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# PRESTO! EXERCISE INDUSTRY

Low cost, low effort ideas from around the world to get music really working for your business.

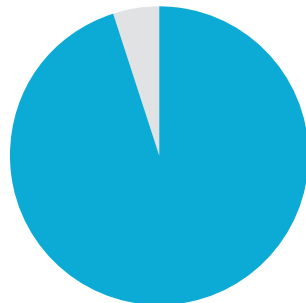
**OneMusic**  
NEW ZEALAND

No matter how big of a role music plays in your business, **OneMusic can help you get a licence for your music needs.**

Eight in 10 people agree that musicians should be compensated for the commercial use of their music, and **87%** believe that musicians should be paid for their work just like anyone else.<sup>29</sup>



**95%** of people say exercise with music is more enjoyable than without<sup>6</sup>



Heard of Plato? He wrote about fitness instructors!

In 375 BC he said (roughly translated)

“The real purpose of the arts of music and fitness is that the teachers of both are dedicated to the **improvement of the soul.**”



## Why we prefer music we know

**The more we like a song, the more our brains are flooded with thrills... and it all harks back to our teenage self!**

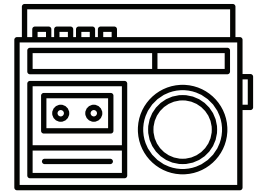
“Brain imaging studies show that our **favourite songs** stimulate the brain’s pleasure circuit.”<sup>28</sup>

It’s pretty hard to get that ‘kick’ from royalty-free music.

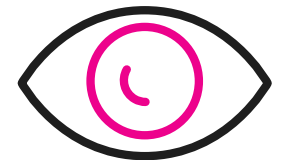
“Each time we hear the songs we love, **the joy they once brought** surges anew.”<sup>28</sup>



“Researchers have uncovered evidence that suggests our brains bind us to the music we heard as **teenagers** more tightly than anything we’ll hear as adults... our brains may stay jammed on those songs we obsessed over during the high drama of adolescence.”<sup>28</sup>



If we have an extra association with the music such as *Eye of the Tiger* from the *Rocky* movie franchise, our motivation and stimulation goes sky high.<sup>13</sup>



IF YOU WANT TO

## ...FEEL LESS FATIGUE

With music playing your fitness clients feel they've exerted less effort for the same result (and it doesn't matter if *they've* picked the music or *you* have).<sup>1</sup> *Journal of Sports Psychology*

A workout seems **10% less difficult** with music.<sup>18</sup> *International Journal of Sports Medicine*

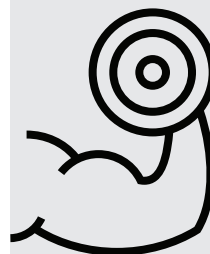


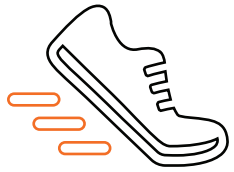
Listening to the right music for just **20 minutes**



decreases pain score by **26%**<sup>23</sup>

and increases comfort score by **37%**<sup>22</sup>





## IF YOU WANT TO

### ... Run, Swim, Walk Faster

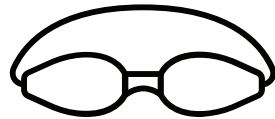
We run **7% faster** listening to fast and loud music<sup>2</sup>

We walk **5% faster** listening to motivational music<sup>7</sup>

We swim **2% faster** when we listen to music<sup>11</sup>

Power (strength) output is about **8% higher** with music<sup>6</sup>

We have higher hand-grip scores when listening to stimulating music (compared to sedative music or white noise)<sup>15</sup>



We cycle further and pedal faster on an exercise bike when listening to pop music raised in tempo by **10%**<sup>26</sup>

Paula Radcliffe, former marathon world record holder<sup>20</sup>

“With the right music, I do a much harder workout”

## IF YOU WANT TO

### ...Improve heart rates, oxygen intake and recovery

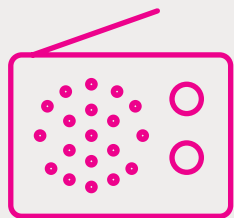


Listen to at least **30 minutes** of your favourite music every day to improve your heart health<sup>21</sup>

When we workout to fast and loud music - our heart rate is **lifted 3%**<sup>2</sup>



Play high tempo music to help heart rate recovery by **13%**<sup>4</sup>



Play music to block out limb discomfort and fatigue.<sup>8</sup>  
*International Journal of Psychophysiology*

When music was playing 4 in 5 people said they had less muscle tension<sup>9</sup>

As exercise intensity and heart rate increases; we crave fast tempo music at the same rate – that's 120 beats per minute [bpm] or more<sup>10</sup>

**7% decrease** in oxygen uptake when synchronised music is played.<sup>20</sup>



## MUSIC FOR EVERY PRACTICE

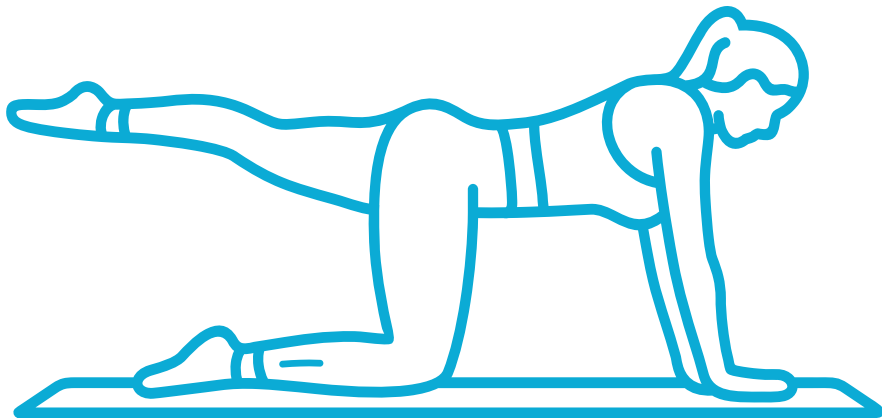
### HIIT, Yoga, Aerobics, Triathalons

**Never do HIIT without music!** Music during HIIT boosts your clients' post-workout 'feelings'.<sup>3</sup>

*Psychological Behaviour*

During **yoga** and **pilates** participants prefer a moderate level of complexity in music (a simple rhythm).<sup>25</sup>

