

## **Retailers in all sectors to benefit from simplified music licensing**

Slashing administration time in half, an initiative launched today, branded **OneMusic Australia**, and consolidates music licence transactions with Australia's two music rights management bodies **PPCA** and **APRA AMCOS**.

OneMusic Australia will allow businesses to establish and maintain their licence in one place and online giving greater transparency to the process of music licensing. This breakthrough product offering is the result of extensive and ongoing consultation with the consumer retail and service industry as well as business-to-business service industry and others over the past two years.

There is a bespoke Retail and Service Providers licence scheme to cover the entire retail industry - music used in the premises of **goods retailers** such as a fashion stores, newsagents, convenience stores, home-ware stores or stationers. It also is designed for **service businesses** such as hair and beauty salons, masseurs and physiotherapists plus retailers who sell **goods and services** such as a motor dealers or optometrists. Small-scale dining businesses such as **takeaway outlets** or **food trucks** with seating for less than seven customers will also be covered under this scheme.

The user-pays offering provides seven **options** to add to a 'shopping cart' of music licence cover. Retailers can opt for cover if they have background music, featured music, music videos, website music, music in their car parks, workplace music or telephone on hold music.

A retail business of less than 51 square metres of 'customer space' (not including back rooms) with just a radio or television on need only budget for \$85 a year for music licence fees.

For the increasing majority of retailer and service providers using a **personal streaming service** to play music in-store or on the premises there is an easy, bundled Gold package that not only covers this *digital copy/delivery* music use (see note at end) which requires a licence but also permits an unlimited number of devices playing music - from a commercial background music supplier, Video On Demand, TV, radio, CD or vinyl records. This allows a medium retailer to create different 'music zones' and obtain maximum value from their licence.

The retail and service providers licence scheme also offers featured music licence fees of \$12 per ‘featured-music-day’ to further encourage and educate the sector on the use of featured music as a profit-booster - worth-of-mouth, customer experience and customer spend.

The introduction of the OneMusic initiative coincides with a deeper understanding by Australian retail businesses that the right, commercially-popular music played for the benefit of customers and staff can support their brand and reputation at the same time as boost their bottom line.

APRA AMCOS Chief Executive, **Dean Ormston**, said, “A simple, single, easy-to-use system will significantly reduce the administration burden for everyone.

PPCA Chief Executive Officer, **Dan Rosen**, said, “This is an important initiative which allows us to continue our work in supporting innovation and creativity for the Australian music industry.”

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Note on personal digital music/streaming: Even with our licence, the use of these services by you in your business may be in breach of the terms and conditions of your end user agreement with that service.

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#### **Music licensing in Australia**

In Australia, as in many countries, there is more than one collection agency for royalties owed to music creators.

The Australasian Performing Right Association and Australasian Mechanical Copyright Owners Society (APRA AMCOS) collects on behalf of member songwriters, music publishers and composers.

The Phonographic Performance Company of Australia (PPCA) collects on behalf of recording artists and record labels.

These two music rights management organisations (also known as performing rights organisations, or copyright collection societies) are charged with licensing organisations and businesses to play, perform, copy, record or make available their members' or licensors' music.

They then distribute the licence fees, also referred to as royalties; they collect to their members or licensors via their own distribution policies. Both report to representative Boards made up of members and licensors.

The OneMusic Australia initiative is focused on public performance licensing for business and both APRA AMCOS and PPCA will continue to manage their other licensing arrangements (e.g. broadcasting, online services) independently.

APRA AMCOS and PPCA subscribe to the Australian Code of Conduct for Copyright Collecting Societies and the activities of OneMusic will also be covered by this code. The APRA AMCOS and PPCA Boards represent both industry and individual members and licensors. Day-to-day operations are managed by paid staff lead by a Chief Executive.

### **About APRA AMCOS**

Australasian Performing Right Association (APRA) and Australasian Mechanical Copyright Owners Society (AMCOS) is a music rights organisation representing over 100,000 members who are songwriters, composers and music publishers.

APRA was established in 1926 at the time of the advent of radio. AMCOS was established in 1979 to manage the 'new' mechanical royalties (reproduction or copying and storage of music in different formats) which came into the market. In 1997, APRA and AMCOS formed an alliance.

APRA's membership, licensing, distribution and international arrangements have been authorised by the Australian Competition and Consumer Commission (ACCC) for around 15 years.

APRA AMCOS will trade as OneMusic Australia.

### **About PPCA**

Originally founded in 1969 by the major record companies, the Phonographic Performance Company of Australia Ltd (PPCA) is a music rights management organisation that grants licences for recorded music and music videos. PPCA then distributes the net licence fees collected to its licensors (generally record labels) and registered recording artists. It represents thousands of Australian recording artist and record labels, both major and independent.

PPCA has sub-licensed its public performance rights to APRA AMCOS as part of the OneMusic Australia initiative.