related news, Kate wants Netflix to "turn off" Netflix recommendations: Please stop with the recommendations. I never look at them. Please stop recommending movies to me. I never look at them, I don't want to look at them, and I don't care what anyone else watches. Please delete them from my account and don't recommend any more ever.

How would you rate the Netflix recommendations, er, suggestions?

Support

If you sign up through these links you help support this site.

Netflix Free Trial Offer

Some Movies From Netflix Only \$4.99 (FREE TRIAL)

March 18, 2007 | Pundit

The Chris Pirillo Show

jeff – the case

article discussion edit this page history

WIKIPEDIA The Free Encyclopedia

Jeff Macpherson

From Wikipedia, the free encyclopedia

Jeff Macpherson (Alias: Reginald Homstein) is one of the most charismatic actors on IPTV

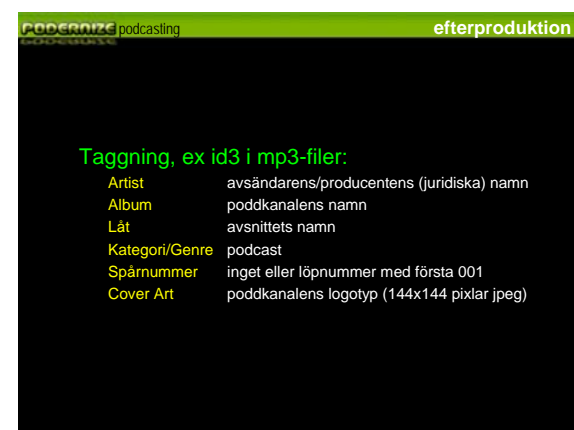
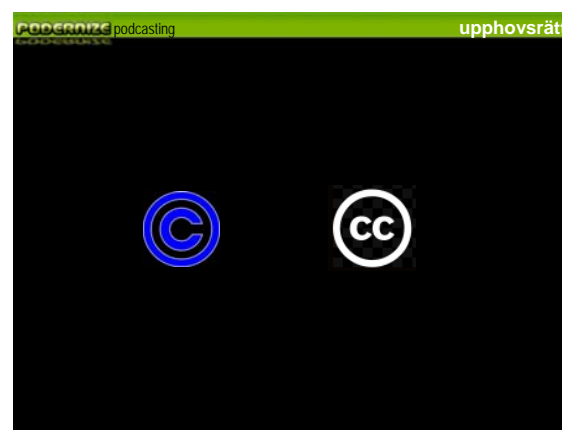
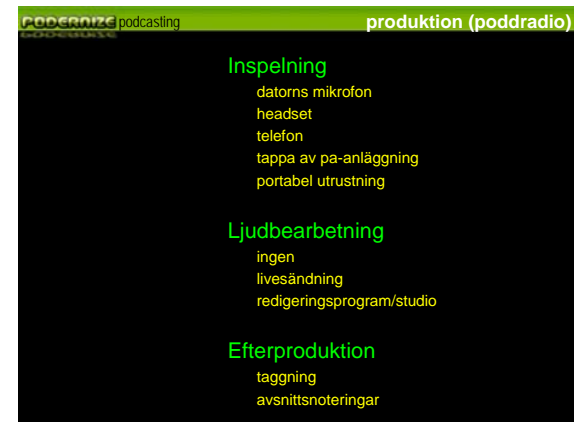
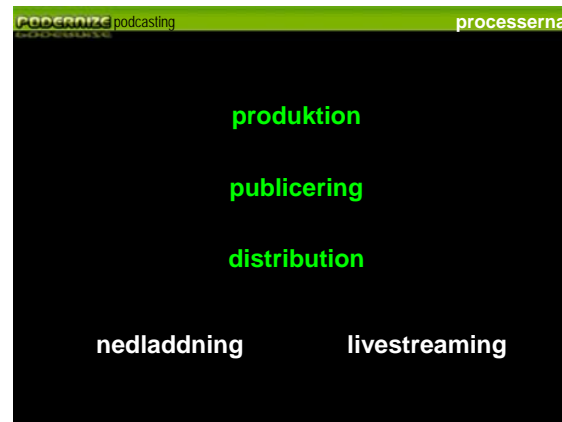
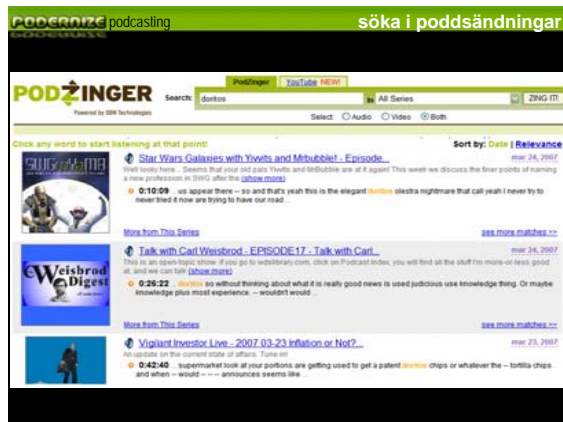
This article is being considered for deletion in accordance with Wikipedia's deletion policy.

