IVE Set To Bow
Music Longform
Line In July

LOS ANGELES International Video Entertainment is looking to make some noise in the longform home video music market—the result of its distribution pact with Radio Vision, the new music-oriented home video label and division of Radio Vision International (Billboard, March 26).

The first titles to be offered as a result of the deal are two concerts: "The Prince's Trust Rock Gala 1987"—featuring Elton John, George Harrison, Phil Collins, and Eric Clapton—and "Stand By Me," an AIDS research benefit concert featuring performances by Bob Geldof, Boy George, Herbie Hancock, George Michael, and Andrew Ridgeley.

Each will be priced at $19.95 and is slated for release some time in mid-July.

In addition, three $14.95 clip compilations will be available featuring Capitol Records artists Great White, Megadeth, and Crowded House.

Other major artists, both in the context of concerts and clip compilations, will be forthcoming, says Ralph King, senior VP of marketing. Retail pricing will be $15-$20.

"The first few releases are just the tip of the iceberg," says King. "We're a big believer in the music video market," he says. King, a former retail executive with Record Bar and IVE chairman Jose Menendez, formerly with RCA, have strong ties to the record industry. "We know there is a market there," says King.

That market has gained momentum, King says, as a result of sell-through pricing in record/tape combo stores, selective mass merchants, and some specialty video stores serviced by wholesalers that have emphasized it.

"It's such a specialty marketing area now that you almost need to create a separate company or division to deal specifically with it. Radio Vision, which has been so successful with music-oriented product in the international market, provides for us a company that is specifically focused on marketing music videos in the American market. We think we can play a strong role as their distributor," says King. He adds that IVE and Radio Vision can "work" these videos in a manner analogous to the way record labels market music.

"We will follow the rise of an [album]," he says, "as well as the tour dates of artists. We will be promotionally active with that account base that is selling music video. Today the record stores are doing a tremendous job with the product category. You're finding more and more that they are setting aside a section exclusively dedicated to music video."

The primary targets, says King, will be the record/tape combo chains and mass merchants through racks. Additionally, there will be a marketing effort made through traditional video wholesalers that have had prior success with the category.