

WORKPLACE MUSIC & TELEPHONE ON HOLD MUSIC

Licensing Enquiries 1300 162 162 hello@onemusic.com.au onemusic.com.au February 2020

SIGN UP NOW



FOR • MUSIC AT SELECTED COMPANY EVENTS • MUSIC IN PRESENTATIONS • RECEPTION AREA MUSIC • BACK DOCK MUSIC • LUNCHROOM MUSIC • FACTORY FLOOR MUSIC • AFTER HOURS MESSAGES • MUSIC ON EXTERNAL TELEPHONE SYSTEMS • CHRISTMAS PARTIES • WORKPLACE SOCIALS & EVENTS • MUSIC AT EMPLOYEE WORKSTATIONS

Why do I need a **OneMusic** licence?

1 Shows your company respects and supports songwriters and recording artists, creators of Australian culture.

2 Permission. If you use copyright music within your workplace, Commonwealth legislation requires permission (a licence) from the creators of that music. You can read independent legal information at copyright.org.au.

3 The big one. You benefit by using music: keeping staff and clients engaged, patient and creating a better atmosphere.

In Australia music creators generally authorise two organisations to administer their rights and collect their royalties – APRA AMCOS (composers and music publishers) and PPCA (recording artists and record labels). A OneMusic licence bundles all those rights into one licence and further simplifies the process of gaining the required permission to use music. If you wanted to use our music, and you did not have this licence, you would, for example, need to deal directly with the composers, songwriters, music publishers, recording artists and record labels who own the rights in the music you wish to use.

What **music** can I use?

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.

Supporting Music Creators

Last year the bodies behind OneMusic paid a royalty to more than 1.4 million songs, and more than 50,000 local songwriters and recording artists.

Let's be honest: music creators have earned this money. They've earned it through the hard work it took to reach the stage of being a professional songwriter or recording artist and they've also earned it by putting thousands of hours into creating a product businesses want to use.

The economic importance of music



50% Less perceived wait time when music was played on hold. ⁽¹⁾



73% Of callers want to hear something other than beeps or silence. ⁽²⁾



89% Of people notice when you visibly promote your music licence. ⁽³⁾



75% Managers think that allowing staff to listen to music helps team working and bonding. ⁽⁴⁾



88% Office workers produce their most accurate test results when listening to music. ⁽⁵⁾



Factory workers (who were manufacturing blinds) felt a sense of community when music was played near the production line. ⁽⁶⁾

Where does the money go?

OneMusic distributes the fees it collects to APRA AMCOS and PPCA, the bodies behind the licensing initiative. After the deduction of administration and operational costs, all fees collected are distributed to members or licensors (according to a range of direct data from performers, sample data and other data sources for other uses of music). All fees quoted include GST.

Our fees include GST so 10% is paid to the Australian Tax Office as GST. Did you know OneMusic's licence fees are fully tax deductible?




OneMusic
AUSTRALIA

1. Workplace Music

Workplace Music covers the following uses of our music:

- Staff recreation and lunchroom areas
- Back docks and the factory floor
- Staff gyms and staff libraries
- Presentations (slide presentations such as PowerPoint and Prezi)
- Training sessions
- Office parties, Christmas parties, Friday drinks
- Selected company events
- Providing music to staff via speakers, radio and digitally etc
- Allowing staff to play music from their computers and their personal devices

How much does it cost per year?

\$2.00 per year for each FTE Employee	
Subject to a Minimum Annual Fee of \$220	
Includes:	
	Any number of devices for Workplace Music
	Digital Copy/Delivery for the purposes of playing Workplace Music
If applicable, Partial Rights Deduction minus 48.25% of total amount	
	Website Use \$550 per year

What do the terms in the above table mean?

FTE stands for the number of equivalent Full Time Equivalent employees. So if you have four part time workers working a 19 hour week each, this adds up to 76 hours (two 38 hour working weeks), or 2 FTE.

There are a number of music uses that require a licence that includes **Digital Copy/Delivery**.

