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Paul Burger, Vice President, Marketing and Sales, Europe. (CBS Records International)

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Volume 5 Issue 22 May 14 1988

Virgin Buys Majority Stake In Super
by Cathy Inglis

London - The turbulence at Super Channel has reached a new peak. Managing Director, Richard Hooper, is to step down and Robert Devereux, Managing Director of Virgin Communications, is to take over as Executive Chairman.

The Virgin Group has confirmed that it will increase its stake in Super Channel to between 40-45%. This dilution and recapitalisation of the current shareholders is possible because London Weekend Television (LWT) and Central TV are waiving their stakes in the channel. All changes are subject to approval at an emergency shareholders meeting on May 12.

LWT and Central would maintain a maximum 5% holding in Super, Granada and Yorkshire 20% each, TYS 10% and Anglia just over 5%. A new funding of £2.500.000 is to be raised from all the shareholders by means of a rights issue.

William Whitworth, Head of Corporate PR Virgin, said that cutting costs would be a priority. He did not rule out the possibility of redundancies.

The Hague - Delegates at the biannual meeting of the Administrative Council of CISAC (International Confederation Of Societies Of Authors & Composers) have issued a strong statement against certain provisions in the EEC's "Television Without Frontiers" paper.

The directive states that the EEC wants to install a compulsory arbitration system in the event of a disagreement between the cable operators and rights owners. CISAC is opposed to non-voluntary licensing systems and states that authors should freely negotiate the conditions under which their work is exploited. This right, says the statement, cannot be denied and any compulsory judgement is therefore unacceptable.

According to CISAC, "the construction of Europe should not take place by ignoring or levelling down the cultural rights established by the various nations of Europe, but by integrating, harmonising and strengthening existing rights."
BMG To Revitalise RCA

by Peter Jones

Munich - Immediate plans for the Bertelsmann Music Group (BMG) include a bid to revitalize the RCA label as a major international product source, expansion of the music publishing division, and an overall cutting of costs.

Michael Dorenmann and Monti Luethner, joint heads of BMG, have reported sales of some £444 million in the 1986-87 financial year, and they stress that the performance of RCA since Bertelsmann took over has "exceeded all expectations".

RCA has increased its country music share and now leads the field in this genre in Germany. The performance of Munich-based BMG/Ariola in the German-language territories was the best ever in 1986-87. Ariola increased its German market share to 19.5% via the budget line Ariola Express. In Hamburg, BMG/Ariola did well, gaining 4% of the German market.

Dorenmann and Luethner also report satisfactory progress for the Austrian and Swiss companies and noted that the UK company took top position in the singles market for the first time. They also said that the French company is currently undergoing restructuring and BMG in Spain took top position with Spanish-language repertoire.

Switzerland Wins Eurovision '88

Zurich - The Eurovision Song Contest winner is Celine Dion of Switzerland. Dion's winning title Ne Parlez Pas Sans Moi has already been released by Carrere in seven European countries and by Mega Records in Scandinavia. Negotiations are going on with PolyGram for the UK.

In Germany, Teldec has signed a contract for the distribution of Dion's song just two days before she won the finals. Teldec has already released the original French version of the song in the German-speaking territories and Dion will appear on the ZDF TV show 'Wetten Dass' on May 14 to present the English version, Hand In Hand.

Carrere have just released the compilation LP, The Best Of Celine Dion, in Switzerland, France and the Benelux. The next step will be the release of her Canadian album Incognito in several European territories. And then, in the autumn, the French-Canadian singer will record her first English-language LP for which she

Soviet Deals More Fruitful

London - Relationships between the Soviet state-run record company Molodiya and its various European licensees are much more fruitful these days because deals are being set up direct instead of through the state trading companies.

Soviet Deals through the state trading companies.

Still in France, the three million shareholders of La Cinq - René Marisat, Jeanne Neyssax and Sylvia Bidoux - have agreed to give the airing TV channel an extra FFr 300 million bringing their total capital investment up to FFr 1.3 billion.

