



# ROCKN MOB

New wave of rock music

Rocknmob: the project in details



## 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.

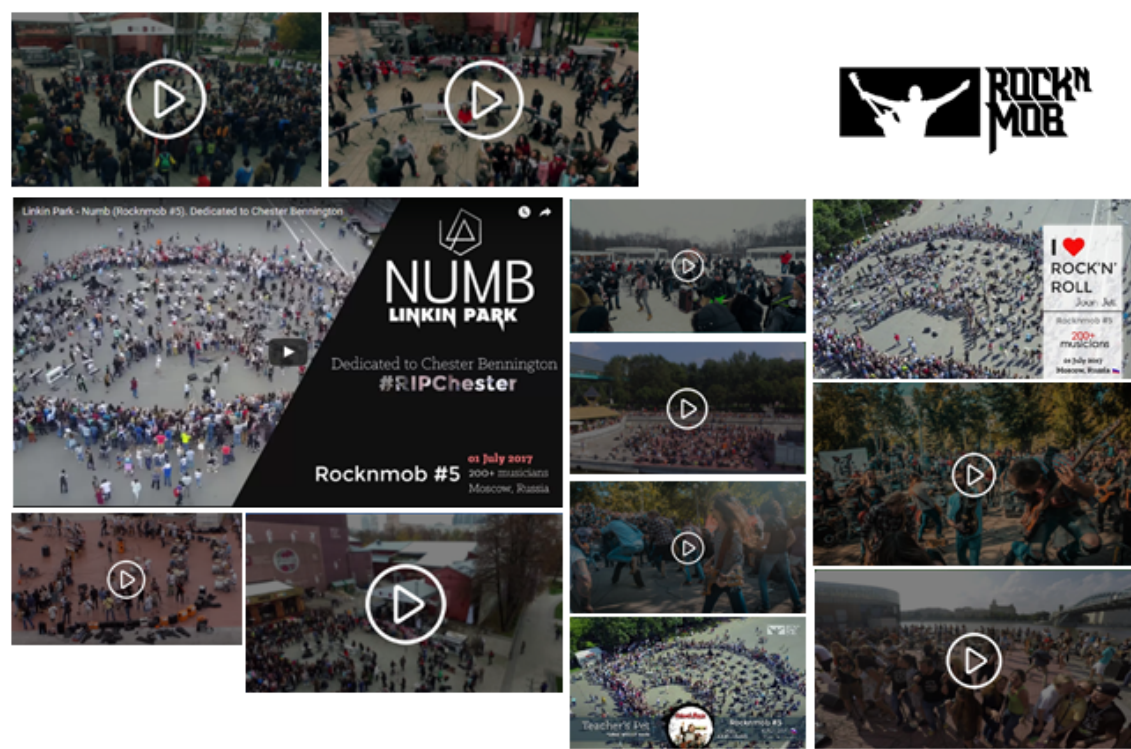
We perform live the most beloved rock hits of all time: hundreds of musicians are playing simultaneously, literally creating a wall of sound!

# 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



Linkin Park - Numb  
(Rockmob #5). Dedicated t...

5.3M views • 1 year ago

Linkin Park - What I've Done  
(Rockmob #2)

2.3M views • 2 years ago

Bon Jovi - It's my life  
(Rockmob #2)

2.3M views • 2 years ago

Green Day - 21 Guns  
(Rockmob Samara #1)

