

## Podcraft, Season 17, Episode 1

### How Using a Drone Can 10X Your Podcast Content

**Colin:** Hey, folks, and welcome to another episode of Podcraft. This is the show all about podcasting, helping you to run a successful show. I'm Colin Gray from thepodcasthost.com, along with Matthew. How are you getting on, Matthew?

**Matthew:** Yeah, good morning. Very well, thank you. How are you?

**Colin:** Yeah, not bad, not bad. The snows slowly turning to slick ice outside, so that's the bit where it's fine when it snows, kind of crunchy and fine. But then in Scotland, it tends to turn to ice very soon, and that's when the car start crashing.

**Matthew:** Dangerous when you walk down and get your sandwich at lunchtime, but.

**Colin:** Indeed. So, yeah, today we're going to the future. We mentioned on the last episode that we're thinking the future right now, 2023 is going to be all about flying cars and robots running our lives and all that kind of stuff, isn't it, Matthew? So that's what we're moving towards. And we mentioned that we're going to talk about drones today, how you can use drones and podcast. And we just published an article. We've got a short link for that, don't we, Matthew?

**Matthew:** The podcast host?

**Colin:** Drones is the link perfect. Yeah. And it's all about this is kind of tying into it. You also published a video, well, a kind of article related to video today as well. Is it worth pointing people towards that, Matthew? That went down quite well, I think.

**Matthew:** Yeah. I don't have a short link offhand, but I'll put it in the show notes for sure. I wrote a piece this morning, yesterday morning, sorry, on why video can't and won't replace audio and podcasts. So if you're a subscriber or follow up at this show, you'll hear me and Colin talking about that already a bit. But I kind of expanded on it for this article. I made a few hopefully reasoned arguments, trying to defend audio, basically, and pushing back against this idea that video is going to swallow up audio and podcast and it's just going to become a video medium. I think that's a bad position, a misleading one, and I have no time for it.

**Colin:** I agree, I agree. But with that in mind, video is valuable in podcasting for various different reasons, too, and we're going to talk about that today, how you could use a drone to do it, because I've been playing around with one that I got last year. So before we jump into that, I'll just say this show always is sponsored by Alitu, our own podcast maker app, which helps you do call recording, has a podcast specific editing built right in there, does all of your audio cleanup, does

transcriptions for free. You can build your episodes, ads in your music, transitions, all that stuff. And it has podcast hosting in now. I'll mention a bit more about it later on, but if you want to go and check it out, it's over at Alitu.com, Alitu.com all right. Should we start droning on then.

Matthew good.

**Matthew:** I wondered when that would pop in. Yeah, I suppose like drones, you've touched on video already. We had that conversation. We were talking about how exciting can it be watching two people on webcams. But I guess the solution to that is to literally get some video from a drone. Isn't that like flying about in the air and getting some cool shots that you just couldn't have filmed a few years ago?

**Colin:** Yeah, definitely one. It's worth putting our position down here, I think. I think both of us are on the same tack, aren't we? That video a video podcast when it's just two heads like me and you are looking at each other right now in a video recording room and having that conversation. And it's nice to see your guests, it's nice to see your co host, whoever it is, when you're chatting to them, although it's not essential. We don't do it all the time, but it's nice to see them sometimes. But actually this video like no one wants to watch 60 minutes of our two big faces on screen and her offices, do they? So that's why video podcasting in many ways is not much use. But if you have a bear studio, if you have like a few camera angles, or if you get out and about, or if you create some unique type of video, then that's where video comes in really handy for podcasting and for a whole bunch of different reasons too. And we'll go into all of those, like the ways you can use video, in my view, to promote a podcast and why drones in particular are a great way to capture some of them. Not the only way by any means, but it's just one that we'll talk about today because been playing around with it and I think they are a really cool way to capture some video that it's also quite fun to do as well. Right, so where do we use them? There's a few different ways where I think, and I wrote in the article again, you can go and check out the article over at the podcast host Drones. In there you'll see four different places that I talked about. What's the most obvious one? Matthew, I'll let you kick this one off. I think this is kind of a no brainer for some people that run this kind of show. What is it?

