

in the LOOP

the newsletter for PPCA Licensees

SUMMER 04 // Issue 3



welcome...

Welcome, to the Summer edition of *In the Loop*.

In news from the top, PPCA is pleased to welcome John O'Donnell (MD of EMI Music Australia) to the position of Chairman of the PPCA Board. John replaces outgoing Chair, Shaun James, who recently left Warner Music Australia for a position at Network Ten. John's knowledge and experience, obtained from over 15 years in the industry, will be of enormous benefit to PPCA licensees, licensors and registered artists alike.

In other news, some of you may be aware that PPCA is reviewing its nightclubs and dance parties tariff. Earlier this year PPCA initiated a consultation process, writing to current licensees and associated trade organisations with regard to this review. As a result of the limited feedback received, it was established that a much more comprehensive review would have to take place before any changes were made to the tariff. Subsequently, PPCA concluded that the fairest approach for all parties was to have the review conducted as formal proceedings in the Copyright Tribunal, as provided for under the Copyright Act. PPCA has submitted a proposal to the Copyright Tribunal and we look forward to progressing the matter in 2005. For more information about this tariff review, please go to our website, www.pcca.com.au.

As always, PPCA welcomes the feedback of its licensees. Should you require any further information about music licensing or PPCA, please contact us on (02) 8569 1111.

Best regards
Stephen Peach
CEO



What is the value of music to the retail industry?

By Michael Morrison

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

The power of experiential retailing - creating the sensory retail experience

Joseph Pine and James Gilmore in their book *The Experience Economy: Work is Theatre and Every Business a Stage*, coined the term "the experience economy". They state that today's consumers are increasingly relying on retail experiences when making buying decisions. 'Experience' has now become a key value differentiator, as consumers view price, quality and service as standard requirements. One of the key elements of experiential retailing strategies is the use of recorded in-store music. Shoppers may not notice store signs, fixturing or store layout, but they are very likely to notice the sound. Research carried out at the University of Cincinnati, USA, has shown that you can change the mood in a retail space according to the type of music being played. The right music at the right time can create a lasting impression and can help to build retail brand awareness. Carefully selected recorded music can mesh with the retail environment, link in with the time of day and fit well with your target market.

The right music can create the right energy.

Music is a key element of the retail mix that can encourage shoppers to stay longer, move differently within the retail space and return to your store. Your personally selected recorded music can provide a strong and powerful point of differentiation.



Licensee Profile - Pretty Dog, Newtown

Store Owner - Tanya Stevandvie

What sort of atmosphere are you trying to create with the music you play in-store? We want our customers to feel comfortable and importantly, enjoy themselves when browsing through the store. We aim to create a synergy between the great unique clothes that we stock and the alternative, funky music we play.

Do you change the style of music depending on the time of day? We sure do - relaxing, funky music for the morning and faster, louder music in the afternoon for a bit of a pick up. However, we try not to stick to any pattern too much and often mix up random, different styles of music - one song after another.

What CDs are on your 'most played' list at the moment? *No Cities Left* by a Canadian band called The Dears, *This Island* by Le Tigre, and Cat Power is also a regular feature.

FAQ – What's the difference between PPCA and APRA?

When you play a sound recording (eg. CD, tape, digital download), music video or telephone music on hold in your business, you need to obtain permission from all of the copyright owners for each recording.

It's important to note that there are at least two copyrights in each recorded song or music video.

- Firstly, there's the copyright in the song – being the notes and the lyrics, which is called the 'musical work', and
- Secondly, there's the copyright in each recorded version of the musical work – which is what an artist and usually their record company produces.

So to play a CD in your business you need the permission from all of the copyright owners in both the 'musical work' and the 'sound recording'.

Identifying the copyright owners and obtaining the necessary licences for each CD can be both difficult and time consuming. This is where APRA and PPCA can help. Both organisations can issue licences on behalf of certain copyright owners.

APRA, the Australasian Performing Rights Association, represents the interests of songwriters and publishers issuing licences for the 'musical work'. And PPCA represents the interests of the artist and record company to issue licences for the 'sound recording'.

For this reason, it is typically necessary for you to obtain licences from BOTH PPCA and APRA if you play sound recordings or music videos in your business.



PPCA Most Broadcast Country Music Artist for 2003

PPCA are pleased to congratulate Kasey Chambers, recipient of the 2003 PPCA Most Broadcast Country Music Artist Award.

Kasey was presented with the award – her second in as many years - with EMI Managing Director, John O'Donnell, at this year's Country Music Association Awards in Sydney.

Left: Kasey Chambers receiving her PPCA Award

PPCA supports Restaurant & Catering Awards for Excellence

PPCA are pleased to continue their support of the Restaurant and Catering Associations of NSW and Victoria, sponsoring a number of Awards for Excellence in the industry.

Congratulations to **Becasse** in Surry Hills for winning the PPCA sponsored French Restaurant category at the NSW Metro Awards (Pictured (1) with (left) Christy Timmins, PPCA Communications).

Congratulations to **Collits' Inn** in Hartley Vale for winning the PPCA sponsored French Restaurant category at the NSW Regional Awards (Pictured (2) with (centre) Lynne Small, PPCA Manager of Finance, Operations and Administration).

Congratulations to **The Grand Hotel** in Richmond for winning the PPCA sponsored Pub, Tavern or Club category at the Victorian Metropolitan Awards (Pictured (3) with (second from right) Jason McLennan, PPCA Corporate Counsel).



ARIA TOP 10 ALBUMS - SPRING

Charting period 5th September to 23rd November 2004

- | | | |
|--|---|---|
| 1 <i>Greatest Hits</i>
Robbie Williams | 5 <i>Mistaken Identity</i>
Delta Goodrem | 8 <i>Confessions</i>
Usher |
| 2 <i>Songs about Jane</i>
Maroon 5 | 6 <i>Classified</i>
Bond | 9 <i>Michael Bublé</i>
Michael Bublé |
| 3 <i>Get Born</i>
Jet | 7 <i>Sunrise Over Sea</i>
The John Butler Trio | 10 <i>American Idiot</i>
Green Day |
| 4 <i>The Sound of White</i>
Missy Higgins | | |