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Nightlife Music Launches in the UK as demand grows for interactive, brand-led venue experiences.

Since 1989, Nightlife Music has helped businesses across hospitality, fitness, cruise and beyond create engaging customer experiences through licensed music, visual entertainment and customer participation. With clients spanning Australia, Asia and the USA — including Accor, Novotel, Anytime Fitness and Princess Cruises — Nightlife is building a global reputation for elevating the in-venue experience.

Following 12 months of on-the-ground research, Nightlife has now officially launched in the UK, led by Head of Business Development Alexander Jeffs. The expansion coincides with new partnerships and a growing base of early adopters.

Nightlife's entry into the market comes in direct response to increasing demand from businesses seeking more advanced, integrated music solutions, highlighting a gap between what venues need and what traditional providers deliver.

Jeffs said, *"Across the UK, businesses are under pressure to differentiate, enhance customer experience and drive additional spend. Music and screens remain an underutilised opportunity, often treated as background elements rather than strategic tools for engagement and revenue. This is where Nightlife comes in."*

Transforming Music and Screens in the UK

Nightlife brings a fully integrated platform to the UK, combining:

- *Licensed, commercial-grade music*
- *Digital signage and screen management*
- *Interactive features such as crowdDJ, enabling customer participation*
- *Additional entertainment layers including music video and karaoke*

This unified approach enables venues to move beyond passive playlists and disconnected systems, creating dynamic, brand-led experiences that actively engage customers.

"Music shouldn't just fill the silence," Jeffs said. "It should shape the atmosphere, reflect the brand, and create moments that customers want to stay for and come back to."

Early adopter Craig Parker (General Manager at Anytime Fitness Maidenhead) shared, *"We've been delighted with the system from day one. It's easy to use and has*

allowed us to create a seamless, motivating training environment for our members without our team having to spend time managing or troubleshooting the technology. Instead, we can focus on delivering an exceptional member experience."

"The reliability of the system and the time it saves our team have played an important part in helping us maintain the high standards we're known for. We're proud to have been recognised as Anytime Fitness UK Club of the Year 2026, and having a dependable, low-maintenance system that consistently delivers a great member experience has certainly contributed to that success," said Parker.

From Cost Centre to Commercial Asset

By combining music, visuals, and customer interaction on a single platform, with 24/7 support, Nightlife enables venues to turn atmosphere into a competitive advantage.

"We're not here to drop in a piece of technology and walk away," Jeffs said. "We work as a partner, understanding what a business is trying to achieve and help them get there through the experience we create."

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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 the 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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