



PURE ENERGY GO

# MUSIC LICENSING GUIDANCE FOR GYM OWNERS

In simple terms, your product (**your gym**) is being improved with someone else's product (**their music**) and so a tariff is applied for usage of this copyrighted asset and is protected by law.



## OVERVIEW

When it comes to playing music in a gym or health club, it's important an owner is aware of the law and the options available to them to be able to run a successful business, which is compliant, profitable and delivers a quality experience for its members. To help make the choice that's right for your business it's worth being fully aware of the facts and law relating to music usage in gyms.

## THE LAW

Under the Copyright, Designs & Patent act 1988, permission is needed from the copyright holders of music - those who create the music - in order to play or perform music in public.

Legally, businesses or organisations infringing copyright can be liable to pay up to six years' prior music use.



## ENFORCEMENT

**PPL** act on behalf of record companies and artists to enforce the law and collect royalties.

**PRS** act on behalf of music publishers and songwriters to enforce the law and collect royalties.



# WHAT YOU PLAY AND WHAT LICENCE YOU REQUIRE

If a gym plays copyrighted music (commercially available) in **group exercise classes** then a music licence is required from PPL and PRS to cover every class taught.

A gym or studio owner would need to contact PPL PRS and declare how many classes are to be taught during a 12 month period and pay for the licence up front.

## Original Artist Music

i.e a commercially released track

### PPL Licence

£2.04 plus vat per class

### PRS Licence

£2.02 plus vat per class

## PPL Free Music

i.e a cover version of a well known track

### PRS Licence

£2.02 plus vat per class

## Licence Free Music

i.e new music with all rights included

## No Licence Required

**EXAMPLE:** For a gym delivering **200 classes per month** the yearly PPL & PRS COST is **£9,744 plus VAT**

# GROUP EXERCISE

To ensure you have the correct licence in place it's important to be clear about how **PPL** & **PRS** define activity.



## PPL DEFINITION

A **Fitness Class** is a form of group exercise conducted in a class environment including, without limitation, the following types of classes:

- Aerobics
- Keep fit
- Step
- Dance exercise
- Group cycling
- Spin
- Strength
- Resistance
- Hybrid
- Boxing
- Combat
- Flexibility
- Stretching
- Abdominal (Including Yoga and Pilates)
- Specialty
- Aqua and Age
- Lifestyle

whether or not such a class is presented by a fitness instructor, video instruction or otherwise.

## PRS DEFINITION

**Fitness Class** - a group instruction where the music is performed for the purposes of accompanying sport or fitness activities under the direction of an instructor. For the purpose of this definition, reference to the "direction of an instructor" includes reference to direction given by an instructor in person or by means of a recording played or communicated to the participants in class, whether from within or outside of the customer's premises.





# BACKGROUND MUSIC

To ensure you have the correct licence in place it's important to be clear about how **PPL** & **PRS** define activity.



## BACKGROUND MUSIC

A gym playing music in any audible area, such as a weight room, spa, changing rooms etc must have a 'core music licence' from PRS which is charged based on square footage.

This licence **does not** cover group exercise classes.

## STREAMING PLATFORMS

Music streaming platforms, such as Spotify and Apple Music **cannot** be used in commercial settings as they are only licensed for personal use, as set out in the terms of use.

This means you can't broadcast or play Spotify publicly from a business, such as bars, restaurants, schools, stores, salons, dance studios, radio stations, etc.



# THE ALTERNATIVE

At **Pure Energy Music** we understand the value of music in group exercise classes but we see things differently, so developed an alternative approach to music licensing for gym operators and fitness professionals that removes 80% of the cost without compromising on the quality of music.

## MONEY SAVING

With the Pure Energy **GO** service there are no PPL or PRS fees to pay. Our flexible and affordable monthly subscription can help you to remove up to 80% of your current music costs, without compromising on music quality.

## A TOTAL MUSIC SOLUTION

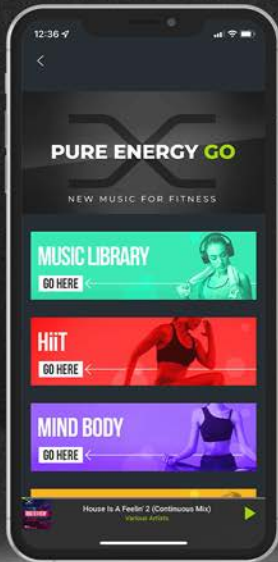
Pure Energy **GO** provides solutions for gym floor and group exercise classes.

## A BETTER MEMBER EXPERIENCE

Our new music is created in collaboration with fitness professionals, artists and producers, providing you with monthly programmes of fresh new music for every exercise discipline to keep your clients engaged and energised.



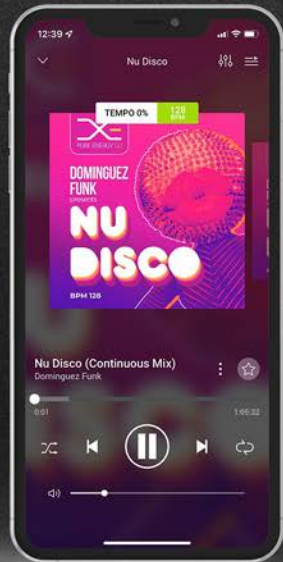




HOME  
PAGE



GYM  
FLOOR



MUSIC  
PLAYER

Our mission at Pure Energy GO is to revolutionise the fitness industry by providing gym operators and fitness professionals with an **innovative music service**. We remove the complexities and expenses of music licensing while enhancing the member experience through meticulously curated music programs tailored to exercise disciplines and fitness activities.

With over three decades of expertise, our music production team collaborates closely with industry leaders to deliver an unparalleled music service **designed specifically for the fitness community**.

# GET IN TOUCH



## CHRIS TEMPLEMAN

OWNER CROSSTRaining CLITHEROE

“

After being faced with a large PPL/PRS renewal, we removed all copyrighted music and switched to the Pure Energy GO service in November 2021.

Not only has it had a significant impact on my bottom line but also greatly enhanced our class experiences. So much so that members are using Shazam to identify the music. ”

## WILL BRERETON

OWNER AND FOUNDER OF SHIFT

“

Pure Energy GO solves so many problems for our instructors. The App is full of great music and is super simple to use, and the fact it's all rights included means it's stress free on every platform - no risks of their hard work being muted or taken down. SHIFT Fitness is growing fast, and gives us confidence knowing we can provide gym partners with great music with no extra licensing costs. Quality is key, and we reviewed every rights-included music provider when we launched our cycle format RIDE. We chose Pure Energy because it's the best. ”



## CONSULTATION

The purpose of this guide is to help gym owners understand the laws and implications of using music in their business, whilst also providing alternative solutions. It does not, however, have to be all or nothing.

Book a free consultation with our gyms team to discuss your class timetable to determine the best solution for you.

## CONTACT

Email us at

[GYMS@PUREENERGYGO.COM](mailto:GYMS@PUREENERGYGO.COM)

or scan the QR code below



[pureenergygo.com](http://pureenergygo.com)