And, looking back to Berlussioni, this unfortunate exploder of media opportunities is off to Moscow to sign a deal giving his Polibit media company exclusive rights to sell European advertising on Russian TV, breaking the monopoly. Advertising will be restricted to European companies operating in the Soviet Union.

New body will appear to co-ordinate the use of carriers when Spain gets its private TV channels. As, unlike most European countries, this job does not fall within the jurisdiction of the government telecommunications department in Spain. The first private are expected to be on air in two years and will initially cover 50% of the country's population.

The BBC is to pay an out of court settlement of £14 million compensation to the British Antwerpse, CEC, United Satellite consortium for pulling out of the DBS project which the IBA eventually awarded to BSkyB.

Discommunications in Brussels on the future of commercial TV in Flanders have broken down with a decision by local stations. But the future of the region's first commercial broadcaster, Vlaamse Televisie Maatschappij (VTV), looks secure and the company is currently hiring staff.

Don't Miss His New Album OTHER ROADS

Featuring The Single HEART OF MINE

OTHER ROADS - Available On CD/15MC

MUSIC & MEDIA - May 14, 1988
**Pan-European News**

**Much Success At MIP-TV**

by Alex Davulrua

Cannes - A major new TV series from Tyne Tees TV (UK) and Jim ‘Moppets’ Henson was announced at MIP-TV in Cannes last month. As the series will be the first really big puppet series, the programmes will feature filmed inserts of top pop stars.

The 13 half-hour episodes of the ‘Ghosts Of Faffner Hall’ will be produced in Tyne Tees’ Newcastle studios and on location. The first show is set for production in August. The series is going to do a lot for music programming. We’re very excited about working with Henson.”

**Satellites Welcome Dutch Ruling**

The European satellite channels have welcomed last week’s ruling from the European Court Of Justice (ECJ) which could open up the market to more satellite broadcasters (see last week’s M&M). According to Euroclips, Holland’s Media Minister Eelco Schlagman, Advertising Sales Manager for Tyne Tees TV, said that the court ruling would enable the Dutch to compete with other countries.

Joni Styys, Managing Director of Sky Channel, said that they welcomed the decision, but did not feel that any great advertising bonanza would result from it. “Only about 8% of advertising revenue in Holland is spent on radio and TV, and that’s at an all-time low.”

At Super Channel, Mike Schlagman, Advertising Sales Director, says: “Anything that helps competition is good news. It won’t necessarily mean a flood of advertising but it will enable the Dutch to compete with other countries.”

**Jackson’s UK Tour Profits Go To Charity**

by Sally Davies

London - It is not just the audience who will benefit from Michael Jackson’s UK tour; profits from his concert at Wembley Stadium will go to the Great Ormond Street Children’s Hospital.

Jackson is playing seven nights at Wembley on July 27—30, 1987. The concerts will be televised live by ABC and syndicated to more than 200 stations worldwide. The concerts will be televised live by ABC and syndicated to more than 200 stations worldwide.

The concert at Wembley will also be re-promoted by the upcoming album on TV and will release a new single, “Dirty Diana”, next month.

**IBA Proposal Threatens Small Stations**

by Edwin Rodell

London - Britain’s 48 commercial radio stations may be the transmitters, they which currently buy their transmitters at zero down payments under a deal approved by the Association of Independent Commercial Radio (AIRC) last week.

The IBA’s Independent Broadcasters Authority, which operate 140 FM and AM transmitters, will sell all of the new one-hour programmes filmed by the BBC, “Mercury Live At The Seaside” and a one-hour special on T’Pau made by Limelight last month.

Other top sellers for Radio Visi...
**IBA江斯和over**

Britain’s IBA (Independent Broadcasting Authority) which is under fire from the government on a number of fronts, has again clashed with the government over the licence fee.

Last week the IBA revealed its plans for taking independent television and radio out of the state sector, to raise development capital, but there was strong opposition to government plans to auction off TV franchises and privatise Channel 4.

