

# What is Podcasting?

**Podcasting**, created by former [MTV VJ Adam Curry](#) is a term that was devised as a crisp way to describe the technology used to push audio content from [websites](#) down to consumers of that content, who typically listen to it on their [iPod](#) (hence the "pod") or other audio player that supports mp3 at their convenience. The term podcasting is meant to rhyme with [broadcasting](#) and is a derivative of the [iPod](#) platform. While not directly associated with [Apples](#) iPod device or [iTunes](#) music service, the company did contribute both the desire and the technology for this capability. Podcasting is not unlike time-shifted video software and devices like [TiVo](#), which let you watch what you want when you want by recording and storing video, except that podcasting is used for audio and is currently free of charge.

Digitalaudioproject.com thanks Podcast Alley and Wikipedia, the free online encyclopedia for this valuable information.