



REDNEX

**The greatest party band in
the known universe**

**Every second -
four (4) Rednex songs start to play**

(on Youtube and Spotify)



The history of global Rednex





The name Rednex hails from the American subculture rednecks.
It is simultaneously a tribute and a parody.

Rednex take pride in calling themselves "*the greatest party band in the known universe*" and its intention is to deliver a raw, unclean, messy, unsophisticated and *freakish performance with high energy* to modern dance music colored with folk melodies and instruments such as violin and banjo.

The unique image can be associated with dirt, dust, *the Wild West*, mud wrestling, inbreeding, rotten teeth, alcohol, smoking, *wild party behavior*, low IQ etc.

Please download and read The Rednex Chronicle here -
to understand the 25 year magnitude of this concept/band.
[Download it here](http://rednexmusic.com/chronicle/) or go to <http://rednexmusic.com/chronicle/>



Rednex went famous in 1994 with
the European No.1;

Cotton Eye Joe.

**It was No.1 in 15 countries, a hit on all
continents and achieved gold status
in the US & Canada.**

A grayscale background image showing a crowd of people with their arms raised, suggesting a concert or festival setting. The image is slightly faded and serves as a backdrop for the text.

During 1994-2001, Rednex also releases:

*Old Pop In An Oak,
Wish You Were Here,
Sex & Violins and
Spirit of the Hawk .*

**Which sold
more than one million records each,
making a total of 10 million records sold.**

A grayscale photograph of a person with long, flowing hair, captured in a dynamic pose with their arms raised high. They are wearing a dark, patterned top. The background is a bright, hazy crowd of people, with other individuals' arms and heads visible in silhouette. The overall atmosphere is one of a lively event or festival.

Rednex in numbers



**In 2022, Rednex had
11 million plays per month
on Spotify & YouTube combined,
which is nearly
4 plays per second
24/7 world wide.**

Rednex in numbers - today

(Updated 2023-01-12)



+ 150.000 clips with
Rednex music used

256 miljon views



Rednex - Cotton Eye Joe
2002 (Official Music Video)...

Rednex Videos ✓
7,5 mn visningar •
för 7 år sedan



Rednex - Spirit Of The Hawk
(Official Music Video) [HD] -...

Rednex Videos ✓
18 mn visningar • för 7 år sedan



Rednex - Hold Me For A While -
Valentine version...

Rednex Videos ✓
11 764 visningar •
för 1 år sedan



Rednex - Hold Me For A While
(Official Music Video) -...

Rednex Videos ✓
9,3 mn visningar •
för 7 år sedan
Undertexter



Rednex - Wish You Were Here
(Official Music Video) [HD] -...

Rednex Videos ✓
8,9 mn visningar •
för 7 år sedan
Undertexter



Rednex - Old Pop In An Oak
(Official Music Video) [HD] -...

Rednex Videos ✓
7,3 mn visningar •
för 7 år sedan











Rednex in numbers - today

(Updated 2023-01-12)



Monthly listeners:
2,658,732
Followers:
108,239

Popular

1		Cotton Eye Joe	264,664,467
2		The Spirit of the Hawk	17,079,577
3		Old Pop in an Oak	15,419,431
4		Cotton Eye Joe - Line Dance Remix	3,275,042
5		Wish You Were Here	13,328,575
6		Hold Me for a While	2,785,524
7		Wild 'N Free	3,494,264
8		Cotton Eye Jojo	294,871
9		The Way I Mate	1,856,243
10		Mama Take Me Home	2,822,611



480.000 clips with
Rednex music used
in TikTok

Rednex in numbers - today

(Updated 2023-02-05 -
last 28 days from updated date)



	<u>Country</u>	<u>Total watched</u>	<u>Average time watched</u>
1.	United States	957,659	1:50
2.	Germany	769,702	2:07
3.	Poland	474,990	2:15
4.	France	552,149	1:55
5.	UK	447,154	1:53
6.	Russia	223,190	2:04
7.	Canada	197,618	2:04
8.	Italy	173,632	1:49
9.	Czechia	136,592	2:10
10.	Hungary	133,789	2:08
11.	Austria	131,842	2:04
12.	Brazil	127,225	1:39
13.	Romania	121,250	2:06
14.	Australia	103,018	1:59
15.	Vietnam	85,564	3:44
16.	Ukraine	84,545	2:09
17.	India	83,045	2:09 *
18.	Switzerland	82,287	2:01
19.	Mexico	73,545	2:09
20.	Spain	68,321	1:48



