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IN STORES NOW

A Look At Music Video Distributors

MVD MUSIC VIDEO DISTRIBUTORS

It is no secret that the music industry is in trouble and beyond copying issues, the industry has bungled catching onto trends, did not launch a successor to the CD in time before MP3s became the rage, do not want to back any new important talent in the long term and are increasingly run by more and more people who know much about money and mergers, yet absolutely nothing about music. Another thing the major record labels in particular have not particularly well is release a constant stream of solid product in the DVD format. Despite being an early boom market, the major labels did not take the format to its logical next step, so some other companies managed to take advantage of this gap. No company has done a better job of this than Music Video Distributors, a company out of Oaks, Pennsylvania that has managed to become the top seller of music DVD titles in the business.

While the major labels have key concerts and artist's music video collections still collecting dust on the shelf when they should have been issued already, MVD (as they are also known) have been creating product in virtually every genre and licensing some exceptional product and series from other companies we would likely never see in the U.S. and North American market otherwise. As part of our ongoing efforts to go where no other site has gone, we decided to ask Vice President Ed Seaman about that and much more.

1) Mr. Seaman, do you have any comments about our opening statement?

- > Queen - Under Review
- > Chronicle Of Anna Magdalena Bach
- > Ultimate Avengers (Animation/Marvel Comics)
- > Chicken Little
- > DTS Classical Music Discs (Mozart, Beethoven, Handel, Tchaikovsky, Bach)
- > Lexx - The Complete Second, Third & Fourth Series Sets
- > The Secret Life Of Geisha (1999/Documentary)
- > A League Of Ordinary Gentleman (Documentary/Bowling)
- > Goodbye Mr. Chips (WGBH/2002)
- > Unknown Chaplin: The Master At Work (1986)
- > Messiah (1999)
- > Through The Fire (Documentary/Basketball)
- > Orson Welles Collection (Passport)
- > Vice Squad (1982)
- > Werner Herzog: The Great Ecstasy of the Sculptor Steiner, How Much Wood Would a Woodchuck Chuck, La Soufriere (New Yorker)

First, overall regarding music industry, my biggest problem with their stance on Music DVD is that it is primarily viewed as a way to sell more CDs. It is dinosaur mentality of "We are in the CD business - how do we sell more CDs?" and once the industry saw that the Music DVD has some potential they have been using it as a freebie to include in CD packs - "bonus DVD enclosed". The problem with this is that the music DVD has been de-valued. The music industry is taking the one thing that is actually working and on a growth curve and giving it away for free. Mind-boggling.

2) Now your company has been around since 1986. When did the VHS/Beta market bring you to the decision to launch the company?

Tom Seaman, who founded the company, has been in the music biz since around 1960. His last role prior to MVD was with JEM Distribution, where he headed up the music video division. Tom saw the potential for music video very early on - as soon as he saw the early picture discs in the 70s he said "why just hear it when you can hear AND see it?"

3) How long did you produce Beta before it was concluded that the format would be eclipsed by VHS?

MVD barely got into Beta. There were only a handful of sku's by the time MVD was rolling and it never really took off.

4) Did you ever produce content in the old 12' LaserDisc format?

Never did a LaserDisc, but I liked their packaging.

5) What were the music genres you focused on early on?

We have always focused on punk rock, but our selection has always been guided by opportunity and availability. We used to sell a lot of imports from Japan, especially heavy metal. Metal in general was a strong genre back then - this was pre-Nirvana days!

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