

NRK podcasting

- do's and don't

Podkast

Ta med deg programmet

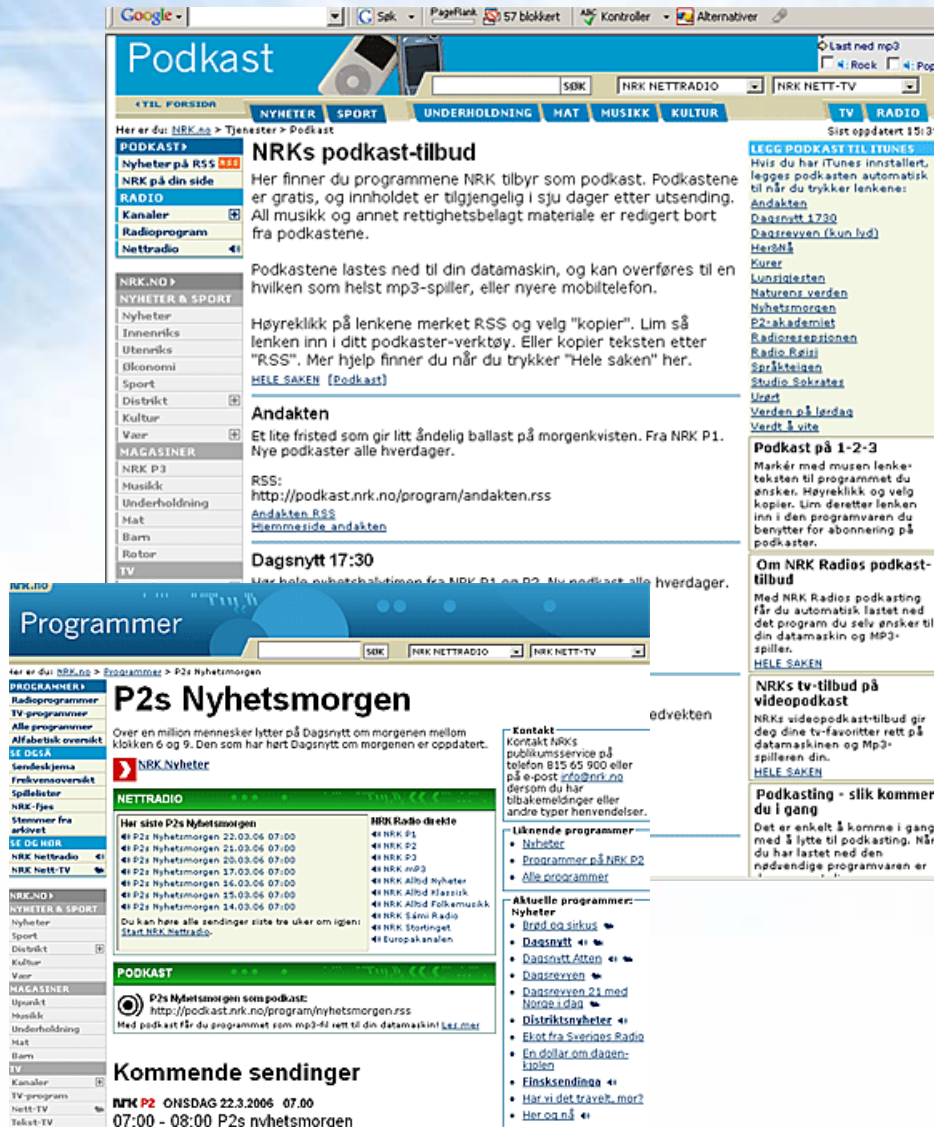


Daily giveaways



- Free offers in a commercial world.
- New way of radio listening.
- RSS made simple.
- Another addition to journalists routines.
- Reduced programme quality due to legal affairs...
- Good lower food in a copyright dense landscape.

