

in the LOOP

the newsletter for PPCA Licensees

AUTUMN 05 // Issue 4



welcome...

to the Autumn edition of *In the Loop*.

PPCA's annual distribution of surplus funds was completed last December with a record amount distributed to licensors, Australian recording artists and the PPCA Performers' Trust Foundation

PPCA's blanket licences ensure that the creators of recordings and music videos are compensated for the public use of those recordings and videos. Such use could occur in venues like cafés, bars, hair salons or nightclubs. Music, when used correctly, brings vital benefits to businesses - attracting customers, setting the style and ambience of an establishment and entertaining clients and staff. These vital benefits can help your business flourish.

Paying artists and record labels for the use of their work enables them to reinvest in developing new product. This ensures that new music will continue to be released into the marketplace. In a very real sense, your licence fees are an investment in your business.

This month we've outlined the benefits of playing recorded music in hair and beauty salons. We've also included an announcement regarding the 2005 PPCA Board and also published the Top 20 Most Broadcast Artists and Recordings (as compiled by PPCA) for the financial year ending June 2004.

As always, we welcome your feedback and invite you to email us with your thoughts, suggestions and questions about music licensing and PPCA.



Best regards

Stephen Peach

CEO

What is the value of music to hair & beauty salons?

By Michael Morrison

Research Director for the Australian Centre for Retail Studies, Monash University, Melbourne.

Does this scenario sound familiar?

It's been one of those days! Too much to do and not enough time. You've finally made it to the salon for a much needed cut and colour and are only five minutes late. With relief you go straight to the counter only to be told your stylist is running behind. Resignedly you sit down, getting more agitated every second. You are then given a steaming cup of coffee, a pile of current magazines and become aware of music playing softly in the background. Ten minutes later you are chatting with your stylist and your treatment begins. Once again you are aware of the music playing and notice that your heart is no longer racing and you are starting to relax and enjoy being pampered.

By playing the right music you can change the perception of time.

A visit to a beauty salon almost inevitably involves an extended period of time that can either be endured or enjoyed. Research conducted by the Department of Psychology, University of Leicester, UK, demonstrates that playing the right music can change peoples' perception of time and make them feel more comfortable about being in a particular space. The average "stay" time is 1-2 hours. During this time your client is surrounded by a variety of products, immersed in the whole experience and in a vulnerable state. By playing popular music in your salon, music that fits well with your client base, you can create an experience that helps to build customer and brand loyalty.

Music is a key element of the retail mix that can encourage clients to visit your salon. Your personally selected recorded music can provide you with a strong and powerful point of differentiation.

FAQ – When I play CDs in my business I'm promoting the artist, so why do I need to pay licence fees?

Most businesses do not choose their music with a view to promoting a particular artist. Savvy business owners select music that will increase staff satisfaction and productivity, attract customers, and create an environment that will support their business goals.

For example, in the case of restaurants, bars and cafes, music can produce significant benefits - attracting and retaining customers, creating brand awareness, atmosphere and improving turnover. Recorded music is an important part of the package provided to customers and staff.

Essentially, it adds value to the business, and copyright owners are entitled to be recompensed when their product is used as an input for another business

Like any other business input, such as electricity, water and stock, recorded music and music videos come at a cost, but it is an investment that can bring measurable benefits to your business

PPCA Announces Board for 2005

The Phonographic Performance Company of Australia Limited (PPCA) is pleased to announce its Board of Directors for 2005.

PPCA Board of Directors 2005

John O'Donnell (Chairman) ..	Managing Director, EMI Music Australia
George Ash	Managing Director, Universal Music Australia
Libby Blakey	Business Affairs Director, Festival Mushroom Records
Bill Cullen	One Louder Entertainment
Denis Handlin	Chairman & CEO, Sony BMG Music & Entertainment Australia & NZ
Greg Macainsh	Artist Representative
Lindy Morrison	Artist Representative
Ed St John	President & CEO, Warner Music Australasia



Pictured from left, Stephen Peach, PPCA CEO; Greg Macainsh, PPCA Artist Representative Board Member; and John O'Donnell, PPCA Chairman.

