

in the LOOP

the newsletter for PPCA Licensees

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welcome...

to the second edition of PPCA's newsletter for licensees.

It's no secret that the ARIA charts have been dominated by Australian music this year - showing that Aussies love and buy Aussie music.

As the cooler months pass and we begin another great summer in Australia, why don't you take the time to consider how you can support our great homegrown talent by playing local music in your establishment.

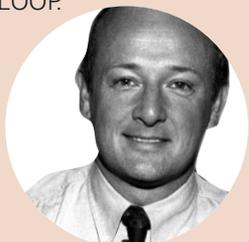
PPCA remains committed to supporting Australian music and Australian artists. As you probably know, PPCA is a non-profit organisation - we distribute all net licence fee income to our stakeholders including registered Australian recording artists, record labels and a trust fund which distributes grants for the encouragement of music and performing arts.

I'd also like to take this opportunity to acknowledge and thank Shaun James, the outgoing Chair of PPCA. Shaun has recently announced his resignation from Warner Music Australia to take up a position with Channel 10. Shaun's contribution to PPCA over the years has been immense and we thank him for his commitment and support and wish him all the best for the future. A decision on the new chair for PPCA will be made shortly.

At PPCA we strive to provide the best service and information to all of our valued licensees. We welcome your feedback and invite you to email us with suggestions for future editions of IN THE LOOP.

Best regards

Stephen Peach
CEO



What is the value of music to cafés and restaurants?

By Michael Morrison

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

Music can play an integral role in the total dining experience and can be an important tool in creating a memorable identity for restaurants and cafés. The use of thoughtfully selected recorded music provides restaurant owners with a powerful means to create an immediate and significant competitive advantage, a close connection with their diners and the ability to market their brands with the potential to increase revenue.

Studies have found that music with a higher volume and tempo can 'turn over tables' by speeding up the dining process. Research conducted by Kentucky University, USA, found that music tempo can influence diners' time at the table. Fast music makes people more aroused because the brain becomes more active and people do things at a quicker pace. On the other hand, softer and slower music can encourage diners to linger longer and order coffee and dessert.

The use of technology makes it possible to control the volume and mix throughout the day and night which in turn can impact on the flow of diners. For example, during lunch time, the music may be quiet jazz so that business people can talk, later in the day, the music tempo and volume may pick up, then it can be toned down as the evening wears on.



Licensee Profile - the Pen Café, Pyrmont

Café owner Georgia Morton

What sort of atmosphere are you trying to create with the music you play?

We aim to create a fast, exciting and buzzing environment - one that is cool, funky and yet still allows people to relax. We try to ensure the atmosphere compliments our urban warehouse café design.

Do you change the style of music depending on the time of day?

We have noticed that the music really does create our atmosphere and you certainly notice when there is no music playing.

We play downtempo dance music during the lunch time rush and turn it down a little in the afternoon to attract people to the café for their business meetings or a social coffee. We probably wouldn't play classical music - it's just too slow for our style.

What CDs are on your 'most played' list at the moment?

We like to play unique and rare imported CDs like; Milano Fashion, Vol. 2 - Various Artists, Mezzanine De L'Alcazar 3 - Various Artists

FAQ – Where does my money go?

After our administration costs are taken out, the licence fees we collect are distributed amongst three groups:

1. the owner or exclusive licensee of the copyright in the recording (usually a record label) who is registered with us as a Licensor
2. Australian recording artists who feature on an Australian recording and who are registered with us as artists;
3. the PPCA Performers' Trust Foundation (a trust fund that makes grants for the encouragement of music and the performing arts).

At the end of each financial year, the process of calculating the amount available to be distributed to Australian recording artists and record companies is undertaken. PPCA distributions are based on extensive airplay logs from free to air and subscription broadcasters, music video programs and some major licensees.

We determine the amount to be allocated to each track for the relevant financial year by matching this airplay data to our database of sound recordings which retains details of the entitled parties for each track. The amount for each Australian track is then split and sent to the record label, the Australian artist (if one has registered with us) and the PPCA Trust. For international tracks the amount is distributed solely to the record label.

For more information about our distribution policy please visit the PPCA website, www.pcca.com.au or contact our distribution department on 02 8569 1133.

PPCA Rewards Excellence in Restaurant and Catering

PPCA are pleased to again sponsor the NSW Restaurant and Catering Awards for Excellence. The Awards showcase outstanding operators in the industry - across a wide variety of styles, categories and cuisine types.

Lynne Small, Manager of Finance, Operations and Administration, represented PPCA at the ACT/Southern NSW Awards on Monday 18th August.

Congratulations to the Michelin Restaurant in Griffith for attaining the PPCA sponsored honourable mention in the French Restaurant Category for the ACT/Southern NSW Region.



ARIA TOP 10 WINTER ALBUMS

ARIA Top 10 Albums Winter. Charting Period 1st June to 16th August 2004

- | | |
|--|-----------------------------------|
| 1 Wayward Angel
Kasey Chambers | 6 Confessions
Usher |
| 2 Get Born
Jet | 7 Michael Buble
Michael Buble |
| 3 Feeler
Pete Murray | 8 Anastacia
Anastacia |
| 4 Sunrise Over Sea
The John Butler Trio | 9 Shrek 2
Soundtrack |
| 5 Elephunk
Black Eyed Peas | 10 Under My Skin
Avril Lavigne |

