

## Podcast Mania: FeedBurner Tracking 44,000 podcasts

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**FeedBurner**, a service that helps manage, measure, and put ads in RSS feeds for big and small publishers, **says that it is now handling 44,000 podcast** feeds. That number seemed really big to me until I checked Podnova, a podcast directory, and they are tracking over **60,000....**

Fun data point: FeedBurner says it's now managing more podcasts than there are radio stations worldwide...The startup, of course, started out managing blog feeds. But as social media has morphed, so has FeedBurner.

Update: Feedburner tracks around 1.6 million subscribers to its FeedBurner-managed podcasts. That number has more than doubled in the past six months. Before the end of the year, the company says it expects to manage 100,000 podcasts and 5 million podcast subscriptions.

Feedburner says in the report that "while rapid adoption is exciting, it's clear that we are still in the early stages of podcast's emergence as a sustainable medium." So, to take part in cracking that nut, the company later this year is expanding its FeedBurner Ad Network to include measuring and advertising on podcasts.