

**Inside this issue:**

Bo Andersen Retires	2
Hidden Gems Program Boosts Rental Profits	2
EMA Provides Comments to VP Biden on Gun Violence	3
EMA Presents "Digi" Awards	3
2013 EMA Events	4

*Quarterly Newsletter of the Entertainment Merchants Association (EMA)*

## Mark Fisher Is New EMA President & CEO

Mark Fisher was named President and Chief Executive Officer of EMA by the Association's Board of Directors on March 4. Fisher had been Interim President of EMA since the retirement of Bo Andersen in November of last year (see related story, "Bo Andersen Retires," page 2).



**Mark Fisher**

"The members of the EMA's Board of Directors have been impressed with Mark's dedication and passion throughout his tenure at EMA, and his leadership of the organization as Interim President the past five months," noted Bob Geistman, Executive Vice President, Sales and Marketing, Ingram Entertainment and Chairman of the Board of EMA. "Mark demonstrated he was the best person for the job by growing the membership, developing a new strategic direction for the Association, and fostering a fresh sense of energy among the staff."

"Having been part of the home video industry since shortly after its birth and having participated in the many transitions and transformations that the industry has experienced, I am honored to have been chosen to lead the home entertainment industry's trade association," Fisher said. "I look forward to continuing to work with the members and staff of EMA to ensure that it remains the vehicle for advancing the common interests of video and video game retailers in both the physical and digital ecosystems."

Fisher has nearly 30 years of retailing experience at store-, field-, and corporate-levels, and 13 years on the executive staff of EMA.

Fisher joined EMA (then known as the Video Software Dealers Association) as Vice President of Membership in 1999. He was named Executive Vice-President in 2009. At EMA, Fisher was responsible for expanding the scope of EMA's membership from primarily rental stores to a broad representation of the sellers and renters of home video and video games in all formats and delivery methods and establishing EMA as a leader on supply chain issues for both physical and digital versions of home entertainment

products, as well as providing strategic planning and direction for the association.

Prior to EMA, Fisher served as Senior Vice-President/Retail Operations for West Coast Entertainment, where he was responsible for in-store and field management as well as warehousing and distribution for the 240-store chain.

Fisher started his career in 1975 as a store manager for a large supermarket chain. By 1982, he held responsibility for the field operations of all general merchandise and health and beauty care departments in Stop & Shop Supermarket Company's Connecticut Division. In 1985, Fisher developed the video rental division of Stop & Shop, which, under his direction, grew to 60 stores at its peak. Fisher held responsibility for store operations, purchasing, marketing, and profitability for more than 10 years.

Fisher studied Business Administration at the State University of New York/Albany and at Rensselaer Polytechnic Institute. He grew up in Troy, New York and spent most of his adult years in the Boston area prior to moving to Studio City, CA in 1999, where he now resides with his wife Julie Harris Fisher and their Chihuahua terrier, Louie.

## EMA Meeting Addresses Digital Supply Chain



EMA convened a meeting of digital entertainment retailers, content owners, and technology providers in Las Vegas on January 8 to hear reports on the recommendations developed by EMA's digital working groups.

Working group members presented the latest versions of EMA's avails standards, metadata standards, mezzanine file standards, image file specifications, and best practices for closed captioning of Internet video. EMA intends the recommendations to result in a more-efficient and cost-effective digital supply chain.

**EMA's Mission:**

To protect the right to sell and rent entertainment products and content; promote the sale and rental of entertainment products and content; and provide a forum for all those engaged in the sale, rental and/or commercial delivery of home entertainment to consumers.

## EMA Welcomes Deuce Entertainment and Google

Deuce Entertainment and Google have joined EMA.

Deuce Entertainment distributes closeout DVDs, Blu-ray Discs, and video games to more than 40,000 local, regional and national non-traditional retailer establishments throughout the U.S.

Google operates Google play (formerly known as Android Market), which is Google's retail digital distribution platform for Android devices. Google play offers movies, television episodes, video games, and other entertainment content.

In conjunction with Google becoming an EMA member, Malik Ducard has been added to the EMA Board of Directors. Ducard leads Google's content acquisition team in Los Angeles and deals directly with the motion picture studios. Prior to joining Google, he worked for Paramount Home Entertainment as Senior Vice President of Digital Distribution for The Americas, and for MGM and Lionsgate before that.

## Bo Andersen Retires



**Bo Andersen**

Longtime EMA President and Chief Executive Officer Bo Andersen retired on November 15, 2012.

Bo Andersen joined what was then the Video Software Dealers Association (VSDA) in 1995 as Vice President and General Counsel. He was appointed President in 1999 and subsequently was named President and CEO.

"After more than 13 years as CEO of this outstanding organization, I have decided that now is the right time for the Association to transition to new leadership," Andersen said. "EMA is exceptionally well positioned to assist its members in responding to the newest challenges in retailing home entertainment. I am truly grateful for the unwavering support and friend-

ship of my colleagues at EMA for these many years."

Bob Geistman, Board Chairman of EMA noted, "We are sorry that Bo will be leaving EMA, but respect his desire to retire and thank him for his exemplary leadership of the Association. He has managed EMA with skill, integrity and vision during a period of enormous transition in home entertainment, and all of us in the industry are beneficiaries of his efforts."

When Andersen became President, VSDA was focused on independent video rental stores. Andersen led the transformation of the association to one that represents a broad segment of the entire home entertainment industry, encompassing major multi-line retailers, video specialty retailers, online video subscription services, video kiosk operators, video game retailers, and electronic sell-through and streaming retailers. In 2006 he accomplished the merger of VSDA with the Interactive Entertainment Merchants Association, the trade association for video game retailers, which led to the creation of EMA.

