

From the home office to the world stage

High-speed broadband combined with affordable audio-mixing and editing software has revolutionised the music industry and allowed musicians and composers to market, publish and distribute their own music to the world.

Broadband also brings markets directly to composers and musicians—with location no longer a limiting factor, they can work on domestic and international film, theatrical and music productions without leaving their studio.

Local music studio producing global sounds

Mark Watson is a musician, writer and producer. He has been producing soundtracks for live stage shows on behalf of companies such as Warner Bros, DC Comics, Cartoon Network and Mattel for more than 10 years.

Mark is the driving force behind Studio Proof, a global music production company based in Coomera, South East Queensland. Studio Proof is run from Mark's home studio and all communication is done by email and phone.

Clients give Studio Proof a synopsis, script and production concepts to create complete original soundtracks. Studio Proof uses voice talent and musicians in Brisbane, Sydney, Melbourne and elsewhere, with artists travelling to the studio only when necessary.

The recordings are created in the studio and sent to clients in New York, California, Japan and the United

Kingdom, with the stage shows being ultimately performed throughout the world.

Real-time music production

When overseas stage shows premiere, Mark Watson is on call at the studio, expecting last-minute requests for adjustments. 'The live singers might be struggling with the range and want the notation adjusted to suit their voices. A song might be too long. Sound effects might need to be added. Everything has to be done quickly and turned around in time for the performance to the local live audience', said Mark.

Mark makes the changes at his mixing desk and sends the updated soundtrack as an MP3 file directly to the client over the internet. The whole operation is only possible because of the high-speed internet connection Mark has to the world.

His high-speed fibre optic cable connection in Coomera allows 100 megabit per second downloads and 50 megabit per second uploads, with a monthly cap of 100 gigabytes. With the National Broadband Network (NBN), Mark will have improved speeds of up to 1 gigabit per second, allowing faster file transfer.

Mark has a worldwide audience for his music and is on four different record labels in the United States and Europe.

He is being asked to submit songs for compilations and DJs in England are podcasting his material. 'My fan base is growing day by day', said Mark. 'But I could never have done this without a high-speed broadband connection.'

The NBN will provide high-speed connection to educational facilities, businesses and homes right across Australia. The Department of Science, Information Technology and Innovation aims to promote and encourage the adoption and best use of broadband communications by Queensland businesses and industry sectors, to create a competitive digital economy.

For further information on broadband communication contact DSITI on 13 74 68 or visit www.business.qld.gov.au