

Loudness & Mastering

Music

What LUFS means, what streaming does with it, and why loud lost.

LUFS measures perceived loudness over time. Platforms normalise to a target.

Platform	Target	Effect
Spotify	-14 LUFS	Louder masters turned down
Apple Music	-16 LUFS	Turned down further
YouTube	-14 LUFS	Turned down
Tidal	-14 LUFS	Turned down
CD / offline	no target	Loudness still audible

A master at -8 LUFS is turned down to match one at -14, but keeps its squashed dynamics. It ends up quieter AND flatter.