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[Apple Files Patent Application for 'Podmaps'](#)

'...choose to subscribe to a particular podcast from a plurality of established podcasts'

Yep, [Apple](#) wants to put maps in podcasts, it's no rumor. The patent application for "Creation, Management and Delivery of Map-based Media Items," is right here for everyone to see. It describes "podmaps," as means of delivering maps and other media files that are associated with a podcast. Apple already knows that people like to take podcasting personally. All iTunes users have to do is open click Preferences and customize the what, where, and when of podcasts on iTunes. You can check for new podcast episodes on an hourly, daily or weekly basis, but it can also be done manually. Users are then able to download every episode or just the most recent ones, while keeping or deleting a specific number based on release date is also available, as far as managing episodes goes. Similarly, [informationweek.com](#) notes that the patent application hints at more personalized podcasts, through "improved techniques to enable podcast users to have greater control over the content provided in or with podcasts. [...] a subscriber can choose to subscribe to a particular podcast from a plurality of established podcasts. However, a subscriber has no control over the content provided in or with podcasts. Unfortunately, however, a subscriber may desire a podcast that is somewhat different from the available podcasts. In many cases, a subscriber is not interested in the entire pre-established podcast but would prefer to modify the podcast in some manner. However, there is currently no way for a subscriber to alter the content within a podcast," the patent application reads. And that's where "podmaps"/"mapcasts" come in: "[O]ne embodiment of the invention includes at least the acts of: receiving a request for a map-based media item pertaining to mapping a route from a start location to a destination location; obtaining map information based on a determined route from the start location to the destination location, the map information including text directions and at least one map image; causing the text directions to be converted into voice directions; and forming the map-based media item using at least the voice directions and the at least one map image." Looks like Apple is getting more and more serious about [capitalizing on iTunes](#). Stick around for updates.