645K views • 2 years ago

**Music Life**  
April 10 · 🌐

Like as Your Page

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

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

Like as Your Page

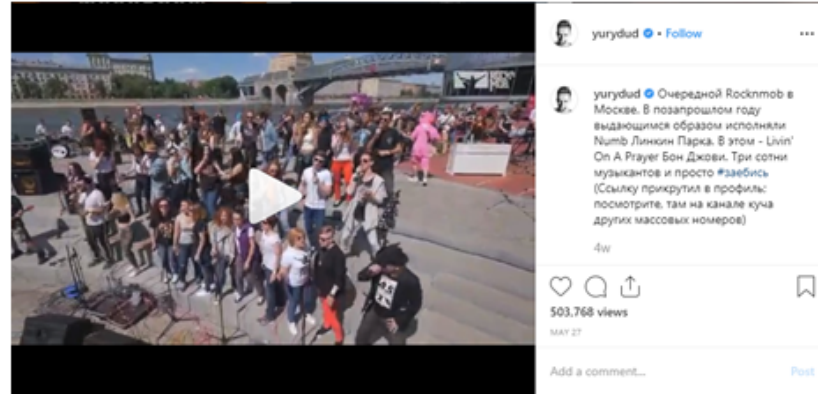
Wow...😱🔥  
Rocknmob

'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... 🤩🔥

Rockmob

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

Music Life April 24 · 🌐 Like as Your Page

Wow... 🤩🔥

Rockmob

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

👍❤️🤯🔥 Rockmob, 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

# RocknMob today



- 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** @KISSOnline Follow

Amazing #KISS Tribute from #Russia!  
#KISSARMY #KISSisEverywhere!

**I WAS MADE FOR LOVIN' YOU**  
270+ musicians

**I Was Made For Lovin' You - KISS. Rocknmob Moscow #8, 2...**  
Please SUPPORT the project on <https://www.patreon.com/rocknmob> - help us come to YOUR city!  
You can also buy our merch on <https://teespring.com/stores/rocknmob> - [youtube.com](https://www.youtube.com)

3:08 AM - 29 Jun 2019

63 Retweets 508 Likes

NEWS TOUR KISS ARMY LETTERS HISTORY MERCH LINKS KISS SHOP

06/29/2019  
**VIDEO: KISS TRIBUTE FROM RUSSIA!**

**KISS I WAS MADE FOR LOVIN' YOU**  
Presented with 270+ musicians  
Moscow, Russia 19 May 2019

ROCKN MOB

KISS is Everywhere

[BACK TO NEWS](#)

**KISS**  
June 29 at 1:11 PM

Amazing #KISS Tribute from #Russia! #KISSARMY #KISSisEverywhere!

**KISS I WAS MADE FOR LOVIN' YOU**  
Presented by 270+ musicians  
Moscow, Russia 19 May 2019

ROCKN MOB

YOUTUBE.COM  
**I Was Made For Lovin' You - KISS. Rocknmob Moscow #8, 270+ musicians**

3.4K 162 Comments 826 Shares



# Responses



## Gene Simmons

bassist and co-lead singer

Gene Simmons  [@genesimmons](#) [Follow](#)

You won't believe it. Check this out. Moscow, you rock.!

**I WAS MADE FOR LOVIN'**  
270  
I Was Made For Lovin' You - KISS. Rocknmob Moscow #8, 2...  
Please SUPPORT the project on <https://www.patreon.com/rocknmob> - help us come to YOUR city!  
You can also buy our merch on [https://teespring.com/stores/roc...](https://teespring.com/stores/rocknmob)  
youtube.com

3:20 AM - 29 Jun 2019

67 Retweets 543 Likes

50 67 543

## Paul Stanley

rhythm guitarist and co-lead singer

Paul Stanley  [@PaulStanleyLive](#) [Follow](#)

How Cool Is THIS?!?

**I WAS MADE FOR LOVIN'**  
270  
I Was Made For Lovin' You - KISS. Rocknmob Moscow #8, 2...  
Please SUPPORT the project on <https://www.patreon.com/rocknmob> - help us come to YOUR city!  
You can also buy our merch on [https://teespring.com/stores/roc...](https://teespring.com/stores/rocknmob)  
youtube.com

5:12 AM - 29 Jun 2019

283 Retweets 1,749 Likes

229 283 1.7K

# 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/6641111111)  
01:58 - 14 августа 2016  
57 retweets 195 likes

**Bongiovi Brand Sauce** @BongioviBrand  
Cool! It's My Life performed by 130 people in Gorky Park, Moscow. [youtube.com/watch?v=q39hOv...](https://www.youtube.com/watch?v=q39hOv...)  
19:35 - 13 августа 2016  
32 retweets 93 likes

**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

**BON JOVI**  
Livin' On A Prayer  
270+ musicians  
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...

**RICHEL SAMBORA** @TheRealSambora  
4 112 followers 296 tweets 162 тыс. likes 262 photos

RICHEL SAMBORA перетweeted  
R.D. @mmsambora · 2 days  
@BonJovi @TheRealSambora did you watch it? Rocknmob #2 - It's My Life

