



# Podcast and Streamed Internet Media Administration

Create, distribute, and access your rich media.

## What You Will Learn

- How to capture audio and video media using Apple-provided tools
- How to edit audio and video files for distribution via streaming or podcasting
- How to compress and enhance audio and video files for distribution via streaming or podcasting
- How to distribute audio and video files through streaming and podcasting
- How to access streams and podcasts using Mac OS X applications

## Course Description

The three-day Podcast and Streamed Internet Media Administration course provides system administrators and IT professionals with the knowledge and tools necessary to create, manipulate, and distribute rich media over the Internet. The course provides an introduction to preparing, enhancing, and compressing audio and video files using various Apple utilities. Students will also gain experience troubleshooting Internet media solutions, and have the opportunity to define and implement an Internet media solution specific to their needs. The course is taught through a combination of lecture and hands-on case study exercises, providing students with valuable and practical real-world experience.

## Who Should Attend?

This class is for system administrators, IT professionals, or anyone responsible for ensuring that rich media is web-accessible. An understanding of Mac OS X and Mac OS X Server, as well as basic IP networking and the command line is necessary.

## Certification

The Podcast and Streamed Internet Media Administration (9L0-613) exam covers the knowledge necessary for IT professionals to ensure rich media is web-accessible. Successful completion of this exam earns Podcast and Streamed Internet Media Administration certification and also earns 3 credits toward Apple Certified System Administrator (ACSA) certification. For specific exam objectives, see the Skills Assessment Guide for the Podcast and Streamed Internet Media Administration Exam.

To register for the exam, call Prometric toll-free at 888-APL-EXAM (888-275-3926) or register online at [2test.com](http://2test.com). You are required to have an Apple Tech ID number before registering for any Apple exam. You can apply for a Tech ID by following the instructions at [certifications.apple.com](http://certifications.apple.com).

## To Register

To register for an Apple Training course, please visit [train.apple.com](http://train.apple.com) or call 800-848-6398 in the US and Canada. To schedule an onsite course at your organization's location, please call 800-848-6398 or email [abouttraining@apple.com](mailto:abouttraining@apple.com).

Apple Training Center Course  
 Order number D3748Z/A

Onsite Course  
 Order number D3750Z/A

Coordinated Onsite Course  
 Order number D3749Z/A

## Prerequisites

Students should have the following prerequisite knowledge prior to attending the course:

- Completion of Mac OS X Support Essentials v10.4 and Mac OS X Server Essentials v10.4, or equivalent knowledge
- Network and Internet topical knowledge
- Understanding of the purpose, function, and use of the following protocols and services:
  - Basic IP networking, including IP address, subnet masks, ports, and protocols
  - Familiarity with command-line utilities

## Course Outline

| Topic   | Description  |
|---|--|
| Chapter 1<br>Overview                                 | Understand trends, workflows, and other issues with publishing Internet audio and video. Use planning forms and checklists to streamline the creation and distribution of rich media over the Internet.  |
| Chapter 2<br>Create and Prepare Content for Streaming | Understand capture requirements for audio and video, and automate capture of video. Perform some common editing tasks that enhance distribution of the media. Compress media files in a manner appropriate for the delivery method, bitrate, codecs, and other considerations. |
| Chapter 3<br>Distribute Content via Streaming         | Configure QuickTime Streaming Server to meet your business goals and for optimal performance, addressing the number and size of files, audience size, organizational presence needed, copyright and permissions, accessibility, IT infrastructure, and security.               |
| Chapter 4<br>Prepare Content for Podcasting           | Understand file formats for audio and video, and choose the correct format for your needs. Add artwork, posters, chapters, and metadata.   |
| Chapter 5<br>Distribute Content via Podcasting        | Compare podcast distribution to standard HTML distribution. Edit XML code to provide RSS feeds for podcasting. Configure a weblog server to provide podcasts.  |
| Chapter 6<br>Access Streaming and Podcasting Content  | Locate, browse, and access webpages, streaming media, and podcasts served from a Mac OS X Server. Use iTunes to locate specific podcasts. Access A/V podcasts from an iPod. Identify and correct typical issues when accessing Internet media.                                 |
| Chapter 7<br>Challenge                                | Define and implement an Internet A/V Media solution specific to your needs.  |

## For More Information

Please visit [www.apple.com/training](http://www.apple.com/training) or call 800-848-6398 in the US and Canada for more information about all Apple Training courses and certification programs.