Podcasting Now!

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Podcasting is a combination of MP3 files, Internet radio, RSS (Really Simple Syndication), and iPods. MP3 files are typically individual tracks from music or comedy CDs, Internet radio is done with streaming audio in real time, and RSS lets your computer automatically keep track of new information posted on websites.

Podcasting combines these technologies to create radio/music/talk programs that you can download and play on your computer or on an iPod or other portable player. Not only can you listen to podcasts, you can create and distribute your own podcasts without a lot of difficulty. Many of the techniques already used to publicize a website or a blog can be used to promote a podcast. In fact, one popular use for podcasting is as an audio blog. Podcasters can also include images and other data, so podcasting can be used for business as well as entertainment. It's possible to build training curriculum, product briefings, marketing presentations, and even new employee orientations with podcasts: the potential for this field is barely scratched.

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