Rocknmob #2 - It's My Life (Bon Jovi)  
Одновременно вышло видео "It's My Life" (Bon Jovi) со второго похода в Москву, который прошёл 30 июля 2016 снова в Парке Горького (Москва). Запись на участие...  
[youtube.com](https://www.youtube.com)

**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



# Responses



30 Seconds to Mars



Linkin Park



Metallica

**THIRTY SECONDS TO MARS** @30SECONDTOMARS

This army of rockers showed up at the venue yesterday to play Mars songs 🥰 @RocknMob



9:31 AM - 29 Apr 2018 from Moscow, Russia

293 Retweets 2,068 Likes

**LINKIN PARK** @linkinpark


Watch "What I've Done" performed live by 150 musicians at Gorky Park in Moscow. [youtube.com/watch?v=rQQByM...](https://www.youtube.com/watch?v=rQQByM...) 00:58 - 17 аврыста 2016

597 1 441

**Linkin Park** about 3 months ago

Watch "What I've Done" performed live by 150 musicians at Gorky Park in Moscow.

**Rocknmob #2 - What I've Done (...)**  
Официальное видео песни "What I've Done" (LL...)



YOUTUBE.COM

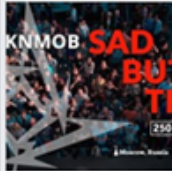
24K 382 2.4K

**Metallica** March 10 · 🌐

How cool is this???

**Metallica - Sad But True (Rocknmob Moscow #7)**

Support us on <https://www.patreon.com/rocknmob> - help us come to YOUR city! Official video for the...



YOUTUBE.COM

Daniil Arkhipov and 12K others 376 Comments 1.5K Shares

# Responses



Tomo Miličević  
(30 Seconds to Mars)

PAIN

Группа Pain

СЛОТ

Igor Lobanov  
(Slot)



**Mista Disciple** @tomofromearth  
Follow

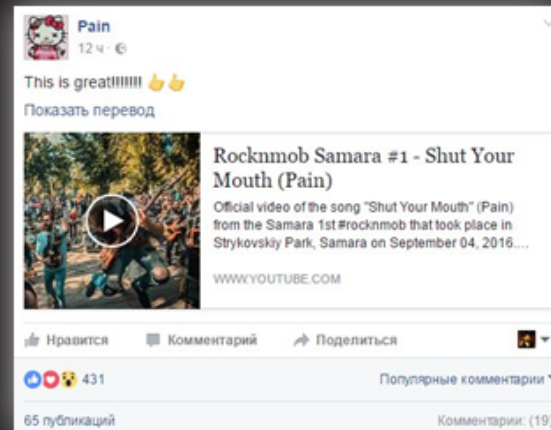
.Best thing ever hahaha. Love this...  
[youtube.com/watch?v=7nLyWK...](https://www.youtube.com/watch?v=7nLyWK...) via @youtube

**Rocknmob #3 - The Show Must Go On (Queen)**  
Official video of the song "The Show Must Go On" (Queen).  
Rocknmob #3, Moscow, Hermitage Garden, October 8th, 2016.  
This song is dedicated to Freddie Mercury...  
youtube.com

4:58 PM - 8 Feb 2017

78 Retweets 258 Likes

18 78 258



**Pain** 124 likes

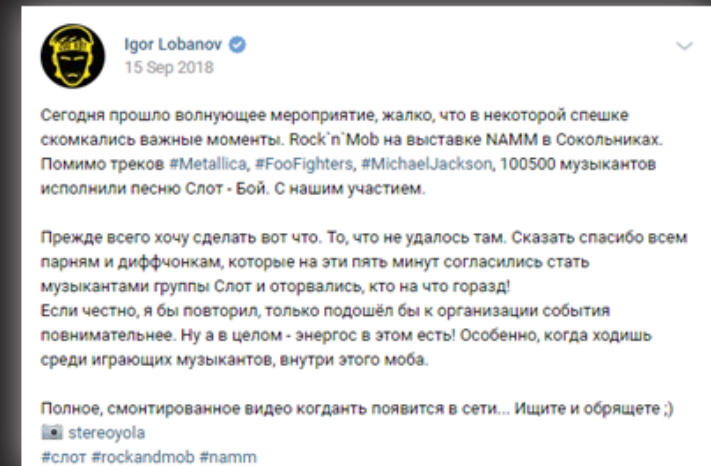
This is great!!!!!! 🙌🙌  
Показать перевод

