

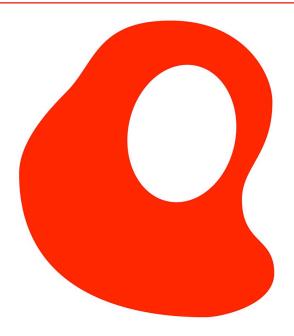
Podcasting?







What Does RedMonk Know?



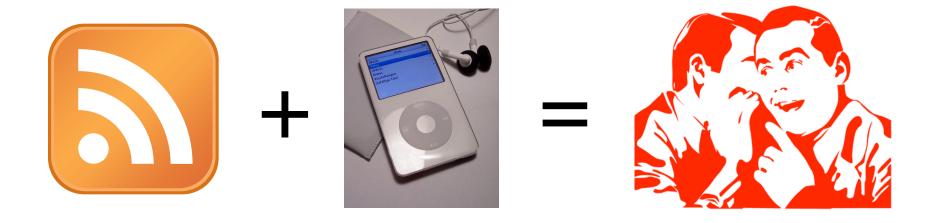
- RedMonk Radio Podcast (est. 2006)
- Coté's Personal Podcasts (est. 2005)
- We produce all of our podcasts
- Podcast listeners and guests







What is it?









Who's Listening? Influencers



- In the millions. Only Apple really knows.
- •Many technical people from all levels.







Getting Involved: as Guests



- Production is cheap, participation is cheaper
- Find podcasts about you, get involved
- Most podcasters love guests
- •E.g.: Talking Notes, Java Posse, RedMonk







Getting Involved: Production

- Should be cheap
- Informal
- Niche over broad
- Use passionate people
- Group format is best
- Regular host and guests
- •Rule of thumb: higher the production, the smaller the chance of success







Tools

















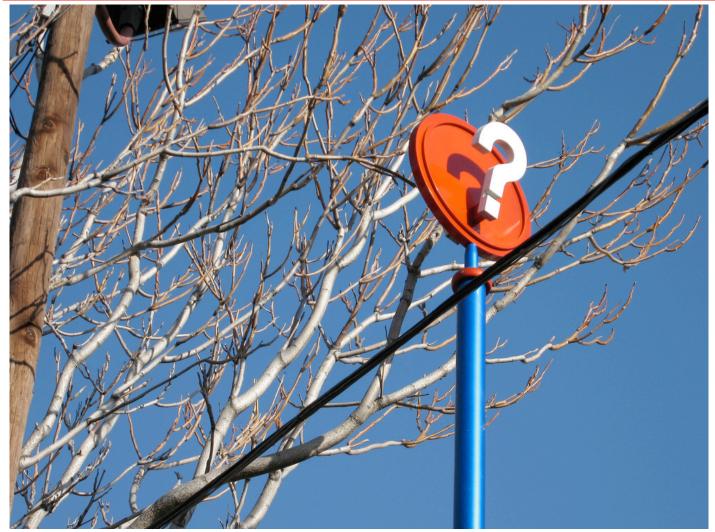








Questions and Discussion









Thank You

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Links and credit

- RedMonk Radio: http://redmonk.libsyn.com/
- Talking Notes Podcast: http://takingnotes.openntf.org/
- •JavaPosse: http://javaposse.com/
- RedMonk Podcast: http://www.peopleoverprocess.com/
- Juicer podcatcher: http://juicereceiver.sourceforge.net/
- Odeo: http://www.odeo.com
- Skype: http://www.skype.com
- FeedBurner: http://www.feedburner.com
- Audio Hijack Pro: http://www.rogueamoeba.com/audiohijackpro/
- Question Mark: http://www.flickr.com/photos/petroleumjelliffe/86524020/



