



PRESTO! FITNESS & WELLBEING INDUSTRY

Low cost, low effort ideas from around the world
to get music really working for your business.



OneMusic
ONE LICENCE



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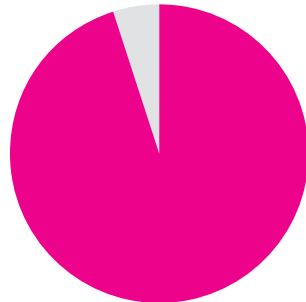
The fitness & wellbeing industry is one of the top three 'most respectful music users' in Australia. More than 8 in 10 operators hold a music licence with OneMusic Australia.



Eight in 10 people agree that musicians should be compensated for the commercial use of their music, and **87%** believe that musicians should be paid for their work just like anyone else.²⁹



95% of people say exercise with music is more enjoyable than without⁶



Heard of Plato? He wrote about fitness instructors!

In 375 BC he said (roughly translated)

“The real purpose of the arts of music and fitness is that the teachers of both are dedicated to the **improvement of the soul.**”



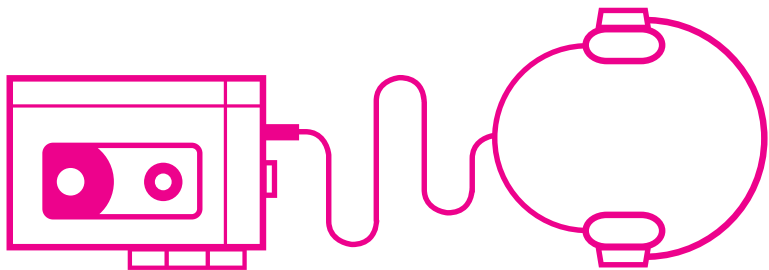
Why we prefer music we know

It's pretty hard to get that 'kick' from royalty-free music.

The more we like a song, the more our brains are flooded with thrills... and it all harks back to our teenage self!

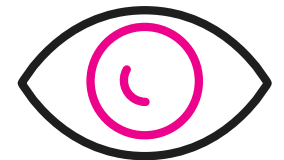
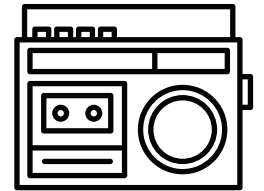
“Brain imaging studies show that our favorite songs stimulate the brain's pleasure circuit. The more we like a song, the more we get treated to some of the same neurotransmitters that cocaine chases after.”²⁸

“But each time we hear the songs we love, **the joy they once brought** surges anew.”²⁸



“Researchers have uncovered evidence that suggests our brains bind us to the music we heard as **teenagers** more tightly than anything we'll hear as adults... our brains may stay jammed on those songs we obsessed over during the high drama of adolescence.”²⁸

If we have an extra association with the music such as *Eye of the Tiger* from the *Rocky* movie franchise, our motivation and stimulation goes sky high.¹³



IF YOU WANT TO

...FEEL LESS FATIGUE

With music playing your fitness clients feel they've exerted less effort for the same result (and it doesn't matter if *they've* picked the music or *you* have).¹ *Journal of Sports Psychology*

A workout seems **10% less difficult** with music.¹⁸ *International Journal of Sports Medicine*

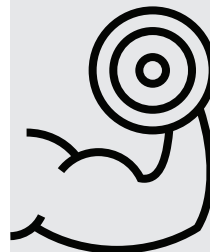


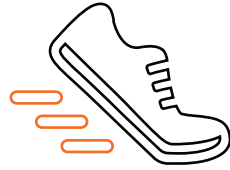
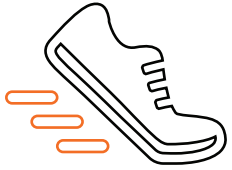
Listening to the right music for just **20 minutes**



decreases pain score by **26%**²³

and increases comfort score by **37%**²²





IF YOU WANT TO

... Run, Swim, Walk Faster

We run **7% faster** listening to fast and loud music² *Ergonomics*

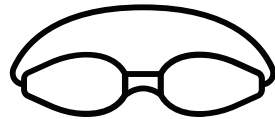
We walk **5% faster** listening to motivational music⁷

We swim **2% faster** when we listen to music¹¹

Power (strength) output is about **8% higher** with music⁶

Psychology of Sport and Exercise

We have higher hand-grip scores when listening to stimulating music (compared to sedative music or white noise)¹⁵



Paula Radcliffe, former marathon world record holder²⁰

“With the right music, I do a much harder workout”

We cycle further and pedal faster on an exercise bike when listening to pop music raised in tempo by **10%**²⁶

IF YOU WANT TO

...Improve heart rates, oxygen intake and recovery

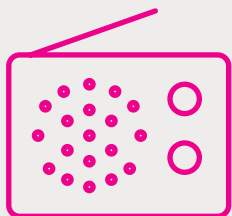


Listen to at least **30 minutes** of your favourite music every day to improve your heart health²¹

