

# ARTS & ENTERTAINMENT

## MVD Video Distributors Rocking The World Through Visuals

When the buying and renting music and movie-related VHS tapes really broke into the pop culture mainstream in the 1980's, Music Video Distributors (MVD) president Tom Seaman knew something big was about to happen.

A music industry veteran of now more than 40 years, Seaman's extensive experience in music videotape retail and marketing has included relationships with Record Hunter in New York City, the Sam Goody music store chain, and merchandising manager at CBS retail and Jem Records.

In the early 80's, Seaman remembers being very excited about the "videotape craze".

"When I found out about videotape, I was immediately excited about the ability to 'see' concerts as well as 'hear' them," Seaman stated in a recent interview.

"I had been involved in videotape merchandising and buying through Sam Goody among others, and had taken a job as director of video at Jem Records."

However while gaining the valuable experiences through these music-related retail positions, Seaman already had a plan, and knew what he really wanted to do.

"When I decided to leave Jem Records, the idea had been fully formed in my mind to start a company specializing in music video.

"These various positions helped to develop planning in each phase of my employment," Seaman continued.

"Additionally, my wife's father was exceptionally helpful in development planning; he was vice president at Television Bureau of Advertising, and a pioneer in the field."

In 1986 Seaman made the move and started his own

company called Music Video Distributors, the only company solely dedicated to the development and marketing of music video products.

"We began working with individual labels directly in order to release their video titles," Seaman said.

"We originally sold mostly to consumers via mail order, then expanded to subdistribution to retailers that I already had relationships with through Jem.

"I had always had it in the back of my mind, the idea that true expansion would take place only when we developed our own proprietary line."

MVD would go on to become a one-stop distributor for the buying of all labels' music-related VHS releases, then reselling and distributing product to music and video stores, as well as individual consumers.

In the early 90's when the music DVD market exploded, MVD was positioned perfectly on the cusp of the wave.

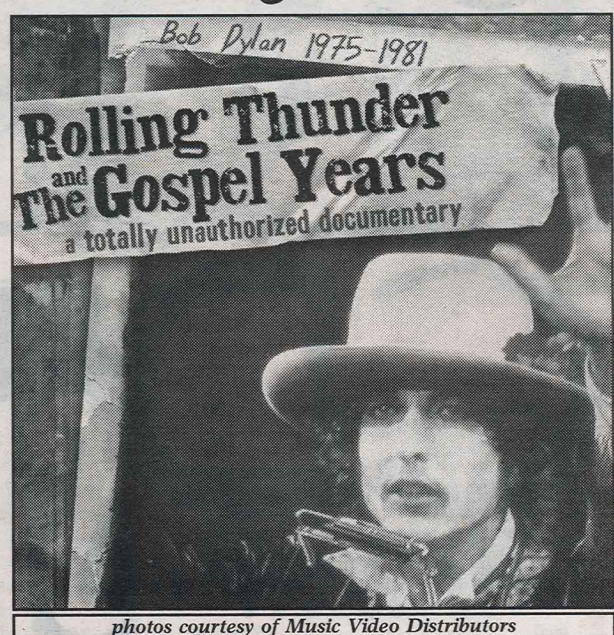
"Because of our strong relationships with our suppliers and our excellent reputation as a distributor, DVD came fairly easy to us," Seaman stated.

"We were able to coalesce our existing relationships for proprietary VHS into DVD, and quickly established ourselves as players in the music DVD market."

Over the last 20 years, MVD has developed into one of the leading supplier of music VHS, Laserdisc, and DVD distributors worldwide, and have established lasting relationships with many major and independent labels around the world.

They now offer exclusive major and independent label titles, as well as hard to find imports and other movie-related titles.

"Because of our excellent reputation, we have been able to



photos courtesy of Music Video Distributors

develop excellent relationships with several indie labels, Inakustik for example," MVD vice president Ed Seaman said recently.

"They are a German label who releases excellent quality jazz, blues and rock DVD from such diverse artists as Robin Trower, Kate Bush, The Smiths Bob Dylan and Velvet Underground."

Other labels and distributors MVD has exclusive rights with include Target Video, Cherry Red Records, Metal M ind and Secret Records & Films.

"We offer about 500, exclusively distributed titles, from about 100 different suppliers," said Clint Weiler, director of publicity for MVD

"There is just a ton of competition out there, but we have managed to create an excellent reputation as a distributor."

Today MVD operates all of its shipping and billing from one, 20,000 square-foot office and warehouse space located in Oaks, PA.

Their state-of-the-art shipping department allows for accurate and timely deliveries to customers world wide, which has grown MVD's reputation as one of the most dedicated and professional providers of music and movie-related video in the world.

To learn more about the many music video titles and services Music Video Distributors has to offer, visit their web site at [musicvideodistributors.com](http://musicvideodistributors.com)