Andersen also kept EMA in the forefront of preserving of the right to resell and rent home entertainment, fighting video piracy, and protecting consumer privacy. In addition, he was instrumental in fighting censorship of home entertainment products. Notably, he oversaw the Association's involvement in nine legal challenges to state and local laws that attempted to restrict minors' access to violent video games. That effort successfully culminated in the U.S. Supreme Court case of *Brown v. Entertainment Merchants Association*, which firmly established First Amendment protection for video games.

Before joining VSDA in 1995, Andersen served as the anti-piracy legal director for the Motion Picture Association of America (MPAA) and, in that role, built much of MPAA's criminal enforcement program, as well as its program of federal prosecution of cable and satellite "black box" manufacturers. Andersen also co-managed MPAA's government relations in the areas of anti-piracy and copyright legislation.

## Hidden Gems Program Boosts Rental Profits

Every month, EMA highlights "Hidden Gems," video titles that should rent or sell well but may be overlooked in the buying process. Studios submit titles for consideration and a panel of experienced video retailers evaluates them and selects that month's Hidden Gems. Usually, there are five to ten titles highlighted each month.

You can learn more about Hidden Gems and see the current month's selections at by clicking on the "iDEA Hidden Gems" link on the EMA homepage ([www.entmerch.org](http://www.entmerch.org)). If you are interested in receiving emails announcing the Hidden Gems as well as prebooking reminders, email [info@entmerch.org](mailto:info@entmerch.org) with the subject line "Subscribe Me to Hidden Gems."

Hidden Gems is presented by the Independent Dealers of Entertainment Association, a division of EMA.



## EMA Provides Comments to VP Biden on Gun Violence

In January, EMA wrote to Vice President Joe Biden to provide input to his effort to develop policy recommendations to address the Newtown tragedy.

In its letter, EMA cautioned against blaming movies and video games for the Newtown massacre. It noted that retailers have long undertaken proactive efforts to keep violent entertainment out of the hands of children whose parents do not want them to have it, and according to the Federal Trade Commission, those efforts are successful.

EMA also discussed the legal issues surrounding attempts to restrict entertainment that contains violent content, particularly in light of the U.S. Supreme Court's 2011 ruling in the *Brown v. EMA* case. That case over-

turned on First Amendment grounds a California law that attempted to restrict the sale or rental of violent video games to minors.

Finally, EMA drew attention to the studies the federal government has conducted that show little or no connection between entertainment containing depictions of violence and actual youth violence.

Subsequently, GameStop Senior Vice President/General Counsel and EMA Board member Daniel J. Kaufmann met with the Vice President as part of a group of video game industry leaders to discuss media violence. Kaufmann shared with Biden the successful efforts of GameStop and other retailers to enforce the video game ratings in their stores.

## EMA Presents "Digi" Awards

The "Breaking Bad" television series, Microsoft, and Google have been recognized with "Digi" Awards from EMA for outstanding achievement in digital entertainment content, retailing, innovation, and leadership.

"Breaking Bad" from Sony Pictures Home Entertainment was awarded the Digital Content "Digi" Award, which recognizes the movie, episodic television, or other audiovisual work most uniquely or successfully marketed and sold/rented through Internet-based digital delivery over the past year, or that gave the consumer the best digital experience. "Breaking Bad" was singled out for its success in the digital marketplace.

Microsoft Xbox Video received the Digital Retailer "Digi" Award. This award recognizes outstanding service by a company that sells or rents audiovisual works to the consumer through Internet-based (or IP) digital delivery (including subscription-based services). Microsoft Xbox Video was chosen for its growth in the digital marketplace over the past year.



**Mark Fisher (l) presents Microsoft's Digi Awards to Alison Pemberton**



**Mark Fisher (r) presents the Leadership Digi Award to Google. From left: Meg Campbell, Kenneth Nevarez, Colleen Henry, and Mark Fleming**

Microsoft also was presented the Innovation "Digi" Award for its Xbox "The Amazing Spider-man" movie ticket offer, which gave members of the Xbox LIVE Rewards program \$10 off their ticket to the latest Spider-Man movie when they rented one of the previous Spider-Man movies via Zune on the Xbox LIVE service. The Innovation "Digi" Award recognizes the company that, through innovation, has most impacted the growth of Internet-based digital delivery of audiovisual works over the past year.

The Leadership "Digi" Award, a new category, went to Google, whose supply chain team has participated in all of EMA's digital supply chain initiatives, often leading them.

The "Digi" Awards are presented annually by EMA at its Digital Media Pipeline event. The 2013 Digital Media Pipeline will be held on September 24 at the Skirball Cultural Center in Los Angeles.



Entertainment Merchants Association (EMA)

16530 Ventura Blvd, Suite 400  
Encino, CA 91436  
Phone: 818.385.1500

VISIT US ON THE WEB!  
[WWW.ENTMERCH.ORG](http://WWW.ENTMERCH.ORG)

*EMA fyi*  
Volume 11, Issue 1  
Spring 2013

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

## 2013 EMA Events



### Independent Product Market

June 18-19

Marina del Rey Marriott, Marina del Rey, CA

By Invitation Only

LOS ANGELES ENTERTAINMENT SUMMIT JULY 22 - 24, 2013



### Los Angeles Entertainment Summit

July 22-24

Hyatt Regency Century Plaza, Century City, CA

By Invitation Only



### Digital Media Pipeline

September 24

Skirball Cultural Center, Los Angeles, CA

For event sponsorship information, contact Carrie Dieterich: [cdieterich@entmerch.org](mailto:cdieterich@entmerch.org); 818-385-1500 x227

Follow EMA on Twitter: @EntMerchAssoc

