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Inovaz uses Crowdsourcing for their Music Production

Game developer Inovaz (<http://www.inovaz.com>) has been one of the first game development companies to use *crowdsourcing* for their music production, allowing them to have customized music produced at a very affordable budget. In their own words¹, they were *pleasantly surprised by the number and quality*. They have now chosen a winner, but the project on Minimum Noise is still public and shows how the process progressed: <http://www.minimumnoise.com/Projects.aspx/54>

While this form of crowdsourcing is still relatively small in music and audio production, it is highly popular in other areas like graphics design. The video games industry has started using it, lately in the form of game design with The Game Cartel (<http://thegamecartel.com>), which is being designed by the community.

For further information, contact Kristian Dupont or write us an email on info@minimumnoise.com

Best regards,
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¹ http://www.gamasutra.com/blogs/KesThygesen/20090701/2086/Crowdsourcing_Game_Audio_Lessons_Learnt.php