

# in the LOOP

The newsletter for PPCA Licensees **Winter 11**

## welcome...

Welcome to the winter edition of PPCA's 'In The Loop', our quarterly Licensee newsletter.

As we rug up over the winter months and cosy up in our favourite café, restaurant or pub, it is a good time to discuss the value of playing quality and authentic recorded music in your entertainment venue.

We know that people love listening to music, and more and more studies are coming out on how music affects human behaviour. Studies have shown that the style or genre of music that you play has a huge effect on how your business performs by influencing customer behaviour - from creating a comfortable and enticing atmosphere, right through to helping manage table turnover.

For example, the use of contemporary jazz can create an up-market impression and suggests sophistication, while traditional Italian music can add an air of authenticity to your local pizza restaurant.

If you're trying to manage table turnover, it is important to note that people eat and drink in time with music. Music that is up-tempo encourages customers to eat and drink faster, therefore freeing up tables, while slower-paced music will encourage them to sip more slowly and stay longer.\*

In the fast-paced world of managing a business, where time and expense is at a premium, PPCA is here to help get your music right, by providing a blanket licence that allows you to play almost all recordings released in Australia.

Music resonates with each and every one of us, so make sure you use music to drive your business, by giving one of our licensing representatives a call on (02) 8569 1111 to discuss what licence best suits your needs.

As always, if you have any questions at all on anything you see in this newsletter, please give us a call here at PPCA on (02) 8569 1100.

Stay warm,  
Dan Rosen  
CEO, PPCA



\*Study courtesy of Prof Charles Areni, University of Sydney - July 2010



## PPCA sponsors AAA Awards



Denise Price, Resort Operations Manager at Pacific Palms Resort with Jeff Barrett, Head of General Licensing PPCA

The Accommodation Association of Australia is one of the most reputable employer associations in the country and on the 24th of June at the Hilton Hotel, Sydney, they held their annual awards for excellence. Awards were presented to a diverse range of accommodation businesses, with PPCA proud to sponsor three awards on the night.

## PPCA supports Bondi Wave Music Conf.



Simon Moor - Kobalt Publishing, Lindy Morrison - PPCA, Tony Harlow - Warner Music

PPCA Artist Director Lindy Morrison recently convened the Bondi Wave Music Conference for Waverley Council. This year the free conference attracted over 350 budding industry enthusiasts from right across Sydney. Along with Lindy, Warner Music CEO Tony Harlow, Vivid Festival Director and Modular boss Steve Pavlovic,

Tim Levinson from The Herd and Brian Tarantino from Love Police all took time to share their thoughts on how young artists and managers can make a living in today's music industry.

## PPCA at WAMi Festival



The annual WAMi Festival celebrates Western Australia's thriving contemporary music community by hosting a range of shows, professional development workshops and networking functions. This year, the official venue for the WAMi Festival was at the newly renovated Bakery at Northbridge, Western Australia.

PPCA partnered with WAMi for the The WAMi Festival Workshops as part of the 2011 festival. Lynne Small, PPCA's Manager of Operations, Finance and Administration, held PPCA Information Sessions and discussed PPCA's vital role in safeguarding the rights of Australian recording artists and record labels.

Through education and proactive conference participation, PPCA helps emerging recording artists and labels to develop in the Australian music industry.

## 'Music On Hold' keeps customers happy



When your business is busy, Music On Hold allows you to keep a connection with your important customers while entertaining them with your choice of great music.

PPCA offers a blanket licence to enable you to tailor the Music On Hold selection to suit your business, starting from just a few cents a day. Call our friendly licensing team or visit the website to find out more about Tariff HM.

## Make your website come alive!

PPCA now offers a licence allowing you to stream sound recordings as background music on your website. Adding background music can enhance the 'feel' of your website and set it apart from others.

PPCA's licence allows you to select 10 to 15 sound recordings by different artists and stream those recordings as background music on a random loop on your website.

For more information or a licence application form, visit [www.pcca.com.au/music-users-/webcastlicensing/](http://www.pcca.com.au/music-users-/webcastlicensing/). Alternatively, you can email [business.affairs@pcca.com.au](mailto:business.affairs@pcca.com.au).

## Copyright Collecting Societies Code of Conduct

Each of the societies, Australasian Performing Right Association Limited ("APRA"), Australasian Mechanical Copyright Owners Society Limited ("AMCOS"), Phonographic Performance Company of Australia Limited ("PPCA"), Copyright Agency Limited ("CAL"), Audio-Visual Copyright Society Limited ("Screenrights"), Viscopy Limited ("Viscopy"), Australian Writers' Guild Authorship Collecting Society Limited ("AWGACS") and Australian Screen Directors Authorship Collecting Society Limited ("ASDACs"), subscribes to a code of conduct for copyright collecting societies.

The Code came into effect in July 2002, and was last reviewed in June 2011. A copy of the Code is available on each society's website and can be downloaded or, if requested, a copy can be sent by post. Compliance with the Code by participating collecting societies is currently the subject of an independent annual review being conducted by former Federal Court judge, Mr James Burchett QC. The Code provides for interested parties to be able to make submissions directly to the code reviewer, Mr Burchett, concerning a collecting society's compliance with the Code.

Accordingly, should you wish to make any submissions to Mr Burchett in that regard, please address them in writing to the following:

The Code Reviewer  
Suite 704  
4 Young Street  
Neutral Bay NSW 2089  
Australia  
Email: [codereviewer@gmail.com](mailto:codereviewer@gmail.com)

## PPCA QUICK-BITES:

### Running a nightclub? Or similar venue?

Are you playing music videos, providing a DJ or a dance floor? Perhaps you're running a private function, restaurant or bistro in your establishment? If you've got pre-recorded music playing, make sure you get your hands on a public performance licence soon. PPCA provides an efficient "one-stop-shop" for blanket licences needed to undertake the public performance, communication or broadcast of protected sound recordings or music videos.

To find out how PPCA can help, please give us a call and speak to our business development team on (02) 8569 1111.



### Latest news on PPCA's Z-tariff

In exciting news, PPCA now offers a blanket licence to allow businesses to copy CD's or digital files for their own use. Call our friendly licensing team or visit the website to find out more about Tariff Z.

### How do I make changes to my current licence?

You can fill out a Licence Application Form online giving us updated details. Once received, we will review and process your requested change, and provide you with a record of your adjustment. Check our website for more details at [www.pcca.com.au](http://www.pcca.com.au)

**For more information on anything you have seen in this newsletter please visit [www.pcca.com.au](http://www.pcca.com.au) or call (02) 8569 1100.**

**Content:** Dan Rosen, Lynne Small  
Luke Woods, Stephenie Ho.

**Photos:** PPCA, AAA - Chris Gleisner

PHONOGRAPHIC PERFORMANCE  
COMPANY OF AUSTRALIA LTD

ACN 000 680 704 ABN 43 000 680 704  
LEVEL 4, 11 BUCKINGHAM ST, SURRY HILLS NSW 2010  
PO BOX Q20, QUEEN VICTORIA BUILDING NSW 1230  
T. 02 8569 1111 F. 02 8569 1183  
[licensing.mail@pcca.com.au](mailto:licensing.mail@pcca.com.au) [www.pcca.com.au](http://www.pcca.com.au)