Digital Copy/Delivery is required if you download or access our music for your business from a personal/non-commercial digital music service, such as Spotify. You should be aware that, just because you hold a licence to use our music in a commercial setting, doesn't mean that your digital music service provider allows you to use your personal account for your business. You should check with your service provider.

You will also need a licence from us that includes Digital Copy/Delivery if you make any physical or digital copies of our music (such as copying one CD to another, or copying a digital download file). By choosing Digital Copy/Delivery, you are entitled to copy up to 2,000 music tracks.

You do not need to include Digital Copy/Delivery in your licence if you are only playing our music from original CDs that you have bought (and not subsequently copied) or you're playing our music from a commercial background music service such as "Apple Music for Business" (a list of background music services is available here - backgroundmusicguide.com.au). Depending on your use of our music and the arrangements the background music service has with OneMusic Australia, you may not need to get a licence directly from OneMusic Australia. Your background music service provider may already include a OneMusic Australia licence as part of its service package. Check either with us or your commercial music supplier to confirm.

By **Partial Rights Deduction** we mean where we can apply a percentage saving on the full licence fee for the components of our music not in use in your business. For example you have commissioned ALL the music played at your workplace from a composer to create and record your music or they are not represented by PPCA.

Website Use provides you with the necessary additional cover if you use our music on your business' website. The music you use can only be played in the background of your website and is subject to a number of other limitations, which can be found in clause 2.2 of the Licence Agreement Terms and Conditions available at onemusic.com.au. These limitations mean that the music cannot itself generate any revenue, you must use between 10 and 15 different music tracks, you can't use more than one track of a particular artist or group (so the music doesn't give the appearance that the artist or group are endorsing your venue), you can only use legal copies when putting our music on your website and, finally, the music itself can't be interactive (where the user can choose and change the music they listen to).

2. Telephone on Hold

Telephone on Hold is our music when used on your on hold system, if you have one. The Telephone Hold Music licence scheme applies to our music when used on lines for external calls. If you are using our music in the phone system for internal calls (such as between staff on their office phone extensions or when dialling in for a meeting) the Workplace Music Use licence scheme page 2 applies.

How much does it cost per year?

Telephone on Hold Licence Fees are now capped at \$80,000 (including GST) per client per year (irrespective of the number of Locations you have licensed).

Caller Capacity	Telephone on Hold (Communication only)		Telephone on Hold (Communication and Reproduction)		Partial Rights Deduction
	Single Location (for 1 Location)	Multiple Locations (per Business)	Single Location (for 1 Location)	Multiple Locations (per Business)	
1 - 2	\$240	\$320	\$300	\$400	If applicable, Partial Rights Deduction minus 48.25% of total relevant amount
3 - 5	\$315	\$460	\$390	\$575	
6 - 10	\$470	\$710	\$590	\$890	
11 - 25	\$780	\$1,180	\$975	\$1,475	
26 - 50	\$1,480	\$2,340	\$1,850	\$2,920	
51 - 100	\$2,350	\$4,140	\$3,036	\$4,970	
101 - 200	\$4,700	\$8,600	\$5,640	\$10,320	
201 - 300	\$8,000	\$15,000	\$9,600	\$18,000	
301 - 400	\$10,320	\$20,000	\$12,380	\$24,000	
401 plus*	\$18 per additional line	\$30 per additional line	\$22 per additional line	\$36 per additional line	

What do the terms in the table above mean?

When we talk about **Caller Capacity Lines** we mean how many lines (playing music) you can place on hold at any one time at all retail product of service locations. If you have VOIP or a Cloud based telephone system, the concept applies to the number of simultaneous users across all locations.

Communication Only - you need this cover only when you have not made a copy of our music to use on your Telephone on Hold system. For example, your Telephone on Hold music is sourced directly from a purchased CD or an external agency has created and supplied your Telephone on Hold messaging.

Communication and Reproduction - many businesses now require this extra level of cover because they have made a copy of our music or are accessing our music from a digital music service. For example, you have copied our music from a CD onto a hard drive or made a copy of our music as a digital download. This also covers your business if you are using one of our existing recordings for a purpose for which it has never been licensed for, such as in the case of personal digital music streaming services like Spotify or Apple Music. Even with our licence, the use of these services by you in your business may be in breach of the terms and conditions of your end user agreement with that service.

