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MVD To Sell Audio

DVD Distributor Embraces The CD

As much as the music DVD industry has grown over the years, it's still paltry when compared to the CD market. Music Video Distributors (MVD) senior VP of sales and marketing **Ed Seaman** long saw the allure of selling CDs, but held out as long as he could.

"My concern has always been that if we're doing audio as well as DVD, maybe we lose our edge," Seaman says. "Then we're just like everyone else."

Those fears have been allayed, Seaman says, at the urging of a number of the DVD companies the distributor handles. This month, MVD will be rebranded MVD Entertainment Group, and launch MVD Audio. To start, MVD will handle releases from German label Inakustic and Polish label Metal Mind.

Some initial releases include albums from **Allison Bernard** and **America** on Inakustic and titles from **Behemoth**, **Immolation** and **Artrosis** on Metal

Mind. Long term, Seaman plans to sign some third-party U.S. labels, and will start with upstart Universal Warning Records.

"We're not looking at breaking artists," he says. "We're looking at established acts and established labels. We're going to be working with a lot of our current partners, particularly those in Europe."

Seaman isn't daunted by the challenge of a crowded marketplace. He looks forward to combining CD and DVD packages as well as securing audio content that MVD had already distributed on DVD. If the CD side of the business is slow at first, Seaman says his staff has a thick skin.

"For us, and for our sales and marketing people," Seaman says, "music video was the dog of the industry forever. It wasn't until a few years ago that music video became one of the saviors of the industry, so our staff is used to banging on doors and getting doors slammed in our faces."