

Music on Hold

The Performing Right
Society



Sound Advice



Have you ever considered the time that your customers may spend on the telephone trying to get through to you? Whether you have a small telephone system or an elaborate switchboard, telephone music on hold can benefit your business.

In 1999, Dr Adrian North (Music Psychologist, University of Leicester) investigated the effects of music within the workplace. Research revealed that:

- Callers prefer music to silence
- Callers are likely to hold for 20% longer when music is played

[A North, D Hargreaves, J McKendrick \(1999\) - Music and On Hold Waiting Time](#)

What does this mean? If your customers are likely to hold for up to 20% longer then this will mean the risk of abandoned calls is lessened. The more customers that speak to your company means the volume of potential sales is increased and customer relations are improved.

Not only does playing music on your telephone system keep your customers holding for longer but Dr Adrian North also showed that music is a powerful tool when projecting an image of your company. Playing up-beat, contemporary music can suggest that your company is vibrant and modern whereas playing no music, only voice messages, can be perceived as aggressive.

[A North, D Hargreaves, J McKendrick \(1999\) - Music and On Hold Waiting Time](#)

Why do I need a PRS Music Licence?

If you perform copyright music on your telephone system, it is classed as a public performance and to lawfully do so you require the permission of the copyright owner for every piece of music being performed.

The Performing Right Society (PRS) makes it easy to obtain the necessary permission by issuing PRS Music Licences. A PRS Music Licence allows you to lawfully play a vast repertoire of over five million songs, written and published by our members and those of our affiliated societies throughout the world.



What happens if I don't purchase a PRS Music Licence?

PRS will take all reasonable steps to ensure that you are fully aware of your legal obligations and allow you time to obtain a licence. However, if you continue to perform copyright music and fail or refuse to obtain a PRS Music Licence this may lead to the copyright owner taking legal action against you for copyright infringement and you may become liable to pay damages and costs.

Price Guide (1st January 2006 – 31st December 2006)

This price guide will give you an indication of the annual cost of a PRS Music Licence. All prices are quoted before VAT and are taken from the full published tariff, a copy of which is available on request.

Don't forget that using music is prohibited without the copyright owner's permission. A PRS Music Licence allows you to use music lawfully on your telephone system.

If you require any assistance or wish to apply for a licence call 0800 068 48 28

* If a licence is not applied for prior to the use of music then a 'higher' royalty, which is calculated as 50% higher than the standard royalty, may be applied. Please note that there is a separate tariff covering music in the workplace (including music in work areas and music in rest areas) – details available on request.

Up to 45 external lines with music on hold

	Annual Higher* Royalty	Annual Standard Royalty
Up to 5 lines	£137.03	£91.35
6-15 lines	£182.76	£121.84
16-30 lines	£228.48	£152.32
31-45 lines	£274.17	£182.78
46 or more external lines with music on hold		
A charge for each line of	£4.67	£3.11
Plus an annual standing charge of	£94.50	£63.00

Example: an annual standard royalty charge for 50 lines with music on hold would be:

(50 lines x £3.11) + £63.00 annual standing charge = £218.50 (before VAT)



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For advice on obtaining a PRS Music Licence
Call free on: 0800 068 48 28
Email: musiclicence@prs.co.uk
Or visit www.prs.co.uk/musiclicence

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