

INCORPORATING MUSIC INTO YOUR BUSINESS THE RIGHT WAY

Music does so many things for so many people. And when it comes to your business, music can be just the thing to help your customers have a favorable experience within your establishment.

BUT THERE ARE THINGS THAT MUST BE CONSIDERED...



Whether your place of business is a coffee shop, a clothing store, a spa, a gym or any number of things, you must have the proper licenses in order to play music. These are called [Performance Rights](#).

Businesses that are expected to pay for these Performance Rights include (but are not limited to) Restaurants, Hotels and Motels, Business Offices, Fitness Centers, Schools and Residential Communities, Retail Stores, Bars and Nightclubs.

NOTE: For questions regarding what licenses your business may require, please contact us at support@sound-machine.com, and we will direct you to a knowledgeable attorney or Music Rights consultant.

According to U.S. Copyright law, a “[public performance](#)” includes any music being played outside of one’s normal circle of friends or family. Even if your event is closed to the public, playing music for any group outside of these parameters is considered illegal unless you hold the proper licenses to do so. This includes, but is not limited to the use of an mp3 file, a CD or any kind of radio transmission.

These laws are enforced by Performing Rights organizations in the United States: ASCAP (American Society of Composers, Authors and Publishers), BMI (Broadcast Music, Inc) and SESAC. [And these laws are to be taken extremely seriously!](#)

Small venues such as Rubber Gloves Rehearsal Studios in Denton, Texas, have caught the attention of ASCAP and were given a choice. They could either purchase the legal rights, or pay up to \$30,000 for every copywritten song played. ASCAP

in 2015 filled lawsuits against Fatpour in Wicker Park and Kirkwood Bar in Lakeview, seeking \$150,000 in damages for not purchasing a license to play songs.

Even summer camps whose charges like to sing such standards as “Puff the Magic Dragon” around the campfire have been put on notice.

In 2011, WRAL News discovered that BMI had filed 38 suits that year. In 2015 the suits increased to 160, including venues such as Green Knoll Grill and Ill Amici Ristorante, both in New Jersey. A federal judge ruled that Amici Ill Ristorante would have to pay \$24,000, or \$6,000 for each of the four songs BMI said the restaurant played.

WOULDN'T IT BE EASIER TO JUST PAY FOR THE RIGHTS???

Join SOUNDMACHINE to get a free 30 days trial, and make these worries a thing of the past! We hold direct licenses with all US collecting services and all the rights you need are included in the price of membership.

That being said, there are still restrictions. Our licenses alone do not grant you the right to hire a DJ or a live band or to offer karaoke. We are happy to walk our clients through any and all questions they might have regarding the legalities of how they choose to utilize our impressive range of services.

PLAN

BUSINESS

\$26.95/month*

\$29.95 billed monthly

60+ stations

Essential selection

★ One month
free trial

▲ All licenses
(ASCAP, BMI,
SESAC) included

BUSINESS PREMIUM

\$31.95/month*

\$34.95 billed monthly

Infinite stations

Powered by Napster

★ One month
free trial

▲ All licenses
(ASCAP, BMI,
SESAC) included

*billed annually

FEATURES



MIX

Create your own mix of stations to generate a unique sonic environment for your business.



DAY PART

Fully control the programming of stations and mixes throughout the day.



MESSAGING

Incorporate promotional messages to come through at exact times or precise intervals. We can even create them for you.



MULTIPLE LOCATIONS

Link an unlimited number of locations to your account and manage their music content and promotional messages.

CONTENT



CURATED MUSIC SELECTION

Millions of tracks, hundreds of stations, or create artist based stations by simply entering an artist name or song.



APPROPRIATE FOR ALL AUDIENCES

Filtering of explicit content. Compression of tracks to avoid variations in volume.

CONTACT US

info@sound-machine.com
www.sound-machine.com