



ROCKN  
MOB

New wave of rock music

Rocknmob: the project in details



ROCKN  
MOB  
BOLIVIA



## About Rocknmob

Rocknmob is a completely new form of rock music.

It is an orchestra of 100+ musicians: vocalists, guitarists, bass guitarists, drummers, and keyboard players.

We perform live the most beloved rock hits of all time: hundreds of musicians are playing simultaneously, literally creating a wall of sound!

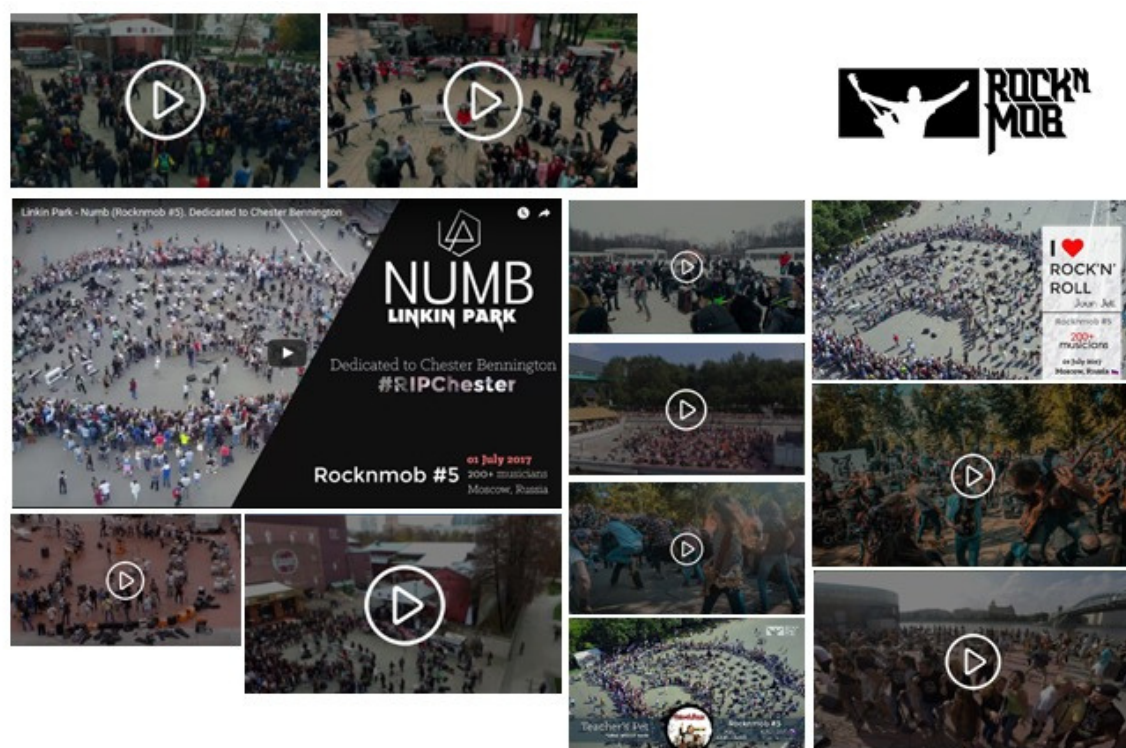


# Official Videos

After every mob we create videos for each song performed during the gig.

# Central Parks

We perform only in central parks as there's enough space for musicians and spectators



Парк  
Горького



Кузьминки



# Popular videos

**Music Life**  
April 10 · 🌐

This is awesome...👏🔥  
Rocknmob

**Bon Jovi "It's My Life" but it's played by a flash mob of musicians...🤯🔥**



Bon Jovi "It's My Life" but it's played by a flash mob of musicians...🤯🔥  
04:09

👍❤️👹 Rocknmob, Yenny Sugiharto, Tyler J. Martin and 610K others · 35K Comments · 620,016 Shares · 32M Views