**Matthew:** The outdoor activities and sports side of things stands out for me because as a fan of lower league and non league football, for years, the teams that I've followed, it's been impossible to actually get footage of them unless you're at the games. And then when cameras became a bit more accessible, you'd get like grainy one angle footage of a match from the stands and it wasn't very good either. But these days you've got GoPros behind the goals and you've got drone footage as well. So people are able to create footage of these games that rivals what you

would see in the pub watching a match on the tele. So I think that's a really good opportunity.

**Colin:** Yeah, absolutely. Yeah. Any local sport like that, like team sport could be individual sport, like running events, mountain biking events, cycling events, skiing, whatever it is. If you cover that kind of sport, especially if it's locally based, people so appreciate that footage because like you say, Matthew, it's not getting on the telly, it's not getting coverage otherwise. So you can be the one that makes the podcast, but also creates like a highlight wheel that goes along with it or something like that, or a full episode where you're covering like a whole game or something like that. I'm not sure, but there's lots of ways that you could use that. The idea that I love is I listen to quite a lot of outdoor shows around, hiking, walking, cycling, like kind of enduring stuff when you're out and about in the hills and the mountains. And if you take a drone with you on that, you can get some spectacular footage. It's crazy how easy it is to make something that looks just amazing. It's just totally stand out and really unique because when you're walking out and about, even if somebody's been in the same place, it's unlikely they've had a drone with them to get that kind of upper sort of sky view. Or even if they have, you'll have a different view and it'll be a different season, it'll be different weather, it'll be a different path that you're taking, that kind of stuff. So you can either just have the video as like an alongside a bit of an enhancement show, the route that you walk that you're talking about on your show. Or the one that I really like is if you have a recorder with you, like you have the drone up in the sky with a great view in the background. You're kind of small on the screen. And I've tried this out. You have your recorder. You're speaking into the recorder, just recording something, but looking up at the drone. And you can sync that footage afterwards. And maybe that's just the intro to your show or something like that, or maybe it's a promo to your show that you stick on social media later on, but that just really stands out because there's not many people doing that. Podcasting is smaller than blogging and video already, so there's less competition for that kind of medium. But if you then do something like that that's really unique, really stand out, that's the kind of thing you can stick on on social media, you can stick on YouTube, you can stick on any kind of marketing channel. And it really capture people's imagination and show really the spectacular places, sports or activities, whatever it is that you're taking part in.

**Matthew:** Your article, you talked about events and trade shows because you mentioned the podcast show in London last May.

**Colin:** Yeah.

**Matthew:** Were there either drones there that I wasn't aware of or was it conversations that you were having with people there?

**Colin:** I'm not sure actually. It totally wasn't in my head then. That's just about a year ago now, isn't it? And it's only since then I've started playing around with this and really thinking about other ways to use a video to promote shows or just put and think about it more deeply. But yeah, the trade show idea I think is great because you go along to these events. That podcast show is a great example actually. How big was that space that was in Matthew?

**Matthew:** It was a giant, wasn't it? I mean, by British standards.

**Colin:** Yeah, it was huge. It was so high as well. It was three, four floors or something like that. The cool thing about it, it was almost stadium set up. There was this big space in the center that had 2030, 40 meters roof, probably even higher than that. And then there was tiers on the sides where there was hallways and rooms and stuff like that. So you could kind of see up to these balconies. So it was a really cool space. And there are regulations around this, so you do need to check like when you can use drones and where you can use drones. But the ones I'll recommend later, so I'll recommend a couple that I use, they're under a certain weight, which means that they are okay to use in certain situations or in people. Like if you have a big heavy drone, you actually have to keep them away. There's legal requirements to keep them away from certain people and places and it has to be kind of open space and you have to have a license and all this kind of thing. But the one that I've got, for example, is only 250 grams in weight. So the idea is that if you did make that go all wrong, it's not really going to injure anyone or something. But yeah, so if you do get clearance for it and if you're allowed to do it. If I was flying, I'd run around inside that like 10 meters, 20 meters above everyone, just showing the space, showing the event or a bigger trade show. You get some of these that are outside as well. You get some amazing footage that helps you talk about that show, talk about that event. And there's lots of podcasts out there that talk about these kind of places. I've seen people run a whole season of their podcast based on going to one event in their industry, like a marketing show that goes to a marketing event and then interviews 510 people at that event. You can either get video of those people you're talking to or you can just get general footage of the event itself. And then that footage can be a really good promo for that season. It's worth the content. You're promoting 510 episodes whereby you're talking to these people at this event or just covering the kind of learnings you've had there or that kind of stuff, whether that goes on social, whether it goes on YouTube, or whether actually you create a whole episode out of just covering that from the air or just from a different angle, something unique. So, yeah, events are great.