NRKs podcasting

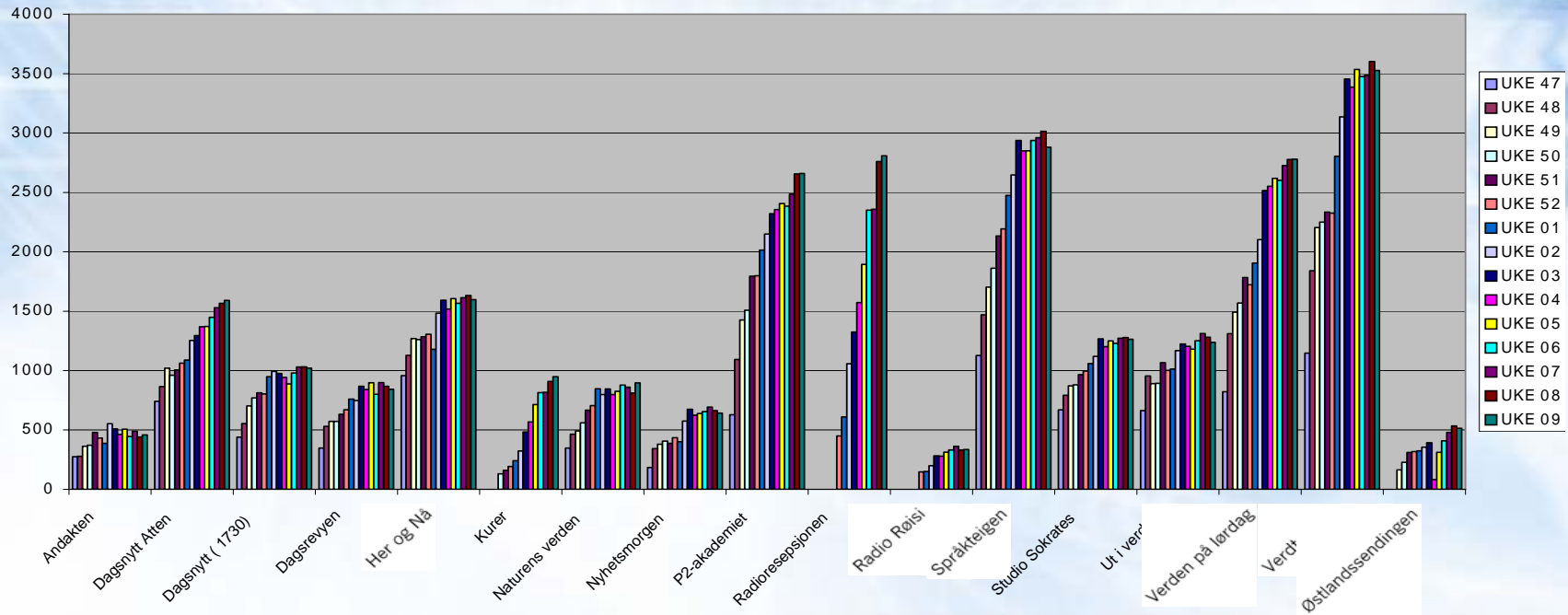


- 26 programmes
- Editing done by the journalists
- No financial support
- "Untouched" music podcast
- Copyrights dictates volume
- Full length, stripped and highlights

Downloads



Antall brukere



- 800 000 downloaded files
- Podcasts with excerpts most popular
- 55% iTunes , 20 % Opera, Juice, Firefox, WinAmp, Doppler...

26 programmes available

- Andakten
 - Dagsnytt 17:30
 - Dagsnytt 18
 - Dagsrevyen
 - Her og Nå
 - Kurer
 - Lang lunsj - Østlandssending
 - Nyhetsmorgen fra P1 og P2
 - P2-akademiet
 - Radioresepsjonen (highlights)
 - Studio Sokrates (edited)
 - Språkteigen
 - Urørt
 - Ut i verden
 - Verden på lørdag
 - Verdt å vite
 - Boktilsynet
 - Filmpolitiet (edited version)
 - Friluftsmagasinet (edited)
 - Herreavdelingen (weekly highlights)
 - Lørdagsbarnetimen (edited)
 - Mellom himmel og jord (edited)
 - Norgesglasset (weekly highlights)
 - Ryk og reis (edited)
 - Radiodokumentaren (chosen)
 - Sånn er livet (daily highlights)
- The last 7 days production available
 - No cryptation, coding or DRM

