

Is your company **PODCASTING?**



Practical Applications of Online
Readership and Podcasting:

The Implications for
Newspapers

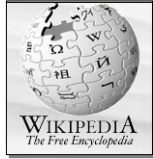


7th Annual Circulation Summit

January 26 -27, 2006

Bruen Productions: 866-659-6300 / www.bruen.com

What is PODCASTING?



A podcast is a web feed of audio or video files placed on the internet for anyone to subscribe to. Podcasters' websites also may offer direct download of their files, but the subscription feed of automatically delivered new content is what distinguishes a podcast from a simple download or real-time streaming.

'PODCAST'
was chosen as:
"2005 Word of The Year"
by:
The Oxford American
Dictionary

Searching for the word: PODCAST

*"BLOG" was 2004
Word of The Year*

Doc Searls, a technology columnist, started keeping track of the how many 'hits' Google found for the word 'Podcast'. On September 28, 2004 there were 24 hits. Two days later there were 526 hits. On October, 3, the number of results was 2,750. The number doubled every few days, passing 100,000 by October 18. Currently (January, 2006) there are more than 150 million results!



Men, 45+ years old, with incomes \$50k + are, most likely, the current podcast audience.

Who is Listening?

A study reported by Billboard Radio Monitor in August (2005) determined that podcasts were most popular with those over 45 years old. And, in December, 2005, Associated Press reported that those who make more than \$50,000 a year were more likely to have internet access, digital video recorders and MP3 players than those who made less. That same Associated Press article indicated men were more likely than women to have personal computers, internet access and MP3 players.

Why are they so popular?



One reason consumers love podcasts is because they give the listeners the opportunity to download content to their portable music players and listen at *their* convenience - taking their players with them on their commutes, to the gym, while they do chores, or wherever they choose. This 'TIME-SHIFTING' technology has become very popular in today's society. However, it is important to note, an iPod or mp3 player is *not* required for listening to podcasts. In 2005, surveys indicated that over 70% of all podcasts were being consumed directly on the listeners' computers.



According to Nielson, more than 75% of all U.S. households are connected to the Internet.

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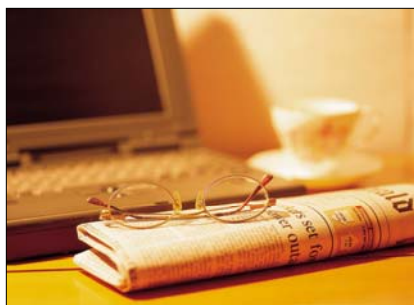
Why should your company PODCAST?

PODCASTING

The Old Business Model Needs to Change

The old business model for newspapers worked for many years, but it's proving to be ineffective today. Our readers are changing, and as hard as it may be to embrace change, technology has forced us to do so much faster than we needed to over the first century in the newspaper business. We're going to have to keep up or we'll be caught playing catch up like some did with the internet and blogging. All of the new technologies are

presenting our industry with incredible opportunities to keep and grow market share.



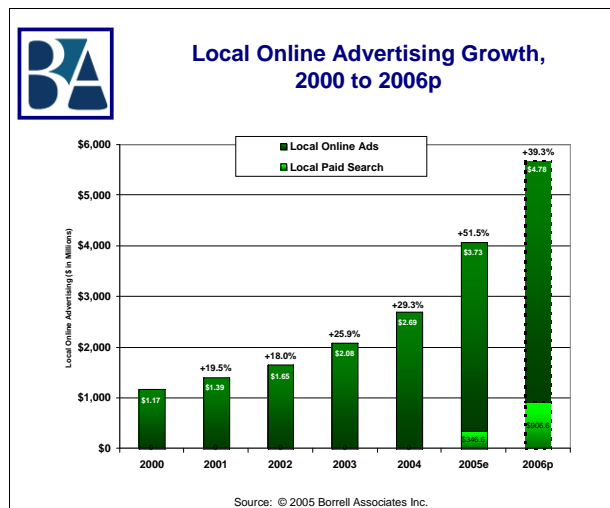
Nearly one in four U.S. Internet users now reads online versions of newspapers. (Nielson/NetRatings)

Our Readers Are Migrating Online

Circulation among the top 20 newspapers dropped 2.6% during the 2nd and 3rd quarters of 2005, according to the Audit Bureau of Circulations. This is the largest six-month drop in 14 years. However, Nielson reports that more than 39 million unique Internet users visited newspaper web sites in October, 2005. This represents an 11% increase from 2004, and more than three times the year-over-year increase of overall Internet users.

