



Leveraging Podcasts & Integrated Audio

More Leads, More Buyers, More Business

About Us

- Focus on marketing through Digital Audio

- Team Background

- B to B and B to C Marketing
- Audio and Video Production
- Publishing, PR & Association Management

- Services

- Podcast Production
- Online Audio/Video Merchandising
- Customer Experience Auditing
 - Customer Interviews/Testimonials
 - Cross Channel Experience Testing



Why Podcasts and Audio?

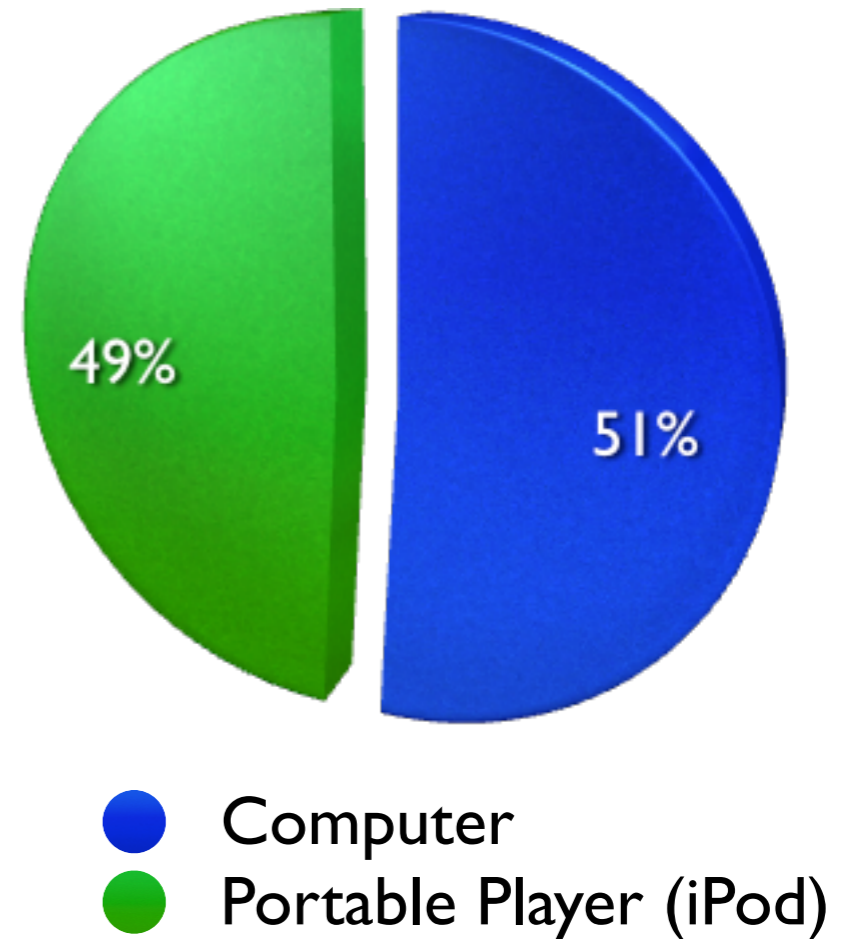
- Podcasts are **convenient**, **portable**, and provide users with another way to **consume content**
- Audio is **credible**, communicates **emotion**, and is able to **tell a story**
- Podcasts **expand audiences** for content in a competitive media environment

What are Podcasts?

- Podcasts are **not** named for the iPod
- The word Podcast is derived from “**Playable on Demand**” combined with “**broadcast**”
- Traditional Podcasts are subscribed to through **RSS - Really Simple Syndication**
- **Multimedia** made available online is often called a “podcast” whether RSS or not.

Where do people listen?