Preferred content

Konto: paul_arvid.jorgensen@chello.no

Podcasts

Inside the Music Store

Podcasts

Submit a Podcast

Browse

Audiobooks

iMix

Movie Trailers

Account

Monthly Gift

Gift Certificates

iTunes Music Cards

Redeem

Support

Search All Podcasts

Categories

Arts & Entertainment

Audio Blogs

Business

Comedy

Education

Family

Food

Health

International

Movies & Television

Music

News

Politics

Public Radio

Religion & Spirituality

Science

Sports

Talk Radio

Technology

Transportation

Travel

New & Notable

MSR: College Basketba...
MSR: MySportsRadio.com

TalkCrunch
Techcrunch

rightlookradio's Podcast
Stephen Powers - Rightlo...

Hugroove Interviews
Ari K

SXSW 2006 Interactive ...
Unknown

Voices from the Circle
Jim DeNorie

BBC Radio NewsPod
BBC Radio News

Catholic Answers LIVE...
Catholic Answers (www....

See All

NEWS & POLITICS

COMEDY

MUSIC

TECHNOLOGY

VIDEO PODCASTS

Submit a Podcast

EDUCATION

SCIENCE & MEDICINE

SPORTS

PUBLIC BROADCASTING

TV & FILM

BUSINESS

Podcasts on Podcasting

podCast 411 - Learn ab...
rob @ podcast411

Adam Curry's Weblog
adam@curry.com

Podcaster Confessions
Joseph Nilo

ThePoint
Paul Figgiani

See All

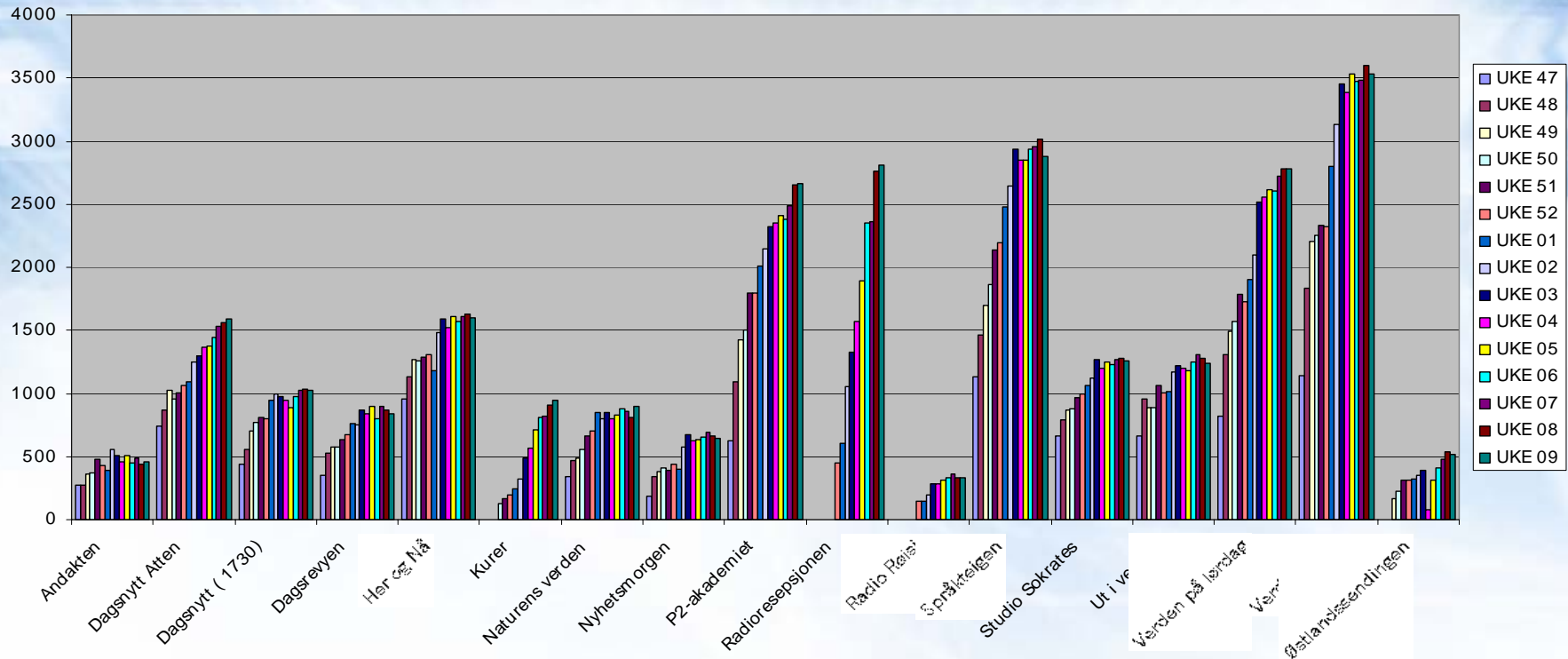
Today's Top Podcasts

All

- NRK P3 – Radioresepsjonen
NRK P3
- NRK P3 – Filmpolitiet
NRK P3
- Kommisjonen på Kanal 24
Kanal 24
- NRK P2 – Boktilsynet
NRK P2
- NRK P2 – Verdt å vite
NRK P2
- NRK P2 – Sånn er livet
NRK P2
- NRK P2 – Språkteigen
NRK P2
- Happy Tree Friends
Mondo Media: Video
- NRK P2 – Verden på lørdag
NRK P2
- NRK P2 – P2-Akademiet
NRK P2
- NRK2 – Dagsnytt Atten
