

CLANAGAN GOES RETAIL WITH URBANFILMCLUB.COM

Codeblack parent launches service with \$14.99 monthly subscription

By [Susanne Ault](#) 11/16/2006 – Video Business

NOV. 16 | Clanagan Media Group, behind the Codeblack Entertainment DVD label, has launched the online service UrbanFilmClub.com.

The service currently offers 150 urban titles, which will be mailed to subscribers on a monthly basis. Starting first-quarter 2007, certain titles are expected to be available for download to own and rental.

Marketing firm BrandImageryGroup is a partner in the site.

For now, UrbanFilmClub.com members pay \$14.99 monthly and will receive a new Movie of the Month DVD handpicked by the Clanagan team. Additionally, members can order titles on an individual basis.

“With the continuing success of entertainment retailing online, there is no reason why an African-American retailer such as UrbanFilmClub.com cannot capture a relevant share of today’s urban entertainment marketplace,” said Jeff Clanagan, Clanagan Media Group CEO. “We can build a profitable company by playing on a smaller level and making our business all about the cities, the people and the culture that make urban entertainment relevant to audiences of all races, colors and demographics.”

This month’s pick is stand-up title *Steve Harvey: Don’t Trip ... He Ain’t Through With Me Yet*, which was initially released from Codeblack through the label’s distributor, Vivendi Visual Entertainment, on May 2.

Other titles featured on UrbanFilmClub.com include Lionsgate’s *Madea’s Family Reunion*, Warner Home Video’s *ATL* and Paramount Home Entertainment’s *Last Holiday*.