**Rocknmob Samara #1 - Shut Your Mouth (Pain)**  
Official video of the song "Shut Your Mouth" (Pain) from the Samara 1st #rocknmob that took place in Strykovskiy Park, Samara on September 04, 2016...  
WWW.YOUTUBE.COM

Нравится Комментарий Поделиться

431 Популярные комментарии

65 публикаций Комментарии: (19)



**Igor Lobanov** 15 Sep 2018

Сегодня прошло волнующее мероприятие, жалко, что в некоторой спешке скомкались важные моменты. Rock'n'Mob на выставке NAMM в Сокольниках. Помимо треков #Metallica, #FooFighters, #MichaelJackson, 100500 музыкантов исполнили песню Слот - Бой. С нашим участием.

Прежде всего хочу сделать вот что. То, что не удалось там. Сказать спасибо всем парням и диффчонкам, которые на эти пять минут согласились стать музыкантами группы Слот и оторвались, кто на что горазд! Если честно, я бы повторил, только подошёл бы к организации события повнимательнее. Ну а в целом - энергос в этом есть! Особенно, когда ходишь среди играющих музыкантов, внутри этого моба.

Полное, смонтированное видео когданть появится в сети... Ищите и обряцете ;) [stereoyola](#)  
#слот #rockandmob #namm

# 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 (5<sup>th</sup> season)

Vocalist of "Timesquare" band.

