



## **PODCAST #17 – SHOW NOTES**

### **DEMO VS MASTER – WHAT’S THE DIFFERENCE?**

#### **Hey Creatives!**

You’re listening to podcast #17 of the Coffee With Camilla podcast where we discuss the music industry! I’m your host Camilla Kleindienst with Banner Music in Nashville, TN.

#### **Today our topic is “Demo vs Master - What’s the Difference?”**

##### **Elements of a Demo**

- Demos have a purpose - Created as a demonstration of the direction of the song by its creator
- Owned by the copyright owner or creator
- Typically time spent on recording is less than a master
- Intro’s & outro’s are shorter
- Instrumental breaks are less or non-existent
- Vocals typically are performed by “less artistic” and more vanilla vocalists
- Angle of production is all about attracting the attention of another artist or their career handlers
- Smaller Budget than a master
- Licensing a demo is possible under certain scenarios

##### **Elements of a Master**

- Created by a producer specifically for an artist - to advance the artist career
- Licensed by producer or record label (licensor) from the creator or copyright owner (licensee)
- A lot of time is spent in the studio
- Instrumental breaks with a signature “lick” is typical
- Longer intro & outro with a stylistic uniqueness
- Angle of production is designed for the advancement of the artist, radio play, sales or license opportunities

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- Budget is larger
- Multiple licensing opportunities can arise for a master recording.

It's true that more and more demos are sounding so well produced these days that sometimes the differences between the two are less apparent. But if a demo is produced like a master it can actually hurt its chances of getting recorded by an artist.

Both a demo and a master recording are "mastered" in a mastering studio before they are considered complete.

Thank you for listening to podcast #17 of the **Coffee With Camilla Podcast** Titled: Demo vs Master - What's the Difference?

I hope I've brought something for you to think about when considering the difference between a demo and a master recording in today's podcast.

Please don't forget to **SUBSCRIBE & SHARE** this podcast with your songwriter, musician and performing artist friends.

Look for show notes on my website: **CoffeeWithCamilla.com**

We'll talk again soon! Stay Creative!