



Businesses using music "Licensed to Play" with SOCAN program

Imagine a restaurant or bar that actually chooses *not* to play music. Now you'll have to imagine that same bar or restaurant with a lot less customers. That's how important music can be in drawing consumers in to any type of business...and keeping them there.

Research shows that approximately 75 percent of Canadian business owners confirm that playing music is important to their customers' overall experience, and more than half of them know that the music they play gives their business an advantage.

More than 30,000 SOCAN licensed bars and restaurants -- and various other retail establishments across Canada -- are demonstrating their support for songwriters and music publishers by displaying SOCAN's "Licensed to Play" sticker on the window or door of their establishment.

"For too long, we've seen our music users and our music creators as two separate entities," says Jennifer Brown, SOCAN's Vice President of Licensing. "Both need each other, and the Licensed to Play program -- especially the window sticker -- is a fun way to unite them. By displaying the Licensed to Play sticker proudly, businesses affirm that they are putting music to work ethically and legally."

SOCAN encourages all the businesses that have a music license to show their support for music creators by displaying the Licensed to Play graphic on the door and window of their establishment-s.

By keeping up-to-date with a license to play music, businesses help to ensure that Canada's songwriters, composers and music publishers are fairly compensated for their hard work and extraordinary talent.

To learn more and become Licensed to Play, visit socan.ca.

Interested in hearing more from us? Visit socanmagazine.ca for news and updates about SOCAN licensees, members and the music industry.

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