



MIDEM THE MUSIC RADIO EVENT

Keynotes

THE EUROPEAN RADIO MARKET
THE AMERICANS ARE COMING - John Abel, N.A.B. (U.S.A.)
RADIO AND MUSIC IN THE 90'S - Henri de Bodinat, CBS (France)

Panel

EXPANDING INTO 1992 - Martin Brisac, Europe 2 (France);
Eugenio Galdon, SER (Spain); Remy Sautter, RTL (France)
HOW DO YOU CHOOSE THE MUSIC? - Chris Lycett, BBC Radio 1 (U.K.);
Pierre Bellanger, Skyrock (France); Michael Missy, Radio Hamburg (Germany);
Janie Hazan, Rete 105 (Italy)
RE-DRAWING THE RADIO MAP - Georges Polinski, Europa Plus Moscow (France);
Laszlo Hegedus, Radio Calypso (Budapest)

Open Discussions

PROGRAMMING EUROPE - Steven Saltzman, Rock Over London (U.K.);
Tom Rounds, Radio Express (U.S.A.); Tony McGinn, MCM (Australia);
Patrice Blanc-Francard, Europe 1 (France)
RADIO AND RECORDS - PARTNERS AND PROTAGONISTS
Steven Saltzman, Rock Over London (U.K.);
Andy Stephens, Epic (U.K.); Bruno Ployer, Dimensione Suono (Italy)
AUDIENCE ANALYSIS - Steven Saltzman, Rock Over London (U.K.);
Jeff Pollack, Pollack Media Group (U.S.A.); Dick Springfield,
The Research Group (U.S.A.)

Showcases

AN ADVERTISING CASE HISTORY
TRACKING YOUR LISTENER

Workshops

MEDIA BUYING IN EUROPE - Organised by Carat (France)
STEREO AM BROADCASTING - Augustin Ruiz De Aguirre, Radio Popular (Spain)
THE PAN-EUROPEAN CAMPAIGN - Alain Neuville, IP (France);
Lutz Kuckuck, FKN (Germany)
THE COMPUTER STUDIO - Andrew Economos, R.C.S. (U.S.A.);
Jacques Roques, NRI (France); Steve Walding, Racom (U.K.)
PROMOTIONS WHO WINS? - Gïb de Smet, Lenders Devoest Kact (Belgium);
David Briggs, Capital Radio (U.K.); Bo Berg, Radio Vera (Denmark);
Wayne Campbell, Filmhouse (U.S.A.)
DIGITAL RADIO - Michel Rau, NAB (U.S.A.); Franc Kozamerik, EBU (Switzerland)

CONTACT MIDEM

PARIS OFFICE: TEL (33) (0) 45 05 14 03 - LONDON OFFICE: TEL (071) 528 0086
NEW YORK OFFICE: TEL (212) 689 4220

MUSIC & MEDIA

Volume 7 -
Issue 50
December 15
1990
£3
US\$ 5
ECU 4

The European
Music &
Broadcast
Trade Magazine

Imago - It Just Takes Two

by Hugh Fielder

Imago Records, the new record label launched as a joint venture between former Chrysalis chairman Terry Ellis and BMG Music, will start with a roster of just two bands next Spring. "Record companies sign

too many acts which demonstrate a lack of belief in their own judgement," says Ellis. "The policy of throwing everything against the wall and seeing what sticks costs money, creates wastage and dissipates energy."

Special Year-End Issue Next Week

Next week's issue of Music & Media (December 22) will feature its annual Year-End Wrap-Up of 1990's biggest hits, along with several special articles covering radio and music.

Making issue 50 a double collector's item is that this edition will debut a completely new look for M&M. The magazine will be slightly larger, introduce new regular columns, and offer, for the first time anywhere, special tracking of European hit radio airplay. Full details are in next week's Music & Media. Look for it! □

"The majority of sales at any label came from one or two acts. I believe I'm better equipped to sell two million copies of two albums rather than two million copies of 10 albums."

"People I talk to at other companies are spreading themselves too thin and they know that they're not doing themselves justice. I prefer to make my own decisions and then put the strength of the marketing team behind them."

Imago is the first label Ellis, who is currently chairman of the British Phonographic Industry, has been involved in since he sold his share in Chrysalis to his partner Chris Wright in 1974.

(continues on page 6)

MIDEM Fields Industry First Team Players

by Paul Andrews

EC media commissioner Jean Dondelinger, leading US consultant Jeff Pollack and BBC Radio 1's new head of music, Chris Lycett, are among leading industry figures to have confirmed their participation in the MIDEM Radio Conferences, to be held in Cannes on January 21-23.

Dondelinger will deliver a keynote address on the European radio market to the opening session of the conferences, which will cover three main themes: the international radio landscape in the run-up to 1992; marketing opportunities in Europe; and new technology and its effects on the industry.

Other keynotes will be given by US National Association of Broadcaster (NAB) VP John Abel on American investment in Europe, and by CBS France president Henri de Bodinat on "how the record industry can make money out of radio".

Individual panels and debates will cover subjects as wide-ranging as digital radio, marketing strategies, audience research and analysis, programming radio for eastern Europe and expanding into 1992. Jeff Pollack will be taking part in a debate on relations between the radio and record industries, Chris Lycett in a panel on formatting and creativity, "How Do You Choose The Music?".



The Luxury Of Platinum - The German record company Electrola organised an award presentation for Herbert Grönemeyer (second left) whose 'Lust' LP recently topped platinum (over 500,000 copies sold). From left: Alexis Roedel, MID EM Music European sector; Helmut Faust, MD EMI Electrola; Noel Castaing, MD EMI Pathe Marconi France.

Other leading names in the radio industry to have declared their participation in the conferences during recent weeks include RTL France VP Remy Sautter, Radio Express president Tom Rounds, Daily Telegraph radio critic Gillian Reynolds, EBU senior engineer Franc Kozamerik, Unique Broadcasting CEO Simon Cole. They join previously confirmed figures such as Skyrock director-general Pierre Bellanger, Rock Over London MD Steven Saltzman, Epic UK MD Andy Stephens and Radio Marketing Services (RMS) MD Lutz Kuckuck.

MIDEM Radio is part of the 25th MIDEM music industry market taking place at Cannes' Palais des Festivals on January 20-24. Among other events scheduled for the week are British International Jazz Awards, being held for the first time outside the UK. Also new this year is a series of music programme screenings, "Music In Pictures", giving producers of video clips and other music related film and TV productions a chance to present their work. □

CONTENTS

- Talkback - Dag Haeggqvist 4
- Chiltern Buys Severn 5
- PolyGram Closes Island Publishing House 7
- Looking East & West 13
- Loud 'n' Proud - Heavy Metal pullout

RADIO CONFERENCE PROGRAMME

PALAIS DES FESTIVALS,
CANNES, FRANCE.
20-24 JANUARY 1991

"AT THIS YEAR'S MIDEM TOP EXECUTIVES FROM THE WORLD'S RADIO INDUSTRY GET TOGETHER FOR THREE DAYS OF SEMINARS, PRESENTATIONS AND SHOWCASES TO DISCUSS ALL ASPECTS OF RADIO DEVELOPMENT, INCLUDING TECHNICAL, POLITICAL, MARKETING AND PROGRAMMING."

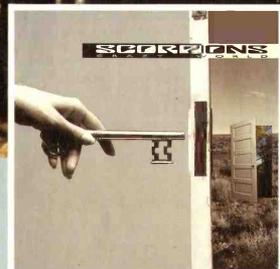
peter gabriel

solsbury hill

shaking the tree

with youssou n'dour

the single
12" & CD feature the previously unavailable
games without frontiers live
taken from P.O.V. - the only live concert
video available
VVD 626



THE NEW ALBUM
 PRODUCED BY KEITH OLSEN AND SCORPIONS
 INCLUDES
**TEASE ME PLEASE ME · WIND OF CHANGE
 DON'T BELIEVE HER**



AND AMERICA'S MULTI PLATINUM STARS

Cinderella

NEW ALBUM HEARTBREAK STATION



PolyGram Counters Report, Kaas Did Not Freeze Income

PolyGram France general secretary Michel Parent has offered clarification of a number of details arising from his company's legal dispute with CBS, involving French recording star Patricia Kaas and her former producer Bernard Schwartz. The explanation follows Music & Media's report (November 24) of a possible out-of-court settlement of the case.

In a statement issued November 28, Parent points out that Kaas did not, as reported, obtain a court order freezing part of PolyGram's earnings for her first album. "In fact," says Parent, "the court ordered the freezing of

royalties owed by PolyGram [to Schwartz. From a strictly financial point of view, there is no difference for PolyGram in paying royalties to Schwartz or freezing them."

M&M's report, continues the statement, "mentions that the freezing ordered by the Court of Appeal in Versailles concerned CBS royalties. In fact, in the words of the court, it freezes 'All turnover resulting from recordings made by Patricia Kaas under her contract with CBS of 15 March, 1990... until a final decision has been made concerning the suit Bernard Schwartz is to bring within six months against

CBS and Note De Blues [Kaas' production company]".

Finally, Parent describes as "quite strange" the claim (by CBS France CEO Henri de Bodinat) that "freezing CBS turnover is not a real problem for CBS, since the sums will still generate interest."

"It should be pointed out!" asserts Parent, "that although interest is indeed earned, this actually goes to the Bar of Sarreguemines [whose members have sequestered the sums] - not to CBS, which will thus never benefit from this frozen turnover." □

Sky, Radio 10 Confirm CHR Plans

by Paul Andrews

Amsterdam-based Radio 10 has confirmed plans to launch a new pan-European service in spring next year, and Sky Radio says it too will launch a new station in 1991. Both are expected to be CHR-oriented stations, and like

classical service, Concert Radio, is still expected to go to air on December 15 (M & M, November 24), also out of Amsterdam. Programme director Liesbeth Duintjer says the service will take "a serious approach to the music, in sense that it will respect it and the audience, but cover a wide variety of styles."

chamber music, soloists, great orchestras, and vocal music, for example. As the station's name implies, recordings of 'live' concerts will form a major part of the output.

Both stations have secured stereo channels for their new services in the Amsterdam cable network's 1991 frequency plan. This concession is to be reviewed after one year. The services have been previously named HitRadio 10 and Sky Hitradio, although these are unlikely to be their final titles.

Encompassing the classics from 1600-1940, dayparts will be devoted to particular periods, such as the baroque, individual composers, and musical forms -

Concert Radio will be speech-free - other than sponsors' announcements - and as well as already having obtained access rights on the majority of Dutch cable nets is seeking carriage elsewhere in Europe. The service is distributed via the Eutelsat II FI satellite. □

Teldec Becomes East West

by Chris Fuller

The Hamburg-based Teldec Record Service, which became an affiliate of Warner Music International in 1988, has from December changed its name to East West Records GmbH. It thus becomes the third Warner Music "East West" company in existence, the others being East West UK and East West US.

new releases, except for Simply Red, Chris Rea and Tanita Tikaram, who will remain with WEA Musik GmbH.

With the name change, the German East West's pop repertoire will be marketed under the East West title while all classical repertoire will be released under the name Teldec Classics International, which will continue to be headed by managing director Hans Hirsch.

Commenting on the name change, East West managing director Juergen Otterstein says the switch puts the company (in harmony with the artistic philosophy inherent in the East West legacy, as expressed by the international flagship of the label in the UK).

From January, the new East West company will acquire East West UK's back catalogue and all

Teldec Record Service originated as Ultraphon in 1929, became Telefunkenplatte in 1932 and adopted the name Teldec in 1950. As East West it will market the Atlantic, Atco, MCA, PWL and Sugar Hill labels in addition to its own repertoire. □



MTV Europe has imposed a 23.00-06.30 (CET) curfew for Madonna's new video, *Justify My Love*, outside of which times it will not be shown. This follows the news that MTV in the US has banned the video altogether, because of its sexually explicit nature.

Reports in the UK suggest music satellite channel The Power Station will try and raise capital and go it alone if it is axed from the schedules of BSkyB in April. It remains unclear just how much money the channel is talking about raising or if any record companies have yet stepped forward with an offer.

US networking company Satellite Music Network is close to deals in the UK and Holland for several 24-hour live formats, to be beamed into Europe from Chicago and Dallas via the Panamsat satellite. According to Bob Kennedy of Independent Communications Limited, representing SMN in Europe, the firm's "Z-Rock" (hard rock and metal) and "Heart & Soul" (soul/Motown) formats have attracted particular interest, and he hopes to sign the first deals "early in the New Year."

Transatlantic media brokerage *Montreaux* is expected to confirm within days at least two major UK investments in US radio. Managing partner Peter Stromvist confirms that the deals are in the offing, but refuses to reveal details of any of the players involved. He adds that the firm, originally expected mainly to handle US investment in European radio, is now dealing more with 'east to west' buying. "The European broadcast economy is really booming," he says, "compared to the problems we have in the US. People are really beginning to realise they can cash in on that."

Lithuanian private stations M-1 and Radiocentras, broadcasting to Vilnius, say a dispute between them has been settled. Ownership of shared studios and equipment are believed to have caused the row, culminating in a confrontation between the two parties on October 19 when equipment is said to have been damaged, forcing the station off-air and police to intervene. Radiocentras editor-in-chief Ramantas Plešky says that these questions are settled and he is signing an agreement soon. He adds that starting this month, both stations will re-open on their shared FM frequency.

edited by Maciej Bakker

Developing A Strong Position Through Local Product

While Scandinavian's worldwide status as a talent source has continued to grow, independents such as Sonet have faced a series of financial blows through the loss of major label licensing and distribution deals. As Sonet chairman, Dag Haegqvist, tells Chris Fuller, he sees versatility, diversification and faith in local talent as keys for survival.

Q: Scandinavian music has risen in world prominence in recent years through the likes of A-Ha, Europe, more recently Roxette, Leila K and Titivo. Are you confident this can continue?

A: Yes. And the home market is now healthy enough to support the music, which was not the case at the time of ABBA, for example. People trying to develop local acts in the wake of ABBA could not get enough media exposure to establish a home market, and hence did not reach the international market either. Now the situation is very different. There's a strong market here and good chances to develop out of it, which is what happened with Roxette.

Q: In international terms, do you consider that Scandinavian music has had a rough deal in the past?

A: From a statistical point of view we've probably had more success than we should have. Iceland, for instance has had absolutely immense success considering the tiny population of 250,000 or whatever. Scandinavia is an awkward part of the world from a communications point of view. If there's anything to complain about it's been the local situation, where often state-run radio and TV monopoly has given too little time to new music or to creative people generally. I think the reception internationally has been pretty fair.

Q: Sweden still awaits national commercial radio and TV. Will this not help boost the record market when it arrives?

A: I just read this morning that Sweden is the only country in Europe without commercial radio... though I have my doubts

about Albania! I approve of more media outlets, but then I wouldn't say radio and TV are overly backward in Scandinavia from a music industry point of view because, as the territories are small, there does exist the problem of sudden oversaturation.

Q: Sonet has lost several important licensing and distribution deals over the past two years as a result of international agreements struck between major labels. Has this problem been mirrored across the Scandinavian independent sector?

A: Yes. But those who have suffered the most are those who drifted away from maintaining a



local roster and were solely reliant on distribution for major labels. Grammaförlag Electra [which went bankrupt in November 1993] were the first victims because they had virtually no creative side at all. For Sonet to lose labels like Chrysalis and Island has obviously been very tough. But we have found new life by developing a strong position in the local market with local product. And we have had to adapt from an organisational point of view, which is a key factor. When a purchase spree goes on among the majors you will either go under, sell out like Teldec or CGD or else, like us, rethink and restructure.

And on the sales side, up until a few years ago I understand that Sweden had the highest per capita record consumption outside of the US. And that was with a total state monopoly within the media. I know that the Americans are absolutely amazed at how we can promote records. But it follows that the records that do get exposure get a very big market. So you have to be very careful in drawing conclusions.

Q: Have improved promotional and marketing techniques improved the chances of cross-border success within Scandinavia?

A: I don't think there are any hard and fast rules. Sophisticated

tricular which you see making a world impression in 1991?

A: Norway's Dance With A Stranger should stand a pretty good chance of developing and have already started on a good scale in Germany. Then there's a Swedish Sonet band called Army of Lovers, who we're negotiating a US deal for, plus a Finnish Sonet outfit, 22-Pistepirkko and a band called Nomads that have just moved from a smaller label, Amigo, to us.

On the dance side, too, I think Swedish labels like Swemix and Telegram will continue to do very well. They have Rob 'N' Raz, Titivo, Leila K. A very big success right now is Doctor Alban, who has a definite gold album here with *Hello Africa*.

Q: You have redefined Sonet as a "broad-based media company" - what's the philosophy here?

A: We feel that, particularly in a limited territory, it's essential to have an involvement right across the whole media, involving both sound and pictures, to safeguard an operation of this size on a year-round basis. Sonet is spread across records, publishing and film plus video and TV production. I don't think you can run a record company or a music company here unless you are prepared to enter these other, complementary areas, which are essential for the development and sustaining of artists. □

Dag Haegqvist, chairman and director of Sonet Grammaförlag, has been with the company for over 30 years. In this time it has grown into Scandinavia's leading independent music group, in recent years expanding into film and video distribution plus TV production.

Though Swedish-based, Sonet has affiliate companies in Norway, Denmark and Finland, and operates joint ventures in France (with Mute) and the UK (with Intercord and Ricordi).

Just over a year ago, Haegqvist was appointed the sole Scandinavian representative on the international IFPI board.

Q: Are there any new acts in par-

Chiltern Buys Severn Sound, 3CR for £ 1.3 Million

by Chris Fuller

The Chiltern Radio group has continued a vigorous expansion campaign in its acquisition of FM contemporary hit station Severn Sound and AM Gold outlet Severn Counties Radio (3CR) for up to £1.3 million. The final price is contingent on forthcoming net revenues.

Chiltern Radio MD Colin Mason says that, along with the group's major stake in FTP/Bristol, Severn and 3CR will "firmly establish" the Chiltern Network group in the West Country.

Chiltern obtains both the business and net operating assets of Gloucestershire Broadcasting plc, the two stations' holding company. The deal is conditional on IBA/Radio Authority approval, although contracts have been exchanged.

An initial consideration of £1 million is payable on completion, expected in early January. In the

Radio Authority Delays National AM Allocation

by Hugh Fielder

The first AM national radio franchise will now be advertised after the Radio Authority has allocated the FM service instead of simultaneously, as had been originally announced. This will allow unsuccessful bidders for the non-pop FM licence to then bid for an AM licence.

Radio Authority head/development David Vick says the decision was made at the request of several potential AM bidders, who claimed that it would be difficult for them to formulate their plans without knowing what the FM station would be.

Continues Vick, "Although the FM station will be predominantly

music, some AM applicants are planning a speech/music mix aimed at an older audience. If, for example, the FM service ended up as an easy-listening station it could affect those applicants' plans because the services must be different. Some groups are also planning to bid for both, so on reflection it was that the best solution was to advertise the AM licence later."

The FM licence, which will be advertised next month, should be awarded in the summer and the first of the two AM licences will be advertised as soon as possible after that. □

Edwards Saddles Up Country INR Bid

A consortium to bid for a country music station on the national FM franchise next year is being launched by broadcaster Roy Edwards. He is one of six Northern England broadcasters (the others are presently anonymous) who believe that a country format could attract more listeners than either jazz or classical music. No

financial backers have been announced, but the group is talking with US programmers about specific formats for the station.

While pop and rock are banned from the FM franchise, country, jazz, classical and easy listening all fall within the "non-pop" format, according to Radio Authority chairman Lord Chalfont. □

Raw Fruit Harvests Radio 1 Rock Sessions

Strange Fruit, the label responsible for releasing BBC Radio 1's "John Peel Sessions", has launched a new label, Raw Fruit, for the station's "Friday Rock Show Sessions".

The first four releases - *Sanson* (featuring Bruce Dickinson), *Live At Reading 1980*, *Gillan Live At Reading 1980*, *Ten Years After Live At Reading 1983* and *Jethro Tull Live At Hammersmith 1984* - were all originally broadcast on the Friday Rock Show, which celebrates its 10th anniversary this month.

Sessions from Iron Maiden, Judas Priest and Diamond Head are also scheduled to come out next year as part of the series, which is distributed by Pinnacle. MD Clive Selwood says that the Raw Fruit series has been more difficult to put together than the

Strange Fruit releases. "Bands that appeared on the John Peel Sessions are usually happy to repay Peel for giving them the exposure, but hard rock bands tend to be more hard-nosed."

Selwood says that the hardest part is getting signed clearances from every person who played on the session, some of whom are long gone from the band and difficult to trace. He has already released over 80 John Peel Sessions on Strange Fruit, more than a third of which have charted.

He also intends to follow up the Queen At The Beeb compilation album of sessions, released in 1979, with albums from The Yardbirds (featuring Jeff Beck and Jimmy Page), Chicken Shack (featuring Christine McVie) and Procol Harum. □

To contact
Music & Media
Tel: 31 20 669 1961
Fax: 31 20 669 1951
(editorial)
31 20 669 1931 (sales)

Capital Beats The Recession

Prompt action to cut operating costs offset the drop in Capital Radio's revenue for the year ending September 30, enabling the company to announce the anticipated record profit of £15.84 million, a 5% increase over last year.

The radio station trimmed its running costs by 4% through internal savings rather than job losses, according to MD Nigel Walmisley. "We were able to see this recession coming a while back and so we had time to organise our housekeeping," he says.

The cutbacks more than compensated for the 3% fall in turnover. And they have not affected audience figures for the station, which now has a record 43% weekly reach of the London market with Capital FM and Capital Gold. That figure is up 5% despite the arrival of five new London stations this year.

Walmisley says, "If the new competition makes inroads into our audience - and there is no audience that they have - I am confident we will still be in a

strong position." Capital will save another £400,000 operating costs next year in fixed tariffs to the Radio Authority.

Capital's other interests, which include stakes in Chiltern and Metro (both of which have been recently increased) as well as TV and theatre subsidiaries, detailed their contribution to group profits to 27%.

The company has not yet made a final decision on whether to apply for one of the national radio franchises, although Walmisley says the matter is being given "serious consideration." □

Radio City Profits Down

Radio City/Liverpool's pre-tax profits fell 34% to £880,000 the end of September 1990, while turnover was down 4.2% to £415 million. The company blames the drop in national advertising and promotional budgets, which have also affected Radio City's associated company Broadcast Marketing Services. □

IFPI Moves Against Cassettes Pirates

by Robert Lyng

The German national IFPI copyright organisation and the German police have clamped down on dealers of pirated and bootlegged music cassettes in the five new German states.