👍 Like · 💬 Comment · ➦ Share · 🎵





Linkin Park - Numb (Rocknmob #5). Dedicated t...  
5.3M views · 1 year ago

Linkin Park - What I've Done (Rocknmob #2)  
2.3M views · 2 years ago

Bon Jovi - It's my life (Rocknmob #2)  
2.3M views · 2 years ago

Green Day - 21 Guns (Rocknmob Samara #1)  
645K views · 2 years ago

**Music Life**  
May 29 at 5:32 PM · 🌐

Wow...🤯🔥  
Rocknmob

**'Livin' On A Prayer' by Bon Jovi but it's played by over 270 musicians...🤯🔥**



'Livin' On A Prayer' by Bon Jovi but it's played by over 270 musicians...🤯🔥  
04:05

👍❤️👹 Rocknmob, Jess Cunliffe, Hpludnar Acsavan and 271K others · 18K Comments · 386,706 Shares · 18M Views

# Popular videos

**Music Life**  
April 17 · 🌐

Like as Your Page

Awesome... 🤩🔥

Rocknmob

Linkin Park "Numb" but it's played by a flash mob of musicians... 🤯🔥



Linkin Park "Numb" but it's played by a flash mob of musicians... 🤯🔥

03:44

311K

16K Comments 283,576 Shares 13M Views

Like Comment Share



yurydud · Follow

yurydud · Очередной Rocknmob в Москве. В позапрошлом году выдающийся образом исполнили Numb Линкин Парка. В этом - 'Livin' On A Prayer' Бон Джови. Три сотни музыкантов и просто #заебись (Ссылку прикрутил в профиле: посмотрите, там на канале куча других массовых номеров)

4w

503,768 views

MAY 27

Add a comment... Post



**Music Life**  
April 24 · 🌐

Wow... 🤩🔥

Rocknmob

Metallica 'Enter Sandman' but it's played by a flash mob of musicians... 🤯🔥



Metallica 'Enter Sandman' but it's played by a flash mob of musicians... 🤯🔥

03:38

Rocknmob, Ryan Tucker, Alfred Aborquez and 66K others

3.6K Comments 64,746 Shares 3.1M Views

# Popular videos



Et Rockeiro

July 23 at 3:51am · 🌐

Tribute to linkin park made by 1000 fans performing the song What I've Done

⚙️ See original · Rate this translation

20M Views

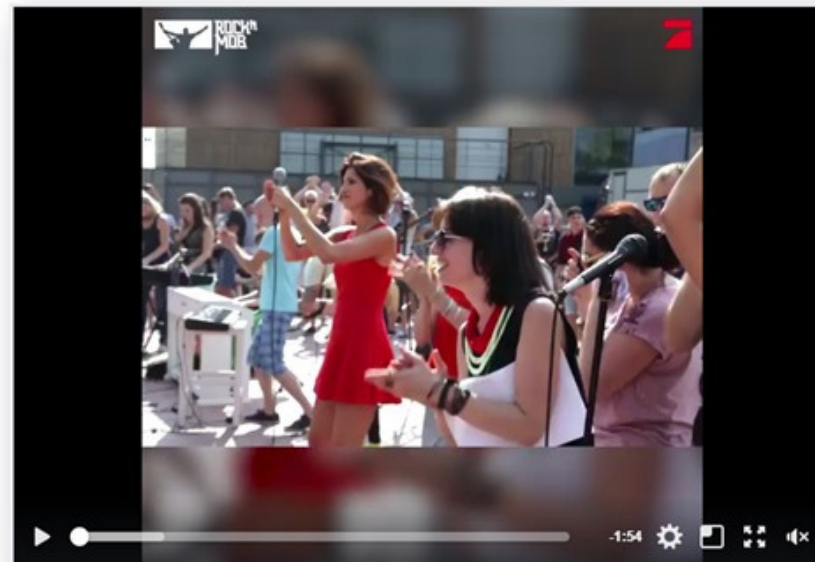
👍 Like 💬 Comment ➦ Share

👍👍👍 Lorenzo Ostuni and 364K others

Top Comments ▾

489,688 shares

27K Comments



ProSieben

August 2 at 7:01pm · 🌐

👍 Like Page ▾

Diese Hommage an Linkin Park-Sänger Chester Bennington ist zwar schon älter, aber gerade im jetzigen Kontext bewegend und wunderschön. 😭❤️ Unbedingt Ton anmachen! 🎧🔊

