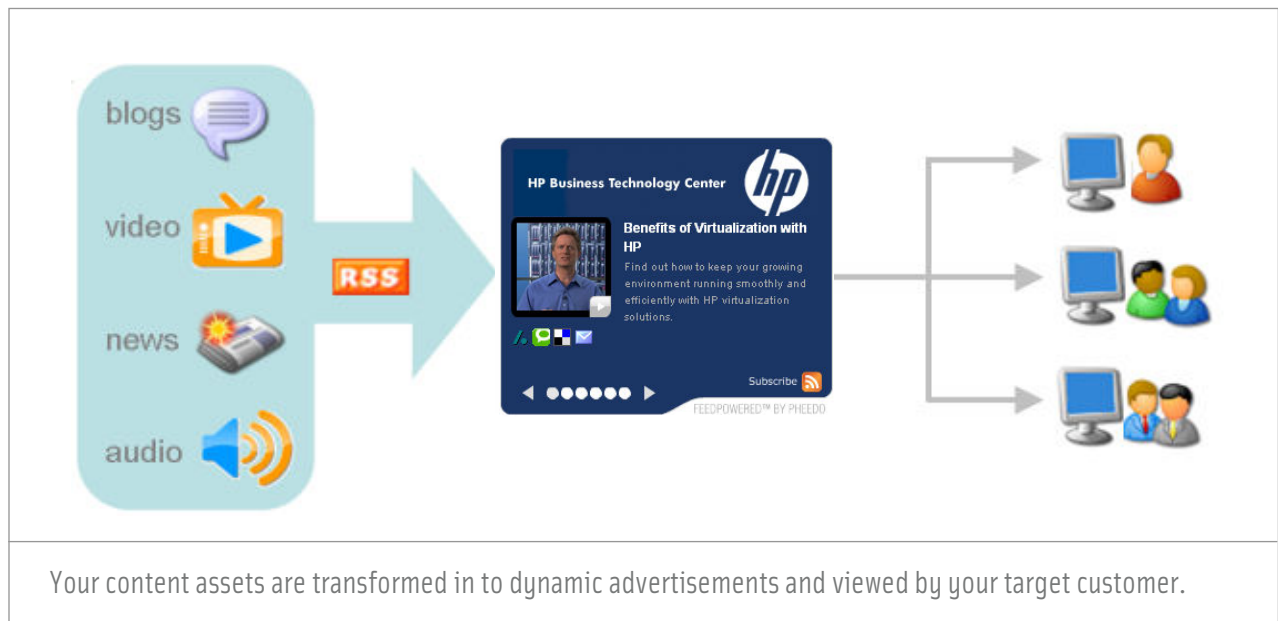


UNLOCK YOUR CONTENT TO DRIVE TRAFFIC

PHEEDO'S FEEDPOWERED™ PLATFORM DELIVERS ENGAGED CUSTOMERS TO YOUR SITE BY EFFORTLESSLY REPACKAGING YOUR EXISTING CONTENT ASSETS (VIDEO, AUDIO AND TEXT).

- CAPITALIZE ON SOCIAL MEDIA
- ENGAGE AND RETAIN CUSTOMERS
- ACQUIRE NEW SUBSCRIBERS
- DRIVE QUALIFIED TRAFFIC
- LEVERAGE YOUR CONTENT



CONTENT APPEARS BESIDE RELATED PUBLISHER CONTENT

ONSITE FEEDPOWERED™ UNIT



Slashdot OUR UPTIME, YOUR DOWNTIME

Articles | Subscribe | Journal | Tags | Bookmarks | Password | Logout | Why Subscribe?

Simplify the Way You Manage Your Servers
Find out how HP delivers total control, maximum flexibility and tangible savings for a best-run server infrastructure.

Did you know **subscribers** can see articles in the future? The next Slashdot story will be ready soon, but **subscribers** can beat the rush and see it early!

Games: **Next-Gen's Top 20 From Tokyo** 0 comments

Apple: Apple Goes After the Term 'Podcast'
Posted by **Zook** on Tuesday September 26, @ 10:15AM from the **lots-of-frustrated-casters-out-there** dept.

