

SPOTLIGHT: MUSIC DVD

LINUS ENTERTAINMENT

Linus Entertainment recently signed an agreement with CHUM Television International to distribute content from the MuchMusic catalogue of live performances, but enthusiastic, entertainment.

"Music DVDs are different," says Geoff Kulawick, Linus Entertainment's vice president. "It's a novelty or conversation piece on an emotional level. But people want to have a piece of everything. The new music DVDs it releases are either on radio or on the internet, a mix of current performances. The special interest for the fan base is the live performances."

Given the niche that Linus Entertainment will sell itself. "The decision to release live performances," he notes, "is just the performance. This is to allow the fans to see the artists."

MUSIC VIDEO DISTRIBUTORS



The largest producer of music DVDs, with a catalogue of over 500 titles, Music Video Distributors has been active in the music video

business since 1986 and is partnered with both Navarre and VSC in Canada.

With titles like *Iggy Pop And The Stooges: Live In Detroit* and *Dead Kennedys: In God We Trust* among its biggest sellers, MVD has a particularly strong investment in punk titles, but its catalogue runs the gamut all the way to jazz, reggae and to hip hop titles like *Public Enemy: It Takes A Nation: London Invasion 1987*.

The company is, appropriately, very confident about the music DVD market. "Why just hear the music when you can see it too?" asks MVD Vice President Ed Seaman. "More and more consumers accept and enjoy the concept of seeing the music rather than just hearing it. The biggest challenge to the music business is retailers expanding their sections and selections to meet the growing demand."

Demand is being met on the production side through the efforts of both production companies and artists themselves. "We encourage our entire staff to come up with ideas for artists or content holders to approach," says Seaman. "Because we have had some good success in music DVD we get approached by artists and content owners as well. With the success of some high profile music DVD releases, many artists woke up to the idea that they should do DVDs themselves."

For Seaman, there is a certain amount of importance in the way a given title is marketed. "A good cover stops people in their tracks and makes consumers take notice," he contends, and "if it has extras – all the better."

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