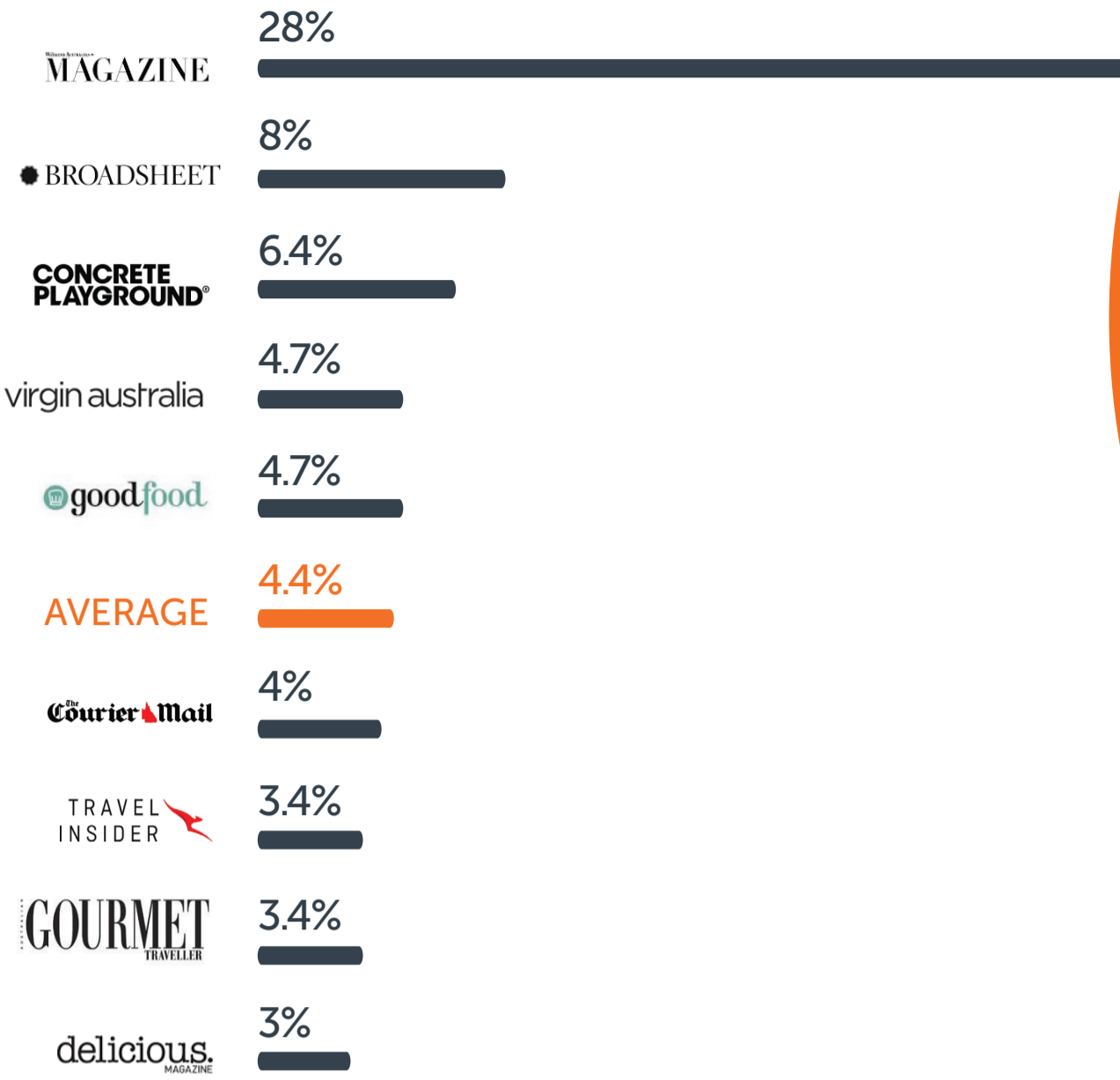


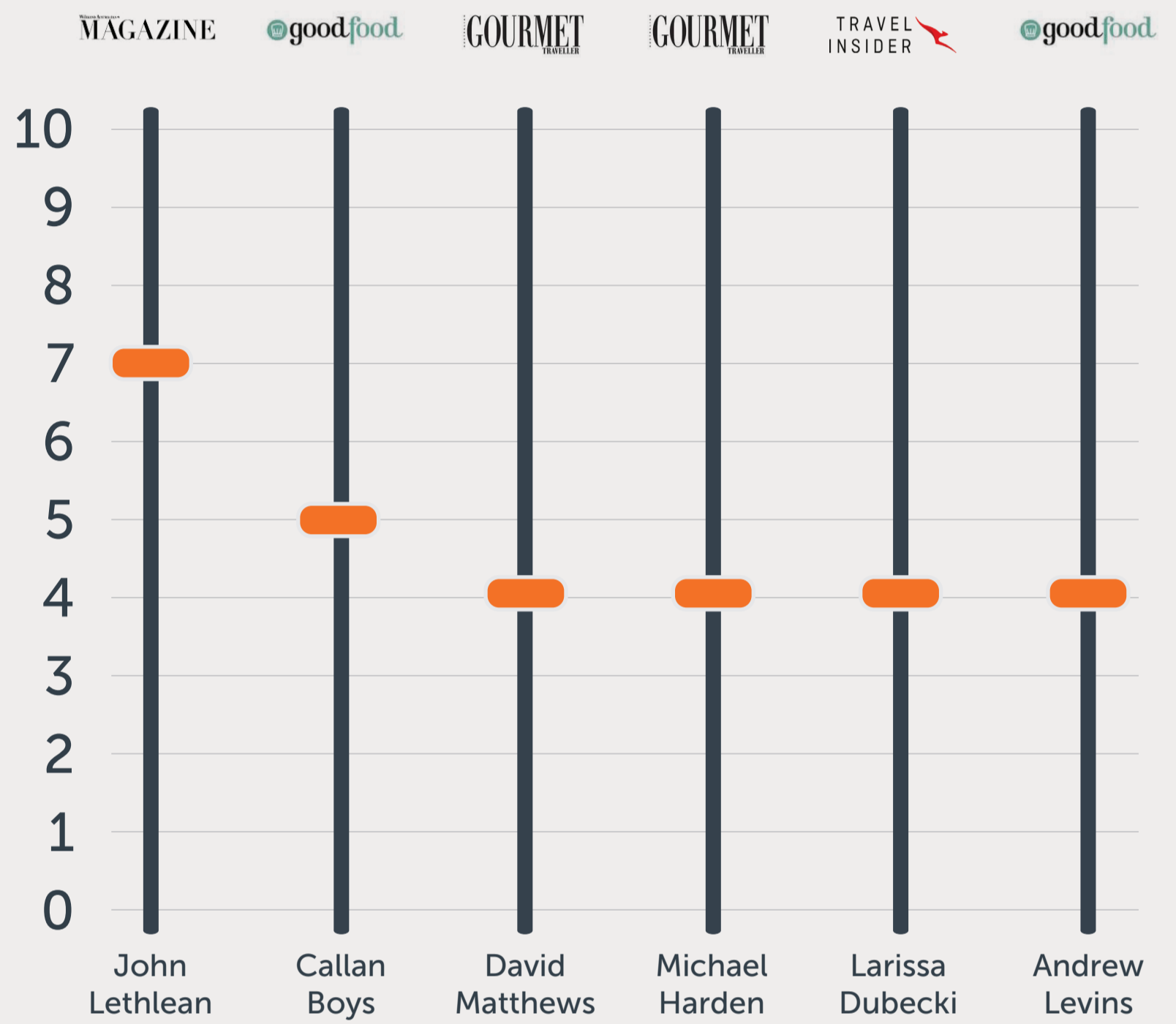
OFF THE RECORD: RESTAURANT CRITICS IGNORE THE MUSIC

Percentage of restaurant reviews referencing the **music**

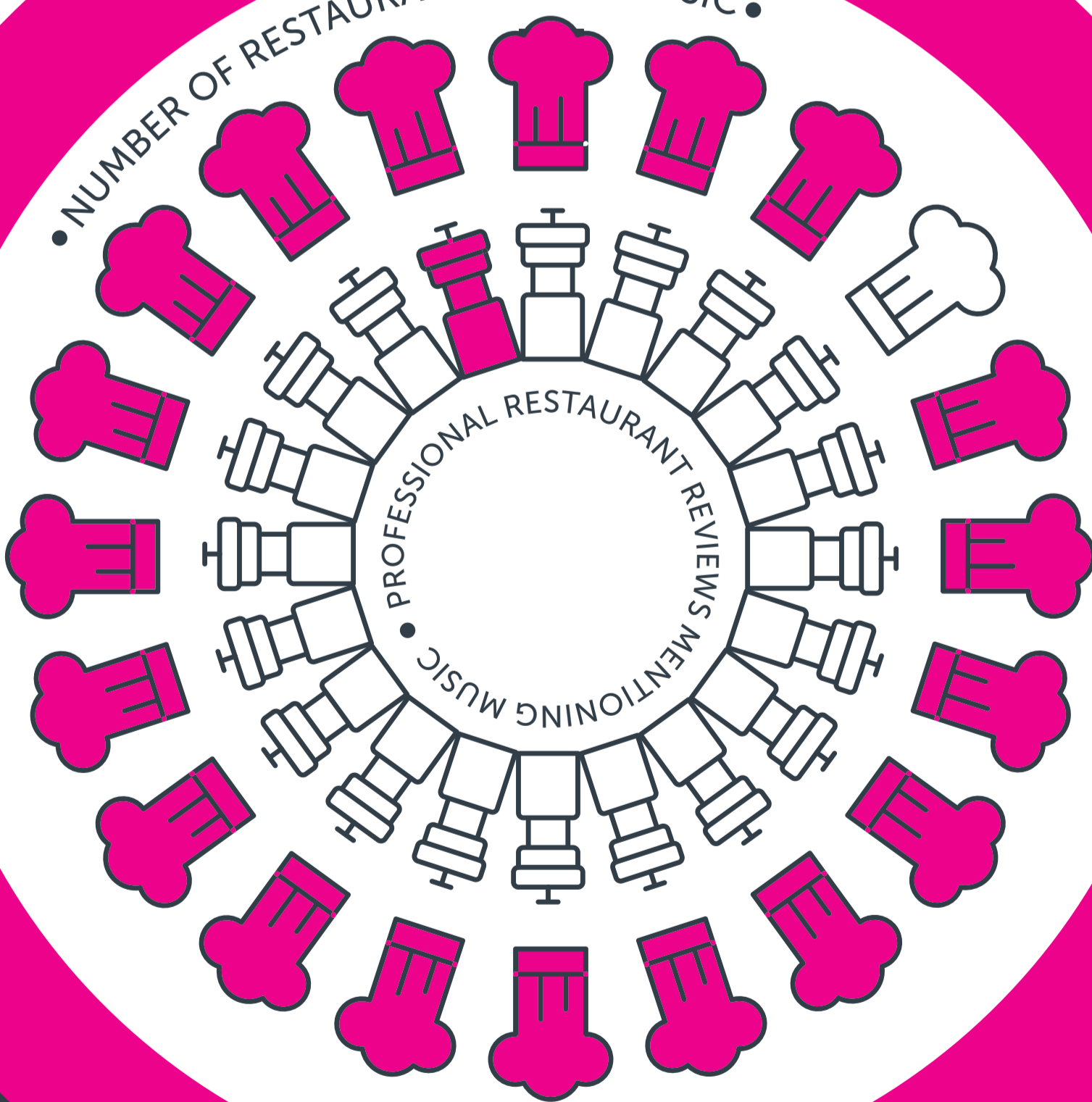


• CHART TOPPERS •

80%
restaurants getting the music mix wrong**



• NUMBER OF RESTAURANTS WITH MUSIC •



\$4,119,581
restaurants contribute to music royalty fees annually in Australia*

0 ...the number of online consumer review sites that offer a 'music' score

OneMusic
AUSTRALIA

** Uncovering a musical myth. A survey on music's impact in public spaces. Heartbeats International for Stim and SAMI, the Swedish counterparts of OneMusic Australia. 2011. To the question 'how well do businesses choose music to create a positive atmosphere/experience?' only 20% of those surveyed noted 'well or very well'

*reference is \$4,790,211.79 income from an average of 6,585 dining venues under license for their music use from OneMusic Australia and applying an average 14% administration fee