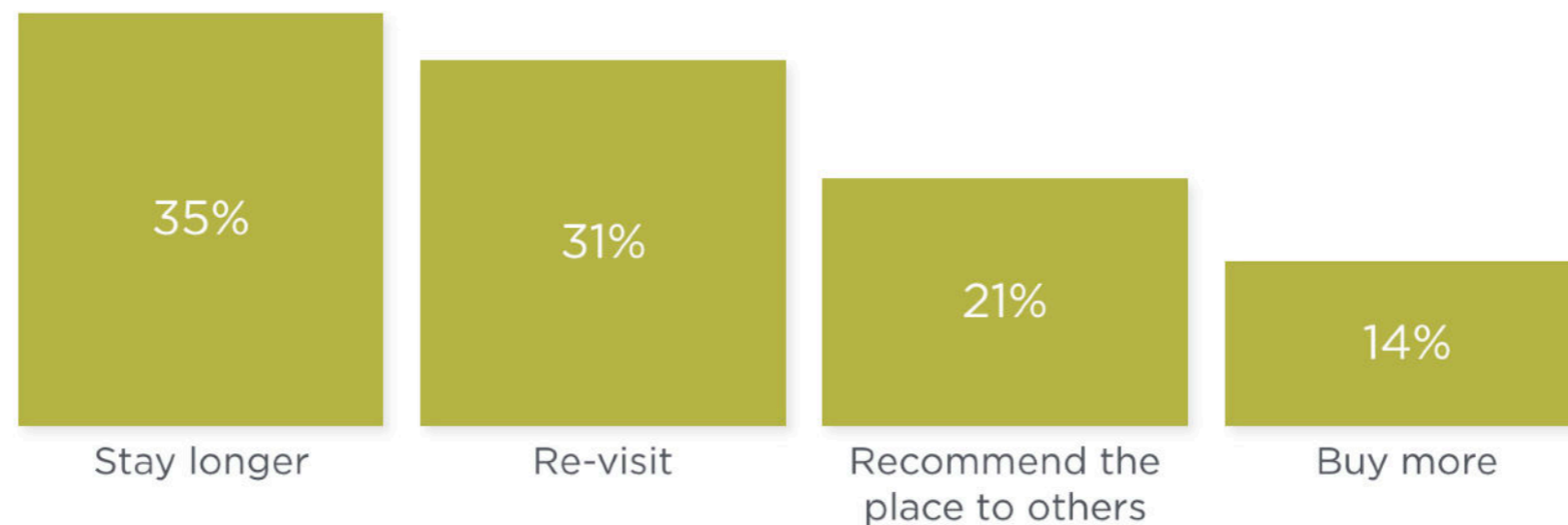


overhead music:

All that matters: Your customer

- Know your customer and pick the mix that'll set the stage for them
- Note: That doesn't mean picking the safest music you can all the time

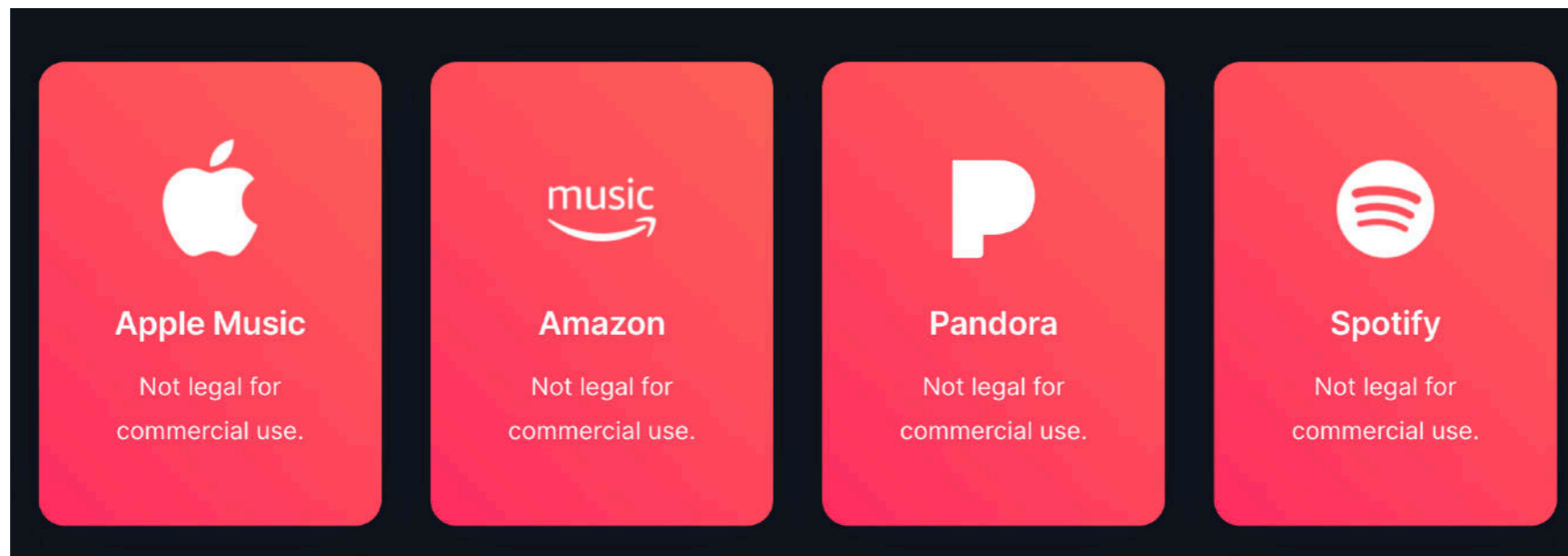
WHEN MUSIC THAT I APPRECIATE IS PLAYED
IN A PUBLIC PLACE, IT CAN MAKE ME...



Heartbeats International, Uncovering a musical myth, 2011

Breaking the law

- Most businesses aren't even aware that they are breaking the law when they play a radio station, Spotify or personal music playlist in the store.
- To be legal your business needs to pay for licenses from BMI, the ASCAP, and SESAC for the rights to play music.
- The easiest way around the issues these days is to simply choose a music streaming service that IS build for business, and already takes care of the licensing for you.



Picking the perfect music service

Key features that you'll love:

- Vast music selection
- Playlists are curated for different types of customers
- Licensing has already been taken care of
- Lyrics and or the song choices have been F-ing cleaned up to avoid embarrassing, harmful, offensive interactions with your customers (“Explicit content filter”)
- Music choices and mixes are easy to navigate and don't require much hand-holding/time
- Extra features like daypart scheduling, seasonal updates, custom mixes, and even audio commercials and digital signage solutions
- There are even services that let your customers see the songs playing and request their own!

Commercial music services



 Epidemic Sound



• soundsuit.fm

• Sound-machine.com

• rockbot.com

• Jukeboxy.com

• sxmbusiness.com

• playnetwork.com

• us.moodmedia.com

• pandora.moodmedia.com

• soundtrackyourbrand.com

• tribeofnoise.com

• songtradr.com

• epidemicsound.com

• customchannels.net

• cloudcovermusic.com

What to play it on

- One great solution...Sonos
- Links to a million music services
- Great sound quality
- Easy to add/move speakers
- Easy to control
- Play different music in different zones

