



The 10-minute guide to Podcasting for the Corporate Marketer

**You've heard all about podcasting –
but how much do you know about its
potential as a marketing tool?**

Here we shed light on the podcast's value as a new way of communicating with a captive audience in today's fast-moving marketing communications mix. We'll establish costs and value models and give practical advice to help your podcast fly first time.

Authors:

Paul Curran,
Nick Saalfeld

Distribution: Unlimited
Dated: 12 January 2007

Wells Park Communications

Tel. 0845 108 1654

www.wellspark.co.uk

Audio when you want, where you want

In a nutshell, podcasts are like radio programmes you can receive via the internet rather than from a traditional radio set.

Podcast producers make their programmes available to their audience via freely available syndication technologies. These allow listeners to select programmes they wish to download and furthermore automatically download new programmes as they become available. This automatic update facility is an effective subscription system which means corporate podcasters can rapidly build up an effective- and marketable- subscription base of listeners.

Podcasting takes its name from the iPod, the playback device preferred by many early podcast devotees; but it is something of a misnomer. You don't need an iPod to hear a podcast; any computer with sound will do (indeed a 2006 survey suggests that almost 70% of podcasts are heard directly on-PC). Other listeners similarly download podcasts and store them on CD's to play at home or in the car. In this way, good podcasts have the power to be as omnipresent as radio. In any event, you can download a podcast or an internet radio programme and listen to it away from your computer without being tied to the time of the original transmission.

Why is it becoming so popular?

What has made podcasting so popular and viable as a communications medium? One of the main reasons is the widespread availability of broadband. Because audio involves much bigger chunks of data than straightforward text, until recently people weren't prepared to wait lengthy periods of time to download audio. The speed of broadband has changed all that and made podcasting far more immediate as a communications medium.

Putting audio online has been viable for ages. But as well as broadband, some other pieces of the technology puzzle have fallen into place to trigger the podcast revolution. The most important of these is the free subscription software, such as iTunes or iPodder. Instead of inviting customers to your website to download your latest audio programme, these pieces of software enable your listeners to subscribe permanently if they liked their first instalment. Future downloads are automatic each time you produce a new episode. And with broadband always connected in the background, downloads of new episodes are unobtrusive.

It's the capacity of podcasts to build subscriber bases that is key to its marketing value.

So whilst many podcasters' websites make it possible to download their files directly, it is really the subscription feed of automatically delivered new content which distinguishes a podcast from a simple download or real-time streaming. The next time you produce some new material, all the subscribers to your podcast are automatically notified and the new

programme downloaded in the background. As a podcast producer you can build a subscriber base in the same way that traditional publications do. This subscription mechanism is the real secret behind successful podcasting because it suddenly opens up a whole new opportunity to corporate publishers who wish to use audio to get their messages across to customers.

It's rather like the difference between a company's website and its newsletter – you might visit the website occasionally if you need some specific information. However, if you sign up to the newsletter, you receive it each time a new issue becomes available. In the same way, the subscription mechanism means a corporate podcast can be 'pushed' to subscribers on a regular basis, rather than relying on them to discover it by accident. This helps to keep the brand front of mind.

At the same time, it is true to say that podcasting has been given a huge boost by the ever rising popularity of the Apple iPod and other MP3 players. Just as you don't necessarily need to read an online newsletter the minute it arrives in your inbox, you can store a podcast and listen to it when and how it best suits you.

Similarly, the fact that most computers now ship with CD-Rom Recorders has driven down the cost of writing podcasts (and other audio) down to CD to mere pennies. Therefore, the barriers to listening in the car or the kitchen are similarly reduced.

For podcast producers, this new ability to manage both their audio output and their subscriptions means they can produce as little or as much audio as they like, but each time they do so they are guaranteed a captive audience – just like publishers have always had with distributed newsletters and magazines.

The benefits of podcasts over text

Podcasting falls into the category of “new media” – in other words, it is delivered online just like a website.

The key difference is that audio presents a greater feeling of realism and immediacy. For example, if you are a golf fan, you may well enjoy reading an interview with, say, Nick Faldo in your favourite monthly golf magazine. However, if you were to hear Faldo’s voice in interview, that is a vastly more satisfying and realistic experience. Think of how many more times you have said to friends: “Did you hear so-and-so on the radio” or “Did you see so-and-so on TV” than “Did you read so-and-so in the paper”.

In marketing terms, this is gold dust. Nobody ever waited for the postman, because they might receive the best-written piece of direct mail. But plenty of people sit in the car outside their homes, because they don’t want to go in before the end of a programme on the radio! Radio is deeply personal and immensely satisfying.

