

**Date:** 20/09/2005  
**Client:** Revolution  
**To:** Emma Rigby  
**RE:** Terminator v3

### **RSS feeds and why they're like cake.**

Most people know what a cake is and have probably heard the gag How do you make a fat man get of the sofa? It's a piece of cake. Well, RSS is my cake and I'm a very very large man.

Many people, let's face it, still don't know what an RSS feed is and I get bemused looks as I tell them that it's a 'means to get the latest news/gossip... instantly how and when I want it'. Which is brilliant. I subscribe to so many news sites, blogs, marketing sites and football sites that I pretty much know what anyone who's anyone in the world is doing at any one time.

So, is there anything this RSS can't do?

The iPod Nano – RSS was there for me. Kate Moss's troubles? You got it in one. RSS told me way before the mainstream media had sniffed it out. Which is great. All this news in bite-size, easy to read form is awesome.

Great yeah? Well it's become an obsession, a huge double chocolate fudge cake tempting me to eat 'just one more slice'. All these bite-sized chunks of information soon add up. In fact RSS feeds take up so much of my time I'm thinking of going on a crash diet.

In true Atkins style I'm banishing those RSS carbs from my diet, deleting all my RSS feeds from Firefox and Safari, cancelling my subscriptions to Rojo and Kinja, and worst of all removing the feed from my blog so that no one else has to experience the life wrecking addiction of RSS because of me.

Ok, so it's not all bad. Subscribing to RSS feeds has meant that I get a summary of all that is going on in the world in little news chunks and if I want to dig a little bit deeper all I have to do is click through to the site for the full article. And for all the mundane dross that inevitably ends up in the news (such as 'Finnish Recipe Cards from the 70's), you get the payoff that you're the first to hear about everything. Seriously.

It's not just gossip (<http://trent.blogspot.com/>) and techy product launches ([www.engadget.com](http://www.engadget.com)) though. You can keep an eye on all the latest industry news and there are some great feeds out there from coolhunting with Josh Rubin ([www.joshrubin.com](http://www.joshrubin.com)) to the randomness of Boing Boing ([www.boingboing.com](http://www.boingboing.com)). Lacking in creative inspiration? Check out a Flickr ([www.flickr.com](http://www.flickr.com)) feed of your favourite photographer and see what's going on in the world.

Ok, so now I'm salivating at the prospect of my lovely RSS feeds. I'm decided, like many dieters, God made me this way, so why change. I'm going to sit on the sofa and have my RSS cake and eat it.