

Capture Your Niche...

With Business Class Podcasting

Here's ours! >>



(Click me)

(You'll need iTunes)



Podcast : *(Verb and Noun)* - to deliver a Web-based **audio or video** broadcast via an RSS feed over the Internet.

It's about using Social Media

FROM our point of view as businesses, the quest is on for innovative ways to reach both new and existing marketplaces for our clients. Social Media is **HOT**.

Class One has created a brand new Business Class niche marketing initiative to springboard your business into Social Media scene. Podcasting and Vodcasting (with video) are an extremely effective way of precisely targeting select consumer groups on the internet with guaranteed global accessibility.

Class One makes it easy, handsfree and **professional**.

Bring content or **create** with us– we'll **enhance** and **publicise** it through this exciting medium.

Recieve statistical **tracking** of your content to tell you who's listening and watching.

Enjoy great **support**, ideas and expertise on how to improve your content and your approach to Social Media.

THE podcast feeds we create are of superb audio AND they're enhanced – which means they will contain both **picture and links** to your websites which work when the podcast is played through iTunes on a computer.

Who Podcasts?

To name a few:

- Bellissimo coffee
- IBM
- Business Week Magazine
- Oracle
- Disney
- General Motors
- NBA.com
- Toyota (Lexus)
- Whirlpool
- Heineken
- Paris Hilton
- ANZ



What Does it DO?



It creates **hyper-niche awareness** and..

Directs Traffic
Back to your website

PLUS! To help you **convert** your podcasts to traffic, we'll provide you with code, links and banners to **publicise** your podcast just about everywhere you can stick them.

Your podcast will also be registered with a myriad of podcasting directories both in Australia and around the world. These include **iTunes**, **Digg** podcasts, **Yahoo** podcasts, **odeo** and many others. New avenues of exposure are arising all the time!

Time to grab that coffee!

PODCASTING is revolutionising the way the marketplace is gathering information, adopting new ideas and buying new products. **It works.**



Podcasting...

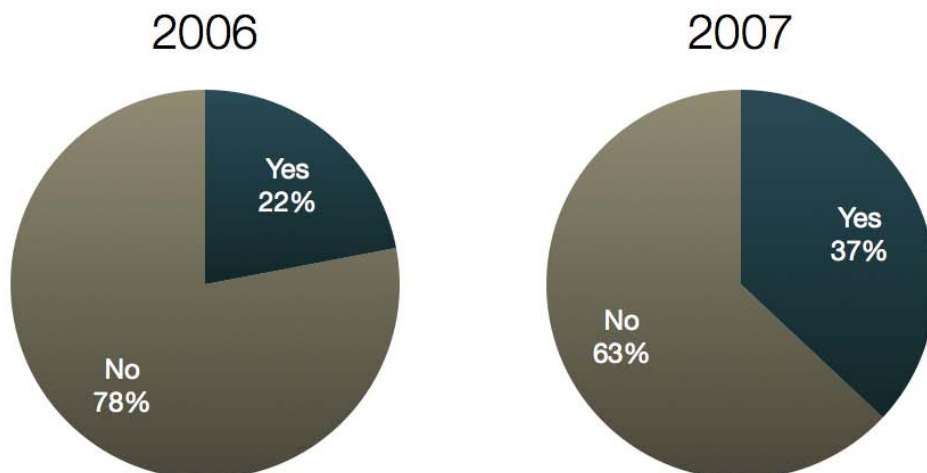
- ...Creates **dialogue** with your customers
- ...**Engages** with employees
- ...Boosts bottom line **profitability**

Is it a mature medium?

Let's ask the Americans.....

Almost Two in Five Have Heard of Podcasting

% Who Have Ever Heard of Podcasting



Base: Total Population 12+

Who is listening?

It would be a mistake to think that the average podcast user is a 23-year-old male with a college education and a really big comic book collection. Podcast users are not a homogeneous group, and downloads range from music to religious broadcasts to museum tours.



That said, overall podcasting user demographics give a broad perspective on the medium. Let's study the American results for a minute.

iTunes accounts for 75% of all podcast downloads, according to Podtrac, so comScore's October 2006 study of iTunes podcast downloaders captured most users.

On the whole, podcast downloaders tended to be male, young and educated. Notably, people between the ages of 35 and 54 represented about half of the podcasting audience.

Demographic Profile of US iTunes Podcast Downloaders vs. Total Internet Users, October 2006 (% of total)

	iTunes podcast downloaders	Total Internet users
Gender		
Male	63%	51%
Female	37%	49%
Age		
18-24	29%	14%
25-34	14%	20%
35-44	27%	24%
45-54	23%	22%
55-64	5%	13%
65+	2%	6%
Household income		
<\$25,000	7%	9%
\$25,000-\$50,000	16%	21%
\$50,000-\$75,000	27%	29%
\$75,000-\$100,000	19%	17%
\$100,000	31%	24%
Education		
High school	25%	28%
Some college or associates degree	28%	34%
College/graduate degree	47%	37%

Note: numbers may not add up to 100% due to rounding
Source: comScore Networks, Inc. as cited in press release, May 16, 2007

The word is...

"While the conventional wisdom says that only young, tech-savvy consumers are downloading and listening to podcasts, there is also a sizable market among 35-to-54-year-olds, indicating that the audience is broader than previously thought.

"Since many of the top podcasts are in the educational and business genres, it's not surprising that podcasts today appeal to the more educated and higher-income consumer segments."



Nick Tabbal of comScore

Demographic Profile of US Adult Internet Users Who Download Podcasts, February-April 2006 & August 2006 (% of each group)

	February-April 2006	August 2006
Gender		
Male	9%	15%
Female	5%	8%
Age		
18-29	10%	14%
30-49	8%	12%
50-64	5%	12%
65+	4%	4%
Education		
High school	6%	9%
Some college	6%	13%
College graduate or more	9%	13%
Household income		
Less than \$30,000	8%	12%
\$30,000-\$49,999	8%	14%
\$50,000-\$74,999	7%	12%
\$75,000 or more	7%	13%
Experience online		
3 years or less	5%	6%
4-5 years	7%	7%
6+ years	8%	13%
Internet access speed		
Dial-up at home	6%	10%
Broadband at home	9%	14%
Total Internet users	7%	12%

Note: n=2,822 (February-April 2006) and 972 (August 2006)
Source: Pew Internet & American Life Project, November 2006

078825 www.eMarketer.com

"One of the medium's strengths is that regular followers are hugely interested in the topic of a given podcast, be it comics or cash management, allowing for a deeper host-listener (and therefore brand) relationship than is possible with a general audience - or a composite picture of one."

James Belcher - eMarketer Senior Analyst

Leap into social media today!

*"We have two million downloads every four weeks.
The Chaser alone has two million vodcasts"*



Ken Scott, Managing Director ABC

Podcasting is opening up a new vehicle for us to communicate with our audiences. It's letting them learn about us on their time and for us, it's helping us think creatively about ways to showcase our people and technology in a way that we might not have in the past

Josh Karpf, General Electric (USA)

Exciting! – It's biscuit time...



Creation of Content

We should also let you know that we have the in-house resources to design and support your campaign with voices and audio, graphics and video and web services to boot. Production costs are quoted on a case by case basis.

Podcasting and Vodcasting enable you to create **new relationships** with niche markets.

Call anytime, and let me show you the next steps.

Wishing you great business.

PRB —

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