Following a letter to all retailers

Unique, RVI Rock In Rio comes from eight continental stations in a one-hour package.

They will be working closely on "Rock In Rio II", an eight-day all-star festival running January 18-20 and 20-27, which has an expected TV audience of some 500 million. Blackmore says several other co-ventures are being discussed, although he declined to disclose details.

Unique is now seeking customers across Europe for the Rio show. The syndicator is offering five, one-hour in-concert programmes, designed to run on consecutive nights, plus additional news reports and colour-pieces from well-known radio personalities who will be at the event. The shows will be fed by satellite to London for editing, with redistribution to participating stations the following evening. Non-UK stations also have the option of hooking into the raw live feed, direct from Rio.

The artist lineup, including Prince, INXS, Guns 'N' Roses,

New Kids On The Block, Billy Idol, George Michael, both solo and in a Wham! reunion with Andrew Ridgeley, is viewed by Blackmore as "well worthy of the build-up".

Blackmore adds, "Live appearances from the likes of Prince and George Michael have hardly been abundant and we are confident that Europe will respond well. But aside from the international acts, I am sure we will be including some of the Brazilian participants and aim to capture the full flavour of the event".

Blackmore sees "Rock In Rio II" as "wholly relevant for European radio". We have got to start living on a larger map. There is no way we can continue to be parochial and miss out on opportunities such as this".

On the UK IR network, Unique is aiming for a total of 30 stations to take the shows plus, says Blackmore, "as many as we can get" across Europe. Blackmore reveals that negotiations are already underway with several national networks. □

Imago - It Just Takes Two

conceived from page 1
It has offices in New York and London and its two premier signings are UK band King Of Fools, who will be releasing their first album in April, followed by Australian combo Baby Animals whose album will be out in June. The label will be marketed and distributed by BMG in Europe except for the UK where it is directly linked to RCA. In the US it will operate as a stand-alone company with its own marketing and promotion team, with distribution by BMG.

There will be an A&R department in New York and London, both reporting straight to Ellis. "That way the commitment starts with me and goes right through the company. It gives us strength".

Ellis remains convinced that the public wants to buy "stars, not records. Therefore the business of Imago will be artists and albums,

not sounds and singles. That means that the record company, in conjunction with the artist and relevant management, is directly responsible for developing the career of each artist it undertakes to produce. As a company devoted exclusively to new performers it is essential that we utilise every means at our disposal to develop and promote our artists to their fullest potential - both creatively and fiscally." □

To contact
Music & Media
Tel: 31 20 669 1961
Fax: 31 20 669 1931
(editorial)
31 20 669 1931 (sales)

For The Record

and public prosecutors within the former East German territories, the IFPI team confiscated several hundred illegal music cassettes during raids in Meiningen in the state of Thuringen.

The cassettes were found to

Correcting a news story in Music & Media November 24, StarSat Radio is hoping to add an additional one million potential listeners as a result of a satellite feed into eastern Germany, and not 100,000 as stated. □

Teldec Becomes East West, Sets New Structure

Time-Warner's Hamburg-based Teldec Record Service GmbH will not only get a new name on January 1 but a new A&R/Marketing structure as well. According to Teldec MD Juergen Otterstein, the company will be known as East West Records GmbH, in keeping with Time-Warner company developments in the UK and other countries.

The new year will also see national artist marketing activities being separated from the national A&R department. Previously under the leadership of Michael Oplesch, who leaves the

company at the end of this year, the national A&R department will be taken over by Peter Jobmann, formerly head of sales for a leading studio technology firm.

Jobmann will be supported by A&R managers Uwe Meyer-Durkop and Aki Hemppel, Wolfgang Johannsen, already responsible for international artist marketing, will take over responsibility for national artist marketing activities as well. The Creative Services and Promotions departments also report directly to Johannsen. □

Zed Yago Bandmates Accept Buyout

Despite her break last April from the other musicians in the hard rock group Zed Yago, following personal and physical threats against her, singer Julia Weinhöhl continued preparing the group's third album and tour plans.

According to her management, Munich-based Mario Mendrzycki, Weinhöhl has recorded new titles with new musicians and producers Dirk Steffens and Albert Bokholt in Hamburg's Soudhaus Studios. Weinhöhl as also planned a solo album-up tour as opener for Mat Sinner and a separate tour for spring 1991.

In light of this activity, the three

formers members petitioned the Hamburg court at the beginning of November to issue an injunction against the release of the new album and the carrying out of the upcoming tours.

The court denied the petition but the group did come to a limited agreement before the court. Permitting Weinhöhl and her new line up to join Sinner on tour and release the new album ZYD. Moreover, the three former members have agreed to relinquish all rights to the group's two previous albums for a one time payment of DM 10,000 (app. US\$ 6,000) to each member. □

C&A To Increase Radio Spend?

by Howard Shapiro

C&A Germany may extend its radio spend nationwide in 1991 following favourable initial feedback midway through a Bavaria-only campaign.

This is the first time the department store has opted to air radio ad support for its traditional autumn sale. Running on public station Bayerischer Rundfunk and all private, the campaign started September 1 and runs until Christmas. It was devised by Munich-based agency Media Plan.

Says managing director Chris-

tian Geisler, "It centres on four commercials, each based on movie stars James Bond, Marilyn Monroe, Kojak and Eddie Murphy. "The James Bond commercial, for instance, has taken the original German voiceover track for *A View To A Kill* and turned it into *A View To A Revolution*."

Geisler was unable to reveal how much the three-month campaign has cost C&A. "A final decision to adapt this theme and go national is expected in December".

Founded in 1985, Media Plan is a radio-only advertising agency. □

FIVE ARTISTS TRANSFER TO POLYGRAM MUSIC

PolyGram Closes Island Paris Publishing House

by Jacqueline Escott

In what is termed a restructuring move, PolyGram has closed down the Paris bureau of Island Record's publishing house. As a result three Island employees are made redundant, MD Frederic Pascal, Philippe Pla and Jeff Saul.

The trio, who recently moved into the Island Music premises, only got as far as publishing two issues of their monthly newsletter. "The news came as a bad sur-

prise," says Saul. "We knew that Philips [PolyGram's parent company] were having problems, but we never expected this to happen".

The artists currently on Island Music France will be immediately absorbed by PolyGram Music. Although the changes do not directly affect Island artists such as Salif Keita and Ray Lema (both of whom have UK contracts), Saul expressed fears for the future of five artists recently signed to

Island Music France: Antoine Tomez, Les Freres, 21 Japonaises, Agnes Astres and Seguridad Social.

However, Robin Leproux, spokesman for PolyGram Music, denied that these artists would have forgotten in the move. "On the contrary, we are going to work hard to build them up," he says.

"We already have plans for Antoine Tomez, who is a very interesting artist, as well as the rock group Les Freres who will soon be touring".

According to PolyGram, the move is prompted by administrative rather than financial motives. But Saul questions the closure.

Music Video Producers Mobilise, Form SPVM

France's most important music video producers have mobilised to protect their interests by forming a new trade organisation, SPVM (Syndicat Des Producteurs De Video Musiques).

The nine founding members of SPVM represent what is thought to be 75% of the French music video market. They are from production houses Ganesa, Geodon, Telecreators, Midi-Minut, NBAC, Pirates, Program 33, Remanance Production and Une 2 Plus.

Says Fabric Coats, Program 33/president SPVM, "More than 300 music videos were produced in 1989 in France. There was no professional structure represent-

ing the companies involved in this dynamic business. Our goal is primarily to represent and defend the interests of all the producers of music videos and be the voice of the producers wherever is needed".

According to Coats, the SPVM has to deal with and contribute to the creation of a new fund for videos, along with with the Foundation for Musical Creation and the CNC. The CNC is a division of the ministry of culture which deals with audiovisual matters. It is expected to distribute over Fr10 million for clip production in 1991. □

Sacem Launches Corporate Film

French performing rights society Sacem has released its first corporate film. Produced by Program 33 and shot by Didier Le Pecheur, the 18-minute film introduces the society and its work, as well as the problems faced by authors and composers, in a humorous way.

"This film is made for a wide audience", comments Eric Duferre, who as head of media relations with Sacem, coordinated the

project. "But our main target will be the users of music. The movie will be shown as an introduction to meetings or debates on Sacem and authors' rights. It will also be presented in professional markets and conventions". Total cost of the production was Fr1.2 million (app. US\$ 240,000).

Program 33's project was selected against strong competition from more than a dozen companies. The firm specialises in making music videos - among them Les Rita Mitsouko's *C'est Comme Ca* and Jean-Paul Gaultier's *How To Do Zou Zou*, both shot by Jean-Baptiste Mondino. Fabric Coats, the founder of Program 33, has recently been appointed as the first president of the newly created association of music video producers. □

considering the large investment put into the Island Music France operation, and the fact that it was one of the few areas reportedly making a profit.

Leproux counters, "France was the only country where we had two separate publishing structures. It was obvious that we had to close one of them. In terms of savings to be made, there will be three less people to pay but we will have the expenses of handling the back catalogue.

"Of course we will save a certain amount in restructuring but we will also be spending as much in reinvesting in the new artists acquired." □

French Record Sales Rebound In October

by Emmanuel Legrand

After a slow summer and a weak September, the French record market shows again signs of growth. According to figures supplied by industry group SNEP, the turnover for October increased 21% compared to last year, with a total amount of Fr 570 million (app. US\$ 114 million).

For the first 10 months of the year, the turnover was 4 million below the Fr 4 billion mark. SNEP's Jean-Yves Mirski notes, "It is too soon to speak of a switch of tendency, as the increase for the first 10 months of 1990 is only 10%".

The formats that show the biggest increase, both in turnover and units, are the CD and cassette, up

53.6% and 23%, respectively. As many CDs were sold during the first 10 months of 1990 - 41 million - as through all of 1989. About one record out of two sold in France in 1990 was a CD, compared to just one in three last year.

LP sales continue to plummet. Less than 463,000 copies were sold in October, compared to 1.42 million in October 1989 - a decrease of 67.6%.

Concludes Mirski, "In October there was an acceleration in sales of formats that were already showing a growth. On the other hand, the decrease of falling formats (singles and vinyl LPs) has continued." □

October 1990		Sales	% Change	Units	% Change
		Fr million	Oct 89	Oct 89	Oct 89
Single	28.6	-17.7	2.0	-30.7	
LP	16.1	63.4	0.46	-68.5	
MC	160.9	+17.7	4.4	+2.1	
CD	352.9	+41.8	6.5	+25.7	
Videomusic	11.8	+85.1	0.14	NA	
Total	570.6	+21.1			
First 10 months 1990		Sales	% Change	Units	% Change
		Fr million	Jan-Oct 89	Jan-Oct 89	Jan-Oct 89
Single	303.8	-19.7	21.6	-21.9	
LP	172.0	+84.5	5.7	+63.9	
MC	1,155.2	+4.5	33.1	+6.4	
CD	2,291.7	+32.6	40.7	+37.1	
Videomusic	79.3	+78.9	1.1	NA	
Total	3,996.0	+10.1			

Figures supplied by SNEP

BRT, Record Companies Unite For 'Prehistorie' CD

by Marc Hoes

Flemish state broadcaster BRT is cashing in on the oldies boom, backing the national release of five new CD/cassette compilations of hits from popular radio and TV series 'De Prehistorie', and the pan-European release of another album based on the leading radio show 'Hittiders'.

The releases also cement BRT's collaboration with the record industry, begun with the first *Prehistorie* collection earlier this year, a joint PEVA Polygram, EMI, Virgin, BMG Ariola project. Featuring '50s music from the series and compiled by host Guy de Pre, the album sold over 24,000 units. The five new volumes span the period 1960-64 (one year each) with the series eventually expected to comprise at least 16 albums.

The 'Prehistorie' radio show broadcast Sundays 10:00-11:00 on BRT Radio 2 now has over one million listeners. Its TV equivalent (Tuesdays, 21:40-22:10) increased its ratings by 20% during a rerun within six months of first airing. Both have stimulated sales of the first CD.

"Radio, TV and the CD have been boosting each other's results here," says De Pre. "In the new series of CDs we will refer even more to the TV programmes, with

a special inlay card including all chart information on the tracks!"

The first album's success has even surprised BMG Ariola, which first suggested it. "We really didn't expect to do so well," says marketing manager Amaury de Jamblinne. Nevertheless, he is keen to back the rest of the series, although he does not expect future titles to match the initial peak.

"Obviously, sales will drop as we get to the more recent material. A series of 16 CDs is quite an investment, but we are supporting the release with advertising on both BRT radio and TV and the attractive cover design will also help."

The success of *Prehistorie* also prompted Rudi Aelbers, product manager of BMG special price label Ariola Express, to ask BRT host Mark Brillout to compile material based on his own 'Hittiders' oldies show.

"Mark did a good job," claims Aelbers, "because when we presented the idea to BMG Germany they decided to put *Hittiders* up for European release in the Ariola Express catalogue." He eventually expects to compile five or six volumes of *Hittiders*, all based on original RCA material featuring artists like Perry Como, Della Reese and Jim Reeves.

Brillout is also happy with the international release. "Our show has a broad audience here and we already get a lot of positive reaction from Holland as well. The Dutch seem to have a particular affection for oldies!"

In seven days' time the

totally redesigned,

larger-sized

MUSIC & MEDIA

will be on its way to you

Promax Launches New Label

Brussels-based Promax Records has launched Abigwan, a new rock and blues label. Its first and only release to date is the album *Rocked* by US group BC and U (Blues Corporation and You), which has already been power-played on Radio 21's 'Rock A Gogo' show.

According to Promax label manager Alain Mathieu, the Abigwan label will be predominantly English-language and used for rock, blues and jazz releases.

The company is currently seeking licensees for the new label across Europe, with deals close to Germany and Spain.

Several new releases follow in spring 1991. The first is from French artist Philippe Lafontaine, who has already received two gold records in Belgium. Others include new albums from dance-rock artist Paty Burns (signed to Black Scorpio in France), and Richard Seguin (signed to Bird in France).

Aims For Broader Audience

by Chris Fuller

Holland's Catholic public broadcast organisation, KRO, is to alter its schedule on national pop station Radio 3 from the new year. Head of music Paul van der Lugt says the changes, which include new jingles, aim to "broaden the general audience base and, more specifically, bolster our evening ratings", which have not been strong.

Under the current public broadcast system, KRO is allocated the whole of Sunday's output on Radio 3. Evening programming will be restructured with the introduction of a new AOR show, "The Young Dogs", hosted by Jeroen Kosterman and Bert Radamakers from 18:00-20:00 each week.

Following this, a new magazine programme 'Live', 20:00-22:00, will feature debate, poetry and

music from various locations around the country. This replaces the first part of the current pop magazine 'Studio 3', though its final, musical block (22:00-24:00) is retained.

Among other changes, Sunday morning children's programme 'Jeugdactualiteiten' and pop show 'Zin in Pop' have merged, and the afternoon 'Liedeslijs' (*Loveliness*) will have new presenters, Bert Vesscher and Jeanne Kooymans.

The changes will take effect from Sunday, January 6. "We don't feel we have to go along with the other public radio channels," adds van der Lugt. "They appear to be programming more and more non-stop music. That's not what the KRO's about. We will not join them... but we will beat them!"

RTBF Plans Year-End Music

Belgium's French language public broadcaster RTBF plans to feature music heavily in a special week of entertainment-oriented TV programming for the end of the year.

Among shows airing on its first channel, La Une, is a concert special on the evening of December 31, including footage from live shows by David Bowie, The Rolling Stones, Patricia Kaas and INXS. The second channel, Télévision, will show a full Rolling Stones concert on December 29.

Normal programming will be largely set aside throughout the week, dubbed 'La 52me', to be replaced with a vertical schedule dominated by music, humour, variety and films, many of which

have been produced for the occasion. With a Bfr 6 million (app US\$ 200,000) budget, the event is an attempt to restore confidence in the public service in the face of increased private competition from RTLTVI and Canal-Plus.

"We have mobilised RTBF's best forces," claims director/TV Georges Konen, "because I believe our 52% rate of in-house productions is still the best weapon to fight the others, which seldom produce more than 30-40% for themselves. And such times of crisis for public TV, I think it's worthwhile to make people laugh." He adds that 80% of 'La 52me's' budget has already been recovered from sponsorship and advertising.

Kiss Kiss Embraces Polydor Compilation

by David Stanfield

Radio Kiss Kiss, the Naples-based national commercial network, has joined forces with PolyGram to launch its first compilation album, *Kiss Kiss Party*.

Station programme director Gianni Simoli is responsible for co-ordinating the album project and says, "Recently our relationship with record companies has become more active and helpful. Thankfully, we are no longer limited to artist interviews or to exclusive pre-release airplay of product."

"The compilation, which is a little piece of our playlist, is the point of arrival for future collaboration with PolyGram. It is also a great promotional vehicle for the station."

Stefano Zappaterra, head of promotion at the Polydor division, identifies the joint project as a way of promoting a part of the company's roster which sometimes suffers on the poor national singles market.

He says Radio Kiss Kiss was chosen for the project because of its enthusiasm and because Polydor has a policy of working with

Rete 105 Links With Listeners

Rete 105 is the first national broadcaster to launch an interactive Videotel (Prestel) service for its listeners. Codenamed 105 Radio Magazine, it provides the subscriber with direct access to the station's presenters, charts, concert information and news about upcoming specials.

Videotel is supplied by the national telephone company, SIP at a monthly rental of L. 7,000 (app. US\$ 6) plus an installation fee of L. 50,000 (app. US\$ 43).

Subscribers need a keyboard plus a monitor or TV to use the system. The station describes the service as the "magical world of Rete 105".

Says station PR manager Edoardo Hazan, "We introduced the system to allow listeners to receive instant information and to have direct contact with their favourite presenters. We live in the computer age and this is our response!"

Popolare Challenges Network Broadcast Ruling

Radio Popolare, the Milan-based news and information station, is challenging the recently introduced broadcast legislation by pressing ahead with plans to develop as a network (M&M November 10).

From January, the speech-based Popolare, which is described as left-wing and currently only broadcasts to the province of Milan, will start test-transmitting with associate stations.

Those stations include Radio Brescia Popolare, Radio Verona Popolare, Radio Città del Capo in Bologna, Controradio in Florence, Radio Turin Popolare and its re-launched Radio Città Futura in Rome, with the intention of linking up live for five or six hours a day.

This time limit has been fixed by parliament for broadcasters which want to syndicate programmes.

But the station's application to government for commercial status also goes against the minister of post and telecommunications, Oscar

Mammì's intentions. His plan for news and information-based broadcasters has been drafted in such a way that stations like Popolare are supposed to be local. They will also be limited to advertising time of two minutes every hour.

Station director Sergio Ferrantini agrees that there might be problems but comments "Newspapers are commercial ventures which employ journalists. We also have journalists to pay. If we reduced to community status, we would have to close down the station".

Ferrantini remains confident, however, that the station will win its commercial status and will be ready as a network when the new legislation takes effect.

The ownership of Radio Popolare is split between workers' cooperative, political parties and listeners, who currently own 30% of the station. In an effort to raise more capital the public are being invited to buy shares at L. 100,000 (app. US\$ 90) each from December 14-16.



Radio Kiss Kiss programme director Gianni Simoli

Network Airs Stones Anthology

After a six month delay, Milan-based station I01 Network is to air a national exclusive series of programmes devoted to the history of the Rolling Stones.

The four-hour special was bought from the US production company Radio Express with the intention of broadcasting alongside national concert dates by the group in the summer. But as station programme director Gigio D'Ambrosio explains, "We had a conflict of sponsors. The Stones were sponsored by TDK and ours was BASF. That kind of competition was unacceptable!"

D'Ambrosio reports that the station has now lost BASF as a sponsor but feels that the Rolling Stones special is "too good to be forgotten".

The station sees the concert as a Christmas 'gift' for listeners and will be broadcast in eight daily half-hour slots from December 18. At the end of the series the programme will be broadcast in its entirety.

Patrizia Zani will present the series, which D'Ambrosia says will include some translations but will not be dubbed into Italian.



Publishing



special
issue #4

publ. date: 26 01 1991
ad deadline: 01 01 1991

■ bonus distribution at MIDEAM ■

(advertisement)



di.erks studios

professional audio - video mobiles

...why going for less in live recording?

di.erks studios gmbh
tel. (49) 22 38-2004 / 33 33
fax. (49) 22 38-27 34

Centerpartiet Presents Commercial Radio Plan

by David Rowley

One of Sweden's three most important opposition parties has presented a plan for the introduction of commercial radio, a move which is widely expected to finally place the issue firmly in the political arena.

The Centerpartiet plan, revealed in Stockholm last month, allows for the three national public broadcasters, P1, P2 and P3, to remain as they are, while the 25 current local public broadcast stations will be redefined as Lansradio (district radio). It is believed that these stations will shift away from being purely local radio. However, the emphasis for the proposal is for the stations to remain local, essentially effectively ruling out the possibility of networking.

Remaining under the auspices of Sveriges Radio, the local stations would receive approximately 15% of advertising income from TV2, if, as many expect, TV2 becomes commercial along with a new third channel. The new "commercial" stations would hold a license for up to eight years.

Centerpartiet is the first Swedish political party to present such a concrete proposal for commercial radio. It wields political clout through its relationship with

the ruling Social Democrats government, which may put it in the position of getting at least part of its proposal taken seriously. This would be a major breakthrough in a country where the issue of radio deregulation has repeatedly been put on the political back burner.

Centerpartiet consultant on media affairs Ove Hultquist says the party hopes, at the very least, that their proposal will mean the forthcoming discussions on the introduction of commercial TV into Sweden will be extended to discuss radio. "We think the issue might be included in the TV discussions or that these talks will have a continuation to take in radio," he says.

"We want to put the radio question into the political arena as this proposal does some way towards stimulating discussion. I think at the very least the Social Democrats will go with our idea to set up a committee to look at radio, but we cannot be sure they will pick up our proposal.

"The TV question has been well prepared and debated but the radio area is still completely unprepared. Come next spring it would look very odd if there are concrete plans for commercial TV

but at the same time there is legal action going on in the courts over Radio Nova broadcasting ads."

Radio Nova's Clas Nydahl describes the proposal as a "step

Local Broadcasters Pursue Fourth Network

The question of a possible fourth national radio network for Denmark has been raised following the recent establishment of a new broadcast group aiming to apply for such a frequency.

