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MONOGRAPH

**“THE MUSIC INDUSTRY IN THE ALTERNATIVE ROCK GENRE IN ECUADOR
OVER THE LAST 15 YEARS”**

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Gratitude

I want to thank my parents for motivating me every day and pressure me to improve my studies. To my friends for always listening to me when I come to class with crazy ideas and then sharing our musical tastes. To my teachers, especially my tutor, who guide me in my work and have patience in teaching. Thanks to all these people I am the person I am right now and I couldn't be more thankful for that at the time of writing this monograph.

Summary

In this text different terms and things about music are carried out, many times we watch a music video or listen to a song but we don't know what is the means by which these fascinating melodies are created, which we love. This is a very interesting process and that many people do not know because of its complexity, also in our sector it is not very well known, the way in which these industries are managed and that many times are more difficult than they seem. We only see the covers of the songs but not the work of everyone behind. Another thing that is explored throughout these chapters is the evolution of this industry in the country and in the world. Ecuador is a little outdated country and is never at the forefront so it suffers a lot of influence from what happens abroad, its melodies or genres are exported from abroad, but even so the artists one stop putting their touch on the letters or in the different ways of representing this in general. These genres are mutating from place to place, being mixed up by the culture that touches them, rock is one of them although they have the same base even if it is different.

In the end we see how the globalization of planet earth reaches the music industry through the internet, which provides the world with an infinite way to enjoy music. There appears YouTube and spotify, companies that have become the main ones in order to enjoy music. On YouTube we can enjoy it for free but we have advertisements and can only be used if there is an internet connection. Instead spotify you can pay a membership and it is free of ads, you can also use the need for an internet connection, because of the way we enjoy the music changes.

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Introduction

The music industry in the alternative rock genre in Ecuador. This is a very important issue to understand the folklore of the country, because in this it can be seen how we can influence a genre as important as rock, as we can transgress our way so that we can use it in a better way for our benefit and how well it is heard without leaving its base aside.

The study is very important to be able to put our identity in a text that can be seen in the future and we will notice what we did at that time, so we would not let our culture be forgotten. Also, to value the work that many people have in the country so that their work is performed and heard.

The books used to support this work are: How to live on music, History of music in Ecuador and All you need to know about music. With these books it was possible to extract a lot of valuable information that served to perform a job in conditions, because they explained in detail how to work in this industry, with very good examples and explanations. He also showed us how the industry evolved in Ecuador until we reached the point where we are.

It takes place in the last twenty-five years of the music industry in Ecuador, a very important moment for the sector, because after a long time we can see how the influences of the outside really come to our life with music, rock takes over everything around you and people enjoy them, also as this changed for the rest of the story.

In the chapters they will talk about different things, which can be very interesting for the reader in question in this will be seen in chapter 1 how music is marketed in different global and national markets and how labels influence music, Then in Chapter 2 we talk about alternative rock a variant from rock and how it mutates when it reaches the national territory and finally we will see how the industry earns money in different ways, nowadays through mobile applications or quick subscriptions to get.

Chapter I

Music and commerce

1.1 Alternative Rock

“Rock as a cultural form and as an object of consumption has gradually occupied a specific place in the cultural industry, in the market of production and consumption of which Bordieu has called the symbolic goods” (Acosta, 1997, p. 224).

Alternative rock is one of the many subgenres of rock, but with an unusual characteristic it was made not to be successful. It was born to be different from every mainstream rock of the time, most of the bands that follow this genre only got famous because of rumors not because of huge propaganda, his principal aspect is to be underground and for obvious reasons it was like a protest to the music industry and how they are killing music by forgetting about quality and focusing only on quantity, money, success and in consequence doing only empty songs with no heart on it or even some kind of quality.

Another important and very decisive aspect are the topics that this genre talks about in their songs that differ from the ones the mainstream music treats for example love, relationships or things that every teen can relate but alternative rock abandon all this to try and explore topics related to sex, drugs, prostitution and one example for this is the band Red Hot Chili Pepper with songs like “Suck my kiss”. Garcia (2008) says: “It is not surprising, then, that one of the most important precepts of rock is to subvert commercial logic through the creation of a product with a fundamental aesthetic value: authenticity” (p.188).

