



## HFA to Provide PlayNetwork with Licensing Solutions for In-Store Music Service (Circ. Online)

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The Harry Fox Agency, Inc. (HFA), the nation's leading provider of rights management, licensing and royalty services for the music industry and PlayNetwork, producers of unrivaled media experiences for brands worldwide, today announced a renewal to their licensing agreement.

The agreement enables PlayNetwork to continue to tap the catalogs of HFA's more than 46,000 affiliated publishers for use in their extensive network of retail, restaurant and other commercial clients in the U.S. By allowing their music to be played in business establishments serviced by PlayNetwork, publishers can collect an additional revenue stream for their catalogs. HFA will handle the complete licensing process, ensuring licenses are issued quickly and efficiently so PlayNetwork can continue to provide creative entertainment media experiences to their many brand clients in the U.S.

Michael Simon, Senior Vice President of Business Affairs, General Counsel and Chief Strategic Officer for HFA commented, "We are delighted to extend our relationship with PlayNetwork, a cutting-edge music service. We look forward to leveraging our relationships with thousands of publishers in order to make a more extensive collection of songs available to their service."

"The HFA relationship provides a significant amount of content for PlayNetwork to ensure our diverse range of iconic brands receive the best content available in the industry. PlayNetwork is committed to curating the best entertainment content and HFA allows us to efficiently honor our commitment to paying the artists for their creative works," said Lon Troxel, CEO of PlayNetwork.