

in the LOOP

The newsletter for PPCA Licensees **SUMMER 07**

welcome...

Welcome to the Summer 2007 edition of In the Loop – PPCA's newsletter for over 49,000 Licensees across Australia.

Few would argue the real value that recorded music and music videos can bring to businesses today. To many businesses music is a core component to operational success.

Yet 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 7,600 record labels controlled by our licensors.

In an effort to further simplify the music licensing process, we've also launched a new online licence application form and online credit card payment facility. With so much business taking place over the internet these days, these new online functions will surely be a great benefit to many of our licensees.

As always, we continue to encourage all of our new and existing licensees to visit the PPCA website (www.ppc.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.

Regards

Stephen Peach
PPCA CEO



PPCA Licensor Profile

In addition to licensing sounds recordings on behalf of all major and multinational record companies in Australia (including SonyBMG, EMI, Warners and Universal), PPCA also licenses the catalogues of hundreds of independent and smaller record labels.

To illustrate the wide variety of music covered by a PPCA licence, each edition of In The Loop features a profile of one of our many Licensors and its catalogue which is licensed by PPCA.

Central Station Records

1. What type of music is released or has been released by Central Station?

Central Station Records (CSR) is now in its fourth decade of business, and in that time it has made it its business to innovate, influence, and adapt to the ever changing traditionally fickle landscape that is youth culture.

The genre that is synonymous with CSR is dance music. The dance music released from CSR and its house sub label, Tinted, come in various different shades including house, trance, electro, breaks, hard styles and commercial dance/pop. On our roster are artist such as Armin Van Buuren (World #1 DJ), Tiesto, Roger Sanchez, Princess Superstar, Eric Morillo, Cascada, Infernal, Pete Tong as well as domestic superstars such as Dannii Minogue, Ajax (Australia's #1 two years in a row), Stafford Brothers, Amber Savagae (#1 Female DJ), Nick Skitz, Jimmy Z and Bexta.

However, we're not just about dance music, we also bring out some top draw, well respected urban releases. CSR sub label, Grindin, has made a real name for itself on the international scene since its incarnation 2 years ago. Grindin specialises in quality hip hop from local and overseas artists such as Foreign Heights, Yungun & Mr Thing, 4 Corners, P-Money and Movement (US). And our Hardwax label focuses on RnB, reggae and rap, and includes artists such as Shaggy, Joel Turner, Sean Paul, Cristian Alexander, Jay Z & Snoop Dog.

2. What kind of business would play Central Station Music?

Our key demographic is very much the X and Y generation. Our youth focus would suggest retail, entertainment and hospitality businesses.

3. Do you have any exciting events or releases coming up?

Dan Le Sac Vs Sroobious Pip 'Thou Shalt Always Kill' has been massive for us, named 'Ripe' by Channel V, given 'Spanking New' on MTV, added to 4 of the five Nova's and currently sitting at #3 in the ARIA dance chart. It's set to be the anti anthem of summer (OUT Dec 07).

Moving forward our next massive priority is a track called **Heartbroken** from UK outfit **T2**. Heartbroken is an infectious mesmerising track that has the UK spellbound and was the highest new entry in the UK singles chart recently at #3.



Our December priority is a track that has been doing the rounds in the clubs for a few months, and is about to hit radio. **Red Hot Chili Peppers Vs Peter Gelderblom 'Waiting 4'** is awesome remake of this Peppers classic.

Lastly, in the new year we'll be focusing on the golden boys of the dance scene, **The Stafford Brothers**. These siblings have been excelling in the studio of late, and their track **Give Love** is set to take their fame into the mainstream arena, watch out for it in the new year.

Copyright Collecting Societies Code of Conduct Call for Submissions

As you may be aware, PPCA subscribes to a voluntary Code of Conduct for collecting societies. The Code came into effect in July 2002. A copy of the Code is available on our website www.pcca.com.au or a copy can be requested by contacting our licensing department on 02 8569 1100.

