

Quarterly Newsletter of the Entertainment Merchants Association (EMA)

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Digital Media Pipeline to Be Held October 8



DIGITAL MEDIA PIPELINE '14

**October 8, 2014
Skirball Cultural Center
Los Angeles**

EMA's Mission

To protect the rights of, promote the health and vitality of, and provide a forum for those engaged in the sale, rental, and/or commercial delivery of video or video game content to consumers through physical media or over-the-top Internet-based delivery.

EMA's 2014 Digital Media Pipeline will be held October 8 at the Skirball Cultural Center in Los Angeles.

Digital Media Pipeline is a one-day B2B event that attracts executives from leading providers of digital entertainment content as well as key retailers and distributors, content aggregators, service providers, and new technology companies to discuss digital delivery of home entertainment.

Topics scheduled to be address this year include: next generation technologies; driving ownership; the consumers' point-of-view; the vast expansion of original content; global perspectives; the mobile market; and EMA's digital supply chain initiatives.

Digital Media Pipeline 2014 will also include a new device/technology marketplace, a networking lunch, and reception.

For registration and sponsorship information, please visit ww.DigitalMediaPipeline.com.

Rentrak's Marty Graham Elected Chairman of EMA



Marty Graham

Marty Graham, President - Home Entertainment, Rentrak, was elected Chairman of the Entertainment Merchants Association for 2014-2015 at the EMA Board meeting in July.

Graham replaces Bob Geistman, Executive Vice President, Sales & Marketing, Ingram Entertainment, who chaired the Board for a decade. Geistman remains on the EMA Board as Treasurer.

Other officers elected at the meeting are Mike Gimlett, Senior Vice President, Merchandise & Logistics, Gamefly, who is Vice Chairman, and Jonathan Zepp, Entertainment Content Partnerships, Google, who is Secretary. All took

their new positions immediately.

"I am honored to have been selected by my colleagues on the EMA Board to serve as Chairman in this exciting time of change in our industry," said Graham. "I look forward to working with the Board, our members, and other industry stakeholders to continue EMA's leadership role in helping manage this change by providing forums for the industry to discuss and find solutions to common challenges and ensuring that all industry segments thrive.

"I would also like to add that I am fortunate to inherit from Bob Geistman a healthy and growing association, and we are all grateful to Bob for his leadership of EMA over the past decade, which transitioned it into the vital organization it is today."

"I step down as chairman of EMA with a great deal of satisfaction over what we as an organization have been able to accomplish over the past decade," stated Bob Geistman. "When I assumed the chairmanship of

what was then the Video Software Dealers Association, many stores still sold VHS tapes, rental kiosks were a novelty, digital delivery was 'the technology of tomorrow,' and many of today's EMA members did not even exist. EMA transitioned from that point to the diverse association we are today, the Entertainment Merchants Association, representing all sectors of the home video and video game industries, regardless of business model or delivery platform. I cannot take credit for this, but rather it was the work of a great many Board members, volunteers, supporters, and staff – both past and present. I have benefited from the wisdom and counsel of each, and many have become good friends."



Bob Geistman

Other members of the EMA Board of Directors are:

- Joe Ambeault, CEO, Redbox Instant by Verizon
- David Asch, Senior Vice President - Content, Redbox
- Richard Barry, Executive Vice President/Chief Merchandising Officer, Toys "R" Us
- Tina C. Flowers, Vice President/Specialty Merchandizing & In-Store Banking, Giant Eagle
- Mark Higgins, Senior Vice President, Merchandising, Trans World Entertainment
- Daniel J. Kaufman, Senior Vice President & General Counsel, GameStop
- Chris Koller, Vice President, Gaming, Best Buy
- Jim Loperfido, President & Owner, Emerald City Video
- Dana Luthy, Category Leader, Movies & TV, Amazon
- Mike Thielman, Senior Buyer, Video Games, Target
- Mark Vrieling, President, Rain City Video

Los Angeles Entertainment Summit Brings the Industry Together

More than 1,000 industry leaders participated in the Business Meetings, Tech Tour & Knowledge Exchange, Casino Night, Golf Tournament, and Welcome Reception at July's Los Angeles Entertainment Summit (LAES). It was a very productive three days of business conversations, learning, renewing and building relationships, and socializing.

The 2015 Summit will be held July 6-8, and Universal Studios Home Entertainment will host Casino Night on July 7.



Baker & Taylor's Rob Erdmann and Fox's Joe Barrett discussed business during a meeting at LAES.



Ingram Entertainment's Bob Geistman (R) discussed the grocery channel during the LAES Knowledge Exchange.



Attendees learned about and tried innovative technologies at the Tech Tour.



Jay Reinbold of Warner Bros. introduced the State of the Industry discussion.



