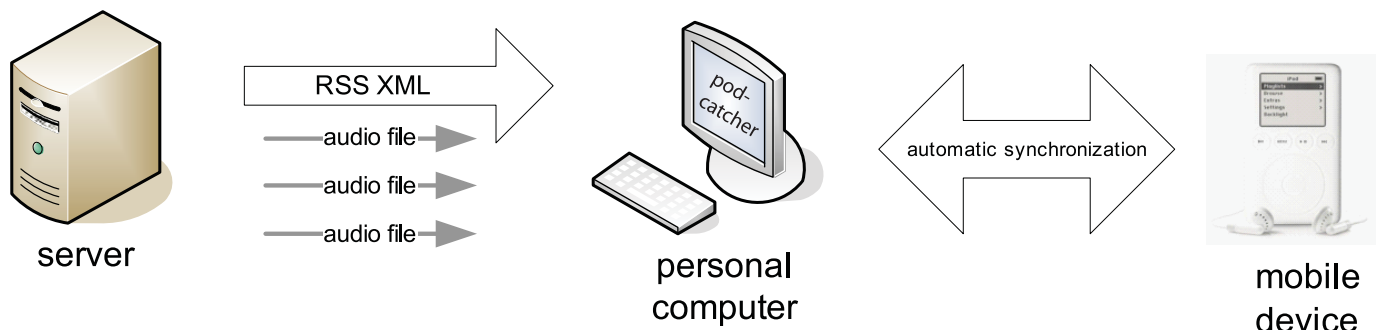


# WHAT Is Podcasting?

Podcasting is the syndication of audio files over the Internet. The audio can then be listened to on a variety of devices such as iPods, phones and personal computers. Podcasting distinguishes itself from other methods of audio delivery (such as website downloads or real-time streaming) through the use of an automatic delivery mechanism. Similar to a DVR or TiVo, Podcasting's essence is about providing content for an audience that wants to listen to what they want, when they want, where they want, and how they want.



A podcatcher is usually an always-on program, such as iTunes, which starts when the computer is started and runs in the background. It manages a set of feed URL's or links to RSS (Really Simple Syndication) XML added by the user and downloads each at a specified interval, such as every two hours. The RSS feed serves as an index of the audio or a table of contents for the podcast. If the feed is new or the data has changed, the podcatcher determines the location of the most recent items and downloads them to the user's computer. Some podcatchers, such as iTunes, automatically make the newly downloaded episodes available on the user's portable media player or iPod.

A podcatcher, similar to TiVo or DVR, is always "harvesting" content for the user according to their preference so that at any given time, the latest and greatest is available for listening and the oldest episodes are removed if the space is needed.

SoniByte's system facilitates this entire process through written content conversion, RSS/XML generation, audio file serving, tracking and reporting. Our system also allows for dynamic and targeted insertion of audio clips such as advertisements or announcements.

## HOW do I learn more?

Contact us via email at [info@sonibyte.com](mailto:info@sonibyte.com) or call us at 212-486-7631 and we can answer your questions about podcasting and help you to develop a digital audio strategy. For more information visit our website at [www.sonibyte.com](http://www.sonibyte.com).

  
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