**Participated in Rocknmob #5.**



# Rocknmob: Facebook



**67+ millions**  
views



**66.5+ millions**  
Views via reposts

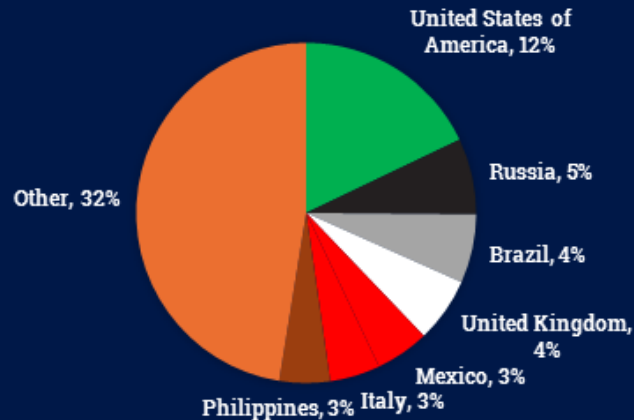


**900 000+**  
Likes/comments/shares

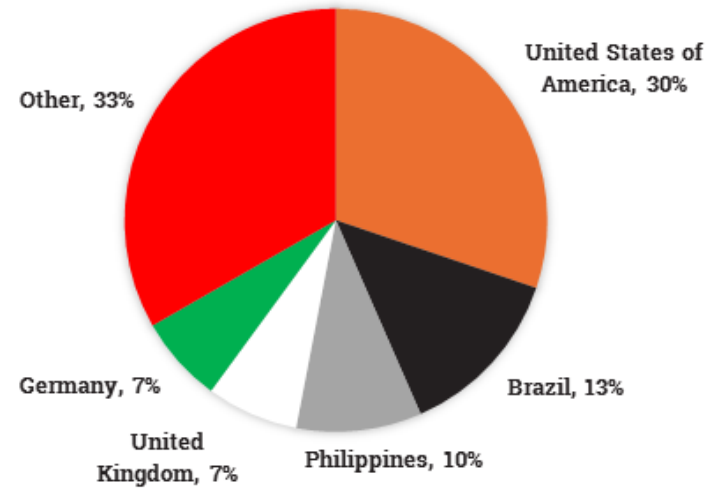


**60 000+**  
subscribers

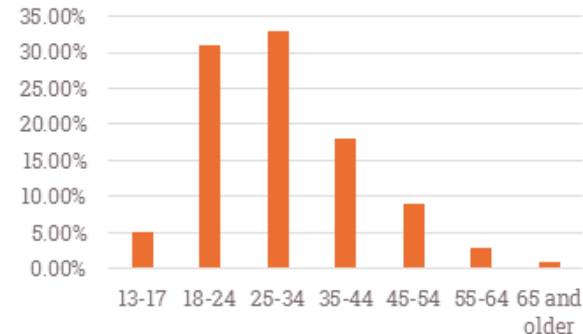
## Content Reach



## Subscribers



## Age/Sex





# Rocknmob: Youtube



**13.4 M+**  
views



**2:03**  
Average view

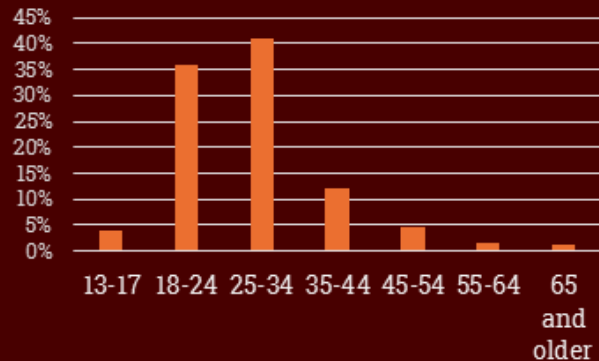


**100 000+**  
Likes/comments/shares



**126 000+**  
subscribers

## Subscribers



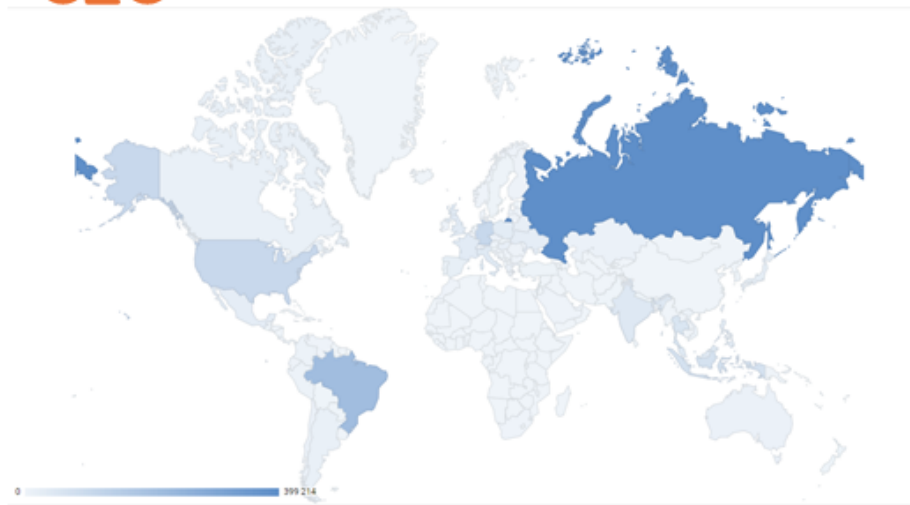
**83%**  
men



**17%**  
women



## GEO



Geography	Subscribers ▲	Views ▲	Average view duration	Average percentage viewed	Watch time (minutes) ▲
<input 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 type="checkbox"/> Germany	1,463 1.1%	695,022 5.1%	2:00	48.5%	1,400,417 5.0%
<input type="checkbox"/> United States	4,736 3.7%	693,903 5.1%	2:11	50.7%	1,519,907 5.4%
<input type="checkbox"/> Thailand	2,621 2.0%	604,706 4.5%	2:03	50.4%	1,245,110 4.5%



# Rocknmob: VK



**3M+**

Views via reposts



**8 000+**

Subscribers



**15 000+**

Likes/comments  
/shares



# Public Pages Published Our Videos



Leprozory (3.2M+ subscribers)



Science and Technology (4.8M+ )



Vine (1.1M+)



Just Video (2.4M+)



Дзен

Zen (2.2M+)

