



PODCAST POWER

August, 2018

GOOGLE just launched an app dedicated solely to Podcasts!



Not only is this more convenient for all those Android users out there, it means BIG things for the podcast industry as a whole.

With Podcasts being so heavily invested in by the leading search engine, the future of the industry is exciting, innovative, and crucial to the way we will access and digest information.

What does this mean RIGHT NOW?

Did you know the majority of smartphone users worldwide have Android phones? With Google catching up to Apple in having a dedicated podcast app, podcast listenership is about to increase tremendously.



With Google's investment, podcasts will now show up in Google Searches alongside the text, image, and video results we are used to seeing. While searching for an article on a specific topic, we will now get used to being shown podcasts that can offer us the information we are looking for!

Google can now provide customized podcast recommendations based on your listening history and interests. This is major for helping podcasts find the right audiences, as well as introducing people to podcasts who have never listened to one before.



What could this mean IN THE FUTURE?

Audio SEO

In the future, Google will be able to "listen" to every podcast that is published. It will convert all spoken content into searchable text. This means not just the title, but the content within a podcast episode, will be searchable, the way it works now for text in articles.

Language Barriers

What if speech recognition could generate a transcript of a podcast? It could then be translated into another language, and synthesized into speech in the user's language of choice. Imagine creating content that could be heard literally by anyone, anywhere, in any language!

Scrubbing

We already have this technology with videos, where you can scrub forward to a later part of the video and be shown a preview picture of that content. If Google could "listen" to podcast content, it could then provide the same scrubbing capabilities for podcast episodes.



New Customer Spotlight!

Welcome to our newest podcast customers.

- EMPLOY PG, Maryland
- Hope Street Group, Washington, DC

Happy Podcasting Anniversary!

Congrats to our customers celebrating podcasting anniversaries this month!

Happy 3rd to NAWB, Wash. DC

Happy 2nd to CWI, IN

Happy 2nd to Career Path Services, WA

Happy 2nd to Thurston County Chamber, WA



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