Credit: Rocknmob

See Translation

3M Views

👍 Like 💬 Comment ➦ Share

👍👍👍 Rocknmob, Hannah Aschenbrenner, Jörg Friedrich and 73K others

Top Comments ▾

34,901 shares

5.6K Comments

- Moscow
- Saint-Petersburg
- Samara
- Kazan
- Yaroslavl
- Mexico
- Hong Kong
- Malaysia
- Macedonia



**9**  
cities



**900+**  
musicians



**17**  
mobs



**23**  
videos



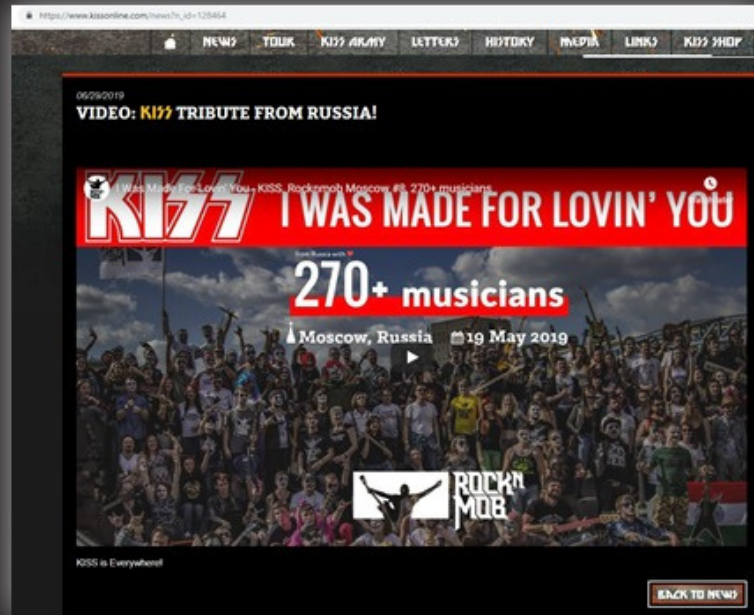
**80 000 000+**  
views



**1 000 000+**  
likes/comments/shares

# Responses

# KISS



# Responses



## Gene Simmons

bassist and co-lead singer



## Paul Stanley

rhythm guitarist and co-lead singer



# Responses



Bongiovi brothers and Richie Sambora

**Matt Bongiovi** (driving force of the band and official fan club of "Backstage with John Bon Jovi") is following us on Twitter.

**John Shanks** (producer and guitarist of Bon Jovi) is following us on Instagram.



**Matthew Bongiovi**  
@TheMattBongiovi

Well done everyone!! [twitter.com/rocknmob/statu...](https://twitter.com/rocknmob/status/7711111111)

01:58 - 14 августа 2016

**Bongiovi Brand Sauce**  
@BongioviBrand

Cool! It's My Life performed by 130 people in Gorky Park, Moscow. [youtube.com/watch?v=q39hOv...](https://youtube.com/watch?v=q39hOv...)

19:35 - 13 августа 2016

57 195

**Bongiovi Brand** shared a post.  
June 3 at 3:49 PM

We know firsthand how much they love Bon Jovi in Moscow.

**Deb Budenbender Blattman** ▸ Bongiovi Brand  
June 1 at 9:09 PM

How cool is this?? 🙌👍

Watch "Livin' On A Prayer - Bon Jovi. Rocknmob Moscow #8, 270+ musicians" on YouTube



YOUTUBE.COM  
**Livin' On A Prayer - Bon Jovi. Rocknmob Moscow #8, 270+ musicians**  
Please SUPPORT the project on <https://www.patreon.com/rocknmob> - help us...



