



Retailers offered royalty-free music

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An Australian company is offering retailers and other businesses in-house music that's free of expensive royalty charges.

Messaging company Messages On Hold will launch The Groove Gallery in Melbourne on Thursday, September 2. The service is intended to offer quality ambient music minus high APRA/PPCA fees.

"This will come as a welcome relief to businesses in Australia and overseas who've been hard hit with spiralling public performance licensing fees," said Messages On Hold founder Kym Illman..

The Australian Copyright Tribunal recently granted The Phonographic Performance Company of Australia (PPCA) rights to savagely raise the cost of public performance licences for thousands of Australian businesses from under \$100 per annum in 2008 to an expected \$10,000 per annum by the 2015/16 financial year.

"Restaurants and cafes are being savaged by hikes of more than 1,000 per cent in the cost of playing music in their premises," says Illman. "Businesses are desperate for world-class, licence-free music that will satisfy their customers and allow them to keep overheads low."

Produced in The Groove Gallery's Perth studios by full-time recording artists and producers, every track is owned and copyrighted by The Groove Gallery, so no third party public performance licence is required.

The expanding library comprises a wide range of genres that businesses can utilise to compile their own playlists suited to different times of the day. They can even slot in promotional messages between tracks.

Established in 1988, The Message Group is a group of companies covering a range of industries including audio production, digital signage, interactive web marketing and corporate training.

