

Podcasting For Profits and Fun - How you can mobilise your business message for only cents in the dollar.

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Press release from: MSIncome.com

Propelled by the soaring growth in demand for hard disk drive (HDD)-based products, iSuppli predicts shipments of MP3 players will nearly quadruple from 2004 to 2009.

Although growth in 2005 is expected to slow from the frenzied buying levels of 2004, the MP3 player market will continue to expand at a rapid rate, with iSuppli predicting unit shipments of MP3 players rising to 57.7 million in 2005, up 57% from 36.8 million in 2004.

That's a market of over 80 million players. Podcasting is increasing in popularity. According to Forrester Research, by 2010 podcasting should have about 12.3 million listeners. That's a pretty big audience and they are hungry for content

What analysts believe to be the next wave of useful marketing tactics using audio on the web, is building niche Internet podcast shows which will have tremendous marketing and audience building potential. It will be in the broadcaster's best interest to produce killer-archived content and post that regularly to stream on demand or download for their listeners. This is so easy and cost effective to do, and does not require the live production techniques of traditional radio, nor the high costs and server infrastructure of live feed internet audio streaming.

We listen for music/entertainment or news/information, not what the advertisers are selling and generally most of us are trapped in our vehicles in highway traffic. But if you think about traditional radio, we tuned in to listen to content we like, and we get essentially spammed for 8 minutes of every hour by advertisers trying to sell us everything from soft drinks, diet plans to cars and travel packages!

Once the audience is built, if yours is not already, all the profitable techniques of traditional radio apply. It would not be spam in an internet radio podcasting program to advertise and direct listeners to online offers. You could run all the audio ads you want. But be careful, people are 1 click away from not listening. Yet, we are conditioned to hear, "This program is brought to you by XYZ advertiser" and 8 minutes of every hour, radio plays commercials, and you could do the same on Internet podcasting programming.

MSIncome has just released a new software program that allows anyone to put these streaming audio files on their website and also allow for the downloading of the mp3 files.

They have also put together a number of tutorials and videos to show you exactly how to do it. Just visit www.msisonic.com and learn how you can start your own podcasting show for only cents in the dollar.

[You can find this press release here](#)