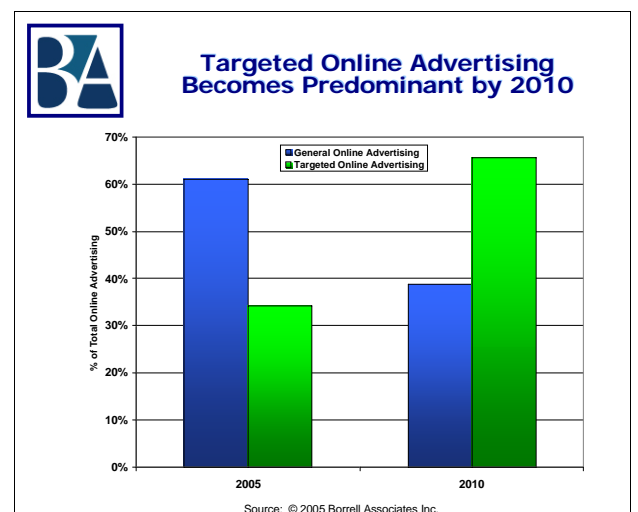
Advertisers Are Spending More \$\$ Online

According to Borrel Associates, a Virginia-based media consulting firm, local online ad spending has more than tripled since 2000.



Targeted advertising will continue to grow and podcasting is an ideal vehicle for targeted marketing messages.

Your podcast product provides your advertisers the opportunity to align themselves with 'cutting-edge' technology when they advertise with you in this new, 'non-traditional' format.



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How will your company benefit from PODCASTING?

PODCASTING

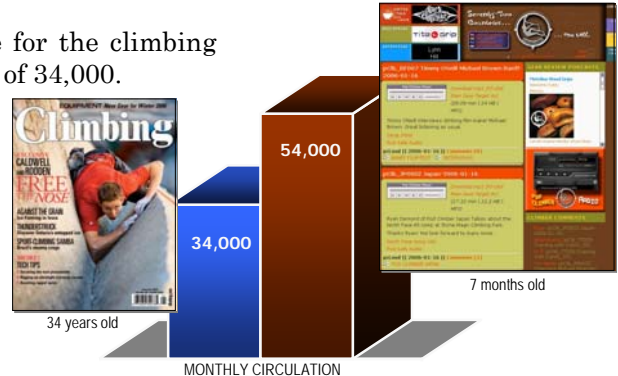
RSS Feeds A key component to utilizing a podcast to **increase your subscriber base** is the use of RSS feeds. Last year – in Jan, 2005 – RSS feeds generated 4.5 million page views for The New York Times.

Increase Your Circulation

Climbing Magazine, considered the leading magazine for the climbing industry, is 34 years old and has a monthly circulation of 34,000.

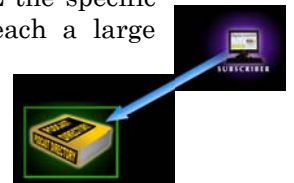
‘Pod Climber’ is an audio podcast. It is less than 1 year old and already has a monthly audience of 54,000!

This is just one example of the enormous potential podcasting offers print publications to increase their subscriber base through a new online product!



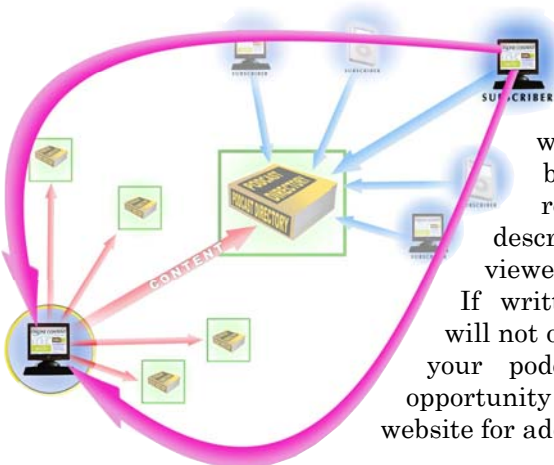
Targeted Marketing

Podcasters send content out to podcast directories. Podcast consumers go to the directories and **PULL** the specific content that interests them. Podcasts reach a large audience of listeners with very specific interests. The value of this audience is much higher than many other mediums an advertiser may utilize. Podcasting is an ideal tool for targeted marketing!