	<u>Country</u>	<u>Total listen songs</u>
1.	Germany	506,300
2.	United States	455,000
3.	United Kingdom	186,700
4.	Australia	147,500
5.	Canada	143,900
6.	Sweden	120,300
7.	Netherlands	105,800
8.	France	95,200
9.	Poland	55,300
10.	Italy	54,900
11.	Switzerland	50,300
12.	Mexico	48,500
13.	Norway	44,000
14.	Austria	43,600
15.	Denmark	41,000
16.	Belgium	40,500
17.	Spain	25,600
18.	Brazil	35,000
19.	New Zealand	28,100
20.	Czech Republic	27,100



**Rednex
performance and
performer pool**

Rednex has been touring constantly since 1994, making more than

1000 performances on 6 continents.

Between 2016-2019, Rednex have had averaging +70 gigs/yearly.

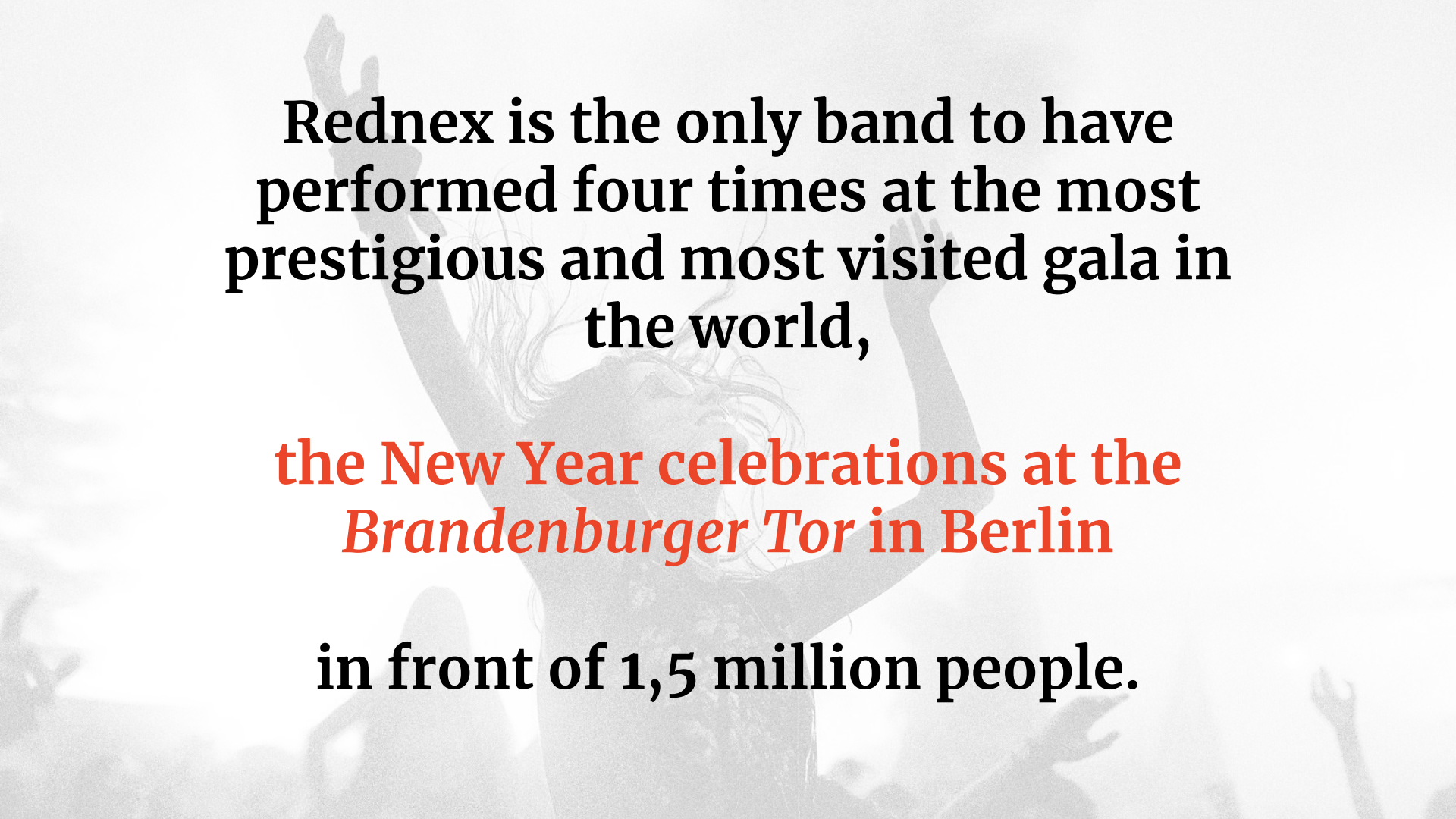
Most of those shows took place in Europe, but have also been in US, South America and Japan.

