

**CULT CLASH presents:**  
**MVD MUSIC VIDEO**  
**DISTRIBUTORS**  
**THE INTERVIEW!**

**Winslow Leach talks to Vice President of MVD: Ed Seaman!**

**CC:** Could you tell us a little about the history of of MVD? When it started, your role in the business, etc?

**ES:** 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 in 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 DVDs. Since then we have built on our strengths and developed a very nice catalog. And we feel we are just getting started.

**CC:** What do you think sets MVD apart from other DVD distributors?

**ES:** Many things - the narrow focus on Music DVD for one. Most of our competition is either busy selling CDs, or busy selling movies. Music Video & DVD has historically been ignored by the entertainment industry, and we fill that niche.

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**Apart from that, we have an amazing staff. Our people care - maybe it is because we treat them fairly, maybe it is because they are excellent.**

**CC: What can buyers expect from MVD in the future?**

**ES: We are always looking at artist performances at their very peak. This often leads to footage being a little rough, but I would always rather see shitty footage of a band when they were great, compared to great footage of a band when they are shitty.**

**CC: What are some of MVD's most popular DVDs?**

**ES: Rockers - the Reggae classic. A beautiful film with a huge reputation. Sublime: Stories Tales Lies - An excellent documentary on a hugely influential band. Iggy & the Stooges. The New York Dolls - great example of a band at their peak. GG Allin - Hated - one of the greatest music documentaries ever!**



(From bottom left clockwise): Michael Demonte: Sales Manager, Chris Callahan: International Sales, Will Morgan: Marketing, Dave Hall: Buyer, Tom Seaman: President

**CC: Cult Clash will be reviewing Love Dolls: Superstar Fully Realized very soon. We had a blast with the film, its this totally cool LA punk rock-DIY feature that really gives you an idea of what it was like during that time in the 80s. What did you think of the film?**

**ES: The film was an influential part of my exposure to underground music and culture during the mid 80's so**

naturally it was a pleasure to work with. It just fits perfectly with our catalog.

**CC: Who are some of the MVD staff's favorite musicians or groups?**

**ES: Everyone has different tastes but there is more or less an underlying interest in things like: Iggy and The Stooges, The Clash, The Sex Pistols, The Ramones, Buzzcocks etc. Some people are into noise rock, others are into hip hop - it's very varied, but it's all good taste.**



(above pic: The MVD warehouse)

**CC: Whats the best live concert you ever attended?**

**ES: Probably Iggy Pop at the Khyber.**

**CC: What are a couple of your personal favorite films?**

**ES: Apocalypse Now and Best in Show.**

**CC: Now THAT is some variety! I love Apocalypse Now myself and Best In Show is hysterical. I laugh my ass off when Parker Posey goes looking for that dog toy and freaks out, but theres certainly tons more funny stuff in that film.**

**CC: What are some of your personal interests?**

**ES: Playing Guitar, Fishing, Being a Daddy.**

**CC (Now in James Lipton mode): Whats your favorite curse word?**

**ES: Fuckshit (say as one word)**

**CC: Whats your favorite joke?**

**ES: Don't remember the build up, but the punch line is:  
"...Where's the bitch with the absessed tooth?"**

**CC: Ed, thanks so much for talking to us. MVD is one of our  
favorite DVD labels here at Cult Clash and we really look  
forward to more incredible titles in the future!**

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TODAY!**

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