The IBA also said it was opposed to the creation of a Broadcasting Standards Council which would have the right to view controversial programmes in advance. Lord Thomson, the IBA Chairman who retires later this year, reportedly told Home Secretary Nigel Green that he would resign early if the BSC was given these powers.

Instead, the government proposals the IBA will lose its control of commercial radio at the end of next year. Many are interpreting the latest events as a final effort by the authority to assert its independence prior to new legislation on television which will reduce its role still further.

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**New Indies Deal For ITV**

The IBA (Independent Broadcasting Authority) has settled a long-running dispute by publishing guidelines for the terms which it expects TV companies to adopt in their dealings with independent producers.

Main points of the guidelines are:

- Propose production fee of between 5% and 12% of post-production budgets and an agreed framework for distribution rights for programmes.

ITV companies and the Independent Production Producers Association have accepted the IBA’s agreement. The IPPA had earlier broken off talks with ITV, having already concluded a similar deal with the BBC.

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**Cash Boost For BBC**

Peake-time BBC TV will get an extra £225 million to enhance the quality and range of its programme and there will be resources for more independent TV productions by 1991, announced Director General Michael Checkland.

The cash comes from cuts in staffing levels, local radio operations and engineering and an increase in colour television licence revenue.

Radio 2 will improve its spoken content and there will be more resources for music and drama on Radio 3. The local radio network will be completed and regional broadcasting facilities extended, but the largest slice of the £40 million a year being allocated will go into improving current affairs and foreign news coverage.

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**Westside Signs B. Boy**

London - Morgan Khan’s Westside label has signed an exclusive distribution deal with the New York-based hip hop label B. Boy Records.

Westside will be marketing all future releases from B. Boy as well as the label’s back catalogue in the UK and the Benelux.

The first release under the deal will be a new double LP featuring the well known KRS-1 & Scott La Rock’s ‘Criminal Minded, Man & His Music and Hot Club Versions albums.

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**Goergens Attacks Private TV**

Hamburg - Germany’s largest owner of licences for film and TV series, has lost his DM 500 million bid for a controlling share in Europe’s biggest private TV concern, Axel Springer Verlag (ASV). Kirch and Springer are major shareholders in Sat 1 and Kirch’s interest in increasing his control of ASV is to have a guaranteed minimum disposal price.

The month-long financial battle ended when Axel Springer’s widow, Inge, agreed to buy ASV shares, estimated value DM 600 million, from a group which backed the Kirch deal.

Franz and Frieder Burda, who are themselves heirs to an other publishing empire, had agreed to combine their 25% share of ASV with shares owned or controlled by Kirch.

But the Springer heirs blocked Kirch’s plan to transform ASV (which also owns private radio and TV stations) into a German TV programme producer.

Kirch loses bid for Axel Springer control

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**New CBS Publishing Office**

Frankfurt - Three months after the re-establishment of a publishing arm (at Midem), CBS Music Publishing announced setting up of a new company, CBS Musikverlag, in Germany.

The new company, which will be administered by SBK until 1990, will develop local talent as a direct result of the re-establishment of the Frankfurt-based CBS record company.

It will be managed by Udo Kornmeier, who will also continue in his current position as the record company’s Director of Business Affairs.

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**Hi-Tech Swiss Exports**

Zurich - Swiss private radio stations are developing their own tailor-made computer systems which they may export to German broadcasters.

Radio Basick has a software programme which monitors the use of commercials and provides information and analyse which enforce the country’s stringent advertising laws.

Hier Accent was developed by specialists in Basel and is now used by Radio 24 in Zurich, Extra BE in Berne and Eulach in Winterthur. German stations in Kiel, Berlin and Munich are examining the programme to see if they can use it.
Alpha Blondy Faces Legal Action

Paris - The last-minute cancellation of three concerts by the EMI-signed Alpha Blondy is likely to end in a law suit. The African singer's actions have caused widespread consequences and tour manager Alain Lahana has had to cancel five weeks worth of European gigs as well as appearances in numerous summer festivals, at considerable cost to several parties.