When we workout to fast and loud music - our heart rate is **lifted 3%**²



Play high tempo music to help heart rate recovery by **13%**⁴



Play music to block out limb discomfort and fatigue.⁸
International Journal of Psychophysiology

When music was playing 4 in 5 people said they had less muscle tension⁹

As exercise intensity and heart rate increases; we crave fast tempo music at the same rate – that's 120 beats per minute [bpm] or more¹⁰

7% decrease in oxygen uptake when synchronised music is played.²⁰



MUSIC FOR EVERY PRACTICE

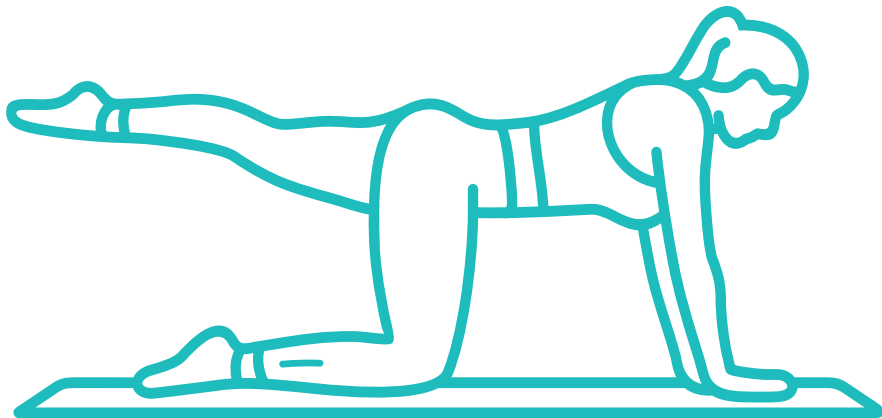
HIIT, Yoga, Aerobics, Triathalons

Never do HIIT without music! Music during HIIT boosts your clients' post-workout 'feelings'.³

Psychological Behaviour

During **yoga** and **pilates** participants prefer a moderate level of complexity in music (a simple rhythm).²⁵

Aerobics participants also prefer simple (not complex) music.²⁵



Triathletes! Music helps your pre-event routine¹⁴





IF YOU WANT TO

... Build Stamina

Encourage **10.7% longer** HIIT workouts simply by cranking high tempo music⁴

A switch from slow to fast tempo music helps when exercise levels plateau in the late stages of an exercise bout.¹⁷

14% increase in endurance if motivational, synchronised music is played.¹⁹

...Motivate and Please

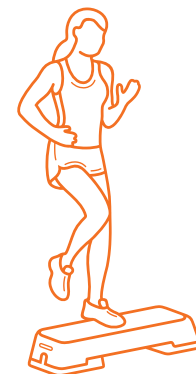
If a client prefers the music you've chosen, their motivation will jump and they'll notice their 'hard yakka' less.⁵

9 in 10 people agree music is important for their health and wellbeing⁹

9 in 10 people use music to relax⁹ – takes just 15 minutes⁹

8 in 10 people use music to make them happy⁹

Almost half the population use music to process sadness⁹ and 4 in 5 said **negative thoughts disappeared** with music⁹

