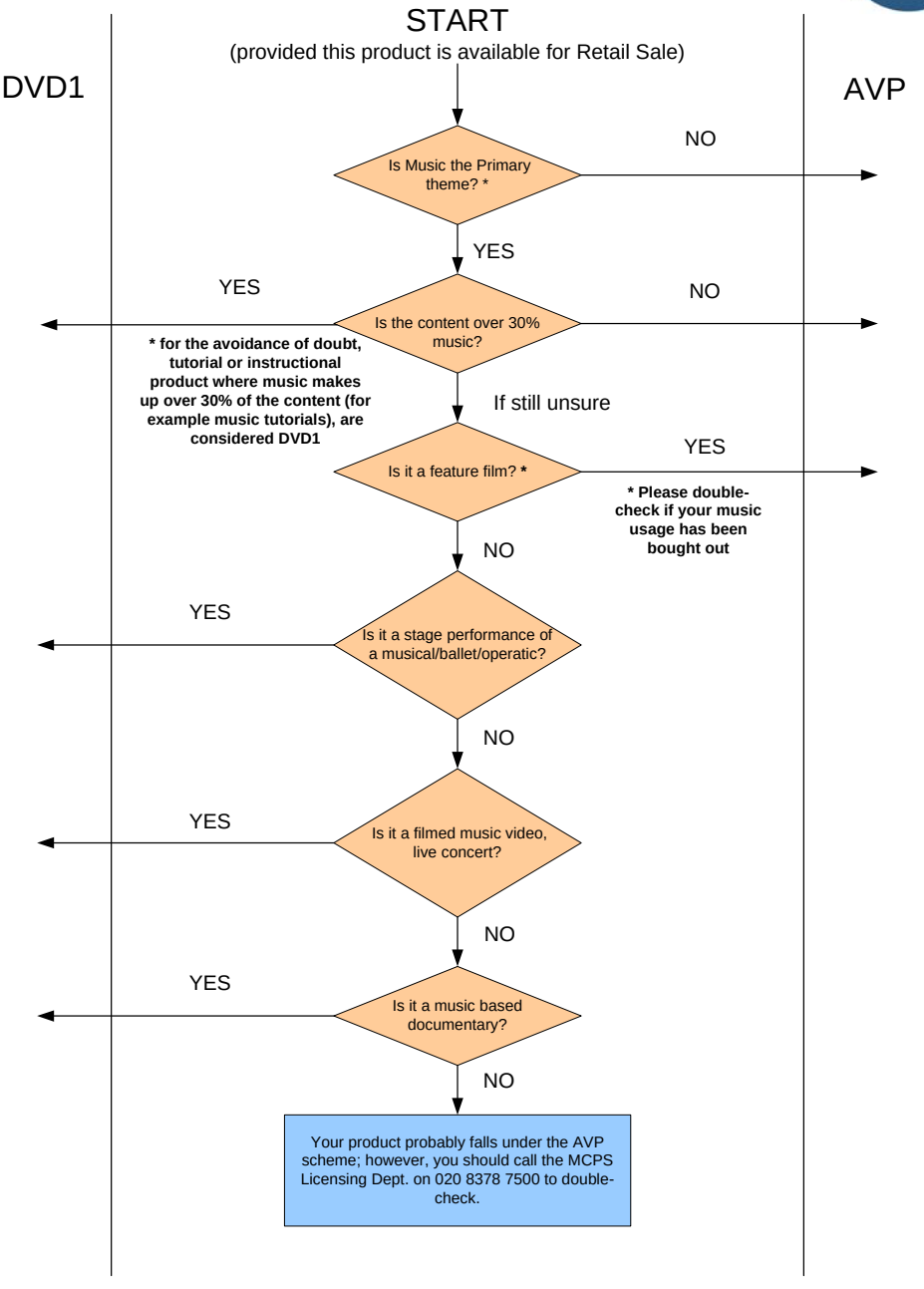Process For Identifying Music v Non-Music Retail DVDs