Ufo Schmitz writes
"Earlier this year, Apple went up against companies using the word 'pod' in their product names. Now, **Apple is going after the term 'podcasting'**. Wired has the complete text of **Apple's cease-and-desist letter to Podcast Ready**."

From the article:
"Robert Scoble -- whose own company, PodTech, may be at risk in this witch hunt -- has weighed in on the issue by suggesting that the tech community as a whole adopt other terms like 'audiocast' and 'videocast' (or alternately, 'podcast' and 'vodcast') to describe this type of content, while other folks feel that fighting Apple and generating a ton of negative press for Cupertino is the best solution. Our take? Apple should be happy that its golden goose is getting so much free publicity, and if it isn't, we know of several companies that probably wouldn't mind if zencast, zurencast, or sanascast became the preferred terminology."

Read More... apple slashdot.org | RSS | 52 of 53 comments

HP Business Technology Center
Take Control of Your Servers and Storage
HP BladeSystem and HP StorageWorks help you take control of your IT infrastructure from one point of control.



HP Business Technology Center

Benefits of Virtualization with HP

Find out how to keep your growing environment...

Leveraging HP and VMware Virtualization...

Control IT costs while increasing flexibility and...

Simplify the Way You Manage Your Servers

Find out how HP delivers total control, maximum...

Subscribe

FEEDPOWERED™ BY PHEEDO

IN-FEED FEEDPOWERED™ UNIT

Google Reader

All items

Home

All items (1000+)

Starred items

Shared items

Trends

Add subscription

Show: updated - all

- new-york-times (837)
- outside (150)
- personal (1000+)
- pheedo-feeds (1000+)
 - Diqq (1000+)
 - Geekswithblogs.net (595)
 - InvestorGeeks (1)
 - JimHillMedia.com (30)
 - jobster blog (7)
 - New Scientist - Lates... (244)
 - New Scientist Space ... (74)
 - PerezHilton.com (746)
 - PopularMechanics.com ... (2)
 - Socialtext Enterprise... (9)
 - USATODAY.com News - T...

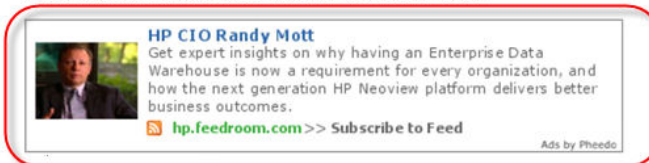
Geekswithblogs.net

Show: 595 new items - all items


★ Personal Biography

by Blog Author

Jim has a 22 year career in enterprise software development in both the corporate and consulting companies. His experience in a wide range of industry segments such as finance, defense, logistics and manufacturing allows him to quickly understand the big picture and adapt solutions to best meet clients' needs. His knowledge of the end-to-end lifecycle of software development has allowed him to help customers improve their software development process and his deep knowledge of enterprise application development has allowed him to be extremely successful at architecting enterprise application solutions. His ability to turn around even the most challenging software development projects has led to a reputation as being a "fixer." He is currently employed by Fujitsu Consulting. Jim wishes to use this blog as an opportunity to share his knowledge of the Software Development Lifecycle.



HP CIO Randy Mott
Get expert insights on why having an Enterprise Data Warehouse is now a requirement for every organization, and how the next generation HP Neoview platform delivers better business outcomes.

 hp.feedroom.com >>

Ads by Pheedo

DISTRIBUTION

The Pheedo distribution network includes over 20 categories spanning blogs to RSS feeds to commercial publishers and ad networks. Additionally, our technology is portable and can be used on sites of your choosing.

