

Leaders in the New Industry of Independent Media Gathering This Fall for Their Convention

Tradeshaw and conference aims to educate and serve new breed of audio and video content creators

Mission Viejo, California – May 17, 2007 – As traditional television and radio networks continue to grapple with fragmented audiences, their competition increasingly isn't other networks' fall lineup, but thousands and, perhaps soon, even millions of individuals creating video and audio for the Internet. As more hardware and software tools become available to bring that content to the traditional television set, the gateway that traditionally kept people from producing programs for television - the network - will no longer be an issue. Independent media creators will be able to reach an audience of millions via a traditional platform previously enjoyed exclusively by big media companies.

In just over four months, thousands of individuals ready to capitalize on this new era of media will converge on Southern California for their annual convention. Creating audio and video content as good as or better than anything on traditional television, these new media moguls will take classes, exchange ideas with fellow creators and learn how to grow their audience. Unlike their traditional media counterparts, this new breed of media creator isn't concerned with producing content for a specific platform. Instead, they focus on creating compelling media that can be consumed on whatever device or platform the audience chooses.

Also unlike traditional media, the attendees to this convention aren't concerned with being all things to all people. In other words, most are actually more interested in developing content for a niche group and building a fiercely loyal audience by creating content for them not readily available anywhere else. A perfect example is LetsKnit2gether.com, an online video podcast for knitters with production values equivalent to any well-made documentary you might find on public television or the Discovery Channel®. CAT and Eric Susch, the husband and wife team that produce LetsKnit2gether.com will be speaking at the Expo.

There are already tools, of course, that allow viewers to watch digital media created by independent people on their television. As they become more common and easy to use, the ability to switch from a major network to a channel created by your next-door neighbor or friend at work will become as simple as switching from channel four to channel seven. If you think three hundred channels offered by the cable company is a lot of variety, get ready for five or ten thousand channels, all available with a flick of the remote control. Instead of a channel being thought of as a linear progression of show after show at set times, viewers will begin to think of channels as groups of content that are fed to their televisions by a multitude of methods, stored and available for viewing whenever they have time to watch.

The software available today for individuals who want to create high-quality content is blurring the lines between "amateur" and "professional" video. The next generation of media moguls attending the third annual Podcast and New Media Expo this September 28-30 are making that happen faster than anyone initially expected.

About Podcast and New Media Expo:

The 3rd Annual Podcast & New Media Expo, taking place in Ontario, California, is an annual convention that educates individuals and companies about how to produce high-quality audio and video digital content, grow a loyal audience, and market or monetize that content in creative ways. The Expo is also a major networking event where content creators can share ideas and build partnerships. Through unique conference sessions, free exhibit hall presentations, networking functions and an exhibit hall, the entire event is devoted to the industry of creating, delivering, and profiting from unique digital content for the Internet and any device the consumer chooses. Podcast and New Media Expo was named Expo Magazine's "Best New Show" winner for 2006.

The 3rd Annual Podcast and New Media is sponsored by Revver (Revver.com), Ambrosia Software (AmbrosiaSW.com), Podango (podango.com), and GIMP.tv (gimp.tv). Media partners for the Expo include FeedBurner (FeedBurner.com). The Mac Observer (MacObserver.com), Blogger and Podcaster Magazine (BloggerAndPodcaster.com), iPodObserver.com, and iProng.com. The Official Content Delivery Network is Limelight Networks (LimelightNetworks.com) and the Exclusive Audio Provider is GigaVox Media (GigaVox.com)

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