

Autómatas: music that makes the most of the Internet to connect with its audience

LOCATION: Jaén

DURATION: 1'33"

SUMMARY: Autómatas, a band from Jaén, released a triple disc this year over the Internet. They are pioneers in this release, as they promoted their music on the internet and filmed a music video using an iPhone. They started in 2007, when the phenomenon of Facebook kicked off, Internet and social networks. New technologies are their main way of promoting their work, linking in directly with new audiences.

VTR

The band Autómatas is the first in Spain to release a triple disc over the internet, free to download for their fans.

JOSÉ GÓMEZ

Voice and guitar Autómatas

"We were one of the first to work in this way. Now lots of bands work like this, because there is no other way. There are a lot of bands in Spain and not everyone has access to a record label."

JUAN ANTONIO GARCÍA

Bass player Autómatas

"We are lucky that in the studio we can edit, produce, record, post online and if people listen to it and like it, great."

Since 2007, when Facebook launched in Spain, they have grown using new technologies to compose and social networks to promote themselves.

Ambience Skype: "Above all, we have to think about the finale, I would maybe go with 'Haz del fuego mi piel'.

JUAN ANTONIO GARCÍA

Bass player Autómatas

"Today, the only way to showcase your work is online. That's obvious."

CRISTÓBAL GÓMEZ

Autómatas Drummer

"We have to put out the first one that we see gets good results, and the truth is that social networks have done a lot for us, they've worked really well."

JOSÉ GÓMEZ

Voice and guitar Autómatas

"Thanks to these social networks which we use in a clever way, we were able to reach lots of places and record certain tracks which maybe in another way we wouldn't have been able to record, because this gave us the promotion we lacked."

In this little studio, they edit their songs. They start to upload them online...

JOSE GÓMEZ

Voice and guitar Autómatas

"Last year we uploaded all of our records for free download onto our website."

Networking and the creativity to use it are the identity marks of this group, who filmed their first music video using an iPhone 4.