

**Kathrin Wetzel and Christian Jegl:
Future thrills the Video Star – The Future of the Music Video**

Music video is dead. This is a statement the communication designer Kathrin Wetzel and Christian Jegl did examine with their B.A. thesis “Future thrills the Video Star – The Future of the Music Video“ (February 2007) and where they gave a glimpse into the future of the music clip, also by discussing with renowned interview partners questions concerning the future presentation, content and technology of this medium.

Traditional ways of distribution are vanishing, music channels are increasingly substituting their former music program with reality- and game-shows. More and more programs are shown which present the topic of the music video in a historic way and thus sound the bell for its end. Given that, it seems that the music video is actually doomed. In 1979 the slogan was “Video killed the Radio Star“. What about today? Has the music video, less than 30 years later, really found its end? Since the end of the 70s the music TV stations have been the main distributing channels for music videos. But what is their role in that distribution today? Are there new ways how to reach the audience? Which possibilities are offered by the internet? And how is the reception altered by the new media such as portable devices like mobile phones, video-iPod or new technologies such as the OLEDs?

Towards the end of 2006 the former students Kathrin Wetzel and Christian Jegl did tackle these and similar questions and did address themselves to German-speaking experts in order to get answers and visions: Asta Baumöller (Managing Director VIVA Switzerland), Zoran Bihac (director), Mark Feuerstake (producer, director and cameraman), Uwe Flade (director), Markus Hauf (Visual FX Artist), Henry Keazor (art historian), Christoph Mangler (director, cutter, cameraman, graphic designer), Ilka Risse (cutter), Thees Uhlmann (musician, journalist) and Thorsten Wübbena (cultural studies).

One thing became quickly clear: None of the interview partners could consent to the official pessimistic attitude. They all agreed that a visualisation of music will go on, just the How and Where is yet uncertain.

This has been almost two years ago. Is the future development now clearer to see? Which of the prognoses has already come true? And where the exact opposite has happened? And which new, unforeseeable trend has developed in the meantime?

In order to top off the view into the future, the experts in the end will get the word in order to share their dreams and wishes concerning the music video.