SAMPLE COMMERICAL PUBLISHERS



SAMPLE BLOGS



SAMPLE AD NETWORKS



FEEDPOWERED REPORT

TOTAL AD VIEWS: 1,283,653

TOTAL INTERACTIONS: 3,375

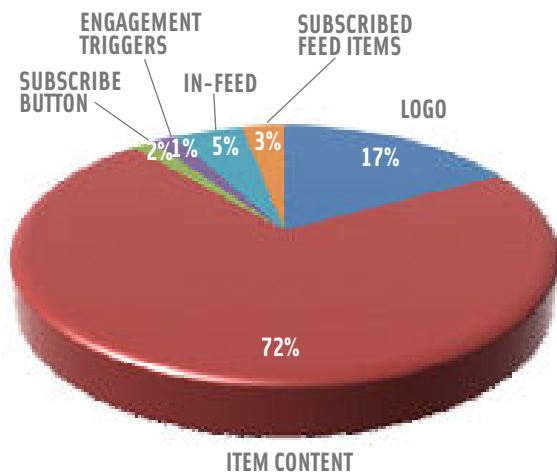
TOTAL INTERACTION RATE: 0.26%

TOTAL SUBSCRIBER PAGE VISITS: 803

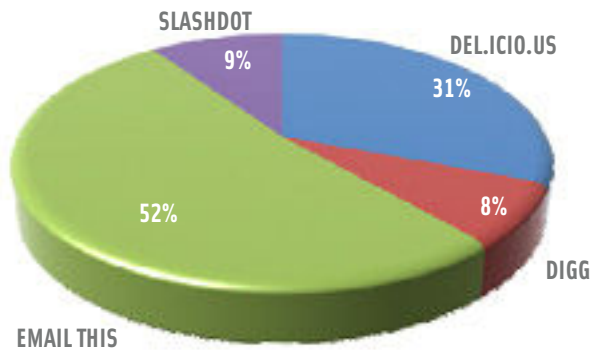
TOTAL NEW SUBSCRIBERS: 92

TOTAL SUBSCRIBER RATE: 11.46%

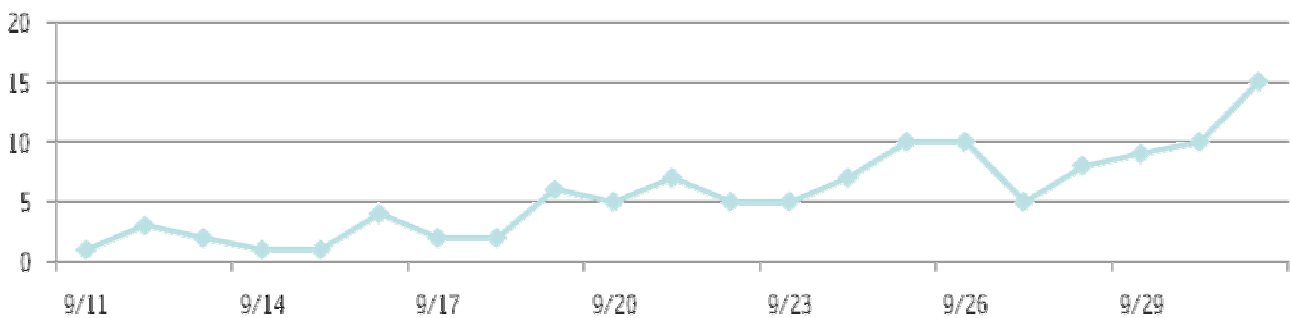
OVERALL INTERACTIONS



OVERALL ENGAGEMENT TRIGGERS



AVERAGE DAILY CIRCULATION



SAMPLE RATES

MEDIA TYPE

BLOG ROC MEDIA
RSS ROC MEDIA
TRADITIONAL ROC MEDIA
RUN OF SITE BUYS
TECHNOLOGY ONLY

CPM

\$10
\$ 6
\$14
CUSTOM ESTIMATE REQUIRED
CUSTOM ESTIMATE REQUIRED

CONTACT INFORMATION

REGION

US WEST COAST/INTERNATIONAL
US NEW YORK
US EAST COAST
US MIDWEST

REPRESENTATIVE

LOUIS MOYNIHAN
TIM SKENNION
MAT DES JARDINS
AZAR HAFIZI

EMAIL

lmoynihan@pheedo.com
tskennion@pheedo.com
mdesjardins@pheedo.com
ahafizi@pheedo.com

PHONE

510.923.9250 EXT.111
201 420 8681
510.923.9250 EXT.107
510.923.9250 EXT.103