NRK2
- The Ricky Gervais Show
on Guardian Unlimited
- FOXCAST: The Simpsons
FOX Broadcasting Company
- Tiki Bar TV (video)
Doctor Tiki
- NRK P2 – Studio Sokrates
NRK P2
- MTV News (Video): Daily Hea...
MTV News
- Photoshop TV
The Photoshop Guys
- Jack Black's Hacho Libre Con...
Jack Black
- Meditation Station
Stin and Fit-Mind-Body
- ITavisen Podcast
www.ITavisen.no
- Vintage ToonCast (video)
Vintage ToonCast
- NRK P1 – Horgesglaset
NRK P1
- NRK Urørt
Unknown
- NRK P2 – Kurer
NRK P2
- this WEEK in TECH
Leo Laporte

Subscriptions

Antall brukere



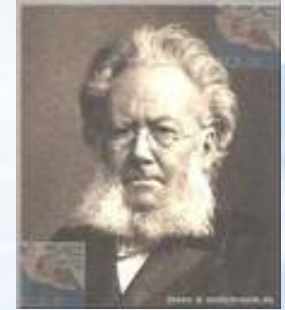
- 85 000 subscriptions (15 weeks after release)
- 26 podcasts
- Constant "Top 4" : Science, language, lecture, foreign politics, humour
- 20 % traffic from abroad

Life after live



- Good old talk radio.
- Off off prime time programs
- In-depth programs, reviews, e-learning.
- Huge enthusiasm among journalists.

Ibsen podcasts week



50 years or older plays available for podcast

- Peer Gynt (1950)
- A dolls house (1953)
- Ghosts (1954)
- An enemy of the people (1952)
- The wild duck (1952)
- Rosmersholm (1953)
- The master builder (1954)
- Little Eyolf (1955)
- When we dead awaken (1955)



Podcast survey feb 2006

Online survey (1100 responses)

- 50 % knowledge of podcasting (60/ 40 m/f)
 - 25% are users
 - Culture channel and youth channel listeners best informed
 - 17 % NRK-podcast users (16% of 60 years +)
 - 16 % transfers podcast to MP3-players
 - Same use in all ages among internet users.
 - Men more active than women
-
- 1,4 million mp3-players sold
 - 30 % uses weekly, 50% don't have one!