Podcasting brings realism and immediacy, plus ownership of the listener for the duration of the broadcast.

Secondly, podcasting brings listener ownership. A podcast will hold the listener’s attention for longer than the few minutes it takes to read an article. Some might claim this is a disadvantage because people might not be prepared to give up 15-20 minutes to listen to an audio programme. However, we believe that so long as many of us will happily vegetate in front of a TV screen for a whole evening, it is difficult to buy into that argument. On the contrary, we believe that because

subscribers have chosen to receive material, they will find the time to listen because there is something they like about it and they are more likely to be hooked in. In this sense, podcast listeners are qualified leads.

Podcasts also own listeners in an advertising sense too. On the page or on screen, we tend to miss advertisements (and product placement). Think of the times you have simply turned the page in a newspaper without reading any of the text of an ad. Again, audio is different. Few people skim to another channel when an advertisement comes on. Similarly, few individuals will fast-forward through an advertisement in a podcast.

This immediacy and ownership are what enables podcasting to help build brands and sell products. It gives marketers and media owners a new way to regularly reach an interested and self-qualified audience.

Which audiences are most suited to podcasting?

Up to now, podcasting has largely been led by the iPod revolution which centres around technology-driven early adopters in the late-teen to mid-30s age group. However, we anticipate mass appeal for podcasting in much the same way as the video market grew rapidly in the 1980s. That too was driven initially by the technology, yet once equipment prices came down, the service was driven by demand and content. We believe in much the same way content will soon take over the lead from technology as the driving force in the podcasting arena.

Consumption of podcasts is not restricted to downloading them to MP3 players and playing them on the move – for example on the bus to work, out jogging, or on a long car journey. Plenty of people listen at home. But it's not so much a question of where they are going to be used, it's more a case of finding subjects and executions that interest people, which means they will listen – because they want to.

Public-facing

We believe above all that this medium is applicable to subjects that are content-rich – such as travel and finance; subjects in which there is lots for listeners to learn, and which are suited to in-depth explanation. Taking the finance example, everyone cares about what happens to their money and the subject is content-rich. They are eager to know about company news, pensions, ways to pay less tax and so forth. These are issues that can be put across well in the person-to-person context of podcasting.

Other areas such as Education, and Software and IT, make excellent candidates for podcasting; also on the grounds of in-depth explanation.

Look for subjects which are information-rich and open to opinion, education and discussion.

We believe that the leisure and hobbyist market too will prove to be a big area of opportunity for podcasters, because mainstream radio cannot cater to this audience; yet they are a ready and willing marketplace. A retailer of model aircraft, for instance, might podcast 'how-to' advice, forthcoming exhibitions, etc. to

an instant audience which is itching to participate. This leisure market extends to innumerable other audiences looking for "expert witnesses" – anything from foreign property investment to equestrianism, for example. The industry has even termed a new phrase, "nanocasting", for this demand-led production of audio for previously under-served niches.

Interestingly, particularly in the UK, mainstream radio caters for only a very small number of subject areas (compared to, say magazines). There is therefore a huge opportunity for commercial players in niche areas to establish themselves as the de-facto audio source in their fields. It is also encouraging to think that podcasting could well contribute long-term to the revival of speech content. All too few radio stations these days major on speech content. Yet as listeners to Radio Four will know, as well as broadcasting news, the station devotes a significant amount of air time to broader topics, which attracts an educated and proactive audience- just the sort of people who spend money.

Many smaller companies are using podcasting to bring in real business. One small Independent Financial Advisor reports a doubling in visitors to his website through his podcast; this can be attributed to the "immediacy" discussed above. Buyers of financial products want an IFA they can trust; and by hearing his voice giving helpful impartial free advice, they are assured of his reliability. IFAs have traditionally suffered from the fact that they operate in a very undifferentiated market; offering their customers more or less the same service. For the IFA concerned, the podcast is a unique and win-win strategy.

Those who have tried podcasting maintain it is far more effective than waiting for prospects to visit their website. This, they say, is because they can talk directly to their audience. It gives potential clients the chance to assess the reliability of the product provider in advance – it creates security and trust.

Internal-facing

Podcasting is undoubtedly a high-impact form of audio content delivery that's ready to be exploited for training and general information delivery to closed audiences, particularly for internal communication. Enlightened organisations would be well advised to review their communication and training strategies to find places where podcasting might provide a useful tool.