Blondy is currently in hospital suffering from a nervous breakdown. "There is still a lot I need to know," says Lahana. "I will have to wait until Alpha comes out of hospital, but unless he comes up with a very good explanation, I will probably be forced to take legal proceedings."

Danny Goldschmidt, A&R Manager EMI Parfie Mariolini France, explained that Blondy's rise from impoverished orphan to pop star had left him nervous and insecure. "Just before the Paris gig, Blondy had returned from a disastrous tour of the US where his tour agent was killed in a car accident and his replacement did not play the music."

But Blondy's last-minute refusal to go on stage at Le Zenith in Paris was "unprofessional" said NRJ's Max Guazzini who had sponsored the three sold-out concerts. "An artist owes his fans some respect and we have therefore taken the decision never to sponsor any of his gigs again."

Although Alpha's single, Sweet Santa Dada, has been taken off the NRI playlist, Guazzini says it is normal procedure to stop playing an artist at the end of their tour.

De Luz Explains Market Boom

A boom in the French music market, which increased turnover by 12% in the first three months of 1988 compared with the same period last year, is due to a lowered tax rate. CD sales, which increased 93% and 43% respectively, have set an industry record but hopes the domestic market is "just starting to reveal its full potential."

CD turnover was up 93% and cassettes up 40% while LPs fell by 3.8% and singles by 5.7%. In terms of volume, CD sales were up 133% to 5.2 million and cassettes up 35% to 5.9 million while LPs were down 3.5% to 4.5 million and singles down 5.2% to 11.6 million.

But while De Luz is uncertain whether the market growth is a temporary reaction or a long-term development, he hopes the domestic market is "just starting to reveal its full potential."

Dutch To Boost Cassettes

Amsterdam - The Dutch rock industry is to mount a £2 500000 campaign this summer to boost cassette sales in Holland. The drive has been organised by the Dutch 10 Days Record Fair, a group supported by national IFPI group NVPI and retailers' trade group NVJID.

The campaign will be launched at a special price of £1.95 each to anyone buying a cassette up to August 13 at a special price of £1.95 each to anyone buying a cassette up to August 13.

Two 15-track compilation cassettes, covering pop and MOR, will be available from May 25 to August 13 at a special price of £1.96 each to anyone buying a pre-recorded cassette. Radio and TV will advertise the campaign.

Titles from 25 major acts such as Paul Simon, U2, Talking Heads and Terence Trent D'Arby will be available at £1.96 instead of the usual £2.70 and this will continue until summer 1989 with titles replaced every other month.

In some European markets pre-recorded cassettes account for 25% of industry turnover but in Holland the figure is only 12%.

Belgium's Record Turnover

Belgium's music industry achieved record turnover in 1989, beating the previous best year, 1979, with sales worth BF 2.3 billion. CD sales accounted for 45% of the total with 2.4 million "hi-tech" units according to the Belgian Association For The Phonographic Industry (SIBRESA).

But, despite a proposed law on authors' rights and the formation of a new authors' society (SABAM), SIBRESA Director Vincent Van Melle described the home taping situation as "critical" and calculated that 90% of the 12.5 million blank tapes sold in Belgium were used for home taping.

Van Melle said that a developing "political consciousness" had prompted the proposed law, which covered home taping and authors' rights, and the formation of a new authors' society (SABAM), SIBRESA Director Vincent Van Melle described the home taping situation as "critical" and calculated that 90% of the 12.5 million blank tapes sold in Belgium were used for home taping.

Belgium's market for cassettes is "just starting to reveal its full potential."

BENELUX

Jobs To Go At Philips

Amsterdam - Around 250 jobs are to go at the Philips/Dupont-owned PD Magnetics tape factory in Oosterhout, Holland, as a result of temporary losses of £ 1.5 million last year. The plant's problems stem from dumping of South Korean video tapes on the European market.

The plant has had persistent financial problems in recent years. A 1987 re-organisation reduced the workforce from 650 in 1984 to 450 and there were plants for West Germany's Agfa Gevaert to take over the factory. But the German firm pulled out and it was initially feared the plant would close.