The 80’s and 90’s were the years when this subgenre of rock was born and mature properly but like I said before it was only meant to be an underground kind of music, known only by a bunch of people but it did not stop it for growing in popularity to the point that some bands like The Cure, Red Hot Chili Peppers, and others, to sign a contract with a discography, but maintaining the principles by putting the quality first and the quantity next.

For some years this alternative kind of music gain popularity and presences to the point that some of the bands which belong to this genre are extremely popular and successful commercially, for example Radiohead with the album “The Bends” which is consider as one of the best albums from his decade, also selling more than one million copies worldwide. Another example is the all-time famous Nirvana, this band belongs to the subgenre of alternative rock named grunge, with such a massive popularity that nowadays it’s influence is still present in modern music.

Now we can see the contradiction in this idea and principles of the alternative rock, being born just to be an underground music with a message of rejection towards the extreme commercialization of music, that to this point killed genres like pop transforming it into a money generator and a marketing product, but at the same time becoming one of the genres with bands that have sold millions of albums, with a huge commercial success and are known worldwide becoming pop culture knowledge. “(...) rock has become a popular genre of widespread circulation and roots in the West. With its effective cohesive, symbolic properties, typical of postindustrial mass societies, rock has acquired its own profiles in societies such as Latin American ones” (Acosta, 1997, p.224).

Garcia (2008), “In this way, certain aspects are revealed that will allow the identification of "the black" with the underground, and, almost simultaneously, as we shall see, with "the young" and with rock” (p.188).

1.1.1 Why is it decreasing in popularity?

The popularity of this music genre has declined over the last decade especially in Latin America. In our country, Ecuador, this genre has been practically forgotten by young people who currently only listen to urban genre music. What happened to Alternative Rock and why did it apparently fall under the spotlight?

In reality, the genre has not lost popularity after the success of bands such as those mentioned above. In the last decade bands like The Strokes, The Killers and Muse have maintained a commercial value and popularity by adapting to the changes that the industry requires to stay active. Alternative Rock was divided into many other divisions that were more or less inclined towards some other genre.

1.2 Bands that have adapted

I have already mentioned throughout this first chapter some of the most representative bands of the genre. They each have a specific period of time in which they had a great popularity and each one has important features of Alternative Rock that are worth highlighting to understand why the changes that are being generated in the music industry could put an end to this and other genres in the future.

1.2.2 Oasis.

Oasis was a band that emerged under the direction of the Gallagher brothers in Manchester in the 1990s. One of their main characteristics and why they are remembered aside from their songs are the fights and discussions between these two brothers. Usually, these discussions were resolved between them but on certain occasions there were other artists involved as well. DeBord (2018) acknowledges that it is a marketing strategy and says that the band was defined by the endless conflict, a conflict that he acknowledges was of an entertaining nature. Adapting the band to what the global market looked for (fights and drama, making music a business only focused on the money and the media) was crucial to maintain relevant as a band.

1.2.3 Coldplay.

Coldplay is a band that started as alternative rock, however, over the years its sound has changed drastically and this must adapt new musical genres to remain relevant.

It is that shift in tone — some critics would argue appropriation of more current musical forms — that has kept the band at a level of success (...), during an era when sales of physical CDs, and downloads of albums, have plummeted, and rock music has been supplanted by other genres, led by hip-hop (Russo, 2018, párr.5).

The genre is undergoing transformations that force it to undergo changes in order to remain relevant, and bands like Coldplay and U2 have understood this and maintained their popularity to date.

1.2.4 Muse.

Muse is a band that also managed to fuse the different musical genres to remain relevant until today. One aspect that keeps the band's idea and musical roots alive is its live performances. These presentations have characteristics typical of alternative rock and it is thanks to this type of concerts that the genre still has several fans around the world at the moment.

Chapter II

Alternative rock in Ecuador

2.1 History of rock in Ecuador

Rock was born in Guayaquil, in 1962. Although Guayaquil was the epicenter of Ecuadorian rock, those who played it did not make unpublished music. According to Neumane (2013), the national groups didn't create, emulate, copy. The creation comes in the late 1960s and early 1970s. A bassist since the age of 14 who formed part of Los Barracudas, the country's first psychedelic rock group, formed in 1967.