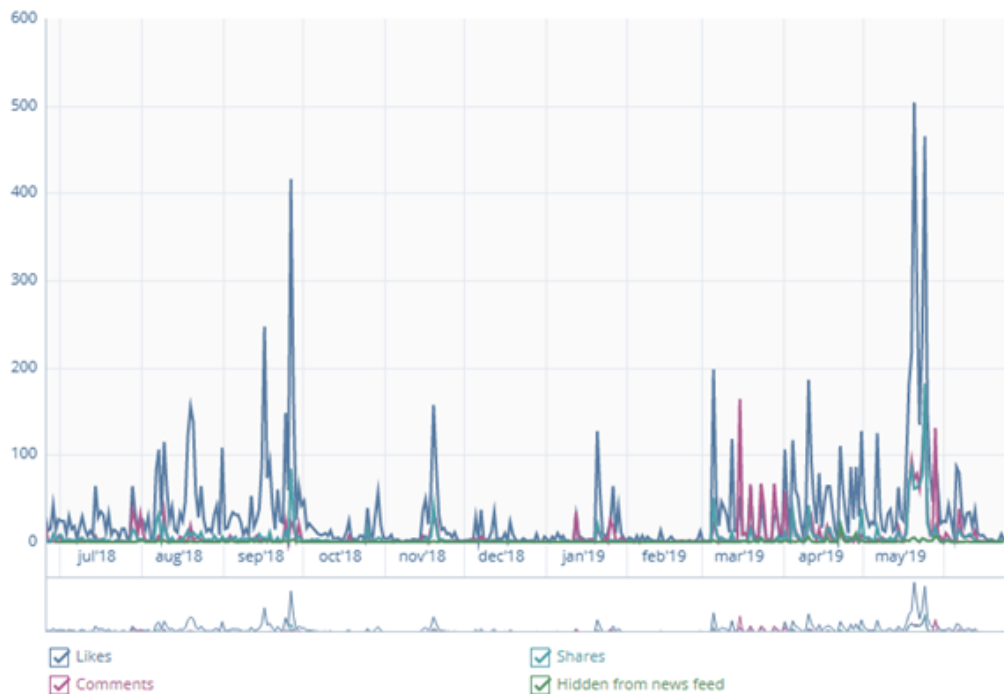




# Rocknmob: VK

## Activity

June 25, 2018 - June 24, 2019



## Reach

Geo

Day Week Month Overall Graph vit

country	amount
Russia	93.24%
Belarus	2.12%
Ukraine	0.98%
Kazakhstan	0.86%
Germany	0.36%
Other	2.44%



city	amount
Moscow	53.28%
Saint Petersburg	9.99%
Yaroslavl	4.54%
Samara	2.44%
Kazan	2.15%
Other	27.60%



# 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

АРГУМЕНТЫ И ФАКТЫ

ПЕРВА

63.ru



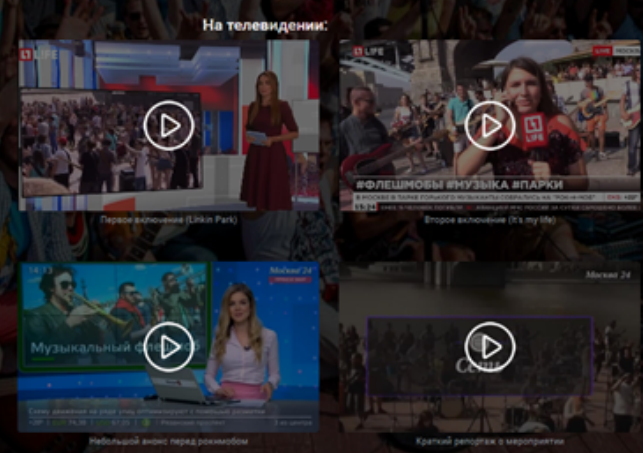
163 gorod.ru



РАДИОРОССИЯ



LIFE



На телевидении:

Первое включение (Link Park)

#ФЛЕШМОВЫ #МУЗЫКА #ПАРКИ

Второе включение (It's my life)

Музыкальный флешмоб

Небольшой анонс перед рок-мобом

Краткий репортаж о мероприятии

Анонсы мероприятия в online-изданиях:

