

THE SEARCH FOR EVERYONE KNOWS THAT!

THE INTERNET'S (SECOND) MOST MYSTERIOUS SONG

N E X P O

Fate’s Gesture

On the internet, there is a song – that you cannot find.

A song – that / cannot find.

An enigmatic 17-second track, bleeding with the harmonious mish mash of 80s vocals and pop instruments. It’s something you feel like you’d hear on a random early 90’s commercial in passing, on one of the hundreds of obscure shortwave radio stations from decades past, or even echoing in a now-derelict liminal space from an era gone by.

But, regardless of how familiar, how recognizable it sounds, it, according to *thousands* of internet sleuths, seemingly does not exist.

-slight pause, cut to closeup of radio playing static then extended version of song-

Where did this song come from? Perhaps, a TV show? An obscure 80’s art project? A single from a band that never took off? In a way, it exists in this weird purgatory of mystique – because the full tune is distinctly lost; however we have a piece of it that is *so clear*, that finding its origin theoretically *should* be simple.

With something so shrouded in mystery, I find its nickname so painfully ironic; because no matter what you perceive within the muddled audio we have to work with, three words stand unanimously clear. It’s like fate is taunting us, staring us down with a collective challenge.

This is the hunt for – **Everyone Knows That** – the song that seemingly doesn’t exist.

Good Night, Good Luck

-begin MIST – Parasite Eve 2 OST-

There’s something eerily mystifying about pieces of media that were once a fragment of our lives. And I think it’s because - they come with the implication that some complete stranger - created something – *put effort into something* – that ultimately succumbed to time. Throughout the past few years, we’ve seen an exponential uptick in the field of what’s called “Lost Media” – a genre exemplifying the thousands of works that cling on to our collective memories by nothing but a thread. There’s an inherent aspect of mystery when it comes to lost media, turning even the most mundane and lighthearted cases into perplexing online anomalies, while pushing the darker ones – further into the void of discomfort.

There’s something about the human mind that loves a good mystery; aspects unknown filled by, *always*, the worst-case scenario.

-fade music-

And - years ago, this phenomenon materialized in full force.

-begin Resident Evil 2 - The Library OST-

It was 2016, and over on a subreddit named Tip of my Joystick, a handful of Redditors remembered something. It was a video game they played where a farmer would brutally murder their wife, while continuously hiding her corpse from the cops. Over and over, questions about this *exact premise* would pop up on Reddit at complete random, some months, and even entire *years* apart. At first, attention to this was scant, however as the idea continuously re-emerged, a growing number of readers began to ask questions. What was this game? And why was the premise so dark?

Years went by and interest only grew. A handful of creators like myself and Justin Whang would only add fuel to an already growing fire with videos about the topic, and it even got to a point where this mysterious game even earned its own subreddit and official nickname – *The Evil Farming Game*.

As haunting as the story is, and even though everyone wanted so desperately this piece of lost media to materialize into something fruitful, unfortunately, reality wasn't so exciting. Because as it turned out, the entirety of this collective memory stemmed from nothing more than a random person hearing about an idea of a game *like this* through *Vinesauce*, while they were half-asleep, on an unassuming video that autoplayed nearly a decade ago.

The Evil Farming Game, as it turned out, never existed, yet it's legacy as an eerie internet hoax has and will undoubtedly live on – forever. It was an unintentional, lighthearted hoax – but still a hoax nonetheless.

-wind while fading-

But, will *this* – **[cut back to radio/TV]** this 17-second media mystery ironically titled “*Everyone Knows That*”, meet the same fate, or is it somewhere out there, *waiting to be found* in some random, forgotten corner of this endless virtual abyss?

-wind whoosh, then arpeggio to clean shot of radio on a stand, pan down-

Planting the Seed

A MAN NAMED CARL

It all began – on a Thursday.

-cassette tape SFX to website-

Resting at the crossroads between mystery and melody – is a website called WhatZatSong.com, a domain dedicated to sharing and identifying music that nobody can find. For decades, this site has harbored a community dedicated to collectively pinpointing obscure tunes, and more often than not, they've been surprisingly successful.

On October 7th of 2021 a user from Spain known as [Carl92](#), jumped in to share an audio file, providing no further context aside from “*Mid 80s, bad quality.*” At first glance? It seems relatively mundane – Carl's post is just one of *hundreds* of files uploaded to this site daily.

However, it wasn't until onlookers began to listen to and hypothesize about it – when it was realized that Carl, unknowingly, had their hands on a mystery.

