EnTrance marks a decade of changing minds with a new direction

After more than 194 million cumulative streams, the independent audio project is placing greater emphasis on recordings people can own, keep and return to.



Basildon, Essex Nov 21, 2026 (Issuewire.com) - 21 November 2026

Since 2016, EnTrance has built an audience for its long-form hypnosis and relaxation recordings through YouTube and other streaming platforms. Its catalogue has now accumulated more than 194 million streams.

The independent project, founded by audio designer Stuart Newman, is entering a new phase. More of its work is being made available directly through the EnTrance store, where listeners can purchase recordings as digital downloads and keep them.

Once downloaded, a recording can be played without an internet connection. There is no need for a streaming account or dedicated app. Whether at home, travelling or somewhere as remote as a jungle or desert, the recording is available to the listener.

A decade shaped by personal experience

EnTrance grew from Newman's experience of addiction and recovery, combined with more than 20 years working in professional broadcast audio and post-production for organisations including NBCUniversal, ITV Digital and BDA Creative.

The project was originally developed with musician and hypnotherapist Mick Crudge, whose contribution helped shape its early identity. Crudge's death was a profound personal loss for Newman and marked a significant point in the story of EnTrance. The work has continued, with Newman now leading its creative direction and development.

The recordings combine carefully written scripts, human narration, music and detailed sound design. The approach has been influenced by practitioners including Lee Pulos, Paul McKenna and Paul Scheele, whose work helped shape the tradition of longer-form hypnosis and personal development recordings.

A different measure of value

More than 194 million streams is a significant part of EnTrance's history. But a play count only tells part of the story. It cannot tell us whether someone has kept a recording, returned to it or made it part of their own routine.

The emphasis now is on producing work that people value beyond a single listen. The store offers recordings to buy and keep, without a subscription or recurring membership. Free listening will continue through streaming platforms, which remain an important way for people to discover EnTrance.

Newman is also clear about the role of the human voice. EnTrance recordings are not narrated by AI-generated voices. For its forthcoming commissioned service, the commitment goes further: no voice cloning or synthetic reproduction will be used to produce sessions in bulk. Every commission will be individually developed and narrated by Newman himself.

EnTrance Custom: Your Personal Commission

Planned for later in 2027, EnTrance Custom will offer individually commissioned sessions developed around a person's particular needs, interests and goals.

Each commission will involve its own development, original scripting and audio production, with Newman providing the narration. It is a premium service, priced to reflect the time, experience and creative work involved. It is not intended as a lower-cost alternative to the existing catalogue.

An introductory page explaining the service is planned for earlier in 2027.

Stuart Newman, founder of EnTrance, said:

“When I started EnTrance, I wanted to make something useful from what I had learned through my own recovery. Mick and I put a great deal into developing the original work, and I've continued building on it

ever since.

“I'm proud of the number of times people have listened to our recordings. But I want the next stage to be about the quality of the experience, not just the number of plays. A stream is a listen; owning a recording means you can return to it whenever you want, without depending on a platform or an internet connection.

“There is real value in putting the outside world to one side for a while and giving yourself time to listen. That's what I want EnTrance to keep offering.”

After ten years, EnTrance is continuing to make its recordings available through streaming services while building a more direct relationship with listeners through its own store. Its purpose remains helping people reconnect with themselves.

About EnTrance

EnTrance is an independent hypnosis and relaxation audio wellness project founded by Stuart Newman in 2016. Drawing on personal experience, professional audio production and a long-form approach to guided listening, it creates recordings for relaxation and personal development. Its catalogue has accumulated more than 194 million streams across streaming platforms.

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Source : EnTrance

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