

Say **No** to a Streaming Loudness War

We call on all streaming services to prevent a streaming “Loudness War” by agreeing to properly manage audio loudness. We ask them to immediately implement a loudness level in line with the AES recommendations for audio streaming.¹

No More Loudness Jumps

Music listeners’ number one complaint is when volume levels jump up and down. In contrast, loudness management can make for a far better listening experience: Quiet songs or albums are turned up and loud songs or albums are turned down. This is called “loudness normalization” — and the benefits are *huge*. When streaming services start using normalization, listeners will be happier and sound quality will improve across all services.

Keep the Artists’ Intent

Streamers, please let artists choose how their music should sound! Some producers choose to master loud as part of their art. But other creators feel *forced* to master loud (over-compress), compromising their vision because more dynamic music would sound much lower than the “competition”. They mix and master to the level of the loudest streamer, adding unwanted distortion, pumping and clipping. This situation intensifies the Loudness War in music production and obstructs creators from producing programs which are dynamic, open-sounding and impactful!

Streamers, please turn normalization on **by default** and choose a sensible loudness level (‘target’). This protects the sound quality of the original production and maintains loudness from track to track. When artists know and expect that loudness management will be used, they can finally follow their own vision without worrying about “competing” and we can enjoy the music exactly as they intended.

Streamers: Let’s Collaborate

We know streaming services want to provide the best sound and service to their users. So please join the dialogue here at change.org. Let’s work together to make a better sounding audio world!

Take Action!

It's sadly ironic that streaming might prolong the Loudness War, when loudness management will help end it! Streaming providers have the opportunity to do the right thing for music — now.

The Loudness War is over if you want it. Sign this petition, asking streaming services to implement loudness normalization **now**, following the AES guidelines — and share it with your friends!

References

The Loudness War demonstrated by Matt Mayfield in 60 seconds on [YouTube](#).

[Wikipedia](#) about the Loudness War.

Loudness War links at [MLA's website](#)

Technical Information

This petition focuses on music providers but all genres and services are affected by loudness issues, from podcasts to talk shows, music programs and videos.

¹ [Recommendation for Loudness of Audio Streaming and Network File Playback](#): Audio Engineering Society Technical Document AES TD1004.1.15-10. Recommends specific targets and no more than 1 dB of peak limiting.

Give Peace a Chance:
Sign here now!