In particular, large organisations experience a grave problem with the flurry of internal emails vying for staff attention. It's hard for strategic documents and housekeeping policies alike not to end up lost in the inbox; particularly for dispersed companies where the CEO only visits branch offices once every few months. Staff feel disconnected and disenfranchised; far removed from any influence over strategy. This breeds negativity and isolation.

Podcasts solve this problem, in two ways. Firstly they are deeply engaging – it is much more effective to hear or see a broadcast from Head Office than to simply read an email with a list of requirements. Rather than being dictatorial, podcasts can be encouraging: a pep-up and full of enthusiasm.

Secondly, in an interview context, the most important aspects of a subject automatically rise to the top. Several technology companies are augmenting thick manuals of turgid text with 15-minute podcasts which cover the key points quickly and efficiently. The manuals remain for reference, but the podcast accelerates the learning process ensuring staff are up to speed in hours rather than days.

Other applications

As the price of podcasting reduces, applications are becoming more numerous. Indeed it makes sense to consider audio as a workable adjunct where text used to be the only option.

As an example, Wells Park Communications has several clients using audio in innovative ways:

- A client who is providing a dedicated news service, changed daily, for customers who are kept on-hold. It provides entertainment and reduces dissatisfaction once the call is taken.
- A client who has a listening post on their exhibition stand. At times when the stand is under-staffed, visitors can still be kept informed and entertained until a staff member is available- preventing prospective clients from walking off to a competitor.
- A client who specifically engaged us to use podcasts for public relations purposes. A website was being created to influence local public policy, and the client realised that podcasts were a far more engaging way to reach consumers than pamphlets or posters.
- A client who prepared for a radio promotional push by producing several short soundbite interviews with key staff, which could then be used as and when required by the media.

Financial breakdown

So why should marketing managers consider podcasting? We've taken a look at suitable applications, but what are the business models? Like websites, our advice is if you can't find a good reason to podcast, don't do it. A plumber, for example, would probably be better off having an entry on Yell.com. And as we all know, the internet is littered with websites that haven't been updated for years. These musty old sites simply serve to make their companies look worse, not better. Similarly, with podcasting, if you haven't got something worthwhile to say, don't do it. Remember, just like a website, podcasting is an opportunity to blow it if you don't go about it properly.

When it comes to cost, podcasting doesn't have to be expensive, but as with most new business channels, even if you "give it a shot", you'll need to be committed enough to go with it long enough to see if you get a reaction – four to six months is a good starting point. At the same time, you'll need a financial model in place before you begin; and to spend on the basis of a clear strategy. There are a number of approaches open to the corporate marketer.

The membership approach

The membership approach is simple: you build up a membership base of people who are happy to pay for what you have to offer. Simple in principle – but highly unlikely in practice. We think these applications are few and far between: perhaps stock or horse racing tips (both of which are highly regulated too), or maybe financial or IT analysts who have a proven reputation. As a rule of thumb, if people are prepared to pay to come to your website, they'll be prepared to pay for your podcasts – but less than 0.2% of sites achieve this.

Is the membership model dead, then? Not at all. For starters, podcasts can be a powerful addition to any information-based membership website, adding value to a paid-for proposition. Secondly, podcasts can be used as a promotional tool just as effectively as text. Marketers might for example consider producing two versions of the same podcast – say, one 5 minutes long, the other 30 minutes. The idea is that the 30-minute “full” version sits behind the paid-for membership wall, while the 5-minute piece can be spread far and wide, acting as a promotional teaser to attract more members who wish to hear the complete interview, as well as promoting the overall brand.

Another option worth bearing in mind for the future is ‘Pay per Listen’. Although there are few such architectures in place just yet, this will surely happen in time, using Paypal or other micropayment solutions. The personal publishing platform SubHub is one such mechanism, allowing individuals to create and maintain paid content offerings.

Advertising and Sponsorship

Controversy currently rages about advertising in podcasts. Many practitioners believe that advertising cannot work in podcasts; due to their intrusiveness. We are of the opposite opinion. Few people object to advertising in radio programmes – particularly if they are receiving the benefit of the programme’s information free of charge. Certainly, the response to banner ads on websites has reduced to a bare minimum – to the extent that new forms of banner advertising (interstitials, skyscrapers) are constantly being developed.