Neumane (2013) affirms: "Claims that it was The Beatles who positioned rock worldwide and influenced national and international musicians. But Leo Dan was influenced by Los Cool Cats, says Danilo Plaza, one of its former members". (p. 19)

It doesn't matter who was the main influence of rock in Ecuador, we can affirm that it resulted in bands that were empowered by paying greater attention to the country's traditional genres and seeking to appropriate them, highlighting Ecuador's cultural identity.

2.2 Featured figures

In this part of my monograph I will talk about certain exponents of alternative rock, who were of great influence in Latin America, and eventually managed to migrate to the United States to represent the equator, as well as to expand their recognition of the music that would play a very important role. in the country of rock in the following decades.

These artists were very well known during their time, since they were considered as representatives of alternative rock in Ecuador, achieving their recognition through Latin America.

2.2.1 Pancho Jaime.

September 6, 1989 was a date that would form part of the memory of all rockers in these times in Ecuador, where Guayaquil would be the place where they would keep as a memory

this representative of rock. This date would bring a bitter memory back, since it was the moment in which Victor Jaime Orellana, or also known by his alias "Pancho Jaime", was murdered with a firearm, with only one single shot (Schoolyards were one of the cradles of Guayaquil rock, 2014).

This death would be so significant for all rock lovers and fans in this time that it would mark the onset of a movement in constant transformation. It would be in the remembrance, those positive influences that brought our writer and founder of the band "Texaco Gulf", P. Jaime, known by another name as the "Mama of Rock"; this one brought from Los Angeles, California the influence of the American rock, that of the boisterous and boisterous guitars, with the drums of fast movements in sight of one. And the hair highlighted and most recognized in the rockers of that time, the long hair; since in this country it stood out, with respect to rock, for being home to a famous band called "The Doors.

2.2.2 Jinsop Ho Odirling.

Jinsop, whose Korean name meant "Star of Fire," was a South Korean-American singer naturalized Ecuadorian romantic music, ballads, pop and in its early rock, which reached fame between the 70s and 80s. From 1973 to 1978 are the years of Jinsop's popularity, which becomes a reference of the Ecuadorian "modern music" that in his career interpreted themes composed by some composers being the majority songs of Gustavo Pacheco, who was his guitarist and composer of several songs, as well as diverse cover's of themes of James Brown, Simon and Garfunkel, Paul Anka, etc. During the seventies he composed songs such as Los camposverdes, Estrellitasolitaria and Dulzuramía, to name a few.

By the year 1986, he achieved his naturalization in the country as an Ecuadorian, during the government of León Febres-Cordero Ribadeneyra.. He stopped composing and playing music for several years and decided to look for a job, of which he became part during this period of "musical rest". He would be working as a translator for Korean construction companies in the

province of Manabí, where he would later move to the United States to marry Silvia Jarrín, with whom he would have two children. Due to this, he would return to Ecuador to play music again, while he spent the last years of his life in this country of which he was a great influence for rock, where he composed several songs in his own style, as a way of saying goodbye to his departure, which was dedicated to the future of youth and the elderly.

2.3 Alternative rock in this decade

Alternative rock in the early 2000s has suffered several setbacks such as the disappearance of discographies and little or no interest from the media and the public. Yet it has remained in the market thanks to the apparition of bars, festivals and events led by people who care about the cultural importance of music in Ecuador.

In 2003 tocadass.com was born, one of the most used portals in the country for the free promotion of concerts and classifieds related to music on the Internet; and, the important Quitofest festival mentioned above, reaching an average attendance of up to seventy thousand people per year. Which proves that Quito has managed to organize better than other cities such as Guayaquil and Cuenca. (Recalde, 2015, p.56)

2.3.1 Sal y Mileto.

Sal y Mileto is a fusion rock group from Ecuador, which combines progressive rock with blues, hardcore, electronica, jazz, heavy metal and a traditional rock base that was raised by his mentor Paul Segovia, who died after 9 years in the band, creating that transcendent figure of the great rockers. Another of his most characteristic brands would be his constant participation in plays and movies, thus being part and managers of the story itself, which was driven by its co-creator PekoAndino.

