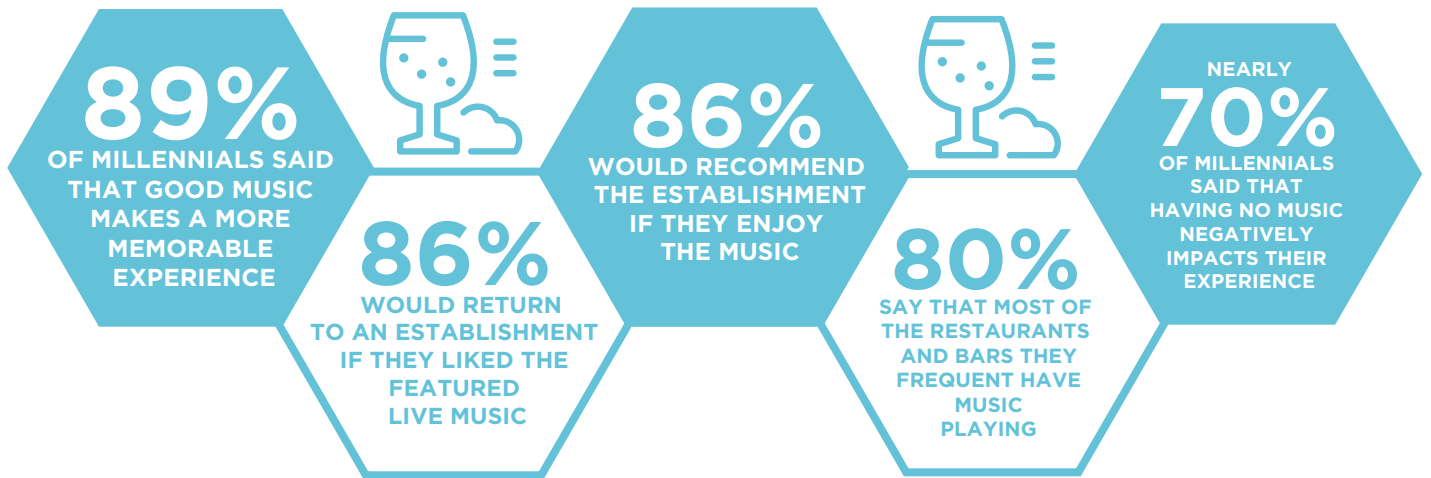




MUSIC MATTERS TO YOUR CUSTOMERS

NEW STUDY CONFIRMS MUSIC CAN
INCREASE REVENUE AND BUILD CUSTOMER LOYALTY



FOR MORE INFORMATION ON
HOW TO OBTAIN A BMI MUSIC
LICENSE, PLEASE VISIT
WWW.BMI.COM/EDE

IF GOOD MUSIC IS PLAYING

NEARLY 80%

WILL STAY LONGER

NEARLY 60%

WILL BUY MORE FOOD OR DRINKS



70% MILLENNIALS
63% GEN X
56% GEN Z

BAR AND RESTAURANT OWNERS WEIGH IN

CHECK AVERAGE TENDS TO GO UP 5 TO 10% JUST BECAUSE PEOPLE ARE GETTING THAT 2ND OR 3RD DRINK. REVENUES HAVE JUMPED ALMOST 25% ON THE NIGHTS THAT WE HAVE LIVE MUSIC.

-BRIAN
BREWERY OWNER, COLORADO AND UTAH

WITH LIVE MUSIC (...) THERE WERE MORE LIQUOR SALES, AND THAT'S A 75% PROFIT MARGIN.

-THOMAS
OWNER, FAMILY ITALIAN RESTAURANT
ATLANTA, GA

THE MORE UPBEAT, THE BETTER CHANCE FOR AN UPSSELL, THE BETTER CHANCE THEY WANT TO STAY A LITTLE LONGER.

-CHRISTOPHER
VINEYARD OWNER AND TASTING ROOM OPERATOR
LOS ANGELES, CA

TO VIEW THE COMPLETE SURVEY, VISIT <https://www.bmi.com/pdfs/publications/2023/bmi-value-music--research-analysis.pdf>

* A QUANTITATIVE ONLINE STUDY BY BMI AND NATIONAL RESEARCH GROUP (NRG) WAS ANSWERED BY 1,000 NATIONALLY REPRESENTATIVE PEOPLE AGE 21+ WHO REGULARLY VISIT EDES (AT LEAST 3X PER MONTH). TO REPRESENT THE B2B PERSPECTIVE, NRG CONDUCTED SIX IN-DEPTH-INTERVIEWS WITH OWNERS, OPERATORS AND MANAGERS OF BARS AND RESTAURANTS.