Unlike banner ads on websites, audio ads are rarely ignored completely. With audio, you have a captive audience to promote yourself. Listeners usually can't be bothered to fast-forward to skip your promotional inserts, so you will get your message across. Our advice is to keep podcast ads to a maximum of twenty seconds, and intersperse far enough apart as not to intrude. Just as in the US TV advertisements appear at twice the frequency as in the UK; similarly a UK audience is less tolerant of advertising – but perfectly happy to make a trade-off in exchange for good value content.

Our longest-running podcast (heading towards its 50th edition) has had moderate advertising since the very start – and we have never received a single complaint.

There are however some problems you should be aware of with podcast advertising.

The first is when a potential subscriber comes across your programme late into the series. Remember, unlike radio programmes, podcasts can be made available online many months after their initial production. Having subscribed, he or she will probably want to go back and listen to previous editions. The chances are that several editions into the series you will have updated your advertising message thereby rendering earlier versions out of date. As podcasting matures, software is becoming available to automatically update previous versions of podcasts; and indeed to dynamically insert relevant advertisements; but at the moment we believe that updating multiple editions with new advertising messages can be a complicated business.

We believe the alternative to advertising is sponsorship. This is more palatable, easier on the ear, much simpler to implement, and reinforces brand profiles as opposed to specific products. Similar in nature to the 10-second “bumper” clips before and after some television programmes, these short brand inserts are more memorable than most product ads and after a time the

message will begin to stick. We believe that sponsorship is the easiest turnkey solution to monetising podcasts.

A further problem with advertising during podcasts is measurement. You will never have a true idea of how much response there was to your product or brand as the result of a podcast advertisement, beyond perhaps increased visitors to your website. If increased hits, inbound calls, or ideally increased sales, are a strong enough metric for your needs, fine. Again, metrics software is rapidly being developed (including tools to measure how much of a podcast was heard before the user moved elsewhere), but these tools are very much developmental.

Pay-per-listen is a long way off – but sponsorship covers costs and builds brands.

As we write, in early 2007, by far the most useful and cost-effective metrics are about simply measuring the end result. For example, if you want

your podcast to point users to a web-page, create a bespoke web-page for the podcast, and count the number of discrete visitors. It's fast, simple, and it works. When the technology catches up, we will revise our advice accordingly!

For all our clients, we also automatically create return path routes for audiences. This can mean email enquiry routes and blogs, but often also includes telephone lines. We invite feedback and questions from our audiences by phone – the audio from these can then be inserted into future podcast episodes, very much like a radio phone-in programme.

Let the business dictate the model

The fact is, your choice of financial model should be dictated by your business. Here's an example for a publisher:

Publishers much prefer readers to take out an annual subscription rather than relying on them to buy monthly editions from the news stand. They would love to convert as many of their sales to subscriptions as possible, because at the end of the day that's money in the bank. But a huge number of magazine buyers simply never get round to subscribing. They might buy 7 out of 12 editions in a year, at the news stand. If this large majority of transient readers could be converted to 10 editions per year, that would represent a significant increase in profits.

We believe podcasting is the perfect application to achieve this. Podcast material could be produced by in-house journalists at little or no extra expense; and a podcast released just a few days in advance of the monthly publication schedule. This would remind listeners to purchase the latest edition of their printed publication, by teasing them with upcoming content. This mechanism also enables them to cross-fertilise between the podcast and the printed magazine by giving advance information about a special feature or competition in the printed product. The publisher can afford to give away the podcast for free because it is an opportunity to promote the glossy.

The secret is to work out how audio and all its benefits can match a specific business objective.

Costing out your podcasts

When it comes to preparing the budget for corporate podcasting, there are four principal areas of cost to consider:

- **Content**
- **Production**
- **Hosting and delivery**
- **Promotion**

People have tried to get away with doing it on the cheap, but at a serious corporate level, that's

not the way to approach podcasting. This doesn't mean, however, that it has to be inordinately expensive – the key is to invest appropriately, knowing where you can cut corners against traditional radio (equipment) and where you can't (content).

Wells Park Communications are expert in all these areas, and can provide a full or bespoke service as required.

Content

The content of your podcast is of course crucial. It's impossible in a general paper like this one to anticipate every possible requirement or application, but some guiding principles are on offer. At the moment, many user-generated podcasts are effectively a monologue. This is inadequate for corporate purposes, and should be avoided. Your cue should come from radio shows, and the considerations are as follows:

Format: the overall structure of your show. "Magazine" programmes typically include several short elements, which may differ in style and have different contributors. For other purposes, a single, longer interview may be appropriate.

Elements: within your show format will be one or more elements. Interviews are fine, round table discussions offer plenty of interest.