**Matthew:** Yeah. And one of the sort of age old tactics as well that you hear about with podcasters in certain niches is that they approach like a trade show and their industry or topic about becoming like the official media partner. So, like, we're the podcaster for the day, we're going to interview people. And if you've got something like a drone as well, that's going to increase your chances of them saying yes, because you're going to then get like you're talking about caught in all these cool visual shots that they might not have got otherwise. So I think it would be if you wanted to go down that route, that's a solid case that maybe a drone is a very worthy investment for you.

**Colin:** Yeah, absolutely. Yeah, I love that. It's a great idea. Yeah. I mean, that's a way to monetize a podcast, isn't it? Like become the go to person to cover events or spaces or just things that happen in your industry. That's cool. Yeah. All right, what next?

**Matthew:** So physical objects, would this be like architecture, buildings, that sort of thing? I guess.

**Colin:** Yeah, I think that's what was going through my head. It's one of the podcasts that's always an example, isn't it? In any of these kind of things is 99% invisible, a legendary show, massive audience, and a really weird, like, kind of surprisingly massive and popular, given that it has quite a really niche subject, which is kind of design around physical objects or architecture, things like that. So if you're talking about anything that is a thing in the world, imagine just getting a different angle on that. So when they're talking about the architecture in a certain city, or they sometimes talk about just one building in one location, being able to get footage of that building from a unique angle, from up and about, from up in the air, that's amazing. That's great promo material, it's great social stories material, that kind of stuff. Maybe even a whole episode that just actually flies around the building, tours through the building, all that kind of stuff that you can do with a drone as well. So lots of episodes, lots of podcasts out there that cover something physical out there in the world that yeah, it's really good. I think it works really well for the companion to that is the location, isn't it? Matthew, if you run a show, do you listen to any? It's one of the ones that I've always wondered. It's hard to find these, like, location based shows, do you listen to any kind of local podcast?

**Matthew:** No, not that I could think of. No, not that I could think of.

**Colin:** I feel like we're underserved in Scotland a little bit, but there are many other places that have a podcast that's based on a city or county or a state in America or something like that, where it's a bit more individual in terms of the location, isn't it? So, yeah, I just think there's so much opportunity to run a location show, whether it's like news for your local community or whether it's a podcast about visiting Scotland.

There's a couple of them actually, podcasts just about generally tourism in Scotland or even a region like come to the Highlands or something like that. And as soon as you've got a location, it's similar to the kind of physical object. As soon as you've got a location, people want to see it. They want to see what this place looks like. You can describe it, you can tell stories. That's what you should do in your podcast. But there's a great companion to have video clips based on that, like whether, again, it's social stories, it's video promos on Social, whether it's YouTube highlights, or whether it's a whole episode. Anyway. So, yeah, that's the four ways. Drink that in a miss, Matthew, or junk that kind of covers most of the video uses.

**Matthew:** No, I mean, I written that you would fit anything into those four categories, I think, and just to reality. I mean, this is a luxury for most people, isn't it? Presumably, Colin, you didn't buy your own for podcasts and it was more of a was that a Christmas present to.

