NIGHTLIFE ARTIST KIT

Cut Through the Noise

When your tracks are added to the Nightlife library, your music is broadcast to thousands of businesses, their venues and consumers.
Here's how to make the most of it.

What does Nightlife Music do?

Nightlife Music provides a commercial music and video streaming service for businesses that plays licensed content. With over 7,500 systems, predominantly across Australia and New Zealand, Nightlife Music partners with many hospitality, entertainment, fitness and retail groups.

What does crowdDJ do?

crowdDJ® was created by Nightlife Music to enable consumers to pick and play music in public spaces via an app and dedicated Kiosks. Available in over 3,000 locations, playing on 6200+ screens daily, and with more than 300,000 app downloads, crowdDJ® has an extensive reach.

Global exposure without lifting a finger.

Partnering with Nightlife automatically increases your reach and exposure by creating new opportunities for businesses and consumers to discover your music.

As soon as your tracks are released into our library, anyone can find and play them using our apps, as well as discover them on-screen in businesses and on crowdDJ® Kiosks.

Your songs are also added to our music lists. We use them to build custom music schedules that suit our clients and their businesses. They can also be queued at any time, for any occasion, using our commericial app for music management.

How to push your music even further.

1 Tell followers to pick your music on crowdDJ.

Share a photo or video on social media that lets followers know your music is now available on crowdDJ. It can be done in any style - whatever you think fans will love. Don't forget to send it to us too, so we can re-share it on our own platforms!

For formatting, square videos are okay, but your best bet is to shoot landscape/horizontal.

HERE ARE SOME SCRIPTS TO GET YOU STARTED

> Hi, it's [artist name]. Use crowdDJ to listen to my latest track, [song title], in venues across Australia now!

> Hi, we're [band name]! Pick and play our [song title] now on crowdDJ.

> Hi, I'm [artist name], you can play my music now on crowdDJ. Make sure you pick local this AusMusic Month!

Some Inspiration.

If you're looking for inspiration, check out these promo videos created by other artists in the past.

Winston Surfshirt
AusMusic Month 2021
bit.ly/WSAusMusicPromo

Guy Sebastian
crowdDJ at Plus Fitness
bit.ly/GuySPFPromo

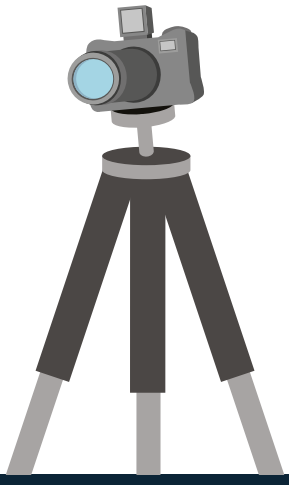
Miiesha
NewSong Out Now
bit.ly/MiieshaCDPromo

Please send any photos, videos and promos you create to music@nightlife.com.au

2 Record a Nightlife pre-roll to promote your track.

Have a song you want to promote? Send us a video read of you saying your name and the title of your track. These can be set to play before the song comes on in select venues. The script for this read is pretty simple:

> Hi, we're [band/artist name], and here's our song [track title].



NOT ON NIGHTLIFE YET? GET IN TOUCH: MUSIC@NIGHTLIFE.COM.AU

@nightlifemusic @crowdDJ

Want more? Our team can **feature** your music.

As part of your partnership with Nightlife, we can make you a Featured Artist across our networks for a designated period of time. This means you receive:

PRIME REAL-ESTATE
Featured artists will appear on the homepage of the crowdDJ app, maximising your visibility and increasing listener engagement.

SOCIAL CROSS-PROMOTION
We'll use our social media reach to promote and push your posts and new releases when they become available on our platform.

PLAYLIST PRIORITY
Featured artists get prioritised for additions to our library of professionally-curated playlists.

Featuring music makes a difference.

In June 2022, Unified Music Group partnered with Nightlife to promote Ocean Alley's latest single 'Deepest Darkness' in select retail stores across Australia.

The track was featured on crowdDJ® and Nightlife systems across 75 stores for 14 days.

In total, the song was played over 12,700 times – our programming ensuring it was not repetitive. This resulted in an average of 12 plays of 'Deepest Darkness', per day, per store. Enough for most customers to hear the track once, without the song being overplayed to employees.

FEATURED TRACK & ARTIST

Deepest Darkness
OCEAN ALLEY

75 STORES	14 DAYS	12,700 PLAYS	12 DAILY PLAYS PER STORE

To discuss Featured Artist promotions, please reach out to us at **music@nightlife.com.au**

Share your videos and promos with us.

If you create content to promote your music on the Nightlife and crowdDJ® network, share it with us so we can push your message across our own platforms!

Please send any photos, videos and promos you create to **music@nightlife.com.au**

Sharing promo photos and videos on Facebook or Instagram?

We don't want to miss a minute! Make sure you tag @**nightlifemusic** and @**crowddj** in your posts, as well as add hashtags **#crowddj** and **#nightlifemusic** so we see it!

facebook.com/crowddj facebook.com/NightlifeMusicOfficial	instagram.com/crowddj instagram.com/nightlifemusic