**Bongiovi Brand Sauce**  
@BongioviBrand

Following

Gotta love this. Sounds great @RocknMob!

**Mila** @MilaWiz

@RocknMob again in Moscow to perform #THINFS! @BonJovi @TheMattBongiovi @BongioviBrand @BonJoviTalk [youtu.be/1y6hVX2bFqk](https://youtu.be/1y6hVX2bFqk)

5:10 PM - 14 Nov 2016

# Famous Musicians



## "SLOT" band

Almost the whole band (including Daria "Nookie" Stavrovich, semi-finalist of "The Voice" show, 5<sup>th</sup> Season) participated in rocknmob #7, where we performed their song "The Fight"

**Participated in rocknmob #7.**



## Pierre Edelle

Finalist of "The Voice" in Russia, France and in Ukraine.

**Participated in Rocknmob #3.**



## Sergey Golovin

One of the best Russian guitarists.

Official representative of Ernie Ball Music Man, Dunlop/MXR, AMT Electronics, Positive Grid

**Participated in Rocknmob #2.**



## Kirill Babiye

Participant of «The Voice» in Russia (5th season)

Vocalist of "Timesquare" band.

**Participated in Rocknmob #5.**



# Rocknmob: Youtube



**13.4 M+**

views



**2:03**

Average view



**100 000+**

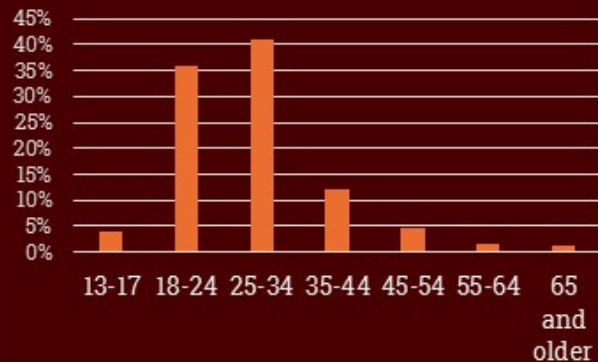
Likes/comments/shares



**126 000+**

subscribers

## Subscribers



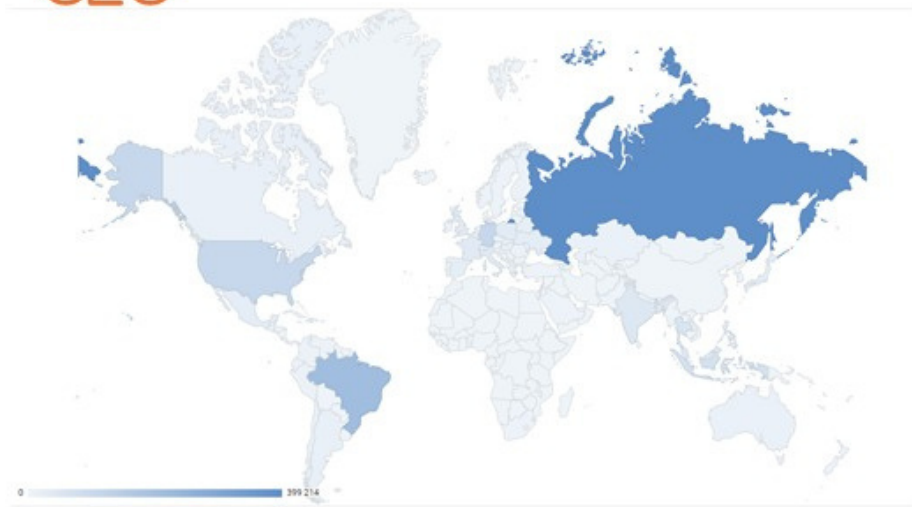
83%  
men



17%  
women



## GEO



| Geography                                         | Subscribers    | Views             | Average view duration | Average percentage viewed | Watch time (minutes) |
|---------------------------------------------------|----------------|-------------------|-----------------------|---------------------------|----------------------|
| <input checked="" type="checkbox"/> Total         | 128,114 100.0% | 13,538,721 100.0% | 2:03                  | 48.9%                     | 27,942,057 100.0%    |