**Aerobics** participants also prefer simple (not complex) music.<sup>25</sup>



Triathletes! Music helps your pre-event routine<sup>14</sup>





IF YOU WANT TO

## ... Build Stamina

Encourage **10.7% longer** HIIT workouts simply by cranking high tempo music<sup>4</sup>

A switch from slow to fast tempo music helps when exercise levels plateau in the late stages of an exercise bout.<sup>17</sup>

**14% increase** in endurance if motivational, synchronised music is played.<sup>19</sup>

## ...Motivate and Please

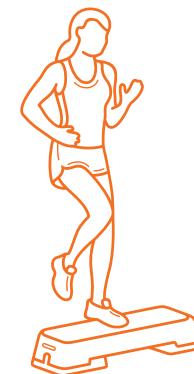
If a client prefers the music you've chosen, their motivation will jump and they'll notice their 'hard yakka' less.<sup>5</sup>

9 in 10 people agree music is important for their health and wellbeing<sup>9</sup>

9 in 10 people use music to relax<sup>9</sup> – takes just 15 minutes<sup>9</sup>

8 in 10 people use music to make them happy<sup>9</sup>

Almost half the population use music to process sadness<sup>9</sup> and 4 in 5 said **negative thoughts disappeared** with music<sup>9</sup>

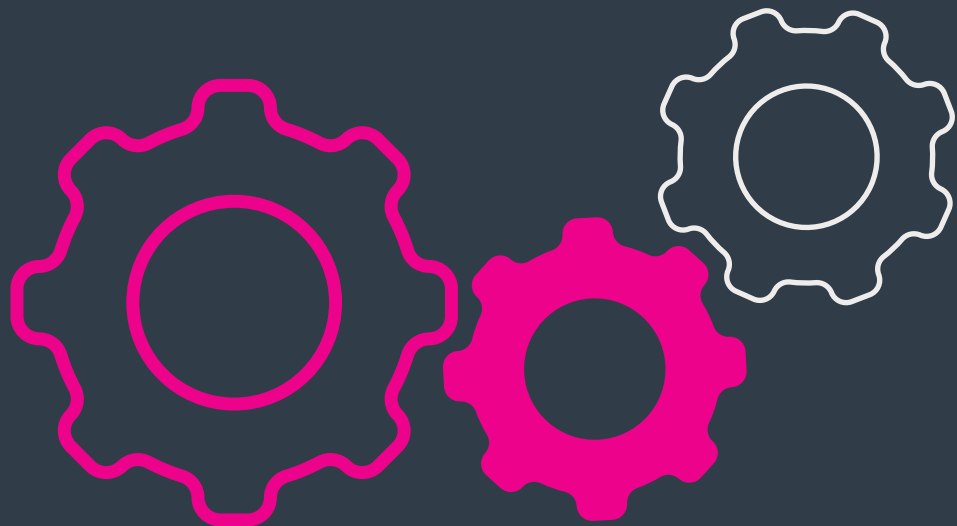


IF YOU WANT TO

## ...Build Coordination

Humans were made to synchronise movement to music!<sup>14</sup>

(Think rowing songs on Viking ships)



Increased workout output through synchronisation of musical tempo with your movement<sup>14</sup>



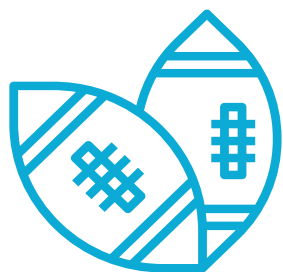
We improve motor skills when rhythm is matched with movement<sup>14</sup>

## IF YOU WANT TO

### ...Build Teamwork & Skills

“Most great teams have a signature chant or song. For example, England rugby fans sing the rousing... Swing Low, Sweet Chariot. The recital of this hymn, whether in the stands or the players’ dressing room, serves to promote feelings of patriotism, unity and pride”<sup>12</sup>

With music, netball players have **30%** better shooting accuracy.<sup>16</sup>



Music helps footballers play better. Teams ‘raise their game’ (with more frequent and accurate passes) when they listen to the same tune at the same time.<sup>27</sup>



1 in 3 use music to help concentration<sup>9</sup>



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- <sup>3</sup>Jones L., Tiller N. B. & Karageorghis, C.I. (2017). Psychophysiological effects of music on acute recovery from high-intensity interval training. *Physiological Behavior*, 170:106-114.
- <sup>4</sup>Bassset, F.A., Behn, D.G., Hapernin, I., Maddigan, M,E., Sullivan, K.M. (2019) High tempo music prolongs high intensity exercise. PeerJ.
- <sup>5</sup>Ballmann, C. G., Maynard, D. J., Lafoon, Z.N., Marshall, M. R., Williams, T, D., Rogers, R. R. (2019) Sports Effects of Listening to Preferred versus Non-Preferred Music on Repeated Wingate Anaerobic Test Performance. Sports (Basel).
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- <sup>13</sup>Karageorghis, C.I., and Terry, P.C. (1997). The psychophysical effects of music in sport and exercise: A review. *Journal of Sport Behavior*, 20, 54–68.
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