

MediaPack

The international business magazine for media packaging

ISSUE NO 18: EARLY SPRING 2007

EDITOR

Larry Jaffee
+1 917 291 2488
mediapackny@gmail.com

EDITOR IN CHIEF

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

US CONTRIBUTING EDITOR

Tom O'Reilly
oemtom@aol.com

EDITORIAL DESIGN

Dawn Boulthwood
+44 20 7921 8321
dboulthwood@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

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 2007



COVER STORY

Venerable UK firm CMCS has been producing innovative media packaging for 30 years. Managing director Adam Teskey explains why packaging is still relevant in the 21st century, despite fall-offs in CD and DVD demand **32**

INDUSTRY NEWS

First annual MediaPack Summit set for Media-Tech in May **4**
AGI van de Steeg, AGI Media get exclusive Expericard production **6**
Super Jewel Box prevails over would-be infringer in China **6**
Majors, indies vie for Grammy packaging award recognition **8**

REGULARS

New releases: Steinway Piano; Planet Gore, *Six Feet Under* **14, 22**
Statistics: The latest facts and figures to help you make business decisions **16**
Book reviews: *Rough Trade* and *Factory Records* through their sleeves **24**
Comic comment: *The Adventures of Justin Case* (Introducing Samsa-Box) **46**

BUSINESS AND COMMERCE

2007 Outlook: We survey industry leaders on the year ahead **18**
The huge problem of retail pilferage of DVDs, CDs and videogames **36**
The difference in designing a mail-delivered disc package for market versus retail **40**

TECHNOLOGY AND MATERIALS

MetalFX produces an extraordinary choice of metallic colours **20**
Digital printing's new affordable options **28**

COMPANY PROFILE

LA-based Bert-Co differentiates itself from the competition **26**

In search of that 'je ne sais quoi'

I recently had an interesting conversation with a friend of mine who's a work-from-home graphic artist of magazine covers and fellow music fanatic. I told her about my job editing *MediaPack*, and she was somewhat amazed that there's a trade magazine devoted to such a niche subject.

She added that although she hadn't bought a CD in years, her music consumption has never been greater, thanks to ubiquitous free online alternatives, such as a streaming Seattle (US) public radio station with impeccable taste (kexp.org), or iTunes' free single of the week.

She feels guilty ("I know it's wrong," she said) about giving up on packaged media because some of her artist friends make their livelihoods designing CD covers, but can't fathom ever buying another disc again.

We had this conversation before I finally treated myself to an iPod, which I've written about for the past five years without actually using one. Initially my iTunes downloads consisted of singles that I wanted to hear or the occasional new track I heard off regular radio. Following the recent liquidation of bankrupt Tower Records, I recently started downloading several \$9.99 complete albums, such as *Meet The Smithereens*, a track-for-track recreation of the Beatles' first US Capitol album I read about in the *New York Times*. Unimpressed with the hokey cover that showed up the computer screen, which had the Smithereens depicted as Beatle-like bobble-head dolls, I didn't hesitate or even feel much guilty getting immediate gratification, especially realising I saved myself \$4-5 had I bought the CD.

I also realised that nearly all of my music listening these days is through either the iPod or computer. All the hype about having music collections at your fingertips appear to be true. My only problem is that I filled up the nano's 8GB with nearly 2,000 songs before I knew it, and it hardly represents all the music I hold dear to me.

Unlike my graphic artist friend, I haven't given up entirely on the hard stuff, and will be swayed when there's an obvious – as the French say – *je ne sais quoi* – to the overall recorded entertainment experience, such as New Video's forthcoming, two-DVD reissue of the Bob Dylan 1965 UK tour documentary *Don't Look Back*, with a new disc of unseen outtakes and a 68-page companion book including 200 photographs and a complete transcription of the film. Now that's a keeper.

I've enjoyed editing these past two issues of *MediaPack*, as I move into other business journalism opportunities. But I'll always keep media packaging close to my heart and wallet.

Larry Jaffee, Editor