Now Philips and Dupont say production can continue, on a drastically reduced scale, and they will invest a further 5.6 million in PD Magnetics on condition that only video tapes are produced. South Korean companies are reckoned to have at least a third of the European videotape market.

Jackson Goes Dutch

Media promotions, sales campaigns and retailer competitions will be used by CBS Holland to promote Michael Jackson's three gigs in Rotterdam in June. Top Dutch broadcaster Veronica will show two sets from the Rome gig in its Countdown programme on May 1 and retailers will win a trip to the London shows.

The record company are also flying some of the Dutch music press to Rome for the tour's first gig on May 23. The Dutch concerts will be at Rotterdam's Feyenoord Stadium which holds nearly 50,000; all tickets are sold out. Pepsi are the show sponsors while the Nissan car company have bought rights to use Jackson in their advertisements.

Musical News

Rob De Boer Productions, responsible for the 'Countdown' pop show on Sky Channel and on Holland's Veronica, is launching a music-related news feature for the Dutch current affairs programme 'Nieuwslijn', also shown on Veronica. The first programme was shot backstage during the Eurovision Song Contest in Dublin.
New-Sound Radio Monte Carlo
by Vittorio Castelli

Milan - Radio Monte Carlo (RMC) is updating its programm- me policy following Rete 105's acquisition of an 85% stake in the station in March. "Programming will not de- pend exclusively on playing hit singles," explains Jenny Human, from RMC's programming department. The station, which has been programming for four months on air, will retain its music and news for- mat with more adult-oriented music. The playlist will also in- clude more unusual material such as LP tracks."

The station's technical facilities are also being updated with FM transmitters currently under test that should increase RMC reception across Italy. The original launch date for the revamped station, early April, was postponed in order to "get everything perfect" says Human who emphasised the collabo- ration received from RMC staff who "offered as much enthusiasm and professionalism as possible."

As a foreign station protected by existing international pacts with the Italian government, RMC will avoid the troubles that plagued Rete 105 over interconnec- tion between stations (see M&M Issue 15) where a court ruling is still awaited.

SCANLADIA

ScanSat Is Most Popular Cable Service
by Martyn Valentine-Bignold

Scandinavia's newest satellite TV channel, ScanSat/TV3, is the most popular channel among cable subscribers in the region, beating Sky, Super Channel and national broadcasters after just four months on air. The channel's success has prompted programmers to extend transmission on weekdays with a morning broadcast from 06.30 to 07.30 hours aimed at children. Evening broadcasts include feature films, sport and serials.

MORE than 540,000 Scandi- navians tune into TV3 every day from a potential audience of 2,000,000 cable viewers. On a weekly basis 46%- 930,000 people - watch the channel according to a survey carried out by Gallup in Denmark and Norway and the Institute For Market Surveys (IMS) in Sweden.

Over 900,000 households in Scandinavia can receive TV3, re- presenting an estimated two mil- lion potential viewers. TV3's

Jackson's Soap Opera

Stockholm - CBS Sweden's pro- motion campaign for Michael Jackson's forthcoming Scandina- van tour features 'Bad' towels, bags and beachballs selling in record dealers, newsagents and grocery stores. Based around the album title, 'Bad', which is Swedish for 'bath', the record company is marketing several bathing arti- cles carrying the 'Bad' logo.

"This is the biggest in-store campaign we've ever been involv- ed with," says Kjell Andersson, CBS Sweden's Senior Promotions Manager. Together with sponsor Pepsi, 3,500 outlets will carry display material and competition forms. Lucky winners have a chance to attend the Jackson con- certs in Gothenburg's Erikshow- varvet venue on June 11 and 12.
Directing video clips for music artists has become a lucrative career for Jean-Baptiste Mondino, who has worked with the likes of David Bowie, Prince, Bryan Ferry, and others. Mondino started his career by shooting clips for local bands in his hometown of Paris before being noticed by the international music industry. He quickly rose to fame and has since directed music videos for some of the biggest names in the music industry, including Catherine Ringer, Peter Gabriel, and Gainsbourg. His work is characterized by its creativity and boldness, often pushing the boundaries of what is considered acceptable in music videos.

