

CLUBMUSIC Frequently Asked Questions

CONTENT

1. Q: Which genres are available and how would you describe them?

A: The following list details which genres are available

- a. **Easy Pop (Classics)** – mid-tempo, familiar, middle of the road 70s and 80s
 - Bee Gees, Marvin Gaye, Steely Dan, Joe Cocker
- b. **Easy Pop (Contemporary)** – mid-tempo, familiar, middle of the road 90s and 00s
 - Amy Winehouse, Jack Johnson, Nelly Furtado
- c. **New Releases** – upbeat, familiar, last 4yrs
 - Rihanna, Black Eyed Peas, Fall Out Boy, Lady Gaga
- d. **Party Classics** – upbeat, all-time favourites, 60s 70s and 80s
 - Kool & The Gang, Stevie Wonder. INXS, Cameo
- e. **Crooners** – Nostalgia (vocal jazz)
 - Nina Simone, Sammy Davis Jnr, Sarah Vaughan, Ella Fitzgerald
- f. **Café Lounge** – ambient, non-intrusive café del mar chill/ minimal vocals
 - Black Mighty Orchestra, Bossa Nostra
- g. **Irish** – mix of new release and/ or folk
 - The Chieftains, The Cranberries, U2, The Dubliners

2. Q: Can I listen to them before I sign on?

A: Yes. Sample music compilations are available to listen to on the Clubmusic website.

3. Q: Can I specifically pick the tracks I want?

A: Music is selected as a genre library, according to a particular style brief eg. Easy listening classics/ party classics. If there are tracks that you believe are not suited to your venue, they can be skipped or ghosted so that the system doesn't play that song again. The music is provided as a library and has been carefully programmed according to demographic and socio-economic research.

4. Q: How much music is available and when will it be available?

A:

- a. 100 tracks per genre (or maximum available) by 1st week December '09
- b. 200 tracks per genre (or maximum available) by 1st week January '10
- c. 300 tracks per genre (or maximum available) by 1st week February '10
- d. Update frequency from first week of March 2010
 - i. Easy Pop (Classics) – every 4 months (every 2 months there will be an Easy Pop release which alternates between classic and contemporary)
 - ii. Easy Pop (Contemporary) – every 4 months (every 2 months there will be an Easy Pop release which alternates between classic and contemporary)
 - iii. New Releases – monthly
 - iv. Party Classics – every 6 months
 - v. Crooners – every 6 months
 - vi. Café Lounge – monthly
 - vii. Irish – yearly

5. Q: How much music will I get with my service?

A: Depending on your service agreement

- i. **Option 1 – CD Service** – you can get multiples of 5packs to begin with and then subscribe to receive 1 CD each month automatically. Each CD contains between 15 and 20 tracks.
- ii. **Option 2 – JRiver Software Service** – 400 tracks in Dec 2009, another 400 in January 2010, another 400 in February 2010. From there normal update rates per genre chosen will apply eg New Release genre 15 to 20 tracks per month.
- iii. **Option 3 – Audio Play S Service** - 400 tracks in Dec 2009, another 400 in January 2010, another 400 in February 2010. From there normal update rates per genre chosen will apply eg New Release genre 15 to 20 tracks per month.
- iv. **Option 4 – MediaStream Service** - 400 tracks in Dec 2009, another 400 in January 2010, another 400 in February 2010. From there normal update rates per genre chosen will apply eg New Release genre 15 to 20 tracks per month.

6. Q: Are these original artist recordings or muzak versions of songs?

A: These are all original artist recordings.

LICENSING

1. Q: Does this mean I don't have to pay PPCA anything at all?

A: Not necessarily. This covers your eating areas and some spillage from the speakers in those areas to surrounding areas. This does not cover the entire club. The easiest way to think of it is to say that these options replace your Tariff R category licensing fee from PPCA. Your other Tariffs payable to PPCA are unaffected.

