

## Podcasting

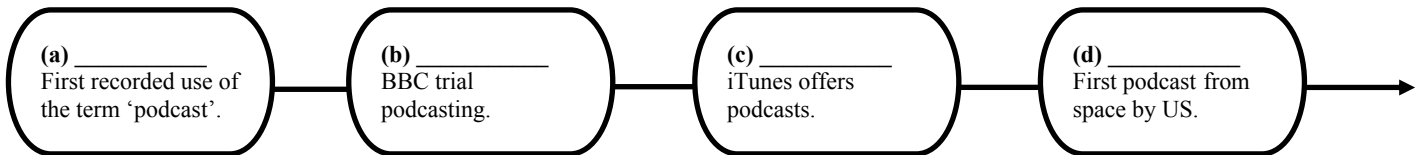
The growing phenomenon of 'podcasting' is benefiting profits at Apple.

**Podcast (n)** - a radio program, typically, which can be downloaded from the internet and transferred to an MP3 player

1 Complete the words with the missing vowels. All the words form collocations with 'digital'. Create sentences with some of the phrases.

DIGITAL	r_d_ _	m_s_c pl_y_r	br_ _dc_st_ng	r_v_l_t_ _n	d_wnl_ _d
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2 Complete the dates on the timeline by scanning the article below.



### Podcasting and the Apple brand

'Podcasting' started to become popular at the end of last year. The term first appeared in February 2004, and is a combination of the words iPod and broadcasting.

'Podcasting' involves users downloading audio files from the web and then transferring them to an MP3 player, to be listened to at any convenient moment. Not only has this given broadcast radio programmes a new distribution method but has provided ordinary people around the globe with the opportunity to make their own 'podcasts'.

The BBC began a trial of 'podcasts' last October. In June 2005, Apple added 3,000 'podcasts' to its iTunes service. Within two days customers had downloaded over one million 'podcasts'! According to one management consultant, 'iTunes has managed to move podcasting into the mainstream.' Media giants such as CBS and ABC now offer a number of

radio programmes in 'podcast' form. 'Podcasts' are appearing on all sorts of subjects: business and management topics, education, sport, religion, computers and culture. August this year saw the first ever 'podcast' from space, by US astronaut Steve Robinson from the space shuttle, Discovery. Now, 'podvertising' could become popular, with companies such as Mastercard and Orange already paying for advertising slots at the start of 'podcasts' by Virgin radio in the UK.

Apple's iPod is one of the most popular MP3 players, helping to make the company one of the leaders in the digital revolution. Although the term 'podcast' does not only refer to the iPod, the increasing popularity of 'podcasting' is certainly benefiting profits at Apple! Just as Sony became synonymous with 'Walkman', it seems that the new term 'podcasting' is enhancing the Apple brand

3 Read the whole article. Have you ever listened to a podcast? Which subjects would interest you?

4 Find words in the article from the following definitions.

- |  |               |
|--|---------------|
| (a) the process of supplying goods from one central place                            | (paragraph 1) |
| (b) ideas or methods considered normal, and used or accepted by most people          | (paragraph 2) |
| (c) times between a series of events, when it is arranged that something will happen | (paragraph 2) |
| (d) two things closely connected, so thinking of one makes you think of the other    | (paragraph 3) |
| (e) making something more attractive or valuable                                     | (paragraph 3) |
- (Definitions from or based on *Macmillan English Dictionary* Text © Bloomsbury Publishing Plc 2002)

5 Work in small groups to create the text of your own one-minute podcast. Choose one of the topics below. Practise delivering the podcast and be ready to read it to the class.

The challenges facing your industry

Third quarter results

The latest news in the business world

An advert for your product