

## Popular music genres in Latin America & Spain



Launched in February, the Alvani Tunes Latin Music Library extends the well-known Máximo Aguirre Music Publishing music catalog into a simple, one-stop solution for Latin music clearance.

So far, they've synced music for HBO, Family Guy, Corona, Walmart, Jeep, and McDonalds. *Film & TV Music Guide* spoke with President Máximo Aguirre on tips for selecting the right Latin music to tell a story.

### The first six months for Alvani Tunes have gone well.

Yes, but we had spent two years recording music before we launched and we are adding music every 2-4 weeks. Our main strength is who is behind the library — the expertise of our team. Second is a commitment to excellent, authentic music produced at the country of origin. Third is having the right music to help tell stories.

### Latin music comes from dozens of countries, with regions or cities having very distinct styles and instrumentation. How does one know what to use?

We recently found music for a show about a racist American baseball player who gets sold to play on a team in Mexico — that's a pretty funny situation! There are two main areas for baseball in Mexico, the Pacific and northern Mexico, and the music for each region is very distinct. When we asked which area the music should be from the first response was that



— Map includes the most popular genres.

— Central America includes: Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, and Panama.

## Music Libraries

### 2nd Mountain Music

Los Angeles, CA

<http://www.2ndmountainmusic.com>

2nd Mountain Music, a new initiative designed to deliver fresh opportunity to women composers. An all-female music-for-media library, 2nd Mountain is entering the film and TV space with the express intention of reshaping the status quo.

2nd Mountain was borne from a brainstorming power lunch between Cassie Lord, President of the highly respected music licensing/publishing one-stop SyncStories, and music licensing and clearance expert Karen Falzone of Mostly Music. Joined by SyncStories CEO Eric Vazquez, the creation of 2nd Mountain is a true group effort.

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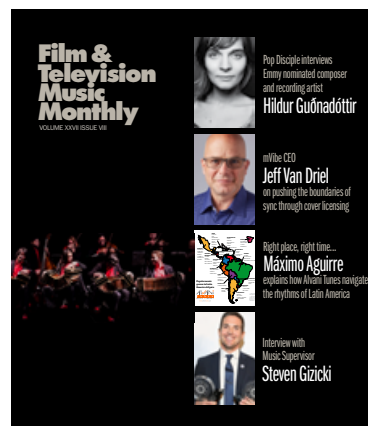
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# Film & Television Music Monthly

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personalized playlists and comprehensive custom writing services, we are ready to help you find inspired music for your project.

In August 2014, Go Rogue Records, a wing to house independent music was launched. Striving to merge an ear for current pop edge with an affinity for picture, Go Rogue Records provides an open outlet for our composers'

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broader interests in genres ranging from EDM to folk and much, much more.

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411 Music Group provides synchronization licensing, custom score, publishing, administration, artist development and digital distribution for music rights holders.

The team strives to raise the bar within the audio/visual community by adding unique artists to the roster and developing forward-thinking models for brands and production companies. The 130+ genre-specific composers write music for brands, TV shows, films, trailers, video games, and interactive media.

411 Music has global partners and composers on call to field music searches and write custom

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largest independent production music library for film, television, radio, and commercials offering UNPARALLELED MUSIC EXPERTISE. We believe in the UNIQUE POWER OF MUSIC and its significant impact on the quality and engagement of any production. WE CHAMPION THE ELEVATION OF PRODUCTION STANDARDS and access to world class music by providing exceptional customer

service and superior quality music to the broadcast industry.

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7-Out-Music is an independent music brokerage firm that represents three prestigious and recognized catalogues. We provide a wide variety of music styles and genres, no hidden costs, one-stop shop (sync & master), no hassle licensing. Renowned for the unique quality and range of our music, we provide numerous services to help you find the best music for your Commercial, TV Show, Promo, Film etc. As a FREE service to our clients, 7-Out-Music offers our team of skilled Music Directors who are experts at choosing music for all sorts of productions. They will provide you with suggestions and send tracks to you within 1-2 hours

All three catalogues are searchable through iTunes and accessible through Soundminer, NetMix and Source Audio.

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it just needed to be from Mexico. Exploring things further, they realized the importance of choosing the right region and sound. That's something we encounter often.

Another recent request asked for violin music from northern Mexico. Music from the north of Mexico doesn't usually have violin — the accordion is the protagonist in the music there, which is known as "Norteño". We had a similar request for a Norteño track with just accordion and guitar. Norteño music doesn't have just accordion and guitar, but in that case we produced something custom for them within two days.

