

For Immediate Release: 4 November 2025

Music Australia's #Ausify - Now on crowdDJ®

With over 14 million song requests a year, crowdDJ is bringing Ausify to life in venues.

Music Australia has just launched its new Ausify campaign in line with Ausmusic Month, a nationwide initiative to raise the profile of Australian music. Nightlife Music is partnering with them to extend the reach of the campaign in venues across the country with their interactive consumer platform crowdDJ.

Through Nightlife's crowdDJ, Ausmusic lovers will see the new **Ausify logo on kiosk screens in their favourite pub, café, or gym**. By tapping the logo, users are presented with featured Australian artists, encouraging them to discover and choose homegrown talent first.

About Ausify: owning your music choices

Ausify is a nationwide call to action, inviting Australians **to take control of their listening habits** by actively seeking out and supporting local talent. Launched during Ausmusic Month, it connects Australian artists, venues, and audiences while celebrating the diversity of our local music scene. Throughout November, **Ausify** will roll out content and creative activations featuring hundreds of Australian artists across multiple platforms.

Nightlife amplifies the message in venues

With a national reach via 2,500 kiosks spanning hospitality, fitness, retail and entertainment, Nightlife Music is giving Ausify a powerful presence beyond the digital space. crowdDJ receives around 14 million song requests each year via kiosks and software in Australian venues.

Historically, Australian tracks identified with Nightlife's Australian Played logo have seen up to a 20 per cent increase in selections – with the Ausify logo on the kiosk home screen, Australian artists are even more visible, making it easier for users to discover and select local music and giving artists real-world exposure to millions of listeners each month. By featuring the Ausify logo on crowdDJ, Nightlife turns casual music choices into meaningful support for Australian artists.

Why Nightlife is the perfect fit

"Nightlife is the only platform that can **visually identify and promote Australian tracks** in real time across thousands of venues," said Matthew Lymbury, Head of Music & Content at Nightlife Music. "We're uniquely positioned to make discovering and celebrating Australian artists effortless – and to do it at scale."

Nightlife was already committed to the cause, with every Australian song on crowdDJ carrying the Australian Played logo. The Ausify campaign builds on this foundation, driving even greater awareness, visibility, and pride in Australian music wherever people gather to listen.

"There's a real sense of connection when you realise the song you love is Australian," added Lymbury. "We want to spark those moments more often – in pubs, gyms, cafés, and everywhere music is played."

While Ausify runs throughout Ausmusic Month, both Music Australia and Nightlife share a long-term goal: to keep Australian music visible and valued year-round.

For more information go to www.ausify.com.au

For more information on Nightlife's commitment to Australia Music go to <https://australianplayed.com.au/>
[Download image 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 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+ systems across all industries - from hospitality, dining, accommodation and cruising to fitness, education, leisure, retail and much more.

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