-click play, subtitle full 17-seconds then pause-

This seventeen second clip is all Carl has to work with, however people *have* historically found success with less.

The very same day they submitted this track, a user named *Brst* chimed in, requesting a longer sample, to which Carl would retort two days later, providing some more context about how they found it:

Thanks. Sorry that's all I have. I don't remember its origin. I rediscovered this sample between a bunch of very old files in a DVD backup. Probably I was simply learning how to capture audio and this was a left over. The thing is it sounds somewhat familiar to me (or maybe I'm mistaken with a similar song) and I thought it wasn't going to be a too obscure one.

For two months, Carl would correspond with curious onlookers, recalling multi-decade-old memories to the best of his ability. He goes on to share that it's possible the song could hail from the 90s, since the file is dated 1999; that he's unsure if it was recorded directly from a radio station, and that this song was part of a collection of unrelated files on the DVD he ripped it from. For a while, it seemed that he was interested in furthering the search effort, however, as the questions posed by commenters became more personal, with one even inquiring about the *location of his home*, Carl's apprehension towards this mystery would only grow. In essence, whether the product of increasingly intrusive questions, or natural burnout about the topic, he began to lose interest just as the online wildfire he started was beginning to take off.

And, just as quickly as Carl entered the online sphere, he would vanish – and would never be seen again.

-tick tock clock with wind, quick luma fade in clouds or spreading cells-

THE MYSTERY SPREADS

During Carl's tenure on WhatZatSong, this mystery would quietly permeate to other platforms. You may have noticed that every. Single. Reference. To Everyone Knows That features a peculiar pink boombox, and there's one person you can thank for that -

-click to Jay Kay video-

On the 10th of October, 2021, an archival YouTuber named [Jay Kay](#) uploads Carl's song. They include a random, liminal image of a boombox from a Depop listing, instilling an air of lo-fi mystique around it. Before their channel was terminated, this video garnered over 40,000 views and 600 comments within the span of a year, an impressive achievement considering how obscure this track once was. But, it wasn't until nearly a year after Carl's disappearance when *one single Redditor* would discover this, going on to inject unforeseen

life into this mystery, and spearheading it to a status of one of *the most* engrossing online enigmas – today.

-slight pause-

On the morning of July 11, 2022, a Reddit user named [u/Excellent_Ad_497](#) jumps into a subreddit called r/Lostwave, desperate for a lead:

There’s a song that’s intrigued me a lot, and I come almost as an addiction, the original track can be found here.

To make the story short, the guy in the post said that he found this fragment of music while testing how to record some audio from his PC. However, what is most intriguing is that we have lyrics from these 18 seconds almost completely correct, and we can't find this track anywhere.

Below this, they included reference links, lyric interpretations, and updates from the WhatZatSong forum search, crossing their fingers for *anyone* in the broader internet to help them find this. It was shot in the dark, but hey, when you’re this engrossed in something, sometimes you just gotta take it.

-music drop?-

Excellent-Ad’s post, in the following weeks, would garner *hundreds* of theories and comments, cementing it as *the single most upvoted post in r/Lostwave history at the time*. Theories about commercials, alternate lyric interpretations, and similar sounding songs poured in, however, out of everything, the most important bit of information came from a user named *Niski*. According to them, after breaking down and analyzing Carl’s audio, they discovered that their recording had contained an underlying, almost imperceivable tone.

THE PILOT TONE DISCREPANCY

It’s something known as a *15.734 kHz pilot tone* broadcast only through the television sets of select countries. This tone aligned with the NTSC standard, used primarily in Japan, Korea, various countries throughout the Caribbean, and North and South America. Oddly, we can recall that Carl claimed that he lived in Spain – a country that uses – not NTSC, but *PAL*. To many, this discovery led to the postulation that this entire thing could be a massive hoax. What Carl claimed wasn’t aligning with the evidence in front of us, and with his sudden disappearance and lack of contribution to this search, this point has no concrete way of being refuted. In essence, we can assume that he recorded this on an NTSC television, but that’s unfortunately all it is. An assumption – that could never be answered.