As you can see, there is no easy way to cost out the content of your podcast without an in-depth plan, but from a corporate budgeting perspective there are some more general pointers to observe:

Add value: think about what your audience wants. Podcast listeners like to feel that they are getting the inside track rather than yet more propaganda. Don't glue yourself to the corporate PR line, instead ask what content will add value to your audience and enrich their perception of your brand. Think "hints and tips". Think "latest best practice".

Do what you commit to: If you say you're going to podcast every week, then do so. If you're not sure you've got something to say, then don't commit to a set frequency.

Give it time to bed down: It will take 4-8 editions of a podcast before you can gauge any reaction. Ask for feedback at every opportunity – it will influence your future editorial direction. Building an audience feedback mechanism (email, text message) into your podcasts is one way of helping to

Failure to promote is the key reason for failure. Podcasts must be promoted to an existing user base, or a new one built from scratch.

establish what is going down well with your listeners and what needs further improvement. At Wells Park Communications, as part of our full-service package (and at no extra cost), we arrange dedicated telephone lines for listeners to ring in and leave messages, questions or feedback. These can be inserted into future podcasts and generate a great sense of participation and belonging.

Don't overstretch yourself: Start with basic programme structures, e.g. a simple interview format, and expand from there. The technical infrastructure is easy to arrange; finding a convenient time for 4 guests to get together is more likely to be a stumbling block.

The other essential aspect of corporate podcast content is music and other incidentals such as sound effects and voiceovers. You have several options, and we're going to investigate them in some detail because the costs vary wildly:

Licensed Music: We would advise against buying in the kind of music you hear in the charts because it will incur heavy royalty payments each time you use it. Interestingly, the Performing Rights

Society which administers these royalties has recently published a (reduced) licensing fee specifically for podcasts, so this is becoming a cheaper – but still overpriced – option.

Your own Music: For those who are seriously committed to producing podcasts long-term, we recommend instead commissioning your own theme music at a one-off cost of around £1500. This will be sufficient to cover the cost of a main theme and several smaller excerpts to help break up the editorial content of each podcast. The advantages, of course, are that it's a one-off cost and it's guaranteed to be unique. If your company is large enough to have commissioned TV and radio advertisements in the past, see if you have a corporate theme. If you do, use it - it's part of your brand.

Library Music: Another alternative is to use library music on a pay-as-you-go basis. This is music designed specifically for adverts and promotions, which, at around £130 per 30-second usage, is cheaper than chart music, but can still work out quite expensive in the long-term compared to other costs.

Buyout music: Finally, various pieces of music can also be bought outright for as little as £20, the downside to this being that other podcasts may use the same music. But we believe you shouldn't be too concerned about that in the early stages. Suck it and see. Start at the cheaper end and if it all starts to take off and you begin to feel the benefit, then think about moving up to theme music of your own. For an initial test-run and during your first 6 months of podcasting, you have little to lose in using cheap buyout music.

Production

Production costs will depend very much on how simple or elaborate you want your podcast to be. Don't cut costs on production (it's too important!), but equally, remember that your production should be dictated by the content and format choices discussed above. Simple interviews need little more than editing down; Cecil B. DeMille epics will be more demanding.

There are two aspects of production- engineering and editing. A professional engineer may be required to come to your office (or on-site location) to manage the recording. Wells Park Communications also has relationships with several studios around the UK for effective local broadcast-quality production.

At Wells Park Communications, we also offer equipment rental. Whilst this cuts out the cost of a travelling engineer, the main benefit is that audio can be produced without prior arrangement-allowing those unplanned opportunities to be captured. Simply switch on the recorder, record your session, then plug the recorder into your computer and upload the result to us via email. We'll do the rest.

Afterwards, editing covers off the mixing, music and speech editing required to package up the programme.

Hosting and Delivery

The next cost to consider is that of hosting your podcasts, although in the overall scheme of things this is minimal and there are still outfits around who provide this for free, but this is unlikely to continue indefinitely. As hosting audio requires more bandwidth than web pages, beware of hosting arrangements with limited or pay-per-gigabyte fees. You'll soon use up your allowance.

Most corporate clients, of course, already have hosting arrangements based on their existing websites.

Promotion

An important contributor to the success of any podcasting venture and the one which is most often overlooked is promotion. After all, without it who is going to listen to the results of your hard work? There are all manner of ways that can be used to build and sustain interest in your podcasts; and the right application depends on your company's circumstances. A conference organiser, for instance, might use recorded extracts of conference presentations in the form of podcasts to stay in touch with delegates throughout the year. As they already own the required mailing list, promotion ceases to be a problem.