Mr John O'Donnell, who was appointed Chairman of the PPCA Board in November 2004, has been re-elected to the position for 2005.

The PPCA board is comprised of representatives from the five key record labels in Australia (being Sony BMG Music Entertainment, Warner Music Australia, EMI Music Australia, Universal Music Australia and Festival Mushroom Records), as well as three directors representing the interests of Australian recording artists who are registered with PPCA under its direct distribution scheme. Two of those directors are appointed to the Board by popular vote of registered recording artists and the third is by invitation following a recommendation by the Music Managers' Forum (on behalf of artist managers).

For 2005, the PPCA Board is pleased to confirm that Mr Greg Macainsh was re-elected for a further two year term as an Artist Representative Director. Greg is a strong advocate for the contemporary music industry, having held a position on the PPCA Board since 2001.

PPCA Most Broadcast Artists & Recordings

The PPCA Most Broadcast Lists* continue to acknowledge the outstanding performance of certain acts in achieving extensive airplay, as represented in PPCA's Radio and TV Broadcast logs. The Most Broadcast Lists are compiled from the play list data used by PPCA to distribute surplus income to Licensors, Artists and the PPCA Performers' Trust foundation.

The annual PPCA lists (for the financial year ending June 2004) show nine of the 2004 Top 50 Most Broadcast Artists* were Australian acts, while 24 local tracks featured in the 2004 Top 100 Most Broadcast Recordings*.

2004 also marked the first time in PPCA history that the top three places on the Most Broadcast Artists list were occupied by local acts. These results genuinely show the strength of the local industry across a wide range of broadcast formats.

*This chart is measured by collating titles that appear in the PPCA radio/TV broadcast logs during the period July to June each year. For a full list of the PPCA Most Broadcast Artist and Recordings list please go to the PPCA website, www.pcca.com.au

Bold denotes Australian artist.

MOST BROADCAST ARTISTS 2004

- 1 Powderfinger**
- 2 Kylie Minogue**
- 3 Delta Goodrem**
- Robbie Williams
- Matchbox 20
- Christina Aguilera
- Evanescence
- Pink
- Nickelback
- 10 Jet**
- Red Hot Chili Peppers
- U2
- Kelly Clarkson
- Jewel
- Good Charlotte
- Dido
- Avril Lavigne
- Madonna
- Black Eyed Peas
- John Mayer

MOST BROADCAST RECORDINGS 2004

<i>Track</i>	<i>Artist</i>
1 Here Without You	3 Doors Down
2 Bright Lights	Matchbox 20
3 Someday	Nickelback
4 It's My Life	No Doubt
5 Predictable	Delta Goodrem
6 Something Beautiful	Robbie Williams
7 White Flag	Dido
8 Heaven	Live
9 Intuition	Jewel
10 Unwell	Matchbox 20
11 Are you gonna be my girl	Jet
12 Hey Ya!	Outkast
13 Senorita	Justin Timberlake
14 Harder to Breathe	Maroon 5
15 Innocent Eyes	Delta Goodrem
16 So Beautiful	Pete Murray
17 On My Mind	Powderfinger
18 Miss Independent	Kelly Clarkson
19 Not me, Not I	Delta Goodrem
20 Sunsets	Powderfinger



Content Christy Hayes, Michael Morrison, Stephen Peach
Photos Christy Hayes, Lynne Small
Design Freestyle Design

Phonographic Performance
Company of Australia

Level 4, 19 Harris Street
Pyrmont NSW 2009
PO Box Q20
QVB Sydney NSW 1230

Tel 02 8569 1111
Fax 02 8569 1183
Email licensing.mail@pcca.com.au
www.pcca.com.au