

Funded by
the European Union



GRAMEX & TEOSTO
MUSIKKILUVAT.FI
MYY TUNTELLA.

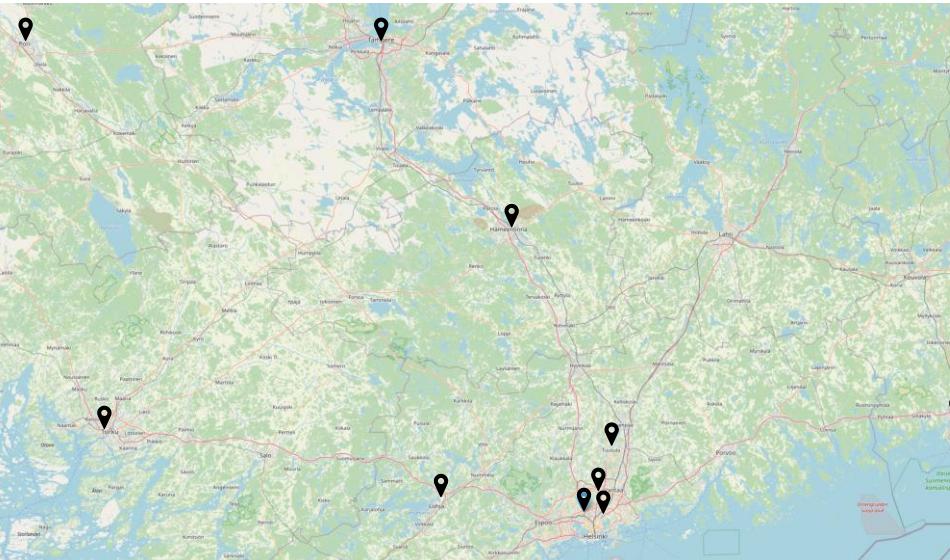
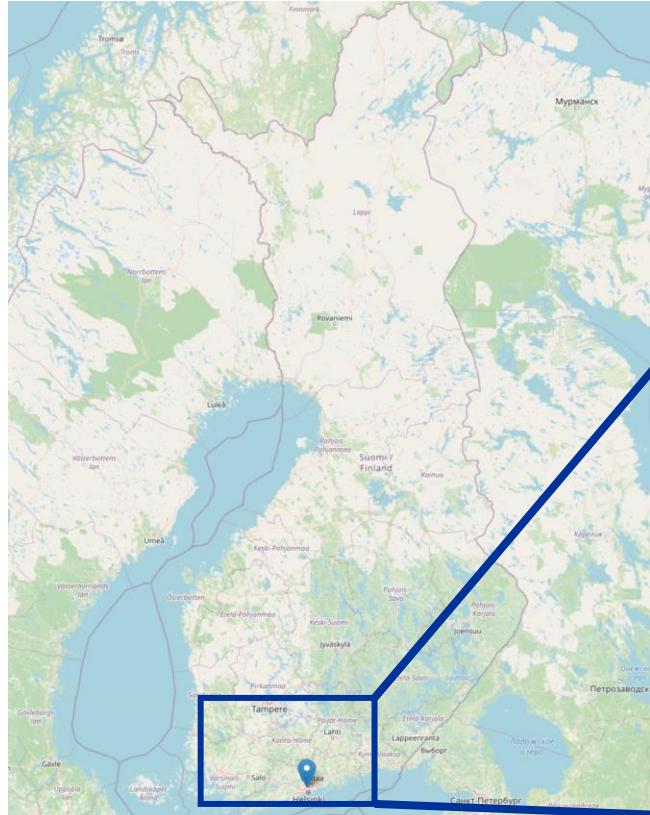
EU Music 360 Finnish Living Lab 2 STARK Suomi & GTM

