

## The History Of Podcasting

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39

Have you ever thought about how podcasts started? The word "podcasting" was coined in 2004. It is the combination of the words iPod and broadcasting. It is ironic because this definition doesn't really fit, in today's world. Neither podcasting nor listening to podcasts requires an iPod. You can download and listen to podcasts on your mobile phone, a tablet, a laptop or just a regular desktop computer. The name association happened because Apple Computer's iPod was the best-selling portable digital audio player when podcasting began.

Podcasts and podcasting created such a buzz that the editors of the New Oxford American Dictionary jumped on the podcasting bandwagon by declaring "podcasting" word of the year for 2005. The term was defined as "a digital recording of a radio broadcast or similar program, made available on the Internet for downloading to a personal audio player."

The term, podcasting was coined by the journalist, Ben Hammersley, and then popularized by former MTV VJ (video jockey) and media entrepreneur, Adam Curry. Mr. Curry launched a popular website for sharing podcasts and helped the media take off. He is known as the "Podfather" due to his efforts.

Podcasts became incredibly popular because of the quick adoption of MP3 players and the desire of listeners to have fresh content. Podcasting gave people more control over what they listened to, and the freedom to take their programs with them. Nowadays devices have large amounts of memory which allows people to download thousands of podcasts at a time.

Not since blogging has a technology been adopted so quickly and widely. As the internet reaches more and more people around the world and as the cost of producing a podcast decrease, the popularity of the media is expected to skyrocket. The rising popularity of podcasts is making conventional media extremely worried.

In 2005 when iTunes was less than two years old, roughly 4.8 million people downloaded a podcast. Compare that to figures from 2018 and you see numbers that are hard to believe. From 2017 to 2018 there were a total of 36.3 billion downloads/streams. There are over 500 thousand active podcasts on iTunes.

A study by Bridge Ratings in November 2005 showed that approximately 20% of users who have ever downloaded a podcast listen to one on a weekly basis. This group downloads an average of six podcasts per week and spends approximately four hours a month listening.

This study projected even more dramatic growth in the industry in the future. According to Bridge Ratings, by 2010, podcast audience growth was expected to reach a conservative 45 million users however aggressive estimates place this number closer to 75 million by this date. Little did they know but that number would be achieved just by one show, The Adam Carolla Show, which had a total of 59 million downloads between 2009 and 2011. Podcasts would increase in popularity reaching a total of 7 billion downloaded by 2014.



### Comprehension / Vocabulary Questions

1. Which verb means to invent a word or expression that has never been used before?
2. Which expression means to become involved in an activity that is already popular due to its success?
3. Why is Adam Curry known as the “Podfather”?
4. Which phrasal verb means to suddenly become popular?
5. Why did podcasts become so popular?
6. What other media was podcasting compared to, due to its success?
7. Which verb has the meaning, to increase or rise extremely rapidly?
8. Compare the popularity of podcasts in 2005 to 2018.
9. How accurate were the predictions Bridge Ratings made in 2005?
10. Why is podcasting making traditional media channels, like radio, worried?

### Gap Fill

Podcasts and podcasting created such a .....that the editors of the New Oxford American Dictionary jumped on the podcasting .....by declaring “podcasting” word of the year for 2005.

Not since blogging has a technology been ..... so quickly and widely. As the internet reaches more and more people around the world and the cost of ..... a podcast decreases, the popularity of the media is expected to ..... The rising popularity of podcasts is making conventional media extremely .....

According to Bridge Ratings, by 2010, podcast ..... growth was expected to reach a conservative 45 million users, however ..... estimates place this number closer to 75 million by this date. Little ..... they know but that number would be achieved just by one show, The Adam Carolla Show, which had a total of 59 million downloads between 2009 and 2011.



