SPOTLIGHT: MUSIC DVD

LINUS ENTER

MUSIC VIDEO DISTRIBUTORS

Linus Entertainment recently signed an agree CHUM Television Interr market and distribute ce from the MuchMusic a catalogues of live perform new, but enthusiastic, ent

"Music DVDs are diffe says Geoff Kulawick, Li novelty or conversation t emotional level. But peor have a piece of everything new music DVDs it releas radio or on the internet, a "but most of the materia current performances. Th special interest for the far

Given the niche that I will sell itself. "The decisi performances," he notes scenes. It's just the perfor this is to allow the fans ti by these artists."

M V D MUSIC

The largest producer of music DVDs, en titl 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 sound 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."

MUSIC VIDEO

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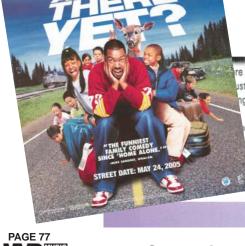
duction side through the efforts of both production "We encourage our entire staff to come up with to approach," says Seaman. "Because we have DVD we get approached by artists and content

latest in a string of DVD titles from the singer, have proven very marketable or ist hearing it. The biggest challenge to the music DVD. Arboit believes that artists need to be well-established in order t effectively sell DVDs, but he notes that this is not a limitation on the genre since more and more established artists are expressing interest in the format "It's another marketing tool," Arboit says, "and most of our artists have a live base and they can reach a larger audience faster [via DVD]."

Spotlight: Music DVD contiuned on page 1

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