New Unique Visitors to your Website

Podcast directories provide a link *back* to your site which brings you new **UNIQUE** visitors. These incoming links also increase your search engine rankings which means your site will perform better in organic search engine results. Many directories show text descriptions of the podcast which is viewed by potential podcast subscribers. If written effectively, these descriptions will not only entice consumers to subscribe to your podcasts, but they also provide an opportunity to encourage users to visit your website for additional content.



iTunes has more than 10 million podcast subscribers. Industry analysts predict as many as 56,000,000 podcast subscribers by 2010!

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How can PODCASTING provide a new revenue stream?

Podcast listeners are generally savvy and have a short attention span.



A podcast program needs to contain valuable information. It must be interesting. And, it must have a high-quality sound. Use your podcast to present your content in a style readers can't get from a print product, but maintain the high-quality your consumers expect.



Advertising Revenue

Podcasts that are in demand also have high advertising value. There are a variety of ways to monetize your podcast program. Below are a few examples:

- Display / Banner ads on your podcast web page
- Sponsorships - advertiser's messages may be inserted within the podcast file - in 2005, Volvo agreed to pay \$60k for sponsorship & advertising on 'Autoblog'.
- Subscription or fee based podcast - The New York Times has already started offering a subscription based podcast as part of its 'Times Select' paid subscription package.
- Donations - An indie podcast called 'This Week in Tech' asks for \$2 donations and rakes in \$10,000 a month!

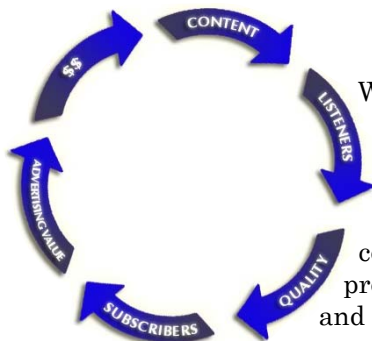


Branding Your Podcast

Newspapers have the opportunity to jump on the leading edge of a new technology that is sweeping the internet. So far, most of the podcasts are being created by amateurs - and they sound like it! Newspapers have spent millions of dollars over the years to create an exceptional image with their print products... We need to strongly consider the image we present with our podcast product. Think of your podcast as a new product for your newspaper, just as you would if you were developing a new entertainment, or classified, or TMC product. Develop all facets of your podcast product using high standards so you project the image and brand you have worked so hard to create for your other print and online products!



Complete the Circle



When you consider the value and potential in broadening your reach and adding revenue through developing a quality podcast program, it is important to include each of the aspects required for a successful podcast. Don't sell yourself - or your company - short! With a small investment in the right equipment, professional quality music, sound FX, 'opens', and 'closes' - and, if necessary, some consultation and training for your staff, your company can cash in on a podcast program that will increase your subscriber base, generate a new revenue stream, and heighten your image!

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Where can you get help or more information for *your* **PODCASTING PROGRAM?**

PODCASTING

There are many aspects to consider if your company wants to launch a successful podcasting program. Bruen Productions has a thorough understanding of each of the pieces required to 'complete the circle'. We are available to provide consultation & advice.

- Hardware / Software (selecting & using)
- Music, Sound FX, 'openers' & 'closers'
- Content Development
- RSS feeds
- Distribution
- Developing your podcast program
- Creating 'the right' image
- Producing professional 'templates'
- More...



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Bruen Productions, established in 1983, is a full-service audio and video production company, serving clients in all 50 states and Canada. Bruen has specialized in the newspaper industry for more than 17 years and has produced campaigns for more than 250 dailies. Complete creative services are included in their unique 'turn-key' pricing for each project. They know what it takes to create successful commercials and campaigns, and they understand that the bottom line is "results" for their clients. Bruen Production's product offerings include radio and television commercials, jingles, podcasting, infomercial / long-format video production, and WEBmercial Marketing Packages. Bruen's forte is their 'Real People' testimonial format which has proven to be highly effective for a wide variety of industries in local and regional markets as well as national arenas.

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