## Answers

1. Which verb means to invent a word or expression that has never been used before? **To coin.**
2. Which expression means to become involved in an activity that is already popular due to its success? **To jump on the bandwagon.**
3. Why is Adam Curry known as the “Podfather”? **He launched a popular podcast sharing website that helped the media gain initial success.**
4. Which phrasal verb means to suddenly become popular? **To take off.**
5. Why did podcasts become so popular? **Due to the quick adoption and popularity of personal audio players and people’s desire to have new content.**
6. What other media was podcasting compared to, due to its success? **Blogging.**
7. Which verb has the meaning, to increase or rise extremely rapidly? **To skyrocket.**
8. Compare the popularity of podcasts in 2005 to 2018. **Since 2005 podcasts have grown in popularity beyond the expectations of almost everyone. In 2005 there were only 4.8 million downloads. From 2017 to 2018 there were a total of 36.3 billion downloads or streams.**
9. How accurate were the predictions Bridge Ratings made in 2005? **The predictions were correct in the sense that they predicted it to grow but they underestimated the popularity.**
10. Why is podcasting making traditional media channels, like radio, worried? **Podcasts can be downloaded or streamed at any time of the day; they are often free and only require an internet connection. There are hundreds of thousands of podcasts, providing the listener with an abundance of choice.**

## Gap Fill

Podcasts and podcasting created such a **buzz** that the editors of the New Oxford American Dictionary jumped on the podcasting **bandwagon** by declaring “podcasting” word of the year for 2005.

Not since blogging has a technology been **adopted** so quickly and widely. As the internet reaches more and more people around the world and as the cost of **producing** a podcast decreases, the popularity of the media is expected to **skyrocket**. The rising popularity of podcasts is making conventional media extremely **worried**.

According to Bridge Ratings, by 2010, podcast **audience** growth was expected to reach a conservative 45 million users however **aggressive** estimates place this number closer to 75 million by this date. Little **did** they know but that number would be achieved just by one show, The Adam Carolla Show, which had a total of 59 million downloads between 2009 and 2011.



## Speaking Task – Role-play

## Role 1

You are Adam Curry. You have been invited to the popular podcast “Forward to the Past”, a podcast that explores revolutionary technologies in human history. They want to interview you about the role you played in popularizing podcasts.

## Checklist:

- Research Adam Curry.
- Make a list of what he did.
- Be prepared to talk about your ideas/thoughts and feeling at the time.
- What are your predictions for the future of podcasting?

You must use the following words: to coin, to skyrocket and media.

## Role 2

You are the host of the podcast “Forward to the Past”, a podcast that explores revolutionary technologies in human history. You have invited Adam Curry on to talk about his role in the popularization of podcasting.

## Checklist:

- Welcome Adam to the podcast.
- Ask Adam 5 questions related to his role.
- Ask him about his predictions for the future.
- Thank Adam and finish the podcast appropriately.

You must use the following words: bandwagon, to stream, and buzz.

## 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 the media changed over the last 5 years?

## Discussion Topic

- What will be the next trend in media distribution?

## Discussion Topic

- The quality of internet-based content versus traditional media

## Discussion Topic

- Your favorite podcast to listen to and why



<p>Ironic</p> <p>.....</p>	<p>A buzz</p> <p>.....</p>	<p>To jump on the bandwagon</p> <p>.....</p>
<p>Conservative</p> <p>.....</p>	<p>To skyrocket</p> <p>.....</p>	<p>To stream</p> <p>.....</p>
<p>To adopt</p> <p>.....</p>	<p>To coin a phrase/word</p> <p>.....</p>	<p>To popularize</p> <p>.....</p>
<p>Blogging</p> <p>.....</p>	<p>To take off</p> <p>.....</p>	<p>Portable</p> <p>.....</p>
<p>.....</p>	<p>.....</p>	<p>.....</p>
<p>Talk about...</p> <p>Technology that is easy/difficult to adopt</p>	<p>Talk about...</p> <p>What you use the internet for</p>	<p>Talk about...</p> <p>Inventing new words</p>
<p>Talk about...</p> <p>How things become popular online</p>	<p>Talk about...</p> <p>What types of media you consume</p>	<p>Talk about...</p> <p>Trends you have seen in technology</p>

### 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.