To attract potential listeners to your podcast, you should ensure at the very least that there is a simple link to it from your website. If you are a publisher, for example, then your podcast certainly

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needs to be clearly highlighted in your printed editorial. And depending on the nature of the business, your budget should include an allocation for any PR, advertising or search engine sponsorship you may deem necessary to draw attention to your new podcast creation.

We strongly recommend tying a blog to your podcast. It represents one of the fastest ways to achieve recognition from search engines

(which drives traffic), and is also the simplest mechanism by which audiences can offer feedback and additional contributions. Several blog sites also offer advanced metrics for measurement of podcast delivery.

We believe that for an entirely new production, without the support of an existing marketing base, promotion should represent around 50% of your budget overall.

Time to act

While podcasting is in its infancy and still a hot topic, there is PR value in being among the early adopters. Just as was the case with the web, in a year's time it's likely to be a very crowded marketplace. Once this happens, podcasters will have to fight hard for subscribers.

Again, as was with the web, the 1% of top quality podcasts will succeed, the rest won't. It's as simple as that. Now is the right time to get involved in podcasting. Those who are first to do so in each sector will undoubtedly derive value from their involvement.

The sector is also easy to enter. You'll have seen that throughout this document we have compared the birth of podcasting to other technology-driven media. In 1992-5, during the early days of the web, entry to market was fast and cheap; and the technologies required to stake a space in the market easy to understand. Time and again it has been proven that forward-thinking companies who join the trend early on find it easiest to stay on the ride.

What about video?

People are already talking about Videocasting (or Vodcasting). We believe this is currently not a good idea in most instances. The costs associated with audio production are low and manageable, compared to those for video which are overwhelming for many companies to contemplate. Video is time-consuming to set up, whereas audio lends itself readily to the spontaneous recording and capture of spur of the moment events and opportunities. We also believe most people would prefer to listen to informative and instructive material through the headphones of their MP3 player on the train or bus to work. There are good applications of video (training and education are particularly appropriate, and internal communications is always an exciting challenge), but far fewer than with audio, particularly once the costs are factored in.



We're keeping an eye on videocasting, and as the technology catches up with demand there will be opportunities. But good corporate practice says wait until the ends justify the means and the expense – not vice versa.

An inexpensive, yet highly effective communications channel

Podcasting is an affordable and exciting new medium which promises to open up new avenues in corporate marketing. Financial services organisations, IT companies, software vendors, accountancy practices, travel agencies, should all be pricking up their ears to the potential value of podcasting.

Indeed, the analyst group Gartner last year urged podcast content providers to get aggressive in offering podcasts and not let return on investment be an immediate concern. It maintained that the technology that will allow consumers to pay for podcasts, as well as advertising insertion tools, will soon be available.

We wholeheartedly agree- specifically because we feel that an ROI is not far away in any case. With the window of exploitation to this medium wide open, our advice to the corporate marketer is to join now and use podcasting to complement traditional marketing communications channels.

About Wells Park Communications

Wells Park Communications is a full-service editorial agency, with staff experienced in journalism, broadcasting, copywriting and all aspects of editorial production. We exist to exploit a range of technologies to deliver exciting and innovative messages in a media market which is becoming ever more crowded. As well as podcasts, we produce:

- **Print materials**
- **Web site content**
- **On-hold messages and IVR announcements**
- **Web and print newsletters**

Within the field of podcasting, we provide a complete service:

- **Strategy:** establishing long-term workable models
- **Talent:** journalists, presenters and voiceover artists
- **Service:** Editing, music sourcing, production, mastering, archival
- **Technology:** Site updates and coding
- **Promotion:** to leading podcast directories

Our podcasting clients include world-class brands in technology, travel, finance and business. To hear our work, try out Beermat Radio, at <http://www.beermat.biz/catalogue.php?id=1>: it's the independent business podcast which consistently makes the iTunes Business Top 10, regularly outperforming the FT, Time Magazine etc... Or hear our work for the travel guide experts, Lonely Planet, at <http://www.lonelyplanet.com/podcasts>. To see our services for conferences, try Symbian's Smartphone Radio at <http://www.symbian.com/smartphoneradio>.

Right now, we're working on more programmes for more big brands, and designing cost-effective audio productions for internal communications. For more information on what podcasting can do for your business and an honest appraisal of viability and cost, do get in touch.

Authors:

Paul Curran,
Nick Saalfeld

Distribution: Unlimited

Dated: 12 January 2007