

There is a Pod



POD  **CART**
SOUTH AFRICAN PODCASTS





“A powerful global
conversation has begun.”

The Cluetrain manifesto

What we're going to talk about

- 📡 what is a podcast?
- 📡 who is podcasting in South Africa?
- 📡 how to create pod appeal

What exactly is a podcast?

-  Downloadable audio (MP3) or video file
-  Subscribable via RSS feed (iTunes)
-  No iPod needed to listen
-  It's usually free







Who is podcasting?

- ❏ Independents and specialists (The ZA Show, ZA Tech show)
- ❏ Radio stations repackaging content (East Coast Radio, 94.7)
- ❏ Other traditional media branching out (The Mail & Guardian, The Times)
- ❏ Corporates (Old Mutual, Woolworths)

Podcart podcasts

- 📡 Mail & Guardian weekly “Between the Pages”
- 📡 Cape Town Routes Unlimited monthly
- 📡 Old Mutual “Success Stories”
- 📡 Woolworths “Making Friends with Money”
- 📡 Madison Property
- 📡 Stellekaya wines

Why people like podcasts

-  Time shifting – listen when they want to
-  Flexible – can skip around, stop and start
-  Engaging, tailored content
-  Content specific to their interests and not available elsewhere
-  Being part of a community
-  Two-way communication

So ...what makes you listenable?

 Be famous



Ricky Gervais' 2005 podcast entered the Guinness Book of records with over a quarter of a million downloads a week in its first month.
Series 2 was the first major pod to charge.

The Podfather

Three special free podcasts
Halloween - Oct 31
Thanksgiving - Nov 23
Christmas - Dec 25

So ...what makes you listenable?

 Be famous

 Be fascinating

The Naked Scientist



First BBC Local radio programme to podcast

Quickly gained a bigger audience than the broadcast programme

Now has an audience of over 5 million world wide

So ...what makes you listenable?

- Be famous
- Be fascinating
- Be focused

[Message \(1\)](#)

One of Your Friends Has Sent You to an IQ Test! Take It Now

[Romantic Tips](#)

Get Love Tips that will improve your Romance! Daily on your Mobile.

Ads by Google

ZA Tech Show: Episode 27

Posted on September 01st, 2008 by Simon



This week we are joined by Jason Norwood-Young from the Mail & Guardian and Altech CEO Craig Venter. We discuss:

- The high court's industry-changing decision regarding Altech Autopage Cellular and the VANS industry.
- Comcast in the USA enforcing bandwidth caps at 250 gigabytes and the state of limited access in South Africa.
- Mobile data routing.
- Jason provides dodgy tips for hackers.
- Mozilla Ubiquity - stitching Web content together has never been this easy or awesome.
- Microsoft Silverlight, Adobe Flash, AIR and the future of Web apps.
- Mark Surman leaving the Shuttleworth Foundation and joining the Mozilla Foundation as executive director.
- Britons unhappy with the iPhone's lack of Flash. Apparently the casing on the 3G iPhone cracks too.
- The introduction of 802.11s and wireless mesh networks.
- The legality of wireless user groups.
- Boosting wireless signals. Don't try this at home. Seriously.
- The perceived danger of cellular waves (btw, check out [this link](#) if you, like Jon, want to know more about non-ionising radiation).

And more....



SEARCH

Google™ Custom Search

TAG CLOUD

Acer Amazon AMD Apple Aspire
One ASUS Atom Broadband Cell C
DSTV Eee PC Facebook Fibre
Firefox Fring Gaming Gmail Google
HDTV HP ICASA Intel iPhone
Linux Microsoft mobile MTN
Multichoice n95 Neotel Nokia

- About 1000 downloads per week
- Shared amongst enthusiasts
- On Multichoice intranet

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 Be focused

 Be real

PODCASTS **Success Stories**



[Home](#) > [About Us](#) > [Success Stories](#)

Success Stories

Ferial Haffajee interviews David Kau

John Robbie interviews Frederick van Zyl Slabbert

Patricia Glyn interviews Braam Malherbe

DJ Paul Mnisi interviews Dr Irvin Khoza

Fred Khumalo interviews Zim Ngqawana

Success Stories - Introduction

 [Listen](#)  [Download](#)  [Subscribe](#)

Old Mutual Success Stories is a series of podcasts in which some of the country's best presenters and journalists talk to successful South Africans whom they find inspiring.

What makes someone a success? Is it money, fame, opportunities never missed? Whatever your definition, Old Mutual is about helping you to plan for the life you want to live, to become as successful as you can be in whatever way you choose.

As we all work towards creating our best future, the



PODCASTS Ferial Haffajee and David Kau[Home](#) > [About Us](#) > [Success Stories](#) > [Ferial Haffajee interviews David Kau](#)**Success Stories**[Ferial Haffajee interviews David Kau](#)[John Robbie interviews Frederick van Zyl Slabbert](#)[Patricia Glyn interviews Braam Malherbe](#)[DJ Paul Mnisi interviews Dr Irvin Khoza](#)[Fred Khumalo interviews Zim Ngqawana](#)**Ferial Haffajee interviews David Kau**[Listen](#) | [Download](#) | [Subscribe](#)

Mail & Guardian Editor-in-Chief Ferial Haffajee chats frankly to Kroonstad-born David Kau about life, family, church and his transition from black comedian to just David Kau.

