

Crazy 90's Cowboy Band Rednex Set New Youtube Record with 3BN Plays in 25 Days.

"Cotton Eye Joe" Sets a New YouTube Record with Three Billion Views in Just 25 Days, Cementing Its Status as a Classic Party Anthem of All-Time



Los Angeles, California Apr 23, 2024 ([Issuewire.com](https://www.issuewire.com)) - Rednex, best known for their 1995 anthem, "Cotton Eye Joe," has entered the TikTok Age with an unprecedented Super Viral video on YouTube that has garnered an astonishing 3BN plays in 25 Days.

The song "Cotton Eye Joe," well known in American Sports Arenas and every Line dancing club in the land, was reworked as "Gedagedigedagedago," and from there was used on countless videos which propelled it to the largest single play count ever recorded.

Their American Manager on Tour, Jeffrey Louis Reed, 55, of California, Kentucky, says, "I've never seen anything like this in all of my 35 years in music. Nothing comes close. To have a song from 1995 become the most streamed song in history in 2024 is both surreal and very satisfying."

Reed continues, "We have been working very hard as a team to develop the live show to a global audience, as well as using every available new technology to make this project go down as the ultimate party band of all time."

"To have this blow up in such a way, reflects the brilliance of our good time music, played with love, and, of course, every member on and off stage contributing to the madness that is Rednex."

About:

The iconic party anthem "Cotton Eye Joe" by Rednex has sparked a groundbreaking phenomenon. The viral sensation known as Gedagedigedagedago, inspired by the song, has shattered records with an astonishing three billion views in just 26 days. This figure surpasses the top music video on YouTube by 28-fold, exceeds the leading hit on Spotify by 13-fold, and doubles the viewership of the world's most-watched artist, Alka Yagnik.

Rednex's achievement of reaching one billion views in a mere eight days outpaces Adele's "Hello," which took 87 days to hit the same milestone. Amplified by the explosive growth of YouTube Shorts, this recent viral surge has amassed a staggering 20 million hours of listening time within the 26-day timeframe, equivalent to 700 million traditional views. This feat solidifies Rednex's status as the most played artist globally. By comparison, "Hello" reached 500 million views in 34 days.

Pat Reiniz, co-founder and producer of "Cotton Eye Joe," remarks on the evolving metrics of music success, emphasizing the challenge for the industry to adapt to the proliferation of fragmented plays by millions of video creators. This shift prompts reflection on whether the fundamental nature of music consumption is undergoing a transformation.

The frenzy was initiated by Danish singer Razi Irawani, whose unique rendition of "Cotton Eye Joe" garnered 28 million views on TikTok. Subsequently, the addition of a singing chicken nugget propelled the phenomenon to new heights, spawning countless iterations, including 500 YouTube videos with over one million views each. This organic growth phenomenon underscores the potency of grassroots engagement over traditional marketing tactics.

Rednex's anthem has resonated with 12% of YouTube viewers and 4% of the global population this year, prompting Pervis the Palergator, a Rednex performer, to boast of claiming a world record with 3 billion views in 26 days. Additionally, fans can anticipate the group's latest release, "Another Round," accompanied by an 80-year-old seniors-themed music video, tailor-made for the Shorts audience, featuring sample-friendly catchphrases.

To view the music video for "Another Round," visit <https://youtu.be/7JKDIIx2yIE>. Pre-save links are available at <https://rednex.ffm.to/anotherroundandgedagedigedagedagoep>.

ABOUT REDNEX: Rednex is a musical ensemble renowned for fusing American folk music with Eurodance elements, adopting stage names and appearances inspired by American redneck stereotypes. For more details, visit www.rednexmusic.com.



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