

# Podcasting to be a rage in India

Shivani Mody &  
Debojyoti Ghosh | TNN

Bangalore: Whether you discovered a zany twist to the classic martini or stumbled upon an off-beat attraction on a vacation, YouTube is no longer your only option to share it with your friends.

Podcasting is fast catching up as yet another avenue for sharing information across the globe on the move. Instead of reading content on your computer screen, you can listen to it or watch it on an iPod or a similar device.

A podcast (similar to broadcast or telecast) is a series of digital-media files which are distributed over the internet for playback on portable media players and computers. The host or author of a podcast is often called a podcaster.

Podcast users listen to files in three different ways — through an MP3 player, on a computer using media player or with VoIP technology by calling to a virtual phone number which is user-friendly and easily accessible. Users can go to any website and search for a podcast segment and download any audio or video clip.

What started off as an initial appeal to allow individuals to distribute their own radio-style shows, the approach

was quickly accepted in a variety of ways. Some of the common ones were for education and corporate communication purposes, official and unofficial audio tours of museums, conference meeting alerts and updates and police departments using it to distribute public safety messages.

Students and teachers took to podcasting for distribution of school lectures. An absent student could download the podcast of the recorded lecture, while teachers can record discussions, vocabulary or foreign language lessons and debates.

Corporate users also put up their talks on a particular topic as podcasts for employees as well as global internet users to hear. For instance, short podcasts from Bill Gates during his visit to India, gave an idea about the company's future strategies. Sitting in any city across India, users could download video and view in their convenience.

With the social networking saga picking up in India, these podcasts are making their way into all aspects. There is no end to kind of option you can avail through podcast be it entertainment, news or information music, films, serials, science, travel, sports, art, jobs and careers. Be it classroom lecture, your favourite television serial or sporting events anything



THE JOY OF PODCASTING

can be transmitted as a podcast. Users download them onto their digital portable media and see them while traveling daily to work or during a

long journey. Some enthusiasts take out videos of their travel expeditions and put them online for friends and family to see an interesting pic-

nic spot or a holiday locale.

Some of the Indian podcasting websites are podmasti.com and humsurfer.com. Podcasting in hinglish and Indian languages is also gaining ground with websites like podmasti, podbharti and podbazaar leading the pack.

Among the digital portable media available, iPod from Apple and Zune from Microsoft are the more prominent ones. With software available, it is easy to create interesting, fancy videos and photo slide shows.

With the Zune digital media player, consumers can wirelessly and automatically update their music, photos and videos when placed near a users computer. The iPod is available in India, but Zune is yet to arrive.

With an Apple iPod you can start your podcasting venture by doing a little bit of research. You need to search for the podcasts directory in the iTunes store and subscribe to the podcasts. User can download the latest version of iTunes and click on to the iTunes store. After clicking on to podcasts you can get a wide variety of podcasts by clicking on the various pages and links. These podcasts are then loaded onto the iPod, which can be viewed anytime.