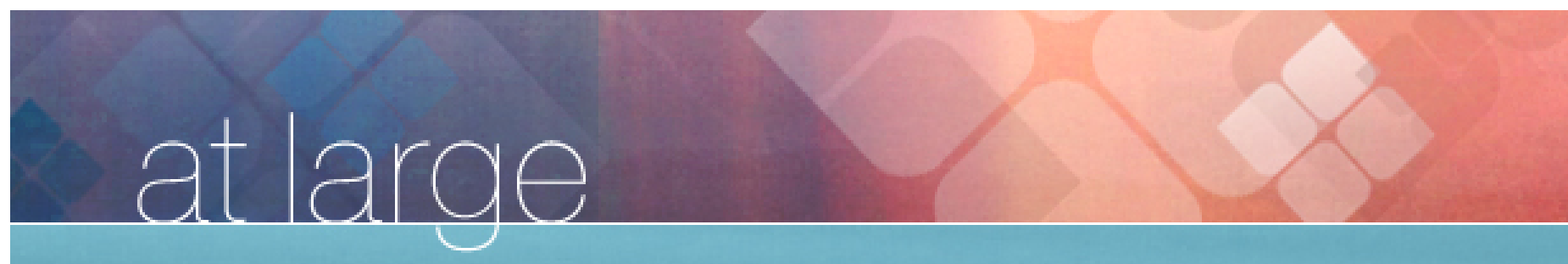


# EverythingCasting\*



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\*courtesy Eric Rice



# EverythingCasting

promoting yourself, your brand,  
your org, your company, your  
passion through online  
multimedia

## Online Multimedia

- photo sharing (Flickr),
- blogging (Blogger, WordPress.com),
- podcasting (Odeo),
- videoblogging (YouTube + Blip.tv)
- and virtual worlds (Second Life)
- audio and video casting via RSS