Its main musical premise and style, they called it under the name of "Rock Libre Ecuatoriano", whose movement blossomed in Latacunga, in the province of Cotopaxi in 1994. Paúl Segovia and PekoAndino idealized a project called "A propósito de un

díacomúnexperiment rock libreecuadoriano", carried out with the participation of Igor Icaza the drummer, Víctor Narváez as guitarist, Jose Luis Rosero with the bongos, and César Albarracín, who played the bass and the transverse flute. Their first approach on that day, where they sought to fuse poetry, rock, theater and the intimate component of Ecuadorian music, melancholy, would lead them to become a vital movement for the country's music. This band included several artistic expressions and not only the musical one, to the point of being seen as the very essence of the fusion that the genre of rock caused in the country, where subgenres and tendencies were not taken to represent the new rock that emerged, but rather it raises originality of creation, which until now has not been able to be repeated. This project changed its name to "Sal y Mileto" to make it suitable as a band, and with this begins an important trajectory to define Ecuadorian rock. At the moment, with new training they are working on new material. "Sal y Mileto" became a reference of music and a fundamental band to understand the Ecuadorian musical collective.

Chapter III

How industries earn money through music

3.1 Musical marketing

“Marketing is a total system of commercial activities, aimed at planning, setting prices, promote and distribute products and services that satisfied services that meet the needs of consumers potential potentials.”(Kloter, 2001, p. 3). As musical industry grows everyday with new type of music, musicians, bands, instruments, it is incapable of leaving behind the second motivator to it, the money, there are some ways to earn money playing music. Most of them are connected with enterprises like Spotify, Apple Music, SoundCloud, etc. where the interpreter earns money while the enterprise earns it by the bills that costumers pay for the streaming service. This is the explanation of how money is continually going through it:

3.1.1 Musical earnings for industries.

There is an explanation of why some enterprises have billions of dollar perhaps of not having formal offices and workers. We could use Spotify as an example of how this works and eventually we will explain some other famous and successful industries.

3.1.1.1 Spotify Music.

Spotify music earns a total of \$0,0040 dollars for every reproduction of any song that they have in their streaming service or application. It may sound almost nothing for unity, but thanks to marketing, branding, publicity they have, combined with billions of users daily, the minimal amount of money they earn at the end of the month can be higher than \$800'000,000. The bad news about it is that the company has to pay to the creators, singers, bands, a minimal of \$1,472 for every 366,000 streams of their songs. Even with those kind of numbers, there are events that use spotify and also are patrocinated by them, so eventually more users can download the app.

3.1.1.2 Apple Music.

Apple music is the verified application for Apple user to hear the music they want. This app comes originally from the predetermined apps in an iPhone. As almost every streaming service, it has different types of accounts that will allow you to choose between three or four options to make you feel comfortable while paying cheap prices monthly or annually. The amount of money they earn from each song is \$0,0074 dollars, after some millions of streams they have to pay a minimal of \$1,472 for every 200,000 songs that a creator has. They actually have 36 millions of users from all around the world.

3.1.1.3 YouTube.

YouTube is the most used application to view and reproduce music in the world. It has 1,000 millions of users monthly and it is completely free, unless you want to have some premium advantages, but those are unnecessary. As it is free, the service does not pay until the videos or the songs have reached at least 2,1 million views. Annually it has a loss percentage of \$0,17 dollars per user, and this is the lowest outcome than every industry has in the world.

3.1.1.4 Dezzzer.

Dezzzer is similar to spotify, the difference are basically about more songs, but not famous tracks or like that, only some albums from old bands and with the tool to create a “radio” capable of reproduce some songs similar to your daily streams. The musicians has to have at least 230,000 streams to be paid the minimal price (\$1,472). It has a total of 17 millions of users in the application, program and also they earn money by publicity.

3.1.1.5 SoundCloud.

SoundCloud music is usually for streamers that want to become famous through music. Is almost totally free, except for some occasional outcomes, this music app is perfect if you are seeking for productions to help you growing musically. The souncloud users need at least 145,000 streams to be paid the minimal amount of money.

3.2 Branding

Branding is basically the nexus you have with the costumer, you make a brand, create a personality from it and later use it as a way to connect with the streamers of the music.

