



Stanford eCorner

Dealing with Competition

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Video URL: <http://ecorner.stanford.edu/videos/1385/Dealing-with-Competition>

Williams gives his views on the evolving competitive landscape in podcasting. He believes that in a new, emerging market, it is about 'growing the pie' and bringing many players into the market to educate the people about the impact and usefulness of the new technology.



Transcript

We certainly did not necessarily expect when we started thinking about podcasting a year or so ago. Before we actually heard the term my co-founder had a service called Audioblogger and I did a deal with him when I was at Google to let people publish audio to their blogs and then we kind of stumbled across a similar idea like lots of other people did of letting you download it to your device. We didn't necessarily anticipate that it would be one of the fastest growing spaces even by Internet time that big companies like Apple and Yahoo and AOL we're going to get into it within the next year and that's actually kind of unheard of from concept to the big players in the game. But on the one hand that's obviously a little bit scary because we thought, "Well we're going to solve these problems and be a leader in the space because we're small in startup and focused. On the other hand with any emerging market at first a lot of it's about growing the pie and bringing more people in to the fold. And if I were to compare it to blogging and again for years we were trying to explain what it was and defend its legitimacy and podcasting, suddenly those guys are out there educating the market and getting all the big players in and getting millions of people accepting this form of media, then arguably it's a lot easier to build on top of that and to do the really interesting things if you weren't fighting the fundamental education battles.