

# in the LOOP

The newsletter for PPCA Licensees **Autumn 2014**



## welcome...

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

Let me start by wishing you all a happy and successful 2014. The hard-working PPCA staff will again be making sure PPCA Licence-holders get the utmost value from playing music in their businesses in 2014. PPCA ensures businesses are correctly covered to play music on their premises so that artists can continue to make the great music that we all enjoy.

Speaking of great music, PPCA is pleased to again be sponsoring the Australian Music Prize. We have been enthusiastic sponsors of this event since it began in 2005. It's fantastic to see another crop of quality Australian releases recognised in this year's nominations.

I would also like to take this opportunity to welcome Karla Sarda as PPCA's new Head of General Licensing. Karla has been a key member of the PPCA team previously and in the coming months, Karla will be reaching out to many of our licensees to introduce herself and to discuss the role PPCA plays in their business. I'm sure you will all join me in wishing Karla all the very best.

I'd also like to remind you that we always welcome feedback from our licensees. The team at PPCA are always looking for ways to improve our service for our licence holders, so please don't hesitate to contact us with any questions you may have.

PPCA is here to help you improve your business and enhance your customer experience through the power of music!

Regards

Dan Rosen  
CEO, PPCA



## The 9th Australian Music Prize

PPCA is once again proud to be the major prize sponsor of The Australian Music Prize (AMP). PPCA has sponsored the event since its inception in 2005. It's a great opportunity for us to show our support for Australian artists.

The shortlist for The 9th AMP:

Beaches – She Beats

Big Scary – Not Art

Cloud Control – Dream Cave

Dialectrix – The Cold Light Of Day

Horrorshow – King Amongst many

Jagwar Ma – Howlin'

Jen Cloher – In Blood Memory

Jimblah - Phoenix

Kirin J Callinan - Embracism



The winner of the 9th Coopers AMP will be announced on 5 March at The Basement in Sydney. The winning artist will receive \$30,000 courtesy of PPCA.

## PPCA Announces 2013 Distribution

PPCA is pleased to announce a distribution for 2013 of \$33.6M, with payments to artists finalised just prior to Christmas. PPCA currently licenses thousands of venues across the country, including clubs, hotels, bars, restaurants, fitness centres, shops, halls and dance studios. In addition, we also grant licences to radio and TV stations, and internet webcasters. These blanket licences allow businesses to use a vast range of music and avoid copyright infringement, with the knowledge that artists are being properly rewarded for their creative efforts.

## Flume wins ARIA Award for 'Breakthrough Artist – Release'



Sydney electronic music DJ/producer Flume was the winner of the PPCA-sponsored 'Breakthrough Artist – Release' award at the 27th ARIA Awards, held on 1 December at the Event Centre at The Star, Sydney.

22 year old Flume, aka Harley Streten, picked up a further three ARIAs in 2013, also collecting 'Best Dance Release', 'Best Male Artist' and 'Producer Of The Year' for his self-titled debut album.

PPCA is proud of its ongoing support of this award. It's a great way for us to continue to encourage Australia's emerging musicians and their ongoing career development.

## PPCA Staff Changes

PPCA are pleased to announce that Karla Skarda has taken on the role of Head of General Licensing, building on her commercial experience and prior knowledge of PPCA's systems and operations. Karla said "I'm delighted to have the opportunity to lead the public performance licensing team in this constantly changing world, drawing on the rich heritage and vast understanding of copyright protection at PPCA for inspiration"

Karla is an evangelist for artist rights from her previous experience in the music industry, and is looking forward to adding value and extending the service levels already offered to PPCA's licensees. Her main goal is to ensure PPCA continues to have a strong, transparent and robust public performance licensing division, which is well positioned to meet the challenges of the future.



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## Patron Picks

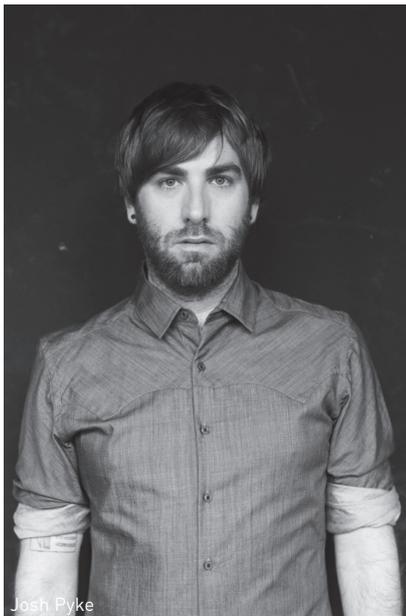
ARIA Award-winning singer-songwriter and PPCA Patron Josh Pyke is currently touring nationally. He recently dropped us a line to share some of the music he's currently enjoying.

**Jackson McLaren:** Jackson is currently on tour with me, but I've been a fan of his since I first saw him play in his home town of Warnambool when he was about 16. I just love his story telling and the way he sees the world. He's got a new album coming out really soon. Well worth checking out.

**Eves:** Eves (aka Hannah Karydas) is an emerging artist that I've been doing some writing with in the last few months. I reckon she has a big future, and I love her sense of adventure when it comes to exploring concepts and trying new sounds out. She's definitely one to watch.

**The Woods Themselves:** This is a band that has been around for a while, but they seem to constantly reinvent themselves. The members are a motley crew of inner west musicians that circulate between various bands such as Machine Machine and Otis Power. I've been doing some collaboration with Dave Cotsios from the Woods, and I'm constantly inspired by his creative boundary pushing, and love of weird production ideas.

Josh is currently touring in support of his fourth studio album *The Beginning And The End Of Everything*. Head to [www.joshpyke.com](http://www.joshpyke.com) for tour dates and more info.



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## Playing music benefits business

We all know that music can alter moods but new research released by UK music licensing company PPL has revealed how playing music in-store enhances the customer's in-store experience and behaviour.

The research undertaken in the holiday retail sector reveals 51% of customers would spend more time browsing in a store playing music, while 76% feel more relaxed shopping in retail stores that play music.

As well as creating a welcoming environment for customers, the results show that in-store music can enhance positivity and productivity in the workplace. Almost all staff surveyed (99%) agreed that customers would be happier if music was played in-store. 81% agreed that playing music creates a better atmosphere for shoppers.

95% of staff felt that in-store music creates a better working environment and makes them more productive; 83% went as far as to say that they would be demotivated if the music was turned off. Highlighting the value of original artist music, 88% of staff preferred to listen to music by recognisable performers rather than sound-alikes.

Playing music can add to a store's overall feel and make a business a more appealing place to shop – something that is becoming more important, given the rise in online retail.

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**Content:** Dan Rosen, Lynne Small, Karla Skarda, Luke Woods, Michael Hartt

**Photos:** Getty Images, Josh Pyke

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