| <input checked="" type="checkbox"/> Indonesia     | 7,257 5.7%     | 2,060,746 15.2%   | 2:01                  | 48.5%                     | 4,158,439 14.9%      |
| <input checked="" type="checkbox"/> Brazil        | 8,730 6.8%     | 1,053,171 7.8%    | 2:10                  | 52.0%                     | 2,293,727 8.2%       |
| <input checked="" type="checkbox"/> Russia        | 4,051 3.2%     | 1,005,686 7.4%    | 2:00                  | 46.3%                     | 2,015,387 7.2%       |
| <input checked="" type="checkbox"/> Malaysia      | 3,563 2.8%     | 891,904 6.6%      | 2:15                  | 53.1%                     | 2,013,553 7.2%       |
| <input checked="" type="checkbox"/> India         | 6,117 4.8%     | 718,271 5.3%      | 1:50                  | 46.0%                     | 1,321,145 4.7%       |
| <input checked="" type="checkbox"/> Germany       | 1,463 1.1%     | 695,022 5.1%      | 2:00                  | 48.5%                     | 1,400,417 5.0%       |
| <input checked="" type="checkbox"/> United States | 4,736 3.7%     | 693,903 5.1%      | 2:11                  | 50.7%                     | 1,519,907 5.4%       |
| <input checked="" type="checkbox"/> Thailand      | 2,621 2.0%     | 604,706 4.5%      | 2:03                  | 50.4%                     | 1,245,110 4.5%       |

# Russian media

## "ROCKNMOB САМАРА" В СМИ

На ТВ:



Репортаж телеканала "Самара ГИС"

Отчеты в online-изданиях:

ДРУГОЙ ГОРОД



На радио:



Анонсы мероприятия в online-изданиях:

ДРУГОЙ ГОРОД

Большая Деревня

ДОКУМЕНТЫ ИСКУССТВА

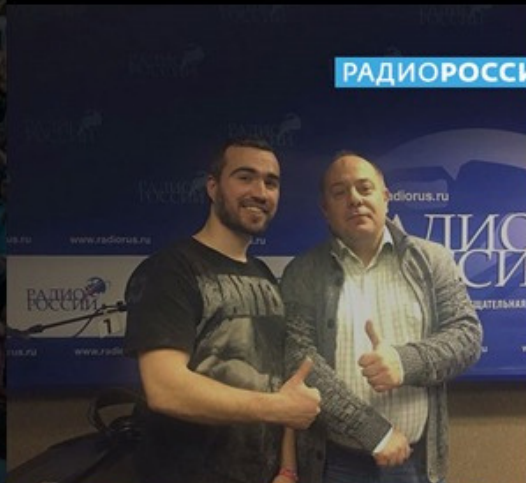
ТЕПЛА

57.1

163.gorod.ru

INNOCENT

РАДИОРОССИЯ



LIFE

На телевидении:



Первое включение (Linkin Park)



#ФЛЕШМОВЫ #МУЗЫКА #ПАРКИ

Второе включение (It's my life)



Музыкальный фестиваль



Краткий репортаж о мероприятии

Анонсы мероприятия в online-изданиях:

