



PlayNetwork's Custom Music service gives businesses the music part of their brand identity and distinctive playlists for their locations. With music experts on the ground in North America, Europe, Asia, and Australia, we have decades of experience curating for the world's most loved brands, and every playlist is curated by hand to express your brand's unique personality and connect with customers.

## An Expert Partner

Your brand is matched with a dedicated Music Supervisor who collaborates with you to craft a distinctive sound and evolve that strategy over time.

## Keep Your Sound Fresh

On a monthly basis, your Music Supervisor hand selects songs that fit your music identity and removes others to avoid playlist burn out.

## Your Own Listening Booth

Our Music Review Tool provides on-demand access to your curated program so you can listen to the newest tracks and full playlists at any time.

## Business Ready, Customer Friendly

All programmed tracks are reviewed to ensure that they do not contain explicit lyrics or themes that don't align with the brand or your customers, and are fully-licensed\* for your locations.

## HOW WE BUILD YOUR MUSIC PROGRAM



### BRAND IMMERSION

Your music supervisor dives in with you to decode your brand by reviewing marketing assets, listening on social media, visiting physical locations, and in some cases, visiting corporate offices.

### CURATION

With this insight, your custom playlists are built by hand to align with your brand, target audiences, and music strategy, rather than using pre-curated mixes or an algorithm.

### PROGRAMMING

Dayparts and music concepts are designed to align with traffic changes and energy shifts throughout the day, and for different store and customer types.

*\*Additional public performance licenses may be required for locations in certain countries.*