

# MUSIC IN BOTTLE SHOPS & LIQUOR OUTLETS



Licensing Enquiries 1300 852 388 [licence@apra.com.au](mailto:licence@apra.com.au) [www.apraamcos.com.au](http://www.apraamcos.com.au)

APPLY NOW

This licence covers the use of music in bottle shops and liquor outlets including general retail businesses.



## Why do I need a licence?

If you use copyright music in retail stores you need permission (a licence) from the authors of that music. By 'use' we mean anything from playing the radio, turning on a TV in the reception area, copying music from one device to another, streaming music through an iPad, piping music through your phone system, using a background music supplier, organising a concert and more. Securing an APRA AMCOS licence will meet your legal obligations under the Copyright Act.

## Who is APRA AMCOS?

APRA AMCOS (which stands for the Australasian Performing Right Association and the Australasian Mechanical Copyright Owners Society) is a non-profit organisation which licenses rights in music on behalf of 95,000 members linked with 170 affiliated similar organisations worldwide. We pay your annual licence fees directly back to the songwriters, composers and publishers who own the music you're using. Legal alternatives to securing an APRA AMCOS licence are on page 3.

You can get independent information at [www.copyright.org.au](http://www.copyright.org.au).

## What music can I use if I have an APRA AMCOS licence?

We've done the hard work for you so our licence allows you to use **virtually any commercially released music** from anywhere around the world.

## Need some help?

If you need advice on where to find music or what works best in your retail store, we'd be happy to help. Call our Customer Support Team on 1300 852 388 or speak to your local APRA AMCOS representative.

## Music means business

Research shows that music playing in a shop or store can encourage customers to spend more time and money there. Playing music may be enough to sway a customer's choice of store.

**90%** of customers are more likely to recommend a store that plays music

**90%** of people would select a shop that was playing music over one that was not

**81%** of customers agree playing music creates a better atmosphere for shoppers compared to a store that does not play music

**76%** of customers agree they feel more relaxed shopping in retail stores that play music

**51%** of customers agree they spend more time browsing in retail stores that play music

**60%** of customers agree they would spend more time in a shop if they hear music they like

From [musicworksforyou.com](http://musicworksforyou.com)



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## How much does it cost per year?

BACKGROUND MUSIC						
	Up to 150m <sup>2</sup> floor space	150m <sup>2</sup> - 499m <sup>2</sup> floor space	500m <sup>2</sup> - 999m <sup>2</sup> floor space	1000m <sup>2</sup> - 1999m <sup>2</sup> floor space	2000m <sup>2</sup> - 4999m <sup>2</sup> floor space	More than 5000m <sup>2</sup>
where music is audible						
<b>Tier 1:</b> One device (radio or TV)	\$78.06	\$91.06	\$130.09	\$195.11	\$364.18	Contact APRA AMCOS
<b>Tier 2:</b> One device including: - CD or DVD player - PC, tablet or MP3 player - background music service - OR digital music service	\$130.09	\$156.08	\$234.14	\$390.20	\$650.34	Contact APRA AMCOS
<b>Tier 3:</b> Between two to four devices and/or a multi-channel device of up to four streams	\$208.10	\$299.15	\$442.23	\$676.34	\$1,105.54	Contact APRA AMCOS
Five or more devices	Contact APRA AMCOS	Contact APRA AMCOS	Contact APRA AMCOS	Contact APRA AMCOS	Contact APRA AMCOS	Contact APRA AMCOS

MUSIC ON DEVICES			
	Up to 500 tracks	Up to 1000 tracks	each additional group of 500 tracks thereafter
Required when using digital/streaming services, or reproducing/copying from one material form to another	\$156.08	\$260.11	\$104.05

Calculated on actual data you provide.

MUSIC ON HOLD		
	1-5 external phone lines	6-10 external phone lines
Playing through phone system	\$155.75	\$245.94
Copying for phone system	\$38.94	\$61.49

Calculated on actual data you provide.

Rates include 10% GST and are not negotiable. Fees will increase by CPI each year. Licence fees are renewed and may be reassessed each year to take into account changes in your music use.

