



# Podcasting?

9.19.2006



 **RedMonk**



# What Does RedMonk Know?



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



# What is it?



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# 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/>