



# Music & Messaging

## The Premier Custom Music Suite

*PlayNetwork's Premier Custom Music Suite service provides businesses with a premium level of customization for the musical selections heard in a business environment.*

### The Ultimate in Custom Music

Retail, hospitality, banking, health and fitness, and many more businesses have realized the value of creating an experience and a connection their customers will appreciate and remember. For that experience to be unique, distinctive and perfectly tailored to your business, you want PlayNetwork managing your music program.

The PlayNetwork Premier Custom Music Suite service provides a completely hands-on custom programming relationship between a dedicated professional PlayNetwork music programmer and the staff that work to achieve the best customer experience. Being able to work each month with PlayNetwork's professional music programmers helps you define the unique soundtrack of your brand and select exactly the right set of musical elements to be programmed in an artful way for use in specific business settings.



*PlayNetwork's music programmers blend and customize music mixes to create branded music programs for each business environment.*

### All the Right Music at the Right Time

With PlayNetwork's Premier Custom Music Suite, each brand receives constant and careful attention to match music with the emotive and psychographic characteristics of the brand and your target audience. PlayNetwork has access to millions of original artist tracks from all the major music labels and thousands of independent artists and labels — which amounts to the largest selection of digital rights managed music available for public performance. This means you can have the most progressive custom music programming experience every day, all over the world.

PlayNetwork keeps track of the music programmed for each client so each business location is sure to have fresh, targeted selections. Your Master Profile Suite will be loaded onto a state-of-the-art digital playback device, the PlayNetwork Combo™ C400 player, which enables you to receive continual music updates via CD-ROM or via an Internet connection.

### Create Your Unique and Distinctive Sound

Please consult with your Sales Representative for assistance in creating your Master Profile.

### PlayNetwork Business Mix Suites Fees and Terms:

- Opening Music Library: Up to 60 Hours of customized music
- Update: CD-ROM (up to 20 hours per disc) or network connection
- Public Performance and Royalties: PlayNetwork administers and pays all royalty fees