

Cultural Daily

Independent Voices, New Perspectives

Bob Dylan – "Like a Rolling Stone"

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Nearly 50 years after the song's release, Bob Dylan has released a [music video](#) for "Like a Rolling Stone," his 1965 classic.

But not just any music video was going to do for a song that was named the GOAT (Greatest Of All Time) by none other than *Rolling Stone*. It's an interactive gem that went instantly viral this week.

Produced by the digital agency Interlude, the video consists of 16 TV channels that you can flip through. As you flip through, you'll find a children's animated show, *The Price is Right*, a *Real Housewives* type program, a cooking show—basically what the type of things we normally find ourselves mindlessly flipping through at home.



Except in this case, to reinforce the idea that we miss so much when we can't stay focused, no matter where and when we change the channel, the people on screen are lip-syncing the song with perfect timing.

Unlike some things that get shared around Facebook and Twitter, this project lives up to the hype. And the song—the song hasn't lost one bit of its power and beauty.

[Bob Dylan – "Like a Rolling Stone"](#)

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