**Colin:** Yourself or what kind of yeah, a little bit of a self center. Sorry, go on.

**Matthew:** I was just going to say, how do you tend to use it? You go out with the kids or like, what do you do?

**Colin:** Yeah, part of the motivation, actually, was we do a lot of walks, we go and see a lot of nice places. We live kind of in the north of Scotland, so some great landscape around here. And it was just a way to capture a bit more of that and maybe create some content around it, around a mountain biking podcast. As you know, Matthew and I haven't really done much on it recently at all, so it was kind of to see if I could motivate myself to do a bit more of that. And it was just something to play with as well, actually, just to see the places where we're going from a different angle and try and get some footage of the family as they're kind of growing up and we're getting out in the hills. Yeah, that was a big part of it.

**Matthew:** I could do almost one last Sunday we went to Tens Murray, which you'll be familiar with, Colin. They've shot half it because I think with the weather, a lot of trees fell down and they've shut it off so they could do a lot of work to stabilize it, presumably. So we got sent another way. And you think when you go off track they'll keep you well signed, posted, but they just didn't. And we had broke on our back, who's 18 months, like I had her own. And you know how as an 18 month year old, 18 month old, you're very patient when your parents aren't quite getting to the destination?

**Colin:** It's not how I remember it.

**Matthew:** And then it started raining, so it was raining, we were lost deep in the forest and the baby was crying with a baby. If I had a drone

just go up there and see where we were going and I could have got us there.

**Colin:** It sounds like a really nice afternoon.

**Matthew:** That was a great day. A great day.

**Colin:** Yeah. It's not a small thing, actually, just being able to like the walks that I do. Sometimes there's these kind of paths that go off in different directions and you're like, I don't really have enough time to properly explore and potentially get down the wrong path and have to come back and all that kind of stuff. So it's genuinely quite good for that. If you're doing a show that's something related to that, like just the exploration or the outdoors or whatever, that can be a really nice way to use it. Or even just hills where you can't get to certain places like the ledges and inaccessible points and all that kind of stuff, and be able to show them is really cool. I've seen people use them for have you ever come across the whole concept around visiting derelict buildings like places that you're not really supposed to be?

**Matthew:** Matthew, my brother, was really into that. Yeah, there's a name for it, orbex, I think. Is it really exploration?

**Colin:** Yeah, not come across that, but yeah, there's so many places in our environment, whether like you say, it's in the city or whether it's in the country that you can't really get to or it isn't kind of built thing that's abandoned. And I've seen people using drones to explore them because sometimes you really can't get in, sometimes people cut the fence and go and explore these buildings and stuff like that, but sometimes maybe you can just fly over and take a review. So it's really cool.

**Matthew:** What's the general range of them not to go too far down a rabbit hole here?

**Colin:** No, it's good question. So it's line of sight. As long as you're within line of sight, literally, there's no big hills in the way, big buildings in the way. They're supposed to be able to go up to about ten k as Bonkers really far. I've not tested that, I've not made it go that far yet, but I've had mine maybe three 4K away from me down a river, so I couldn't see it because it's tiny and it was 4 km away. But technically, if I'd had a telescope, I could have seen it. So as long as you've got that straight running in the site, the signal can't really go around hills or it's not high enough or low enough wavelength. I can't remember my physics now anyway, it can't jump around stuff. So as long as you can see, it can go really far. It's crazy.

**Matthew:** And I guess that the tech is only going to get better than that because that's how tech works.

**Colin:** Yeah, exactly. That totally. Okay, let's jump into how to use it. So different ways to use this kind of video. I've gone through a few of these already, mentioned a few uses of it, but let's kind of reiterate and then