2. Q: Do I still have to pay APRA?

A: Yes. These options do not replace your APRA commitments, just your PPCA Tariff R category fee.

3. Q: How do I know how much to pay for my Public Performance Licensing?

A: By the size of eating area (rates are per annum)
Up to 150sqm = \$70 150-300sqm = \$140 >300sqm = \$210

OPTIONS DESCRIPTION

1. Q: How does each option work? And how does it work with my current system?

A: Each Option is explained below:

1. Option 1 – CDs

- There is an initial library sold in multiples of 5 discs. Each 5 pack will give you around 5 hours of music. \$125 per 5 pack.
- Supplementary CDs can be purchased at \$30 per disc.
- You can also purchase subscriptions of 1 or more CDs per month \$324 per 1 disc 12mth subscription.

2. Option 2 – JRiver – Online Software Application (software and content – no hardware)

- SBA Music will load software onto your existing PC remotely (via internet) which manages your music content, much like a commercially sophisticated iTunes which is capable of basic dayparting or scheduling (automatically switching music genres once or twice during the day at specified times).
- The software will then be populated with music files – a start-up library (see Content Q4).
- Each month SBA Music will remotely load more music onto your system (see Content Q4).
- The JRiver system is priced at \$65 per month with no other establishment fees other than the Public Performance Licensing Fee which is separate.
- The JRiver option is a 24mth agreement.
- The minimum requirements of JRiver include:
 - There must be an on-premise computer which is dedicated to music playback only
 - This computer must be owned by the establishment due to licensing requirements of the software.
 - This same computer must have reliable connection to the internet at all times (24hrs/ 7 days) for music downloads, software upgrades and troubleshooting.
 - There must be at least 2GB downloads available monthly to cover the music content delivery.
 - SBA Music assumes no responsibility for replacement or servicing of on-premise hardware.
 - Minimum technical specs for the on-premise computer are:
 - Pent IV processor
 - 256MB RAM
 - 40GB free HDD space
 - Internal Soundcard
 - Windows XP (Professional Service Pack 3)

3. Option 3 – AudioPlay S – On Premise Music Management System (hardware, software, and content updates)

- SBA will provide you with a box called an AudioPlay S which plays digital music files (think: sophisticated commercial iPod with more memory capacity).
- This machine will be loaded with a starter library of music tracks to begin with (see Content Q4).
- Each month SBA Music will send you an Update Disc which loads more content onto the player (see Content Q4).
- To load the disc, simply follow the instructions printed with the disc.
- The AudioPlay S is priced at \$100 per month with no further fees other than delivery and the Public Performance Licensing Fee (which is separate)
- This Option is a 24mth agreement.

4. Option 4 – MediaStream – Online Music Management System (hardware, software and content updates)

- SBA Music will provide you with a box called MediaStream which plays digital music files (think: sophisticated commercial iPod with more memory capacity) and has the ability to daypart or schedule (automatically switching music genres during the day at specified times).
- This machine will be loaded with a starter library of music tracks to begin with (see Content Q4).
- Each month SBA Music will remotely load more music onto your system (see Content Q4).
- The Mediastream is priced at \$110 per month with no further fees other than delivery and the Public Performance Licensing Fee (which is separate).
- This Option is a 24mth agreement.
- The minimum requirements for MediaStream include:
 - A reliable connection to the internet (via Ethernet connection RJ45) at all times (24hrs/ 7 days) for music downloads, software upgrades and troubleshooting.
 - There must be at least 2GB downloads available monthly to cover the music content delivery.

SERVICE (AGREEMENT) INCLUSIONS

1. Q: What is covered in my service agreement with SBA Music?

A:

- Hardware and Software Support (where applicable)
- Public Performance Licensing
- Music updates
- Customer service support/ technical troubleshooting assistance
- Ongoing replacement warranty with hardware or software where the hardware or software becomes faulty or wears with age. (Hardware warranty does not cover hardware which is not provided by SBA Music)