For an explanation of **Partial Rights Deduction** see Workplace Music on page 2.

What cover do I need?

Step 1: Work out which **music use** category you fit into

- Does your telephone system use our music from a hard drive or other device? You will need to be licensed for communicating (playing) and *copying* that music.
- Does your telephone system use our music from a personal digital music service (streaming) or digital download service? You will need to be licensed for communicating (playing) and copying that music.
- Does your telephone system simply 're-transmit' a radio station (which includes talk back radio)? Then you do not need to be licensed for copying that music, just for communicating (playing) that music from the radio station.
- Does your telephone system simply play our music from a CD? Then you do not need to be licensed for copying that music, just for communicating (playing) that music from your CD.
- Does your telephone system only use music you have already licensed (for example your advertising jingle)? Then you do not need to be licensed for copying, just for communicating (playing) the advertising jingles, and may not need a licence for communicating (playing) if you have a direct licence with the songwriter, music publisher, artist and record label as required.

Step 2: Assess your Caller Capacity Lines

If you are a business with one location only and you have a traditional phone system, you simply calculate the maximum number of external calls your system can put on hold at any one time.

If you are a business with one location and you use VoIP or Cloud-based telephone system you simply apply your figure for the maximum number of simultaneous users that may be supported at any one time.

If you have multiple locations we make the same calculation across all your locations at any one time.

My telephone system has **in-built music**

Even if you use an on-hold service or the music that came with your telephone system, the onus is still on you to ensure that all our music played by your business is licensed... and listenable!

While many thousands of Australian businesses plug-and-play a new phone system and rarely meddle with (or are even aware of) the music their callers are listening to, we believe this "royalty-free" style of music – although not requiring a OneMusic licence – is not likely to achieve the *feel good* and *brand engagement* goals research proves is possible.

Speak to us about whether your telephone system is really covered for the music used (and no, Opus No 1 in the Cisco phone system does not need a licence from us).

I play **classical music** in my office that is **out of Copyright**, do I need a licence?

You might play a classical composition which was written in 1678 but recorded by Sydney Symphony Orchestra in 2004. While the musical score is long out of Copyright (this means it is in the Public Domain) the recording by the Orchestra in 2004 is IN COPYRIGHT and would need to be licensed. The licence fee would be deducted by 48.25% as only the copyright in the recording needs to be licensed in this example.

However, if the same composition was both re-arranged by a composer and re-recorded by the Sydney Symphony Orchestra in 2004, then you would need our full licence because the arrangement constitutes a *new work*.

Deductions & Payments

We believe in a fair go and offer some common-sense concessions which may apply to your licence fees. Because a OneMusic Australia licence now covers the use of both the APRA Works & AMCOS Works (the written songs) and the PPCA Sound Recordings (the recorded music), we now offer a deduction on your licence fees where applicable when you tell us that your business doesn't actually need both of those rights for all of your music needs. It might be that you already have a licence to use sound recordings in your workplace music from a source other than PPCA, for instance a record company directly. Similarly, you may not be using songs owned by APRA AMCOS for your telephone on hold because your business uses a legitimate 'royalty free' music source. In these cases you may be eligible for a Partial Rights Deduction, which will be applied by us to your licence fees when you make the proper declaration either in your licence agreement or on the OneMusic Australia licensing portal.

How were the **rates set** and will they **change**?

If you are interested in how the rates for this sector were set, please visit onemusic.com.au/consultation

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

Rates include 10% GST. The GST-exclusive component of the rates set out in the tables above will all be increased by CPI on 1 July of each Licence Year in accordance with clause 4.3 of the Terms and Conditions unless there are phase-in rates.

Do I have to go through **OneMusic** to play music in my business?

The OneMusic licence provides the easiest and most cost effective way to access the world's repertoire of music. There are other options, which may include direct licensing arrangements with copyright owners or solely using music outside the OneMusic repertoire.

If you make a direct arrangement for only your sound recording use or only your musical work use, contact OneMusic Australia so we can adjust your licence fee, as applicable.

