



NEW MARKETING MANAGER JOINS PPL

Kate Finley joins PPL from Channel 4 in newly created role at PPL

London – August 4th 2009, Music licensing company PPL has today announced the appointment of a new Marketing Manager. In this newly created role Kate Finley joins the company from her previous position as Commercial Marketing Manager at Channel 4.

Reporting to Executive Director Peter Leathem, Kate will be responsible for developing the company's key marketing strategies and ensuring the PPL brand is used effectively across all media platforms.

Kate has extensive brand marketing experience, working for both BBC Worldwide and Channel 4 in previous roles and is looking forward to the challenges this role will bring; "As the business drives forward in this exciting time, I will be working to develop PPL's brand identity and build on awareness amongst its varied customer and member bases through new marketing initiatives".

Working closely with the various public performance and member services departments, Kate will identify the ways in which PPL can effectively reach specific target audiences and deliver key messages. Through its 75 year history PPL has developed into one of the music industry's strongest brands and with the implementation of a Marketing Manger will ensure the brand continues its growth in the future.

"We are continuing to drive forward our business in many directions and to support this growth we recognise the importance of a really creative Marketing Manager" said Peter Leathem. "Marketing is an essential, specialist activity that will now support the various business units across PPL. This is an exciting new chapter for PPL and we are delighted that Kate has come to join us."

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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 45 bilateral agreements with similar organisations around the world representing a further 4,000 record companies and 31,000 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.