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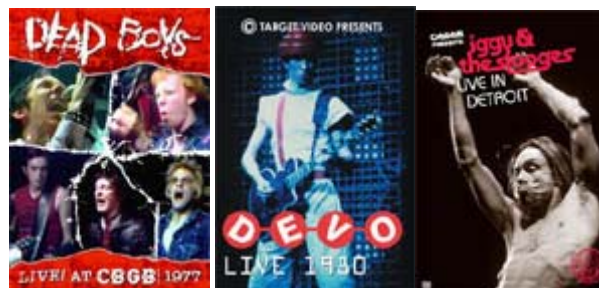
Music Video Distributors



(Ed Seagram Vice President of MVD)



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Interviewed by Jeff Holton

Music Video Distibutors is a one of a kind distribution company. They specialize in producing, releasing and distributing music videos of various genres and styles. With a catalog of DVDs ranging from Samhain, Iggy Pop, Devo, Poison, Public Enemy and 100's more, MVD ishas become THE largest distributor of music videos in the world. Recently Vice President of MVD Ed Seagram took a few moments to answer some questions about the company and give our readers some insightand a sneak peek in to the company that is quickly taking the music video world bystorm.

Jeff: MVD has been around for quite a few years. Could you tell me a little about the history of the company?

Ed: MVD has been in biz since 1987, at that time specializing in Music Videotapes. The mission of the company was to be the world's best supplier of Music Video. Tom Seaman started the company. His background is from the music business. Years ago when home video first started, he envisioned Music Video would be a big deal. He felt "why just hear it when you can hear it AND see it?"

From the start we had exclusively distributed product, and we built a nice reputation as a reliable company that does a great job selling into retail & paying our bills. When DVD came into play we parlayed our existing relationships into DVD relationships, and hit the market hard and early with Music DVD. Since then we have built on our strengths and developed a very nice catalog. And we feel we are just getting started.

Jeff: In the company bio it says that MVD is part video distributor, part label and part one stop. What exactly does this mean?

Ed: As a distributor MVD represents labels exclusively for the US. So DVD labels or studios will partner with us to exclusively represent their content for the territory.

A one stop means a one stop shop for Music DVD - this means that we carry everything on Music DVD and strive to have the world's best selection of the format. So if Joe's Records wants one place to get all their DVDs, we fill that need.

The DVD label has to do with content that we produce - either filming content or picking up raw materials and finishing them on our own MVD label. In theory that label is distributed by MVD the Distributor, and handled by other distributors in other countries.

Jeff: What do you feel is unique about MVD?

Ed: The focus on Music DVD. There is no other company to my knowledge as dedicated to the format as us.

Jeff: Would you say that MVD is an independent video distributing company?

Ed: That is part of what we are, yes.

Jeff: What is the difference between MVD and Eclectic Video? How are they related?

Ed: Eclectic is a division that focuses on offbeat films. The sales, marketing and acquisitions are handled somewhat differently but it flows through the distribution network.

Jeff: How do you decide what bands you will release DVDs for and what not to release?

Ed: It is based on historic data of that bands sales, market saturation, expectations vs reality of our licensor, and gut feelings. A fairly complicated process really.

Jeff: Would you ever consider backing an independent band and putting out a DVD to help promote them?

Ed: We are real cautious in this area. Music DVDs sell much less than CDs still, and backing indie bands is a scary prospect.

Jeff: I noticed that you tend to release DVDs with "rare" footage from bands that are not around much anymore (e.g. The New York Dolls, Samhain, G.G. Allen and many more). How do you get the footage for them?

Ed: We partner with archivists who have content - then we make deals with the archivist/owner of the footage as well as the band. I love this type of footage as it is usually very "real" looking stuff, usually a band captured at their peak.

Jeff: Are they already "pre-fabricated" videos that were put together and you distribute them or do you actually edit and compile the videos in house?

Ed: We do both - we run the gamut.

Jeff: If I was someone who had never heard of MVD and I was looking for something to view, what would be the ONE video that you would suggest to me? In other words, what's your favorite MVD DVD?

Ed: Ha - like any good salesman I'd find out your taste and then make a suggestion. If a hip-hop fan I would recommend Public Enemy. If punk, probably Dolls or Iggy & Stooges, or Dead Boys. Or GG Allin Hated...hmmm, tough one for punk. If Reggae, Rockers. Etc

Jeff: What's the best way to purchase MVD videos?

Ed: I recommend cozying up to your favorite local music store that provides good service and does a good job merchandising music DVD, and order through them. Retailers can be such a good resource to steer you in the right direction on content, plus they can order the DVDs and possibly even play them for you before you make a purchase. But if that isn't an option there are loads of ways to order online.

Jeff: What's in store for 2006?

Ed: Wow - lots of great stuff happening. Most exciting to me is the Bad Brains at CBGB 1983.

Jeff: Any closing thoughts or comments to our readers?

Ed: Keep showing us the love... We'll continue providing for the fans out there!

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