we'll jump into which one I use if you want to try this out, but there's plenty of them out there. Before we jump into that, quick mention of Alito as well. Like I said, we're our own Alitu podcast maker. App It's kind of the way we support all of this content that we create because that's our paid product. So if you want an easier way to make your podcast, love you to go and check that out. There's a seven day free trial, you can check it out. Something we've done recently is we've added hosting just in the last couple of months. So actually it used to just be editing. We had our podcast specific editor in there, so we've got a lovely editor in there. Get rid of all of the old rubbish that you don't need from Daws, from the old audio engineering world, all that stuff that you use and your bread and butter drama shows, Matthew, editing like 15 tracks and stuff like that. But most podcasters don't need that stuff. So we've cut it down. We've made it nice and simple just for editing vocals, one track just to let you get your show recorded. And out there, podcast specific editing. And we added hosting in recent days so that you can actually host your show and publish it right with Alex as well. So if you're a new podcaster, pop along and you can use it for your call recording, your audio, clean up your editing. But also now you're publishing. And if you're an existing podcaster, you want an easier place to create the show and have your hosting built right in there for free, then you can check out all the two as well. Like I said, it includes all the call recording, all the audio cleanup, all the editing you need. And now hosting up to 1000 downloads a month, which according to stats what is it these days, Matthew? What's the average downloads of a podcast? Can you remember you checked out any of the platforms recently?

**Matthew:** Within about a month of release. I want to say I'll get it wrong now. I'll get it wrong 50 40.

**Colin:** Yeah. Last time I looked it was around the 70 mark. So the average podcaster, if you're measuring if you compare in stats, the average one gets around 70 downloads per episode within about 30 days. So anyway, that means that our 1000 download a month tier actually covers like more than half of podcasters generally. So you can use it for free. And there's only a kind of a decent value upgrade if you need to go up to higher downloads later on. So you go over to Alitude.com Alitu.com seven day free trial you can check out. All right, how do we use video Matthew to kick us off?

**Matthew:** Yeah, so video promos is an obvious one. Like, I've got my audio trailer. I might want a video trailer as well, especially if I'm putting stuff on YouTube. So it's a nice V hook for folks if you've got the cool drone footage to go with that, isn't it?

**Colin:** Yeah, I think that's the key one. I think it's one place we've struggled, doesn't it? Have you seen people use audio specifically on social media to promote their show? When you see just an audio clip.

**Matthew:** I don't see anything on social media.

**Colin:** Of course, what a silly question of me. But yeah, there's never been well, I mean, you can share a clip sometimes you can see the audio file. You can get a player appearing in Twitter or LinkedIn or whatever, but it's never been very engaging just seeing an audio file there. But if you can pop up a 32nd video, a 62nd video, that's a much better promo for your podcast. And quite often people use the kind of audiogram approach where you get an image and a moving sound wave over the top. But if you can do even a little bit of video, whether it's drone based, which would be really cool, because that'll so stand out, if you can do that for your niche or whether it's just anything, even that's where just the two faces or just one face actually is not too bad because it's 30 seconds. It's 60 seconds. It's just you with a wee great clip from your show talking about what you're talking about. So that's one idea. And that kind of ties into the social aspect in terms of that's kind of general social. But stories obviously huge these days. Although I've heard tell that the use of stories on Instagram is kind of dropped away about Matthew. Not my idiots, but yeah, like Instagram reels or even just Instagram stories, that kind of stuff, it's going to drop to a usage a little bit, but TikTok is still going strong. So if you can create like here's me kind of trekking through this area, here's me doing this cycle race, here's me visiting this building, here's me going to this event, a trade show, and you can create a little 62nd two minute, three minute story out of that. You can play that on whether it's Instagram, whether it's twitter stories, whether it's YouTube, YouTube shorts, all those kind of places, really useful way to use them. And obviously the big thing there is you talk about your podcast for the full story, for all the detail. To hear much more about this, go and visit our podcast over at blah blah. Compodcast. So that's one really useful way, YouTube. Go for it.

**Matthew:** Matthew, I was going to ask video podcast and plus the sort of term that you find. What do you mean by that?

**Colin:** Yeah, it's a better end. Let me do the highlights first. So I've got this on my list as the first one to mention, then we'll jump into that because that's kind of the next level. Just simply creating a highlights video for YouTube is great because there's trouble and it ties into exactly your question here. The trouble with a lot of people who try and publish a video podcast is it's just these two faces. It's a call recording, staring at the webcam, looking a bit \*\*\*\* and it adds nothing to the podcast. It's no better than just listening to the audio, really. And a lot of people use that. A lot of people listen to podcasts on YouTube just in the background.

