Claims:

Claim 1. A method for increasing the production titer of recombinantly-modified adeno-associated virus (rAAV), wherein said method comprises the steps:

(A) culturing cells that have been transfected with said rAAV in an initial culture medium for an initial period under conditions sufficient to permit the production of rAAV, wherein said cells additionally contain an AAV helper function-providing polynucleotide and a non-AAV helper function-providing polynucleotide;

(B) changing the ionic strength of said culture medium at least 1 hour after said initial period by adding K^+ cations and HCO_3^- anions to said culture medium in an amount sufficient to increase the concentrations of K^+ and HCO_3^- in the culture medium by from 30 mM to 50 mM; and

(C) continuing said culturing of said cells to thereby produce a production titer of said rAAV that is greater than a titer obtained in the absence of step (B).

Claim 2. The method of claim 1, wherein the production titer is at least 50% greater than the titer obtained from a similarly conducted cell culturing in the absence of said step (B).

Claim 3. The method of claim 1, wherein said rAAV comprises a transgene cassette that encodes a protein, or wherein said rAAV comprises a transcribed nucleic acid, that is therapeutic for a genetic or heritable disease or condition.

Claim 4. The method of claim 1, wherein said rAAV belongs to the rAAV1, rAAV2, rAAV5, rAAV6, rAAV7, rAAV8, rAAV9 or rAAV10 serotype, or to a hybrid of said serotypes.

Claim 5. The method of claim 4, wherein said rAAV belongs to the rAAV2, rAAV5, or rAAV9 serotype, or to a hybrid of said serotypes.

Claim 6. The method of claim 1, wherein said cells are human embryonic kidney cells.

Claim 7. The method of claim 6, wherein said human embryonic kidney cells are HEK293 cells.

Claim 8. The method of claim 1, wherein said cells are baby hamster kidney cells.

Claim 9. The method of claim 8, wherein said baby hamster kidney cells are BHK21 cells.

Claim 10. The method of claim 1, wherein said cells are sf9 insect cells.

Claim 11. The method of claim 1, wherein said initial culture medium is Dulbecco's Modified Eagle's Medium.

Claim 12. The method of claim 11, wherein said Dulbecco's Modified Eagle's Medium initial culture medium is supplemented with serum.

Claim 13. The method of claim 1, wherein the ionic strength of said culture medium is changed to increase the concentrations of K^+ cations and HCO_3^- anions in said culture medium by a concentration of from 40 mM to 50 mM by addition of $KHCO_3$.

Claim 14. The method of claim 1, wherein the ionic strength of said culture medium is changed to increase the concentrations of K^+ cations and HCO_3^- anions in said culture medium by a concentration of about 30 mM by addition of $KHCO_3$.

Claim 15. The method of claim 1, wherein the ionic strength of said culture medium is changed by the addition of $KHCO_3$ to said culture medium in an amount sufficient to increase the concentrations of K^+ cations and HCO_3^- anions in said culture medium by a concentration of about 50 mM.