The consortium, put together by local Kanal 2 TV executive Jan Warkentin, is made up of 20 local radio stations from around the country, including stations Radio Upton and Radio Allborg.

Despite general indications from the government that the fourth frequency concept is not a major priority, Warkentin says coalition has been assembled in the hope that action will be taken within the next three to six months.

Warkentin adds that the stations would operate together as a network. A spokesman for communications minister Torben Rechendorff says the consortium has not yet applied for a license

in the right direction" but adds that complications over the commercial TV debate are potential stumbling blocks for the whole commercial media question. □

and reaffirms that the idea "is still low on the political agenda".

"We have already had six applications about this idea including Denmark's Radio itself, the newspaper group which owns BT and Berlingske Tidende, and an operation called Danmarks Erhvervsradio," he says.

"But there are still a lot of political obstacles to be hurdled before anything happens. Politicians do not sense any need at this stage for a fourth frequency and there will need to be more serious lobbying going on before that changes. I think this estimate of three to six months is rather optimistic."

The spokesman adds that The Voice Of Scandinavia, one of the country's most influential private stations which recently established itself as a national cable operator, has not applied to run any fourth frequency. □

SPAN & PORTUGAL

Revert Expands, Revamps Cadena Dial Network

by Ana Rafael de la Fuente

SER programming head Rafael Revert is revamping programming on the Cadena Dial network and increasing the number of stations by three to a total of 19 by January 1. The network will then reach all the major Spanish provinces, except for the Basque country.

Cadena Dial will then begin airing its new 24 hour 100% Spanish music format. The station features Spanish artists who have at least a ten year track record and will target a 25-40 middle- to lower-middle-class demographic.

Changes include a new single package and individual stations airing local programming from 08.00-21.00 on to an overnight network link up.

Says Revert, "We found there was a niche to be filled by older local acts like Rocio Jurado, Jose Luis Perales and Los Changuitos."

The revamp has been backed up by a record company-financed advertising campaign consisting of posters, print ads and as many as 10 TV spots airing through December 15.

Revert is also in the final stages of overhauling the other SER network, Gold-formatted Radio Minuto (M&M October 6), which is aimed at the 25+ audience. Adds Revert, "We hope to have the programming in all three SER networks (Radio Minuto, Cadena Dial and 40 Principales) fully computerised next year." □

State Revealed As Major Shareholder In Privates

by James Bourne

The Spanish state has shares in 11 private communication companies, four of them controlling stakes, it was learned late last month in response to a question in the Spanish parliament.

Top of the list is the 100% state-owned RTVE radio and TV corporation, with two TV channels and six national radio networks. But more surprising are public stakes held in various AM radio networks, including 25% in SER, 25% in Radio Intercontinental and similar holdings in Radio Zaragoza, Radio Huesca and Radio Espana de Barcelona (soon to be sold), plus a 5% shareholding in the Catholic COPE network.

The parliamentary question

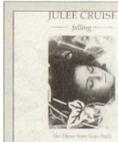
was put by Alejandro Manoz Alonso of the right-wing opposition Partido Popular and was provoked by premier Felipe Gonzalez's recent promise to bring in legislation controlling media ownership.

Munoz concluded that the state is Spain's most important communications group, employing 40-45% of all people in the industry. Economy minister Carlos Solchaga, who answered the question, replied that state involvement in communications is "a guarantee of pluralism". □

To contact Music & Media
Tel: 31 20 669 1961
Fax: 31 20 669 1951
(editorial)
31 20 669 1931 (sales)

PREVIEWS

SINGLES ALBUMS



SINGLE OF THE WEEK

Julee Cruise

Falling - WEA

Anyone who is familiar with the Twin Peaks series, now airing on BBC 1, is sure to have shivers listening to the theme tune sung by Julee Cruise and produced by David Lynch/Angelo Badalamenti. An ambient and dreamy song, although atmospheric, it is at the same time very down-to-earth, and threatening in its cold-blooded beauty. When the series airs in other European markets, this might become a surprise Christmas hit.

Prayers

Alleluia - WEA

More Gregorian house, with a song almost identical to Enigma's *Sadness Part 1*. Singing monks, a Soul II Soul drum... Amen!

Dream Warriors

My Definition Of A... - Island



An old school jazz band is sampled on this fun hip hop record. Great fat horns and Native Tongue-style mellow rhythms. Steady airplay in the UK. The Benelus is hot.

Lynch Mob

Wicked Sensation - Elektra

Smart formation FM-rock, featuring loud but civilized guitars, a stomping beat and a chantable chorus.

B.B. Queen

Soukran - EMI

The second single from this Dutch singer, combines blues and soul with house. The raw soulful vocals are spiced up by a frantic Hi-NRG beat and a steady R&B backing.

Soul II Soul

Missing You - Tel

The third single lifted from *Club Classics Vol II* featuring (co-lead) Vini Mazelle on lead vocals. Somewhat similar to *Keep On Moving*, this is another strong contender from the masters of club music.

Bell Biv Devoe

BBD (I Thought It Was Me!) - MCA

The US trio continue their appealing mix of streetwise hip hop with contemporary pop, resulting in hardhitting beats, funky grooves and smooth vocals.

Lionie Gordon

I'll Have To Stand Alone - Supreme

Clearly inspired by 70s disco and bearing the trademark SAW production imprint. A nice little twist with loads of violins and a stampeding drum computer.

Beggars & Thieves

Beggars & Thieves - Atlantic

A quiet intro paves the way for this hard hitting FM rock song from this New York-based foursome. A dramatic vocal delivery.

Basia

Und You Come Back To Me - Epic

A danceable remix version of this successful pop song from the *London Warsaw New York LP*. A very sophisticated effort with serious hit potential.

Nusrat Fateh Ali Khan

Must Must - Real World/Virgin

A challenging mixture of house and 'Qawwali', the music style of Sufism, the mystical branch of Islam. A hypnotic record from Pakistan's most outstanding devotional singer, remixed by Massive Attack.

Snapp

Mary Had A Little Boy - Light/PG Arab

An irresistible, nervous dance track based on a wicked, sticking tune. The fourth hit single taken from *The World Your Home* album.

Aztec Camera

The Crying Scene - WEA

The Straight-forward pop rock based on pulsating guitar chords with a radiant mix by Julian Mendelsohn.



ALBUM OF THE WEEK

Where The Pyramid Meets...

Various Artists - S&W

A tribute to the mad genius of former 13th Floor Elevators member Rocky Erickson. A range of artists, as diverse as ZZ Top, REM, The Jesus & Mary Chain and Butthole Surfers, took a dive in Erickson's back-catalogue to unearth the original albums all posess an out-of-this-world beauty. Best: *Primal Scream's You Don't Love Me Yet* and *Bongwater's I Have Always Been Here Before*.

The Outfield

Diamond Days - MCA

60s and 70s-rooted pop rock tinged with Genesis/Supertramp-like symphonic arrangements, and carried by the duo's heartfelt and high-pitched vocals. Soundwise somewhat similar to German Friehit, the Outfield's songs are well-crafted, radio friendly and very commercial. Do not miss *Eye To Eye*, the Beatles-esque *John Lennon*, the Supertramp-style *Magic Seal* and the irrefragably rocking *Unrespectable*. A real contender.

Darden Smith

Trouble No More - CBS

A refreshing album from a singer/songwriter with a warm, compelling voice who also knows how to write candid and charming songs, in a semi-acoustic, guitar-based setting. Smith's material is gradually taking possession of the listener. Check out *Franky And Sue*, *All The King's Horses* and *Listen To My Own Voice*.

Elmer Food Beat

Elmer Food Beat - *Off The Rack/Polydor*

Interesting material from this French four-piece. A stimulating, often witty mixture of ska, rockabilly and pure pop. The kind of music that gets a party going. Check out *L'Infirmiere*, the quirky *Le Plastique C'Est Fantastique* and the cheerful *Linda*.

Lucio Battisti

La Spina Occidentale - CBS

Melodic pop material from Italy. The atmosphere is mellow, uplifting and intimate, topped off by the artist's friendly voice. Try: *Tu Non Ti Pungi Più*, *Potrebbe Essere Sera* and *Alcune Non-canzone*.

The Beautiful South

In the UK, *The Beautiful South's* second album *Choke* has already been awarded a flying start with a no. 1 lead-off single, *A Little Time*, and a sellout UK tour. The band's label, *Go! Discs*, is now implementing a campaign for Europe aimed at consolidating the band's following, as Chris Fuller reports.

Released across Europe on November 16, *Choke*, produced by Mike Hedges at London's Olympia and AIR studios and distributed through PolyGram, has something to live up to. The band's 1989 debut effort *Welcome To The Beautiful South* recorded some 400,000 UK sales, a half a million across the rest of Europe, and yielded three UK hits in *Song For Whoever*, *You Keep It All In* and *I'll Sail This Ship Alone*.

But according to Go! Discs' head of international Alan Cow-



deroy, *Choke* is "well on the way to achieving half a million UK sales by Christmas" and includes "at least two more potential hits." The first of these is the new UK release *My Book*, a more up-tempo effort than the David Hemingway/Briana Corrigan acid duet *A Little Time*, with a lead vocal from Paul Heaton.

Cowdery regrets that *A Little Time* had a considerably later release date in continental Europe, "too close to the album to enable us to get any momentum." Initial reaction at radio has been strong, however, and the single has just charted in Germany, Belgium and Holland, which along with France gave the group its strongest continental sales to the last album.

At press time, the album was

no. 29 in the European Top 100 Albums, while the single was at no. 38.

Up-front of the LP, key radio and retail contacts were issued with a four-track CD sampler, and limited-edition jackets and watches have also been circulated. Germany proved so enthusiastic about the B-side of *A Little Time*, a track entitled *What You See Is What You Get*, that in future German pressings of the CD it will be included as an additional 12th track.

Following key press and major-station radio interviews in Germany and the Benelux, the band began a short European tour in Hamburg on December 3, finishing in Amsterdam on December 13 and taking in dates in France and Belgium. Cowdery, "I think the power of the live shows will surprise many. The subtlety and dark humour of the lyrics comes across clearly and in a live setting, with a full brass section, is given extra punch."

Cowdery believes that problems some Continental radio programmers had in accepting the transition from *The Housemartins*, the Hull-based band out of which *The Beautiful South* evolved, has now dissipated. "The name has of course changed, but I don't think there's been any significant shift in style, and there now seems to be now a wider acceptance of that. In the UK there was no such hesitation."

Choke, says Cowdery, will build a solid European base for the band before they turn their attentions to the US next spring, where the LP is just out. US radio has had "trouble programming *A Little Time*" though *My Book* should fare better. In addition, says Cowdery, the second single comes with an "extremely MTV-friendly" video.

The Beautiful South comprises: Dave Hemingway (vocals); Sean Welch (bass); Paul Heaton (vocals); David Stead (drums); and Briana Corrigan (vocals). Heaton and Hemingway, both former Housemartins, formed the band in 1989.

The Housemartins, whose understated style and subtle harmonies are echoed in *The Beautiful South*, released three hit albums and a 1986 UK Christmas no. 1 single with *Caravan Of Love*.

GERMANY

Tony Carey

- Signed worldwide to Metronome
- Publisher: PolyGram Songs
- Management: Self-managed
- New album: *Storville* released on November 20 in Germany
- New single: *The Deal*
- Recorded at Carey's own studio in Tutzingen, near Munich
- Producers: Tony Carey/Sebastian Thorer
- Release details: Carey has released seven LPs under his own name, of which two, *Tony Carey (I Won't Be Home Tonight)* and *Some Tough City* have charted in Billboard's pop album charts. The first peaked at no. 167 in 1983, the second at no. 60 in 1984. Also, the two LPs under the name Planet P, which were co-produced with Peter Hauke charted in the US.
- Other Placings: Carey's single *Room With A View*, which was the theme song for a popular German TV series, spent almost three months in the German Top 10 last year. His last album *For You* reached no. 36 in the sales charts.
- Marketing: The PolyGram distribution company has named *Storville* as their LP of the month and will

emphasize the record to dealers accordingly. Retailers will be provided with extensive decoration material. Print advertising will be limited in favour of more intensive radio advertising. A nationwide two-week campaign is about to be launched. Carey will also visit all of Germany's major broadcasters for interviews. TV Appearances are already scheduled at both public and private stations (Radio Bremen, Sat 1, RTL Plus, ARD). The song *A Love Gone Away*, on which the American singer Christine Sargant can also be heard, has been chosen as the theme song for the next episode of the ARD's popular TV show "Torat" which will be broadcast on January 2.

Carey first came to Germany in 1978 after leaving his position as keyboard player in Ritchie Blackmore's Rainbow. Teaming up with Peter Hauke, Carey set out on a very successful international solo career. After some 10 albums, Carey joined the Peter Maffay Band. As a producer Carey has worked with such diverse stars as Peter Maffay, Milva, John Mayall and Joe Cocker. See page 17 for a review of the new album.

F R A N C E

Elmer Food Beat

- Signed to Off The Track/Polydor
- Publisher: OTT Music
- Management: MRM Nantes
- New album: *30 cm*
- New single: *Daniela*
- Recorded at Arpegge Studios
- Producer: Eric Chauviere
- Marketing: TV radio appearances (Canal Plus "Nulle Part Ailleurs", RTBF 1, Europe 1, RTL) and spots on M6 and Skyrock. The band is also featured in a special film, "Bye Bye Plastic" produced by Off The Track
- Tour: 34-date tour in France ending at Paris' Olympia on December 12. Dates in Belgium and Holland early next year. Full European tour planned for late spring.
- EU releases: all territories,

excluding the UK, Ireland, Spain, Greece and Portugal. Negotiations are under way for release in Japan, Canada, Spain and the UK.

Elmer Food Beat - Manou (vocals), Kulu (guitar), Twistos (vocals), Brutos (drums) and Kalou (bass) - started off with a strong following in their native town of Nantes in western France. Now the groups popularity has expanded to cover the whole of the country and looks like going a lot further thanks to extensive touring and the success of their debut album and single. The album is certified double gold (200,000 copies sold) and is currently in the French top 10. The single is at no. 25 with 60,000 copies sold.

radio active

EUROPE'S MOST RADIO ACTIVE HIT MATERIAL

IT'S NO !!

Explosives features the major new releases by established and new artists. It includes recent releases still in need of support on European radio.

SINGLES OF THE WEEK

- Julie Cruise - Falling (WEA)
- Basia - Until You Come Back To Me (Epic)
- Aztec Camera - The Crying Scene (WEA)
- Bell Biv DeVoe - BBD (I Thought It Was Me!) (MCA)
- Nusrat Fateh Ali Khan - Must Must (Real World/Virgin)
- Souly McFerrin - The Garden (EHI USA)

SURE HITS

- Snap - Mary Had A Little Boy (Logic/BMG Ariola)
- A-Ha - I Call Your Name (Warner Brothers)
- Wilson Phillips - Impulsive (SBS)
- Lionie Gordon - If I Have To Stand Alone (Supreme)
- Soul II Soul - Missing You (Epic)
- Yabbyface - My China Girl (Ten)
- Tina Turner - Be Tender With Me Baby (Capitol)

EURO-CROSSOVERS

- B.B. Queen - Soultrain (EHI)
- Prayers - Alleluia (WEA)
- Beyond The Blue - Beyond The Blue LP (Polydor)

EMERGING TALENT

- Dream Warriors - My Definition... (Island)
- Lynch Mob - Wicked Sensation (Elektra)
- Beggars & Thieves - Beggars & Thieves (Atlantic)

ENCORE

- Stress - Beautiful People (Eternal/WEA)
- Caron Wheeler - UK Blak (RCAB/BMG)
- Donna Summer - State Of Independence (New Best Mix) (Warner Brothers)

ALBUMS OF THE WEEK

- Where The Pyramid Meets The Eye - Various Artists (Sire)
- Kon Kan - Syntonic (Atlantic)
- Tony Carey - *Storville* (Metronome)
- Queensryche - Empire (EHI)
- Elena Rostropovich - Love Without Reasons (EHI)
- The Outfield - Diamond Days (MCA)
- Garden Smith - Trouble No More (CBS)
- Elmer Food Beat - Elmer Food Beat (Off The Track/Polydor)
- Luca Battisti - La Sposa Occidentale (CBS)
- New Kids O/T Block - No More Games (The Remix Album) (CBS)

YESTER HITS

the Eurochart top five from five years ago.

Singles

- A-Ha - Take On Me (Warner Brothers)
- Elton John - Nikita (Rocket)
- Wham! - I'm Your Man (Epic)
- Lionel Ritchie - Say You, Say Me (Motown)
- Jennifer Rush - The Power Of Love (CBS)

SINGLES

- Robert Palmer Airplay
- Vanilla Ice Sales

ALBUMS

- Whitney Houston Airplay
- Eiton John Sales

EXPLOSIVES CHART BUSTERS

Chart Busters is a quick reference to this week's Hot 100 Singles/Albums and the European Top 50 charts. Chart positions are indicated where appropriate.

CHART ENTRIES

Airplay Top 50

- Phil Collins - Do You Remember (35) (Virgin/WEA)
- The Proclaimers - King Of The Road (41) (Chrysalis)
- Francis Cabrel - Tout Le Monde Y Pense (43) (CBS)
- Rene Frager - Love Of The Year (44) (PWL)
- Soul II Soul/Kim Mazelle - Missing You (45) (Ten Records)

Hot 100 Singles

- Madonna - Justify My Love (14) (Sire)
- Cliff Richard - Saviour's Day (26) (EMI)
- Gray & Barbevilin - Ifaut Laisser Le Temps (39) (Bla)
- The Farm - All Together Now (41) (Polygram)

Top 100 Albums

- Yvonne Yunny - It's Party Time (83) (Music Factory Dance)
- Kinderen Voor Kinderen - Volume II (89) (Phonogram)
- Cinderella - Heartbreak Station (90) (Vertigo)

FAST MOVERS

Airplay Top 50

- Robert Palmer & UB40 - I'll Be Your Baby Tonight (1-2) (EMI)
- Jimmy Somerville - To Love Somebody (3-9) (London)
- Rod Stewart & Tina Turner - It Takes Two (5-13) (Warner Brothers)
- The Righteous Brothers - Unchained Melody (6-6) (New/Polydor)
- Kim Appleby - Don't Worry (7-20) (Parlophone)

Hot 100 Singles

- Vanilla Ice - Ice Ice Baby (1-1) (SBS)
- Enigma - Sadness Part 1 (4-6) (Virgin)
- Rod Stewart & Tina Turner - It Takes Two (7-8) (Warner Brothers)
- E.M.F. - Unbelievable (8-9) (Parlophone)
- Kim Appleby - Don't Worry (9-11) (Parlophone)

Top 100 Albums

- Elton John - The Very Best Of... (1-3) (Rocket)
- Madonna - The Immaculate Collection (5-6) (Sire)
- George Michael - Listen Without Prejudice Vol. 1 (8-10) (Epic)
- Status Quo - Rocking All Over The Years (12-15) (Vertigo)
- Paul McCartney - Tripping The Live Fantastic (13-30) (Parlophone)

HOT ADDS

Breaking Out On European Radio

- Herbert Groenemeyer - Luxus (Electrola)
- A-Ha - I Call Your Name (Warner Brothers)

DECEMBER 15 - 1985

Albums

- Sade - Promise (Epic)
- Dire Straits - Brothers In Arms (Vertigo)
- Madonna - Like A Virgin (Sire)
- Simple Minds - Once Upon A Time (Virgin)
- Bruce Springsteen - Born In The U.S.A. (CBS)

playlist

THE MOST PLAYED RECORDS IN EUROPE

MUSIC & airplay

EUROPEAN BABY BOOM!

MEDIA TOP 50

(advertisers)
WHETHER YOU ARE

HIGH OR LOW IN THE CHART BE SMART!

BOOK YOUR PERSONAL EYE CATCHER! FOR ALL INFO CALL M&M'S SALES DEPT.

AMSTERDAM 31.20.669.1961

MUSIC & MEDIA

united kingdom

Most played records on the ARD stations and the major independents.

1. **Rob Stewart & Tina Turner** - I Take You
2. **Jimmy Somerville** - To Love Somebody
3. **Kim Appleby** - Don't Worry
4. **The Righteous Brothers** - Justified & Stripped
5. **Robert Palmer & UB40** - It's Your Baby Tonight
6. **Lionel Richie** - I Wanna Dance With Somebody
7. **Madonna** - Justify My Love
8. **Whitney Houston** - I'm Your Baby Tonight
9. **The Proclaimers** - Keep On Your Feet
10. **Kylie Minogue** - Step Back In Time
11. **Jon Bon Jovi** - Hit Me
12. **The La's** - There She Goes
13. **Black Box** - Easy
14. **Pet Shop Boys** - Being Boring
15. **Vanilla Ice** - Ice Ice Baby
16. **Betty Boo** - Don't Stop
17. **Soul II Soul** feat. Kim Hazel - Mingling With the Angels
18. **Delirious?** - In the Me
19. **Belinda Carlisle** - (We Will) Save the Best Thing
20. **Dave Lee** - There's One

switzerland

Most played records on the national channels DRS 3 and the private stations, Radio Aktuel, Basile, Radio Fibaro, Radio Z and Radio 24. Compiled by Media Control, Basel.

1. **Rob Stewart & Tina Turner** - I Take You
2. **Robert Palmer & UB40** - It's Your Baby Tonight
3. **Whitney Houston** - I'm Your Baby Tonight
4. **Jimmy Somerville** - To Love Somebody
5. **Rob Stewart & Tina Turner** - I Take You
6. **Pet Shop Boys** - So Hard
7. **Maria McKee** - Show Me Heaven
8. **George Michael** - Freedom
9. **Steve Miller Band** - The Joker
10. **Enigma** - Senses 1-11
11. **Monie Love** - It's a Shame (My Son)
12. **Madonna** - Justify My Love
13. **Vanilla Ice** - Ice Ice Baby
14. **Leyers Michéa & Soultaker** - Through Beats
15. **Martha Reeves** - You Can't Stop Me
16. **Kim Appleby** - Don't Worry
17. **Miki Vanini** - Keep On Dancing
18. **Snopce** - Can't Stop
19. **Kylie Minogue** - Step Back In Time
20. **DNA feat. Suzanne Vega** - Tom's Diner

holland

Most played records compiled on the national stations Radio 2 and Radio 3 as compiled by Stichting Nederlandse Top 40.

