

## WHAT IS IT?

In the old days (in the 1980s!), remixing literally meant to mix again, originally, taking the master tape and re-do the mix process through the desk in a recording studio.

Nowadays, it is seen as a reinterpretation of an idea, a track or a song, using what is deemed to be the “hook” or key elements of the piece.

## WHY DO I NEED TO KNOW ABOUT THIS?

Remixing is used for marketing purposes – the aim being to make a track more accessible for a different market or territory.

A Record label will pay for a remix to make it more radio-friendly, or to appeal to new markets, such as younger or older people.

Remixing is a specialist job for people who combine an expert knowledge of music with creativity and technology – if that’s you, read on!