

The PodLounge Emerges As One Of The Top Podcast Directories, Just Six Weeks After Its Launch

The PodLounge is the newest player in the podcast directory arena, and has already become a significant player showcasing more than 18,000 podcast feeds. Just 6 weeks into its launch, it has already overtaken some of the larger players, and is set to become the preferred directory for the podcasting community.

Melbourne, Australia, February 22, 2006 – The PodLounge, a new entrant into the world of podcasting was created to make it easier for podcasters to list their podcasts and for listeners to find them. Nominated as the word of the year 2005 by The New Oxford American Dictionary, interest in podcasting has been growing at a phenomenal rate in the last 12 months.

“It’s hard for listeners to search through thousands of podcasts to find what they want. ThePodLounge categorises all the listed podcasts to make the search much easier,” says John McClumpha, New Media Director of The PodLounge.

Just 6 weeks into its launch, the directory has already overtaken major players in the market, with its impressive listing of more than 18,000 podcast feeds (that’s almost 400,000 pods). “We’re just two weeks into our second month and we’ve already seen more than double the number of unique visitors to the site compared to the first month.” For those new to podcasting, The PodLounge is extremely user-friendly. By either searching for a topic of interest or browsing the comprehensive categories, users can very quickly and easily find, listen to or view, and subscribe to podcasts from all over the world.

As testimony to the effectiveness of The PodLounge, even Yahoo! (which has its own podcast directory) featured The PodLounge as Yahoo’s Pick of the Day on January 19 2006. “Users don’t need to rely on additional software or hardware to access the podcasts.” says John McClumpha. “Our key advantage is that you can access your favourites list of podcasts from any computer, anywhere in the world – all you need is an internet connection. Even if you’re using a shared (or public) computer, you can still access your favourites list.”

Today, the podcasting community is estimated at over 6 million and is fast making a significant impact on the way businesses advertise and market themselves to increase their visibility and branding. Even ordinary people are pulling up the microphone to produce their own ‘radio shows’ - anybody can do it. “It’s going to be a paradigm shift in the way media is being broadcast and consumed. Consumers will find it increasingly hard to look for what they want and that’s when an extensive podcast directory that is well categorised will be able to assist”.

To find out more about The PodLounge or podcasting, see <http://www.thepodlounge.com.au> or contact John McClumpha on +61 3 9918 4200 or email admin@thepodlounge.com.au