

Nightlife supersedes local support ahead of November's Ausmusic Month

Nightlife loves Australian music. A Brisbane born and based licensed music provider, it supports the local industry, wherever and whenever possible.

Every November, the business escalates this commitment by **devoting all available resources to supporting Ausmusic Month** – an annual campaign led by national broadcaster, the ABC.

Through a combination of education and priority programming, Nightlife brings together its entire network of clients, consumers and stakeholders to spotlight Australian artists.

“Beyond being huge fans of the unique sound of our local music scene, we’ve learnt that everyone who loves music has a part to play in strengthening the overall ecosystem. Anything we can do to promote the greater social and cultural value of Australian music and stories, we will.”

MATTHEW LYMBURY
HEAD OF CONTENT AND LICENSING, NIGHTLIFE MUSIC

In 2022, Nightlife will again be sharing how easy it is to support and feature local music with a mix of resources - toolkits, blogs, websites and a social campaign across multiple platforms.

Aussie music will also be the focus of programming in November for Nightlife's 5,000+ commercial clients across hospitality, retail, accommodation, fitness and leisure sectors.

Featuring heavily in this focus will be crowdDJ® – an app consumers can use to easily pick and play local tracks in public spaces, available to download or at in-venue Kiosks.

crowdDJ®'s discovery homepage will feature Australian artists throughout November, while the **Australian Played logo** continues to make local tracks stand out in the app.

Nightlife's team is also concentrating on Australian artists as they curate music and visuals for November – giving playlists an increased level of relevant content from local musicians.

“We know Aussie businesses understand the importance of local campaigns and love to get behind them. That's why during every Ausmusic Month, we use our people, our tech and our product to make it easy for Nightlife users to get on board and join us in amplifying homegrown sounds.”

MATTHEW LYMBURY
HEAD OF CONTENT AND LICENSING, NIGHTLIFE MUSIC

Outside of November, Nightlife continues to seek out opportunities to connect its network and feature Australian artists, often through **partnerships with labels** and rightsholders.

In June, Unified Music Group partnered with Nightlife Music and Universal Store to promote a new single from Ocean Alley.

Nightlife's curators carefully configured a music schedule that placed the song into regular rotation over two weeks and was well-received by staff and consumers.

"Our partnership with Nightlife and Universal Store gave us a unique opportunity for added exposure. We were able to target Ocean Alley's audience with new content in a place they wouldn't expect."

MICHELLE ROSE
COMMERCIAL MARKETING MANAGER, UNIFIED MUSIC GROUP

Nightlife also runs an ongoing **Australian Played campaign**. A digital movement that **makes local music stand out** across Nightlife's business and consumer apps using a distinct logo.

With Ausmusic Month kicking off in just two weeks, Nightlife is looking to **build on the results from their 2021 campaign**, which saw:

- An **additional 5.5 million Australian songs played** in November 2021. This brought the total for local tracks played that month to 20 million and created a **36% increase in royalties for Aussie artists**.
- An **additional 39,000 Australian songs picked** by consumers. This brought the local for local tracks chosen that month to 153,000 and created a **34% increase in Aussie songs selected**.

Ultimately, Nightlife Music is once again excited to utilise its network and passion for homegrown talent to promote and support Australian artists across the country.

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Nightlife Music's Ausmusic Month Assets:

- [Nightlife Clients' Ausmusic Month Promo Kit](#)
- [Music Lovers' Ausmusic Month Promo Kit](#)
- [Musicians' Ausmusic Month Promo Kit](#)
- [Australian Played Website](#)
- [Ausmusic Month Webpage](#)

