

Hitting the right note with retailers

A new app-based music subscription service for retailers, storePlay, is being touted as the world's first app-based provision of music playlists for retailers and other commercial premises, allowing businesses to download 100 per cent legal and tailored music for their stores. The storePlay service allows retailers to choose the music that best suits their customers. Businesses can subscribe to any combination of eight playlists, which cover styles such as pop, dance, hip-hop, and easy listening.

Subscribers will receive three hours of new music every month for each playlist they subscribe to. For retailers with more than 10 sites, storePlay offers a customised playlist.

In addition to providing music, storePlay can also manage the complicated licensing and public performance fees on behalf of its clients. Penalties apply to any business that plays music without the appropriate licences.

Allowing its customers to pay these fees on a monthly basis,

storePlay ensures they avoid these penalties.

To create this music solution, Melbourne DJ and music director for major events Dean Cherny partnered with leading Australian digital agency WeAreDigital, the force behind many of Australia's leading retail websites and apps including Country Road, Foot Locker, sass & bide, Rusty Surfwear, Mimco, Twinings, and Spotlight.

Mr Cherny said the storePlay idea came to him about four years ago.

"It is incredible to see it finally come to life," he said. "I've been in the retail music business for 25 years and the feedback I've received from my clients has allowed me to create what I believe to be the ultimate music service for businesses."

Subscriptions start from \$30 per month with no minimum period. Music is stored on a retailer's device – iPhone, iPod Touch, iPad or iPad Mini – and not streamed. Retailers can also import the existing songs and playlists from their device to the storePlay app to seamlessly integrate their music with storePlay's. ♦