


Web Service Award Event 2006  
Stockholms Handelskammare, 2006-02-01  
Richard Gatarski  
BAT - Business Art Technology AB

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blogging och podcasting  
webbtrender

## SICS-gruppen

### Årets mötesplats för tillämpad IT-forskning 2006

**Program**  
14.00 Staffan Truvé hälsar välkommen. Bo Dahlbom och Carlo Pompili modererar.

Trender: Nu är det IT-boom igen!

Internet-utvecklingen tar ett språng och vi tittar närmare på aktuella trender (grid, peer-to-peer, web services, content management, webb 2.0, wikipedia, bloggare, podcasting) med hjälp av företag som Google, Microsoft (Jonas Persson) och våra egna forskare (Olle Olsson, Magnus Boman, m fl). Vi diskuterar också (med hjälp av några IT-startups) utsikterna för nyföretagande på IT-området och ser närmare på relationerna mellan forskning och nyföretagande.

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wsi - webbtrender 2005


Slumpmässigt urval (har/ej WSI-undersökt)  
210 respondenter (ca 50% svarsfrekvens)

Trender

- web 2.0
- wiki
- affiliation programs
- voice over ip
- blogging, podcasting
- rss och tagging

 web service award  
wsi - trender 2005


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# Podcasting

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podsändning & podfångare



Podcast	Time	Release Date	Description
▶ Adam Curry: Daily Source Code	39:27	2005-09-24	The Daily Source Code Podcast
▶ Bit by Bit	14:54	2005-09-19	A podcast by a teacher, for teach...
▶ Bobby Bucket Podcasts	36:18	2005-09-12	A Podcast for kids, Parents, and...
▶ Church of the Customer		2005-09-23	All about word of mouth, custom...
▶ Connect Learning, with David Warwick	2:20	2005-07-30	Regular wanderings into the wor...
▶ Engadget Podcasts	40:56	2005-09-23	Engadget's up to the second cov...
▶ Gilmore Gang	1:25:22	2005-09-15	Steve Gilmore and the Gang from...



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podcasting

**koncept** september 2004  
**independents** startade  
**iTunes** integrerar juni 2005  
**msm** kliver in hösten 2005

Press Release Source: Oxford University Press  
**'Podcast' Is the Word of the Year**  
Monday, December 5, 3:04 am ET

NEW YORK, Dec. 5, /PRNewswire/ -- Only a year ago, podcasting was an arcane activity, the domain of a few techies and self-admitted "geeks." Now you can hear everything from NASCAR coverage to NPR's All Things Considered in downloadable audio files called "podcasts."



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principen

**(medie)spelare**  
pc (win/mac)  
flash/hd  
mobiler  
mediespelare

**ljud/video-filer**  
mp3, ogg  
mov, wmv  
aac, aa

**prenumeration**  
sajter  
kataloger  
synkronisering

**produktion**  
individer  
proffs

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blogging och podcasting  
exempel på podsändningar



ben mcconnell & jackie huba  
*Crushing Customer Expectations: How 7 Local Customers Became a 15-Million Sales Force*



hörpunkter om den sköna konsten  
marknadspöring

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statistik

**iTunes Podcast Subscriptions Top One Million In First Two Days**

CUPERTINO, California—June 30, 2005—Apple® today announced that in just two days iTunes® customers have subscribed to more than one million Podcasts from the new iTunes Podcast Directory. iTunes 4.9 has everything users need to discover, subscribe, manage and listen to Podcasts built in, so users can now have each new episode of their favorite Podcasts automatically delivered over the Internet to their computer and iPod®.

**DAGENS MEDIA**  
Nyheter, Radio  
2005-07-05 13:39

**SR: "Podradion är en succé"**

Sedan starten i mitten på maj har programmen som SR erbjuder i sin podradion fått en 1,7 miljoner ånåring.

SR erbjuder nu 28 olika program i sin podradio. Under december var det mest nedladdade programmet Svenska språket med 48 200 nedladdningar. Två kom Spanarna med 35 000 nedladdningar, och Treo var Sälva med 23 000 nedladdningar.

**3 Million 2006 Chryslers to Feature iPod Integration**  
January 04, 2006

Chrysler has announced that it will be the first American automaker to provide full iPod integration as an option in most of its 2006 models, with over three million 2006 Chrysler, Jeep and Dodge models offering iPod integration beginning this spring.

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text till tal

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SEARCH

Free Phone Blogs  
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Ads by Google

Manage Active Directory  
Windows, Exchange from any Wireless device Free 30 day Trial!  
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Free Phone Blogs  
Blog/land pictures from your phone  
Enter your blog in our Fun Contest  
Register now

Manage Active Directory  
Windows, Exchange from any Wireless device  
Free 30 day Trial!  
www.fakesite.com

**Extreme blog about a mobile**

Last weekend when I met with Lolo (at the Swedish Blogforum 3.0) he told us about Treo®. If I got it right Andrew (who runs the venture) has made a big success with what started as a blog about a mobile phone/pda not even two years ago. Millions of visitors, a really good stream of advertising revenue and a full fledged (and profitable) Treo shop. All fuelled by Andrews passion for the Treo.

I'm just using the A1000 - for the moment.

The author of A1000 blog  
The A1000 (news)  
The A1000 (tech)

05:08 PM | [Bookmark](#) | [Comments \(0\)](#) | [Trackback \(0\)](#)

mobile.typepad.com

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katalog, starttips, mm

**BLOGGPORTALEN.SE**

Podcast Alley  
From the Airwaves

Podradio BETA .nu

bevaka

Technorati

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exempel på användningsområden

externt

- relationsbärande
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internt

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