

# Podcasting & the BBC

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***Interactive Editor***

***BBC Five Live Interactive***

# Why we're excited about podcasting...



# What we've done so far...

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13 September 2005  
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## BBC Radio

On FM/AM, DAB digital radio, digital TV and online

### Download and Podcast Trial

**Take part in the BBC's exciting new trial**

As part of a trial we're offering some programmes and programme highlights as downloads and podcasts. The trial runs from May to December 2005 and programmes started appearing on Monday 16 May.

- ▶ [What is downloading?](#)
- ▶ [What is podcasting?](#)
- ▶ [How to find the downloads and podcasts](#)
- ▶ [Programmes in the trial](#)
- ▶ [List of all podcast feeds](#)
- ▶ [Frequently asked questions](#)



We'd really value your feedback, so if you enjoy the experience, or encounter any problems, let us know.

- ▶ [Use the feedback form](#)

#### What is downloading?

You can save audio files from the BBC's website to your own personal computer. In this trial the files are usually in mp3 format. To download a file all you need to do is save it to your computer. Once you've downloaded the file you can

#### Links

- ▶ [Frequently asked questions](#)

**bbc.co.uk links**

- ▶ [Download trial press release](#)
- ▶ [How to download a file](#)
- ▶ [What is mp3?](#)

**other BBC downloads**

- ▶ [The World](#)
- ▶ [Radio 1: One Music](#)
- ▶ [Radio 3: Beethoven](#)

**elsewhere on the web**

- ▶ [Wikipedia: podcasting](#)
- ▶ [Podcast directory](#)
- ▶ [Podcast software](#)

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# What we've done so far...



**SPORTSWEEK**  
Sundays from 9am



Get under the skin of the week's big sports stories

**THREE WAYS TO LISTEN AGAIN:**

-  **Launch this show in the BBC Radio Player**
-  **Download this show (22MB)**
-  ...or subscribe to the series with our **podcast** - copy the address in the field below to your podcast software:

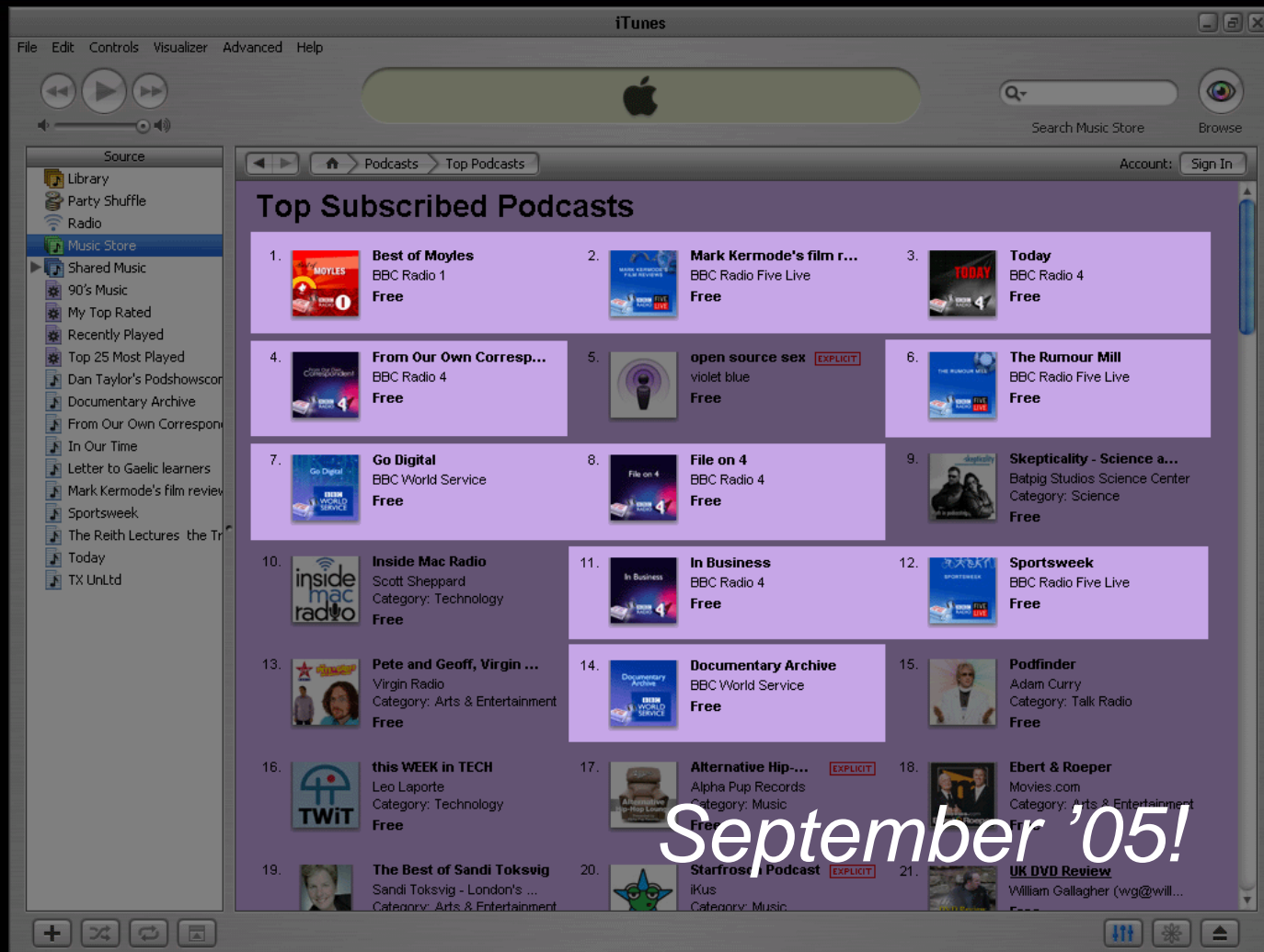
Need help? Find out more about **downloading mp3s** and how to subscribe to a **podcast**.  
This is part of the **BBC Download Trial** and we'd appreciate **your feedback**.

