Stanford eCorner

Future of Podcasting

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Video URL: http://ecorner.stanford.edu/videos/1384/Future-of-Podcasting

Williams believes that podcasting has just begun and that it is going to grow in the coming years. He explains that people are now only in the 'geocities' phase where they know how to access content but do not know why to do so or do so on an ongoing basis.

Transcript

I think there is a whole another way of, to come. And right now what we're seeing is really the 1.0 if you will. A podcasting much similar to the 1.0 of the web. It is, mostly it's this awesome new distribution vehicle but the paradigm is still very similar to radio. Most of the, your description of podcasting like mine just now use the term radio because that's well understood as far as what is recorded and distributed of the audio. And that was just similar to the web. Everything on print move to the web potentially had a greater audience. It was more immediately accessible. It was cheaper but then, when things like blogs came around, when they did was really the web coming into its on. And the other stuff didn't go away there's still New York Times and newspapers and magazines everything that was in print on the web but what blogs introduced was a form of publishing that didn't exist in print and took advantage of the intrinsic qualities of the web.

The idea that you could publish several times a day because it didn't cost you anything and it didn't cut down any trees. The idea that you could take advantage of the hyperlink and add value and context and make it, you could make it more interactive in two way with comments and refer logs and you have this distributed conversation was a whole new type of publishing. One that really made sense for an individual to do as well as the corporation and it was just a native form of web publishing. So for podcasting we haven't seen that yet. We're sort of in the pre-Geocities phase of podcasting where it's not even Geocities made it easy for anyone to literally put up a web page but there wasn't intel, blogs and some other tools that weren't it wasn't clear why you'd do so or how to do this on an ongoing basis. So with podcast, and I think there's that same potential where it's going to evolve to a much more common everyday type use. That's not seen as producing a radio program. Those things will still exist and people will download their NPR but beside it they'll have messages from their friends and group conversations or a million different things that we don't even know about yet.