Standard statistics

- No national web ratings
- Not included in web reports
- What counts: subscriptions or downloads?



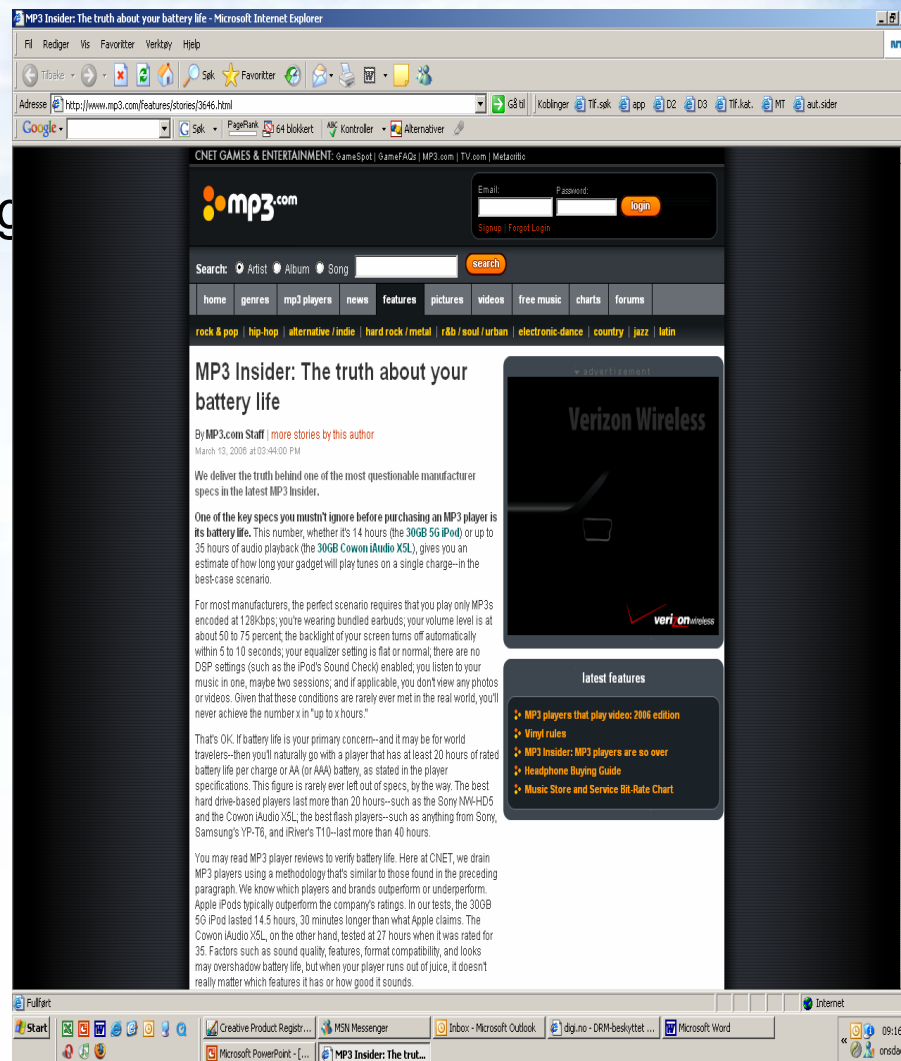
weSlave



- iTunes domination
- Users misconceptions (search, overview)
- Commercially prepared

DRM – or pool swimming?

- First ever NRK case of issuing program copies.
- Archive "looting".
- Lack of DRM standards.
- Apples "FairPlay" user-unfriendly.
- French government voted against exclusive DRM.
- DRM sucks battery life.



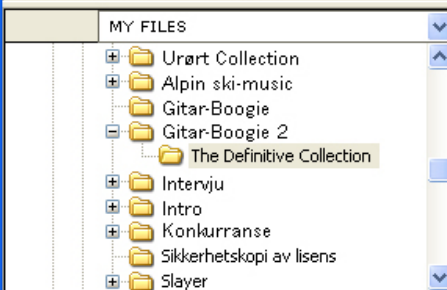
A new thought for the broadcaster.