The team from Sony DADC were among the attendees "meeting and greeting" at the Welcome Reception.



The golf tournament at Trump National Golf Club provided additional networking opportunities.

Ayush Kumar Receives 2014 EMA Scholarship

Ayush Kumar of Milwaukie, Oregon has been selected as the recipient of the 2014 scholarship from the EMA Scholarship Foundation. Kumar will receive \$4,000 per year for up to four years to attend college. He is the son of Jai and Asha Kumar; Jai Kumar is an employee of EMA member company Ingram Entertainment.

"We are impressed with Ayush's academic success, idealism, and dedicated commitment to serve others," declared Mark Fisher, President & CEO of EMA. "He exemplifies the best attributes of the next generation, and it gives us tremendous pleasure to support his education."

"This scholarship isn't just a check, it's a blessing for my family and me," Kumar said. "Ever since I came to the United States, I've had a goal centered on going to college and fulfilling my dream to help others medically around the globe. I'm so grateful to the EMA Scholarship Foundation for helping me make this future attainable. This award has given me much more than just money for college. It has instilled confidence and courage in me to pursue my future aspirations."

Kumar was born in Fiji and he immigrated to the United States at an early age, along with his family. He graduated from Oregon City High School in June and will be attending Concordia University Honors Program in Portland, Oregon. He plans to study pre-med and microbiology, with the eventual goal of becoming an immunologist. Kumar has volunteered in a local elementary school the past three years, has tutored fellow students at Oregon City High School, and is a Youth Member of Physicians for Social Responsibility.



Kumar (R) receives the scholarship award from EMA Director Marty Graham

EMA Welcomes The Couch Potato, The Orchard, Sumo Logic, and Video Caption Corporation as New Members

EMA recently welcomed the following to membership in the Association (through August 1). [Descriptions provided by the companies.]



The Couch Potato (www.thecouchpotato.com): This New Jersey-based retailer has deep roots in the entertainment industry, offering of DVDs, Blu-rays and games, factory-sealed direct from the suppliers at the low prices. With over one million original, factory-sealed DVDs and Blu-rays in stock at all times, orders are shipped out almost immediately with free domestic shipping – no minimum purchase required. Company offers a 30-day, no questions asked, money back on all unopened merchandise.



The Orchard (www.theorchard.com) is a pioneering music, video and film distribution company and top-ranked Multi Channel Network operating in more than 25 global markets. With a holistic approach to sales and marketing combined with industry-leading technology and operations, The Orchard amplifies reach and revenue across hundreds of digital, physical and mobile outlets around the world. The Orchard streamlines content owners' business complexity with an intuitive client dashboard, comprehensive rights management and tailored client support. Founded in 1997, The Orchard empowers businesses and creators in the entertainment industry.



Sumo Logic (www.sumologic.com) is the next-generation machine data intelligence company that leverages Big Data for real-time IT insights. The company's cloud-based service provides customers like GoGo Inflight, McGraw-Hill, Medallia, Netflix, GREE and SolarCity with real-time intelligence at unprecedented petabyte scale. The Sumo Logic service is powered by patent-pending analytics and transforms machine data into actionable insights for IT operations, application management, and security and compliance teams. The company is based in Silicon Valley and is backed by Greylock Partners, Sutter Hill Ventures, Accel Partners and Sequoia Capital.



Video Caption Corporation (www.vicaps.com) is the leading provider of high-quality closed captioning, multi-language subtitling, and audio description services for all types of video. The company also provides Blu-ray and DVD authoring, duplication, format conversion, and related services. It is an approved vendor of the Described and Captioned Media Program (DCMP). The DCMP's Office of Special Education Programs, U.S. Department of Education, is the only organization which evaluates the quality of captions and audio description produced in the United States. Fewer than 10% of the companies offering closed captioning services have met their strict standards. The company is also a DCMP-approved YouTube Ready caption vendor.



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EMA fyi
Volume 12, Issue 3
Summer 2014

EMA fyi is a regular publication of the
Entertainment Merchants Association (EMA).

Annual Report Copies Available

Additional copies *The D2 Report: Discs & Digital – The Business of Home Entertainment Retailing*, EMA's annual report on the industry, are now available for purchase.

The D2 Report: Discs & Digital – The Business of Home Entertainment Retailing aggregates data from leading industry analysts on the home video and video game markets, both physical and digital, with a particular emphasis on the retail sector. This year, for the first time, the report includes commentaries from executives at leading retailers and distributors, providing their perspectives on the major industry trends.

Organizations and companies contributing data to the report include Digital Entertainment Group, Frank N. Magid Associates, iHS Electronics and Media, The Nielsen Company, The NPD Group, Parks Associates, and Rentrak Corporation.

The report may be purchased from the Entertainment Merchants Association online at www.EntMerch.org or by phone at 818-385-1500.



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