interfax

gazeta.ru

газета.ru

Т

АВЕС

Новости



ЦПКиО им. ГОРЬКОГО

8:39

Пн, 20.05

НИЖНИЙ НОВГОРОД

+15°

☀

Мобильный репортаж

+15°



24

# Partners



Мельница  
Концертное  
Агентство



Парк  
Горького



TONESKY

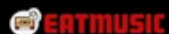


TRIANGLE STUDIO



музтопр

RedGates



мир музыки



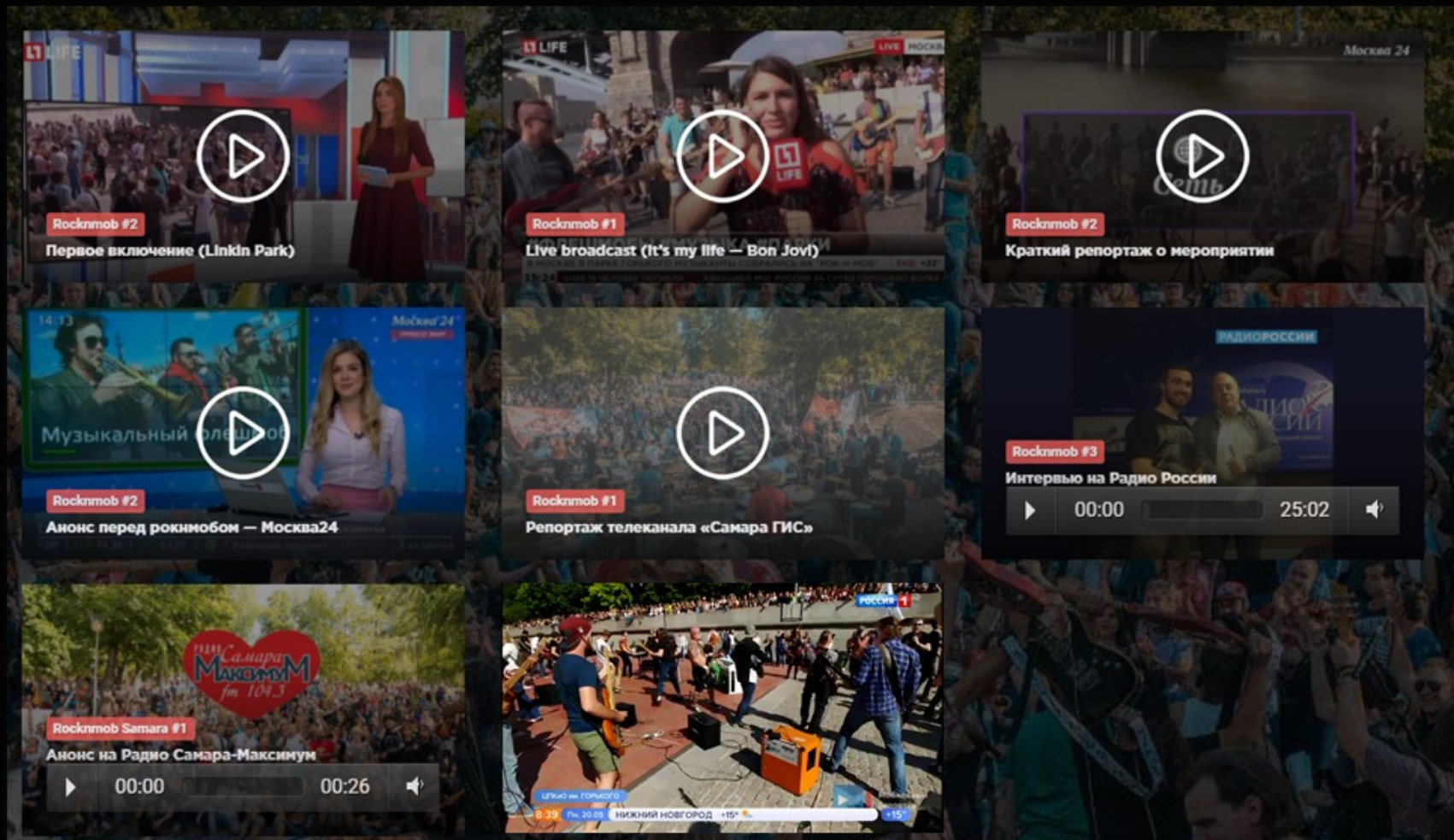
MuzPROF



ERNIE BALL



# Rocknmob on TV



# Foreign media



# Viewers and participants' reactions



**99% of positive reviews**

**We get responses in Russian, English, Portuguese, Spanish, French, Italian languages.**

**All participating musicians want to rocknmob on next mobs!**



Linkin Park "What I have done" - standing there like in the heart of living organism, your whole body like "knock-knock, knock-knock") could not count - there was too many musicians) that synchronous beat 🤖 it's beautiful. :) wanna more))

