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AusMusic Month Increases Royalties To Australian Artists

Christmas and 2022 are now around the corner, and Nightlife Music is reflecting on another successful AusMusic Month.

Support for the November campaign was widespread, backed by labels, artists, crowdDJ® consumers and Nightlife clients all keen to pick, and play, more Australian music.

A record increase of Australian music was seen across the Nightlife Music Network, and picked and played on the crowdDJ® app, between October and November, including:

- An **additional 5,514,652 Australian songs played** in November, resulting in 20,822,405 total local tracks played for November and creating a **36% increase in royalties** for Aussie artists.
- An **additional 39,219 Australian songs picked by consumers**, resulting in 153,456 total local tracks chosen in November, and creating a **34% increase in Aussie songs selected**.

“The incredible results of our annual AusMusic Month campaign proves that when we create the opportunity for consumers to play local, they will. We are so grateful to everyone that got behind us to ensure that more Australian Music than ever before was played in businesses across the country this year.”

LEANNE DE SOUZA
NIGHTLIFE MUSIC EXECUTIVE DIRECTOR

Nightlife Music is proud to have now signed a play data agreement with APRA, meaning songwriters and rights holders will be paid accurate public performance royalties from AusMusic Month plays.

- **27% of the royalty pool generated from Nightlife’s 2021 AusMusic Month campaign will go to Australian songwriters and rights holders.**

A landmark moment for the business, the whole company is excited to be leading the movement to ensure Australian creators are fairly compensated for their work.

“Our efforts don’t stop here though,” explains Leanne. “Nightlife’s Australian music and technology focus is a year-round commitment to featuring more diverse and local artists.”

From October 2021 to April 2022, Nightlife Music is bringing Aussie artists to the global stage at Expo 2020 Dubai’s Australian Pavilion. Legacy Australian acts are also played daily on Nightlife systems around the world, thanks to partnerships with key entertainment providers, like Princess Cruises.

Clearly, Nightlife’s love of Australian Music never stops, and this work will continue well into the new year and 2022’s AusMusic Month, a campaign which promises to be bigger and better than ever.

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