

Excerpts from the July 2004 DVD Exclusive article: Field grows for urban DVDs

FIELD GROWS FOR URBAN DVDS

As demand for DVD titles with urban appeal grows and broadens producers and distributors are looking for more diverse and high-quality titles.

According to statistics cited by UrbanWorks Entertainment's Quincy Newell, the current purchasing power of urban consumers is estimated at \$850 Billion, some \$13 billion of which is spend annually on home entertainment products.

The home entertainment segment could be growing as much as 25% per year, believes Lions Gate Home Entertainment's Anne Parducci, resulting in a rapidly escalating demand for marketable programming. "Urban is fast becoming mainstream," she says. "Today's kids are growing up with hip-hop music and culture, and they'll want more and more programming to reflect their interest in it."

Chris Hollas, a Xenon Entertainment sales and marketing leader, agrees that the crossover success of *Barbershop* indicates urban has "broken through" to the mainstream, and says films of similar quality are bound to attract bigger audiences.

"The category has now broadened to include suburban white youth, so we tend to look at the urban demographic as more young than ethnic," says Tracey Garvin, Columbia TriStar Home Entertainment.

Urban consumers now comprise such an important market that entire companies are devoted to pitching product to them. *Urban Marketing Corporation of America (UMCA)* promotes movies, CDs, DVDs and other consumer goods by deploying street teams to communities, where they act as what UMCA president Carl Washington calls "information ambassadors." These emissaries distribute flyers, post one-sheets and hand out goodies at such neighborhood functions as street fairs, boosting consumer awareness and stimulating demand.