

## PODCASTING FAQs



### What is a Podcast?

A non-music audio broadcast that has been converted to an MP3 file or other audio file format for playback in a digital music player. Developed by former MTV VJ and Internet businessman Adam Curry in 2004, the term was coined from Apple's iPod. Using the RSS 2.0 syndication format, podcasts are made available to subscribers just like news feeds. The client program that captures the audio feeds and synchronizes them with the music player is a "podcatcher."

### Why Advertise on Podcasts?

Podcast advertising gives you direct, targeted access to smart, trend-making, influential consumers of all ages. While the shotgun approach of mass-media advertising has its place in some major ad campaigns, you probably already know that you get the most bang per dollar from targeted advertising. Podcasts aren't heard by accident. Podcasts, which usually have a tight niche and are listened to almost exclusively by interested individuals, provide a powerfully-targeted medium for your marketing message.

### Are Major Advertisers Advertising In Podcasts?

The rush is on. GM and Ford are advertising in podcasts. Lifestyle brands such as Heineken are using podcasts. "Podcasting is one of the developments, along with online digital music services like iTunes and Rhapsody, that allow a consumer to be their own programmer. That will obsolete terrestrial radio for many advertisers," says Rishad Tobaccowala, chief innovation officer at Publicis Groupe Media. GM's chief marketing exec even went as far to say in the Business Week story (Mad Ave.'s Rush to Podcasts, 2005) that he can see a day when the broadcast budget is far less than what it spends to advertise across the Internet: "GM marketing chief Mark LaNeve says he's very keen on such nontraditional media, especially for brands that have an enthusiast audience, such as Hummer, the Chevy Corvette, Cadillac's new V-Series of performance cars, and Chevrolet's SS performance cars. "The key will be improving the production and entertainment levels of these so they're really compelling and get passed around," says LaNeve. In future, he says, brands like Pontiac may have a very small TV ad budget. Instead, GM could advertise Pontiac mostly on the Internet. Podcasting is one of the formats LaNeve is looking at for multiple products and brands."

### How Many People Listen to Podcasts?

As many as 6 million U.S. adults have listened to a podcast, according to a new survey, of 2,200 U.S. adults conducted by the Pew Internet & American Life Project; about 6 million said they downloaded a podcast.

### How Do I Create an Ad?

If you're comfortable with your own voice, you can record an MP3 file on your home computer using a basic microphone and freely available software. For more information on audio software and equipment, check out our page on how to create a podcast. If you want to convey a more polished image, you should consider professional voice talent to create your spot. If you'd like some referrals, or if you'd like us to manage the process of creating your ad, just let us know and we'll take care of you.

### What's So Great About Podcast Listeners?

Larry Light, the just-retired McDonald's CMO who turned that great institution around, said, "Mass marketing equals a mass mistake." He is absolutely right.

### Podcasting is an exciting new medium that reaches:

- A savvy, influential audience Podcasting is a relatively new technology, so those consuming it tend to be early adopters, evangelists, bloggers, networkers -- exactly the kind of people to whom you want to introduce your products or services.
- High interest People who find, subscribe to, download, and listen to a podcast typically do so because they're specifically interested in the subject matter and/or the speaker. It's not the casual audience that you find in other media such as radio or television.
- "Captive" listeners If you've got a 15-second spot at the beginning of a podcast, you can virtually guarantee that it will be listened to by everyone who downloads it. The ads are so short that it's not worth the trouble of skipping it.

### What Can I Get Away With?

Check out our guidelines at:  
[www.thewinescout.com/sponsors.aspx](http://www.thewinescout.com/sponsors.aspx)

### Ready to Try It Out?

You won't be disappointed. Call  
**Denise @ (917) 287-2229**  
**Patricia @ (646) 206-2146**  
to get started.