



## **NEW HEAD OF MEMBER SERVICES JOINS PPL**

### ***Penny White joins PPL from Sainsbury's to head up Membership Team***

**London - May 27<sup>th</sup> 2009**, Music licensing company PPL has today announced the appointment of a new Head of Member Services. In this newly created role Penny White joins the company from her previous position as Head of Online Customer Services at Sainsbury's Supermarkets Ltd.

Reporting to Executive Director Peter Leatham, Penny will be responsible for managing the Record Company Services, Performer Services and Repertoire Services teams and enhancing the customer service provided to all PPL's record company and performer members.

With over 39,500 performer members and 3,400 record company members, PPL is already providing a multiple number of services to those members. Alongside a substantial IT systems development project that is currently under way, PPL is looking to build on its already strong reputation of delivering good customer service.

"Penny is a very experienced customer service professional and I am delighted that PPL will benefit from her experience of many years of providing excellent customer service in the highly competitive retail environment," said Peter Leatham.

Penny spent over 20 years with Sainsbury's and during this time was involved in key strategic projects specialising in Customer Service, Customer Loyalty and Change Management.

"I am very happy to be joining such a professional and progressive organisation as PPL where customer service has such a high priority," said Penny White. "This is a challenging role and I'm looking forward to combining my experience with PPL's focus to positively enhance the service delivery for all our members".

Her arrival marks a crucial time for PPL which celebrates its 75<sup>th</sup> anniversary this year. As well as increasing licensing revenue from the UK, PPL continues to expand internationally to provide an International collection

service to its members. In her role Penny will ensure PPL continues to strengthen its vital position in the heart of the music industry both here and around the world.

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**Editors Notes:**

**PPL is the London-based music licensing company** which licenses recorded music on behalf of 3,400 record companies and 39,500 performers in the UK. In addition, the company has 42 bilateral agreements with similar organisations around the world representing a further 3,400 record companies and 29,000 performers.

PPL collects domestic and international revenues from UK television and radio, digital and online media as well as public performance income. The company does not retain any profit for itself. The costs of collecting, processing and distributing the licence fees are taken from the gross revenues that the company collects. Cost-to revenue ratio has remained at the 2007 levels of 14.6% despite increasing investment in technology.

All these revenues are distributed and paid to all PPL's record company and performer members. These include featured artists as well as session musicians, ranging from orchestral players to percussionists and to singers. There is no joining fee or administration charge and the company actively seeks members.

PPL's role and remit increases year on year given the increasing amount of data. For example the company receives details electronically on a weekly basis for on average 6,500 new recordings. Once this data has been fed into its own databases, that data is then passed on to *PRS for Music* for it to administer the relevant copying rights on behalf of the songwriters, composers and publishers. PPL also provides that data on to the Official Charts Company for the purpose of the charts, and also to the British Phonographic Industry and International Federation of Phonographic Industry for anti-piracy purposes.

PPL's other areas of operations include VPL, PPL Repertoire Database and PPL Video Store.

