

# Why Spotify & Apple Music Are Not Legal for Business Use

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Using personal streaming services in your business could cost you more than you think.

**Spotify and apple music are licensed for personal use – not commercial environments.**

- These services are designed for individual listening, not public performance.
- Using them in your business violates their terms of service and copyright law.

**Using Spotify or Apple Music = Public Performance Violation**

- U.S. copyright law requires a public performance license when playing music in a business.
- Spotify, Apple Music, YouTube Music, Pandora, etc. do NOT provide these licenses.
- Fines can range from \$750 to \$150,000 per song if you're caught.

## What The Terms Say

**Spotify Terms:** "You may not use Spotify... to play music publicly or commercially."

**Apple Music Terms:** "Apple Music is only for personal, non-commercial use."

Violation of terms can lead to account suspension, legal action, or both.

**Custom Channels is built for music for business.**

- Fully licensed for business use — no legal risks
- Human-curated playlists — not algorithms
- No explicit content — control what plays and when
- In-store messaging — add branded audio messages
- Remote control — manage music across multiple locations
- Flexible setup — stream via existing devices or use Custom Channels hardware

