The sentiments of Philippines’ underground artist and technology intervention

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Abstract. Listening to music is a significant and essential part of the daily life of many citizens, it is not just a hobby, but it reflects one’s personality. In the new age of technology, several ways of playing and producing music became a trend. Thus cultural and underground artist in the Philippines is still left behind. The objective of this study is to determine the current situation of the unsigned artist in the Philippines by means of interviewing unsigned artist, bands, and independent music practitioners. This study uses the descriptive method of study that answered the questions regarding the current situation and sentiment of the unsigned artist. The study also discussed the technological trends could be considered to address problems of the Unsigned artist based on the current situation, and the layout of the proposed portal and lastly the overview of the architectural model that shall be adopted in designing the proposed portal. Based on the result of the study, the Unsigned Artist are in need of a platform for proper distribution of music. In order to satisfy the needs, this paper also discusses the overview of the proposed portal.

1. Introduction

Music is one that makes life colorful, every living person in the world has listened to music, and some tried singing despite a wrong tune. It is evident from the past that music is a hobby for everyone and has an effect on the emotions of the individual [1]. The philosophy of Music is the study of fundamental questions that are related to the nature and value of Music. Most people do enjoy music on a daily basis thus has a listening preference that is very strong. Music is said to be a collection of distinct sounds. Musicologists and Philosophers might think that well-defined as necessary, but that is not a sufficient basis for a set of sounds to be called Music. Over the years, music was associated with voice, but it is known more about the details of music apart from the musical traditions that were written or passed on. Music may likely be one of those numerous things which you know when you experience it, but you cannot define. Music enhances a garden variety of emotions such as fear and movies excitement. Music is indeed an essential part of societies around the whole world. There are recent survey that music was even used in medical treatment such as the effect of music therapy with relaxation imagery in the management of patients undergoing transplantation of bone marrow [2] that could provide relaxation to the patients. In this recent study, the value of music cannot be underestimated, it is not just a hobby for an individual, but music also heals our soul [3].

In the United States alone, as a form of art and cultural activity, listening to music is a significant and essential part of the daily life of many citizens. The needs for music has created a billion-dollar
global music industry, which encompasses music production and distribution, major record companies that includes other, other music-related activities such as concerts and shows. In the same country, the music industry was estimated to generate about 17.2 billion U.S. dollars in the year 2016. Forecasts show a growth in the coming years by 2021; it is expected that the music industry revenue just in the single country will total over 22.6 billion U.S. dollars. Because of the new rise of technology, In the last few years, digital formats saw a rise in popularity in the U.S. While on the other hand, sales of other music formats – albums, digital albums, CD and digital track sales – have been continuously declining since 2012 due to availability of the digital formats [4].

In the Philippines, over the past 90 years, we saw the birth and end of different media that affects OPM (Original Pilipino Music). From the 45-rpm singles and 33-rpm long-playing vinyl albums from the year of the 1950s to the old type such as the cassette tapes of the 1980s, and the rise of compact discs of 1990s. There is a need to contend with another seismic shift by the local recording industry and artist where the expansion of the digital media will be only the one to survive [5].

For this generation of music players and downloa

ders, interesting issues are still unresolved, where despite the development in the recent technology, several artists are still left behind, they are known as Unsigned Artist, where those who have great compositions and music that can contribute to the music industry was not heard.

1.1. The objective of this study
The objective of this study is to determine the current situation of the unsigned artist in the Philippines by means of interviewing unsigned artist, bands, and independent music practitioners. This paper will also discuss a few opinions about the situation of the Philippines in the unsigned music industry. Discussion includes an examination of literature and contextual works relevant to the practice and process of the unsigned artist as a basis for the development of Online Music Distribution Portal (OMDP).

1.2. Statement of the Problem
This paper will also answer the following question: (1) What are the current situation and sentiment of the unsigned artist. (2) What could technological trends be considered to address the problems of the Unsigned artist based on the current situation (3) What is the layout of the proposed portal? (4) What is the conceptual framework that shall be adopted in designing the proposed portal?

1.3. The significance of the Study
The result of this study will be a basis for the development of the Online Music Distribution Portal in the Philippines. While this is just an initial study regarding the proposed system, this study investigates the current situation in the country and be an eye-opener in the music industry.

