

# What is Podcasting?



From Wikipedia, the free encyclopedia:

A **podcast** is a series of [digital media files](#) (either [audio](#) or [video](#)) that are released episodically and [downloaded](#) through [web syndication](#). The mode of delivery is what differentiates podcasts from other ways of accessing media files over the [Internet](#), such as simple download or [streamed webcasts](#): special [client software](#) applications known as *podcatchers* (like [iTunes](#), [Zune](#), [Juice](#), and [Winamp](#)) are used to automatically identify and download new files in the series when they are released by accessing a centrally-maintained [web feed](#) that lists all files associated with the series. New files can thus be downloaded automatically by the podcatcher and stored locally on the user's [computer](#) or other device for [offline](#) use, giving simpler access to episodic content.

Most dictionary definitions of a podcast fall into one of two camps as of September 2009. One set focuses on the "on-demand" nature of podcasts. Another set requires the automatic or syndication posting. There are problems with both definitions. The first is too open. Under such a definition, a paid music download could technically be a podcast. Most audiences would disagree. The second is too limiting. It does not allow for manual downloads. Researchers at the Center for Journalism and Mass Communication Research at the University of Texas at Austin are proposing a three-part definition of a podcast: first, that it is episodic; second, that it is downloadable; and third, that it is program-driven, mainly with a host and/or theme.

Like the term [broadcast](#), *podcast* can refer either to an ongoing series or episodes of a particular program.<sup>[1]</sup> A *podcaster* is the person who creates the content.



The logo used by Apple to represent Podcasting



An [RSS](#) feed [icon](#), commonly used to indicate the [Web feed](#) for a podcast