1. **Rob Stewart & Tina Turner** - I Take You
2. **Robert Palmer & UB40** - It's Your Baby Tonight
3. **Rene Froger** - Love Of The Day
4. **The Righteous Brothers** - Justified & Stripped
5. **Phil Collins** - Don't Take My Heart
6. **The Hit** - San Tomé (Duet)
7. **Vanilla Ice** - Ice Ice Baby
8. **Star Boy** - Can't Stop
9. **E.F.F.** - I'm a Legend
10. **Enigma** - Senses Part 1
11. **Madonna** - Justify My Love
12. **Monie Love** - It's a Shame (My Son)
13. **Steve Winwood** - One After One
14. **André Meyer** - Invention
15. **Betty Boo** - Don't Stop
16. **Stanzus Quo** - The Anniversary Waltz
17. **Kim Appleby** - Don't Worry
18. **Martina McBee** - I Don't Know
19. **Classica** - Jitters
20. **Whitney Houston** - I'm Your Baby Tonight

germany

Most played records on the ARD stations and the major private. Compiled by Media Control, Baden Baden.

1. **Whitney Houston** - I'm Your Baby Tonight
2. **Lionel Richie** - I Wanna Dance With Somebody
3. **Vaya Con Dios** - No One Like You
4. **Robert Palmer & UB40** - It's Your Baby Tonight
5. **BAP** - Alles Gute
6. **A-Ha** - Crying In The Rain
7. **Saltator** - The Secretary
8. **Jimmy Somerville** - To Love Somebody
9. **Enigma** - Senses 1-11
10. **Pet Shop Boys** - So Hard
11. **Leyers Michéa & Soultaker** - Through Beats
12. **Red Steiner & Tina Turner** - I Take You
13. **The Beautiful South** - A Little Time
14. **Maria McKee** - Show Me Heaven
15. **Eros Ramazzotti** - Canzone Lento
16. **Elton John** - You Can't Lose Someone
17. **Heavenly Creatures** - Lovers
18. **Kylie Minogue** - Step Back In Time
19. **Jason Donovan** - Rhythm Of The Rain
20. **Martha Reeves** - You Can't Stop Me

austria

Most played records on the national pop channel Ö3. Compiled by Media Control, Baden Baden.

1. **Dance With A Stranger** - The Imvite Me
2. **Jimmy Somerville** - To Love Somebody
3. **Lionel Richie** - I Wanna Dance With Somebody
4. **Miki Vanini** - Keep On Dancing
5. **Wilson Phillips** - House Of Wires
6. **A-Ha** - Crying In The Rain
7. **Vaya Con Dios** - No One Like You
8. **New Kids On The Block** - Tonight
9. **Robert Palmer & UB40** - It's Your Baby Tonight
10. **David Hasselhoff** - Crying For You

france

Most played records on the AM and FM stations as compiled by Media Control, Strasbourg.

Radios Peripheriques (AM Stations)

1. **Julien Clerc** - Nouveau Big Bang
2. **Roxy Yacoub** - La Bercée Du Petit Daïre
3. **Jean Jacques Goldman** - Not
4. **Michel Sardou** - Marie Belin
5. **Patrick Bruel** - Amie Requin
6. **Michel Fajard** - Chacun Sa Demoselle
7. **Liane Foly** - Au Fil De L'Heure
8. **François Feldman** - A Duet Du
9. **François Cabrel** - Tout Le Monde Peut S'aimer
10. **Marc Lavolante** - Rue Fochelle
11. **JP Carlin** - Tout Ça Fait Sens
12. **Préfab Sprout** - Looking For Atlantis
13. **Elsa** - Ici On Fait Ça
14. **Disque Total** - Les Stars De Jimmy
15. **A-Ha** - Crying In The Rain
16. **Jimmy Somerville** - To Love Somebody
17. **Robert Palmer & UB40** - It's Your Baby Tonight
18. **Sylvie Marcant** - Oued El Ba
19. **Alain Chabat** - L'Amour S'achève
20. **DNA feat. Suzanne Vega** - Tom's Diner

Radios FM

1. **Elton John** - Worry
2. **DNA feat. Suzanne Vega** - Tom's Diner
3. **Mariah Carey** - Vision Of Love
4. **Andrea Mizoguchi** - I Know Who I Am
5. **INXS** - Needs Blood
6. **François Cabrel** - Tout Le Monde Peut S'aimer
7. **Steve Miller Band** - The Joker
8. **New Kids On The Block** - Tonight
9. **Michelle** - Use From Me (Use From Me)
10. **Lionel Richie** - I Wanna Dance With Somebody
11. **David Hasselhoff** - Crying For You
12. **Meat Puppets** - Clean For You
13. **Basia** - Crying In The Rain
14. **A-Ha** - Crying In The Rain
15. **Vaya Con Dios** - What's A Woman
16. **Olivera Letellier** - New No. 1
17. **David Hasselhoff** - Crying For You
18. **George Michael** - Healing For Me
19. **Patrick Bruel** - Amie Requin
20. **Disque Total** - Music In My Eyes

finland

Most played records on 25 private stations as compiled by Discoprec Tampere.

1. **Rosette** - It Must Have Been Love
2. **INXS** - Needs Blood
3. **La Traviata** - Aeroni T'Beano
4. **Vanessa Williams** - Heartbeats
5. **Disque Total** - Music In My Eyes
6. **New Kids On The Block** - Tonight
7. **Diamantia La Pappa** - Un Agente E Il Bello
8. **Star Boy** - Can't Stop
9. **The Police** - Don't Stand So Close To Me
10. **Partners In Crime** - Turva Vaino
11. **El Niore** - Sautas
12. **La Urpo** - Aeroni La Cato
13. **Radio Futura** - Cando E Aho
14. **Twenty 4 Seven** - Ain't No Dreaming
15. **Tam Tam** - Go Me Poikke
16. **Snopce** - Can't Stop
17. **Monie Love** - It's a Shame (My Son)
18. **La Sirella** - Haa Haa
19. **Whitney Houston** - I'm Your Baby Tonight
20. **Low Remedy** - Hi We Love You

THIS WEEK	LAST WEEK	TITLE	ARTIST - ORIGINAL LABEL - (PUBLISHER)
1	2	I'll Be Your Baby Tonight	Robert Palmer feat. UB40: EMI (Copyright Control)
2	1	I'm Your Baby Tonight	Whitney Houston - Arista (KearfEpic/Solar)
3	9	To Love Somebody	Jimmy Somerville - London (Gibb Brothers/BMG Music)
4	3	I've Been Thinking About You	Lionel Richie - Arista/RCA (Warner Chappell)
5	13	It Takes Two	Red Steiner & Tina Turner - Warner Brothers (Jobete Music)
6	6	Unchained Melody	The Righteous Brothers - NewPolydor (MPL Communications)
7	20	Don't Worry	Kim Appleby - Parlophone (Copyright Control)
8	5	So Hard	Pet Shop Boys - Parlophone (Cape Music)
9	12	Crying In The Rain	A-Ha - Warner Brothers (Screen Gems)
10	2	Ice Ice Baby	Vanilla Ice - SBK (Various)
11	24	A Better Love	Lionel Richie - Arista/RCA (Warner Chappell/Blue Mountain)
12	25	Sadness Part 1	Enigma - Virgin (Data Alpha/Mambo/Siegel)
13	4	Show Me Heaven	Maria McKee - Epic (Famous/Epic Music)
14	3	Justify My Love	Madonna - Sire (PolyGram Music)
15	12	Nah Nah Nah	Vaya Con Dios - Arista (Vaya Con Dios/BMG Music)
16	7	A Little Time	The Beautiful South - GoDiscs (GoDiscs Music)
17	5	Step Back In Time	Kylie Minogue - PWL (All Boys Music)
18	10	Tonight	New Kids On The Block - CBS (M.Starr/EMI Aprilia/Lanceort)
19	21	The Secretary	Saltator - (K)Works Music
20	11	Through Before We Started	Leyers, Gottlieb & Soultaker - EMI (Siren Music)
21	8	You Gotta Love Someone	Elton John - Rocket (Big Fish Music)
22	37	Keep On Running	Miki Vanini - Hama-Arola (Epic Music-Production)
23	7	Alles Em Loet	BAP - Emission (BAP Music/Verlag)
24	8	(We Want) The Love	Belinda Carlisle - Virgin (Future Future/Screen/BMG/Virgin)
25	24	Suicide Blonde	INXS - Mercury (Tel-Musik/MCA Music)

THIS WEEK	LAST WEEK	TITLE	ARTIST - ORIGINAL LABEL - (PUBLISHER)
26	8	Tom's Diner	DNA feat. Suzanne Vega - A&M (Random Music)
27	26	One And Only Man	Steve Winwood - Virgin (E5 Music/Freedom Song/Warner Chappell)
28	18	The Obvious Child	Paul Simon - Warner Brothers (Paul Simon/Patner)
29	29	Fantasy	Black Box - Groove Groove Melody (EMI Music)
30	19	The Joker	Steve Miller Band - Capitol (Warner Chappell)
31	28	Alors Regarde	Patrick Bruel - RCA (HJ Productions)
32	22	Ich Hab' Getrauert Von Dir	Philipp Reim - Polydor (Kangaroo Music)
33	35	There She Goes	The La's - GoldDisc (GoldDisc Music)
34	42	It's A Shame (My Sister)	Monie Love - True Image - Coolempo (Chrystall/Jobete/Virgin)
35	NE	Do You Remember	Phil Collins - Virgin/WEA (Phil Collins/Hit And Run)
36	2	Being Boring	Pet Shop Boys - Parlophone (Cape Music/Ten Music)
37	39	Marie Jeanne	Michel Sardou - Tema (ART Music)
38	14	Close To You	Paul Preiser - Ten Records (Various)
39	48	Nuit	Jean-Jacques Goldman - Epic (Epic/Marc Lumbroso)
40	35	Rhythm Of The Rain	Jason Donovan - PWL (Warner Chappell)
41	NE	King Of The Road	The Proclaimers - Arista (BMG Arista Benelux)
42	2	Freedom	Anita Meyer - Arista (BMG Arista Benelux)
43	NE	Tout Le Monde Y Pense	François Cabrel - CBS (Editions Chantelle)
44	NE	Love Of The Year	Rene Froger - PWL (BMG Ten Pleters Music)
45	NE	Missing You	Soul II Soul & Kim Wilde - Ten Records (Jazz B/WP/EMI Copyright Control)
46	NE	Nouveau Big Bang	Julien Clerc - EMI (Epic Sidone Et Creolles)
47	5	New Power Generation	Prince - Warner Brothers (Connersky Music)
48	NE	La Berceuse Du Petit Diable	Rock Valette - Arista (Epic Georges H)
49	NE	Are You Dreaming?	Twenty 4 Seven - Virgin (Future Future/BMG/Cherry/Cherry/Cherry)
50	NE	Miracle	Jon Bon Jovi - Vertigo (Bon Jovi/Polygram)



hot 100

SINGLES



THIS WEEK	LAST WEEK	WKS ON CHARTS	TITLE	ARTIST	ORIGINAL LABEL	(PUBLISHER)	COUNTRIES CHARTED
1	1	5	Ice Ice Baby	Vanilla Ice- SBK (Various)			UK, DB, NL, ACH, SF, SF
2	2	15	I've Been Thinking About You	Londonbeat- Anxious/RCA (Warner Chappell)			DB, E, ACH, S, DK, N, SF, I
3	3	8	I'm Your Baby Tonight	Whitney Houston- Arista (Kear/Epic/Solar)			UK, DB, NL, E, ACH, S, PDK, N, SGR, I
4	6	6	Sadness Part I	Enigma- Virgin (Data Alpha/Mambo/Siegel)			DB, NL, ACH
5	4	7	Unchained Melody	The Righteous Brothers- Verve/Polydor (MPL Communications)			UK, DB, NL, I, F
6	5	13	Show Me Heaven	Maria McKee- Epic (Famous/Ensign Music)			UK, DB, NL, E, ACH, S, PDK, N, I, V
7	8	3	It Takes Two	Rod Stewart & Tina Turner- Warner Brothers (Jobete Music)			UK, DB, NL, S, DK, I, SF, I
8	9	5	Unbelievable	E.M.F.- Parlophone (Copyright Control)			UK, NL, I, F
9	11	6	Don't Worry	Kim Appley- Parlophone (Copyright Control)			UK, DN, I, I, SF
10	10	11	Une Femme Avec Une Femme	Mecano- Ariola (Ba Ba Blaxi/BMG Music)			FB
11	12	16	The Joker	Steve Miller Band- Capitol (Warner Chappell)			DB, NL, ACH, S, N
12	90	2	Pray	M.C. Hammer- Capitol (Controversy/Warner/Bust-It)			UK, DB, NL, CH, I, I
13	7	10	So Hard	Pet Shop Boys- Parlophone (Cage Music)			DB, E, ACH, S, PDK, I
14	NE		Justify My Love	Madonna- Sire (Miss Bessie Music)			UK, B, NL, I, N, SF, I
15	17	37	Kingston Town	UB40- Virgin (Sparta Florida)			FD, CH
16	18	8	Petit Franck	Francois Feldman- Phonogram (Marilyn/Carole)			FB
17	20	3	Keep On Running	Milli Vanilli- Hansa/Arion (Far Music-Production)			DB, NL, ACH
18	13	10	Crying In The Rain	A-Ha- Warner Brothers (Screen Gems/EMI)			FD, B, ACH, DK, N, I
19	34	19	Tonight	New Kids On The Block- CBS (M.Starr/EMI April/A. Lanceotti)			FD, B, A
20	14	20	Tom's Diner	DNA feat. Suzanne Vega- A&M (Rondor Music)			FD, E, ACH, GR, I
21	19	7	Are You Dreaming ?	Twenty 4 Seven- Freaky Records/BCM (Stop & Go Music)			UK, DE, ACH, DK, I
22	15	6	Fantasy	Black Box- Groove Groove Melody (EMI Music)			UK, FE, I, SF
23	43	2	Kinky Boots	Patrick MacNee & Honor Blackman- Deram (TRO-Essex)			UK
24	23	11	The Anniversary Waltz - Part One	Status Quo- Vertigo (Various)			DB, NL, ACH, S, DK, SF
25	16	12	Cult Of Snap	Snap- Logic/Ariola (Fellow/Warner Chappell/Zomba/Songs Of Logic)			DE, ACH, SGR, I
26	NE		Saviour's Day	Cliff Richard- EMI (Southern Music)			UK, I, F
27	24	30	What's A Woman	Vaya Con Dios- Ariola (Vaya Con Dios/BMG Music)			FD, P
28	26	3	Falling	Julee Cruise- Warner Brothers (Anlon/OK Paul)			UK, I, F
29	21	6	I'll Be Your Baby Tonight	Robert Palmer feat. UB40- EMI (Copyright Control)			UK, DB, NL, I, F
30	29	5	To Love Somebody	Jimmy Somerville- London (Gibb Brothers/BMG Music)			UK, DB, I, F
31	30	6	Step Back In Time	Kylie Minogue- PWL (All Boys Music)			UK, DB, NL, ES, I, SF
32	33	18	What Time Is Love? (Live At Trancentral)	KLF- KLF Communications (E. G./Zoo/Warner Chappell/Copyright Control)			DACH, S, DK
33	25	11	World In My Eyes	Depeche Mode- Mute (Grabbing Hands/Sonet)			FD, ECH, DK
34	22	9	Alors Regarde	Patrick Bruel- RCA (I4 Productions)			FB
35	31	5	Frente A Frente	Chico & Roberta- Carrere (Carrere)			F
36	27	15	Ich Hab' Getraeumt Von Dir	Matthias Reim- Polydor (Kanguruh Musik)			DB, NL, A
37	35	3	King Of The Road	The Proclaimers- Chrysalis (Burlington)			UK, I, F
38	78	2	Wicked Game	Cris Isaak- London (Warner Chappell)			UK
39	NE		Il Faut Laisser Le Temps	Felix Gray & Didier Barbevilien- Talar (Zone Musique)			FB
40	49	3	It's A Shame (My Sister)	Monie Love feat. True Image- Cooltempo (Chrysalis/Jobete/Virgin)			DN, LCH
41	NE		All Together Now	The Farm- Produce (Farm Music)			UK
42	52	2	Being Boring	Pet Shop Boys- Parlophone (Cage Music/Ten Music)			UK, D, I, SF, I
43	NE		This One Is For The Children	New Kids On The Block- CBS (Maurice Starr/EMI April)			UK
44	45	16	Groove Is In The Heart	Deee-Lite- Elektra (Dee-Lite)			FD, ACH, DK, GR
45	NE		Mary Had A Little Boy	Snap- Logic/Ariola (Fellow/Willesden/Songs Of Logic/Warner Chappell)			UK, DB
46	36	9	Marie Jeanne	Michel Sardou- Trema (ART Music)			F
47	NE		Beinhart	Torfrack- Polydor (Konstantin Musik)			D
48	44	12	Thunderstruck	AC/DC- Atco (J. Albert & Son)			DB, NL, CH
49	46	4	Tears Of The Earth	David Hallyday- Phonogram (Scotti Brothers)			F
50	80	2	Don't Stop	M.C. Sar & The Real McCoy- ZYX/Mikuiski (Wintrup Musik)			FD, NL
51	42	10	Hey Little Girl	Pat Boyce- Epic (CBS Music/EMI Music)			F
52	40	16	Praying For Time	George Michael- Epic (Morrison Leahy Music)			FD, P, I
53	41	13	Suicide Blonde	INXS- Mercury (Tol Muziek/MCA Music)			FD, CH, DK, GR, I
54	32	5	Fog On The Tyne (Revisited)	Gazza And Lindisfarne- Best/RCA (Charisma)			UK, N, SF
55	74	2	La Legende De Jimmy	Diane Tell- WEA (CMBM)			FB
56	39	3	My Definition Of A Boombastic Jazz Style	Dream Warriors- 4th & B'Way (MCA/Warner Chappell)			UK
57	57	3	No Coke	Dr. Alban- Swemix (Swemix Publishing)			S
58	66	8	Rien Que Pour Ca	Elsa- GM/Ariola (Ed. Georges Marie)			F
59	71	23	Le Jerk!	Thierry Hazard- CBS (CBS Music)			F
60	59	8	Ultimo Imperio	Atahualpa- Ginger Music (Ginger Music)			E, I
61	83	2	La Berceuse Du Petit Diable	Roch Voisine- Ariola (Ed. Georges Marie)			FB
62	63	28	It Must Have Been Love	Roxette- EMI (Jimmy Fun Music)			DCH, PDK
63	85	2	Qu'Est-Ce-Qu'On Fait Maintenant	Benny B- PLR (Copyright Control)			B
64	55	4	Sucker DJ	Dimples D.- FBI (ARL Music/Screen)			UK
65	61	10	Crazy For You	David Hasselhoff- White Records/Ariola (Young Musikverlag)			DA
66	38	10	A Little Time	The Beautiful South- GoDiscs (GoDiscs Music)			UK, DN, I
67	62	3	Seven Little Girls	Bombalurina feat. Timmy Mallett- Carpet/Polydor (Campbell Connelly/EMI)			UK
68	28	10	Have You Seen Her	M.C. Hammer- Capitol (Unichappell/Bust-It)			DN, L, A
69	53	3	Power Of Love/Deee-Lite Theme	Deee-Lite- Elektra (Deee-Lite/Virgin)			UK, I, SF
70	50	26	U Can't Touch This	M.C. Hammer- Capitol (Jobete/Bust-It)			FD, E, DK
71	56	4	Time To Make The Floor Burn	Megabass- Brothers Organization (Various)			UK
72	NE		Situation (Remix)	Yazoo- Mute (Musical Moments/Sonet)			UK
73	NE		Lassie	Ainbusk Singers- CBS (Mono Music)			S
74	82	5	Black Cat	Janet Jackson- A&M (Black Ice Music)			DCH, DK, N
75	48	19	Blaze Of Glory	Jon Bon Jovi- Vertigo (Bon Jovi/Pri/Warner)			DACH, DK
76	81	13	Ritmo De La Noche	Lorca- Carrere (Pink/Hanseatic)			FB
77	72	3	Missing You	Soul II Soul & Kym Mazelle- Ten Records (Jazzie B/Virgin/EMI/Copyright Control)			UK, I, F
78	75	2	Love Takes Time	Mariah Carey- CBS (Vision Of Love/Been Jammin')			UK, DP
79	NE		Flo	Pierre Bachelet- RCA (Copyright Control)			F
80	NE		A Better Love	Londonbeat- Anxious/RCA (Warner Chappell/Blue Mountain)			UK, DB, NL
81	RE		I Promised Myself	Nick Kamen- WEA (EMI Music)			DE
82	88	20	We Love To Love	P.M. Sampson & Double Key- CBS (2nd Hand Music/Siegel)			D, A, P
83	77	19	Itsy Bitsy Teeny Weeny Yellow Polka Dot Bikini	Bombalurina- Carpet (Campbell Connelly & Co)			EA, DK
84	60	8	Take My Breath Away	Berlin- CBS (Warner Chappell/Famous)			UK, I, F
85	NE		24 Hours	Betty Boo- Rhythm King (Rhythm King Music)			UK
86	64	4	Miracle	Jon Bon Jovi- Vertigo (Bon Jovi/Pri/Warner)			UK, DS
87	37	5	Cubik Olympic	808 State- ZTT (Perfect Songs)			UK
88	NE		Just This Side Of Love	Malandra Burrows- YTV (Television/Flag)			UK
89	68	3	Found Love	Double Dee- Onizom/Discoln (Copyright Control)			UK, F
90	NE		How I Miss You So	P.M. Sampson- CBS (2nd Hand Music)			D
91	89	11	Rue Fontaine	Marc Lavoine- Avrep (Avrep)			F
92	73	2	You Gotta Love Someone	Elton John- Rocket (Big Pig Music)			DN, L, A, DK
93	NE		Impossible Love	UB40- Dep International (Andisongs)			UK, D, I, F
94	RE		Vision Of Love	Mariah Carey- CBS (Vision Of Love/Been Jammin')			FD
95	58	18	Avant De Partir	Roch Voisine- GM/Ariola (Ed. Georges Marie)			F
96	94	2	Moneytalks	AC/DC- Atco (J. Albert & Son/Carlin)			UK, I, SF
97	NE		Attenti Al Lupo	Lucio Dalla- RCA (Assisi/Damaluma)			I
98	NE		Jeg Er Bar' Sa Go'	Trussetyven- EMI (EMI Songs)			DK
99	RE		Nao Ha Estrellas No...	Rui Veloso- EMI (EMI Music)			P
100	92	2	Jack Talking	Dave Stewart & Spiritual Cowboys- RCA (Eligible/BMG/Rondor)			FD

UK = United Kingdom, D = Germany, F = France, CH = Switzerland, A = Austria, I = Italy, E = Spain, NL = Holland, B = Belgium, IR = Ireland, S = Sweden, DK = Denmark, N = Norway, SF = Finland, P = Portugal, GR = Greece.

