



Listen to the Music!

Affordable Tunes for Restaurants

By Skye E. MacBroom

Many restaurants have music playing in the background, creating an ambience for their diners. Whether it is classical or classic rock, the style of music a restaurant owner selects sets the stage for the mood of the establishment.

Most restaurant owners are familiar with Muzak and DMX, the #1 and #2 business music providers in the industry. Now, the two popular companies are merging together leaving an opening for a third music provider, AMTC, Applied Media Technologies Corporation, www.amtc.com.

While Muzak has been the “Kleenex” brand of music for many years, there are indeed other packages and options for restaurant owners who are looking for flexibility and cost savings. “For years, the music industry for business owners has been static,” says AMTC president Clayton Burton. “But now things are changing, it’s not as expensive as it used to be.”

Muzak and DMX subscribers are under contract for 3-5 year and the typical cost per year is \$600 - \$1,000. AMTC is only \$299.40 per year, and there is no contract so independent restaurants have the flexibility of going month to month without a long-term commitment. Most Muzak and DMX receivers are limited to 1-15 channels and the monthly cost is \$50. AMTC subscribers pay \$24.95/month and have access to 67 SIRIUS Satellite Radio channels of commercial-free music. Plus, there are no interruptions in the music due to inclement weather.

Instead of having to install a large satellite dish, SIRIUS radio only needs a small antenna less than eight inches long. The receiver easily plugs into an existing sound system, so there is no

need to purchase a new one. If a restaurant does not have an amplifier and speakers, AMTC manufactures a full line of sound equipment and their certified technicians will install a system for half of their competitors’ prices.

So, what’s the return on investment for restaurant owners looking for great tunes? “Most restaurants know the value of having music – it’s worth the price. We offer our service for half the price, or less, when compared to what you pay with the industry giants. Many consumers don’t know that they can use SIRIUS for business. We even have 12 un-hosted, no talk channels,” says Burton.

“There is a trend in our industry right now. More casual dining and quick serve restaurants are signing up for music packages. This growth is due in part to the economical packages that are offered today, so restaurant owners who would previously forgo music because they could not justify the price... well now they are signing up because the prices are slashed in half and there’s no contract,” says Burton. AMTC clients include the Taco Bell, KFC, Pizza Hut, Carvel, Cinnabon and Moe’s Southwest Grill.

The most popular channels for restaurants today are mainstream music choices that appeal to broad audiences, channels that carry light pop, easy listening, mellow rock, 90’s, current pop hits, and acoustic coffee house tunes.

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