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SOCAN PAYS THE OWNERS OF THE MUSIC

SOCAN (Society of Composers, Authors and Music Publishers of Canada) stands for the rights of music creators and their publishers — in Canada and around the world. We sell music users access to virtually the world’s entire repertoire of copyright-protected music for public performance or the communication to the public by telecommunication on behalf of our members and members of affiliated international performing rights organizations. In turn, we distribute the royalties to the entitled creators and publishers. And we do it efficiently. In fact, more than 80% of total SOCAN revenue from fees collected goes straight into members’ pockets.

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The profitability of music in business and why it’s absolutely worth the cost of using it.

HARD PROOF OF THE VALUE

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1. The Effect on Perceived Atmosphere and Purchase Intentions in a Restaurant
   Dr. Stephanie Wilson – June 2000
2. Atmospheric Effects on Shopping Behavior A Review of the Experimental Evidence
   L.W. Tetreau, Ronald E. Milman
3. Suzanne Wintrob – Canadian Retailer 01/04/01
   Journal of Applied Psychology, 84, 271-276
   Adrian C. North, David L. Hargreaves, and Jennifer McCandlish (1999)
5. Musique d‘ambiance – HRI magazine (Hotels - Restaurants - Institutions)
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what’s right for music
la musique a ses droits
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Music can set the tone for an entire establishment. Think of a minimally decorated restaurant with average food and prices. Now think of it with cool jazz playing. The entire experience instantly becomes much richer. And so can the restaurateur.

In the early 80’s, researcher Ronald Milliman found that a fast tempo caused diners to finish faster (45 minutes vs. 56) but with a medium tempo, diners ordered 3.04 more drinks. In 1999, Montreal-based real estate firm, Ivanhoe CDP Group, commissioned a study in Quebec that found slower music caused mall shoppers to linger longer and pay more attention to merchandise and advertisements. Volkswagen reports that since vw.com added music to its site, the average visitor stay has increased by five minutes. West Coast grocer Overwaitea varies music throughout the day in its chains to ease the stress of shopping and make the experience more enjoyable. Brad Trumble of DMX, Overwaitea’s music supplier, even notes positive effects on staff satisfaction and turnover.

Overall, one thing seems obvious – for almost any business, music pays.

ON PRODUCT-SPECIFIC MUSIC: The Ottawa Citizen wrote that London, England supermarkets are working on “sound umbrellas” to beam product-specific music to the area around certain foods and products. It’s star music for curries and brass band music for German wines. In a Finnish study, Dr. Adrian North of Leicester University observed that when accordion music was played near French wines, they outsold German wines five-to-one. The reverse experiment resulted in German wines outselling French two-to-one.

ON PERCEIVED VALUE: In one experiment, the maximum price restaurant patrons were prepared to spend with no music rose nearly 15% when EasyListening music was played, and more than 27% when the music selection was jazz.

ON TYPES OF MUSIC: Some businesses, such as hotels, may play music as much as 17 hours per day. It is now possible to deliver custom music mixes via satellite dish to individual clients, even adjusting the music type several times for different customer bases during different day-parts.

Music is that powerful. One of humanity’s oldest forms of expression, it has long been used to evoke love, pride, celebration, joy, triumph and other emotions. Music has been shown to affect animals and, some insist, even plants. On a more commercial note, music has been clearly proven to:

- increase the pace of shopping;
- pre-dispose shoppers to buy;
- create willingness to stay longer at bars and restaurants, and order more;
- reduce impatience while waiting for service;
- and even raise the price patrons expect to pay.
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