- You may share your thoughts on the matter at this article's entry on the Articles for deletion page
- Please improve the article if possible, but the article must not be blanked, and this notice must not be removed, until the discussion is closed. For more information, particularly on merging or moving the article during the discussion, read the guide to deletion.

There is talk an article for deletion: (QuakerWiki) - Proponer deletion OR (QuakerWiki)Jeff Macpherson(omparing) ----- (QuakerWiki)Jeff Macpherson(rjg)

An editor has expressed a concern that the subject of the article does not satisfy the notability guideline or one of the following guidelines for inclusion on Wikipedia: Biographies, Books, Companies, Fiction, Music, Telegrams, Numbers, Web content, or several proposals for new guidelines.

- if you are familiar with the subject matter, please expand the article to establish its notability. The best way to address this concern is to reference published, third-party sources about the subject. If notability cannot be established, the article is more likely to be considered for deletion, per Wikipedia's guide to deletion. (See also Wikipedia:Notability)



PODERNIZE podcasting **exempel på avsnittsnoteringar**

KP011: Börje Ehrstrand och Anders Åkerman om Kunskapspriset
Inlagt av admin den 8 november 2006


Standard Podcast: [27:39m] | [Hide Player](#) | [Spela i popup-fönster](#) | [Ladda ner](#)

I sista avsnitten innan Kompetensmässan 2006 bjuder vi på ett samtal mellan två av pristagarna i **Kunskapspriset 2006**. Dom är Börje Ehrstrand, rektor för Rinkebysskolan och Anders Åkerman, VD för Kompetensgruppen AB. Nästa steg är att genomföra mässan och därefter utvärdera Kompetenspodden. Skall vi fortsätta? Är podden lagom lång? Var avsnitten bra? Hur kan vi bli bättre? Hör av dig! Medans du funderar kan du lyssna på **Moist** med Ghostfriend.

Innehåll (min:sek)
00:00 Välkommen
00:45 Om Kunskapspriset
01:20 Samtal med Börje och Anders
18:50 Skall podden fortsätta?
19:40 Moist med Ghostfriend
26:20 Upphovsrätt, återanvänd gärna podden

Hör gärna av dig med dina synpunkter till vår poddevredelsefon 08-559 21 431 eller via e-post till synpunkter@kompetenspodden.se.
Musiken i detta avsnitt kommer från **Podsafe Music Network**.

PODERNIZE podcasting **exceptionella system**



iTunes U:
the campus that never sleeps.

Education evolves.
iTunes U has arrived, giving higher education institutions an ingenious way to get audio and video content out to their students. Presentations, performances, lectures, demonstrations, debates, tours, archival footage — all that is about to become even more meaning.

See it for yourself.
Browse the iTunes U site in the iTunes Store.

[Go to iTunes U in the iTunes Store](#)

PODERNIZE podcasting **lättnämnt system**



hipcast
the audio & video podcasting service.

Welcome, Richard! (edit)
Members | Log Out

Create Audio
Three powerful ways to create & publish audio. Record online, by telephone or upload your files.

