

## The History of Podcasting

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Do you know how podcasts started? The word "podcasting" was invented in 2004. It is the combination of the words iPod and broadcasting. Nowadays you don't need an iPod. You can download and listen to podcasts on your mobile phone, a tablet, a laptop or just a normal desktop computer. The iPod was very popular in 2004 and that is the reason why they used that word.

The word was defined as "a digital recording of a radio broadcast or similar program, available on the Internet for downloading to a personal audio player."

Adam Curry made the word podcast popular. He used to work at MTV as a VJ (video jockey). Mr. Curry started a website for sharing podcasts. The website became very popular, very quickly. Lots of people visited the site. Some people call Adam the "Podfather" because of what he did.

During these years MP3 players became very popular. People could listen to music anywhere. People also wanted new content. Podcasts were great because people could choose what they wanted to listen to. Nowadays devices have large amounts of memory. A typical phone can store hundreds of podcasts.

Only one other technology has been as popular as podcasting, blogging. As the internet reaches more and more people around the world and the cost of making a podcast decreases, experts expect the popularity to rise. The popularity of podcasts is making conventional media worried.

In 2005, 4.8 million people downloaded a podcast from iTunes. From 2017 to 2018 there were a total of 36.3 billion downloads/streams. There are over 500 thousand active podcasts on iTunes. The average podcast listener listens to about 4 hours a month.



### Comprehension / Vocabulary Questions

1. When was the word podcasting invented?
2. What words combine to make the word podcast?
3. What is the definition of a podcast?
4. Who is Adam Curry and why is he the "Podfather".
5. Why did podcasts become popular?
6. How many podcasts can you store on a typical phone?
7. Which technology has been as popular as podcasting?
8. Will the popularity of podcasts rise or fall? Why?
9. Which word has the same meaning as traditional or ordinary?
10. Compare the number of people who downloaded podcasts in 2005 to 2018.

### Gap Fill

Do you know how podcasts started? The word "podcasting" was ..... in 2004. It is the combination of the words iPod and broadcasting. .... you don't need an iPod. You can ..... and listen to podcasts on your mobile phone, a tablet, a laptop or just a normal desktop computer.

Adam Curry made the word podcast popular. He ..... to work at MTV as a VJ (video jockey). Mr. Curry started a website for ..... podcasts. The website became very popular, very quickly. Lots of people ..... the site. Some people call Adam the "Podfather" because of what he did.

Only one other technology has been ..... popular ..... podcasting, blogging. As the internet reaches more and more people around the world and the cost of making a podcast decreases, experts expect the ..... to rise. The popularity of podcasts is making conventional media .....



## Answers

1. When was the word podcasting invented? **In 2004.**
2. What words combine to make the word podcast? **iPod and broadcast.**
3. What is the definition of a podcast? **The word was defined as “a digital recording of a radio broadcast or similar program, available on the Internet for downloading to a personal audio player.”**
4. Who is Adam Curry and why is he the “Podfather”? **He made a website to share podcasts; a lot of people visited the site. People called him the Podfather because of what he did.**
5. Why did podcasts become popular? **MP3 players became popular and people wanted to listen to more content.**
6. How many podcasts can you store on a typical phone? **Hundreds.**
7. Which technology has been as popular as podcasting? **Blogging.**
8. Will the popularity of podcasts rise or fall? Why? **Yes, as the internet reaches more people and the cost of making a podcast decreases it will become more popular.**
9. Which word has the same meaning as traditional or ordinary? **Conventional.**
10. Compare the number of people who downloaded podcasts in 2005 to 2018. **In 2005 only 4.8 million people downloaded a podcast from iTunes, from 2017-2018 there were 36.3 billion downloads.**

## Gap Fill

Do you know how Podcasts started? The word "Podcasting" was **invented** in 2004. It is the combination of the words iPod and broadcasting. **Nowadays** you don't need an iPod. You can **download** and listen to podcasts on your mobile phone, a tablet, a laptop or just a normal desktop computer.

Adam Curry made the word podcast popular. He **used** to work at MTV as a VJ, a video jockey. Mr. Curry started a website for **sharing** podcasts. The website became very popular, very quickly. Lots of people **visited** the site. Some people call Adam the "Podfather" because of what he did.

Only one other technology has been **as** popular **as** podcasting, blogging. As the internet reaches more and more people around the world and the cost of making a podcast decreases, experts expect the **popularity** to rise. The popularity of podcasts is making conventional media **worried**.



## Speaking Task – Role-play

## Role 1

You are Adam Curry. The podcast “Forward to the Past”, has invited you to be a guest. They want to interview you about how you made podcasts popular.

## Checklist:

- Why do you like podcasts?
- What did you do?
- Talk about your ideas and feelings
- What do you think will happen in the future?

You must use the following words: blogging, conventional and to store.

## Role 2

You have a podcast called “Forward to the Past”. You have invited Adam Curry to come and talk about what he did.

## Checklist:

- Welcome Adam to the podcast.
- Ask Adam 4 questions.
- Ask him about his predictions for the future.
- Thank Adam and finish the podcast.

You must use the following words: device, billion, and media.

## Debate Topics

- Podcasts will never become as popular as traditional media.
- Podcasts will decrease in popularity as video streaming becomes more popular.

## Discussion Topic

- How has media changed in the last 5 years?

## Discussion Topic

- What will be the next trend?

## Discussion Topic

- The quality of internet-based content versus conventional TV/Radio

## Discussion Topic

- Your favorite podcast to listen to and why



|  |  |                                       |
|--|--|---------------------------------------|
| Billion<br>.....                                     | Broadcast<br>.....   | Conventional<br>.....                 |
| Device<br>.....                                      | Media<br>.....   | Popular<br>.....                      |
| Nowadays<br>.....                                    | To rise<br>.....   | To store<br>.....                     |
| Blogging<br>.....                                    | To stream<br>.....   | To invent<br>.....                    |
| .....  | .....  | .....                                 |
| Talk about...<br>What device you have                | Talk about...<br>What you use the internet for                       | Talk about...<br>Inventing new words  |
| Talk about...<br>How things become popular<br>online | Talk about...<br>The difference between the<br>internet and radio/TV | Talk about...<br>Trends in technology |

### Writing Task

Podcasting may be very popular now but what will be the next big trend?

Write about the following topics:

- A brief history of podcasting.
- The reasons why it has become successful.
- How the way we consume media has changed over the last 10 years.
- Your predictions for the future and your reasons why.