## Podcast examples

Bryght Radio

Raincoast Books

Sit Down Comedy

CBC Radio 3

Ricky Gervais

Adam Curry

Kris Krug at Blogs and Dogs

Ask Leo

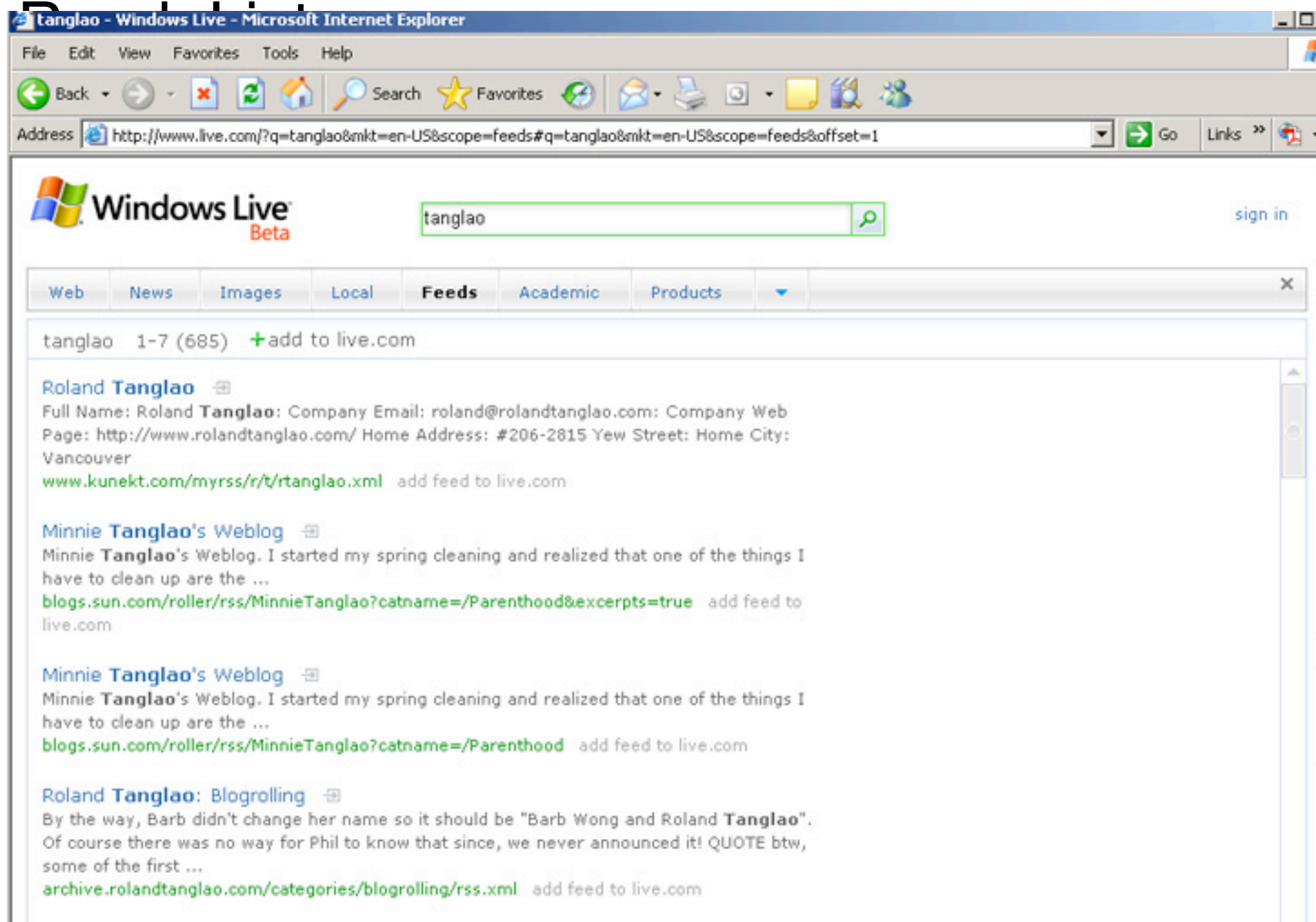
Dawn and Drew

New Media BC

V BLOGGING  
V Casting



Watch, Download



## Market

- yes it's the 16-35 on YouTube, Your Voice
- plus 50 - surprisingly online, significant influential minority
- they use YouTube, Flickr etc
- mobile is it
- micro niche, microchunk!





## Video casting

- just like podcasting and blogging and photo blogging
- but takes longer
- carried and promoted by RSS

## Video tools

- blip.tv
- freevlog.org (great tutorial)
- youtube.com
- can do a lot with a 300 dollar point/shoot vidcam



## Mobile, Mobile, Mobile

- increasingly about mobile
  - capture, send, view
- implications of Shozu

**ShoZu**  
Your Cellphone. Your Media. Your Way.

[forum](#) | [help](#) | [contact](#)

Existing members: [sign-in](#)

With just one click  
your photos and  
videos are on the  
Web - while you  
(and your phone)  
are still at the  
beach, the concert  
or trade show!

- [Tell me more](#)
- [What users are saying](#)
- [What's new](#)

[Sign-up](#)



### What's it all about?

ShoZu is the easiest way to upload photos and videos from your phone to your photo-sharing Web site.

### ShoZu supports

Kodak  
EasyShare  
Gallery



WEBSHOTS

ShoZu is FREE. And you'll **save money** on the cost of uploads.



## Giving My (our) Stuff Away ?

- put yourself out there
- ok to have traditional proprietary stuff and licenses (in fact you should have it)
- complementary free stuff for others to remix, rechunk (and they will)
- way to be seen and develop reputation
- indirect benefits - reputation, 'buzz', showcase, or leads to your pay content
- just starting ?  
get somebody in your entourage/geeky friend





## EverythingCasting - Your publishing/broadcast empire

### Experiment for Free...

- 2nd life (free as long as you don't have any property)
- Flickr - free
- Blogger or WordPress blog - free
- YouTube - free
- Free may be all you need





## EverythingCasting - Your publishing/broadcast empire

Experiment for (mostly) Free...

- You can also sell t-shirts, swag and other merchandise
  - through Paypal
  - Goodstorm.com
  - Shopify (startup out of Ottawa) for free
- Disadvantages
  - not on your domain name - may be co-branded
  - keep backups



## EverythingCasting - Your publishing/broadcast empire

More control requires some money

- your own domain name (\$10 a year)
- e.g. audioblog.com (\$10 a month)
- serving under \$50 US /month

Your empire might require professionals for higher-end production and integration

- audio and video production expertise
- design, research, rights & interviewing
- post production
- RSS feed, iTunes, web integration



# Tool Kit

- Starting from scratch, Mac is bundled for A/V
- Windows - less integrated but lots of tools
- Digital still camera
- Digital Video camera (to tape, DVD or hard disk)
- web and RSS authoring
- a plan - you're doing this because ?
- time
- hire out



Thanks ! and Questions

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