They don't actually use the visuals, it's just a way for them to access and listen to it. But the way to use YouTube well, in my view, or one way to use it well, many people do it well in all sorts of ways. Like Joe Rogan uses it well doing the whole show because he's got a good studio and different angles and all that kind of stuff, which we'll come into. But the highlights is like if you just take a 30 minutes show or an hour long show and you cut it down and you have just two or three clips from the show, that add up to maybe three, four or five minutes, and you cut that in, if you can, with stuff like drone footage or better angles or whatever. And that can be a really nice way to create a version of your podcast for YouTube or for any video channel. It's highlights it's the highlights really, I suppose, from any episode which drags people into listening to the full episode because they want to hear the whole thing. Now, video podcast and plus, let you say Matthew, is actually when you can publish the whole episode to me, it needs to enhance it, it needs to add something to it. Which is why the plus is there video podcast and plus it needs to add something to make it actually worthwhile watching the video as opposed to just listening to the audio. And one way to do that is to have good video, to have unique video drone footage, obviously amongst them. The other examples are things like Joe Rogan, like Joe brings people into studio, does it in person, has lots of camera angles, they've spent money on. The studio, they've got somebody doing the switching board. So you see like an angle on Joe's face, a close up than an angle on the guest, and it just it's much more engaging. It's more like watching a TV program. That's one way of doing video podcasting. Plus, because it can be more engaging or it can be a different way of engaging with a show than just listening to the audio. I've never watched a whole episode like that. I would always listen to anyway. But if you're doing an outdoor show, if you're doing a trade show any of those examples we talked about earlier, I genuinely think that having something like some drone footage showing the hill you're walking up or showing the race. You took part in showing the video of the of the building you're talking about. That is enhancing the audio, but it's not essential. I think that's it, Matthew, isn't it? I think it needs to be plus as in you can do without it. So I could listen to half an hour of me talking about going on a walk, talking about a particular walking route, talking about a cycle race, whatever that is. But actually you can make the choice to watch the video because it does add to it by showing you the stuff you're talking about as well. But it's not essential. Does that make sense?

**Matthew:** Yeah, I mean, it's a nice addition like in the past where it might have been, and it still is in a lot of cases. You'll talk about something relating to your topic and you'll often say to see the pictures, to see the

photos go over the website. But this is just another strength of the ball there to see drone footage of it is a real cool enhancement.

**Colin:** So watch the video version on YouTube. Yeah, for sure. Cool.

**Matthew:** Okay.

**Colin:** Perfect. All right. Last one is just members only content. Do you subscribe to any podcast these days, Matthew?

**Matthew:** No, I don't. I'm a skin flint.

**Colin:** I've got a couple of actually I subscribe to and by subscribe you mean paying for that. You are, right? Yeah, we've had this debate, the follow versus subscribe. Try to get used to that because we've kind of been in it for years. And subscribe always means free. What I mean, subscribers pay for yeah, pay for podcasts and members only content. It's a way to add something really extra and special for members. Like if you have paid content, premium content, people actually pay to subscribe to your show because you give them some enhancements or some extras. That video can be really valuable as an extra too, because it just comes across sometimes as giving a bit more, it gives a bit more. You can maybe put some higher production value into it in terms of the video. You can sort of edit it all together and make a really cool highlight reel, all that stuff. Maybe you can put that behind a paywall and give people something to make it worth than paying like two, three, \$5 a month to subscribe as well. Or it's just an extra bit of value that you can offer that can be really cool. So, yeah, that's another way to use it too. That's all the ways I could think to use it and I'm sure there are dozens more out there. There's dozens of people, there are thousands of people out there using video in better in different ways than that as well. So that's just a few ideas to start with.

**Matthew:** Now that I'm sold on a drone, Colin, I'm going to go out and buy one. Which one do I buy? They just go down the news agents and get one.

