

## MUSIC INDUSTRY

### Ian James

I don't think anyone predicted the sound card ...  
... corporate power of Apple ...  
... this is a very important life or death situation ...  
... the big telco's are going to be a bit reluctant ...  
... so you put the Hollywood producers and the music industry together and have to face, i guess, the political consequences of that ...

So – that's what's goin' down this week.

### Adrian Marchesani

Welcome to the launch of the Potential Unlimited Fourth Edition CD.

### Jake Lowe

So, Potential Unlimited is like a compilation CD that's been put together by the publishing and recording class at VU.

### Student:

Well, it's pretty much a CD that us Uni students have put together to help out unsigned bands

### Jake:

To get people to hear about it, try to get airplay for it, try to get articles written about it.

### Adrian:

We have the people from Live Performance putting on our event tonight as their assignment for that subject.

### Jake:

Yeah it was fantastic. It was pretty full on. You can definitely say I learnt a lot.

### Danielle:

Theory is quite different to practical. You can have it all down on paper but there are things that go wrong and things that you have to improvise that aren't really on your schedule.

### Josh:

You can learn in class what to do in certain situations, but until you really do it, you don't learn much.

### Adrian:

We interact as much as we can with the music industry. Ian James who is the MD of Mushroom Music has been a great supporter of ours and this is the fourth time he's come down to launch the event so we're really grateful for his involvement.

### Ian James

Adrian's asked me to come here and launch this. I've done it for the last few years.

... My role at Mushroom is to run Mushroom Music Publishing ...

We structured this course originally.

... First off you've got to figure out what you're good at ...

Mushroom has employed three people who have had involvement at VU.

### Graduate

I've been there for two years now, and I'm loving every minute of it really. We do publishing, we do touring, we do record labels, we do the lot. And I get to see it all in its purest form really.

### Adrian

It is a very interesting and exciting career choice. I don't feel like I got to work at all most of the time.

### Danielle:

It's been a great experience. It's really opened my eyes to the world of events.

### Adrian:

I couldn't imagine any better place to be than working in the music industry.