

## Significance of Podcasts in the Digital Era

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### **Abstract:**

The term "podcasting" was first suggested by The Guardian columnist and BBC journalist Ben Hamersley, who invented it in early February 2004 while penning an article for The Guardian newspaper.

Podcasting, once an obscure method of spreading audio information, has become a recognized medium for distributing audio content, whether for corporate or personal use. Podcasts are similar to radio programs in form, but they exist as audio files that can be played at a listener's convenience, anytime or anywhere.

**Objective:** The objective of this paper is to examine the origin and concept of podcasts and in the business environment, their usefulness in furthering businesses that are dependent on different forms of digital communication.

**Design / Methodology / Approach** –The Research paper is based on qualitative research followed by a small-scale survey across a cross-section of Business management students, practitioners, and academicians. The qualitative research involved interviews to gather qualitative information about Podcasts and their use. A small-scale quantitative study was taken up to understand the awareness of this medium.

**Practical Implications and Findings** – Although still a relatively new technology, podcasts, as well as the portable devices on which they are used, are changing how people interact with media. Today, urban landscapes, college campuses, and gyms are populated with people who use MP3 players to tune in to their preferred podcasts or music continuously. (Steven McClung and Kristine Johnson)

**Originality / Value** – The paper reports an empirical Research study and provides insights into the existing levels of awareness about Podcasts.

**Conclusion:** The growing popularity of Digital podcasts during this era can help determine the implications for marketing-oriented businesses to view podcasts as a more effective and efficient form of marketing communication media with customers.