Invite the listeners to participate!



My Podcast Producer

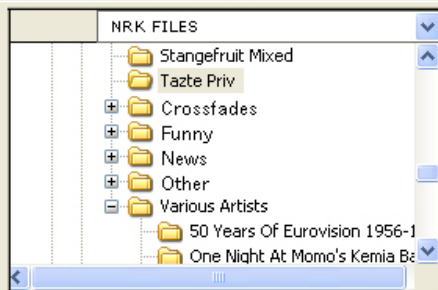
NRK MY MUSIC FILES



Filename	Filesize	Filetype
..		
01 Respect.mp3	3 MB	Winamp
02 Mr. Pitiful.mp3	4 MB	Winamp
03 Love Man.mp3	4 MB	Winamp
04 (I Can't Get No) Sati...	5 MB	Winamp
05 Security.mp3	4 MB	Winamp
06 I Can't Turn You Loo...	4 MB	Winamp
07 Shake.mp3	4 MB	Winamp
08 Hard To Handle.mp3	4 MB	Winamp
09 Tramp.mp3	5 MB	Winamp
10 Fa-Fa-Fa-Fa-Fa (Sa...	4 MB	Winamp
11 My Lover's Prayer.mp3	5 MB	Winamp
12 These Arms Of Mine...	4 MB	Winamp
13 That's How Strong M...	4 MB	Winamp
14 Cigarettes And Coff...	7 MB	Winamp
15 My Girl.mp3	5 MB	Winamp
16 A Change Is Gonna ...	7 MB	Winamp
17 I've Been Loving Yo...	5 MB	Winamp
18 Try A Little Tendern...	7 MB	Winamp
19 Pain In My Heart.mp3	4 MB	Winamp
20 (Sittin' On) The Dock...	4 MB	Winamp
desktop.ini	305	Configur

21 files with 110672295 bytes.

NRK JINGLE POOL



Filename	Filesize	Filetype
..		
01 Jingle - Tazte priv.m4a	271 KB	Winamp
02 Forfatter David Rein...	11 MB	Winamp
03 Regissør Khalid Raja...	9 MB	Winamp
04 Nøktørnhet og unde...	8 MB	Winamp
05 Lena fra _Døden på ...	9 MB	Winamp
06 Oral-kurulativ dificie...	3 MB	Winamp
07 Vin og trange plagg...	3 MB	Winamp
08 Trym Sigvaldsen_ Ku...	4 MB	Winamp
09 Fest Borrelåsen_ Vin...	6 MB	Winamp
10 Særoppgave om ua...	3 MB	Winamp
11 Fest Borrelåsen_ St ...	7 MB	Winamp
12 Tulletelefon Danmar...	3 MB	Winamp
13 Regissør Reinert Sa...	5 MB	Winamp
14 Grand Prix Jr_ Uncle...	7 MB	Winamp
15 Rocke-Pelle_ Slimbo...	5 MB	Winamp
16 Spør tannlegen.m4a	4 MB	Winamp
17 Barnegeni Nils Johan...	6 MB	Winamp
	100 MB	WinRAR

18 files with 211701733 bytes.

MY PODCAST PLAYLIST

01 Jingle - Tazte priv.m4a
02 Forfatter David Rein...
03 Regissør Khalid Raja...
04 Nøktørnhet og unde...
05 Lena fra _Døden på ...
06 Oral-kurulativ dificie...
07 Vin og trange plagg...
08 Trym Sigvaldsen_ Ku...
09 Fest Borrelåsen_ Vin...
10 Særoppgave om ua...
11 Fest Borrelåsen_ St ...
12 Tulletelefon Danmar...

