WHAT IS IT?

This chapter is about what you can do with your recordings once they are mastered.

We will start with an overview of the different destinations for recordings, from sending a demo to record companies to selling online.

We will look at packaging of your recordings, and then we will look at CD duplication, from doing it yourself with a computer to getting thousands of copies manufactured.

This will be continued by looking at DVD and surround sound, as these are the audio formats of the future.

The chapter will conclude by looking at MP3 and internet audio.

WHY DO I NEED TO KNOW ABOUT THIS?

If you are in a band, or are a composer, performer or producer, at some point you will want to send some CD's out, or get your songs or recordings on the internet.

There are a variety of ways of duplicating and manufacturing CD's, so this chapter will explain the differences and help you decide between them.

DVD, surround sound and internet audio are the growth technologies in the music industry and knowing about these will ensure you stay on top of the game as a producer, musician or engineer. If you can encode for the internet you can sell your music. It is that simple!