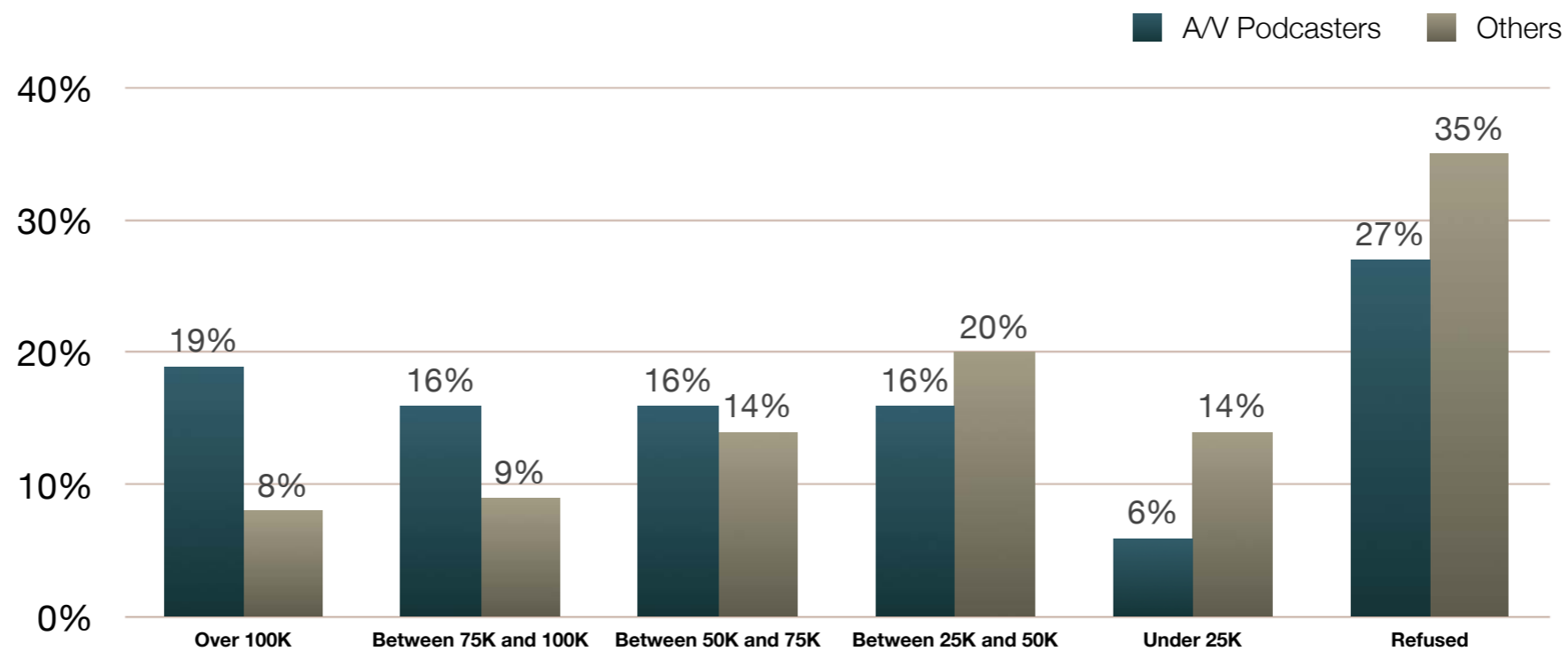
- 51% of “podcasts” are actually listened to at the computer
- iTunes is the largest connector for true podcast subscriptions



Who Listens to Podcasts?