A background image showing a crowd of people with their hands raised, suggesting a concert or event. The image is faded and serves as a backdrop for the text.

**A total of 25 performers have
been in the band in total.**

**In 2012, the idea of a permanent band
was trashed, and Rednex is now
using a performer pool, doing the
Rednex show.**

**A franchise in New Zealand was
ongoing for 18 months but is
not currently running.**



Rednex is the only band to have performed four times at the most prestigious and most visited gala in the world,

***the New Year celebrations at the
Brandenburger Tor in Berlin***

in front of 1,5 million people.



Rednex
has been featured ...

The songs of Rednex has been featured in TV productions such as

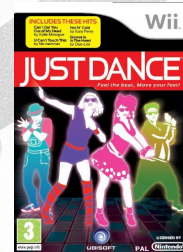
Family Guy, New Girl, The Ranch, Malcolm in the Middle, My Name Is Earl, Beavis and Butthead

and Top 10 movies such as *Negotiator* and *Barnyard*.



The songs of Rednex has been featured in Video Games productions such as

*Dancing Stage EuroMIX 2,
Nintendo Wii - Just Dance 3
Playstation - SingStar*



Rednex has been featured in the Casino Slot **Rednex K.O.**

(can be found at most Casino operators)





Rednex - what can be done ...

- Gamification
- Series and/or Movie
- Documentary
- Branding

Gamification



Wild West



Quick games



Farmers Game

Rednex game ideas:

1. Moonshine maker - do not get arrested
2. Play violin - get the attention
3. Your own Rednex farm
4. Rednex Wild West
5. Cotton Eye Joe - Where did he go?

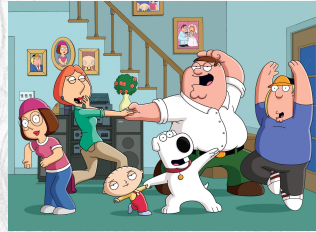
Series and/or Movies

Rednex characters are:

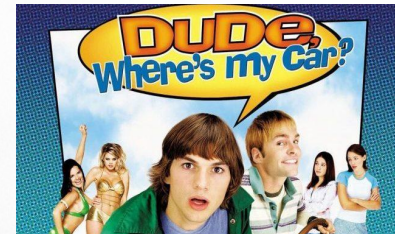
1. Easy to make cartoons out of
2. Easy to make humour scenes out of
3. Easy to make people laugh
4. Easy to make fun of
5. Easy to make stereotypical



Inspirational series



Inspirational movies



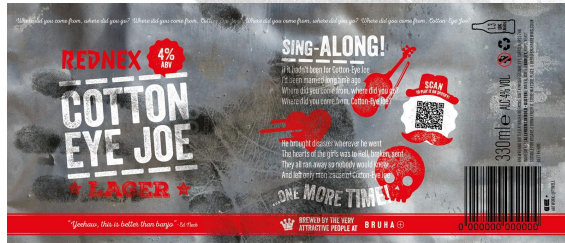
Documentary



Topics of documentaries:

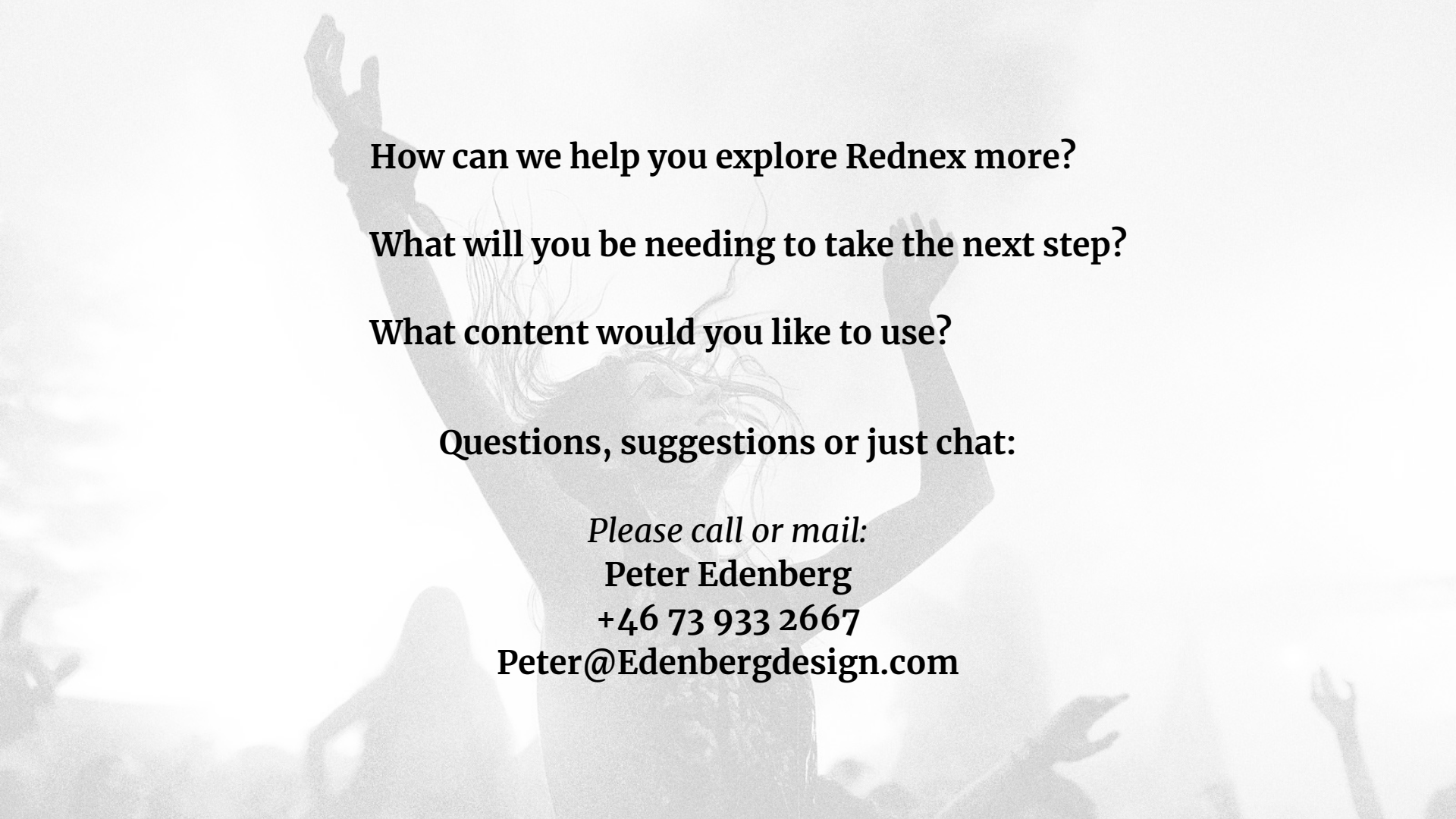
1. How come Rednex is still so popular after 25 years.
2. The fairytale of a music hit - Cotton Eye Joe
3. Rednex - the band with most weeks as Number One on the German chart since 1978
4. Rednex - the show that goes on - follow the band members one summer
5. Cotton Eye Joe - the song everyone know
6. A crazy circus come to town

Branding



A person with long, flowing hair and sunglasses is shown from the chest up, with their arms raised in a crowd. The background is a bright, hazy outdoor setting, likely a festival or concert. The text "How can we help?" is overlaid in a bold, red, serif font across the center of the image.

How can we help?



How can we help you explore Rednex more?

What will you be needing to take the next step?

What content would you like to use?

Questions, suggestions or just chat:

Please call or mail:

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Thanks!

REDNEX

Photo by David Calderón on Unsplash