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Nightlife Music Secures New Content Agreement with Globally Recognised Lofi Girl

Known for its 24/7 YouTube streams of lo-fi instrumental beats and anime-inspired visuals, the Lofi Girl channel has played a key role in the genre's rise in homes for over a decade. Through its music label, Lofi Records, the brand curates, produces, and shares a diverse range of sounds, expanding its musical universe beyond lo-fi while staying true to its roots.

Nightlife Music is now bringing this content into venues, creating the ideal soundtrack for spas, lobbies, workplace breakout rooms, cafes, wellness spaces and more!

The collaboration makes it easy for businesses to create the perfect vibe for spaces where a calming atmosphere is key.

"Lofi Girl has become synonymous with relaxation, calm and concentration and we're thrilled to bring this globally loved content to venues." said Nick Jones, Content Programmer & Licensing Coordinator at Nightlife Music.

"Whether it's enhancing a spa experience, complementing a cafe's chilled aesthetic, or supporting a calm focus in wellness spaces, our clients can now enjoy the ultimate lo-fi soundtrack, effortlessly."

Nightlife Music's platform provides seamless playback, expertly curated playlists, and the flexibility to tailor content to the unique atmosphere of each venue.

This new partnership reinforces Nightlife Music's commitment to delivering music experiences that perfectly match the mood and identity of every space.

IMAGE 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 Lofi Girl

Lofi Girl started as a YouTube channel in 2015 and has grown into a globally recognised platform with over 15 million subscribers and billions of streams across multiple platforms. It is known for its signature 24/7 livestreams featuring relaxing lofi music, an iconic animated character, and a strong creative community. Over the years, Lofi Girl has expanded into publishing, gaming, and merchandise, building a loyal audience worldwide.

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