

# in the LOOP

The newsletter for PPCA Licensees **SPRING 06**

## welcome...

to the Spring edition of In the Loop - PPCA's newsletter for licensees.

Research demonstrates, without a doubt, that playing recorded music and music videos can greatly benefit businesses today. In particular, recorded music can help create an image, influence the experience and decisions of customers, motivate staff and importantly, positively impact sales.

Despite the many benefits of music, some people remain surprised by the fact that they need a licence to play music in their business. Most don't understand that simply buying a CD, for example, doesn't give them the right to play it in a commercial environment.

PPCA understands that you are busy and have many more concerns besides the music you play. So we've made it very simple - our blanket licence allows you play all of the recorded music released by over 5,000 record labels controlled by our licensors.

In an effort to further simplify the music licensing process, we've recently partnered with APRA and Department of Industry, Tourism and Resources to develop a new online licence application form which enables businesses to complete their PPCA and APRA licence application forms together, rather than providing similar information directly to the two music licensing organisations. More details on this new online facility are explained within this newsletter.

As always, we continue to encourage all of our new and existing licensees to visit the PPCA website ([www.pcca.com.au](http://www.pcca.com.au)) for all of the latest information on our activities and your music licensing requirements.

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  
PPCA CEO



## PPCA Licensor Profile

Inertia Music



### 1. What genres/styles of music are released under Inertia Music?

Inertia releases music of all genres and styles. We don't discriminate on matters of style (what real music person would?), but we will always gravitate toward the more creative and interesting. That's not to say we seek things left of field. It has to have the right sentiment, and for whatever it is, achieve what it sets out to achieve. We have three in-house labels: Inertia Recordings, our flagship label and our first imprint; Rogue Records is a little more eclectic in leanings and releases everything from electronic music to rock to folk; and our newly created dance imprint is Pattern, which will cater for beats of all tastes.

### 2. What are some of the key releases to date for Inertia?

The most successful record we have released is Ben Lee's 'Awake Is The New Sleep', a multi-Platinum project that brought us lots of good cheer from many different walks. We have also just released albums by N'fa, the lead MC with Australia's first breakthrough hip hop group, 1200 Techniques, and by Melbourne's Gersey. We have also had success with international artists, such as Mo' Horizons, Pink Martini, Pepe Deluxe, Black Grass and Concord Dawn. The Rogue label has also introduced some wonderful artists to Australia, such as CocoRosie, Caribou, The Hold Steady and Vashti Bunyan.

### 3. What type of businesses could play your music?

Just like any good record collection, there should be something for everyone at Inertia. We have broad tastes and there's always something perfect for any situation or mood. Our licensed catalogue covers so much ground. So whatever you're looking for - Latin grooves, leftfield beats, melodic electronic instrumentals, brooding post-rock soundscapes, storming drum & bass cuts or native American-inspired a cappella - it's most likely in our catalogue, and we've got the finest artists working in the genre! Inertia Recordings offers broader mainstream fare, and is more focused on song/radio-oriented stuff.

### 4. Do you have any exciting releases or events coming up in the future?

There's always good records coming out! We're releasing the soundtrack to a cult Oz flick, 'Suburban Mayhem', which has a Mick Harvey score and some incredible new solo tracks from Adalita (Magic Dirt). We have a big Xmas coming, with albums by Taylor Hawkins (Foo Fighters' drummer), Electric Six and The Procussions leading the charge. There'll be some wonderful new releases on Rogue too, including a beauty by Swedish pop siren El Perro Del Mar and a tearaway new Hold Steady record. And we've just signed Sydney band, The Cops. We guarantee their new album will blow minds throughout 2007!

ROGUERCRDS

The Hold Steady



Separation Sunday



# PPCA SUPPORTS NEW GOVERNMENT LICENSING INITIATIVE

PPCA and the Australasian Performing Right Association Limited (APRA) have welcomed the launch of a new online licence application form which will simplify the music licence application process for thousands of small businesses across Australia.

Developed with the support of the Department of Industry, Tourism and Resources and based on SmartForms technology, the new online system will streamline the APRA and PPCA music licence application process by enabling businesses to log on to [www.business.gov.au](http://www.business.gov.au) and complete one online form, rather than providing similar information directly to the two music licensing organisations.

Regular users of [www.business.gov.au](http://www.business.gov.au) will be able to reuse the information they've already stored to reduce the time needed to apply for a variety of licences relating to their business.

Any business which plays music will be required to obtain some sort of music licence to ensure songwriters, publishers, record labels and artists are suitably compensated for the use of their work in a commercial context. APRA and PPCA provide blanket licences to music users on behalf of copyright owners. It's important for business owners to know their legal obligations with regard to playing copyright protected music in a commercial environment, and to seek legal advice if they are uncertain.

PPCA is always keen to help businesses learn about their music licensing obligations. Many business owners are not aware that they require a licence, often from both APRA and PPCA, to play any music in their business. PPCA looks forward to seeing the benefits of this new online form, allowing businesses to complete the application using only one form.



## FAQ – What happens to businesses that are not licensed to play sound recordings?

PPCA operates an enforcement program, carrying out inspections and investigations into the un-authorised public performance, transmission and broadcasting of copyright protected sound recordings and music videos by businesses across Australia. In some circumstances, where, despite numerous attempts at licensing a business found to be using copyright protected sound recordings and/or music videos, that business continues to perform protected sound recordings in public without a licence from the appropriate copyright owner(s) or PPCA, PPCA can and does take legal action on behalf of its licensors for the infringement of copyright.

We encourage anyone who is considering using recorded music or music videos to contact us beforehand to ensure the appropriate licenses are issued. We are able to talk people through their responsibilities and the costs involved so that they can build them into a business plan.

## When should I apply for a licence?

A licence should be obtained in advance of undertaking the public performance or broadcast of sound recordings or music videos.

## ARIA Top 10 Spring Albums

Charting Period 5 June – 21 August 2006

Album	Artist
1 BEST OF	Chris Isaak
2 BLACK FINGERNAILS, RED WINE	Eskimo Joe
3 STADIUM ARCADIU	Red Hot Chili Peppers
4 TAKING THE LONG WAY	Dixie Chicks
5 I'M NOT DEAD	P!nk
6 HERE COME THE DRUMS	Rogue Traders
7 HIGH SCHOOL MUSICAL	Soundtrack
8 BACK TO BEDLAM	James Blunt
9 BLACK HOLES AND REVELATIONS	Muse
10 THE SECRET LIFE OF...	The Veronicas



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