Note that there is the assumption by Mr. Katz in the article that online streaming audio will take over the marketplace from non-streaming channels. That notion may be more than a bit optimistic.

I had assumed, above, that the readers here had already come to that conclusion. However, I would definitely welcome Apple's intention to default to "Sound Check=On" mode for streaming.

However, I don't believe that this new force in the streaming music marketplace will, by itself, change current practices at the bulk of popular music record corporations or by their suppliers: recording, mixing and mastering engineers used to 20 years of Loudness War techniques as their standard tool of processing for recording "enhancements".