

# Progressing the podcast bubble with the basics on Binary.fm

 By Leigh Andrews

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Tech genius Simon Dingle started podcasting in 2004 when the global community was small and there was barely even a word for what they were doing. Eleven years later, things are on a whole new level with the launch of Binary...



Simon Dingle  


Back in January, Dingle chatted to me about a new engagement platform he'd been thinking up for some time.

He used to record pretend radio shows with his little brother on his cassette deck as a kid and has been in love with audio broadcasting since then, which led him on to Tuks FM, 702 and 5FM.

But the podcasting is his first love and something he's enjoyed experimenting with but never had the luxury of taking super seriously. Binary will change that. Dingle tells us more below...

## ***1. What is Binary.fm?***

**Dingle:** Binary is a new podcast about people's relationship with information. We've had digital technology for some time, but we've only recently started to discover our potential in using it. I believe that innovative technology is just the tip of a very big, societal iceberg. Binary wants to look beyond the gadgets and the news, and talk about what's going on in society and culture. How much has really changed since humans discovered writing around 6,000 years ago, and what are the amazing things happening underneath our noses right now?

## ***2. Fascinating topics. When/where is it launching?***

**Dingle:** It's launching this month. Binary includes voices from all over the world, and is recorded from wherever I am. Our first episode will be published in the latter half of May 2015.

## ***3. Why is this the next big thing?***

**Dingle:** I'm not sure if it will be "the next big thing". I just enjoy discussing humans and technology with my friends and thought other people might enjoy the discussions, too. I'm fascinated by how we perceive the world around us and process information to form narratives. Binary is the next step in this exploration.

## ***4. What was the impetus behind it?***

**Dingle:** I guess my obsessions with radio, design and technology had a lot to do with it - but I also find that there is a gap for people telling the human stories that technology enables. I'm tired of hearing about new phones and other gadgets from people who were corrupted by the companies that manufacture those products. It's boring and superficial.

## ***5. Indeed. How can people access Binary?***

**Dingle:** Binary is available on the iTunes store and just about any other podcast index. We also have a website at <http://binary.fm> and shows are posted to Soundcloud. There's also good old RSS.

Excited for more? Listen to the intro, embedded below...

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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