Mondino's approach to video direction is unique, as he believes that the video should be as important as the music. He has stated, "I believe that a video should stand on its own, and that it should have the same impact as the music. It's not just about showing the artist, but also about creating a story or a visual experience that complements the music." He has also been known to push boundaries and experiment with different techniques, such as using special effects and manipulating the images on screen.

One of his most well-known works is the music video for David Bowie's "Life on Mars?" which was shot in a dark, ominous atmosphere and featured Bowie in a dress, which was highly controversial at the time. Mondino has also directed music videos for artists such as Prince, Bryan Ferry, and Peter Gabriel, and his work has been recognized with numerous awards and nominations.

Despite his success, Mondino has remained humble and dedicated to his craft. He continues to push the boundaries of music videos and is always looking for new ways to comunicate his ideas and create visually stunning works. His work continues to influence the music industry and he is considered one of the most influential directors in the field.

However, Mondino's career has not been without controversy. He has been involved in several legal battles with record companies over the rights to his work, and he has also faced criticism for his experimental approach to music videos. Despite these challenges, Mondino continues to be a driving force in the music video industry, and his work continues to inspire and influence new generations of video directors.
MEDIA
MUSIC

The Effective Audiovisuals of Rob De Boer

Holland’s Rob de Boer makes one point very clear: "We’re not artists and we do not set trends; we just a company that makes audiovisuals.” His company, Rob De Boer Productions, produces clips quickly and cheaply. Output has increased dramatically, especially in recent months, since programmes have been outsourced as an independent producer for the Dutch broadcaster Veronica for two years ago.

"Whether you would call them clips, half-clips or live recordings is immaterial to the philosophy of my company."

Five hours of TV programmes are shot every week at De Boer’s headquarters in Bussum, Holland’s most fashionable and popular pop TV show; three hours for the ‘Countdown’, Holland’s most promising and popular pop TV show; three hours for the ‘Countdown’ slot on Sky Channel (broadcast on Fridays, Saturdays, and Sundays) and one hour for Veronica’s new music chart ‘Top 40’ show. On top of that De Boer produces video clips and studio recordings for pop acts. "We cut down on a lot of costs," says De Boer, "by using Tuesday’s ‘Countdown’ stage and lighting set-up for video clip productions. We work within a tight budget and use a permanent team of six for production, direction and stage design."

Although reluctant to specify the average clip budget, De Boer says this ranges between DFI 7,500 - 40,000, depending on the concept of the clip. Most of the clips involve audience participation (a formula also used on the ‘Countdown’ programme) and the link between lyrics and images is very direct.

This no-frills approach is best exemplified on the video for EMI Austrian artist Nazz Naoko’s ‘Land Of 1000 Dances’. A quick succession of images, a lot of enthusiasm from the band, swar and action. The frequent audience participation heightens the lively atmosphere. The style is simple but effective, shot in one day and edited in 20 hours.

Recently De Boer has made clips for Selena from Holland. Roxette from Sweden and Wol Maahn from Germany plus in-studio recordings for Rober Cray, Bruce Hornsby, Time Bandits and Richard. "None of their videos cost more than DFI 30,000," says De Boer. "Whether you would call them clips, half-clips or live recordings is immaterial to the philosophy of our company; what matters is the end result and the purpose it serves to our client, the record company. They have to get exposure for their new artists and our clip is part of the total package designed to present the artist and to have his or her personality come across in the best possible way.

"Our clip is part of the total package designed to present the artist and to have his or her personality come across in the best possible way."

UK Radio Tunes Into Sponsorship

"Sponsorship cannot be treated like spot advertising. Companies want sponsorship for broad marketing rather than target advertising."

