



**Using Music in Restaurants, Nightclubs and Taverns  
Plays an Important Role in Creating an Enjoyable Atmosphere  
and Contributes to the Overall Success of Your Business.**



## INTRODUCTION TO SESAC

**SESAC, founded in 1930, is the second oldest of the three Performing Rights Organizations (PROs) in the United States.** As a PRO, SESAC facilitates the process of bringing together the creators of music and those who wish to use copyrighted music in their establishments.

Under the Copyright Law of the United States, anyone who plays copyrighted music in a public establishment is required to obtain advanced permission from the copyright owner or their representative. Simply, a copyrighted song is property and no one else can use this property in a public performance without the permission of the owner.

SESAC offers a blanket license that authorizes you to play all of the music in our vast repertory as often as you want in your establishment. There is no need to locate, contact and obtain permission directly from each of our affiliates. The SESAC license has been designed to be easy to complete and understand.

**The SESAC blanket license makes good business sense.**

## SESAC MUSIC

**ON RADIO** SESAC music includes hits by recording artists such as Kristine W, Natalie Cole, Toni Braxton, Destiny's Child, Garth Brooks, Jennifer Lopez, Billy Joel, Bob Dylan, Tim McGraw, Neil Diamond, Mariah Carey, Jim Brickman, Sublime, Sheryl Crow, Celine Dion, U2, Ideal, Chico DeBarge, Brandy, Rod Stewart, Joe, Cassandra Wilson, The Push Stars, Warren Hill, Mannheim Steamroller, Jay-Z, Bob Carlisle, UB40, LeAnn Rimes, Martina McBride, Barbra Streisand, Sixpence None The Richer, Marco Antonio Solis, Randy Travis, IMX, Eric Clapton, Jonny Lang, Bruce Springsteen, Joan Osborne, Geri Allen, Donell Jones, Trisha Yearwood, Mandy Moore, Marc Anthony, Alan Jackson, Lonestar, Enrique Iglesias, Whitney Houston, Brooks & Dunn, Jagged Edge, George Benson, Yolanda Adams, Kenny Wayne Shepherd, Jimi Hendrix, Joe, Jaheim, Guns-N-Roses, Lil Bow Wow, Chante Moore, MYA, Ruff Endz and lots more.

**ON TELEVISION** On television, SESAC music can be heard on many popular TV programs like soap operas, with the NBC logo, during NFL games, NBA games and other sports programs, to popular shows like *Late Night With David Letterman*, *Baywatch*, *Cosby*, *Sesame Street*, *Chicago Hope*, *LA Law*, *The X-Files*, *Saturday Night Live*, *Ally McBeal*, *Will & Grace*, *Party of Five*, *Oprah Winfrey*, *The Practice*, *Dharma & Greg*, *Melrose Place*, *Beverly Hills 90210*, *Seinfeld*, *Frasier*, *MTV Road Rules*, and so on.

**IN MOVIES** SESAC music appears in films like *Wonder Boys*, *O Brother Where Art Thou*, *American Beauty*, *Men In Black*, *Austin Powers - The Spy Who Shagged Me*, *The Mask*, *Forrest Gump*, *Pulp Fiction*, *Scream*, *The Apostle*, *The Preacher's Wife*, *Jerry Maguire*, *Fried Green Tomatoes*, *The Big Chill*, *Dumb & Dumber*, *Good Morning Vietnam*, *Sister Act 2*, *Thelma & Louise*, *Holy Smoke*, *High Fidelity*, *Dr. Doolittle*, and hosts of others.

**IN COMMERCIALS** Numerous radio and television commercials and jingles also include SESAC's affiliates' music.

**FOR MORE INFORMATION** [www.sesac.com](http://www.sesac.com)

## FREQUENTLY ASKED QUESTIONS

**Why do I need a SESAC license?** A copyrighted song is someone's property and under the Copyright Law of the United States you must get permission from the owner before using his or her property. SESAC represents thousands of songwriters and is authorized by them to issue licenses that provide the necessary authorization for you to be in compliance with the law.

**Tell me more about the SESAC license.** A SESAC license is the least complicated and most economical way to obtain access and the required permission to publicly perform the copyrighted music in the vast SESAC repertory. The SESAC blanket license grants you unlimited access to perform all of the copyrighted music in the SESAC repertory as often as you like.

**How do I know if I am playing SESAC music?** SESAC has experienced tremendous growth over the decades and currently represents a significant amount of music written and performed in the United States in all musical genres. Our diverse repertory includes Folk music, Big Band, Jazz, New Age, Easy Listening, Adult Contemporary, Urban, R&B, Top 40, Pop, Hip Hop, Rock, Rap, Blues, Country, Bluegrass, Gospel, Contemporary Christian, Latin/Hispanic, Tejano, Salsa, Caribbean, Polka, Band, Choral, Classical, Educational, and Children's music, as well as, Radio, Cable, TV and Internet jingles. Chances are that if you are playing music, you are playing SESAC music. For specific songs in the SESAC repertory, visit the SESAC website at: <http://sesac.com/repertory/repertory.html>.

**What happens if I ignore my responsibility to obtain permission to perform copyrighted music?** Those who perform copyrighted music without the required permission may be determined by the courts to be willful infringers. This status subjects the unlicensed music user to damages ranging up to \$150,000 for each song performed without proper authorization. Additionally, the court may allow the recovery of full costs including attorney's fees.

It is a better business decision to secure the low-cost SESAC license and be assured that you are covered to play any of the songs in the SESAC repertory in your establishment. We encourage you to speak with your attorney or contact SESAC if you have additional questions.

**For over 70 years, SESAC has served the needs of businesses and is presently the fastest growing PRO in America today.**



## MUSIC SOURCES

### LIVE MUSIC

single instrumentalists • piano player • bands

### RECORDED MUSIC

records • tapes • radio • compact discs • digital satellite  
radio • disc jockey • karaoke • jukebox

### AUDIO-VISUALS

broadcast • cable • satellite programming • videotapes  
videodiscs • digital video disc •  
large screen televisions • multiple televisions

## BENEFITS OF USING MUSIC

Creates an enjoyable atmosphere for your customers  
Customers will stay longer increasing your sales  
Differentiates yourself from your competitors  
Increases employee morale and productivity  
Music on hold decreases hang-ups  
Attracts more customers

## HELP INDEX

Have more questions about SESAC and music licensing?  
Want to pay your license fee with VISA/MasterCard?  
Want to pay your SESAC license fee online?  
Want to calculate your SESAC license fee?  
Want to get a copy of the SESAC license?

[www.sesac.com](http://www.sesac.com)  
Click on Licensing

## OTHER INFORMATIONAL SOURCES

### SESAC

[www.sesac.com/licensing/links.htm](http://www.sesac.com/licensing/links.htm)

### BETTER BUSINESS BUREAU

[www.bbb.org/library/music.asp](http://www.bbb.org/library/music.asp)

### NATIONAL RESTAURANT ASSOCIATION

[www.restaurant.org/government/musiclicensing.pdf](http://www.restaurant.org/government/musiclicensing.pdf)

### UNITED STATES COPYRIGHT OFFICE

<http://lcweb.loc.gov/copyright/>



### SESAC LICENSING DEPARTMENT

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1-800-826-9996 fax: 615-321-6292  
[licensing@sesac.com](mailto:licensing@sesac.com)



# SESAC

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[www.sesac.com](http://www.sesac.com)