VALUE IN A BUCKET:

The Construction of Social and Cultural Capital in Tecnobrega
- Tecnobrega
- Social Capital
- Value Network
- Content Circulation
- Cultural Capital
- Globalization
- Takeaways
TECNOBREGA = CHEESY TECHNO
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BREGA = CHEESY
TECNOBREGA = CHEESY TECHNO
BREGA
+
TIME
BREGA
+
TIME
+
GLOBALIZATION
BREGA
+
TIME
+
GLOBALIZATION
+
DIGITAL REVOLUTION
BREGA
+
TIME
+
GLOBALIZATION
+
DIGITAL REVOLUTION
+
LOCAL CREATIVITY
WHY TECNOBREGA?
WHY TECNORBEGA?

• Business model that facilitates audience engagement

• Audience behaviors that encourage business model

• Limitation on audience participation is not structural
• Belém 1.5 million inhabitants
• Bands 140
• Sound Systems 700
• Concerts per Month 1000+
• Sound System Parties 4000+
THE AUDIENCES
SOCIAL CAPITAL
Teams

Communities are courted, not created
• Fluid boundaries and floating membership
• Ambience, a state of mind,
• Favors appearance and form
• Identity is ‘constructed’ rather than ‘given’.
WHAT TO DO WITH TECNOBREGA?

-Buy music on the street
-Listen to it on the radio
-Download
-Participate in online communities
-Share over MSN
-Lurk at parties
-Dance
-Form an “equipe”
-Lead an “equipe”
-Manage social media for the musicians or DJs
-Become a DJ
-Organize parties, etc...
FROM VALUE CHAIN TO VALUE NETWORK
VALUE CHAIN

Production → Packaging → Distribution → Point of purchase → Consumer
SPAÍK, ZECK, TONINHO E BEBÊ 10
• Radio
• Community Radio
• Pirate radio stations
• Online Radio
• Local TV
• Orkut
• Banners
• “Sound” cars/bikes
LEAVING A TRAIL...
Tecnobrega is spreadable media
Tacky
Also Tacky
- Social capital is about the types of relationships you build;
- And cultural capital is about what you know and the markers that identify you.
DESAYUNO • BREAKFAST
Welcome To BollywoodSargam.Co.Uk

Britney Spears - Gimme More TECNOBREGA.

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BUSINESS MODEL THAT Responds TO AUDIENCE PRACTICES

VALUE CAN BE GENERATED OUT OF APPARENT CHAOS

AUDIENCES ADD VALUE BEYOND THEIR CONSUMPTION
THE BUCKET REPRESENTS AUDIENCE PRODUCTIVITY AND THE CONSTRUCTION OF SOCIAL AND CULTURAL CAPITAL. YOU NEED BUCKETS!