



The New Cash Crop

Labels push DVDs from Jay-Z, R.E.M. and others in 2005 BY STEVE KNOPPER

MUSIC DVD SALES DOUBLED last year, and at a time of slow business for the recording industry, labels are searching company vaults and artists' archives for video treasure. From concert films by Public

Enemy and AC/DC to the Ramones documentary *End of the Century*, an impressive variety of music-DVD releases is scheduled for early this year. Jay-Z — whose *Collision Course* collaboration with Linkin Park has sold more than 1.4 million copies

Beyoncé and Jay-Z in *Fade to Black*. Inset: The late Johnny Ramone.

since Thanksgiving — is back with *Fade to Black*, a documentary of the rapper's star-studded 2003 "farewell" concert at New York's Madison Square Garden. Bob Marley's family, responding to a Universal Music request, unearthed an explosive mid-1970s concert from Los Angeles' Roxy Theatre, due out later this year. "The gold rush will remain for quite some time," says Richie Gallo, senior vice president of sales and marketing for Universal's catalog. "The monster — great consumer demand — needs to be fed."

More than 35 million music DVDs sold in 2004, up from about 17 million in 2003, and video packages of all sizes and prices are beginning to compete with Hollywood movies on the racks at Wal-Mart, Best Buy and Tower. The four-disc *Live Aid: The Day the Music Changed the World* has sold 141,000 copies at thirty dollars apiece since it came out in November, according to Nielsen SoundScan, and AC/DC's twelve-dollar *Live at Donington* has sold almost 350,000 copies in two years.

The recent boom in home-theater systems has created a new market for DVDs offering surround-sound versions of classic songs. "Musicians spend weeks, months or, in my case, years trying to get sounds right," says Peter Gabriel, who created surround-sound versions of his old hits for

last year's *Play: The Videos*. "A lot of them get lost in the stereo mix. To suddenly have another shot at getting into people's homes is a great opportunity."

Labels are optimistic that the growth of music DVDs will continue, particularly given the new DualDisc format, which puts a CD and DVD content on opposite sides of a single disc. Last fall, the punk band Simple Plan was one of the first to use the format, putting behind-the-scenes footage on the flip side of their *Still Not Getting Any* album. Similar versions of Avril Lavigne's *Under My Skin* and John Mayer's *Heavier Things* are among a flood of DualDisc releases due out this spring. Some speculate DualDisc is a transitional step to releasing all music on high-quality DVD, but for now it's merely a tool to coax music fans back into stores.

"Everybody's looking around, trying to find out what works," says Bertis Downs, manager of R.E.M.,



Bono at Live Aid: The DVD is a hit.

DVDs Coming This Spring

Jay-Z

Fade to Black

Theatrical release from last year documents Jigga's Madison Square Garden "retirement" blowout with Beyoncé, P. Diddy, Usher, Missy Elliott and Pharrell; also includes studio footage from the *Black Album* recording sessions.

AC/DC

Family Jewels

Two-disc set — one features late vocalist Bon Scott, the other current singer Brian Johnson. Tons of rare

footage, including early TV performances and promo clips from *Back in Black*.

Ramones

End of the Century

Sad and funny documentary about the rise and fall of the First Family of Punk, starring the late Johnny, Joey and Dee Dee.

Also due out

Public Enemy, It Takes a Nation: The First London Invasion Tour; *Devo, Devo Live 1980*; *Phil Collins, Finally... The First Farewell Tour*; *Various Artists, We Are the World: The Story Behind the Song*; *Morrissey, Who Put the 'M' in Manchester* S.K.

Coollest DVDs Ever

Classic discs you should own, from Zeppelin and the Stones to Eminem and Dave

knocking out a breathtaking "Cortez the Killer" and "Like a Hurricane."

Beastie Boys
The Beastie Boys DVD

Various Artists

Wattstax: The Special Edition

Billed as the Black Woodstock, this 1972 Los Angeles concert featured Isaac Hayes, the Staple Singers

Led Zeppelin

DVD

Five hours of violin-bowing, gong-bashing, groupie-fucking rock. **What's cool** A 1970 Royal Albert