Ferial Haffajee

Ferial Haffajee became Editor-in-Chief of Mail & Guardian in February 2004 - the first woman in that position. Previously, she worked at the Financial Mail (as a political reporter and managing editor) and as a radio and TV producer for the SABC. She has won a Sanlam financial journalism award and was also named the winner of The Media magazine's MTN Women in Media award for 2006.

Remember

-  “Unlike traditional media, social media should not be entirely controlled by a company with a narrow agenda or by hard selling techniques. Any company trying to control it will fail miserably. This means that being an active participant is key..”
Gino Cosme, South African New Media Marketing Strategist
-  “Corporationswill only sound human when they empower real human beings to speak on their behalf.”
The Cluetrain Manifesto

So ...what makes you listenable?

 Be famous

 Be fascinating

 Be focused

 Be real

 Be relevant

Making friends with money

The screenshot shows the Woolworths Financial Services website. At the top, there is a navigation menu with links for home, login, register, gift lists, store locator, MySchool, events, win, contact us, and help. Below this is the Woolworths logo and the tagline 'the difference'. The main navigation bar includes 'our company', 'what we offer', 'online shop', 'financial services' (highlighted), and 'world of difference'. A secondary navigation bar lists 'woolworths difference card', 'store card', 'visa credit card', 'personal loans', 'insurance', 'about you', and 'about us'.

Financial Services Login

Your Username

Password

[Forgotten your Password?](#)

PIN

[Forgotten your PIN?](#)

making friends with money
helping you achieve better financial health

Related links
[What is podcasting?](#)
[What do I need?](#)
[What do I do?](#)

Managing your money successfully can be a challenge even in the best of times.
At the moment things are particularly tough. Interest rates are going up and petrol and food prices are soaring. How do we make the most of the money we have, save when we're so stretched, avoid spiralling into debt?

go! **Making friends with money** is a series of eight **FREE** internet audio programmes (or podcasts). It has been produced by **Woolworths financial services** to help you deal with exactly these kinds of questions. Each episode is just ten minutes long and packed with practical tips on how to achieve better financial health. They are presented by **Dr Harry Dugmore**, an expert in financial behaviour change.

Episode eight

Insurance and overview - In this final edition, Harry looks at insurance – why you need it and how to make sure you're properly covered. He also takes a look back at the whole series and goes over the key things you must remember for great financial health.


POD Download? [click here](#)

(this might take a few minutes)

> Don't hear anything? [Click here](#)
> Tell us what you think, email [here](#)

Episode archive

Click to listen to previous episodes:
To view the episode transcript you will need to have the Adobe® Acrobat® Reader™ plug-in installed in your browser. If you do not have the Acrobat® Reader™ plug-in, you can [download it here](#) for free.



What the punters said ...

- 📻 2 000 downloads in the first 24 hours
- 📻 “This is a brilliant idea. There are many people out there that need to hear good advice and not fear they will be charged a fee. Thank you Woolworths Financial Services for this innovative idea.
- 📻 “Sometimes the Universe speaks to one at the right time..... thank you that was amazing.
- 📻 “ I commend Woolworths on not only thinking about this wonderful idea, but implementing it! With the changes in the economic environment – fuel price, energy costs, food prices, South Africans need to be really money-wise!

Woolworths Appreciation Society

South Africa

Basic Info

Type: Just for Fun - Totally Random
Description: for those who love QUALITY!

Contact Info

Website: <http://www.woolworths.co.za>
Office: 0861 50 20 20
Location: 93 longmarket street Cape Town 8001

Recent News

Let's twist again.....

Photos

Displaying 5 of 8 photos

[See All](#)



Video

No one has uploaded any videos.

Posted Items

Displaying 3 posted items

[See All](#)

Woolworths :

Source: www.woolworths.co.za

Managing your money successfully can be a challenge even in the best of times. At the moment things are particularly tough. Interest rates are going up and petrol and food prices are soaring. How do we make the most of the money we have, save when we're so stretched, avoid spiralling into debt?



Woolworths
Financial Services
PODCAST



making friends
with money

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[THEY ARE TRYING TO SHUT DOWN FACEBOOK - PETITION TO KEEP IT! INVITE ALL!](#)

Common Interest - Friends

Group Type

This is an open group on the South Africa network. Anyone from South Africa can join and invite others from South Africa to join.

Admins

[Samantha Clayton](#)

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 Be responsive

 “Markets are conversations” *The Cluetrain Manifesto*

The last four things ...

 Be **LONG** on quality

 You can be creative for free

 Be **SHORT** (ish) on quantity

 Be consistent

 Don't call it a podcast


podcasting in South Africa





“A powerful global conversation has begun.”
.....are you part of it?



 Jayne Morgan

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