

## Narrative Podcasting

### It's Just Telling a Great Story...

The oral tradition, or storytelling, has served a crucial purpose in the history of humankind. Ancient oral storytellers were revered keepers of local knowledge, history and traditions in their communities. Podcasting is the future of storytelling:

- **Flexibility:** As a unicast media form, podcasts aren't controlled by radio's linear clock. If an episode is 53' rather than 57', then so be it!
- **Endless Capacity for Additional/Enhanced Content:** The creators of fictional podcast *Limetown* skillfully exercised their capacity to connect with the audience by sending several one to three minute character updates down listeners' feeds between regular episodes.
- **Controversial Subject Matter:** Unicast allows creators the opportunity to pursue controversial projects deemed inappropriate for national broadcast.
- **Talent Base is Growing:** With real money becoming available, an increasing body of ambitious work completed in the medium and a meaningful audience ready to consume the material, premiere talent is more interested in podcasting than ever before.
- **Distribution is Expanding:** Need to work on this area....Does Dave know anything about this?
- **Virtual Reality is on the way:** Set to become *the* major format in entertainment...and podcasting stands to benefit. Why? In audio storytelling, listeners are moved through a narrative by sound; music, character dialogue and descriptive context. Given the difficulty of taking an audience through a controlled visual sequence in a spherically immersive VR environment, audio storytelling is the best option for traditional linear stories in the format.

Traditionally, we huddled round the fire as we shared our stories, educating and entertaining one another. Looking towards the future, this need to connect on an oral level with meaningful narrative is about to explode in the form of immersive listening and VR.