Афиша

Interfax

mos.ru

газета.ru

7

ИДЕКС

Новости



ЦПКиО им. ГОРЬКОГО

8:39 Пн, 20.05 НИЖНИЙ НОВГОРОД +15°

Мобильный оператор

+15°



24

# Russian media





# Partners



Мельница  
Концертное  
Агентство



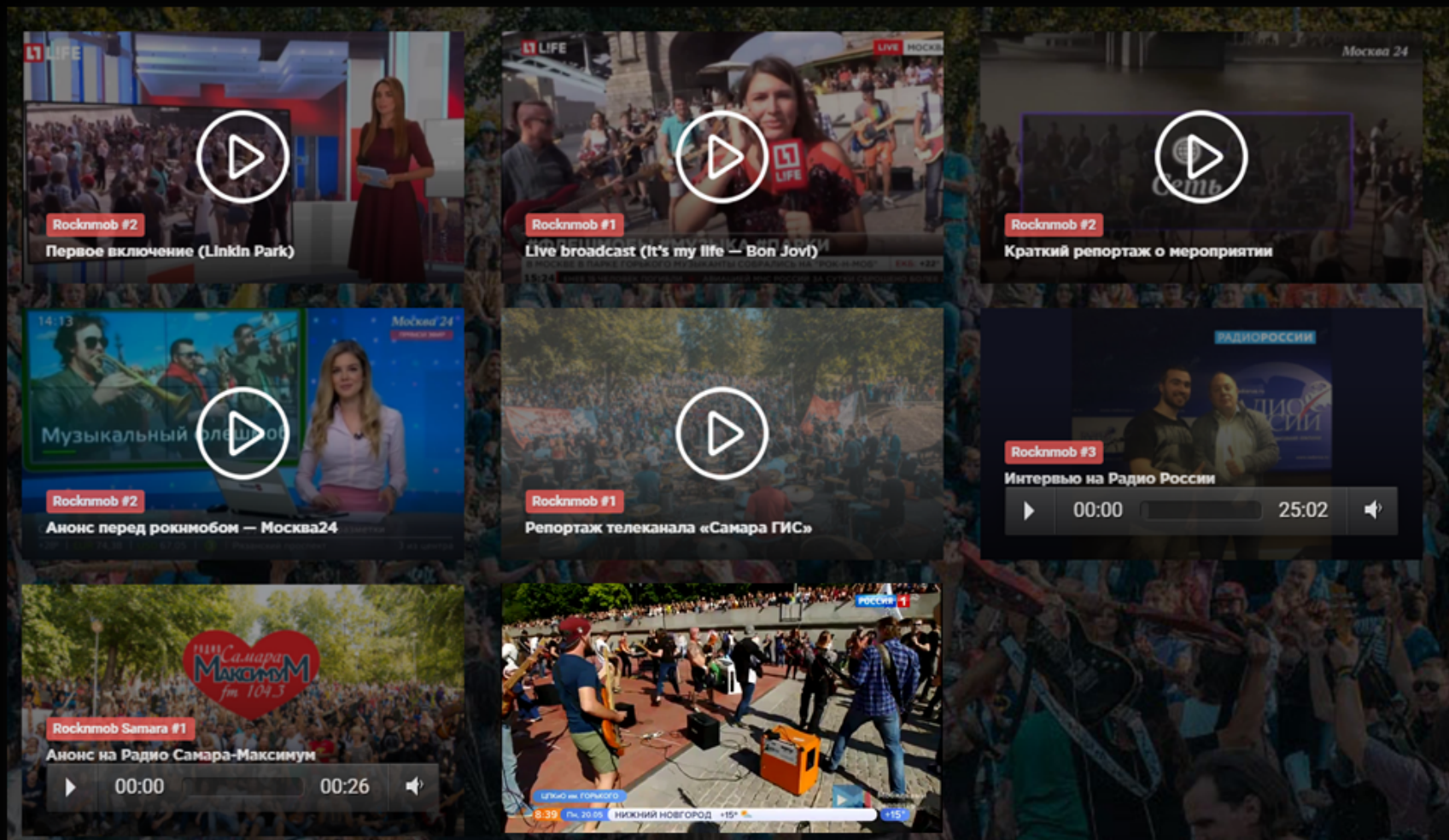
Парк  
Горького



TRIANGLE STUDIO



# 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 — 6x  
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, Valdecir 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

👤 IMSIRIUSLYBLACK



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!

👤 ARTEMIY 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 PSYHICHESKY

**Angela Cirio 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 — 6x  
December 27, 2016 at 5:38pm · 🇧🇷

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

**David Fernandez** reviewed Rocknmob — 6x  
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)





# Contact us



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+7 905 747-62-50

[rocknmob.com](http://rocknmob.com)



<https://twitter.com/Rocknmob>



<https://www.facebook.com/rocknmob/>



<https://www.youtube.com/c/RocknMob>



<https://vk.com/rocknmob>



<https://www.instagram.com/rocknmob/>