O ne of the reasons for the massive growth in sponsorship is the IBA’s new relaxed approach to proposals which, until recently, would have ruled out. Although the IBA insist their rules have not changed, it is evident from recently-approved sponsorship packages that Independent Local Radio (ILR) stations enjoy a more liberal interpretation of the rules than their commercial TV counterparts.

Two years ago the Independent Broadcasting Authority (IBA) estimated the value of sponsorship, or ‘co-funding’ deals, at £ 500,000 to £ 600,000 per annum. This year an unofficial estimate puts the figure at almost £ 3,000,000. By 1990 it could be £ 6,000,000.

The Effective Audiovisuals Of Rob De Boer

For instance, the IBA recently allowed London news station LBC to broadcast a home improvement advice series paid for by Do-It-Yourself retailer Texas Home Care, in spite of the fact that the IBA rules say there should not be a close association between the sponsor’s business and the programme subject matter.

This contrasts with the IBA’s decision to forbid ITV companies from finding a sponsor for this summer’s Olympic Games coverage on Sky.

By 1990, the law determining radio sponsorship will disappear and be replaced by a much looser code, similar to that used in the cable television industry, when the new Radio Authority is established under a lighter framework of restrictions.

So the UK radio industry is now an attractive prospect for companies like Music Communications and Media (MCM), a London-based offshoot of one of Australia’s largest networking groups. After acquiring sole UK rights to represent US syndicators Westwood One, MCM announced a series of 13 concerts, featuring top line artists, sponsored by Coca Cola (see M&M issue 18). MCM refuse to reveal financial details, except that Coke will be taking two minutes of advertising in each hour-long show, but the total deal could be worth £ 500,000.

Doug Adkinson, MCM’s General Manager in Britain: "We see radio programme sponsorship in the UK and Europe as similar to Australia’s six or seven years ago and we have direct experience of that market." He believes the likely development of growing belief that there is little mileage in promotional slots for a sponsor. Too many mentions may make for poor programming and listener irritation.

Black Promotions Manager at LBC/RJR, believes that the subtle boundary between sponsorship and conventional advertising must be understood. "Sponsorship cannot be treated like spot advertising. Companies want sponsorship for broad marketing rather than target advertising."

Black says sponsored competitions fulfilling this requirement. One recent example was a competition, in association with Pegasus Holidays, offering four double holidays in St. Lucia. The competition was trailed extensively in the breakfast show, ran for 18 days and attracted over 11,000 entries.

Nescafe’s sponsorship of the ILR Network Chart Show is worth about £ 500,000 and Paul Gambaccini’s American Chart Show, sponsored by Pepsi, brings in an additional £ 200,000. Piccadilly Productions, currently negotiating a music package with British Telecomm, recently finished broadcasting a network series on Motown artists sponsored by Budweiser. Besides these major network projects in...
Almost three years ago Nescafe, the famous coffee brand, made both pop music and broadcasting history in the UK by becoming the first sponsor of a national radio programme, the Network Chart Show which goes out on the entire independent local radio (ILR) network. Has it been a worthwhile exercise and brought in the hoped for results? Allan Allbeury of Nestle, Nescafe’s parent company, says it has.

"We wanted to reach the 16-24 year-olds and it is difficult getting to that age group through either TV advertising, which is usually seen by an older age group, or mainstream publications like daily newspapers. The other big problem posed by that age group is that it is so desperate; you have

The aim is to make the coffee more fashionable, instead of being just a beverage. This is an investment for the 21st century."

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Nescafe’s sponsorship was worth £ 500,000 to the ILR radio stations over the first two years, and taking this together with Nescafe’s further promotional backing, the project represented a commitment of more than £ 1 million. Last year alone the sponsorship was worth £ 500,000, and Nescafe intends to continue its financial commitment.

"The sponsorship of the Network Chart Show has been very successful for us in that it has opened up several other avenues to get the name of Nescafe Coffee over to our target market. What we are doing is investing in the future, we certainly don’t expect dramatic increases in Nescafe sales overnight. The aim is to make the coffee more fashionable, instead of being just a beverage. This is an investment for the 21st century," Allbeury says.

