As an idea, Podcast emerged in 2004 and a wide mass started to use it.

Podcasting, emerged by combined form of RSS and popular music format MP3 is distribution of the records about various subjects via internet.

Podcast is -a radio program - style show which can be downloaded from internet and transferred to an MP3 player.

Podcasting means broadcasting MP3 files on internet, if possible on a blog.

Podcast is just like a radio program. But there is no time limit. Because, when you download podcast once, you can listen whenever you want.

The term of Podcasting comes from combination of the “iPOD”, music player producted by Apple Company and “broadcasting” words. In the beginning , iPod was the best seller music player that’s why the first podcasters named their work as podcasting.

After all some alternative names were thought for P.O.D. letters and instead of podcasting word. Because this word brought to mind Apple Company.

The alternatives were “Personal Option Digital” (P.O.D), blogcasting, webcasting, rsscasting, audio blogging etc.

At last, New Oxford American Dictionary defined “podcasting” as "a digital recording of a radio broadcast or similar program, made available on the Internet for downloading to a personal audio player." New Oxford American Dictionary announced the word podcasting as word of the year in 2005.

The other reason that podcasts became popular is the news about podcasts on the best seller news papers of USA, like New York Times and USA Today.

Some of the sectors that use podcasting: Education, interactive marketing, politics, news, tv programs, tv series, music and music videos, advertisement, tourism (for example city tours, museum visites), corporate communication.

The advantages of Podcasting are to create your own podcast and to watch and to listen to other podcasts easily. You can listen and watch the programs wherever and whenever you want. You can create your own program planning and comment the programs.

In Turkey, we see that podcasting is not popular as it is popular in Europe and in the USA. Because of the disinterest in podcasts, there are not so many podcasters in Turkish language. The podosphere of Turkey is composed by programs: Sanal Alem (Cyber World) on NTV Radio, Alt Sokak (Lower Street) on Radio ODTÜ, En İyiler (Best of) on Radio N101, a cultural event program Podmix, a humor program A man and a girl.

The first podcast in Turkey is Alt Sokak (Lower Street), the program of Radio ODTÜ. This radio station belogs to Middle East Technical University in Ankara.
Serdar Kuzuluoğlu, the technology editor of a Turkish newspaper called Radikal, is the one and only name writing about podcasting. Also he has a podcast guide web site about this subject.

Another new podcast in Turkey is Insomnia Radio.The aim of Türker Keskinpala, the podcaster of Insomnia Radio in his words is “to announce Turkish independent music groups, singers, lyrics writers, briefly independent Turkish musicians over the world”

The first Turkish podcasting among television channels in Turkey belongs to CNN Türk.

This national news channel started its podcasting in March 2006. It podcasted regulary 36 TV programs (weather forecast, news, documentaries, sports, etc.). So it became the biggest action of the world in this category. On CNN Türk Podcasting system, there were video and audio files. After they were broadcasted on tv, they became downloadable in half an hour. Audiences were able to download all of the audio files and 10 minutes of the summary clips of the tv programmes. Ferhat Boratav, General Broadcasting Manager of CNNTürk talked about this situation: “According to a study, people don’t watch long images on the screens of mobile devices. So we prepare summaries of the programs.” CNN Türk podcasted selected images for mobile devices. And the membership of this web site was free. It used to be before but now CNNTürk podcasts.

On the 1st of May, in 2007, management of the channel took decision about to stop podcasting. The reason was saving economy.

Besides, state public channel, Turkish Radio Television Corporation (TRT) podcasts regularly. For example, TRT podcasts programs of Voice Of Turkey Radio Station.

These are:

Eurasia:

The program has focused on the process of change in Central Asia and the Caucasus since the dissolution of the USSR. The program attempts to illuminate the region’s energy-based conflicts, and its future.

Balkans:

The program focuses on the present situation in the South Eastern Europe and Turkey’s political, economic and cultural relations with the countries in the region in history.

Over The World:

The program presents the current events and information from all over the world from Turkish point of view.

In Turkey

The program briefly presents the current and historical information about Turkey to arouse the listeners' attention in the country.

The Middle East From Turkey's Perspective:

The program generally aims to inform the listeners about the developments in Iraq and in the Middle East.

When we examine the web sites of national televisions and radio stations we see that podcasting is at the begining level. And it is not wide spreaded.

On the web sites of tv and radio channels in Turkey, live broadcasts and program videos are more than podcasts.