

PMF Newsletter, June 2009

Active Membership for Sound Pleasure

The Pleasurize Music Foundation invites music listeners, artists, and music enterprises of all areas of our industry to become **Active Members** in order to create a basis for vibrant and natural sounding music.

Through a gradual process over the past several decades, the increasing compression of dynamics in favor of ever greater loudness has led to less enjoyable and outright unpleasant CD releases, along with the pitiful sound quality of radio play. This degenerative effect has not only had serious repercussions for the entire music industry, but it has also lessened the satisfaction experienced for consumers, leading to stress while subconsciously forcing listeners to switch off.

“Only an organization like the PMF, that **reaches across the music industry**, can bring about a solution to these problems,” says PMF founder Friedemann Tischmeyer. “The ongoing development towards an over-compressed sound–mush that has been occurring for more than 20 years, ruins the enjoyment of music products for fans and deprives the entire industry of nutrients for the growth of a healthy music economy. Individual institutions that only represent partial sectors of the industry cannot offer holistic solutions. It is only by joining forces that we can foster future music releases to sound dynamic and alive again, improving the enjoyment of music products while increasing sales volume.”

The PMF has developed a comprehensive approach to ending the so called Loudness War, and to create a basis for a healthy music industry. Here is an excerpt from the PMF’s mission statement:

- Promote the use of the Dynamic Range Standard to quantify the dynamic range of CDs (DR Logo)
- Encourage DR-Identification in on–line databases and shops, as well as in CD reviews
- Educate listeners through a world-wide PR campaign, reaching at least 200 million contacts per year
- Develop an outreach program for schools to provide children with qualified lectures and ear training
- Project “Sound Sculpture,” customers at the POS experience Dynamic Sound versus Reality
- Create an interdisciplinary research center, combining Audio Engineering and Medicine, to provide a basis for on–going psycho–acoustic research
- Promote and disseminate technical solutions for the automatic normalization of hearing levels, which exposes needlessly loud masters

Become an Active Member now and contribute actively towards being able to enjoy music again!

Active Members gain access to the **exclusive Member Area** of our website, which includes free access to software updates, DR logos, DR database, knowledge database and much more. [More Information!](#)

Active Member Individuals — music listeners, musicians, producers, as well as mixing and mastering engineers are on board for US\$ 30.00 per year! That corresponds to about € 22.00 (see [Membership](#)).

Active Member Companies may download the faxable membership form under “[Membership](#)” in the menu. The annual subscription for MI, Pro Audio and Consumer Electronic companies and record labels are tiered. More information: [Membership](#).

Your PMF-Team

Press contact Germany: Peter Bruening * PeterBruening@PleasurizeMusic.com phone +49 (0)251-20 33 246 cell +49 (0)179-110 1485

Pleasurize Music Foundation

580 Swanton Road * Davenport CA 95017 USA * phone +1 831 466 9683, fax +1 831 466 0971
contact@PleasurizeMusic.com * www.PleasurizeMusic.com * www.DynamicRange.de

Board of Directors: Friedemann Tischmeyer, Prof. Karlheinz Brandenburg, Ronald Prent, Hagü Schmitz,
Prof. Lucio Ceddedu, Oliver Masciarotte, Zhang Jian Wen, Dr. Rob Toulson