Images

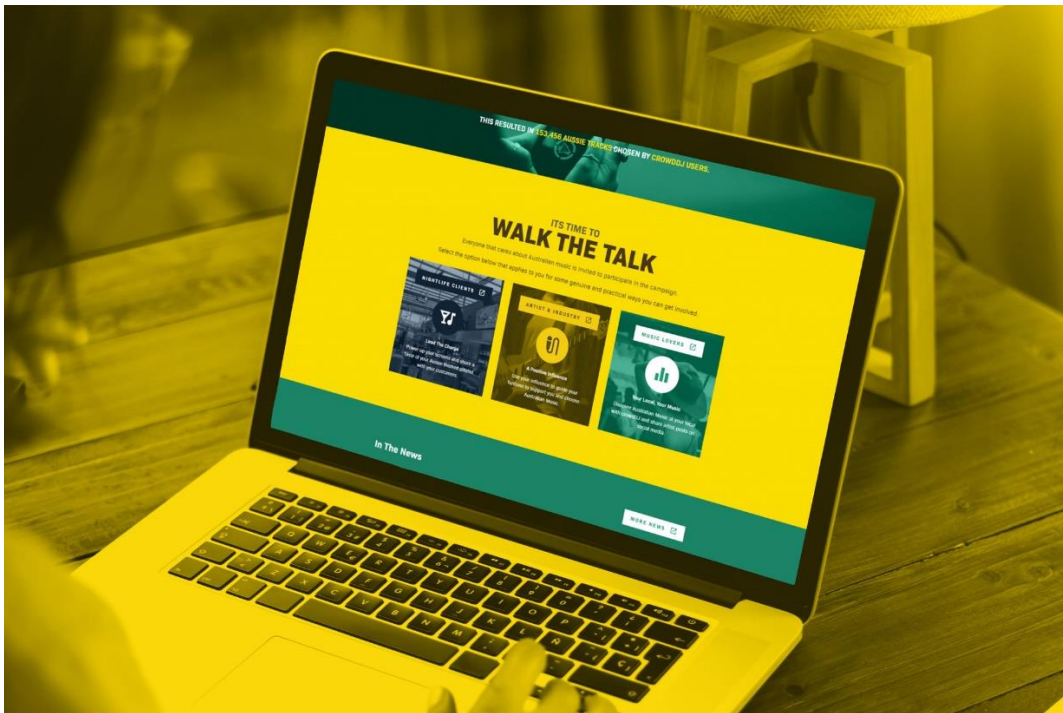


Image of Australian Played's Ausmusic Month webpage with downloadable toolkits

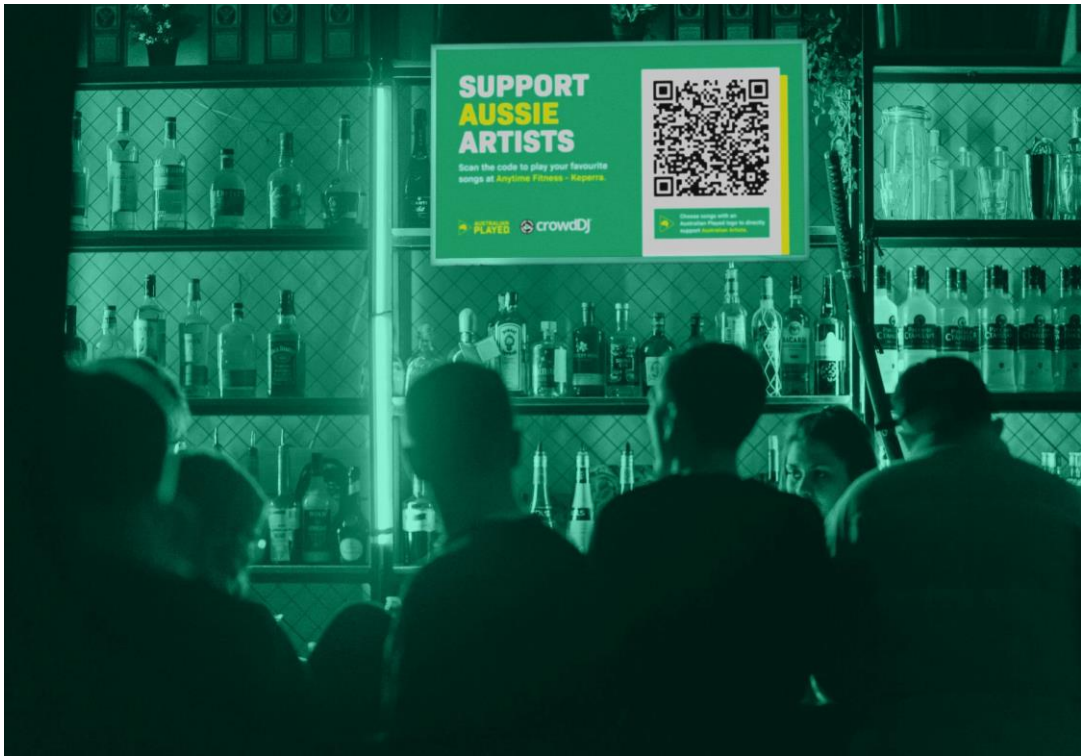


Image of Nightlife's scannable crowdDJ® QR code for venues onscreen

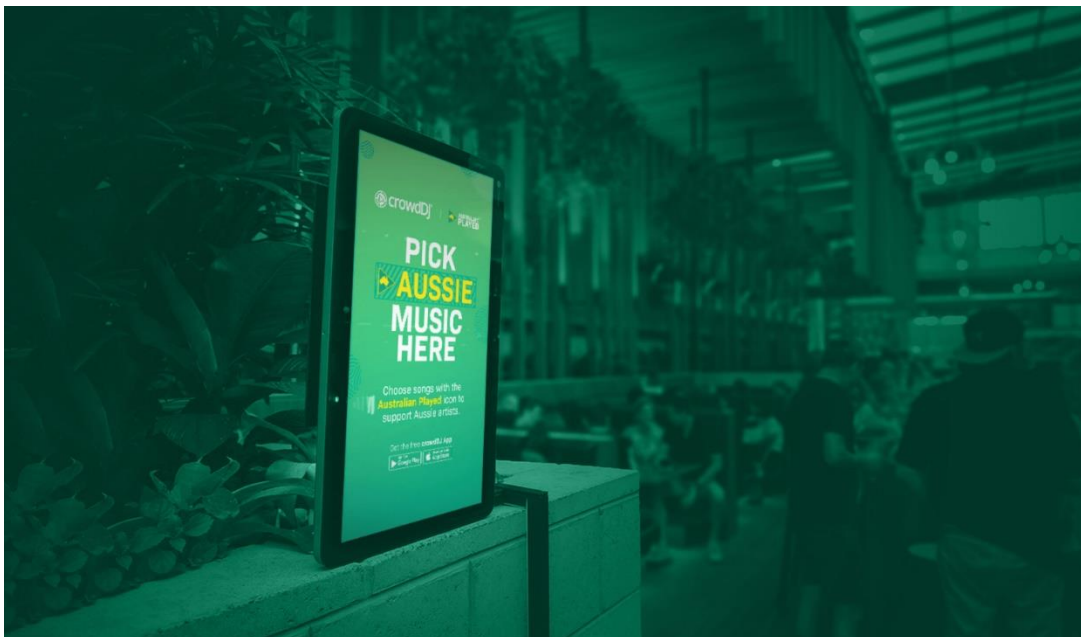


Image of of the crowdDJ® app with Ausmusic Month promotional screen

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