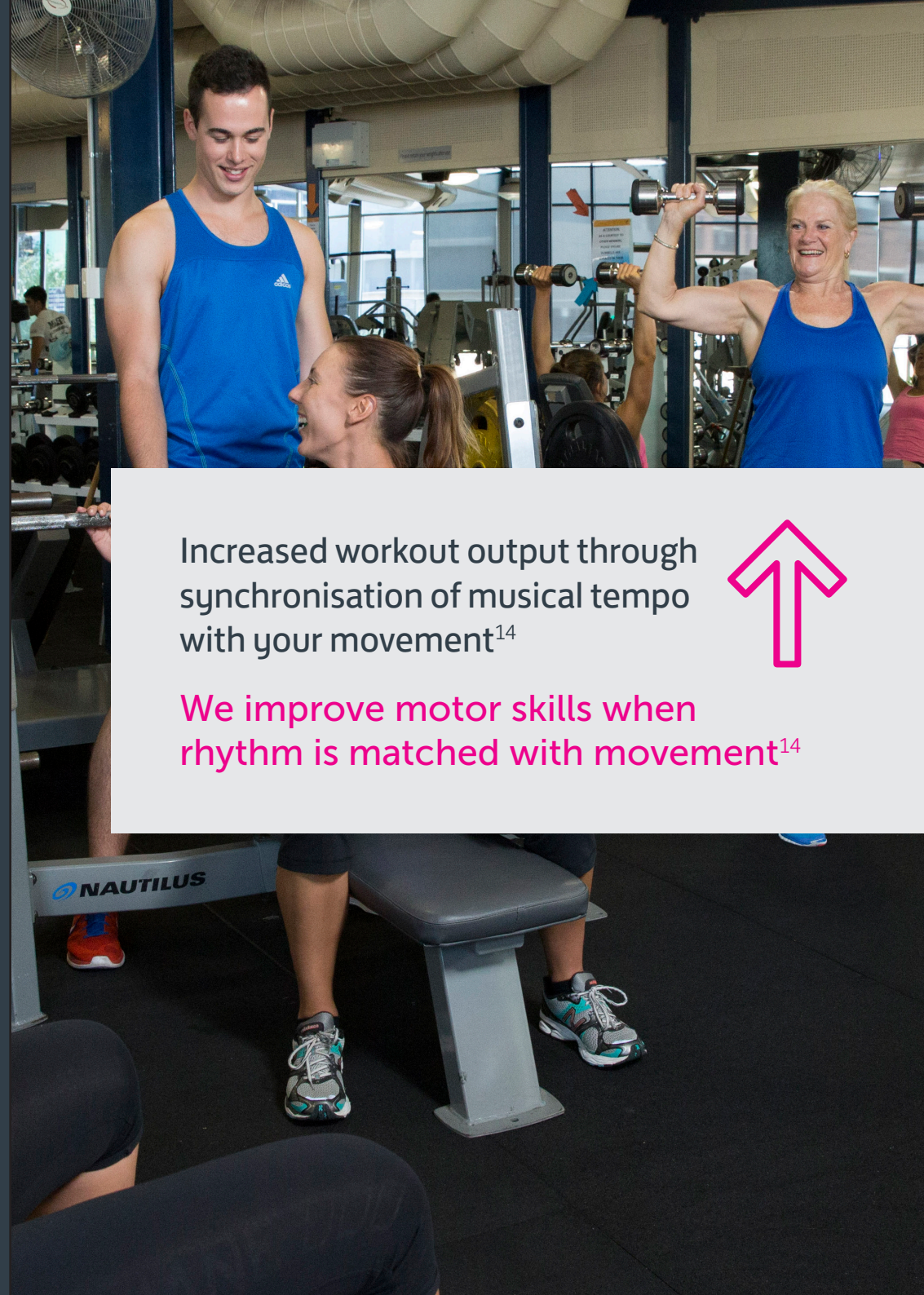
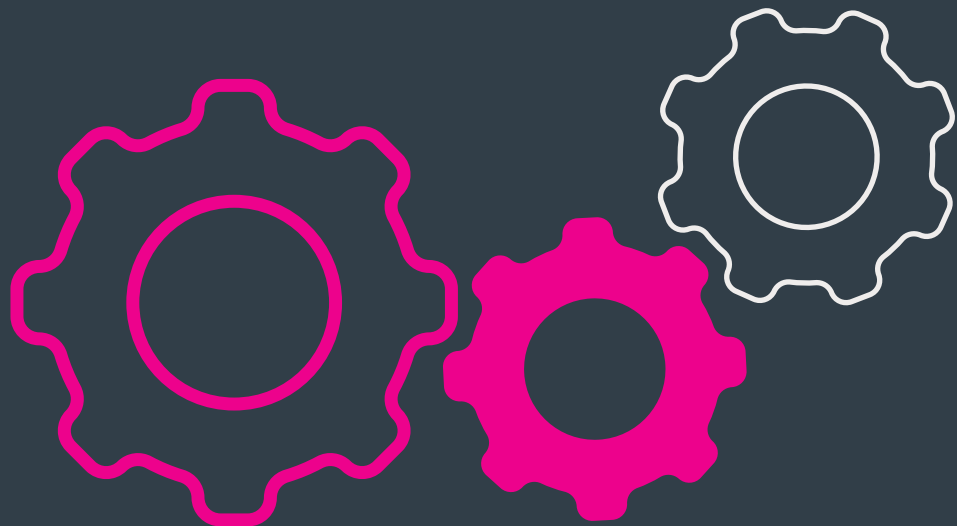


IF YOU WANT TO

...Build Coordination

Humans were made to synchronise movement to music!¹⁴

(Think rowing songs on Viking ships)



Increased workout output through synchronisation of musical tempo with your movement¹⁴



We improve motor skills when rhythm is matched with movement¹⁴

IF YOU WANT TO

...Build Teamwork & Skills

“Most great teams have a signature chant or song. For example, England rugby fans sing the rousing... Swing Low, Sweet Chariot. The recital of this hymn, whether in the stands or the players’ dressing room, serves to promote feelings of patriotism, unity and pride”¹²

With music, netball players have **30%** better shooting accuracy.¹⁶



Music helps footballers play better. Teams ‘raise their game’ (with more frequent and accurate passes) when they listen to the same tune at the same time.²⁷



1 in 3 use music to help concentration⁹



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