○ = FAST MOVERS **NE** → = NEW ENTRY **RE** → = RE-ENTRY

WATCH OUT FOR MUSIC & MEDIA'S YEAR-END ISSUE!

Here's what you get:

New Larger Size ■ Biggest Distribution Ever ■ New Modern Design ■ Must-read Issue

Labels Study East European Market Potential

by Maciej Bakker

Despite the fascination major Western record companies have for Eastern Europe, there still exists uncertainty over the viability of the new marketplaces.

Several failed ventures have added to the concern. Last August, for example, EMI came very close to entering a US\$ 25 million co-operative agreement with Hungarian state-owned company Hungaroton. However, when the Budapest-based label's MD Jeno Bors was suddenly dismissed by the ministry of culture, the deal fell apart.

A similar fate befell BMG International. Plans to open a Moscow office in co-operation with Melodia were far advanced when the Soviets suddenly backed off. BMG is still wondering why.

But while the uncimate may have delayed large-scale investment, several record companies have announced plans to open up small operations, especially in Hungary and Czechoslovakia. Following is a West-meets-East, company-by-company update:

CBS was the first major record company to employ a full-time staffer in Czechoslovakia. Suzanne Smetana joined CBS in June this year and was involved in setting up a campaign to promote the Rolling Stones' album *Steel Wheels*, co-inciding with the band's August 18 concert in Prague.

According to David Main, manager/Africa & Eastern Europe for London-based CBS International, the campaign was the company's first "Western-style" campaign in that market. Exclusivity deals with the nation's TV broadcaster were set up, video clips were put into high rotation, and two national radio broadcasters - Radio Prague and Czech Radio - were playing Stones' material for the three weeks preceding the concert.

Says Main, "We used all means of promotion that were not possible before: posting, selling product at department stores and using whatever means we could. The whole event took place when the Soviet troops were withdrawing from the country, so the spirit was obviously very high. We sold 50,000 copies of that album and not one was sold in the 160 shops

(owned by [state-organisation] Supraphon)".

So far, CBS has released new albums from Judas Priest, New Kids On The Block, Bob Dylan, Alice Cooper, Midnight Oil, the Clash and George Michael. The company expects to release 27-30 LPs a year in Czechoslovakia.

In accordance with standard

"I urge Eastern European record companies to re-define their business and invest in local repertoire. The multi-nationals need to stand together to support the set-up of distribution systems," Arnold Bahlmann

major record company procedures in Eastern Europe, CBS does not work with full-scale licenses but operates on a title-by-title basis. The Rolling Stones album was licensed through to Prague-based company Bonton.

CBS is due to open another office in Budapest. Continues Main, "Hungarian legislation towards copyright protection is most encouraging and hopefully in the first quarter of 1991 we'll have someone working that market for us!"

After Czechoslovakia and Hungary, Poland is the next market for CBS. The company wants to move in as quickly as possible to make at least some impact against the high rate of piracy (often as high as 90%).

All other Eastern European markets currently are on hold by CBS.

BMG Music Having gone through the Moscow experience, **BMG Music International** is now taking a cautious stand against investments in Eastern Europe. However, it intends to open up offices in Budapest and Prague before June 30, 1991 (the closing of the company's business year) and is currently talking to several candidates to oversee those operations.

According to Sr. VP/International Europe Arnold Bahlmann, the problems facing the market are still of such magnitude that setting up proper record industry business inevitably means taking the long-term view. The main problems - and they are those acknowledged by most other major companies - are summed up

by Bahlmann as follows:

- The difficulties of converting local currency in foreign money
- The need for blank tape royalty legislation
- Massive piracy
- Inadequate copyright protection
- Underdeveloped distribution/retailing infrastructures

the company. "It's not advisory to set up offices right now. It would mean a competition with our [present] contacts. However, we're not ruling anything out!"

Steyr reports an upturn in business for the company for the first half-year; if this trend continues, a doubling or even tripling of turnover is expected in 1991.

In the past, PolyGram used to lease an annual average of 10-20 titles per Eastern European market. That figure has now increased to 100 titles per year per market. Direct exports are reported to represent a "seven-figure income".

Warner Music International also works with non-exclusive licensing agreements. According to Manfred Lappe, MD Warner Music/Austria, Eastern Europe sets its own pace. "We should not act, as we know better. We should give help, guidance and advice when needed and asked for."

"The most difficult part in dealing with the region is finding the right partners who have the motivation and energy to set up ventures. After that, as much product as possible has to be made available. Only then can we concentrate on marketing and promotion. But the driving force behind all this should be Eastern Europe!"

EMI Meanwhile, EMI is reconsidering its options in Eastern Europe after the collapse of the Hungarian deal. According to Ronald William Harter, EMI Music Worldwide's controller/international licensing, the failed joint venture was costly. "Some of the others [record com-

"The most difficult part in dealing with the region is finding the right partners who have the motivation and energy to set up ventures. After that, as much product as possible has to be made available," Manfred Lappe

panies] are now ahead of us, but we're not left behind. We licence individual titles to all markets and we envisage a time when we'll make an exclusivity deal". The company is still committed to moving into Eastern Europe, with Hungary and Czechoslovakia as priorities.

THIS WEEK LAST WEEK	ARTIST TITLE ORIGINAL LABEL	COUNTRY ORIGIN	THIS WEEK LAST WEEK	ARTIST TITLE ORIGINAL LABEL	COUNTRY ORIGIN	THIS WEEK LAST WEEK	ARTIST TITLE ORIGINAL LABEL	COUNTRY ORIGIN	
1	3	5	Elton John The Very Best Of... UK	UK	35	35	4	Michel Sardou Les Princes Of... FR	FR
2	1	4	George Michael Wetlands UK	UK	36	34	4	Cliff Richard From A Distance (The Videos) UK	UK
3	4	1	Whitney Houston I'm Your Baby Tonight UK	UK	37	38	1	Michael Bolton Solo Provider UK	UK
4	16	18	Grandes Orchestras In Concert USA	USA	38	37	2	Claudio Baglioni Oltre... IT	IT
5	6	3	Madonna The Immaculate Collection UK	UK	39	31	9	Iron Maiden No Prayer For The Dying UK	UK
6	5	7	Patti Lauro The Rhythm Of The Samba UK	UK	40	46	7	Led Zeppelin Remasters USA	USA
7	7	7	ZZ Top Recycler: Home Based UK	UK	41	43	2	The Righteous Brothers The Very Best Of The Righteous Brothers USA	USA
8	11	10	George Michael Listen Without Prejudice Vol. 1 UK	UK	42	43	3	Kylie Minogue Rhythm Of Love UK	UK
9	9	6	Pet Shop Boys Behaviour UK	UK	43	38	5	Patricia Kaas Scene De Vie UK	UK
10	8	8	The Police Their Greatest Hits UK	UK	44	41	11	Lulu Dalla Cambio Casa UK	UK
11	16	16	Soundtrack - Pretty Woman Pretty Woman UK	UK	45	44	10	UB40 Labour Of Love II UK	UK
12	15	8	Status Quo Rocking All Over The Years UK	UK	46	45	28	Snap Young Power UK	UK
13	10	4	Paul McCartney Tropic of the Line UK	UK	47	53	2	Julio Iglesias Sunny Nights UK	UK
14	13	14	Herbert Grönemeyer Ländle USA	USA	48	47	1	Christa Allgöhrer But Seriously UK	UK
15	14	10	INXS X: New UK	UK	49	38	34	Eros Ramazzotti In Ognuno UK	UK
16	14	4	Scorpions Crazy World UK	UK	50	49	26	New Kids On The Block Step By Step UK	UK
17	13	10	AC/DC The Best Of... UK	UK	51	54	16	Soundtrack - Days Of Thunder Days Of Thunder UK	UK
18	13	13	Westerhagen Live Home UK	UK	52	50	3	Pacheco Domingo Be My Love... UK	UK
19	14	3	Supertramp The Very Best Of... UK	UK	53	17	Mariah Carey Sarah Carey UK	UK	
20	28	3	Jimmy Somerville The Singles Collection 1984-1990 UK	UK	54	56	8	Soundtrack - Tour Of Duty Tour Of Duty UK	UK
21	17	6	A-Ha The Best Of... UK	UK	55	55	4	Steve Winwood Regrets Of The Heart UK	UK
22	15	5	BAP X: Top 10 UK	UK	56	74	5	The Carpenters Only Yesterday... Greatest Hits UK	UK
23	23	23	Patrice Brunel Alons Regarde UK	UK	57	57	37	Despêche Mode Visceral UK	UK
24	21	2	Peter Gabriel Stepping Into The Golden Greats UK	UK	58	62	63	Elton John Sleeping With The Past USA	USA
25	21	3	Vaya Con Dios Night City UK	UK	59	43	2	Alain Souchon Nèkès UK	UK
26	12	12	David Hasselhoff Crazy For You UK	UK	60	46	4	The Sisters Of Mercy Vision Thing: Nothing But A Heart UK	UK
27	25	24	Matthias Reim Matthias Reim UK	UK	61	66	10	Eisa Rien Que Pour Ça UK	UK
28	27	27	The Travelling Wilburys Travelling Wilburys Vol. 3 UK	UK	62	64	4	Foster & Allen Soccer's Hope UK	UK
29	30	30	M.C. Hammer Please Hammer Don't Hurt Me UK	UK	63	65	23	Toto Past To Present 1977 - 1990 UK	UK
30	16	5	The Cure Placed Upstairs UK	UK	64	65	29	Fabrizio De André Le Maffei/intermas Sped' UK	UK
31	16	16	Jon Bon Jovi Live On Stage UK	UK	65	70	10	Clouzou Ous... UK	UK
32	34	4	Bees Gees The Very Best Of The Bees Gees UK	UK	66	64	6	Wilson Phillips Wilson Phillips UK	UK
33	29	5	Beautiful South Chicks Out UK	UK	67	67	26	The Shadows Reflections UK	UK
34	26	9	Londbeat In The Blood USA	USA	68	95	9		

A Music Retailer's View of Europe In The '90s

Changes in Eastern Europe, the superstore concept, the decline of vinyl, and 1992, are just some of the factors affecting developments in the music retail sector. HMV's chairman and CEO Stuart McAllister gives his personal view of the challenges facing the industry in the years ahead.

Music has always been a very volatile and fast-moving fashion business, but as a retailer I foresee change in Europe in the '90s on a scale and at a pace at least as great as in any 10-year period since the business started. These will be very exciting and challenging years for all of us.

Some of this change relates to circumstances that are still developing, such as the liberalisation of Eastern Europe, the growth of video sell-through, further new formats in the pipeline, new technologies such as Parsonics, satellite-based media and, potentially, satellite-based product delivery systems.

It seems to me, however, that there are also two important trends that were established in the latter years of the '80s which already set the tone for further development on the retail side of the industry. These are the emergence of the aspiring international retailer, and development of the superstore concept.

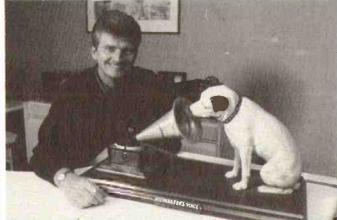
Superstores

In the last few years a number of music retailers have made significant moves to expand beyond their domestic markets. As well as HMV, the list includes Tower, Virgin, Superclub and WH Smith. Others such as Musicland and Wave of Japan, I am sure, are either now looking at the prospects or also starting to experiment.

The '80s saw a substantial increase in the professionalism and expertise of music retail and successful concepts have prospered and grown to the point where competition between us is already being played out on an international canvas.

At the same time the emergence of what the Americans call "Power Retailing" in this market, led to the development of the superstore concept. These stores are better able to act as true product showcases across all the available catalogue and repertoire,

as well as adding exciting new dimensions to the quality and enjoyment of the customer shopping experience. In many major cities the superstore has already proved its worth both to the industry and for its customers.



If I may digress briefly, I should perhaps enlarge on what I mean by "superstore". In HMV there are a number of characteristics that we determine as essential to delivering to the customer a true superstore experience. The most obvious is size. We define a superstore as having a minimum of at least 750 square metres of trading space. Below this we cannot provide the range of product, the service facilities and the environment which will make the shopping experience unique to its customers. There is no maximum size.

HMV, unlike FNAC and Virgin for example, is positioned primarily as the authority in music and as such we keep our retail offer tightly focused on music product rather than diversifying more widely into books, clothing, hardware, computer games, cafes etc.

The most important benefit of size is the ability we gain to offer the widest possible range and selection of music products in an environment which is merchandised to stimulate and inform. Shopping is increasingly being seen as an entertainment option by consumers. And music, of all products, should lead the field in this.

Contrary to out-of-town warehouse styles of retail, discount pricing is not the issue here. Rather it is the range combined with quality service given by trained and knowledgeable staff. Increasingly in the West we are all suffering from time poverty and our customers, like us, seek good and fast service. So HMV, for example, imposes on its designers a requirement that any customer should be able to find a particular piece of product within no longer than three minutes.

The European market Europe represents by far the most complex of these markets. We have to consider a wide range of local factors. As a retailer I hear talk of the 1992 "single market" with considerable scepticism. Operating music stores is about property, trading and employment regulations, product sourcing and ultimately meeting the cultural expectations of local customers. All of these features exhibit tremendous variation across the Continent, sometimes even regionally within one country, and will be directly affected by 1992 hardly at all.

Take property, for example. Shopping in Europe is still largely High Street based, as opposed to North America where shopping malls are dominant. Some European cities, such as Paris or Rome, are full of beautiful, even ethereal, architecture dating back hundreds of years. Unfortunately, these buildings do not lend themselves to power retailing, and we therefore, must be both creative and at times, patient.

In retailing, many key elements of the total mix can fundamentally be changed with great speed if they prove wrong, but if initial property decisions prove subsequently to

"Operating music stores is about property, trading and employment regulations, product sourcing and, ultimately, meeting the cultural expectations of local customers."

be less than acceptable, these decisions cannot be reversed for very long periods of time. Too many mistakes have been made by UK or US companies in continental Europe in the past, judging property on little more than a fairly good tourist's view.

But, by far the most important variable for us is the customer. Europe does not enjoy a common culture. It is an amalgam of cultures and sub-cultures that have been born of a competitive and sometimes violent past. There remain considerable differences of political ideology and social ex-

pressions. This diversity is the richness of Europe and long may it remain. At HMV we are trying to come to terms with diversity, initially by research and subsequently by training.

We have found that we may need to spend between 12 and 24 months researching a new territory before opening a store. We always carry out detailed industry and consumer research and try to make no assumptions so that we can be open-minded about what that market needs.

Once we are committed to a market, training becomes crucial. HMV has a very clear customer service philosophy and we need to get this across to staff in a way which is appropriate within their culture. We then need to ensure that the delivery of service to the customer meets his need and expectation and our research is important here.

It is too easy as a retailer to slavishly imitate training schemes developed in one country on the staff of another only to find that those staff, like our customers, have subtly different expectations which can block the transfer of the all-important service philosophy and brand values. So training is a cornerstone of our strategy and I submit that no one has ever heard of a company going out of business because it spent too much money training. I also believe that retailers should employ the very best people they can afford. Staff are an investment in the future of the business, not a cost.

Information technology

One last area I should comment on in relation to dealing with diversity, is the role of systems and information technology. In a pan-European or global retailing arena, the need to have effective systems integrated within the operation is paramount. They enable us to rapidly transfer our experience and expertise to critically enhance the speed and quality of learning that we achieve in new operations. In HMV, we are currently investing huge funds to ensure our systems help our managers drive the business and serve the customer better.

Uncertainty in the market The last major challenge we need to deal with is the uncertainty within the market itself. This uncertainty is shared by major markets around the world. We all

face major shifts in formats. Vinyl is dying. It is unlikely that vinyl will be manufactured for very much longer and my personal view is that it will disappear completely by the mid-'90s.

Others are able to comment more authoritatively on the prospects for new formats, but I see the rate and pace of developments as increasing rather than stabilising. This challenges retailers, particularly if they have not spent the necessary time and money improving their merchandising. Vinyl was always the easiest product to merchandise and its demise will force all of us to be more imaginative and resourceful on merchandising issues.

Suppliers are going to have to think about this issue too. I hope they consult retailers. Just reducing the artwork from vinyl albums to CD and cassette size was clearly cost-efficient for manufacturing but was never efficient for retail merchandising and I think it will have proved to be an illusory economy.

As I mentioned at the outset, the retailer also has to face up to entirely new concepts of music

"The major music markets of the world - Europe, North America and Japan - will become the battlefields of music retailing in the '90s."

product delivery including, for example, Personics from the US and the potential down-loading of music via satellite. At HMV we take the view that we should not shy away from technological developments that might seem threatening at first sight, but that won't make them go away. It is far better to embrace them from the outset and see where that leads us.

Video

Many people ask me for my views regarding video. Is there a long-term future in retailing video? Frankly, I am undecided. What I do know is that video will go through significant format change over the next 10 years, but I don't at this stage have a view as to how the video sell-through market will develop. The assumption that the video sell-through market and the music customer are the same is, I think, wrong. Retailers have taken a lot more about the sell-through video customer. We are asking the questions at HMV but still looking for the answers.

Is video truly collectable - like books and records? What motivates the video consumer? How do consumers use video and how can they be segmented? How important is price? Does the selling of video add or detract from a music retailer's brand image? Our response to these issues has been twofold: firstly to independently

customer service, will undoubtedly survive and prosper. Europe already offers a market of 330 million prosperous consumers, many avid consumers of music. With the changes we observe in Eastern Europe that could grow to 800 million, maybe not tomorrow, but certainly within the decade. No retailer can

"Those independents who specialise in a particular market niche and offer good customer service will undoubtedly survive and prosper."

research video consumers and secondly to develop a limited number of "Video Zone" stores so that we can see where video as a retailing concept takes us.

Looking ahead

So, looking ahead, I am indeed excited about the possibilities in Europe. I think the music retail market will undergo major structural change. There will be an increasing real choice presented to the music consumer, perhaps for the first time in some markets. In

ignore the possibilities. Already countries such as Germany, now unified, and Hungary, which has become commercially much more liberal in recent years, represent markets of special interest to retailers who wish to gain wider access into the East.

Finally, a word about our suppliers. I believe that the major record suppliers are much more professional than many retailers give them credit for. Most that I have met, and I have met many, are passionate about music. I hope that as suppliers develop their European organisations and obviously take advantage of economies of scale, they retain that passion. I hope they continue to embrace the richness and diversity of Europe and resolutely maintain local promotion facilities.

We need, all of us, to ensure that local talent has the opportunity to develop and acquire sponsorship. It is the lifeblood of our industry. It is in the interest of the music industry that we do so and it is the mutuality by which supplier retailer and the customer are bound. □

(Advertisement)

BRASSER BV
POPSHIRTS

SWEAT SHIRTS T-SHIRTS

CALENDARS

Beiratsstraat 69,
NL-3021 RC Rotterdam.
Phone: (+31) 10 4765577
Fax: (+31) 10 4720266
Attention: We speak German,
English and French

UPCOMING SPECIALS



Issue 5

JINGLES

Publication date

02 - 02 - 1991

Advertising deadline

08 - 01 - 1991



Issue 6

SYNDICATION

Publication date

09 - 02 - 1991

Advertising deadline

15 - 01 - 1991



Issue 8

SCANDINAVIA

Publication date

23 - 02 - 1991

Advertising deadline

29 - 01 - 1991



Issue 9

UK I

Publication date

02 - 03 - 1991

Advertising deadline

05 - 02 - 1991



Issue 10

DANCE

Publication date

09 - 03 - 1991

Advertising deadline

12 - 02 - 1991

For Ad details call (20-6691961)

Talent Tracks

PROMISING ACTS WORTH WATCHING



Blondin

D'un Coup (Trens/France).

Contact: *Michele Bourdette*; tel: 33.1.4256082/fax: 1.4225238
Blondin is a French singer/songwriter with a rough and striking voice, which gives just the right edge to his well crafted pop-rock songs. Some piano chords in the house-vein, nice horns and his strong vocal delivery add up to a more-than-average track. Taken from his first self-titled album.

Maddix

The Hit (01 Records/Germany).

Contact: *Thomas Benn*

tel: 49.51.810021/fax: 511.814988

An upfront mid-tempo beat, a tight female rap and a slick sounding aphrodisiac are blended together into this convincing piece of dancefloor music. Good club potential from Germany. Licence available outside GAS.

Romeo's

This Girl Is... (Fuego/Germany).

Contact: *Friedl Maders*

tel: 49.421.751111/fax: 421.74066

A well crafted pop song with a nice touch of folk. Romeo's are from Germany and guested on the Pogues' last European tour. This track is from their album *Juliet*. Licence and sub-publishing available outside GAS.

Wisdom-N-Motion

Keep Standing By My Side (Hqs Records/Denmark).

Contact: *Marin Dodd*

tel: 45.33.107711/fax: 33.134010

Nice swingbeat-like track with a warm atmosphere. The soulful vocals by female singer Chris, a good rap by King Al, some clever samples and a good melody make for a dance track with crossover potential. Licence and sub-publishing available outside Scandinavia.

William

Alright (Exercises In Style/Sweden).

Contact: *Cloud Machine Music*

tel: 44.6.18.52830

Somewhere between bubblegum and trash pop, we find this Swedish band by the name of William. A fierce delivery, hard and soft at the same time. Good song. Licence available outside Scandinavia

Records mentioned on this page are by promising acts which have potential for breaking into the pan-European market. The selection is done by the editorial team of Music & Media. Radio & TV programmers wanting to play the material mentioned here should be aware that not all records are necessarily released in every territory. International A&R managers and music publishers on the look out for new deals should contact the original master/parting owners. Country of origin and contact numbers have listed as known. Those wishing to submit material to this section should send their records, biographies and photos to Music & Media, Talent Tracks, PO Box 9027, 1006 AA Amsterdam, Holland.

Dr Alban (feat. Leila K.)

Hello Africa (Logic/Germany).

Contact: *Logic*

tel: 49.69.880631/fax: 69.816072

An great African house track, hailing from Sweden. This mixture of African tribal rhythms, Jamaican toasting and its western house technology is already very big in Scandinavian and German clubs. The rest of Europe will doubtless follow.