You will need extra licences from us if you have other music uses such as live performances or DJs in your store, or music in your head office.

### Example 1.

A liquor store is playing background music using an iPod. As the total retail area is 120m<sup>2</sup>, a Background Music licence of \$130.09 applies in addition to a \$156.08 fee for copying up to 500 tracks onto the iPod.

The total annual licence fee is \$286.17.

### Example 2.

A bottle shop currently uses a radio for background music charged at \$78.06 per year, and is now looking to replace the radio with a PC to which they have copied their music collection to. The business also now has spoken messaging over background music on the telephone on-hold system. Their new Background Music licence fee is \$130.09 in addition to a \$156.08 fee for copying up to 500 tracks onto their PC and \$155.75 for up to 5 lines on their music on-hold system and \$38.09 for the copying of music for that phone system.

The total annual licence fee is \$480.06.

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## What does **APRA AMCOS** do with my fees?

We care about ensuring the licence fees you pay are distributed in the most economical and accurate way possible. We deduct our expenses from the revenue we receive and then distribute your fees to the songwriters, composers and music publishers whose works we have licensed to you.

This means for every dollar we collect, about 86 cents is returned to music creators. At 13.78 per cent, our operational costs compare very favourably to organisations providing the same service overseas.

- Fees from background music, music on hold and copying go into royalty pools and are distributed according to data on music use from **radio stations, ARIA** (Australian Recording Industry Association) **chart placings** and **music video channels**.
- If you use music from certain background music suppliers, we distribute your licence fees according to the **data reported to us** by those suppliers.

## How long does the licence last?

Licences are ongoing and renew each year. If you no longer need our licence (e.g. if you cease to use music), you can terminate with one month's notice to us.

## When do I pay?

You pay when you first take out the licence, then just once a year. If your APRA AMCOS licence fee is more than \$500, we will put you on quarterly payments (with no interest) or you can choose to pay once a year. Extended payment terms are available. To find our more contact our Customer Support Team on 1300 852 388.

## Will the rates change?

Apart from yearly CPI reviews, APRA AMCOS will not increase or change licence fees without first consulting the industry.

## Comments and complaints

We care about the service we give you and we welcome your feedback. If you'd like to comment on our service, email [licence@apra.com.au](mailto:licence@apra.com.au).

Read about our [formal complaints procedure here](#).

## Do I have to go through **APRA AMCOS** to play music in my business?

There are several ways to get permission to play music in your retail store.

**APRA AMCOS Licence.** Our licence provides the easiest and most cost-effective way to access public performance rights to the world's repertoire of music.

**Background Music Supplier.** If you use an authorised background music supplier to provide the music at your premises, it may be that they can also provide you with all the necessary music licences you need. Feel free to contact us to see if you are already covered.

**Direct Licensing.** Our members may license their music directly to music users, including for live performances, and you are free to discuss this with them. You can find more details on our website under [Dealing directly with copyright owners](#).

**Royalty-Free Music.** Some music suppliers offer recordings of music which they claim is outside our repertoire and so does not need our licence. If you wish to use a "Royalty-Free" music product, please contact us and we will check whether any extra licences are needed.

## Disputes

If you do not agree with how we apply this licence to your business, with our fees, or with any of our services, you can use our convenient dispute resolution system. Email [disputes@apra.com.au](mailto:disputes@apra.com.au) or call 02 9935 7900.

Read about our [dispute resolution system here](#).

## Other licences

If you are using sound recordings controlled by PCCA contact PCCA at [ppca.mail@ppca.com.au](mailto:ppca.mail@ppca.com.au) (02) 8569 1111



## Need more information?

Contact our Customer Support Team on 1300 852 388 or email [licence@apra.com.au](mailto:licence@apra.com.au)

**APRA AMCOS (the Australasian Performing Right Association and the Australasian Mechanical Copyright Owners Society) is a rights management organisation which licenses performing, communication and reproduction rights in music on behalf of 95,000 members and 145,000 licensees with 170 affiliated organisations worldwide.**

*This fact sheet is a guide only. Refer to the licence for full terms and conditions.*