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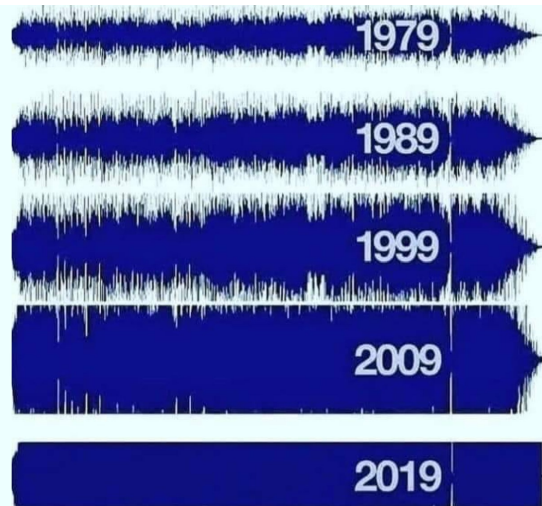
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# BRVSTON

NEWSLETTER

NOVEMBER 2024

## LOUDNESS WAR



The **"Loudness War"** refers to the increasing trend in music production to prioritize loudness over dynamic range, often at the expense of sound quality.

**'Dynamic Range'** is the difference between the quietest and loudest parts of a track. Compressing this range allows producers to make music sound louder, but it often results in a loss of depth, clarity, and emotional impact.

The "war" began in the late 20th century when producers realized that louder tracks stood out more on the radio and in music charts. This led to the use of **'Dynamic Compression'** to increase the overall volume of recordings. While some genres, like pop and hip-hop, have embraced this louder, punchier sound, others—particularly rock and classical music—have suffered from a loss of dynamic range. The result is often a flattened, lifeless sound that lacks nuance and excitement.

Interestingly, modern streaming platforms like Spotify and Apple Music now try to normalize the loudness of tracks to provide a consistent listening experience. This means that excessively loud tracks aren't automatically favored, potentially signaling the end of the Loudness War. Some mastering engineers and artists are pushing for a return to greater dynamic range, advocating for sound quality over sheer volume.

In conclusion, while the Loudness War has pushed the boundaries of how loud music can get, it's come at the cost of musical dynamics and listener enjoyment. Audiophiles and producers alike are now rethinking this approach, focusing on delivering a more balanced, high-quality sound experience that respects the dynamics of the original recording.