2. Music and Its Contribution
The philosophy of Music is the study of fundamental questions that are related to the nature and value of Music. Most people do enjoy music on a daily basis thus has a listening preference that is very strong. Music is said to be a collection of clear sounds [6]. Musicologists and Philosophers might think that well-defined as necessary, but that is not a sufficient basis for a set of sounds to be called Music. The Music industry is one of the cornerstones of the entertainment industry along with other entertainment industries such as movies, television, and radio [7]. The music industry includes many different companies and individuals whom all share the fact that they make money from music one way or the other. The list of people who are involved in the music industry is long and apart from the artists themselves includes managers, agents, publishers, producers, distributors, retailers and those who are involved in presenting live music to name a few [8]. Since the music industry has evolved over time with the progress in technology, new ways to participate in the music industry and generating revenues are continually being created. Over the years, music was associated with voice, such as rap music. Music may likely be one of those numerous things which you know when you experience it, but you cannot
actually define. Music enhances a garden variety of emotions such as fear and movies excitement. We can conclude that Music is indeed an essential part of societies around the whole world.

2.1. Music advantage towards developing the economy

The existence of music is felt in our daily activities. People tend to listen to music while driving, relaxing, studying and sleeping. Music tends to move people in numerous unimaginable ways. Music is one of the leading industries in this 21st century. The International Federation of Phonography Industry discovered that the sales of the music industry were 5.8 billion dollars and the revenue for accurate performance is rapidly growing to 943 million dollars and up to 862 million dollars in 2011 [9]. In the present world, people are exploring different kinds of music that are best suitable for their taste. Apart from the rapid use of the internet, it is straightforward to spread and open a new movement in music. Asia music can get bigger by gaining more popularity all over the world. In addition to the record sales for Asian music, music can create other sources of revenue like concerts, tourism, sales of the band, etc. which would create more employment in the local market and Asia as a whole. Asides the financial effect of music on the national development, Music can also affect the mindset of people. Music is the channel for people to share their feelings with others. Asian Musicians encourages their citizens to keep trying harder in order to overcome their daily life challenges and achieve higher goals. Music also attracts attention to Asian countries and enlighten citizens in other counties that Asia is a progressing continent but not sad information for the world.

3. Methodology

The research design of this study is descriptive and experimental. It gathers information based on observation, interview, and documentation. The unsigned artist who was interviewed is those who won the battle of the band from a different province in the region. While gathering data was a challenge, the researcher utilized the internet to contact the artist to know the exact and accurate sentiments.

3.1. Sources of Data

The primary sources of the data are the unsigned artist who is playing in different places in the region and is known locally. Some of them are searched from social media for data gathering purposes, but the researcher personally interviews most of them in order to answer the constructed questions.

3.2. Instrumentation and Data Collection

Personal observation was used by the researcher while attending several band play. The researcher personally experiences the need to conduct this study due to the observed needs of the band. Another method is the Interview. This method is done by gathering information by asking a series of questions by means of oral communication. It was conducted by the researcher with several possible stakeholders to determine the insights to be able to identify the needs of the unsigned artist. A structured interview was constructed.

A following constructed interview Questions asked (1) May I know necessary information about you? (2) Where do you rehearse and how? (3) What music have you released so far? (4) What is your current label situation? (5) What is your current publishing situation? (6) What social media platform do you use in publishing your music? (7) How do you gain profit from music? (8) What musical technology do you use in recording music? (9) How do you sell music? (10) What are the challenges and problems encountered?

A system comparison was also made, where it is a technique that is used to gather requirements for the elicitation phase of the future project. It is the process of reviewing the existing documentation of related business processes or systems in order to import detailed pieces of information that are related and important to the current project, and therefore should be considered as project requirements for the proposed portal in the future study.

To understand the proposed portal, a conceptual framework which is IPO was adopted in order to explain the development of the system for future research.
4. Results and Discussion

4.1. Profile of the unsigned artist
A total of 18 unsigned artist which includes 12 bands, 3 solo singer, and 3 one-man bands. Most of the respondents are joining the battle of the bands conducted by an alcoholic beverage in the country. Majority of the band members and solo singers are single, while all one-man band is married.

4.1.1 Practices in Rehearsing music
Majority of the unsigned artist is rehearsing in the rented band room with half of the respondents. While 22 percent of the respondents shows that they rehearse at home. Also, 11 percent responded that they are rehearsing at Friend’s Home, and 6 percent in rented spaces. This shows that not all unsigned artist has studio or equipment.

4.1.2 Music released situation
As shown in Figure 1, most of the respondents have not released music. Some of them released singles, but it does not mean that they are signed. Based on the interview, that artist or unsigned artist who has released, are an artist who created the original composition and plan for personal distribution.

![Figure 1 The situation in releasing music](image_url)

It is expected that there will be no Signed artist in the unsigned community. Where only one is signed in an independent label, it does not mean that being signed in an independent label make you indeed signed. Independent distribution does not have the power to distribute music in large scale as aimed by the artist. Based on the respondents, 94% of the artist has no publication.

