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Nightlife Music Announces Partnership With Doing Things

Nightlife Music is turning consumer's heads with brand new viral videos, thanks to its latest partnership with viral content powerhouse, Doing Things.

Having already been released to Nightlife's BAR, GYM, YOUTH and TWEENZ visual channels, the content can be seen in any of the 7,500+ locations using the commercial music and visual entertainment service.

Of the hundreds of new videos being introduced, the 'Animals', 'Awesome People', 'Trick Shots' and 'Party Vibes' collections are already expected to be popular across Nightlife's client base.

With a portfolio of 35+ brands and a combined audience of 85+ million followers, Doing Things is known for creating huge online communities producing some of the Internet's most well-know, shareable video content.

Doing Things' content will be well-received by Nightlife clients – particularly Leisure, Fitness and Hospitality brands - thanks to its ability to keep consumers engaged and entertained.

"This partnership with Nightlife Music opens us up to new audiences globally. We are grateful and excited to showcase a wide range of viral content with all parts of the world, online and offline."

"We're very excited for the opportunity with Nightlife Music to showcase hundreds of thousands of amazing clips submitted from our communities. This is the launchpad that will allow us to further connect with our offline audiences who are *doing things*, all over the world."

NIKKI LLORCA
LEGAL OPERATIONS MANAGER, DOING THINGS

"We're excited that the advanced caching functionality built into our systems can support content agents like Doing Things in distributing their engaging and entertaining content in a more dynamic way. One where the successful playback, and resulting impact, of a video isn't determined by an internet connection."

"The popularity of viral video content and the engagement opportunities it creates for our clients is very important to us. Partnerships like these ensure the best on-screen entertainment in venues."

MATTHEW LYMBURY
HEAD OF CONTENT, NIGHTLIFE MUSIC

About Doing Things: Doing Things is a team of creators producing the Internet's most shareable, relatable, and hilarious content, all while building communities and businesses centered around categories ranging from Pop Culture, Suburbia, Parties, Parenting, Sports, Pets and more. Today, Doing Things touts more than 35+ unique brands including household names among millennials and GenZ audiences ([Middle Class Fancy](#), [Animals Doing Things](#), [Shitheadsteve](#), [Recess Therapy](#), [Bob Does Sports](#), etc) and delivers more than 100 pieces of original and curated content daily to an audience of more than 85 million followers across Instagram, Facebook, TikTok, YouTube, and Snapchat.

About Nightlife Music: Nightlife Music is a commercial music and visual entertainment service - providing businesses and brands with tools to access and play the latest licensed content in their venues. Whether dining, shopping, working-out, checking into a hotel or even holidaying onboard a cruise ship, chances are the soundtrack consumers hear and visuals they see have been expertly curated and put there by Nightlife. Currently, Nightlife services 7,550+ venues clients across all industries - from hospitality, dining, accommodation and cruising to fitness, education, leisure, retail and much more.

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