

Information Technology: New Web Media

<p>What is this?</p>	<p>Innovation in the application of web applications to new media distribution (Podcasting)</p>
<p>How did I get this?</p>	<p>Have been podcasting since the advent of the concept in early 2005.</p> <p>The podcast 'Salty Dog Blues N Roots Podcast' is regularly #1 on Google world wide for 'podcast blues' and averages 500,000+ server hits each month from over 100 countries.</p> <p>Established processes for the development and publication of professional podcasting to a global audience including:</p> <ul style="list-style-type: none"> • Audio recording techniques • Advertising integration • File conversion processes • Hosting and bandwidth management • RSS/XML distribution • Flash based onsite streaming • Dynamic eZine publication • SEO (Search Engine Optimisation) and internet marketing <p>The growth of the Salty Dog podcast has been achieved without the use of paid internet advertising eg Google Adwords</p>
<p>What do I use it for?</p>	<p>Promoting new media innovation.</p> <p>Experimenting with SEO and online convergence between old and new media. (Weekly two hour show is also a radio broadcast.)</p> <p>Promoting Australian blues and roots music to a global market.</p> <p>Exploring the link between custom content and internet demand.</p> <p>Applying new media concepts of time shift, slow decay and web 'stickiness' to new media innovations.</p>

Who could benefit from this skill?

Exploring new business models for online music distribution and promotion.

Organisations planning to establish a global presence in online alternative (new) media.

Existing media organisations wishing to engage an experienced consultant to plan a move into the field.

Companies who want to train their existing staff on the processes involved.