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Nightlife Music Signs Major Partnership with Anytime Fitness Asia

Delivering Next-Level Music and Visual Engagement Across Southeast Asia

Nightlife Music is proud to announce a new partnership with Anytime Fitness Asia, under Inspire Brands Asia, an expanding fitness franchise network in the Southeast Asia region.

This new relationship marks an exciting step forward in how clubs across the region will engage their members through high-quality, brand-aligned music, immersive visuals, and interactive technology that allows members to add songs to the playlist.

What Anytime Fitness Was Looking For

Inspire Brands Asia was seeking more than just a music supplier. They wanted a partner who could:

- Deliver **quality music programming** tailored to the unique energy of their clubs.
- Provide **brand-safe, engaging visual content and digital signage**, allowing club staff to connect with members at any time.
- Empower **franchisees and their staff with full control** over their content while ensuring compliance and consistency across clubs.
- Offer a **unique experience for members**, increasing engagement and creating a more vibrant, connected training environment.

How Nightlife Delivers

With Nightlife's **crowdDJ®** app, gym members can use their phones or in-club kiosks to choose the music they want to hear, creating a vibrant, personalised workout atmosphere.

In addition, Nightlife has launched a brand new feature called **crowdDJ® Control**, where staff and trainers can take control of their sound using the same app. crowdDJ® Control has been seamlessly built in so staff and trainers can adjust volume, change up the vibe, and prioritise tracks in real time, all from their device.

Both member and staff features work together in one cohesive app, with no complex logins or setup required. It's music control made easy – just set and go, all from the palm of your hand.

Beyond the music, Nightlife's **digital signage solution** allows clubs to showcase their own branding and promotions on screens, subtly placed between inspiring fitness-focussed content and music video.

Built for Scale. Backed by Trust

crowdDJ® has already proven its value across Anytime Fitness clubs in the Philippines, Malaysia and Thailand, with over 1.1 million monthly song selections and a 35% increase in interactions over the past year.

Franchisees gain powerful tools to drive both compliance and creativity.

Lauren Manuel, Regional Head of Procurement at Inspire Brands Asia, praised the partnership for “delivering a music and visual solution that’s not only premium and on-brand, but also scalable and franchisee-friendly.”

Looking Ahead

Nightlife will debut crowdDJ® Control at the upcoming **Anytime Fitness Asia Conference** in Thailand, offering franchisees hands-on experience with the intuitive tool that gives staff and trainers dynamic music control.

We look forward to connecting directly with franchisees, discussing their needs, and bringing the Nightlife experience to even more clubs.

From pumping playlists to impactful screen content and seamless member interaction, **Nightlife is redefining the workout soundtrack** with music members control and visuals that elevate the brand for Anytime Fitness Asia.

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+ clients across all industries - from hospitality, dining, accommodation and cruising to fitness, education, leisure, retail and much more.

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