

# MediaPack

The international business magazine for media packaging

**EDITOR**

**Sharon Lock**  
+44 20 7921 8366  
slock@cmpi.biz

**EDITOR IN CHIEF**

**Paddy Baker**  
+44 20 7921 8376  
pabaker@cmpi.biz

**US CONTRIBUTING EDITORS**

**Tom O'Reilly**  
oemtom@aol.com  
**Larry Jaffee**  
lsjaffee@hotmail.com

**EDITORIAL DESIGN**

**Dawn Boulton**  
+44 20 7921 8321  
dboulton@cmpi.biz

**GROUP ADVERTISEMENT MANAGER**

**Lucy Wykes**  
+44 20 7921 8347  
lwykes@cmpi.biz

**PRODUCTION MANAGER**

**Desrae Procos**  
+44 20 7921 8322  
dprocos@cmpi.biz

**ADVERTISEMENT PRODUCTION**

**Mark Saunders**  
+44 20 7921 8386  
msaunders@cmpi.biz

**CIRCULATION DEVELOPMENT**

**David Pagendam**  
+44 20 7921 8320  
dpagendam@cmpi.biz

**PUBLISHER**

**Joe Hosken**  
+44 20 7921 8336

**CONTACT US**

MediaPack Magazine  
CMP Information Ltd  
Ludgate House  
245 Blackfriars Road  
London SE1 9UR, UK  
Tel: +44 1732 364422  
Fax: +44 20 7921 8302  
[www.mediapack-online.com](http://www.mediapack-online.com)

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopying, recording or any information storage or retrieval system without the express prior written consent of the publisher. The contents of MediaPack Magazine are subject to reproduction in information storage and retrieval systems. Circulation and Subscription enquires: United Business Media International Ltd, Tower House, Lathkill Street, Market Harborough, Leics LE16 9EF Tel: +44 1858 435361 Fax: +44 1858 434958. MediaPack Magazine is available on subscription. Subscription queries: Tel: +44 20 7921 8401. United Business Media International Limited may pass suitable reader addresses to other relevant suppliers. If you do not wish to receive sales information from other companies please write to the circulation department. Printed by Headley Brothers, The Invicta Press, Queens Road, Ashford, Kent TN24 8HH, UK. © CMP Information Ltd 2006



**COVER STORY**

Univenture founder and inventor Ross Youngs discusses product innovation, global expansion and why change is a constant in an industry as dynamic as media packaging 28

**INDUSTRY NEWS**

Co-existence of blue laser formats "most likely" 4

ESA confirms smaller E3 2007 event 4

Warner Music Group touts DVD albums 4

The latest high-def updates at MEDIA-TECH 6

NARM report shows opportunities for physical media 6

**REGULARS**

New releases: Miles Davis' *Cool & Collected*; Beck's *The Information* 12, 14

Statistics: The latest facts and figures to help you make business decisions 16

Show review: Packaging players reassert the value of their trade at EMX 18

Book review: Charlotte Rivers' innovation in media packaging art & design 20

Creative project: Expericard – a DVD postcard with a marketing message 22

Packaging resource: An invaluable reference tool for your company 42

Comment: EAM's Roland Wyman on pack automation and source tagging 46

**BUSINESS AND COMMERCE**

With competition continuing to heat up, content owners are becoming more and more willing to spend money on special packaging, especially boxed sets. But are all retailers so willing to rack these oversized items? 32

**COMPANY PROFILE**

Ivy Hill sees a big future in big boxed sets as DVD turns to putting episodic television into its own unique packages, including the entire-season collections of major TV series *Friends* and *The West Wing* 36

## Creating packages that engage the consumer is key

The old saying about food is that "the first bite is taken with the eye" and this aesthetic bias can be rolled out to a multitude of arenas, including media packaging. In a media-saturated consumer environment where you can now download movies from the internet in DVD quality without even having the need to deal with physical media, innovation in packaging is key to engage with the buying public. While the path of least resistance is to put your content in a standard jewel case, if you want to inspire the consumer to reach for your title and pull it off the shelf, new and more eye-catching designs are needed. That's exactly what Ivy Hill has done with its new unique packages for the entire-season collections of TV favourites *Friends* and *The West Wing* (page 36).



In terms of cost, the price of using different materials for packaging needn't be prohibitive, often adding a matter of cents to the overall production costs of each unit. In this issue of *MediaPack* there are a couple of new titles that take advantage of fabric and textured coverings (the first season DVD of cult TV series *Coach* on page 10 and the new *Grease* DVD reissue on page 33, for example). Both titles certainly have that "wow factor" that's lacking from a standard jewel case release.

The DVD format, as well as the newer HD DVD and Blu-ray formats, will increasingly have to compete alongside digital downloads and to do this, getting creative with packaging is the strongest weapon the content owners have. If you can create a package that inspires retailers to stock your package and the consumer to take it from the store rack (see our feature on page 32) then you are 50% of the way there to selling that item to them.

Sharon Lock, Editor