Branding helps both subjects, the producer and the costumer, because the producer makes a better publicity about it, at the same time, the costumer receives the best attention on the market, or at least the promises that the brand made them are accomplished. "Marketing is not the art of selling what is offered, but of know what to sell" (Martinez y Pacheco, 1999, p.4)

Branding is not only about creating a connection with the streamer, but also to make the brand to grow potentially by making it more famous. Is said that there is no bad publicity, because it helps to get more views or streams and it is true, there are strategical experts on this topic, that tell to musicians to behave particular specifically to bring more public to their music, an example from this can be Marilyn Manson, that has million of followers for his music but almost for his aspect, because he represents a part of the population that want to be like he is when he is in public, showing his true self.

3.3 Production

The term production applies to the process by which certain goods that are necessary in a certain social context As a process, it implies the timely provision of certain inputs or raw materials for their transformation by stages with a view to obtaining results that are considered of greater value than the inputs originals, that is, with higher performance.

(Martinez y Pacheco, 1999, p. 8)

Musical production is not easy, it has some parts that may confuse people, but is technically more valuable than other business marketing, because music is something that almost all the world listens daily, is a product that has to be reinvented every year or decade and that is normal, because as Darwin said, the ones that survive are the ones that adapt, I mean that producers have to be constantly thinking about how they can make people be more interested

in the music of their musician or band. Producing the right music to an specific group of people is hard, specially when you don't know exactly what they want, that is why sometimes, some individuals from enterprises make questions about new types of rhythm and music.

Conclusions

At the end of this monograph it is concluded that:

- The most important part of all the work because it demonstrates everything we have learned throughout this process that is to analyze in order to draw our own conclusions on each of the topics analyzed, so we must pay close attention. In the first chapter we can see how the industry is managed in the mode of commerce and that it is only designed to generate money, it is not to please some passion of a person but to fill the pockets of the richest, enslaving those who more generate income without interest in life and integrity. In addition to seeing this sad reality, we see how they do business with the music that is sold, what they do with the rights of each melody and of whom all that really belongs. And that many times they are not rosy to be an artist.
- We continue advancing in the work and we can see the theme of alternative rock, which is a genre well known and practiced today by young people, but this is still a certainly old genre, but still gives it a touch of freshness with new things, which are the mixing of the melodies of the cultures that play it, if we can analyze this genre we notice that the instruments that characterize rock are no longer obligatory and new melodies are started to be used as are those generated by the synthesizers . But even so, the base with which rock was created in general is not lost. So this topic is very interesting to touch because we see the influence of culture in a genre foreign to the country.
- After the emergence of illegal downloads, the traditional record label business collapsed, the CD was over time, and digital downloads were not enough to compensate for losses after years down, revenues have grown again thanks to streaming services, which have become the industry solution. In 1999, one hundred percent of the revenue from music recorded worldwide came from the sale of physical

formats, but now, companies such as Spotify, Apple Music, Pandora, Google Play Music, and Deezer increasingly invest the balance.

- In streaming there are those who can listen to music for free and others in which you must pay month to month to be able to access their catalog, in this sense, the income through this route corresponding to paid subscriptions accounted for 70 percent, while Only 11 for free subscriptions (advertising). Recently Spotify reached 100 million subscribers on a global scale, almost double what its closest competitor, Apple Music, has.
- With all this said it can be analyzed that music is not only an artist teaching his music to the world but it is a work of many people to reach the perfect notes so that the consumer feels pleased by it. So we must appreciate the work of everyone behind and that it is not easy to bring their music to us since many times it does not have the best ways to show them we are not using the wrong tool.

Recommendations

At the end of this monograph it is concluded that:

- Music is one of the most fabulous expressions of the human being since it manages to immediately transmit different sensations that other art forms may not be able to. Music is a complex system of sounds, melodies and rhythms that man has discovered and developed to obtain an infinite number of different possibilities. It is estimated that music has great importance for the human being since it allows him to express fears, joys, very deep feelings of different kinds. Music allows to channel those feelings and make the person relieve their sorrows or grow their joy depending on the case.
- As with many other forms of cultural expression, music is a way for human beings to express themselves and represent different sensations, ideas, thoughts. Thus, music is of vital importance not only for its beauty and aesthetic value (both two elements of great relevance in regard to the cultural heritage of a community or a civilization), but also as a support from which the being Human can communicate with others and also with himself (since music can be enjoyed both socially and individually). Part of what makes us human is music. All cultures, from the first civilizations to the most current, create music.

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