

What is Podcast Video?

A growing trend online is podcast video. While podcasting was originally only for audio files, more people are beginning to send video, especially with broadband connections more accessible. To podcast video, content distributors enclose it in a web syndication file that users can download and view when they want. Users subscribe to the different files, checking them for updates regularly, and download the new offers when they become available. Each file is often referred to as an episode, and may be part of a video blog, or vlog.

Podcast video, and other types of podcasting are thus part of the blogging revolution. Individuals and groups around the world, with a small investment in equipment and time, can become content producers. Because it is so simple to use and cheap to set up, many people are getting involved. They can podcast video around the world, becoming producers and directors for any small niche they want to exploit.

Many of these podcasters have small audiences that download their podcast video, but larger groups are getting involved. News organizations and websites that serve massive audiences are discovering that podcasting and podcast video can distribute their content to millions of people easily. These groups have found that podcasting video is yet another way to distribute their news and information. Since podcasting is so easy to use, it's likely that even more people will start using podcast video.

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