

The Difference

In 1934, Muzak opened its doors and the business music industry was born. Today, satellite radio provides their music programs to businesses as well. **But that's where the similarities end.**

Remember how your mom used to tell you, "never judge a book by its cover"? She was right, you know. Satellite radio may have programs that look similar to ours, but dig deeper. **Beyond the surface, the differences are striking.**



The Difference: Our Program

“It’s more than just putting a few songs together.. it’s Audio Architecture.”

To show the amount of thought and passion that goes into our music programs, we asked Audio Architect Dean Carlson to talk about how he created Backpages, one of our core programs.

How Dean Describes Backpages

Backpages is a hip and dynamic music program featuring three basic music elements. At the core of the program, you will hear the biggest artists in the adult alternative world, such as Sheryl Crow, John Mayer and Tom Petty. We also feature alternative bands like U2, R.E.M. and Guster, who focus more on songwriting and unique instrumentation. Finally, you will hear some of the more up-and-coming artists of the genre like David Gray, Jack Johnson and Norah Jones. The result is a diverse and intelligent collection of both familiar and soon-to-be-discovered acoustic-based rock music. But what really sets Backpages apart is the attention given to each song’s selection and the flow between tracks. When you listen to our program compared to the competition, the difference is obvious.

Sample Playlist for Backpages

01

The Horizon Has Been Defeated Jack Johnson

A big hit by a core artist in this program. I still remember seeing Jack at the Crocodile Café way before anyone knew who he was and how he blew everyone away with his signature acoustic/dub sound.

02

Birds Of A Feather Phish

A great track by this iconic jam-band who consistently surprise everyone with their unbelievable live shows and interesting side projects. Phish-heads were on the forefront of peer-to-peer music sharing before there even was a term for it.

03

Mushaboom Feist

One of the best tracks on this Canadian artist's debut album, which still is growing on people and finding new fans. I had to order the import almost a year before it was released domestically and still remember how impressed I was by her raw and honest sound.

04

Waiting For The World To Change John Mayer

This is the first official single from Mayer's new album, a great upbeat track that gives everyone some hope in these troubling times. I'm digging this new direction for him, experimenting with blues and R&B on the album.

05

Let Me Be Xavier Rudd

Fun track from this new artist from Australia who I really think will break into the mainstream very soon. His mix of acoustic guitar with African drums and the aboriginal didgeridoo is very original and heartfelt.

06

Outrageous Paul Simon

People cannot stop talking about this new Paul Simon CD, produced by ambient/electronic pioneer, Brian Eno. The introspective qualities of this song makes for a perfect segue from the previous track, which talks about being oneself and having integrity.

07

Put The Message In The Box World Party

A great curve-ball/memory whiplash kind of song, one of those cuts you haven't heard in ages but still sounds contemporary. I will never forget seeing them live at the Warfield, when this album came out, and how much energy and melody was generating from the stage.

08

Central Reservation Beth Orton

Gorgeous track from such a special artist who has a knack for telling her stories in a unique and unbelievably honest way. It was a treat to meet her and inquire about her experiences as an English teenager traveling across the US when she started to write songs.

09

Don't Panic Coldplay

Such a positive song from their first album, which seems like ages ago, now that they sell massive amounts of CDs and headline stadiums. This was the first song they played when I saw them at the Showbox and it has an almost innocent quality about it.



Gravedigger Dave Matthews

I can't play this song! Yes, he's a core artist for this program, but the mood and lyrics of this song are just too dark and depressing for the kind of experience I am going after, despite the fact that this song got a lot of radio play.



About Dean

A Seattle native and music industry veteran, Dean was DJ/Music Director at one of the country's premier Adult Alternative radio stations, KMTT. Dean later programmed numerous global and acoustic rock radio channels for The Dial.com and Loudeye Radio. Dean lives and breathes music and, in addition his role as Muzak Audio Architect, hosts an internationally syndicated global music show, Fusion Radio. On the weekends, you can find him perusing music Web sites, exploring independent record shops and hitting as many live shows as possible.

The Difference: Their Program

Sample Playlist for Satellite Radio

01

Satellite Dave Matthews Band

02

Falls on Me Fuel

This song includes the lyric "breaks my disease". That may not be good for the atmosphere you want to create in your business.

DJ INTERRUPTION!

Satellite radio may claim to be ad-free, but they are definitely not interruption-free. Here, the DJ advertises their channel lineup and invites listeners to call in for requests.

03

Dance, Dance Fall Out Boy

04

Holiday Green Day

This song got a lot of radio play, but listen to the lyrics! The unedited version plays here, with words and content that are incredibly inappropriate for your business. In fact, we can't even repeat them here.

DJ INTERRUPTION!

DJ interruption again! Time to advertise the channel name.

05

Linger Cranberries

ADVERTISEMENT

A recorded ad for the channel.

06

Far Away Nickelback

Another song with lyrics that might offend your customers.

07

Boulevard of Broken Dreams Green Day

Another inappropriate song that drops the whammy of curse words. Do you kiss your mother with that mouth? And didn't we JUST hear a Green Day song?

08

Chasing Cars Snow Patrol

Good song, but the transition to this song isn't very smooth.

DJ INTERRUPTION!

This time, the DJ talks over the next song playing.

09

Augustana Boston

10

Bring Me To Life Evanescence

Another weird transition. The flow from one song to another shouldn't be so jarring or distracting.

ADVERTISEMENT

A recorded ad for the channel.

11

American Baby Dave Matthews

Another repeat artist in less than an hour! The song also has religious-themed lyrics that some customers may be uncomfortable with.

When you compare Muzak to satellite radio, the difference is loud and clear.

It's simple. Satellite radio can't match our content, service, delivery platforms or commitment to our clients. Your business and customers deserve the experience and service Muzak can provide.

Commercial-Free

With Muzak, there are absolutely no interruptions from DJs or ads to disrupt the experience, and our clients appreciate the difference.

Business-Friendly Music

Don't let satellite radio fool you – most of their programs are either unavailable for businesses or not appropriate for your customers. Many clients who have switched to us appreciate our commitment to programs that are appropriate for a business setting and screened for objectionable lyrics.

Vast Music Library

The fact is, no business music provider in the world can match our music library. Hour after hour, day after day, our programs stay fresh.

Customer Service

Muzak services everything we sell with the largest, most reliable service network in the industry. Satellite radio doesn't install, service or maintain their equipment and will always send you to an outside party who charges a subcontractor's rate and fees.

Delivery Platforms

Satellite radio is delivered via... well, satellite. Muzak delivers content via a variety of platforms, including disc AND IP network AND satellite. We're able to offer dependable solutions for any building, any set-up.

Cost

Cheaper isn't always better. When you select Muzak, you get what you pay for – the highest-quality business music programs in the world and the service and support to back it up.

Weather

Bad weather can cause a satellite signal to fade. Good thing Muzak offers rain fade features on our satellite equipment, with a digital storage card in the event of signal fade. With satellite radio, you're stuck waiting for the sun to come out.

Sound System

With any music service, you're going to need a sound system. Muzak provides design, installation and support to meet your every need.