-fade-

But regardless, interest in tracking down Everyone Knows That showed no signs of slowing. In a way, this discovery narrowed things down. Carl’s recording wasn’t from radio, *but television*, leading many to believe that it could’ve aired through a random commercial in passing, stuck inside an 80s film, or even broadcast on a station like -

-bumper-

Down the Rabbit Hole

MTV BASEMENT TAPES

During the 1980s, MTV aired a show featuring unsigned and unknown artists, called *MTV’s Basement Tapes*. It’s somewhat of a precursor to American Idol, featuring a battle of the bands-style competition where the audience can vote on the winner. This show ran from 1983 to 1986, and in total, featured over 350 distinct bands vying for a chance in the spotlight. The curious thing about the Basement Tapes, is the fact that today, most of these bands are relatively unknown and un-*Shazamable, per se*. The only way these songs can be identified is by their introductions– by *MTV’s own identification*. Without this, these artists would likely be just as lost as the one we’re diving into tonight, which is an inconvenient, but eye-opening truth.

Interestingly, most of the MTV Basement Tape archives exist online today, and while some have claimed to have dug through all of them, the possibility still remains that this song *could* be hiding in them, or even buried within *the thousands of hours* of programming MTV put on air back then. Since this lead has surfaced, MTV’s corporate office has been contacted numerous times by EKT investigators, however to this day, they have yet to respond.

At this point, all we can do with this lead is dredge through their public broadcast archives, a task not only daunting, but flawed, as who knows that MTV has stored away, and that has never - seen the light of day.

NEXPO HOME ENTERTAINMENT INTERMISSION
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THE HALL OF PROSPECTS

-create a cool 3D museum-like hall of sliding images of prospects-

For nearly a year, countless prospective artists have been suggested by investigators on this mystery’s own subreddit, called *r/EveryoneKnowsThat*. It goes without saying that prowling for this thing alone is nearly impossible, and since this hub was launched, it’s grown to a powerhouse of over 37,000 vying to identify this tune. Admittedly, every suggestion they’ve made so far sounds incredibly similar to the singer of EKT, but did they find it?

-Pokémon theme song to black, then cut to record with Jason Paige image to the side-

Jason Paige, the singer of the Pokémon theme song was, at one point, strongly believed to be *the guy*. And, upon listening to the two tracks side by side, the similarities are striking–

-cut to EKT, then back to JP-

Since this connection, Jason’s management was contacted, and upon showing him the track, they claimed that he did a double take since they sound so similar. Unfortunately, though, Jason did not recall ever recording this, and claimed that it wasn’t him.

-fade in Joe Rinoie-

Joe Rinoie is a music industry veteran hailing from Japan. He made his debut in 1988 with a band called D-Project, before moving on to a solo career under his own name. Because Japan is a country that utilizes the NTSC standard found in the EKT recording, combined with their stylistic and vocal similarities –

-play comparison-

Joe was yet another contender for the singer of Everyone Knows That. Yet, much like with Jason Paige, Rinoie was contacted on Facebook, and denied any involvement.

-fade in Savage Garden-

Savage Garden, is an Australian pop duo formed in 1993, consisting of instrumentalist Daniel Jones, and singer Darren Hayes. Like the others, Hayes musical synthpop style sounded almost identical to EKT, leading many investigators to reach out to Hayes’ management for comment. Unlike the others, though, this lead was never denied, and on November 18th of 2023, Darren Hayes would spark a wildfire of speculation about after sending out an inconspicuous tweet prodding at this mystery, simply reading “*Everyone Knows That*”.

It was deleted shortly after it was posted, and Darren has not made a comment since.

-fade back to wide museum shot-

It’s difficult to quantify just how vast the scope of media truly is. From radio stations to tv commercials, to underground indie bands, this enigma truly could be anywhere.

One of the biggest radio stations in Spain was contacted to no avail. The car brand Saleen was asked if it was used in a commercial – and it wasn’t. And various radio stations like VOCM were rumored to have played this various times – however declined ever doing so.

In an age where information is readily available at our fingertips, having something like EKT exist in this weird shroud of mystery is fascinating and alluring. *Multiple people created this*; they put this out in the world for an audience to enjoy, and paradoxically, nobody knows it, yet everyone does at the very same time.

Everyone Knows That is a song that has officially endured decades of time – time in which it was completely abandoned, and it’s only now when its cultural relevance has reached an all-time peak. *Someone on this planet knows who sang this – so where are you?*

-music rise to notification sound-

THE DOOR’S WIDE OPEN

-silent whoosh to subreddit lead-

As of writing this, on April 11th of 2024, there has been - a lead.

Over on TikTok, a user named Vince Manuele is one of thousands of people on the hunt. He found a video in which another user claimed to find the song on a Christian audiobook named Adventures in Odyssey, and while he later found this claim to be bullshit, he did

some digging into it. During his search, he discovered an artist who scored the audiobook named *Martie Echito*, and reached out through his contact form. They responded with the following:

Hi Vince!

