

Title:

How Is The Audio Craze Sounding?

Word Count:

515

Summary:

Sound effects sell. It's just one type of audio that has joined the race on the information superhighway.

Knowing that kind of thing sometimes makes it hard to believe that there was a time when sound effects were just a niche market.

Keywords:

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Article Body:

Sound effects sell. It's just one type of audio that has joined the race on the information superhighway.

Knowing that kind of thing sometimes makes it hard to believe that there was a time when sound effects were just a niche market.

All self-professed "audio geeks" and sound engineers alike are relieved, to say the very least, that the market is still there.

That said, the latest craze of downloadable single files or entire libraries has been hampered by the fact that the market is still there.

The Internet has, however, allowed these audio post houses to offer their own libraries online, making it easier than ever to find what you need.

One thing is for sure. As the number of general sound effects catalogs have grown over the years, the market has become more competitive.

It's as simple as that, but it's also very, very competitive among big business as well as among hobbyists.

For example, any high-end automobile TV ad campaign is going to go directly to these kinds of sources to get the sound effects they need.

Sound sells. It sells more than you'd think, and it's one of those "I've never thought about it" things.

So the next time you see a luxury car commercial on TV, really listen.

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