

Music On Hold

Licensing Music-On-Hold for Your Business

You already know the benefits of providing Music-On-Hold for your callers. What you may not know are the legal issues involved with using music. Whenever music is *performed* for the general public by a business, performance royalties are to be paid to the copyright owners of the music. This is mandated by U.S. Copyright Law. *Performed*, as used in this context, means anytime the music is played (made audible) to the general public, either as a recording or as a live performance by musicians. Since your business caters to the general public, when you provide Music-On-Hold you are performing that music for your callers.

When performing music for the general public, the copyright holders are entitled to what is known as performance royalties. The copyright holder is the music publisher or composer. Most music publishers and composers become members of performance rights organizations (PRO). In the USA, the PROs are ASCAP, BMI and SESAC. The PROs handle the task of collecting performance royalties on behalf of their members.

However, PROs do allow their members to issue a "Direct License". With a Direct License, the copyright owner licenses their performance rights directly to the end user. Therefore, there are no performance royalties to be collected (No ASCAP, BMI or SESAC).

We include a Direct License with your purchase, and our music has been Pre-cleared with BMI and ASCAP for Music-On-Hold.

Using Radio or Retail CDs for Music-On-Hold

When you buy a music CD from a retail store, you get a *license for personal use only*. You can play this CD for yourself and friends for noncommercial entertainment. The same applies to your local radio or TV station. But, the moment you use either one of these as part of your business, you are *performing* that music for the general public. Performance royalties must be paid.

Radio will broadcast music written by composers from all three PROs. Therefore, you will need a license from all three. For Music-On-Hold, the PROs usually provide a yearly blanket license covering all titles composed by their members. This fee is based on certain criteria and ranges from a few hundred to several thousand dollars per year. When considering radio, you also need to ask yourself this question. Do you really want your callers listening to advertisements from your competitors while they wait on hold for you?

If you want to record your own voice message along with the music on a CD, you will need both a "Master Use" and a "Synchronization" License in addition to your licenses with the PROs. The Master Use license grants the right to rerecord your messages with the *master recording* (the final recording released to the general public on CD and radio). The recording itself has a copyright, which is usually owned by the recording label. The Synchronization License is needed to re-record the *composition* with your message, and is owned by the music publisher or composer. You will need written permission (a license) from both of these copyright holders.

We include the Master Use and Synchronization Licenses with your purchase. (We own all the copyrights, so ALL the licenses you need are included.)

Subscribing to a Music-On-Hold Service

Another alternative is to contract with a service that provides Music-On-Hold for monthly fees. These services offer large amounts of music. Some offer equipment for free, sale or lease. Most take care of the PROs for you. Some require computer equipment or software to track when and how often songs play.

*No Monthly Fees or special equipment needed with our Music-On-Hold.
You pay a one-time buyout price -- Good for the life of your business.*

What Small to Medium Sized Businesses Need in Music-On-Hold

Let's face it, you really don't care about all this music licensing stuff. All you want to do is have Music-On-Hold for your callers. You want a simple solution. One where you can use any standard CD player or computer sound out jack and a couple of wires from your local Radio Shack. Then plug it into the Music-On-Hold (MOH) jack in your phone system, turn on the music and play it for your callers.

What We Offer- One Time Buyout License - No Additional Fees

We offer an alternative to paying monthly and yearly fees to have Music-On-Hold for your business. Your **one time license fee** includes the right to use our Music-On-Hold for life, Master Use rights and ALL performance rights (no ASCAP or BMI).

- No monthly fees, contracts or subscriptions.
- No yearly fees to ASCAP, BMI or SESAC.
- No special equipment to buy or install.
- Pay for it once, use it for the life of your business.
- Wide variety of styles and tempos.
- Music license includes performance rights.
- 30 Day Money Back Guarantee.

Cost Comparison

This chart compares fees associated with different options. "Radio" indicates approximate minimum yearly fees paid to ASCAP, BMI and SESAC. Since these fees are based on several factors, this figure could actually be several times higher. Music Service is based on an average monthly fee of \$125.00. Our music (Biz Music On Hold) is a one-time, all inclusive, license fee.

Totals Paid over Time	Total for 1 Year	Total for 5 Years	Total for 10 years
Radio: With PRO Fees	\$500	\$2500	\$5000
Subscription Service Fees	\$1500	\$7500	\$15000
<i>Biz Music On Hold (Download)</i>	<i>\$29.95</i>	<i>\$29.95</i>	<i>\$29.95</i>

Conclusion

Most small to medium sized businesses will benefit from a service like Biz Music On Hold. You want music suitable for your callers. You probably don't want to pay yearly or monthly fees, nor spend your time negotiating music contracts. You simply want a solution where you can buy it, play it for your callers, and get back to *your* business. **We include all the licenses you need to play Music-On-Hold for your callers in the purchase price.** With Biz Music On Hold, you can provide Music-On-Hold for your callers without having to learn the music business first. If you have any questions, or suggestions for this report, please feel free to use one of the contact methods below. Thank you from Biz Music On Hold!

Contact Information

Biz Music On Hold is brought to you by Instant Access Music. Instant Access Music is located in "Music City USA" also known as Nashville, Tennessee. You can mail us on Nashville's world famous Music Row at the address below.

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