**Colin:** Yeah, totally. So yeah, just get one in paper they're giving away for free in the Benos these days. I have played around with cheap ones in the past. So I've had 30 quid drone, I've had maybe a 70 or 80 quid drone and they can do the job. The camera tends to not be amazing, but they can be great. They can be fine for a 32nd or a 62nd clip. They just cut in a few little bits of footage. So by all means experiment with some out there. Just check the reviews on Amazon or whatever store you're looking at. But if you want to kind of take this a bit more seriously and actually get the difference is if you pay up to about three or £400 for the drones I'm about to mention, the footage goes from like decent to just spectacular. It's just crazy how good they are, how stable they are, how great they are, and the wind, how they can go further, longer, all that kind of stuff. And the ones I'll recommend are the ones I've used

because they are most highly recommended online as well. There is alternatives out there, but the DJI models are just brilliant. So you've got the DJI mini Two is the older one but still really good and still on sale. And DJI have released a Mini three as well, which is a kind of upgraded one. The Mini Two is about £400 at time of recording and the Mini Three is about 600. So like you say, Matthew, these are not like cheap bits of kit. These are something you'd want to invest in. You maybe wouldn't want it to. If it's only for a podcast, maybe you can't just justify it. But if you do it for other stuff as well, or if it is just a toy, are we present a treat to yourself? By all means, but both of those are just amazing drones. Like the footage you get. I've got a few people that I know in proper media, proper that's talking ourselves down. I shouldn't say that in traditional media. Traditional media like TV who use these drones for actual news stories. Like these drones create footage that appears on the BBC, on proper national television all the time because of the quality of them. And if you can manage to budget a bit extra, like that three, £400 for the two or the five or six for the three, then it's great. The only real difference is the three. It's got a bit of a better battery life, can go an extra 510 minutes, and it's got better collision detection as well. So if you're a clutch like me almost driving it into telephone poles and pylons and stuff like that, when you're out in the hills, then sometimes that could maybe save you a better pounds buying a new one. How does that sound, Matthew? Sound reasonable enough?

**Matthew:** Yeah. I mean, I dare say again, in ten years time when I think about getting one of the prices, that will come down a little bit, but, yeah, it's not something I'll be getting, but I totally see the benefits of them. We've covered why you might want one and the tech is only going to continue to improve, isn't it?

**Colin:** Yeah, you're totally right. This is not for everyone. Definitely not for everyone. But I do think for certain types of shows, if you're in any of those categories that I talked about above, or if you're in anything else where you think any of those uses could come in handy, then it's definitely worth looking at. All right, we've ran a bit longer than usual. That was me drowning on again. Let's tie it up. Okay, cool. We're going to do another future episode next time, aren't we, Matthew? What we're going to cover?

**Matthew:** Yeah. We're going to talk about AI Chat GPT. It's taking the world by storm. It often crashes in the evening when America wakes up these days. But, yeah, lots to cover on that. Again, it's another article we're riffing off, but there's lots of opportunities here to add this to your toolbox to give you some help. It's not going to take you over and replace you. So, yeah, we'll run through that and find out some new ways that we could use this cool new technology to our advantage.

**Colin:** That's the key thing, isn't it, Matthews? Like, everyone's going to write in these doom stories about we're all going to be replaced by AI. But actually it's just a really good assistant, I think, in many ways. But, yeah, if you want to get more so come along, listen to that one next week, by all means. Join us again next week if you want to hear sorry. To read more about the drones and podcasting material, go over and check out that article over at the [podcasthost.com/drones](https://podcasthost.com/drones). And if you do want to check out Alitu as well, mention a couple of times. Now, our podcast maker app does call recording, audio cleanup, transcription, editing and now hosting as well. Go over to [Alitu.com](https://Alitu.com) for a seven day free trial to give it a go. All right, Matthew.

**Matthew:** Cheers.

**Colin:** Another week down.

**Matthew:** Yeah, good stuff. And yeah, hope everyone's doing well out there. I hope the new year has started well for you as well. That's a lot of wells in one sentence, isn't it? I'm away down the well now.

**Colin:** Cheers to join, folks. We'll see you next time.