Podcasters More Likely to Live in Higher Income Households

Annual Reported Household Income



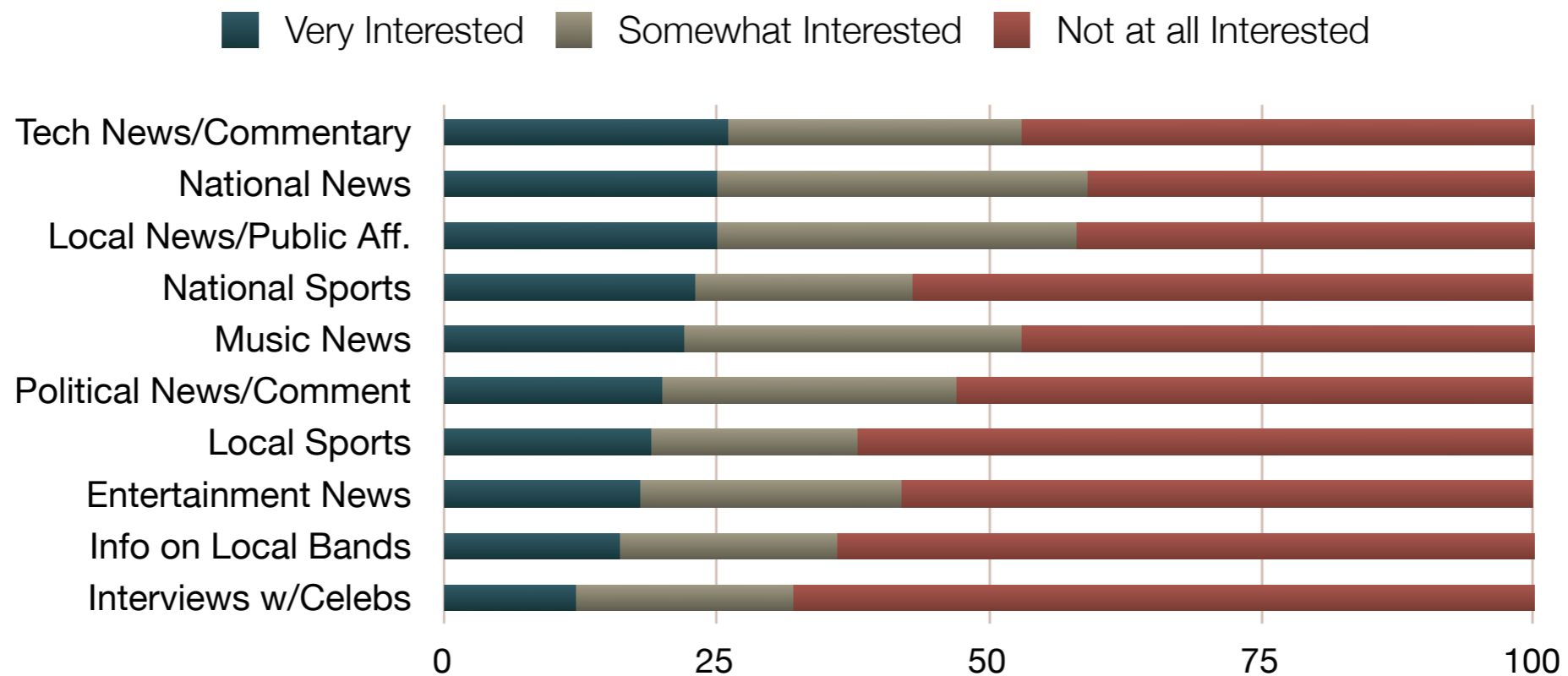
Base: Total Population 12+



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What are they listening to?

Podcast Consumers Seek National/Local News



Base: Have Ever Listened to/Watched an Audio/Video Podcast



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What are Podcast **Formats**?

- Podcasts come in **Audio, Enhanced Audio & Video** formats
- **Enhanced Audio** can **integrate Slides & Links**, but there are some compatibility issues
- Integrating an audio player into your current website **improves usability** of podcast content

What are my **Content** Options?

- **Whitepapers** & Existing Articles
- **Edited Webinar highlights** & executive editions
- **Phone interviews** with Thought Leaders
- **Weekly news** content, converted newsletters

How can we deliver podcasts?

- Through iTunes or Odeo
- On your own Website
 - Play Now
 - Download mp3
- Email with Direct Link
- Traditional RSS feed
- Burn to traditional CDs

What's the **process**?

- **Standard Whitepaper**

- Provide existing whitepaper or study
- We review and return with podcast specific edits if required

- **Executive Summary**

- Provide existing executive summary OR provide full whitepaper and desired bullet points
- We review and provide draft podcast copy for approval

What's the **process**?

- **Edited Webinars**

- Provide existing webinar recording and description of desired key highlights
- We provide a rough cut edit and final edit after approval

- **Phone Interviews**

- We can coordinate and record a phone interview conducted by your editorial team OR conduct a phone interview based on your question lists
- We edit the interview for stand alone use or for integration with another project (commentary on a study, for example)



Have any **Questions?**

Thank You!