The Candy Skins

Submarine Song (Long Beach/UK).

Contact: *Julie O'Neil*

tel: 44.71.7278636/fax: 71.2294061
The Candy Skins from England are a typical indie guitar band. They sound fresh and lush, and combine beautiful vocal harmonies with glistening guitar melodies. This is a great pop song indicating a bright future.



Fury in the Slaughterhouse

Rain Will Fall (SPV/Germany).

Contact: *Jutta Kestner*

tel: 49.51.810021/fax: 511.814988

Uplifting powerpop from Germany. Fury... are a six piece band with a lot of energy, which is just what gives this piece of melodic rock & roll a strong extra. Licence available outside GAS.



Now what do I hear on the grapevine about your friends and mine, *Milli Vanilli*. So far the boys have, according to manager *Karsten Heijn*, had several offers for recording deals, been offered parts in a couple of films, and approached for the rights to a book on their story. Can't complain about that, can you?

Mystery surrounds the sudden departure of DJ *Johnnie Walker* from his evening show at the BBC's *Greater London Radio*. The official explanation is that *Walker* had been finding it difficult to combine his GLR evening show with a morning show on *Radio 5* three days a week. But certain remarks he made during his show on the day that *Margaret Thatcher* resigned probably didn't help.

R A Y D I O

Talking of the resignation, not only did UK commercial radio beat the BBC hands down when it came to breaking the news, but *Country Sound* also achieved another first. At 10.45, just over an hour after the official news, the station aired a hurriedly written and recorded commercial which began "Well, that's it. Goodbye *Mrs Thatcher*. It will be the end of an era. But whatever happens at Westminster, there are one or two things that are a little more reliable than politics - like the prices at *One Acre Carpets*".

Thatcher's resignation was also too much for pop-star and self-publisher *Jonathon King*, who produced a version of the old *Honnybus* hit *I Can't Let Maggie Go* within hours of the announcement.

Now I don't usually give pleasure as I had that E.M.F. are having such success with the fabulous *Unbelievable*, which I thought was really weird the first time round I heard it, but has now seeped so into my consciousness that I find myself singing it in the bath. An unlikely, but worthwhile hit, and nice to see something else in the UK and Dutch charts other than songs riding on the back of

films, TV series or adverts! And I'd also like to say a big welcome back to *Kim Appleby* and her very jolly singing *Don't Worry*. So how many people in Europe will receive at least one of the following collections for Christmas: *Elton John's The Very Best Of...*; *Madonna's The Immaculate Collection*; or *Phil Collins' Serious Hits... Live!*. Judging by the way they are leaping up the charts, practically everyone I would guess.

Now before I launch into the anniversaries, I must give my sincere apologies for wishing *Dennis Wilson* and *Harry Chapin* happy birthday a couple of weeks ago. Thank you to everyone who rang me to point out the faux pas.

And so to this week's commemorations: *Keith Richards* will be 47 on December 18 while *Billy Bragg* will be 33 on December 20. *Frank Zappa* is 50 on December 21 and another *Beach Boy*, *Carl Wilson*, is 44. The brothers *Gibb*, *Robin* and *Maurice* are 41 on December 22 and *Andy Summers* is 49 on December 24. *Annie Lennox* is 36 on Christmas Day, and *Phil Spector* is 50. Perfect for your holiday programming!

Talking of Christmas, well it

ok to mention it now, *Vanilla Ice's Ice Ice Baby* must be the most unlikely UK Christmas no. 1 record in ages. Well, I suppose "ice" does have something to do with winter, but it's hardly in the same league as *Slade's Merry Christmas Everybody*, and all those other glam rock numbers from the early 1970s! But it's congratulations to Spain's *Mecano*, no. 1 in France with *Une Femme Avee Une Femme*. Incidentally, in Spain, the top spot goes to *Atalupa's Ultimo Imperio*.

So as 1991 approaches, here's a sneak a preview of the year's overall biggest sellers; women did very, very well indeed! All will be revealed next week, and there are a few surprises in store. You will also get the results of my own readers poll next week, as well. What a funny old lot you are... especially in your predictors for 1991!

Talking of holidays, seems like there is a possibility of me taking a longish break in the near future. At the best of boss has suggested I might like to go and do a bit of morale boosting in the Gulf. Will keep you posted...

Ray Dio

MAKING WAVES

Radio Vitamine, A Natural Approach To The Airwaves

- Format: MOR/speech
- Core artists: various
- Top shows: "Le Dynamith"
- Target audience: 15-49
- Actual audience: 15.8% (BVA poll February 1990)
- Frequency: 92.4 FM
- Broadcast area: La Ciotat,

- Toulon, Hyeres
- Founded: 1984
- Ownership: Bernard Cantier, Paris-based industrialist
- Address: Youte de la Seyne, 83190 Ollroules, Toulon
- Tel: 33 94 63 12 12

product, and only about 30% French production.

"I make up the playlist, 100 titles, and always include a wide range of artists. I'm more likely to turn to local retailers for inspiration than national or international charts: a local radio station needs to stay close to its listeners."

"I don't use a panel, but we have plenty of daily contact with our audience, so we get an idea of what they want and what they don't want. A panel could be useful if you want to know when to bring a particular record off the playlist, but not for new releases."

"All our programming is done manually, we do not use a computer. Our jingles come from a company in Paris. Currently the only syndicated show we use is *Antoine de Caunes' Marlboro Music*. We've been running that for about a year.

RADIO Vitamine 92.4 FM

"We're on the Media Control list, so we don't have any problems getting record company product. If anything, we have too much contact with them."

"Promotion wise, our activities are extremely varied. We cover all the local football and rugby, organise gas and shows with national artists, back film premieres and have a range of events for students."

"As for the future, I'm not going to make any wild predictions. But as long as our format works well for the region, which it does, then I don't see any reason to change it!"

MD and director of programmes, *Mathias Combes*: "Radio Vitamine's slogan is 'naturally', so that's gives some idea of the tone I want to give to the station. I'm not interested in anything artificial. I'm a firm believer in the concept of local radio."

"Our concept and style are geared towards that end. We're currently leaders in the Var region - an area noted for its high concentration of national FM, with an emphasis on dance

networks. We are leaders in the 15-25 and 34-49 age groups, which proves our format is appreciated by a wide audience."

"In fact our programming is designed to appeal to everyone: our morning shows play a French/Anglo American mix of 60-40, and a high percentage of gold tracks. The approach is more popular, more AM style. From 14.00 to 22.00 it's more FM, with an emphasis on dance

Station reports include all new additions to the playlist, indicated by the abbreviation "AD". Reports from stations will also include records on the "A" list (heavy rotation) and, in some cases, on the "B" list (light rotation). A number of stations feature "EPF" (Electronic Program Format) tracks which receive special emphasis for the week. The "EP" designation refers to the new album(s) added.

UNITED KINGDOM

BBC RADIO 1 - LONDON Chris Lytton - Head Of Music A List: AD Madonna - Justy My Love... AD The Notorious B.I.G. - Ready To Die... AD The Notorious B.I.G. - Ready To Die... AD The Notorious B.I.G. - Ready To Die...

CAPITAL RADIO - LONDON Richard Parfitt - Prog. Contr. A List: AD CKC Music Factory - Gonna Make... AD CKC Music Factory - Gonna Make... AD CKC Music Factory - Gonna Make...

METRO FM - NEWCASTLE Giles Adams - Prog. Contr. A List: AD Madonna - Justy My Love... AD Madonna - Justy My Love... AD Madonna - Justy My Love...

PICCADILLY RADIO - MANCHESTER Keith Pringle - Head Of Music A List: AD Madonna - Justy My Love... AD Madonna - Justy My Love... AD Madonna - Justy My Love...

CHITEN RADIOS & NORTHANTS RADIO Paul Robinson - Prog. Contr. A List: AD Madonna - Justy My Love... AD Madonna - Justy My Love... AD Madonna - Justy My Love...

GREATER LONDON RADIO Trevor Dann - Head Of Music A List: AD Madonna - Justy My Love... AD Madonna - Justy My Love... AD Madonna - Justy My Love...

BRMB - Birmingham Alan H. Music A List: AD Madonna - Justy My Love... AD Madonna - Justy My Love... AD Madonna - Justy My Love...

RADIO CLYDE - GLASGOW Alec Dickson - Prog. Contr. A List: AD Madonna - Justy My Love... AD Madonna - Justy My Love... AD Madonna - Justy My Love...

RADIO CITY - LIVERPOOL Tony Kirkcaldie - Head Of Music A List: AD Twenty 4 Seven - Are You... AD Twenty 4 Seven - Are You... AD Twenty 4 Seven - Are You...

RADIO TRENT GROUP - NOTTINGHAM Leo Grant - Deputy Prog. Dir. A List: AD The Firm - All Together Now... AD The Firm - All Together Now... AD The Firm - All Together Now...

DOWNTOWN RADIO - BELFAST John Robertson - Head Of Prog. A List: AD Carpenters - Close To You... AD Carpenters - Close To You... AD Carpenters - Close To You...

CHILDREN RADIOS & NORTHANTS RADIO Paul Robinson - Prog. Contr. A List: AD Madonna - Justy My Love... AD Madonna - Justy My Love... AD Madonna - Justy My Love...

GWR - BRISTOL-SOND A Andy Wessgate - Head Of Music A List: AD George Michael - Freedom... AD George Michael - Freedom... AD George Michael - Freedom...

FOX FM - OXFORD Steve Ellis - Prog. Contr. A List: AD Madonna - Justy My Love... AD Madonna - Justy My Love... AD Madonna - Justy My Love...

UR 40 - Impossible Love Michael Bolton - Georgia On My Mind... AD Michael Bolton - Georgia On My Mind... AD Michael Bolton - Georgia On My Mind...

ROSE RADIO - WESTONBACHPOL Kevin James - Head Of Music A List: AD A-Ha - I Call Your Name... AD A-Ha - I Call Your Name... AD A-Ha - I Call Your Name...

ATLANTIC 252 - COUNTY MEATH Paul Kavannah - Head Of Music A List: AD Vanilla Ice - Ice Baby... AD Vanilla Ice - Ice Baby... AD Vanilla Ice - Ice Baby...

HORIZON RADIO - MILTON KEYNES Chris Dickson - Head Of Music A List: AD Nigel Burn - The Pick... AD Nigel Burn - The Pick... AD Nigel Burn - The Pick...

RADIO HAMM - SHEFFIELD Neil Powell - Head Of Music A List: AD Prince - The Love Thing... AD Prince - The Love Thing... AD Prince - The Love Thing...

OCEAN SOUND - FAREHAM Jim Head Of Music A List: AD Dimples D - Sucker DJ... AD Dimples D - Sucker DJ... AD Dimples D - Sucker DJ...

RADIO BROADLAND - NORWICH Dave Wood - Head Of Music A List: AD R.Snow/T.Tanner - It Takes... AD R.Snow/T.Tanner - It Takes... AD R.Snow/T.Tanner - It Takes...

FOX FM - OXFORD Steve Ellis - Prog. Contr. A List: AD Madonna - Justy My Love... AD Madonna - Justy My Love... AD Madonna - Justy My Love...

B LIST: AD Barry 20 - 24 Hours... AD Barry 20 - 24 Hours... AD Barry 20 - 24 Hours...

SWANSEA SOUND - WALES David Thomas - Prog. Contr. A List: AD The Notorious B.I.G. - Ready To Die... AD The Notorious B.I.G. - Ready To Die... AD The Notorious B.I.G. - Ready To Die...

INVCITA FM - CANTERBURY Johnny Lewis - Head Of Music A List: AD INXS - Dismissal... AD INXS - Dismissal... AD INXS - Dismissal...

WORI 1 - COLONGE HIT COPS - WEDNESDAY 13 PM Werner Hoffmann - Prog. Contr. A List: AD Frankie G - Power Of Love... AD Frankie G - Power Of Love... AD Frankie G - Power Of Love...

WORI 1 - COLONGE POP SESSION - WEEKDAYS 6-8 PM Werner Hoffmann - Prog. Contr. A List: AD Madonna - Justy My Love... AD Madonna - Justy My Love... AD Madonna - Justy My Love...

WORI 1 - COLONGE SINGER-LAURELS Saturday 13 PM Wolfgang Rapp - Prog. Contr. A List: AD Madonna - Justy My Love... AD Madonna - Justy My Love... AD Madonna - Justy My Love...

SDR - STUTTGART Kim Appleby - Prog. Contr. A List: AD Madonna - Justy My Love... AD Madonna - Justy My Love... AD Madonna - Justy My Love...

SDR - STUTTGART Kim Appleby - Prog. Contr. A List: AD Madonna - Justy My Love... AD Madonna - Justy My Love... AD Madonna - Justy My Love...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

NR1 - HAMBURG Lutz Ackermann - Head Of Music A List: AD Ricki - Barbara... AD Ricki - Barbara... AD Ricki - Barbara...

(advertisement)

'A LITTLE ME'

The current single by

THE BEAUTIFUL SOUTH

TAKING EUROPEAN RADIO BY STORM!

GERMANY

BELGIUM

HOLLAND

ITALY

FRANCE

SPAIN

SWITZERLAND

GREECE

NORWAY

DENMARK

TELEVISION

TOP OF THE POPS, FORMEL EINS, HIGH LIFE, COUNTDOWN, BSB

WORI, SWF, HR3, RSH, XANADU, BAYERN 3, RADIO GONG

BRT 2, ROYAL, STUDIO BRUSSELS

VERONICA, VARA, AVRO, TROS, SKY

KISS KISS

RTL

CANAL SUR

RADIO 24, FORDBRAND, DR33

SEVEN X

RADIO 1, OST, RADIO 102, NORD

UPTOWN FM, ABC, SLR

TOP OF THE POPS, FORMEL EINS, HIGH LIFE, COUNTDOWN, BSB

WORI, SWF, HR3, RSH, XANADU, BAYERN 3, RADIO GONG

BRT 2, ROYAL, STUDIO BRUSSELS

VERONICA, VARA, AVRO, TROS, SKY

KISS KISS

RTL

CANAL SUR

RADIO 24, FORDBRAND, DR33

SEVEN X

RADIO 1, OST, RADIO 102, NORD

UPTOWN FM, ABC, SLR

TOP OF THE POPS, FORMEL EINS, HIGH LIFE, COUNTDOWN, BSB

WORI, SWF, HR3, RSH, XANADU, BAYERN 3, RADIO GONG

BRT 2, ROYAL, STUDIO BRUSSELS

VERONICA, VARA, AVRO, TROS, SKY

KISS KISS

RTL

CANAL SUR

RADIO 24, FORDBRAND, DR33

SEVEN X

RADIO 1, OST, RADIO 102, NORD

UPTOWN FM, ABC, SLR

TOP OF THE POPS, FORMEL EINS, HIGH LIFE, COUNTDOWN, BSB

WORI, SWF, HR3, RSH, XANADU, BAYERN 3, RADIO GONG

BRT 2, ROYAL, STUDIO BRUSSELS

VERONICA, VARA, AVRO, TROS, SKY

KISS KISS

RTL

CANAL SUR

RADIO 24, FORDBRAND, DR33

SEVEN X

RADIO 1, OST, RADIO 102, NORD

UPTOWN FM, ABC, SLR

TOP OF THE POPS, FORMEL EINS, HIGH LIFE, COUNTDOWN, BSB

WORI, SWF, HR3, RSH, XANADU, BAYERN 3, RADIO GONG

BRT 2, ROYAL, STUDIO BRUSSELS

VERONICA, VARA, AVRO, TROS, SKY

KISS KISS

RTL

CANAL SUR

RADIO 24, FORDBRAND, DR33

SEVEN X

RADIO 1, OST, RADIO 102, NORD

UPTOWN FM, ABC, SLR

TOP OF THE POPS, FORMEL EINS, HIGH LIFE, COUNTDOWN, BSB

WORI, SWF, HR3, RSH, XANADU, BAYERN 3, RADIO GONG

BRT 2, ROYAL, STUDIO BRUSSELS

VERONICA, VARA, AVRO, TROS, SKY

KISS KISS

RTL

CANAL SUR

RADIO 24, FORDBRAND, DR33

SEVEN X

RADIO 1, OST, RADIO 102, NORD

UPTOWN FM, ABC, SLR

TOP OF THE POPS, FORMEL EINS, HIGH LIFE, COUNTDOWN, BSB

WORI, SWF, HR3, RSH, XANADU, BAYERN 3, RADIO GONG

BRT 2, ROYAL, STUDIO BRUSSELS

VERONICA, VARA, AVRO, TROS, SKY

KISS KISS

RTL

CANAL SUR

RADIO 24, FORDBRAND, DR33

SEVEN X

RADIO 1, OST, RADIO 102, NORD

UPTOWN FM, ABC, SLR

TOP OF THE POPS, FORMEL EINS, HIGH LIFE, COUNTDOWN, BSB

WORI, SWF, HR3, RSH, XANADU, BAYERN 3, RADIO GONG

BRT 2, ROYAL, STUDIO BRUSSELS

VERONICA, VARA, AVRO, TROS, SKY

KISS KISS

RTL

CANAL SUR

RADIO 24, FORDBRAND, DR33

SEVEN X

RADIO 1, OST, RADIO 102, NORD

UPTOWN FM, ABC, SLR

TOP OF THE POPS, FORMEL EINS, HIGH LIFE, COUNTDOWN, BSB

WORI, SWF, HR3, RSH, XANADU, BAYERN 3, RADIO GONG

BRT 2, ROYAL, STUDIO BRUSSELS

VERONICA, VARA, AVRO, TROS, SKY

KISS KISS

RTL

CANAL SUR

RADIO 24, FORDBRAND, DR33

SEVEN X

RADIO 1, OST, RADIO 102, NORD

UPTOWN FM, ABC, SLR

TOP OF THE POPS, FORMEL EINS, HIGH LIFE, COUNTDOWN, BSB

WORI, SWF, HR3, RSH, XANADU, BAYERN 3, RADIO GONG

BRT 2, ROYAL, STUDIO BRUSSELS

VERONICA, VARA, AVRO, TROS, SKY

KISS KISS

RTL

CANAL SUR

RADIO 24, FORDBRAND, DR33

SEVEN X

RADIO 1, OST, RADIO 102, NORD

UPTOWN FM, ABC, SLR

TOP OF THE POPS, FORMEL EINS, HIGH LIFE, COUNTDOWN, BSB

WORI, SWF, HR3, RSH, XANADU, BAYERN 3, RADIO GONG

BRT 2, ROYAL, STUDIO BRUSSELS

VERONICA, VARA, AVRO, TROS, SKY

KISS KISS

RTL

CANAL SUR

RADIO 24, FORDBRAND, DR33

SEVEN X

RADIO 1, OST, RADIO 102, NORD

UPTOWN FM, ABC, SLR

TOP OF THE POPS, FORMEL EINS, HIGH LIFE, COUNTDOWN, BSB

LP Lovers' SOS
INNOVATION
Wilson Phillips

RADIO HOLBEK
Sig Nelson - DJ/Prod.
Mika Sorensen - Kickin' A

FINLAND
RADIO I, 91.1 FM - HELSINKI
John Linamäa - Prog. Dir.

Kyle Minogue - Step Back In Time
Whitney Houston - I'm Your Baby

DISCOPLES - TAMPERE
Tuija Lindelä - Co-Ord.
Fred Inzer - City That Plan

RADIO MUSA - TAMPERE
Pentti Verhainen - Prog. Dir.
Max Press - Hanna Was Of Art

RFM - LISBON
Pedro Tajo - Head Of Music
A List:

CORRIO DA MANHA - LISBON
Raf Pego - Prog. Dir.
A List:

VOA - EUROPE
John DeLoach - Director
A List:

ANTENNA 97.1 FM - ATHENS
Heleni Giannakidou - Head Of Music
A List:

SEVEN X 98.7 FM - ATHENS
Apostolos Lazaridis - Prog. Dir.
A List:

A Stewart/Turner - I Takes
Sewin/Wooder - Keep Our Love

BULGARIA
RADIO VARNA - VARNA
Konstantin Kojev - DJ
PP

STUDIO D - RADIO NOVOSTO
Razto Botev - DJ/Prod.
A List:

POLAND
Polskie Radio 1 & 2 - WARSAW
Bogdan Fabianski - DJ/Prod.

RADIO MUSA - TAMPERE
Pentti Verhainen - Prog. Dir.
Max Press - Hanna Was Of Art

POLSKIE RADIO 1 & 2 - WARSAW
Bogdan Fabianski - DJ/Prod.
Kin Appleby - Don't Remember

POLSKIE RADIO 3 - WARSAW
Marek Niedzwiedzki - Prod.
PP

UNITED KINGDOM
TOP TROUSERS
High Life - Prog. Dir.
A List:

VOA - EUROPE
John DeLoach - Director
A List:

UNITED KINGDOM
TOP TROUSERS
High Life - Prog. Dir.
A List:

UNITED KINGDOM
TOP TROUSERS
High Life - Prog. Dir.
A List:

Whitney Houston - I'm Your Baby
Richard Marx - Hold On

VERONICA
Rob De Boer - Prod.
CL

EROMHUSEM
Annie Amielus - Head Of Prog.
CL

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

VERONICA
Rob De Boer - Prod.
CL

EROMHUSEM
Annie Amielus - Head Of Prog.
CL

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

VERONICA
Rob De Boer - Prod.
CL

EROMHUSEM
Annie Amielus - Head Of Prog.
CL

Jalen Clerc - Novorag Big Bang
Scheidt/Fugate - Chanson For

HOLLAND
VERONICA
Rob De Boer - Prod.
CL

EROMHUSEM
Annie Amielus - Head Of Prog.
CL

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

VERONICA
Rob De Boer - Prod.
CL

EROMHUSEM
Annie Amielus - Head Of Prog.
CL

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

VERONICA
Rob De Boer - Prod.
CL

EROMHUSEM
Annie Amielus - Head Of Prog.
CL

Countdown
Rob De Boer - Prod.
CL

EROMHUSEM
Annie Amielus - Head Of Prog.
CL

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

VERONICA
Rob De Boer - Prod.
CL

EROMHUSEM
Annie Amielus - Head Of Prog.
CL

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

VERONICA
Rob De Boer - Prod.
CL

EROMHUSEM
Annie Amielus - Head Of Prog.
CL

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

Countdown
Rob De Boer - Prod.
CL

EROMHUSEM
Annie Amielus - Head Of Prog.
CL

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

VERONICA
Rob De Boer - Prod.
CL

EROMHUSEM
Annie Amielus - Head Of Prog.
CL

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

VERONICA
Rob De Boer - Prod.
CL

EROMHUSEM
Annie Amielus - Head Of Prog.
CL

RTL - TELEVISION
Wesley de
Jean Lau - Bevand

Personally...
Generally, my weekly choices include the best new Canadian releases such as Union from Quebec singer Céline Dion.

