



Duran Duran Live in HD

by Doug Kluthe

Simon LeBon at Wembley Arena, courtesy of Coming Home Studios.

As more alternative HD content emerges on the market, the challenge now becomes how to get the public to notice your project and appreciate its quality among a vast sea of competitive standard and High Definition content. Music labels and studios can no longer count on just traditional forms of marketing such as print, radio, television, and retail placement to increase their product's visibility. With the emergence of Digital Distribution and DCI compliant theatres Theatrical Releases are becoming some of the most effective methods of targeting your product's demographic for the most cost effective price.

When Jack Gulick, Head of Production at Coming Home Studios, called me to see how their new *Duran Duran Live From London* DVD could be marketed theatrically in its original native HD format, my partner, Evan Saxon and I, through our company D&E Entertainment, created a marketing plan around a One Night Only Event that utilized DLP Cinema Grade Projectors, 5.1 audio systems, and digital delivery from a D5 master. D & E's marketing efforts were supported and intricately coordinated with radio, retail, on-line, the theatre chains, and the fan

club. The event itself included an exclusive greeting from the band, 120 minutes of live performance, and a 3D music video. The live concert was originally captured on mostly 28 Thomson HD Cams (1080i 24p) in 2004 during two of their five sold out shows at Wembley Arena in London.

Marketing efforts and the quality of the presentation paid off for *Duran Duran*. Not only did the Premiere sell out theatres in major markets across the US, but also the DVD received visibility valued at tens of thousands of dollars in each market. The theatre chains are now just beginning to realize the value of theatrical releases for alternative content and are rapidly converting SD screens to Digital Cinemas. This, however, is a very new medium for the theatre chains and content distribution entities. Constant supervision and quality control is a must, as well as securing a marketing company that is familiar with the process and has the ability to reach your targeted demographic. **HD**

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