Create Video
Undereblogging doesn't get any easier. Record video online or upload your video files.

Create Podcasts
Podcasting is all the rage, and with Hipcast you just click and publish.

Post to Blogs
With Hipcast you can quickly and easily post your audio, video and podcasts to your blog.

[Sign Up Now!](#)
or [learn more over here](#)

HOME | SIGN UP | TOUR | NEWS | CONTACT US | LOG IN

PODERNIZE podcasting **publicering**

Tre centrala element

1. **Mediefilerna**
mp3, aac, mpg, mp4, wmv, aa, pdf, flv,
2. **RSS-filen**
xml, rdf, rss, ...
3. **Metadata**

Vanliga upplägg
blogg med medieinlägg
poddsändningstjänst
rssfil + mediefiler

PODERNIZE podcasting **rss**

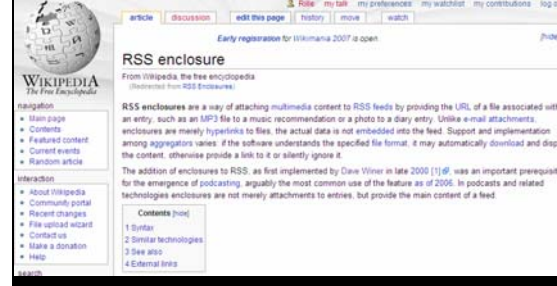
really simple syndication



feed ° channel ° kanal

xml, atom, rdf

PODERNIZE podcasting **tekniska kärnan**



WIKIPEDIA
The Free Encyclopedia

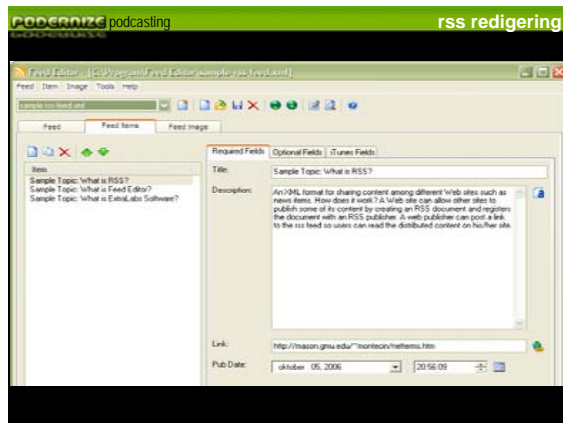
RSS enclosure
From Wikipedia, the free encyclopedia
(Redacted from RSS Enclosures)

RSS enclosures are a way of attaching multimedia content to RSS feeds by providing the URL of a file associated with an entry, such as an MP3 file to a music recommendation or a photo to a diary entry. Unlike e-mail attachments, enclosures are merely hyperlinks to files; the actual data is not embedded into the feed. Support and implementation among aggregators varies: if the software understands the specified file format, it may automatically download and display the content, otherwise provide a link to it or silently ignore it.

The addition of enclosures to RSS, as first implemented by Dave Winer in late 2000 [1] of [2], was an important prerequisite for the emergence of podcasting, arguably the most common use of the feature as of 2006. In podcasts and related technologies enclosures are not merely attachments to entries, but provide the main content of a feed.

Contents (hide)

- 1 Syntax
- 2 Similar technologies
- 3 See also
- 4 External links



Podernize podcasting några råd

börja podcasta

1. lyssna runt
2. ljudkommentera andras
3. provsänd själv
4. skapa egna poddsändningar



A circular diagram illustrating the podcasting cycle. At the top is the letter 'P'. Two arrows point downwards from 'P' to the letter 'C' on the left and the letter 'C' on the right. A double-headed horizontal arrow connects the two 'C's. A vertical arrow points upwards from the right 'C' back to the 'P'.

Podernize podcasting

tack!

www.weconverse.com



A rectangular logo for 'weconverse' with a green, abstract, wave-like background. Below the logo, there is a navigation menu with the following items: Home, Om, Kund, Tidning, Nyheter, Arkiv, Får, Områ, Sida.