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Music is a big part of our retail experience. Research shows that music, especially recordings by well known artists, is an important factor in creating the ideal in-store atmosphere for the consumer, encourages longer browsing time and can positively influence the behaviour of customers.

APRA AMCOS, PPCA and The Australian Retailers Association (ARA) have launched a joint music licence scheme for retail shop owners with premises under 500m<sup>2</sup> in size to make it easier for those stores to access and reap the benefits of using music.

Previously these stores needed to take out a range of individual licences with APRA AMCOS and PPCA depending on how they used music. The new partnership with the ARA means less paperwork, a consolidated cost for busy retail owners and makes compliance with copyright law much easier.

The Australian Retailers Association Music Licence Scheme, which comes into effect from 1 July 2015, will see a flat annual fee of \$550 per store for retail premises under 500 m<sup>2</sup> in size. This will allow retailers to use a range of background music devices including radio, television, CDs, smartphones and streaming devices (depending on the streaming provider's terms), providing access to millions of songs and recordings within the repertoire of APRA AMCOS and PPCA.

With the ARA representing over 5000 national and independent retail members across Australia, a simple turnkey solution through their existing membership of the ARA will benefit thousands of small businesses countrywide.

**APRA AMCOS Director of Public Performance Licensing Jennifer Gome** said, "Simplifying music licences is something our music customers have listed as a high priority. This new licence will save time and resources for businesses".

**PPCA General Manager Lynne Small** said "We are delighted to partner with the ARA and APRA AMCOS to create this joint licence for ARA members, which will reduce their administration while making available millions of recordings to improve the experience of their clients".

**ARA Managing Director Russell Zimmerman** said "This is an opportunity for our independent retail members to see substantial savings in their music licensing fees".

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**Notes for Editors:**

**For more information:**

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**APRA AMCOS** stands for the Australasian Performing Right Association Ltd and the Australasian Mechanical Copyright Owners Society Ltd, who together are responsible for the non-profit collection and distribution of songwriting royalties to approximately 87,000 songwriter, composer and music publisher members, and around 3,000,000 copyright owners worldwide.

**PPCA** is a non-profit organisation that provides licences to Australian businesses to play recorded music in public. The net fees are distributed to record labels & registered Australian artists who create the recordings so they can continue to make music for us all to enjoy. In 2014 PPCA distributed almost \$33 million to its registered artists and record labels.

**AUSTRALIAN RETAILERS ASSOCIATION** Since 1903 the Australian Retailers Association (ARA) has been the peak industry body representing Australia's \$265 billion retail sector which employs over 1.2 million people. The ARA ensures retail success by informing, protecting, advocating, educating and saving money for its 5,000 independent and national retail members throughout Australia.