# How we've gone about it...



- *Good source of audio*
- *Editing*
- *Idents*
- *Metadata*
- *Encoding*
- *Publishing*
- *Offering to the user*

# How it's going...



## User feedback

***“Very good service. I can download the MP3 and listen in my workplace because my company network blocks online streaming or MP3 downloads.” (Chee)***

***“I have been able to get my brother to listen to this as an MP3. Fighting Talk and Five Live now has a new listener (Stuart)***

***“I rarely use the radio player, much better to get the whole thing downloaded to an MP3 player or a CD and listen on headphones in the car. I hope we see more of this...” (James)***

***“I don’t listen to Christian live anymore. I download the show to an SD card and stick it in my pocket pc. It’s the only way to go, don’t fight it baby.” (John)***

## User Feedback

***“I now listen on my Treo 600. More please”***

***“I listen at work on my pc, at home on my dvd player”***

***“I download to my pc and then listen on my Nokia 7600 phone”***

***“I download it every week and listen on my minidisc walkman”***

***“The MP3 lets me listen in sections on my IPAC and on the PC at work”***



# How it's going...

	Total MP downloads	Feb-06
1	Best of Moyles (Radio 1)	364,265
2	Today 8.10 Interview (Radio 4)	329,888
3	In Our Time (Radio 4)	187,648
4	Documentary Archive (World Service)	169,940
5	From Our Own Correspondent (Radio 4)	134,119
6	Mark Kermode's Film Reviews (Five Live)	122,756
7	Chris Evans - The Best Bits (Radio 2)	80,952
8	In Business (Radio 4)	76,709
9	Go Digital (World Service)	72,944
10	Sportsweek (Five Live)	51,839
11	Fighting Talk (Five Live)	40,707
12	File on 4 (Radio 4)	40,619
13	Talking 6 Music (6 Music)	18,287
14	Rooze Haftom (Persian)	9,056
15	Big Toe Clippings (BBC 7)	8,216
16	TX UnLtd (1Xtra)	6,800
17	The Weekender (Radio Northampton)	4,967
18	Film Café (Asian Network)	4,528
19	Letter to Gaelic Learners (Radio nan Gaidheal)	3,276
20	The Rumour Mill (Five Live)	843
	Total	1,728,359

## What we've learnt so far...

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- *BUT many of them are still very confused by the terminology and the process*
- *People are very protective of their personal digital space*
- *Therefore their choice of content is a personal and proactive one*

## Things to think about...

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# What are other people doing?

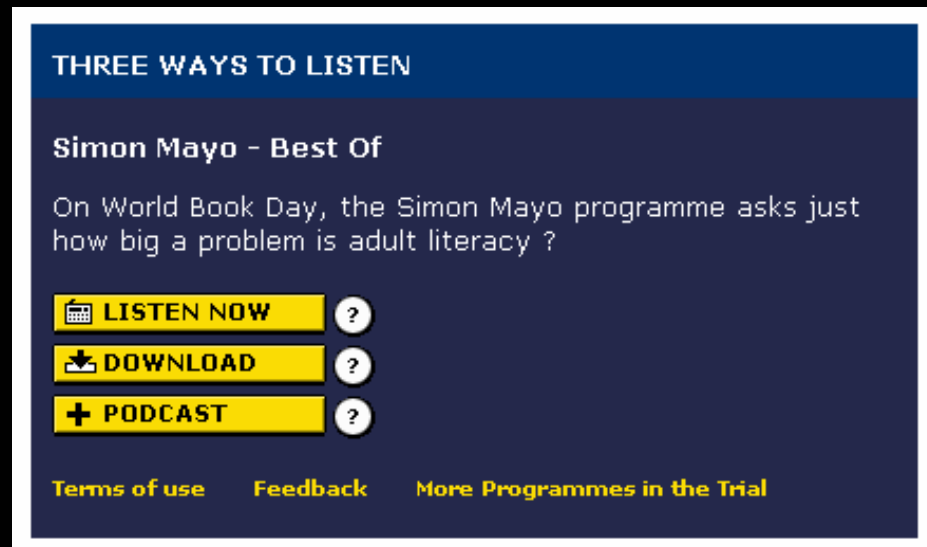


# Where do we go from here...?



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- ***Trial extended to June 2006***
- ***30 extra programmes***
- ***New widget***



Thank you

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[bbc.co.uk/radio](http://bbc.co.uk/radio)

[bbc.co.uk/music](http://bbc.co.uk/music)

[bbc.co.uk/digitalradio](http://bbc.co.uk/digitalradio)