4.1.3 Social media in Promotion
Although the majority of the artist does not have released, it does not stop the artist to promote music such as cover songs. As shown in Figure 2, most of the Unsigned Artist post information on social media, all of the artists use Facebook as an online marketing tool for gigs and another announcement. 78 percent of the artist created a personalized video and posted it on video-sharing site such as Youtube. There are also 28% of the artist who publishes cover music and original composition in Soundcloud, and only one has their own band website.
4.1.4 Source of Income

Music is a business in the eye of the artist, and 94 percent of the respondents earn money thru Music Play and Gigs, while only 6 percent of the respondents earn thru CD sales and Merchandise Sales. As shown in the Figure 3, 94% of the artist does not sell music because they do not have any idea or there is no professional recording. While only one of the respondents sells album thru personal selling.

4.2 Technological Trends needed by the Unsigned Artist

Based on the result of this study, there is a technological advantage that technology may bridge the gap between unsigned artist and music distribution. The unsigned artist is in need of a distribution portal that may help them to distributed music. It is also visible in the result that most of the unsigned artist earn money from Musical Play/Gigs and not in the selling of music.

The proposed portal will help the unsigned artist not only to earn revenue from the music but also increase the popularity of the Philippine music industry and also promote the culture of the Philippines.

4.3 The need for Web in Philippine Unsigned Artist

The internet is a means of sharing ideas and connecting with other people. This birthed illegal sharing of files such as Digital music files. Piracy of copyrighted materials has economically affected the music
industry; moreover, with the introduction of web development, the music industry should be able to trace its path back. Streaming music through mobile development would allow the lovers of the internet and music to enjoy listening to their favorite artists without harming the industry. Music Piracy will probably to exist [10] who is an advocate of streaming services opined that the websites have begun to reverse the harmful effects of piracy. Currently, the effect of streaming on the music industry is at a neutral level.

The internet era, like all periods in the past, promised a redesign of the revenues structure for the recorded music industry. Physical media like CDs continued to decline with the introduction of MP3 which became famous, although it seemed that the MP3 was beautiful to the average consumer as legal music, the late-2000s introduced a new concept of music consumption.

Figure 4 Process of the Proposed Portal

Based on the result of the study, the unsigned artist is looking for a possible way to promote music. A proposed Online Distribution Portal was conceptualized. Figure 4 shows the general process of the proposed portal. First, the unsigned artist will prepare the MP3 format of their recorded music. Next, the management will approve the music for distribution. After approval, the portal will distribute the music in different music stores. Lastly, a royalty payment will be given to the artist.

4.4 Overview of the Systems and Conceptual Framework

The conceptual framework is shown in Figure 5, where the proposed portal has three account level; this includes the Unsigned Artist account, the Web administrator, and the Manager or the Distribution label. The user or the artist will create an account and will provide information based on the requirement. The administrator approved the account of each of the unsigned artist and verified the authenticity of the account. Next, the unsigned artist will upload music and can monitor the revenue of the submitted music upon the approval of the manager. Lastly, the Administrator will generate payouts for the Unsigned Artist. The proposed portal solves the problems of the unsigned artist regarding music sales, promotion, and marketing with the intervention of technology.

To elaborate on the technological intervention of the proposed system. The projected system flow starts with account registration and verification. The Unsigned Artist can Upload music, check account balance and request for pay-out. The proposed system has two-way verification using CAPTCHA in order to avoid bots and attackers to unauthorized access to the portal.

It is also proposed that in the payout and account balance section, the Artist can add Paypal Account in order to be paid, funds from the PayPal account can also be withdrawn with any bank accounts locally. A minimal amount of 10% will be deducted from the royalty for the sustainability of the portal.

Lastly, in the upload section, the Unsigned Artist, can upload the music and verified by the site administrators. Site administrators will review the submission before submitting to the site partners, and the site partners will report royalty back to the site administrators for payout to the artist.
5 Conclusions and Recommendation

With the result of this study include the brief overview of the system, it is concluded that there is a need to develop a portal for an unsigned artist. Based on the result of the study, it is visible that most of the unsigned artist is not aware of distributing music online. Filipino Artist A proposed portal is needed in order for them to distribute music. As the primary objective of this study is to determine the current situation of the unsigned artist in the Philippines, the unsigned artist in the country is struggling to gain popularity. As also shown in the result of the study where Artist earns more from performance and not from the revenue of music itself, where the traditional way of earning income is still present and technological use still not practices. It is recommended that the proposed portal should be developed since it will benefit the unsigned artist to disseminate music. It will also benefit the listeners to discover the music of unsigned. For the other hand, this is a ground for collaboration to improve the music industry. This would also help the country to promote music worldwide from an unsigned artist. As for the business part of the proposed portal, this will help the proprietor and owner of the business to gain profit. It is also a promotion ground for the Original Pilipino Music to the world.

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