Nightlife Media Kit

Nightlife Music

A licensed commercial music and video platform, servicing **7,500+ systems** globally. We give artists and labels a brand-safe option to launch releases and support activations beyond traditional streaming, reaching consumers in **real-world environments**.

crowdDJ

Nightlife's interactive music platform, used and loved in **thousands of locations** across the globe. It gives guests the power to choose what plays, creating real-time discovery and placing new releases directly in front of **engaged consumers**.

Global exposure across our network.

7,500+ Systems worldwide	**3 MILLION+** Foxtel households	**1.5 MILLION+** BINGE subscribers	**25,000+** Followers across crowdDJ channels	**30,000+** Followers across Nightlife channels	**15.5 MILLION+** Yearly crowdDJ selections

Promotional package options to suit your needs.

DISCOVERY

- Added to rotation within the **Nightlife music library**
- Available for **crowdDJ** selection in relevant venues

WHAT THIS MEANS
Your track is accessible across our network and discoverable by venues + guests through crowdDJ.

AMPLIFY $

- Included in the **crowdDJ Featured List** (higher on discovery screen)
- Logo or **Fresh Picks** badge on Foxtel music channels
- Included in **Fresh Friday** social promotion
- QR code on Foxtel music video (linking to album download, tour tickets etc)
- Artist intro aired on Foxtel channel (I'm...this is my new track...")
- Giveaway collaborations

WHAT THIS MEANS
Increased visibility across venue screens, social media and on-screen promotion, driving awareness and action.

SPOTLIGHT $

- Exclusive pre-release to targeted clients
- **'Live From The Boardroom'** performance session
- Featured artist segment on Foxtel Promo content on screens in key venues
- **Attract-screen** placement on kiosks
- Album livestream events in key venues

WHAT THIS MEANS
A coordinated launch campaign combining early access, premium content, venue-wide visibility and live activation.

How it looks in practice.

In June 2022, Unified Music Group partnered with Nightlife to promote **Ocean Alley**'s single '*Deepest Darkness*' across retail store locations nationwide.

The track featured on crowdDJ and Nightlife systems for 14 days, generating over 12,700 plays. Our programming ensured no repetition, averaging 12 plays per store, per day — meaning thousands of shoppers encountered the track, without overplaying it for staff.

> "We were able to target Ocean Alley's audience with **new content** in a **place they wouldn't expect.**"
>
> UNIFIED MUSIC GROUP
>
> **MICHELLE ROSE**
> COMMERCIAL MARKETING MANAGER

From listening parties, blog features, giveaways and more, we're experts in taking content further. Visit our **Nightlife** blog to learn more about how we worked with or promoted:

- ROBYN
- COUNTDOWN
- THE ROLLING STONES
- BON JOVI
- INXS
- COLD CHISEL
- PSEUDO ECHO
- AND MORE

Harness the power of play data.

Our platform records **comprehensive play data,** which allows us to provide you with a snapshot of where tracks are playing, how often and more.

Plus, our **Music Releases Dashboard** gives you platform insights at a glance, making it easy to see the status of each release.

Get in touch with our team.

If a promotional package aligns with your goals, please **reach out** to our team to discuss options and pricing.

Learn more about artist self-amplification & promotion on the Australia Played site.

music@nightlife.com.au

australianplayed.com.au