This is Quinn, Martie’s online manager. After listening to the link you provided, all I can come up with is the possibility of it being a demo recording with Martie and 80s Japanese pop singer Carlos Toshiki.

In the mid-1980s, Martie recorded multiple demos with Toshiki throughout his time in Japan, but none of the recordings ended up making it to any records or releases. I will talk to Martie and see what I can find out for you.

Another drop in the ocean. Let’s see how it turns out-

-notification sound, zoom into computer shot of email off-center-

Hi Vince!

Upon discussion with Martie, the song you’re referencing is “Material Motives”. This song was in fact NOT written by Martie. Your best bet would be to reach out to producer Koichi Fujita who he recalls recording the song sometime between 1984-1988. I wish I could help you more on your journey, but that’s all I can relay. Good luck! Quinn.

-click to searching his name, then to Koichi obituary-

Unfortunately, Koichi Fujita passed away in 2009, so verifying this point would be impossible without contact with a different peer. This lead, by far, is the most eye opening, because something so rudimental – so *obvious* that everyone collectively agreed on – the words *ulterior motives* – actually may not be at all. And it’s crazy, because thinking about it in context – it actually fits.

-closeup of name, hold shot, then [boom to 80s hypercut](#)-

THE DECADE OF EXCESS

The 1980s were a decade of energy. Technology was on a rapid rise with the advent of computing and the arcade. Fashion was booming as the world collectively flocked to shopping malls and big box retail. And the world of music – was taking itself to territory uncharted, making a statement with MTV’s first ever aired track – Video Killed the Radio Star. The world was on a precipice of transition, with society indulging in new luxuries, while embracing forward change. All together? It was an age of excess. Materialism. Exaggeration. But most of all – enthusiasm – a sentiment reflected in nearly all 80’s media we can find today.

It’s this reason why a song called “*Material Motives*” would align perfectly with the cultural norms prevalent in the 80s, and, hell, one of *the biggest songs of that decade* was *Material Girl* by *Madonna*, a track about pursuing and living a materialistic life of luxury. All considered, the lyrics *ulterior motives* do seem out of place in retrospect, and combined

with the fact that Martie Echito’s management recognized and *even went as far as to correct us on the name of the song*, I truly think we’re onto something.

But of course, like everything else, this is but *one lead* in an ocean of others. In my opinion, the strongest lead so far. But a lead, nonetheless.

Where Are You?

As you can tell, the search for Everyone Knows That has grown to a magnitude unheard of in the realm of lost media. It’s a wildfire that started on a random evening, forever engrained into an inconspicuous website. Whether he knows it or not, Carl has made internet history, a tidal wave of fascination that has joined music and mystery fanatics alike.

But where did he go? *Where are you?*

I can’t help but find it strange that Carl has completely abandoned his creation, foregoing it for complete silence. I find it strange that he claims that it might never be found. I find it strange that the NTSC pilot tone was found on a recording from Spain. And I find it strange that he just showed up, made online history, and vanished without a trace. Nowhere can you find any other sign of this person, and it’s almost as if they’ve become just as obscure as this tune itself.

For just two and a half months, Carl fielded comments from other users, suggesting possible origins of his post. Yet, nowadays, myself and EKT investigators scour Carl’s profile for any sign of activity, yet are met with an abandoned virtual graveyard.

In recent months, the moderators of WhatZatSong have tried to unveil the truth by reaching out to Carl, yet have received nothing but silence in response. But to the members of r/lostwave, and r/EKT, the scant number of leads only deepens the allure of this mystery. It’s not the resolution, but the depth of this collaborative journey that keeps all of us going, yet at the end of it all, we’re all left with an enduring question -

Where has Carl92 disappeared to, and what secrets have they taken into the online abyss?

Closing Remarks

It’s been a long time since I’ve discovered a mystery that fascinates me this much. There’s something heartwarming about the fact that so many of you, so many of *us* can unite towards a single collective goal. Everyone Knows That – is a bop. A bop that’s led to countless remixes, remakes, instrumentals, theories, and discussions, but most importantly, it’s united us as an online community who can have fun grasping at an enigmatic phenomenon so painfully out of reach.

I wish I could wrap this video up with an answer like we did with Paranoia, but unfortunately we can’t always get so lucky. I can only hope that this search doesn’t last as long as the hunt for the *other* mysterious song on the Internet (we’ll get to that one later), but even if it

does, the journey we're all on, the motivated march to the resolution – *sometimes* – that's the best damn part.

Thank you guys so much for watching. I'll see you in the next one. I love you all, and *good night*.

-roll credits-