Tom Adams
Radio 101
TP Souleiser - Through Before We

BOGDAN FABIANSKI
Radio 101
TP Souleiser - Through Before We

OLIVIER ALLEMET
Radio 101
TP Souleiser - Through Before We

MARGARETA ANDERBERG
Radio City 103
TP Rocks By Choice - T' Mig

GUY VAN ANTWERPEN
Radio Antigon
TP Clarand - In Fortune's Hand

BREITTE BARTHEL
Radio Salut
TP Phil Collins - Do You Remember

MATHS BROBORG
Rikerdation 3
TP Del Amelri - Spix In The Rain

MICK BROWN
Capital Radio
TP Boy Bunny - Christmas Crackers

ALISON CRAIG
Radio Forth
TP George Michael - Freedom

DOMINIQUE DUFOREST
Radio 101
TP Jean-Jacques Goldman - Nuit

NGUI
TP Madonna - Justify My Love
TP Beautiful South - A Little Time

KARL OEHLENDER
Radio 101
TP Del Amelri - Spix In The Rain

PATRICK PERRON
Radio AF14
TP Prefab Sprout - We Let The

BURGHARD RAUSCH
Radio Bremen 4
TP Betty Boop - 24 Hours

PETER HALD
Radio Sydlystgen
TP Rocks By Choice - T' Mig

B KENT HANSEN
Radio ABC
TP Souleiser - Through Before We

D KENNI JAMES
Radio Salut
TP Red - I Call Your Name

HAAKAN JANSSON
Hit FM
TP Del Amelri - Spix In The Rain

GUENTHER LESJAK
OK 3
TP Bad Boys Blue - Coming Of Hearts

JOSE HARRAL
Radio Corral Da Manha
TP Mister Foglio - 100 Million

OSALF MEDITZKY
Radio Naerdring
TP Jean-Jacques Goldman - Nuit

PATRICK PERRON
Radio AF14
TP Prefab Sprout - We Let The

BURGHARD RAUSCH
Radio Bremen 4
TP Betty Boop - 24 Hours

PETER HALD
Radio Sydlystgen
TP Rocks By Choice - T' Mig

B KENT HANSEN
Radio ABC
TP Souleiser - Through Before We

D KENNI JAMES
Radio Salut
TP Red - I Call Your Name

HAAKAN JANSSON
Hit FM
TP Del Amelri - Spix In The Rain

GUENTHER LESJAK
OK 3
TP Bad Boys Blue - Coming Of Hearts

JOSE HARRAL
Radio Corral Da Manha
TP Mister Foglio - 100 Million

OSALF MEDITZKY
Radio Naerdring
TP Jean-Jacques Goldman - Nuit

PATRICK PERRON
Radio AF14
TP Prefab Sprout - We Let The

BURGHARD RAUSCH
Radio Bremen 4
TP Betty Boop - 24 Hours

PO Box 9027, 1000 Adelaide
Bismarck-press, 11, 1009 AT
Radio 101, 101, 101, 101, 101

Editorial: Louise on Target
Editorial: John-Jack
Editorial: John-Jack

Advertising: Ron Bates
Sales Director: Susan Holzer

Production Manager: Ian Lister
Production Manager: Ian Lister

Subscription Rates: £15
Subscription Rates: £15



SCORPIONS

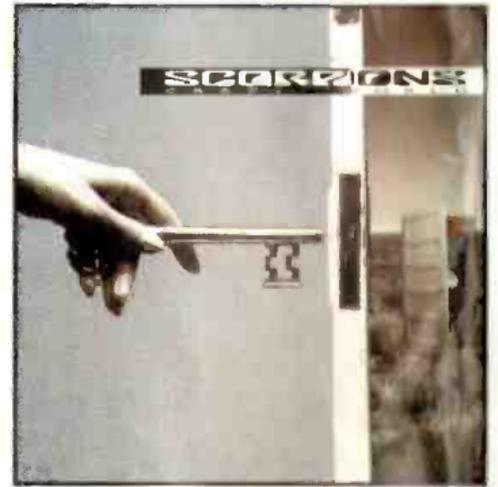


SCORPIONS

NEW ALBUM

CRAZY WORLD

LP • CD • MC



Fotodisk
VIDEO

FOR

THE BEST IN ROCK VIDEO
LOOK NO FURTHER



ISSUE ONE - MXS001
Featuring: Jon Bon Jovi - Faith
No More - Little Angels
Love/Hate - Lars Ulrich - Lita
Ford - Metal Church
Annihilator - Joe Satriani - Ratt

ISSUE TWO - MXS002
Featuring: Iron Maiden - Judas
Priest - Megadeth - Damn
Yankoes - Foreigner - Slaughter
Gillan - Ratt - Spread Eagle -
Foundations 30 - Loud.

THE INTELLIGENT ROCK FANS
GUIDE TO METAL AND BEYOND...
OVER 90 MINUTES OF PROMOS, INTERVIEWS AND LIVE FOOTAGE

FOTODISK CATALOGUE AND REGULAR NEW RELEASES
DISTRIBUTED BY:

- U.K. - CHANNEL 5 DISTRIBUTION
- U.S. - TERRITORIES S.P.V.
- SPAIN - VIDEO COLECCION S.A.
- SCANDINAVIA - SONET
- ITALY - NON STOP
- BENELUX - BOUDISQUE
- NIREY - METAL SALES
- NEW ZEALAND - JAYREM
- AUSTRALIA - SHOCK RECORDS
- PORTUGAL - ANCONIMA
- GREECE - F.M. RECORDS
- ICELAND - STEINAR
- JAPAN - SHINKO MUSIC

SEE US AT MIDEM 91 STAND 21.10

FOTODISK VIDEO, Unit 65, Azura Close, Woolfsbridge
Industrial Park, Three Legged Cross, Wimborne, Dorset,
BH216SZ, England. Tel: 0202 823052 - Fax: 0202 813617

ALSO AVAILABLE NOW:



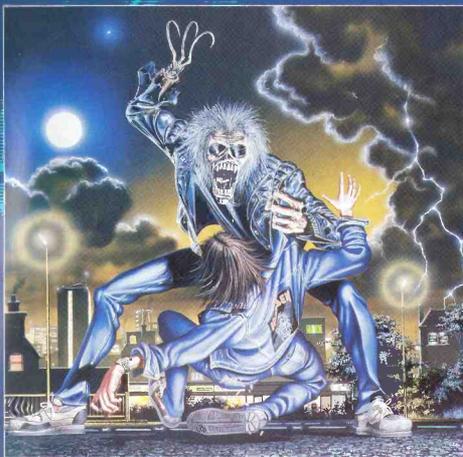
SERIOUSLY LOUD SERIOUSLY PROUD

SCORPIONS CRAZY WORLD



phonogram PolyGram INTERNATIONAL





LOUD...

NO PRAYER ON THE ROAD

PLAYED TO OVER 600,000 VICTIMS IN EUROPE ALONE

From The Metal Ghetto to The Mainstream?

Heavy metal is still the poor relation on European radio, despite its popularity in terms of sales. Paul Andrews looks at the way hard rock music is still confined to the off-peak slots, and what could be done to improve its position.

encouraged, and as a producer Kramarz regularly records sessions for airing on the show.

Isolation

Nevertheless, despite his own enthusiasm, and the fact that Germany is indisputably one of the biggest markets for metal in Europe, Kramarz says he feels himself "very isolated" in the radio scene.

"There are a few other shows around, but like mine they are only a couple of hours a week or fortnight, and most are on the public stations - and even then not all of them. There are some evening heavy rock shows on the private, but they'll never play thrash or anything avant-garde."

Programmers, the radio establishment and record companies face equal blame, Kramarz says. "Here at WDR you hear very little heavy stuff outside my show. Occasionally they slip the odd track into the afternoon or evening mainstream programming, but only from well-established bands, like the Scorpions, and then not usually in proportion to their actual success."

Ironically, one of the few other places where heavy sounds are regularly to be heard is on another of WDR's weekly shows, "Soundfabrik", which airs demo tapes from unsigned bands, but only showing up the grass roots enthusiasm for the genre.

Otherwise, things look bleak for metal, even in Germany, reckons Kramarz. "Heavy metal really is on a down at the moment," he says. "There's a lot of hostility towards it from all the media, especially with all the talk about backmasking and the Judas Priest case."

The issue has been covered on "Scream," he adds, but more influential was a recent TV debate on the subject. It featured Einstürzende Neubauten, who as Kramarz points out "are an avant-garde punk band, not heavy metal at all. But that is what the programme chiefs and the people who influence them see and think."

He certainly reckons private radio is scared. "They are all so anxious about losing their audience, that people will hear one metal record and turn off," he believes, adding that while the size of the market might make that

seem surprising, "they don't seem to think the people who'll turn on for rock are as valuable an audience."

Record label support

"We have a good relationship with record companies," says Kramarz, "and they are releasing a lot of music, some of which is very good. But very few give it much support."

"I would rather they put out three releases instead of 10, and gave those their full backing, funding concerts, tours and appearances."

The paradox, he feels, is that companies expect specialist DJs like him to pick up on tracks for airplay before they will make a deeper commitment, while without back-up such as widespread record distribution or gigs there is little more involvement that fans can take to follow up the interest it arouses.

But most of all, he feels his fellow DJs should have the courage to break heavy rock out of its ghetto slots - with perhaps even its survival at stake. "I would like to have a few more brave colleagues who don't just play the same thing all day, but give a chance to some new sounds. Otherwise, within a few years young people will be lost to this kind of music because they've never had a chance to sample it!"

From the other end of the business, and another market, Roland Hyams also senses a lack of courage about rock on radio. As a manager and publicity agent for bands including Iron Maiden and Uriah Heep, as well as several emerging acts, Hyams describes himself as "extremely depressed" over the lack of rock airplay in the UK.

The UK situation

"BBC Radio 1 is just not adventurous enough. It has the Tommy Vance show, but that's late at night. Otherwise, with very few exceptions, they just won't play hard rock. I think they're scared all the housewives will tune away the instant they hear any - which is a terrible underestimation of the capacity of housewives or the rest of their audience to appreciate rock," says Hyams.

"What annoys me is that if you analyse the world music market, heavy rock and metal form the

largest segment. It may be an acquired taste, but it's so popular!"

Hyams, too, senses a paradox, but this one stemming from Britain's paramount station. "It's a chicken and egg situation. Bands are usually told they can't get on the playlist until they're in the Top 40, but it's virtually impossible to make the Top 40 unless you're on Radio 1."

"What's more, we're actually managed to get Iron Maiden to no. 3 in the UK, through touring, building a live following, and Radio 1 still didn't add it. We went up the wall about that!"

ILR stations are equally unappreciative. "You get the one-hour specialist rock shows, programmed into fairly obscure time slots, but apart from that, they copy the Radio 1 playlist virtually exactly. They think it's what everyone is listening to, and they don't want to scare the advertisers." He is particularly scathing about London's Capital FM, which he claims has virtually dropped any rock from the schedule to take on the city's specialist dance stations head on.

Hyams backs EMAP Metro's bid for a Rock FM to take over the forthcoming national FM franchise, though this project now appears to have been killed by the government. "Its famous 'pop definition' amendment to the Broadcasting Bill, Rock, it would seem, has been squeezed out by the regulators, who count it as "pop", and the programmers, who don't."

This "opportunity thrown away", as Hyams puts it, looks set to leave heavy rock at the mercy of a current system that is "just totally arbitrary."

"There is just so much talent out there that is missing out on a chance to be heard, and unless we can get them known the hard way - through touring, the specialist press and word of mouth - in order to give them a chance to make it."

"It's such a grey area: most programmers don't understand the genre, and their attitude to a metal record seems to depend more on how they feel when they put together the playlist. The only way to cope is to assume that heavy rock will never get mainstream airplay, so that you can make the most of it when one does slip through." □



IRON MAIDEN

PROUD...

HAS SOLD OVER 3/4 MILLION ALBUMS TO DATE IN EUROPE



Volkmar Kramarz

audience of 200,000 listeners to Cologne's WDR every other Tuesday night.

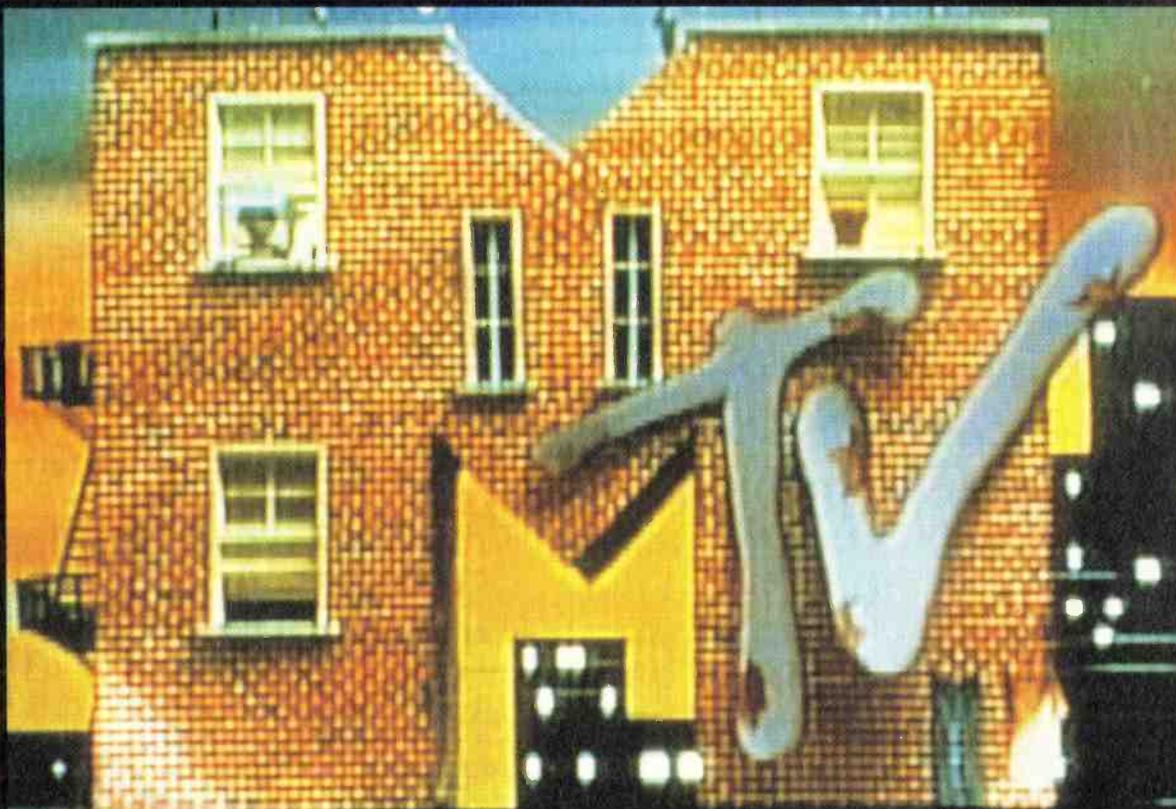
"I try to make it more than just a music programme," says Kramarz. "Every edition includes an interview, usually live, and we are always running features on issues related to the music."

As for the records, he makes a point of encouraging emerging talent, with as much as two-thirds of the show devoted to new tracks, divided equally between the latest releases from established acts and the work of "unknowns". For the remaining third he falls back on established and classic tracks, thrash, trash and speed all feature alongside "softer" hard rock. German bands are particularly

THE MOST SUCCESSFUL METAL BAND OF 1990



NEW SINGLE - BRING YOUR DAUGHTER ... TO THE SLAUGHTER - RELEASED 24th DECEMBER



MUSIC TELEVISION™

RIGHT UP YOUR STREET

MTV EUROPE
CENTRO HOUSE
20-23 MANDELA STREET
LONDON NW1 0DU
TEL: 71 383 4250

MTV EUROPE
RAADHUISSTRAAT 52
1016 DG AMSTERDAM
HOLLAND
TEL: 31 20 20 3393

MTV EUROPE
12 RUE CLAPEYRON
75008 PARIS
FRANCE
TEL: 331 429 42729

MTV EUROPE
C/O MONDIAL PROMOTIONS
71 GRAMMOU STREET
15124 MAROUSSI
ATHENS
GREECE
TEL: 301 805 2986

MTV EUROPE C/O GSP FILM
ODENGATAN 104
11322 STOCKHOLM
SWEDEN
TEL: 46 83 37701

MTV EUROPE
WIDENMAYERSTRASSE 18/R9
8000 MUNICH 22
GERMANY
TEL: 49 89 29 8866

MTV EUROPE
VIA SANTA MARTA 12
20123 MILAN
ITALY
TEL: 392 863048

"Stop, hammer time"

—M.C. Hammer

Brought to you by

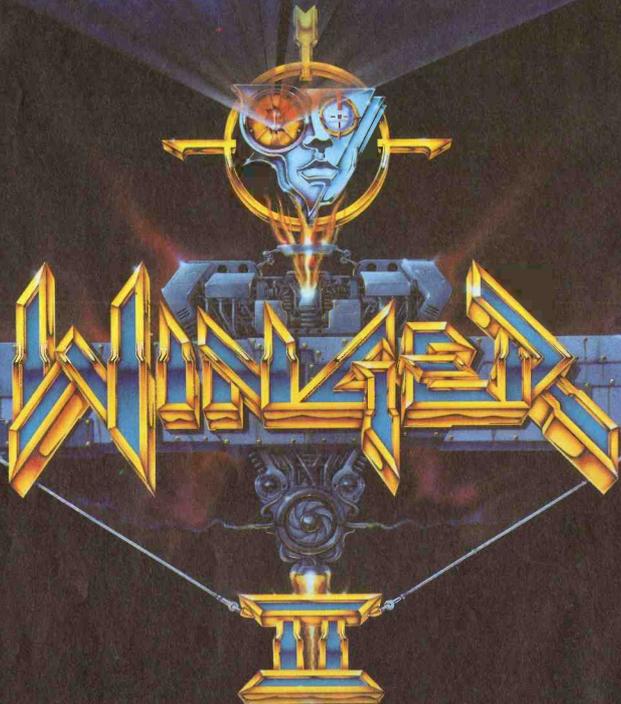


MUSIC TELEVISION®

© 1990 MTV Networks. All rights reserved.
© 1989 Lyrics courtesy of Bust It Publishing
and Stone City Music. All rights reserved.

THE ALBUM IS . . .

IN THE HEART OF THE YOUNG



THE SINGLE IS . . . 'MILES AWAY'
But you can find it on the CD sampler enclosed with this issue

ON TOUR WITH THE SCORPIONS

DECEMBER 1990

1	Zetra Hall/SARAJEVO, YUGOSLAVIA
2	Dom Sportova/ZAGREB, YUGOSLAVIA
3	Sportthalle/BUDAPEST, HUNGARY
5+6	Deutschlandhalle/BERLIN, GERMANY
8+9	Sportthalle/HAMBURG, GERMANY
11	Omnisports De Berry/PARIS, FRANCE
12	Westfaliahalle/DORTMUND, GERMANY
15	Hallenstadion/ZURICH, SWITZERLAND
16	Hörsaalhalle/FRIEDRICHSHAFEN, GERMANY
17	Maimarkthalle/MANNHEIM, GERMANY

19	Halle Munsterland/MUNSTER, GERMANY
20	Frankenhalle/WÜRZBURG, GERMANY
21	Eissportthalle/KASSEL, GERMANY
27	Festhalle/FRANKFURT, GERMANY
28	Olympiahalle/MÜNCHEN, GERMANY
31	Schleyerhalle/STUTTGART, GERMANY

JANUARY 1991

3	Saarlandhalle/SAARBRÜCKEN, GERMANY
---	------------------------------------

4	Weiser-Eng-Halle/OLDENBURG, GERMANY
6	Palais Des Sports/MALMOÛSE, FRANCE
9	S.E.C./GLASGOW, UK
11	N.E.C./BIRMINGHAM, UK
12	Wembley/LONDON, UK
14+15	Abyr/ROTTERDAM, HOLLAND
17	Volleyhall/KØPENHAGEN, DENMARK
21	Isohallen/HELSINKI, FINLAND
23	Byhallen/OSLO, NORWAY
25	The Globe/STOCKHOLM, SWEDEN
26	Scandinavium/GÖTEBORG, SWEDEN



LOUD 'N' PROUD

Aiming For Hard And Heavy Airplay

Traditionally ignored by mainstream radio, hard rock has, perhaps, the most loyal fan base of any popular music genre.

Chris White speaks to a cross section of heavy metal labels about how they are promoting this winter's priority releases.

A&M RECORDS

Priority releases:

- Extreme, *Pornograffiti*

Label manager Bert de Ruiter: "Our priority developing act in this area at the moment are Extreme, and we're currently working their second album. Although they are hard rock in style, their songs are very melodic. The current single *Decadence Dance* is, in my opinion, suitable for specialist programmes as well as daytime radio."

"Numu Bettecourt, the band's guitar player, who has worked with Janet Jackson, and vocalist Gary Cherone will be doing promotion in Norway, Italy, Germany and Holland during late December, and a concert tour is being lined up for February."

"Obviously radio and press is very important to breaking the band, and we are using Flying Rockman who are targeting the specialised programmes and press initially, and from there aim towards a wider audience base. If there was more formatted radio, it would certainly be an effective

promotional tool for us and I also believe that MTV can be of enormous help in establishing acts like Extreme."

BMG/RCA Hamburg

Priority releases:

- Zed Yago, title disc
- Craft, *No Tricks Just Kicks*

Exploitation manager Kai Manke: "These two priority acts are both German, and in both cases it is their second album release so we are building on earlier success. Zed Yago will be touring in support of their LP in January but Craft will be holding back until after the release of *No Tricks Just Kicks*."

"Radio promotion is important but the problem of course is that most stations won't play this kind of music. In Germany there are many music shows on television, but again, hard rock is usually ignored, so touring is often the best way to promote the acts. The hard rock press is also an important part of marketing strategy, particularly through reviews and advertising campaigns."

