

It is common in marketing communication to use music or to establish cooperation between subjects of the music industry and commercial entities that are not directly related to music. This is most common for music produced directly for commercial purposes and for the so-called mainstream music scene. On the contrary, the alternative music scene differs from the mainstream in many ways and often directly identifies itself against commercial conduct. In addition, the Czech alternative music scene has many special specifics due to historical development. Nevertheless, cooperation with commercial entities takes place with representatives of the musical alternative, although these cases are not as common as in case of the mainstream music scene, or they have not yet received much attention. This work follows up the specifics of cooperation between the current Czech alternative music scene and commercial entities as a cooperation of two completely different spheres. The observed specifics are based on in-depth interviews with representatives of the contemporary Czech alternative music scene, who have experience in cooperating with commercial entities. The result of the research is an approximation of how the cooperation between the two entities works.