

HIP Video Promo Presents: Robbie Rosen x Interstate Snake premieres new music video "Bring The Madness" on Music-News

Robbie Rosen and Interstate Snake Collide on the Anthem CBS Sports Already Chose: "Bring The Madness"

NY, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- Rob Aster knows what broadcast music has to do: hit fast, carry motion, and make sure the hook lands. Through RRHOT, the TV side of his music production work, Aster has built a lane around music for high profile network television sports broadcasts and dramatic storytelling on numerous programs across the WBD Networks. iDreamology is the artist-label side of that same operation, an indie label built around positive, uplifting music from fresh voices across pop, EDM, hip-hop, modern country, and rock. "Bring The Madness" sits right where those worlds meet.



Written by Beth Franco and Robbie Rosen with Rob Aster, the track brings together two artists from the iDreamology circle. Rosen gives the record its melodic lift. An artist, songwriter, producer, pianist, and former Top 8 Boys finalist on American Idol Season 10, he has built a catalog across EDM, pop, and international collaborations, with more than 150 million Spotify streams tied to his work. Interstate Snake brings the lower, rougher edge. The DMV-based rapper, born Haris Barekzai, emigrated from Kabul, Afghanistan as a child, has worked with notable Hip Hop Artists such as Cardi B, Meek Mill, Rick Ross, Gucci Mane, French Montana and the late great Nipsey Hussle. He represents Woodbridge, Virginia with a deep, raspy delivery shaped by perseverance, pride, and lived experience.

“Bring The Madness” was already in motion when CBS Sports gave it center stage during its broadcasts of the NCAA Men’s Basketball Championship “March Madness” tournament. For a record built on momentum, contrast, and game-day adrenaline, the placement made sense — and gave RRHOT and iDreamology the reason to turn the song’s renewed attention into a proper wide-release push.

Rosen’s voice gives it height and brightness, while Interstate Snake’s original rap adds pressure and texture, cutting through with a grounded force. Underneath it, the bass line carries a subtle “Thriller” echo, enough to connect the record to the video’s pop-horror reference point without pulling it away from the court. That push and pull lets “Bring The Madness” live in two places at once: big enough for a broadcast highlight reel, but specific enough to stand as a real collaboration between two distinct artists.

Directed by Eli Lev, Aster’s go-to collaborator for music videos, the official “Bring The Madness” video builds on the song’s CBS momentum instead of simply illustrating it. Lev leans into a “Thriller”-meets-Space Jam concept, opening the door to graveyard imagery, ghosts, ghouls, demon-like figures, and zombie energy before sending them onto the basketball court. Robbie appears with his girlfriend (the beautiful Elinah Hsiung), both caught in a possessed, dance-driven world that nods to classic pop-horror movement while keeping the song’s competitive charge in play.

The clip has the strangeness of a supernatural basketball fantasy, but it does not leave the record in the dark. By the end, the shadows lift into a cleaner, sunnier finish with another Rosen/Franco/Aster song “Live Right Now”, giving “Bring The Madness” the visual release it needs as Robbie Rosen x Interstate Snake take the song into its next run.

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