

## **Q+A on Swiss Finance Institute Podcasts**

### **What is a podcast?**

A podcast is a file (audio or video) that can be downloaded and heard at any time or any place. Podcasts can be downloaded for free onto your computer or any MPS-Player (iPod or any digital device).

### **Why is Swiss Finance Institute offering podcasts?**

The Swiss Finance Institute achieves excellence in banking and finance education and research in order to make Switzerland the destination of choice. World leading professors and lecturers communicate highly valuable topics continuously, which is useful for practitioners who practice these concepts. On a regular basis, events take place regarding current issues ensuring the knowledge transfer from research to practical business and in the opposite direction. This transfer is being done via conferences, events, seminars and podcasts.

### **How can I subscribe to the podcast?**

When you subscribe to the Swiss Finance Institute podcast feature, all future podcasts are automatically fed onto your computer. This ensures that you never miss a Swiss Finance Institute podcast.

#### **1. Install podcast software**

You must have a software installed on your computer which is able to decode and playback podcasts on your computer, e.g. 'iTunes'.

Further appropriate compatible software are 'FeedReader', 'Juice' and 'Dopcatcher'.

#### **2. Subscribe to Swiss Finance Institute podcasts**

Once the podcast software is installed, you can subscribe to the podcasts. Subscriptions work the same way no matter which playback software you use:

You can add the 'feed' for the podcast in your podcast player software. The feed is the URL of the podcast site, which the software uses to automatically search for new files. The feed can be added to your podcast player. The exact procedure for doing so depends on which podcast player you are using. You should be able to find a button or link labeled 'add' or 'subscribe'.

#### **3. Open and play audio files**

As soon as a new podcast is available, it is automatically downloaded to your computer. The new podcast will then be found in your podcast player software. You can play back the program on your own computer or copy it to your iPod or other playback device for mobile listening anytime.

### **Can I download an individual podcast onto my computer?**

Yes, click on the podcast link and save the file on your computer. Make sure you have a media player installed, like Windows Media Player or RealPlayer. Once the podcast has been downloaded to your computer, double-click on the file. If this doesn't work using your default playback software, use "Open with" to select a different media player. You can create a folder named 'SFI Podcasts' to make it easier to find the file later on.

### **Swiss Finance Institute Knowledge Transfer Contact:**

Send an e-mail to [KT@sfi.ch](mailto:KT@sfi.ch) for any suggestions, questions or requests you may have.