



Your guide to Podcasting

About Podcasting

Podcasting is the method of distributing multimedia files, such as audio or video programs, over the internet using syndication feeds, for playback on mobile devices and personal computers.

Who is Podcasting?

Major networks such as **The BBC** and **CNN** produce Podcasts. As do **NASA**, **World Governments**, **Airlines** and **Travel Companies**. **Online Magazines**, **Football Clubs**, **IT Firms** and **Publishers**. **Scientists**, **Health Organizations** and **Schools**. Comedians are podcasting, most notably **Ricky Gervais** has had huge success with his weekly shows. From learning languages and other educational tutorials through to catching up with world news, listening to music or listening to a book review, Podcasting is now sweeping the globe having been recognized by mainstream media as an effective way of reaching both new and existing audiences regularly.

The Benefits of Podcasting

- Improve your Online Visibility.
- Increase site traffic.
- Educate your clients using podcasts.
- Create revenue streams with sponsored podcasts.
- Give your audience a more portable and convenient way of carrying and digesting information from your website.

Interesting Facts

'When a script is read by a professionally trained voice, 83% of information will be retained by the listener. If the same script is delivered by an untrained person, retention can drop to 45% or lower'

- A study by the 'Fondation de la Recherche Psychologique

During 2005 it is estimated that 4.8 million people downloaded Podcasts. By 2010 podcast audience growth is expected to reach a conservative 45 million. Aggressive estimates place this number closer to 75 million users who will have ever listened to a podcast.

- bridgeratings.com, November 2005



Why Podcast Voices?

Studies show that a professionally read podcast is much more likely to retain the listener's interest. Podcast Voices is the UK's first Professional Podcast Producer. We offer our clients a professional "BBC Quality" production service at web economy prices.

This enables them to share their content in this new and exciting format, giving their audience a more portable and convenient way of carrying and digesting information from their web site.

Step by Step - How we work

- **Prepare & Record** - Drawing from our extensive international database of voice artists we record your content in a concise way, tailored to your requirements.
- **Edit & Refine** - Sound engineers under the guidance of an allocated producer edit and refine the Podcast using meticulous post production methods. Backing tracks and sound effects can also be added at this point.
- **Host / Delivery** - Choose your delivery method. Access your Podcasts via our secure portal or have them delivered on CD in a selection of formats.
- **Enjoyed** - Reaching a global market the time-shifting benefits of Podcasting mean that your Podcast can be enjoyed as and when it suits the listener.

Contact us now

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