Feedback

Comments and feedback on your licence agreement or the information guides can be sent to us at hello@onemusic.com.au

Complaints

If you are not satisfied or have an issue with the manner or standard of your interactions with OneMusic Australia you can review our [complaints procedure here](#) and if you wish to proceed with a complaint you can send it to this address complaints@onemusic.com.au

Disputes

If you do not agree with how we apply a licence to your business - you disagree about the licence agreement OneMusic Australia has asked you to enter into, our rates or how your licence fees have been calculated - you can:

- send details directly to us at disputes@onemusic.com.au or 16 Mountain Street, Ultimo, NSW 2007; or
- lodge it directly with our independent third party Alternative Dispute Resolution facilitator, [Resolution Pathways](#).

More information this process and how to lodge a dispute is available at [complaints and dispute resolution](#) on our website.

If you were licensed with PPCA and APRA AMCOS before OneMusic Australia and you consider your annual fee has seen an unexpected increase under the new OneMusic Australia scheme, please contact us on 1300 162 162 or hello@onemusic.com.au

If you want to know more about the differences between a "Complaint" and a "Dispute", please see [complaints and dispute resolution](#) on our website.

1. AT&T Study. Customers left on hold for 30 seconds without any music thought the wait was 90 seconds long, while customers who listened to music for the same duration thought the wait was only 15 seconds long.

2. A survey of more than 2,000 UK consumers commissioned by audio branding specialist PHMG revealed 70% of consumers are put on hold for more than 50% of their calls.

3. Swedish research showed only 11 per cent of people felt it of 'no importance' that musicians get paid for music that is played in a business they visit, leaving 89% who do care. The importance of music for business. STIM, SAMI and Heartbeats International.

4. According to surveys by VisionCritical in April 2012 and DJS Research in June 2013. Further information on these sources is available here: www.musicworksforyou.com/research/business-sectors/32-the-workplace

5. The research, undertaken by Mindlab International, was commissioned by MusicWorks, a joint initiative of PRS for Music and PPL, the organisations that between them, represent the rights of thousands of composers, performers, publishers and record companies in the UK.

6. Fox, J, Embrey, E. *Music - an aid to productivity*. Applied Ergonomics. 1972.

Examples:

The licence fees in these examples apply for licences taken out between 1 July 2019 and 30 June 2020.

Whoppers Sweet Factory, four Locations



Workplace Music via radio which is audible throughout the factories employing 120 Full Time Equivalent (FTE) employees \$2 x 120 FTE = \$240



Workplace music via a television in the staff lunch rooms, included above



Annual staff and family picnic with a live musician paid \$500 (well under the \$4,000 live artist performer fee), included above



A total of 32 phone lines across all four factories with radio station playing as Telephone on Hold = \$2,340
Total annual licence fee \$2,580 (less than \$10 a day)

Brains Trust Ad Agency



Workplace music via staff mobiles playing streamed music on headphones. 23 Full Time Equivalent (FTE) employees \$2 x 23 FTE = \$220 minimum applies



Music and motivational videos in the conference room, included above



Monthly staff drinks with DJ paid \$200 an event (well under the \$4,000 live artist performer fee), included above



One caller capacity line with Spotify connected as Telephone on Hold music \$300



Website Music use \$550

Total annual licence fee \$1,070 (less than \$3 a day)

AB Real Estate



Two caller capacity lines playing streamed music to clients as Telephone on Hold \$300 (less than \$1 a day)

No other workplace music for the FTE staff of 6

APRA AMCOS is the trading name of APRA (Australasian Performing Right Association) and AMCOS (Australasian Mechanical Copyright Owners Society). APRA AMCOS grants licences for the live performance, broadcast, communication, public playing and reproduction of its members' musical works. APRA AMCOS then distributes the net licence fees collected to its 100,000+ songwriter, composer and music publisher members and affiliated societies worldwide.

PPCA (Phonographic Performance Company of Australia Ltd) grants licences for the broadcast, communication or public playing of recorded music (such as CDs, records and digital downloads or streams) and music videos. PPCA then distributes the net licence fees collected to its licensors (generally record labels) and registered recording artists.

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