

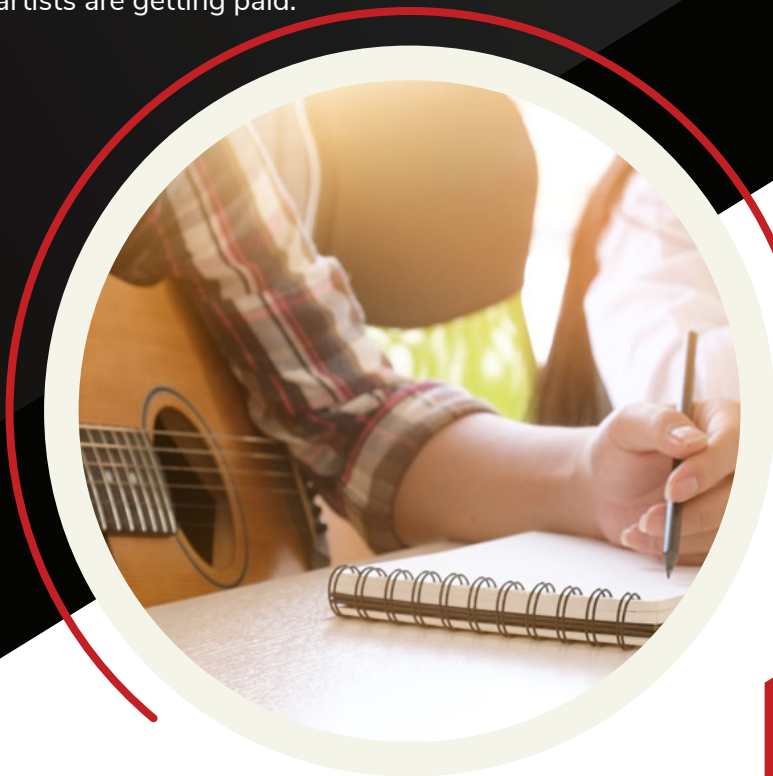
# Music Licensing 101:

## Is your business running the risk of costly copyright infringement?

Playing an artist's music in your home is one thing. But playing it in your place of business constitutes a "public performance," and different rules apply.

It's an infringement on copyright rules if the proper licenses are not obtained – a fact many business owners overlook.

With Custom Channels, all music is fully-licensed – and the costs of the music rights are bundled into one monthly fee. You're legally compliant AND supporting music by ensuring artists are getting paid.



### It takes more than a single license

Songwriters, composers and music publishers generally join a Performing Rights Organization (PRO) that licenses their work to the public. Did you know there are actually FOUR PROs that you need to contract with in order to play any song you want? That's a lot of fees and paperwork! The costs of the multiple licenses and the hassles of paperwork, music reporting, and compliance will cost far more than a typical business music subscription.

### These licenses are strictly enforced

No business is immune from the rights issue. In fact, the PROs assign people to regularly travel the country, listening for music that is being played without a license. Statutory damages can range anywhere from \$750, up to \$150,000, per copyrighted work if a court decides the infringement was intentional.

### SOLUTION: Custom Channels

We pay the Performing Rights Organizations when we play a song so business don't have to do it themselves. We also do all the reporting and paperwork, removing another major headache from business owners. We make certain that all songs get reported and that all appropriate fees are paid for each location that streams our music service. For a fraction of the cost of the required license fees, businesses can save money using Custom Channels for music and never again have to worry about licensing or copyright issues.

