

# NARM Show Ready to Rock

By Jessica Wolf

The National Association of Recording Merchandisers' (NARM) annual conference kicks off Aug. 11 in San Diego, building on last year's resurgence.

"We're very happy with the participation and the support we have gotten this year," said NARM president Jim Donio. "We have more live music scheduled for this year than in the past 10 years, with 45 acts coming."

Donio said he expects hot topics at this year's show to be DualDisc (DVD on one side, CD on the other), the album sales slump, digital delivery of music and fourth-quarter slates.

An Aug. 13 research session will feature a consumer report on DualDisc from The NPD Group, along with other industry research

from Nielsen SoundScan.

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## NARM Attendees to Highlight Music DVD

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Home Entertainment 2005 show.

Attendees this year are getting the world premiere peek at Clear Channel Entertainment Home Video and Ventura Distribution's upcoming concert DVD, *Mötley Crüe: Carnival of Sins*.

"Being at NARM puts us, with this particular project, squarely in the heart of the music retail community," said Steve Sterling, SVP of Clear Channel Entertainment Television.

The NARM show is very important to an industry struggling with

slumping album sales, suppliers attending the show said.

"A lot of major trade associations' conventions, I think, have bottomed out over the past few years and are really now finding their place again," Sterling said. "But with NARM, because the music [retailer] side of the business is so proudly passionate about their business, the NARM show has remained very viable."

"The music business might be smaller than the movie or video business in the United States, but

it's not going anywhere," DeGooyer said. "NARM is a great way for music people to come together."

NARM is a great opportunity for some creative brainstorming with retailers, said Ed Seaman, VP of sales for MVD. "Most people in the music retailing business at this point have done one of two things: they've either expanded out of selling only CDs or they've gone out of business," he said. "Traditional music retailers have been recognizing more and more that music DVD is the music business."

NARM is presenting awards this year to two "giants of the industry," Donio said. Singer-songwriter Bonnie Raitt will receive the Harry Chapin Humanitarian Award at the Aug. 12 opening session. Producer and entertainment mogul Quincy Jones will pick up the Chairman's Lifetime Achievement Award. Jones was the keynote speaker at the 1985 convention, and NARM is thrilled to have him back two decades later, Donio said.

It's also the first time in 20 years that the show has been held at the same location two years in a row, he said. San Diego went over so well last year, it was an easy decision to go with the location again this year, Donio said.

NARM eschewed a co-located annual show with the VSDA for 2005 and announced its San Diego confab locale shortly before talks of merging the NARM and VSDA trade groups ceased last November. **HMER**

