



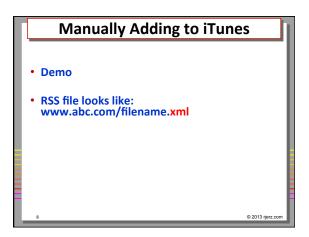
Podcasting Definition Podcasting is a new format for distributing audio and video content via the Internet. Actually, podcasting is just multimedia content enclosed into an RSS file. RSS means Really Simple Syndication. RSS is a special format based on XML. In fact, RSS feeds are XML files containing data according to the RSS specification, and usually located on a website. XML: an HTML-like file for handling data. HTML: Hyper Text Markup Language http://www.rss-specifications.com/

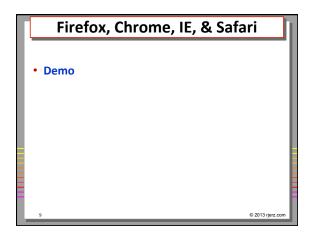
• A method of getting (subscribing) computer files (episodes), usually audio (mp3) or video (m4v/mp4), from a catalog (RSS feed, XML) on the Internet (website), and having them automatically delivered to your computer and then to your iPod (or other multimedia/mobile players).

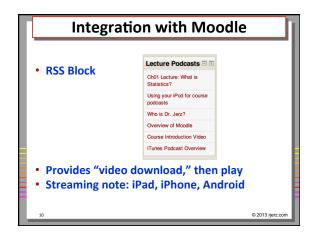
Podcast Demonstration • How to get one of Rick's podcasts from iTunes

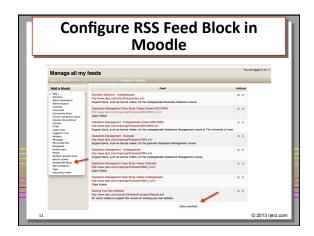
Getting Podcasts - Features Get podcast to your computer via iTunes PC and Mac solution iPod, iPhone, iPad, Android, Apple TV (no DVD) Manually adding feed to iTunes (no iTunes store) Firefox, Chrome, Internet Explorer Moodle Flash All of this by managing one computer file! The Power of the Podcast!

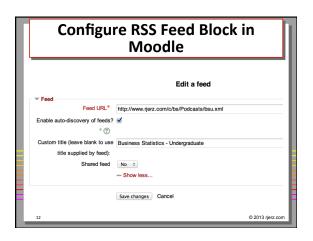
• Audio (mp3, stereo, mono) • Video (mov, m4v, mp4) • PDF & ePub files • Refer to Apple's Specification (http://www.apple.com/itunes/podcasts/specs.html)

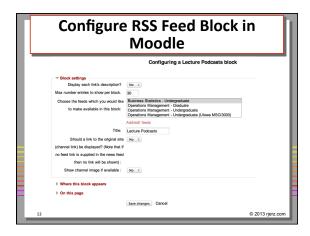


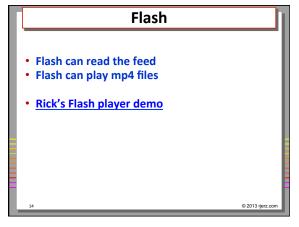












Why use podcasts? Understood by students (Fad? Cool?) Mobile/Portable format (computer-less) Automatic delivery. One-step, done! (via Subscription) Tolerates slow computer network Allows students (people) to learn when they want to (asynchronous) Students already have the equipment to do use this technology



RSS Feed File • A "simple" text file, with some rules • Apple's podcast specifications • Rick's demo file • Edit with web editor, such as Dreamweaver • Create and edit with specialized feed editors • FeedForAll (Mac) • Feed Editor (PC)

Notes about Apple's iTunes Store Demo: Putting your podcast in the iTunes store iTunes and iTunesU iTunes is free to podcaster iTunes podcasts are free to users A cataloging service, not a container Big and easy audience Audited by Apple, no experimentation