It can definitely be confusing. MAMP (Maximo Aguirre Music Publishing) has 27 years placing Latin music so we can usually find an easy solution. We work with various teams, from advertising agencies to TV, movies and documentaries, and we try to give very specific music based on context — without being annoying about it.

It sounds like you also help interpret what music might be needed.

Yes. For example, Netflix was gathering music for Narcos and first was hoping to get a Narcocorrido from the 80's. But that style didn't exist until about 2002. Los Tigres del Norte had storytelling corridos, but nothing like what we have now. So we can help clarify the criteria to get a project what they need. With that project they ended up going with music from the 80's that wasn't Narcocorrido.

### Just defining the criteria to select songs can be a puzzle.

It's only a challenge when someone has a preconceived idea about the request. If they come in with a stereotype it can be difficult to adjust what they think they need.

If I have a stereotype that all country music comes from Tennessee and you play me country music from Texas or Arkansas, it opens my mind. When we have the chance to do that, we often reimagine the project and solve the puzzle a different way. Our main concern when we receive a request is, what are they trying to accomplish? If there are any preconceptions about the music we try to correct that with as much tact as possible.

On the other hand, we worked on a Walmart campaign last Christmas that just needed a nice pop song — it was young, upbeat, and fun for the shopping season. It was very easy. They just needed the Latin flavor, mood, and way of celebrating.

### Is there Latin music that works in many contexts?

Instrumental Mariachi works for many different scenes portraying Mexico. Regions of Mexico have different preferences, but Mariachi is popular throughout and is played in every region. So the easiest music for scenes portraying Mexico is instrumental Mariachi.

There is also the issue of cultural presence when picking a song. For example, the first song we sync'd in the library was Ave Maria by Shubert, for a company providing funeral services across the country. Ave Maria is very common in the Latin world.

### But it might not be obvious which songs are common in Latin culture.

Exactly. Ave Maria is used in Latin America for weddings, religious ceremonies, funerals, deep emotional events. Music for a Quinceanera (the Latin version of a "sweet sixteen") needs completely different music. And we know what various countries use for that.

I just started a project I've wanted to do for years: recording lullabies. These are songs grandmothers and mothers sing to their babies in Brazil, Argentina, Peru, Mexico. These are very useful when portraying someone singing to a baby.

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Composers, Producers, Bands and Artists internationally. We provide premium Music Supervision services for productions at every budgetary level. No matter what your production needs, ACM Re-

cords can create fresh, innovative and strategically sound music for it.

ACM Records, Inc. founded in 1981 and operated by Al Cohen and Eve Adams. Both award winning songwriters, their vision is to build a company that provide producers of both visual and interactive media with personalized and financially viable music, tailored to production costs and specifications. ACM Records team is driven by the passion to promote music globally through all forms of multimedia, film and television.

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Affix Music is a Los Angeles-based music licensing company specializing in placing independent music in Television, Film, Advertising, Gaming and Digital Media. Our mission is to make music licensing easier and more profitable for everyone involved. We've built the relationships, service model and technology to bridge the gaps between media clients and quality music creators.

## Which country's music is requested most?

Of all the countries in Latin America, we get the most requests for music from Mexico. Norteño, Banda Sinaloense and Rancheras, played by Mariachis, are the most commonly requested Mexican styles.

## What happens if a music choice is less than 100% accurate?

The consequence of doing something inaccurately is that the movie might not be successful in Latin America. The Anglo audience may not realize the music isn't exactly right, but in Latin America they will know. As a non-musical example, movies like Coco or Shrek had their dialogue dubbed in Mexico using Mexican actors and those films were both very successful abroad. That was genius. Basic translations or subtitles wouldn't have generated the huge success those films had in Latin America.

## How do you know what to include in the library, and what to leave out?

We've worked for years with agencies, networks, artists and producers so we know what people need. In Asia, we know Tango and Salsa are popular. Europe favors music from Peru, Brazil and Argentina. Reggaeton and urban music are big all over the world. Our network has helped us select what people want, or may need someday.

## What's ahead for Alvani Tunes?

We have new recordings from the Argentine group La Juan D'Arienzo, an ensemble that performs Tango music including the works of the legendary composer Juan d'Arienzo.

We're also concentrating on recording high profile producers from Latin America. We signed Jorge Calandrelli in June, who arranged and directed the Cheek to Cheek album with Tony Bennett and Lady Gaga. He will be creating orchestral instrumentals for us. Renato Neto from São Paulo is another producer we're very excited to work with soon.

[Click here for the "Breaking Stereotypes" playlist from the Alvani Tunes catalog.](#)

For inquiries contact Mayra Vazquez at (818) 528-7214 or visit [www.AlvaniTunes.com](http://www.AlvaniTunes.com)

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