

ESO/ESA/IAU/Excellence Cluster 'Universe'

Astronomy Communication Seminars

— Monthly half-hour seminars about contemporary issues in astronomy communication

Wednesday 20 February 2008

12:30-13:00

ESO Auditorium



Hubblecast —

A video podcast with surprising results

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ESA/Hubble/ST-ECF

Abstract: Video Podcasting, or Vodcasting, is the latest evolution of the podcast revolution of the past few years. Now on demand content is shifting from headphones and commutes to portable devices, computers, and televisions in the form of video. The appeal of accessing video content at will is growing and attracts especially the young demographic segment. The Hubblecast vodcast was launched in March 2007 and rapidly became one of the most popular science pod/vodcasts in the world. This talk outlines some of the features and quantitative results from this production. One of the main conclusions is that video podcasting can make a major difference on the visibility of a scientific project.

Next seminar: Astronomy Education and Public Outreach in Africa - Kevin Govender (South African Astronomical Observatory), Monday 3th March 2008 14:00

