# What is a podcast?

Print

A podcast is either an audio or a video file that you can listen to or watch on the internet or download to a portable player such as an iPod.

The name comes from the 'pod' of iPod, which itself was named for **'p**ortable' and '**o**n **d**emand', and 'cast' from 'broad**cast**'.

**Features of a podcast**

- Can be played using a computer or an MP3 player such as an iPod.
- Podcasts are made by professional organisations such as the BBC and by broadcasting enthusiasts and bloggers.
- Podcasts can be downloaded individually or subscribed to so that each new episode of the podcast is automatically downloaded to the subscriber's computer.

**History of podcasting**

- The growth of the movement was first recognised in a mainstream way in 2004, and dubbed 'podcasting' in a *Guardian* article.
- Bloggers wanted to be able to 'speak' to their audience, rather than just write for them.
- Podcasting was a natural result of the need for audio-bloggers to make their output easily available.

**Benefits of podcasting**

- Allows listeners to keep up with news and developments.
- Allows bloggers to reach new audiences.
- Gives bloggers a relationship with their audience.
- Podcasts are generally free.

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## Next steps

What is Spotify?

How to create a playlist in YouTube

What is YouTube?

How to back up your iTunes library

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