CBS

Priority releases:

- Katmandu, the
- Motorhead, the
- Cycle Sluts From Hell, the
- Screaming Tees, the
- Pink Cream 69, the
- Warrant, *Cherry Pie*
- Judas Priest, *Painkiller*



Katmandu

- Pretty Maids, *In Sanctus Claws* (Christmas EP)
- Depp Jones, *Return To Caramba*
- Sanctuary, *Into The Mirror Black*
- Living Colour, *Times Up*.
- Dream Police, (CBS Norway)

album has sold more than 160,000 units in Germany and Danish hard rock band Pretty Maids who have gigs lined up in Germany and Scandinavia. Living Colour's single *Love Rears Its Ugly Head* has just been released in Europe. They are currently working on putting together a major European tour for spring."



Pink Cream 69

EAST WEST

Priority releases:

- Winger, *Winger* (Atlantic)
- Beggars And Thieves, *Beggars & Thieves* (Atlantic)
- Led Zeppelin, *Remasters* (Atlantic)
- AC/DC, *The Razor's Edge* (Atco)
- Sisters Of Mercy, *Vision Thing* (East West)

East West international A&R manager Dante Benuto: "All our heavy and hard rock releases are treated as priorities, although we have become selective about what we put out. Traditionally, the company has a tremendous track record for success in this area of music."

"It would be the ultimate thing to have a 24-hour rock station in the UK but I don't think that there is much prospect of that. BBC Radio 1 should certainly allocate more airplay time to heavy rock, particularly during the day. DIs like Alan Freeman and Tommy Vance are very supportive, and we certainly don't



Extreme

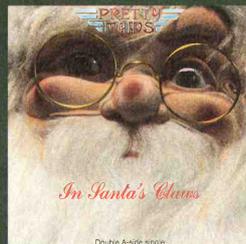
Artist and marketing director CBS International Gary Williams: "We have several hard rock releases scheduled for January, including several new acts: Katmandu, a new band featuring Dave King, the former Fastway lead singer; Motorhead (who will be touring Europe early next year); all-women hard rock band Cycle Sluts From Hell; Los Angeles-based Screaming Trees, and German hard rock band Pink Cream 69."

"Other priorities are bands that have new albums already out. These include US band Warrant, Judas Priest, whose current

continues on page 510

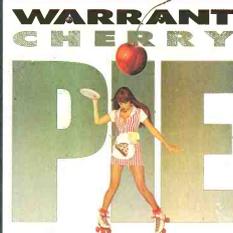
THREE VERY LOUD & PROUD

Featured on the CD
available in this issue



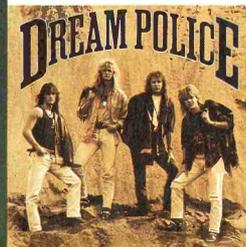
**PRETTY MAIDS
A Merry Jingle /
In Santa's Claws**

This is a special Christmas single available on 7" and a 4 track / 12" single. All tracks have never been released before and do not appear on any album.



**WARRANT
I Saw Red**

The second single from the US top 10 album "Cherry Pie". Warrant are currently on a massive American tour. They are expected to come to Europe early next year.



**DREAM POLICE
Hot Legs**

A great new hardrock band from Norway. Initial press and radio reactions in Norway are very good. Album also contains fantastic ballads like "When The Sun Goes Down".



Sisters Of Mercy

continued from page 57

neglect the ILR stations because they can be great allies.

"Generally, it's obviously great to get airplay but it should never be relied upon. Touring is still one of the keys to success, and a lot of thought goes into the actual packaging of the product... things like coloured vinyl, poster bags and flexi-discs inserted into magazines are very effective, but it has to be done in a credible way. The fans can soon see through any hype!"

EMI RECORDS UK

Priority releases:

- Iron Maiden, *No Prayer For The Dying*
- Queen, *Innuendo*
- Queensryche, *Empire*



Winger

difficult for the lesser known acts. With this kind of music, because of the lack of radio exposure, it is much more of a marketing job, releasing the product in different formats.

"The new Queen album is due in January; their last album sold 1.4 million units in Europe and there will be a massive campaign for *Innuendo*. Queen, like Iron



Iron Maiden

UK international marketing manager for Europe, Neil Cox: "The latest Iron Maiden album had already sold more than 500,000 units in Europe, excluding the UK, and we are aiming for at least 750,000 sales by the end of the group's current European tour.

"The band are EMI UK's number one priority heavy metal act, and they are huge sellers in spite of the lack of radio airplay. They do get some late-night airplay, but they can manage without it.

"Radio in Europe should be giving heavy metal music more airtime during the day because the music has a massive following and a lot of people are buying it. We are fortunate with a band like Iron Maiden because they already have a huge fan base but it can be

FM-Revolver

Priority releases:

- Crazyhead, *Some Kind Of Fever* (Black Records)
- Atom Seed, *Get In Line* (Heavy Metal Records)
- Bass Dance, *Loud* (Revolver Records)
- Funhouse, *Generation Generator* (Heavy Metal America)
- Lost Generation, *Midnight Meat Train* (Heavy Metal America)

MD Paul Birch: "Because of the lack of radio airplay support, promotion at retail level is still vitally important. What has to be remembered is that radio is not there to help record companies sell records but to satisfy listeners' demands. Of course what people want and like, and what they get, are two different things.

"I have noticed a significant in-

crease in interest in rock broadcasting among companies like ourselves. There are a lot of people who want to hear rock music on the radio, and their demands will have to be met eventually. FM-Revolver manages to get airplay on the specialist rock programmes, but it is not getting one play that really matters - it is getting repeated airplay. That's what



The Atom Seed makes an album into a big success at the end of the day!

ISLAND

Priority releases:

- Anthrax, *Persistence*

International press and promotions manager Ceri Nichols: "Our priority release in the heavy rock field is New Jersey trash metal band Anthrax who have had several gold status albums in the US. After several years of



Crazyhead

playing European festivals and tours, the band have been supporting Iron Maiden in Europe and we have worked the tour to full effect.

"About six weeks prior to the tour, band member Scott Ian did a two-week European press, radio and television promotional tour. By offering radio stations competitions, concert tickets and signed lithographs of the album sleeve we were able to break through the normal resistance to giving headline to metal.

"We have also tried to break beyond the idea of merely having videos of live footage on TV by making innovative approaches to radio and TV. For example, we successfully ran a competition in Holland under the caption, 'Anthrax will perform live in your home' and the band did in fact play a full live set in a garage in Hilversum.

"The event was covered in full by Tros TV and NCRV Radio,



Jingo de Lunch

and the same kind of event will be run in Milan with saturation coverage by VideoMusic, and in France with M6.

"More coverage of metal music on the airwaves to reflect this thriving growth area of youth music would indeed be welcome and, one would have thought, a natural response to demand. However we will continue to come up with innovative approaches until the inevitable happens."

PHONOGRAM GERMANY

Priority releases:

- Jingo de Lunch, *Underdog*.

International manager Astrid Selley: "We have no heavy metal releases in the last quarter of 1990 but Jingo de Lunch's *Underdog*, released in September is still being worked on as a priority. This Canadian band, fronted by Yvonne Ducksworth, was previously on an independent label and Jingo de Lunch have established a strong, reputation as one of the best heavy rock bands playing live in Germany.

"Unfortunately this music is scarcely being played on German radio although we are approaching all those stations with late-night heavy metal programmes. Heavy metal fans are the most loyal of all music fans, and should be catered for by radio, after all you can't read the music, it has to be heard. We would like to see the radio industry more rock-orientated, with more slots for hard and heavy music!"

(advertisement)

SLAUGHTER



STICK IT TO YA in 1991

Yes! Slaughter the only rock band to break in the USA in 1990 are set to do the same in Europe in '91. While album sales head for double platinum status in the USA, Slaughter themselves head for Europe.

See Slaughter 'Live' with Cinderella.

JANUARY

- 22nd Stadthalle, Offenbach
- 23rd Music Hall, Hanover
- 24th Docks Konzerte, Hamburg
- 27th Metropol, Berlin
- 28th Halle Gartlage, Osnabruck
- 29th Bisquithalle, Bonn
- 31st Eberthalle, Ludwigshafen

FEBRUARY

- 1st Jurahalle, Neumarket
- 3rd Forum, Ludwigsberg
- 4th Deutsches Museum, Munich
- 5th Eulachalle, Winterthur
- 6th Teles Stadtsel, Austria
- 8th Palasport, Florence
- 9th Palatrussadi, Milan
- 11th Elysee Montmarie, Paris
- 15th K. B. Hallen, Copenhagen
- 16th Annex, Stockholm

The Album 'STICK IT TO YA' LP/MC/CD

Chrysalis

POLYGRAM INTERNATIONAL

- Priority releases:
- Scorpions, *Crazy World* (Mercury)
 - Cinderella, *Heartbreak Station* (Vertigo)
 - Jon Bon Jovi, *Blaze Of Glory* (Vertigo)
 - Dirty Boy, *Bad Reputation* (Polydor)

Marketing manager US repertoire to UK/Europe, **Liz Brooks**: "I would like to see more consideration from radio towards programming accessible rock songs, even a superstar act like Bon Jovi don't have the across-the-board airplay they deserve. I'd also like to see more metal speciality shows, and in the UK in particular, there is an audience for an all-rock radio station."

"With most hard rock acts in Europe, radio airplay has traditionally been very hard to get so we have had to evolve alternative ways of selling these records and have circumvented the radio issue by going direct to the fans. Hard rock and heavy metal fans are a very informed, aware and dedicated audience, and if you can

isolate the other media which reach this audience it is possible to survive without radio support.

"Obviously it is always better to have that support and usually you end up going to radio with the tried and true power ballad, if there is one on the album. These aren't the massive business in Europe that they are in the US but can be smashes nonetheless. I'm lucky in having a number of really strong ballads this year on the albums I'm working. The Scorpions have a history of classic hits like *Still Loving You* and there is a track on this album called *Wind Of Change* which fits that category. The current Bon Jovi single *Miracle* is also a ballad.

"If there isn't a radio-friendly track on the album, the only radio outlet is speciality shows and there just aren't enough of them in Europe. So, it is really down to alternative means of exposure including press, retail and television, both national video shows and the pan-European cables."

WARNER MUSIC

- Priority releases:
- David Lee Roth, *the* (Warner)

(advertisement)

- Notorious, *Notorius* (East West)
- Glen Hughes, *the* (Geffen)
- Outfield, *Diamond Days* (Geffen)
- White Lion, *the* (Atlantic)
- Skid Row, *the* (Atlantic)
- Faster Pussycat, *the* (Elektra)
- Enuff 'z' Enuff, *the*

Marketing manager at Warner Music Europe, **Lars Toft**: "The amount of radio airplay is without question a very important tool in bringing an act to the marketplace. Looking at Europe there are still many markets without TV possibilities, both in terms of promotional and commercial TV, so consumer marketing on the radio is the most direct route to the consumer."

"On the other hand there is a tendency to give promotion and live appearances a higher status when comparing the two, especially when it comes to developing acts who are often viewed as 'working bands'. Radio, though, remains the most important crossover tool from hard rock to the mainstream audience."

"The obvious choice in terms

of targeting radio stations is the stations that run specialised programmes with DJs that play hard rock in particular. Unfortunately there are no network stations with a hard rock format so specialised radio is the way to air hard rock acts and it is also these DJs that are serviced with promo samples, biographies etc.

"The problem in most territories, including the UK, is that there is no hard rock format to be found in national and private network radios. We would like to see the future development of a network of private stations which would have a similar format to the specialist hard rock press."

"Most of our priority acts this winter are bands that have already had a lot of success but obviously new signings like Notorious, who are having immense success in the US and are getting good airplay on the single in Europe, are also being worked as priorities. Touring and promotion work can also be a reason for working the acts, however, tours are planned around new releases to aid sales and not the other way around!"

THE FLYING ROCKMAN, THE LEADING PAN-EUROPEAN HEAVY METAL PROMOTION & MARKETING COMPANY OFFERS EUROPEAN DJ'S A UNIQUE OPPORTUNITY TO WIN A:

LOUD & PROUD GUITAR

AUTOGRAPHED BY EXTREME'S NUNO BETTENCOURT



MY CHOICE FOR THE SINGLE FROM THE EXTREME II 'PORNograffiti' ALBUM IS:

NAME: STATION:
 ADDRESS: FAX:
 PHONE:

FLYING ROCKMAN C/O THE FLYING DUTCHMAN BV, P.O. BOX 9027,
 1006 AA AMSTERDAM HOLLAND TEL: (+31) 20.6691981, FAX: (+31) 20.170856

PORNOGRAFFITI
 (A Funked Up Fairy Tale)

"Musikkj on täysin vastustamaton sekoitus tanssirytmjeja, heavyä ja huumoria. Tästä mie tykkään!" HUPHA (FINLAND)

"Super! besticht durch seine abwechslungs!" JM DOK - RADIO FM (GERMANY)

"Extreme gegen das Stinknormale nomen est omen!!!" JOHN DE GRAAF - O3 RADIO (GERMANY)

"Voor iedereen die van enthousiaste, vrolijke rock houdt is Extreme een must!" MARK VAN SCHIECK - OOR MAGAZINE (HOLLAND)

"Extreme is one of the most promising US-Hardrock acts, No doubt about it!" ALEX GERHARDT - BRABO (GERMANY)

"The best Van Halen music since Van Halen, or maybe even better!" HAROLD HUTO - O3 (AUSTRIA)

"Absolutely Fantastic!" WIKESSA WAARWICK (FIN)

"Prädikat: 'Extreme' empfehlenswert!" GESJA INDER-STR (GERMANY)

"Gewoon onwijs gaa!" INGEL - WARA RADIO (HOLLAND)

"Staat als een huis; nuno mag blijven!" ADRIAN HÄNDENBERG - WHITESNAKE

"Ohne Zweifel, die Album ist ein extremes Abenteuer" DETLEF WILDBRANDT - METAL HÄMMER (GERMANY)

"... If you wanna do an album where you presit to mix Hard Rock, Funk, The Devil and his laund, this is the way it should be done, with cleverness, drift and good humour, and it works. I'm blown away ..."

SIZANNE JUNG - SLITZ MAGAZINE (SWITZER)



DECEMBER 16 - DECEMBER 21, GUITARIST - NUNO BETTENCOURT & SINGER GARY CHERONE
 PROMO TOUR: ITALY, NORWAY, GERMANY AND HOLLAND.

EXPECT EXTREME 'LIVE' IN EUROPE EARLY NEXT YEAR

Putting Hard Rock In The Picture

As video becomes an increasingly important format, the hard rock video magazine is also growing in popularity. Paul Andrews looks at the latest developments.

"The sales potential of heavy rock on video is probably greater than for any other genre, as a proportion of sales across all formats."

That is how Martin Smith, sales and marketing manager of independent rock video producer and distributor Fotodisk, sums up the appeal of his business. A hard core of dedicated metal fans and underexposure on broadcast TV, he explains, have combined to create a ready-made niche for Fotodisk, and a big market for larger companies with a heavy rock roster on video.

"Heavy Metal is probably the only truly international ongoing popular music genre," continues Smith. "But it is also generally recognised as one of the music types worst served by TV and radio.

A single market

"There's a very strong following, but until video came along, their access to it was very poor, apart from going to live concerts. Even with MTV, unless they stay up until 03.00, the likelihood of seeing anyone other than Bon Jovi is very slim indeed."

That's why Fotodisk moved into the home video market some 18 months ago, from a background producing rock interview picture discs. The company now releases three or four titles a month, mainly concert footage shot by its own production unit of bands such as Celtic Frost, Napalm Death, Cream, Tiger Tailz, Gwar and Coroner.

A pan-European distribution network has already been set up, via similarly independent firms such as SPV in Germany, Boudisque in the Benelux and VCI in Spain.

This international angle is important: heavy rock seems to have a far greater appeal in many parts of continental Europe, compared to other forms of music, than it does in the UK. With video itself still not as well established in Bri-

tain, Smith feels rock could be a leading force in building a wider market for the format.

"There has been a little caution from most territories," he says. "The initial battle overseas is not whether there's a huge market for rock, but whether they can sell music video at all. Once they do get involved, our distributors have usually found that there is a genuine market.

He considers the German-speaking territories especially fertile, and even Iceland, into which the company has just moved. "There's something like a 70% penetration of VCRs into households there, and a few weeks ago Whitesnake played live to about 35,000 people, which as a proportion of the population [circa 250,000] is enormous. Just put those two facts together and you can see the potential!"

Another area of "enormous potential" is Eastern Europe. Despite the administrative and technical problems (the need to manufacture tapes on a non-standard Secam format), Fotodisk plans "to be moving in there as quickly as possible".

Meanwhile, though, its latest project is in a different direction, with a bimonthly magazine, *Metal X3*, the second edition of which has just been released.

Competition

This is no less than the third such example of a video product that heavy metal really has made its own. Market leader *Hard 'N' Heavy*, distributed by MCEG Virgin Vision, has now reached its 10th issue; BMG's *Metalhead* is at Volume Two.

"It's a format that suits metal down to the ground," says Virgin music video manager John Paisley. "There's a solid fan base that will buy the vast bulk of product. Metal fans are very loyal, obsessive almost!"

Their devotion has pushed *Hard 'N' Heavy*'s sales up to a claimed 12,000 per issue, in the UK alone. Its identity has been built up through ventures such as the sponsorship of the Donington Monsters Of Rock festival - which in return netted exclusive footage of one of rock's most prestigious and star-studded occasions.

Paisley, too, concedes the magazine's success owes more than a little to the lack of such

material in the other electronic media: effectively, *Hard 'N' Heavy* takes the place of a regular metal show on broadcast TV.

At BMG, VP Adrian Workman stresses the notion that the metal magazines are as much "publications" as a conventional music paper. "They're regular, varied, interesting and up-to-date - and they have to be all those to be successful!"

"The directions of these magazines are diverse; if you look at them they have their editorial stances. Once the consumer recognises that he'll make his choice. And I think with the heavy metal boys being such prolific consumers, a lot will buy two or even all three, to get a fuller picture. They often already get all the [written] mags!"

Taking the fans seriously

But he admits that *Metalhead*'s sales are still "building". "We have doubted our sales from the first to the second issue, which is encouraging - though it didn't take much. But as with any new publication it will really take five or six issues to get off the ground!"

One factor that might jolt *Hard 'N' Heavy*'s ascendancy is the

recent sudden departure of founder and editor-in-chief Harry Doherty. He left in a row over plans to feature a "video pin-up" calendar in the Christmas issue.

Both Virgin and the producers, Directors International Video, deny any hint of incoherence in the sequence. However, it, and the surrounding argument, highlight the question of how seriously rock fans are really taken, even by those who do service them. Martin Smith has strong feelings on the subject.

"For a long time, heavy rock fans have been underestimated in terms of their intelligence level, even by those who do try to cater for them in the video field as much as elsewhere. The rock fan takes his music seriously; I believe he really likes to see people who are making serious comments about the artists and the music in general, rather than this 'tits and bums' attitude.

"I think that makes ours the better product, and will be the secret of our success. It's a lesson the others would do well to learn - they should work out a way of talking to their consumers without being patronising. The whole rock video industry would be better for it!"

METALHEAD VOLUME II - BMG VIDEO

- Feature - Aerosmith on Hollywood's Rock Walk Of Fame
- World Series Of Rock - Whitesnake, Great White and Skid Row live
- Backlash - Live at the Hollywood Palace
- Extreme - In the studio with producer Mike Wagner
- Muttage - with Pretty Boy Floyd
- Clip - Dead On, Beat A White Horse
- Interview - Circus Of Power
- London Quireboys - Live at the Rainbow Bar & Grill
- Feature - House Of Lords in the studio
- Feature - "B-O-F From Hell" (hard metal gig road)
- Feature - Grand Prix, with surprise guests
- Saxon - Live at Mildenhall Festival

METAL X3 VOLUME III - FOTODISK VIDEO

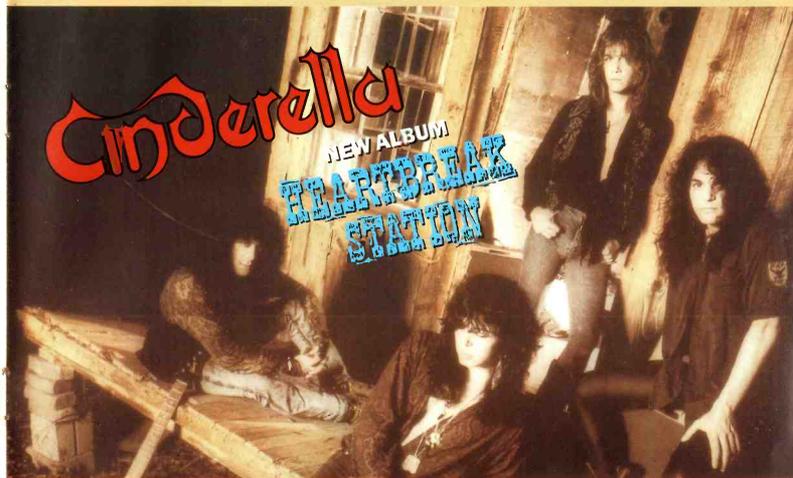
(Anticipated highlights for February release - full track listing tbc)

- Interview/clip - Anthrax
- Interview/clip - Warman
- Interview/clip excerpt - Scorpions
- Feature - Cinderella on the road
- Interview/clip - Fishbone
- Feature - The All-Stars
- Feature - Horror movies, literature and heavy metal

HARD 'N' HEAVY VOLUME 10 - MCEG VIRGIN VISION

- Classic clip - AC/DC, Who Made Who
- Clip - Suicidal Tendencies, You Can't Bring Me Down
- Clip - Megadeth, Holy Wars
- Clip - Living Colour, Flys
- Clip - Ozzy Osbourne, Crazy Train
- Clip - Stripes, Shinin' Star
- Metal Blade Special - featuring DRI, Armored Saint, Pates Warning, Gwar, Nevada Beach
- Clip - Jane's Addiction, Stop
- Clip - Vixen, How Much Love
- Unsigned band - Loud And Clear, Waiting For The Road
- Feature - Camarillo
- Clip - Extreme, Decadence Dance
- New clip - Little Angels, Kickin' Lip Twist
- Clip - Queensrÿche, Empire
- Donington Monsters Of Rock - Thunder, London Quireboys, Poison, Aerosmith, Whitesnake live

SERIOUS ROCK



SCORPIONS

THE NEW ALBUM
CRAZY WORLD

PRODUCED BY KEITH OLSEN AND SCORPIONS

INCLUDES
TEASE ME PLEASE ME • WIND OF CHANGE
DON'T BELIEVE HER

OUT NOW