

For Immediate Release: 22 July 2025

## Nightlife Music Partners with The Sporting News to Deliver Real-Time Sports Headlines to Venues

The next big sporting moment isn't just going to break online; it is going to blast straight into local bars and gyms.

Nightlife Music, Australia's leading music and visual entertainment platform for venues, has announced a new partnership with *The Sporting News* to **deliver live, up-to-date sports headlines directly to screens in bars, gyms, and hospitality venues** across the country.

This collaboration brings curated sports content from one of the world's most established sports news brands into the real-world environments where sports fans gather, offering a fresh layer of engagement through Nightlife's digital signage platform.

### A Legacy Brand with a Modern Reach

With 140 years of history, *The Sporting News* is a legendary publication that has evolved from a print newspaper into a global digital sports news platform. It now boasts 15 international editions, including a dedicated Australian site. The partnership allows *The Sporting News* to extend its Australian presence by broadcasting curated headlines and visuals across Nightlife-connected venues, reaching fans in the moment, where they already are.

### What Venues Can Expect

This new service displays a rotating cycle of six slides featuring key headlines, images, and a QR code linking directly to the full story on *The Sporting News'* website. Updated hourly, the feed ensures that patrons always have access to current sports developments.

Initial content focuses on NRL and AFL coverage, with plans to expand into cricket, netball, basketball, boxing, F1 and other popular Australian sports.

*"Venues get a premium content stream without lifting a finger,"* said Nick Jones, Content Programmer at Nightlife Music. *"And because the slides are visual, snappy, and localised, they resonate instantly, sparking conversations and boosting that customer experience."*

*"We're used to delivering the latest cutting-edge content to our clients, and we are proud to extend this to up-to-the-minute sporting news."* Nick adds, *"We're not just putting content on screens – we're creating real-time talking points, making that conversation live again – no phones or broadcasts needed."*

Wade Maris, Managing Director of Sporting News Australia, says, *"Partnering with Nightlife has been a seamless and highly effective experience. Pubs, bars, and gyms play a vital role in bringing people together; sport is often at the heart of those shared moments. Distributing our content across Nightlife's network adds value to the venue experience and ensures our*

*targeted, contextually relevant content is delivered in a setting that encourages engagement and informed conversation.”*

### **Seamless Delivery, No Extra Cost**

- Free for Nightlife clients
- Delivered via the existing Nightlife platform as part of Digital Signage
- Default backup content will appear if the system goes offline

The service is currently being rolled out to selected verticals — including major gym franchises and high-traffic sports venues. Individual venues interested in enabling *The Sporting News* feed can contact Nightlife’s support team to schedule activation.

For more information or to schedule the integration of The Sporting News feed into your venue, please contact the team at Nightlife Music.

### **IMAGES AVAILABLE HERE**

#### **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 audio-visual 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 7,500 systems across all industries - from hospitality, dining, accommodation and cruising to fitness, education, leisure, retail and much more.

#### **About The Sporting News**

The Sporting News is a digital sports media company that has been delivering comprehensive sports coverage since 1886. With a focus on providing timely news, scores, and analysis, The Sporting News serves a global audience across multiple platforms.

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