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Category: Home > Interviews > Music Industry > Music Video Distributors Interview - Part Two

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## CURRENT REVIEWS

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- > Stay (2005)
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- > The Fantastic World Of M.C. Escher (Art Documentary)
- > A Perfect Spy (British Mini-Series)
- > The Last Detective - Series One
- > Flickers (British TV Mini-Series)
- > Roald Dahl's Tales Of The Unexpected - Set Four
- > The Camomile Lawn (British TV Mini-Series)
- > Magic (1978)
- > A Boy Named Charlie Brown (Feature Film)
- > Hawaii's Last Queen (American Experience)
- > Sliver - Unrated
- > Kill Devil
- > Lord Mountbatten – The Last Viceroy (British TV Mini-Series)
- > The King's Singers (Vocal Concert)

### IN STORES NOW

## Music Video Distributors Interview continued...

6) The major labels have had home video titles for a long time, like the Sony Video 45 series before Sony ever bought Columbia Records. Stereo was eventually added to VHS & Beta, but was still making a comeback in film and video production in general. How important did you think that was to the market at the time?



I am not sure that stereo VHS was ever that important; I don't think audiophiles were ever really entranced by the VHS market. The Music DVD market was, and to a large degree still is dominated by collectors – not audiophiles.

7) How did your company land up in Oaks, PA?

Well that could be a real long story, but the short story is very simple - cheap rent.

8) Ha! Who were the first big artists that helped your company?

- > 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)

Our first VHS titles way back were Sex Pistols titles. But on DVD our big breakthrough was Sublime. We had done exceptionally well with the VHS of Stories Tales Lies & Exaggerations, charting for a good while on Billboard. Our relationship with the filmmaker was exceptional, and we convinced him to do DVD with us...it was our first DVD and still our best seller.

9) I remember that one; a very big hit. What were your breakthrough titles?

**Sublime STLE**  
**Rockers**  
**GG Allin Hated**  
**Iggy & Stooges Live in Detroit**  
**NY Dolls**  
**Public Enemy**

10) It seems the majors still do not totally know what to do with Punk, post-Punk or many kinds of Rock. The genre makes money, even if Hip Hop is a bit hotter. How has MVD taken advantage of this?

I don't agree that majors don't know what to do with these genres really - they have created and acquired independent distributors (like RED, Caroline, ADA) to handle these kinds of genres and these companies do a damn good job.

11) However, the industry has shied away from the more overtly political works, but MVD has done an exceptional job with them. When did the company realize that DVD was going to be big?

Right away. DVD was a far superior format than VHS for the random access to songs alone. We jumped at the opportunity to get in that game.

12) What about the early quality problems with the format, including a few bugs (like discs not playing in all machines) that will never get resolved?

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Every new format has bugs - for the most part these worked out.

13) Reviewing them all the time, we still find problems here and there. What about DVD-Audio, Super Audio CD and Dual Disc? What do you think of their respective quality and future?

Generally they are confusing to the consumer in my opinion. The music business still doesn't understand these formats, so it is hard for consumers to get it. It's a shame, I think DualDisc makes lots of sense but it is a challenge for consumers to understand it.

14) The menus on DVD-Audio have been a nightmare for some, while DualDisc has not worked out in all cases, but your DEVO title we reviewed was just fine. Because of your name, did people initially think you were only involved in Music Videos?

Yes - and people still think that and are confused by what we are. Some think we service video clips to MTV.

15) Why have long-form video programs and concerts not caught on like they could have?

Tough question - one theory is that longform video requires higher level of fan - you need to watch & listen compared to just listening. Another theory is selection, shelf space, and dedication to format by the industry. I think it is a combination of both.

16) Have the major labels abandoned too many of their key artists since the 1980s and if so, has that helped out MVD?

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The majors have a biz model that works for them I think - they are geared to sell big units and once they can't do that they have to bail. Yes, it definitely helps us when artists are free from their restrictive deals!

17) Ha! For feature films, besides the cult titles that have come out so far, what else is Eclectic looking to find for release?

It either needs to be completely bizarre and a no brainer, or a strong music business tie for it to make sense for us.

18) **Butterfly Ball** is among many independently made gems that have been lost until you issued them. How much research goes into picking and choosing what to try to find and get the rights to release?

Honestly a lot comes to us because of our reputation and because of our networking in the industry. **Butterfly Ball** was brought to us by a reliable source, and we licensed from them. Other titles require loads of research and clearances.

19) Why does it seem that so many good music DVD titles get produced overseas and never make it here, unless a company like MVD gets involved?

2 reasons. First, the publishing for music DVDs is completely stupid in the US, very time consuming and cumbersome. Short story, there is no administrative body to handle publishing for synch rights, like Harry Fox does for mechanical. It is different around the world - and better. The other reason, Music DVD is our business. So we look for opportunities to say "Yes", whereas a lot of our competition looks for reasons to say "No".

20) Might MVD start its own music TV series that it would later issue on DVD?

*That sounds like fun - know anyone who would like to launch this?*

21) We will let you know if we hear anything. You said audiophiles have yet to be impressed or inspired by DVD, even with a format like DTS out there? Since stereo and older Dolby Pro Logic surround for video playback to 5.1 mixes today, do you see such sound as still being too gimmicky and not taken seriously enough with video?

No - I said audiophiles were unimpressed by VHS, and that the primary market for Music DVD is probably rock collectors. I think audiophiles are very impressed by the DVDs with excellent audio, which is a small percentage of all DVDs released.

22) Fair enough. Though the HD formats are still having delay troubles, when they come out, what do you see as MVD's position in HD?

We will be very active in this area. HD is amazing and opens up loads of opportunity for us. We have filmed our first concert in HD – the Sublime Tribute Concert: Look At All the Love We Found: Live. And so much of our catalog can be bumped up to HD - it is very exciting!

We are also looking forward to covering all kinds of HD software, including anything and everything MVD intends to issue. We thank him for his time. Be sure to be on the lookout for more MVD reviews and events at [FulvueDrive-in.com](http://FulvueDrive-in.com).

Nicholas Sheffo conducted this interview.

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