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Mixtapes revolutionized how music was made, marketed, and sold, as record labels lost their vice-grip on the production and distribution of music. At the same time, power was transferred to the artist, who could successfully push themselves into the limelight using street sales, rather than relying on getting an 'official' record deal. This was good news for the likes of 50 Cent who created a noise outside of the labels and saw them scrambling for a signature. However, it was not such good news for the labels themselves who saw their profits cut by this entrepreneurial spirit.

'Kill The Record Labels' goes into detail about this interplay between the mixtape-savvy hip-hop scene and the major labels, looking at how artists and DJs sidestepped the boardroom and took their product to the streets. With interviews with notable names and a decent production value this DVD tells the story of the ongoing war between the Recording Industry Association of America and those who operate in the gray areas outside its close control. Police raids, confiscated goods, arrests and closing stores are all detailed in this story of musical control.

However, 'Kill The Record Labels' also shines a light on other, more underhand, matters. This film shows how some record labels may have paid DJs to place tracks on a mixtape, before denying all knowledge when the lawsuits began. This conflict has in turn hit the traditional hip-hop scene, where DJs have always been the ones to break records and artists on a street level with a heritage of mixtapes and hand-to-hand sales. Could the determination of the old-style record labels to control the money in hip-hop actually harm the growth of the music itself?

'Kill The Record Labels' asks as many questions as it answers and will show you how the industry is in a conflict right now. With interviews with those who have operated on the front lines of the mixtape war, this DVD is a must-see look at how hip-hop operates in the modern day - while still holding true to its roots on the block.