

# in the LOOP

The newsletter for PPCA Licensees **AUTUMN 09**

## welcome...

Welcome to the Autumn edition of *In the Loop* – PPCA's newsletter for licensees.

Once again, the lead up to Christmas was a busy one with the PPCA distribution team busily working on distributing the 07/08 surplus to deserving artists and copyright owners. This year's distribution set another record with \$14.5 million dispersed among our homegrown artists, licensors and to the PPCA Performers' Trust Foundation.

Some of these deserving artists are featured in the PPCA Most Broadcast Lists. These lists count down the most played artists and recordings for the year. Turn the page to see which artists and which songs topped the list. This year's lists feature many great hits and acts from Australia, and overseas, and I'm sure there will be a few songs that you've played at your place of business in the past year.

It's important to remind you that the funds we collect for licences from businesses like yours help to keep the music coming for you and your customers to enjoy. During these difficult economic times, music is an affordable way to be entertained. In this issue of *In the Loop* we have a feature on the value of music to hair and beauty salons. Of course, music adds value to most businesses and has been proven to motivate staff and encourage customers to come in, stay longer and buy more. We're always keen to hear from you about how music has helped your business, so please give us a call or email us with your feedback.

You can reach our licensing team by calling 02 8569 1111 or by sending us an email at [licensing.mail@ppca.com.au](mailto:licensing.mail@ppca.com.au).

We wish you and your business all the best for 2009.

Regards,

Stephen Peach  
PPCA 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.

## PPCA Board Update

The PPCA Board is made up of members from the recording industry and includes key staff from the major record labels in addition to artists, licensor and artist management representatives.

Last year, PPCA said farewell to a long-serving member of its Board of Directors, PPCA Chairman John O'Donnell. John stepped down from his role as PPCA Chairman following his resignation as CEO for EMI Music Australasia. Universal Music Australia Managing Director George Ash assumed the role of PPCA Chairman in September. PPCA welcomes Mark Poston, Chairman and Senior Vice President of Marketing for EMI to the Board.

The role of artist representative holds two-year terms and this year, one of the artist representatives positions was up for election. PPCA is pleased to see Paul Christie return as an artist representative.

# 2008 Most Broadcast Recordings and Artists

The PPCA Most Broadcast Lists acknowledge Australian artists that receive extensive airplay according to PPCA's broadcast logs. We compile these lists from the play list data used to distribute income to licensors, artists and the PPCA Performers' Trust Foundation.



Ricki-Lee

The 2008 Most Broadcast Artists list has an unprecedented 19 Australian acts. This is up from 16 in 2007 and 15 in 2006. The 2008 Top 100 Most Broadcast Recording Report was also a boon for local artists, with 28 tracks from 20 different acts making the list.

For the second consecutive year, P!nk topped the artists list, followed by Maroon 5 and Matchbox 20. The Veronicas were the top ranked Australian act at #6 followed by Rogue Traders at #9.

Matchbox 20 topped the 2008 Top 100 Most Broadcast Recording Report with *How Far We've Come*, followed by Santana with *Into The Night* and Fergie with *Big Girls Don't Cry (Personal)*. Matchbox 20 features again with *All Your Reasons*.

The Potbelleez lead the way for Australian acts, at #6 with *Don't Hold Back*, with The Veronicas, Silverchair, Ricki-Lee and Delta Goodrem making the Top 20. Mika and Fergie both contributed four different songs to the Top 100, with The Veronicas, Delta Goodrem, Fall Out Boy, P!nk, Snow Patrol and Maroon 5 all placing three songs in the report.



Silverchair



The Potbelleez

## 20 Most Broadcast Recordings 2008

Track Name	Artist Name	Track Name	Artist Name
01. How Far We've Come	Matchbox 20	11. Wake Up Call	Maroon 5
02. Into The Night	Santana	12. Untouched	The Veronicas
03. Big Girls Don't Cry	Fergie	13. Shadow Of The Day	Linkin Park
04. Dance Floor Anthem	Good Charlotte	14. Hey There Delilah	Plain White T's
05. All Your Reasons	Matchbox 20	15. Straight Lines	Silverchair
06. Don't Hold Back	The Potbelleez	16. Misery	Good Charlotte
07. Bleeding Love	Leona Lewis	17. Can't Touch It (Radio Edit)	Ricki-Lee
08. 'Cuz I Can	P!nk	18. Happy Ending	Mika
09. Pictures Of You	The Last Goodnight	19. Open Your Eyes	Snow Patrol
10. Won't Go Home Without You	Maroon 5	20. In This Life	Delta Goodrem

## 20 Most Broadcast Artists 2008

01.P!nk 02.Maroon 5 03.Matchbox 20 04. Fergie 05.Fall Out Boy 06.The Veronicas 07.Justin Timberlake 08.Good Charlotte 09.Rogue Traders 10.Timbaland 11.U2 12.Powderfinger 13.Linkin Park 14.Avril Lavigne 15.Gwen Stefani 16.Kelly Clarkson 17.Delta Goodrem 18.INXS 19.The John Butler Trio 20.Mika

## FAQs

**I already have an APRA licence – why would I need a sound recording licence?**

There are at least two copyrights in any recording:

- (i) The copyright in the song, being the composition and/or lyrics (i.e., the "musical work" in copyright language). APRA grants licences for the broadcast and public performance rights in the musical work and distributes licence fee income to songwriters and their publishers.
- (ii) The copyright in the recorded version of the musical work. PPCA grants licences for the broadcast and public performance of recordings and distributes licence fee income to record labels and directly to registered Australian recording artists.

The practical effect of this distinction is that the broadcast or public performance of a protected recording usually requires two licences – one from APRA and one from either PPCA or the individual sound recording copyright owners.

**Do we only have to pay PPCA licence fees on Australian artists?**

No. International copyright regulations extend copyright protection to recordings and music videos of overseas artists played in Australia.

**What does the PPCA blanket licence cover?**

The blanket public performance licence which PPCA grants covers the very wide range of sound recordings that meet two criteria. First, the licensed sound recordings must be owned or controlled by copyright owners that are licensors to PPCA, and second, the licensed sound recordings must be protected under Australian copyright law. Go to the PPCA website for more information on blanket licence covers.

**Content** Christina Rogers, Michael Morrison, Stephen Peach & Nicole Hart

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