MENU

PLAY NEXT



TALK

0.0 dB

-7.6 -7.2 0.0

3 3 3

9 6 9

15 12 15

21 18 21

27 24 27

33 30 33

39 36 39

Input

Advanced



AREs PODCAST

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å * Artist

USERNAME

PASS

Logg på

+ NEW USER

+ HELP

Genres

Today's pick

Podcasting

Video

Q&A

Ares selections 04

Ares selections 05

Ares selections 06

News

Most popular

Misc

P3 Ussert

Other Podcasts

Terms & Conditions

Tech support

Contact

Calendar

Programs



AREs crash course in gitar-boogie is now available exclusively for members of Ares podcast.



THE WAY OF THE LUSEKOFTE

In depth analysis of how to knit your own lusekofte

Also available as a pdf.



POKER FOR NOOBS

I teach you texas hold'em in this step-by-step podcast



MY FRIENDS COMPILATION

My friends and the stuff they really wanted to podcast.



THE ROCKNROLL COLLECTION

19:20

Lytt Last ned



ALPINE SKIING

26:20

Lytt Last ned



THE FAMILY EPISODES

52:44

Lytt Last ned



THE DRUMMER BOY

14:32

Lytt Last ned



MY TECH WIZ

08:43

Lytt Last ned

Siste 200 anbefalte



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å * Artist

BRUKERNAVN:

PASSORD:

Logg på

+ NY BRUKER

+ GLEMT PASSORD

FINN MUSIKK

Sjangere

UPODanbefaler

Podcasting

Video

200 siste

Zoom

Ukas UPOD2006

Ukas UPOD2005

Ukas UPOD2004

Ukas UPOD2003

Nyheter

Mest spilt på P3

Debattforum

NETTRADIO

P3 UPOD

INFO

Spørsmål og svar

Brukervilkår

UPODpå P3

Siris profil

Spilt på P3

UPODpå TV

Kontakt



ARES UPOD GITAR-BOOGIE

Tenker musikk både i våken og drømmende tilstand. Målet er å lage den perfekte cd.

[Les mer](#)



THIS WEEKS UPOD :



NEW IDEAS, Electronica
iappa

[Lytt](#) [Last ned](#)



THE REARVIEW, Hip Hop/Rap
Fre

[Lytt](#) [Last ned](#)



BELIEVERS, Annet
see no evil

[Lytt](#) [Last ned](#)



GO GET IT!, Rock
Cocktail Slippers

[Lytt](#) [Last ned](#)



I'M ALIVE, Rock
D.O.G. (Delusion Of Grandeur)

[Lytt](#) [Last ned](#)

Siste 200 anbefalte



LANG GODKJENNINGSTID

Urørt-redaksjonen beklager den lange godkjenningstiden.

[Les mer](#)



ZOOMUPOD 2006

Denne uka Oslo, Harstad, Tromsø, Alta og Bodø.

[Les mer](#)



UPOD-PANEL

Nye Urørtartister skal til pers onsdag.

[Les mer](#)



Unsigned

- 1,8 mill listened tunes
- 1,3 mill downloads
- Average 70 listened /tune
- Average 53 downloads /tune

URØRT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø

BRUKERNAVN:

PASSORD:

Logg på

+ NY BRUKER

+ GLEMT PASSORD

FINN MUSIKK

Sjangere

Urørt anbefaler

Podcasting

Video

200 siste

Zoom Urørt

Ukas Urørt 2006

Ukas Urørt 2005

Ukas Urørt 2004

Ukas Urørt 2003

Nyheter

Mest spilt på P3

Debattforum

NETTRADIO

P3 Urørt

INFO

Spørsmål og svar

Brukervilkår

Urørt på P3

Siris profil

Spilt på P3

Urørt på TV

Kontakt

UKAS URØRT (U12) RUBEN CORDELL

Tenker musikk både i våken og drømmende tilstand. Målet er å lage den perfekte cd.

[Les mer](#)

ZOOM URØRT TURNÉ 2006

LANG GODKJENNINGSTID

Urørt-redaksjonen beklager den lange

ZOOMURØRT 2006

Denne uka Oslo, Harstad, Tromsø, Alta og Bodø.

Siste 200 anbefalinger

www.nrk.no/podcast/