Lauri Ogawa
11.11.2025

Finnish Living Lab 2 Status Update

- The local partner is caller **STARK Suomi**. They sell construction and renovation products, services and materials for both consumers and professionals in their rather large sales and storage venues.
- Research setup and independent variables:
 - a) **Familiar music:** Music represented by Teosto and Gramex (**licensed music**) – **5 store locations**
 - b) **Unfamiliar music: Copyright-free music - 5 store locations**
- Dependent Variable:
 - a) **Customer responses** from the survey (from Feedbackly terminals)
 - b) **Staff responses** from the survey, (via email based on Feedbackly questionnaire)
- Living Lab planning and preparations have advanced despite of unexpected challenges
(eg change negotiations at Stark Suomi started 1st Nov that affected the selection of retail store locations)
- Local partner Stark Suomi is motivated and committed to execute and contribute for EU Music 360 Living Lab 2 project (also due to the negotiation result with GTM to reduce some expences for Nov-Dec 2025)
- **Updated research timeline: 1 month between Nov-Dec (week 47-49 or week 48-50)**
(due to music operator installation delivery schedule related to long distances inbetween store locations)

Stark Suomi EU Music 360 Living Lab 2 Store Locations



Stark Helsinki Suutarila
Stark Helsinki Konala
Stark Vantaa Martinlaakso
Stark Tampere Nekala
Stark Turku Skanssi
Stark Hämeenlinna
Stark Kotka
Stark Pori
Stark Tuusula
Stark Lohja

Questionnaires for Employees (15 questions sent by email)

1 EU Music 360 Finnish Living Lab 2 Questionnaires for employees

2

3 Q1: Olin/Yes → kysely jatkuu/survey follows
Ei ollut/No → kysely loppuu/end of the survey

4 Q2

5 Q3

6 Q4

7 Q5

8 Q6

9 Q7: It made me very unhappy --- very happy
OR
Not at all --- A lot

10 Q8: It didn't give me energy --- a lot of energy
OR
Not at all --- A lot

11 Q9

12 Q10

13 Q11

14 Q12

15 Q13

16 Q14

17 Q14

18 Q15

Questionnaires for Customers (12 question asked via devices)

1

2

Kysymykset asiakkaille, questions for customers

3

Q1: This is a "Yes/No" question" as required by Feedback by EU. <https://www.feedbackbyeu.eu/>. Please to understand the customer's mindset during the response. The question can show stress of the music to understand the mood of customer and the music can make customer feel more stressed or not stressed or different between them.

4

Q2: Here again we compare the two music conditions. It might be that commercial, familiar music will have a positive effect on the quality, compared to the rightless, and less familiar music.

5

Q3: we think this is an essential question that can show the effect of music. Lots of scientific evidence that music has an effect on brands. E.g. sonic branding, music in service environments etc.

6

Q4: we think that the music can have an effect on the customers and on the employees. We think that the music can have an effect on the customers' mood and on the employees' mood. This can affect their choice in going to affect their interaction between employees and customers.

7

Q5: The idea we have is that there might be a difference in the perception of the employees' competence and ability. We think that the music can have a positive influence on the perception of how capable the employees are.

8

Q6: there is a lot of research that shows that people who like the environment they stay longer, feel more relaxed, and are more willing to spend money. We think that the music can have an effect on the perception of the environment of the shop.

9

Q7: there is a lot of research that shows that people who like the environment they stay longer, feel more relaxed, and are more willing to spend money. We think that the music can have an effect on the perception of the environment of the shop.

10

Q8: here we end with two questions on the perception of the music: to try to understand the effect of the music on the music, second one (Q9) if they think the music is fit for the shop.

11

Q9: second one if they think the music is fit for the shop.

12

Q10: this is to give customers the option to give feedback in general; we don't know what will come out, but we'll check if there are things that might be important.

13

Q11: email will be only used for the raffle and deleted a.s.a.p. when raffle has taken place.

14

Q12: Kitos osallistumisesta.

Expences for GTM to execute Living Lab 2 (that needs to be allocated from GTM's overheads budget)

Reason	Supplier	Price (incl. VAT)
Research equipment and software: equipment, licenses, and software needed to collect feedback (from customers and staff).	Feedbackly Oy	EUR 9 112,56
Research equipment and playlists: Design and implementation of playlists needed for comparing soundscapes, including installation and travel costs. Installation of BMAT boxes is included in the price as a "gesture of goodwill," since the project already covers installation and travel costs.	Toneco Oy	EUR 4 390,14
Legal licensing fees: Music performance fees for public music use. Payment of license fees was a condition set by the partner for participation in the Living Lab 2.	GT Musiikkiluvat Oy	EUR 10 436,28
		EUR 23 938,98

