

Hello everyone and welcome to Podcast 101 with me, Caitlin Thompson. You can always find me on Twitter and see what kind of stuff I'm reading or listening to @caitlyn_thomps. I'm not that thrilled with that handle either to be honest.

And what's germane for you to know at this moment is that I'm a former podcast pioneer at the Washington Post where I started the first podcast department at the company in 2005. Then I moved to Time Magazine here in New York created a podcast department there.

Recently, I worked at Acast which is a podcast platform as a director of content, which got me thinking about how podcasts can make money, and what ideas are sort of worth expanding and most known to people in the podcast spaces WNYC our public radio station where I was for nearly five years developing new ideas and working with just about the smartest storytellers you can possibly imagine. So welcome to the class, I'm glad you're here, and let's go through podcast 101.

All right, it's important to get a sense of what's currently going on in the podcast world and based on conversations I have with all sorts of players, creators, thinkers, advertisers, there's a lot of confusion out there as in terms of what some of the different companies are and what they do.

So I thought before we go into the history of podcasting we'd get a sense so you can understand what exactly certain companies and certain people and certain producers are making, and how they're sort of contributing to the podcast landscape.

So we have creating, basically certain companies help you make a podcast. These are podcast publishers or content management systems. These are things like Audacity or GarageBand or Hindenburg, which is a personal favorite of mine, Pro Tools, and these are usually stand-alone software, these are companies that make it easy for you to create an audio experience obviously using microphones in the studio if you have them.

Then there are hosts, this is where you put your podcast. A lot of people ask me why anyone would bother hosting a podcast except with apple since that's the way that most people find their podcast through iTunes, but the reality is Apple doesn't host any podcasts, so you can't put your file directly on their podcast directory, you have to use a host, so some of these hosts come along with a publishing solution so you say okay, I have a new file, I'm going to publish it, and it's going to live here on this host. Pod Bean, Acast, Libsyn, Blueberry, these are some different hosts. A lot of people get started with SoundCloud, that's a host a lot of people are familiar with. That host then turns out an RSS feed, and that RSS feed is what you upload to a pod catcher, most notably iTunes.

I'm going to quickly go over statistics. There are certain companies who very specifically measure how many listens and how many downloads podcasts get. They're not going to be super important for our conversation, but just so you know, there's some who only do that part of it, and then there's distribution. This is a very important part of for creators.

You can see the middle one, there is the iTunes app icon. That's where most people get their podcasts, but it's not the only one, Overcast is another popular app, Stitcher, iHeart, Tune In, and then as well as a number of other platforms have their own proprietary distribution pod catcher, so that so in that case it's Audible or Spotify. Some of these are open and some of these are closed. I'll explain what that means later, but for now just know there's a lot of places to get podcasts. Most people are still using Apple, but you can't in a lot of cases host your files directly with them, so you have to come up with a different solution.

And then of course, there's making money. Advertising is one big way that most podcasters make money. Mid-roll is one of the biggest companies, there's a couple others, but as well as premium solutions where people are paying you directly for content, it gives podcast creators different ways to think about making money for their efforts. I'll get into that quite a bit because my attitude is people make podcasts, but nobody listens and nobody makes money. What's the point?

All right! This is the meat and potatoes, why we are here?. I'm going to walk you through it in a second, but before we do, I'm going to explain why we're walking through this. In my view, you guys are here to understand the entirety of the landscape of podcasting, so that you can create an idea or understand the world either to get a job, to make something better, or and or to set your idea up for success.

So if we look at the evolution of podcasting as it's become a mass medium, mass medium compared to video or blogging, it basically helps us set the future podcast content up for success. If you know what has happened before you can understand what's coming next, and how to make your idea or your self in this universe a little bit more effective.

Now podcasting really died out once, there were all not very many things that survived between 2008 and 2009 after podcasting started and it's basically because nobody could figure out how to make money on it and nobody could find these things. So a few things persisted most of them were public radio shows or big terrestrial shows, and that sort of impacted the kind of podcast that we see today.

I would argue too much so. So my goal here is to really understand, and help you see where some of the big openings are in some of the big possibility, so that you can set your content or your idea or yourself up for the most success possible by understanding exactly what's missing from the landscape and why certain players have come to dominate.