Every three years the Code is subject to a review to ensure its relevance and effectiveness. This review is scheduled to take place early in the new year.

A meeting open to the general public will be held by the Code Reviewer at:

APRA, 6-12 Atchison Street, St Leonards, NSW
on **Monday, 4 February 2008**
between the hours of **9.30 am and 4.00 pm**

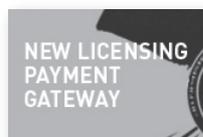
Persons wishing to make an oral submission should notify the Code Reviewer at the above address and to submit on or before **28 January 2008** an outline of their submission.

Written submissions are also invited, to be sent on or before **29 February 2008**, to the Code Reviewer at the above address, on the operation of the Code and/or on any amendments that are necessary or desirable to improve the operation of the Code.

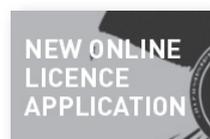
PPCA's compliance with the Code of Conduct was also recently the subject of a review and we are pleased to report that once again, our compliance with the Code has been affirmed by the Code Reviewer. A copy of the report relating to this review can be found on the PPCA website.

New online credit card payment facility for PPCA licence holders.

PPCA is now offering an online credit card payment facility for licence holders. To pay your licence online, simply go to www.pcca.com.au and click on the 'New licensing payment gateway' button.



Make sure you have your invoice and your licence number handy, then simply follow the prompts.



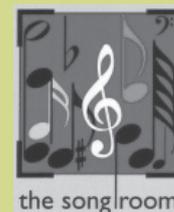
You can now also update your PPCA licence details online. If your use of recorded music or music videos has changed or if you have recently taken over a business – simply go to www.pcca.com.au and click on the 'New online licence application' button and follow the instructions outlined.

Applying for a PPCA licence or changing your current licence details has never been easier. In addition to using the new online licence application form, you can also choose fill out a printed licence form or contact our licensing department to arrange your PPCA licence.

FAQ - Is there any legal requirement for me to pay PPCA licence fees?

It is illegal to play protected sound recordings for commercial purposes without a licence. The Copyright Act imposes an obligation on those who wish to broadcast, communicate or publicly perform protected sound recordings and music videos to obtain the licence from the copyright holders. PPCA is authorised by participating record labels to grant these licences and to collect licence fees. If you don't obtain a licence from PPCA, you will need to obtain a licence from each relevant individual copyright owner.

PPCA helps Australia sing by supporting The Song Room



More children around Australia will have access to music in schools, with PPCA announcing a \$50,000 donation to The Song Room, a not-for-profit organisation dedicated to providing music and arts programs in Australian schools and communities.

The Song Room is dedicated to facilitating music and arts programs in Australian schools and communities, and focuses on children and communities disadvantaged through economic, social and geographical circumstances, disability and recent immigration.

While extensive evidence exists on the importance and positive impact of music on children's learning and personal development, recent research indicates that three out of four children in Government primary schools do not have access to music programs, and often those who need it most are missing out.

The Song Room has provided programs to over 100,000 children across Australia including a range of targeted and tailored programs aimed at creating a sustainable change in the diverse range of schools and communities with which it works. These include long-term workshop programs, performances, school holiday community programs, resident specialists and capacity building. Long-term sustainability planning is also targeting through teacher professional development and provision of resources such as teachers' packs and instrument donations and music CDs thanks to the support of record companies Warner, Universal, EMI and SONY BMG.

Content Stephen Peach, Christy Hayes

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PHONOGRAPHIC PERFORMANCE
COMPANY OF AUSTRALIA LTD

ACN 000 680 704 ABN 43 000 680 704
LEVEL 4, 19 HARRIS ST, PYRMONT NSW 2009
PO BOX Q20, QUEEN VICTORIA BUILDING NSW 1230
T. 02 8569 1111 F. 02 8569 1183
licensing.mail@pcca.com.au www.pcca.com.au