QUIET\_CUTIE



Edson Lobo reviewed Rocknmob — December 24, 2016 at 5:06pm · €

Acho fantástica a ideia e participação de vários artistas, normalmente incógnitos e desconhecidos. Adoraria que tivéssemos algo semelhante no Brasil.

I think it's a fantastic idea and participation of several artists, usually unknown and unknown. I would love to have something similar in Brazil.

See Translation

Rocknmob, Valdeir Guido and Cláudia Alves

1 Comment

Like Comment Share



Just bring me back to this day #rocknmob #rocknmob3 #thishouseisnotforsale #bonjovi I'm happy to be part of it. Thank you for this day, for rehearsals, for everything. I love you all. Hatiko-mode enabled again and wait for all videos to be published!

\_FORTUNEFADED



#rocknmob - is what can inspire you 'm/ in moments like this you really regret that you don't play any instruments and don't sing well enough #LP

IMSIRUSLYBLACK



Dear friends (after what happened between us we are all friends), sorry for being a bit late with photos! It could have been mind-blowing, awesome, breath-taking, unless it wasn't so much better! Thanks for the chance to experience such emotions! I will never miss rocknmobs!

ARTEMY BOGDANOV



Well, hell yeah, #rocknmob #rocknmobsamara yesterday was unforgettable event! Guys, musicians, technicians, spectators - HUGE THANKS TO ALL OF YOU! I love you! Next spring we have to do it again! But it should be bigger and more awesome!

Special thanks go to our friends from Moscow and to my new cool friend Kirill. Our small vocal battle in Houston Bar was mind-blowing one :) And, you know, I've got goosebumps after #rocknmob!

ALEXEY PSYCHICKESKY

Angela Cirilo de Oliveira shared Rocknmob's video January 3 at 2:38am · €

Moved a whole generation and excites until today. Wonderful.

See original Rate this translation



Neha Dookhoo 1 month ago

This video give me life after chester death . I want to go there and hug them, cry , sing with them . Chester I know you are looking at us and smiling . I love you and no one can make me forget you and replace you , you will always stay in our memories and heart . Thank you for this amazing childhood. 🥹🥹🥹



Pinned by RocknMob

MegaTwiztid15 1 month ago (edited)

Chester would've loved this. And I'm sure he does as he's looking at this in heaven. This is the best tribute I've seen. I'm fucking crying right now.

Marcos Frech reviewed Rocknmob — December 27, 2016 at 5:38pm · €

Absolutely fantastic! It's unbelievable what they can do! Rockn mob Team: You are simply the best!!!



David Fernandez reviewed Rocknmob — August 15, 2016 · €

Amazing! Hope this spreads through all the world



Wilson José Elias shared Rocknmob's video January 2 at 3:41am · €

rock já mais vai morrer , porque sempre vai ser o melhor de todas as musicas.



Bon Jovi Web Radio shared Rocknmob's video August 13, 2016 · €

Jon you must watch this. It's insane. Maybe the best tribute to Bon Jovi so far. Congrats folks. K.T.F.

**1 000 000+ comments and shares**

# Rocknmob: 2019



More than 270 musicians participated in the first rocknmob in 2019 which has been supported by SAV Entertainment, a company that organizes shows of such bands as Bon Jovi, Kiss, Scorpions.

We are planning to rocknmob in Moscow, Saint-Petersburg and Yaroslavl.

We are in touch with Brazil (local rocknmob), UAE (F1) and India (Mood Indigo festival)



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