**DO YOU PLAY RECORDED MUSIC IN** YOUR BUSINESS?

Smart business operators know that playing the right type of music, in the right environment, is vital to giving customers the very best experience possible. According to new research, it became evident when 84% of business stated that music helps create a better atmosphere for customers.[[1]](#footnote-1)

Playing music in restaurants and cafes can provide a more relaxing atmosphere, encouraging customers to stay longer and spend more in your business. Music can help to create the type of restaurant you need – from romantic and private to speedy and buzzing.

But did you know that without an appropriate licence you could also be infringing copyright?

PPCA is the leading provider of copyright licences which enable you to play almost all recordings commercially released in Australia, leaving you to freely and legally use recorded music to drive your business. We believe you know your customers best, so having a PPCA licence allows YOU to choose music from virtually any play list to play in your business.

The simple PPCA blanket license offers a selection of tariffs tailored to many uses of protected sound recordings.

If you’d like to talk to someone about your music use, we invite you to contact a member of our licensing team on (02) 8569 1111.

www.ppca.com.au

Real Music • Real Artists • Real Impact

1. Research was conducted by VisionCritical in April 2012 among 1,000 UK businesses and Entertainment Media Research in 2009 among 2,000 UK consumers. EMR also conducted the research in 2010 among 400 small retailers, hairdressers, offices and factories. [↑](#footnote-ref-1)