He explains the reasons why Nescafe decided to get involved with the Network Chart Show.

"We could have sponsored pop concerts, tours or even individual bands but ideally wanted something that would be going on 52 weeks of the year.

Thanks to our coffee as stylish, and not just a beverage.

Research shows that around 60% of listeners to the Chart Show are aware of Nescafe. "We did some research into attitudes towards Nescafe among our target audience a while back. They were asked which brand names were looked upon as being modern and ones like Pepsi, Coca Cola and Lee Jeans came very high, and the two coffee names including Nescafe were very low. However there has been a significant shift of attitudes since the Network Chart Show, and in recent research Nescafe was in fourth position."

Apart from the Network Chart Show, Nescafe has also sponsored road tours with its presenter David 'Kid' Jensen. "We are also looking at ideas like compilation tapes, there are so many spin-offs. We have done some promotions with Sky Channel too. And Nescafe was involved in a minor way with 'The Rox' TV pop show since 'The Roxy' was using the Network Chart Show. There were some talks about Nescafe sponsoring the whole TV programme but the IBA was not very enthusiastic."

Attention adds: "With sponsorship you can’t just sit back and let it wash over, it has to be developed and worked upon constantly. With Nescafe’s sponsorship of the Network Chart Show, we are looking to our market of the future. It is too early to say whether it has affected consumption patterns. We are aiming at the youngsters of today because they are the adults of the next century. We want them to look upon our coffee as stylish, and not just a beverage."
Virgin Artists at Montreux 88

Charly Danone

Take Me To Bed (Blanco Y Negro) Spain. For all info contact 200-7077; 1x 98044

It seems that the production team behind this single has taken a leaf out of Stock, Aitken and Waterman's book. The same big, chugging bass sound and generally dominant keyboards. A strong box and an immensely programmable record.

Florence

No Cure No Pay (Durgco) Holland. For all info contact 02940-15321; tlx 14409

Every successful formula is bound to spawn its imitators and SAW are no exception. This is a really catchy disco number by 18 year-old Florence, in the current mould of dance floor material. A jolly song that stands every chance of being a smash hit this summer.

Real Man

Follow Me (Carrere) Belgium. For all info contact Theo Linder on 2-514079; tlx 15950

A cover of Amanda Lear’s 1977 hit with an absolutely huge sound. Lots of bold, brassy keyboards and catchy percussion plus one of the most up-front voices to be heard for a long time. A good number that will fill well into the modern daytime radio format.

Seventy ’Leven

Tell Me Why (Moga) Denmark. For all info contact Lene Olsen on 1-371411; tlx 19975

The first record by Norwegian pop/rock act Seventy ’Leven. A MOR song that is nearly rock but instead comes out more like Wham! with a heavyweight backing. Promising material with an international sound.

Jean-Louis Murat

Si Je Devais Manquer De Toi (Virgin) France. For all info contact Stephanie Giraud on 1-394946

A Frenchman doing what the French do best, crooning about the various problems of being in love. A carefully constructed ballad of some character helped in no small part by a first-class backing and a sizzling harmonica break.

Johnny Hammond

Shifting Gears (ACE) UK. For all info contact Donna Cotter on 1-453131; tlx 839805

A mid-tempo funk number with a refreshingly open and unsophisticated production and some instrumentals moving straight out of mid-70s soul hands like The Temptations or The Isley Brothers. A record with a good hook and plenty of personality in a world full of anonymous contemporaries.

Wimber X

No Glamorous (PMW) Sweden. For all info contact 401 803 25 tlx 33922

A pop rock straight from the heart by these Swedish bad boys. The songs are fast and furious and the image is very post-punk but the tunes are strong and really somewhat at odds with their look. An album of above average material in a variety of styles ranging from Elvis Costello type pop to a more New York Dolls based trash sound and traditional blues.

New Talent selections from earlier issues.

Captain B Hardt

Et Moi Moi Moi Et Moi (Transparent) Germany. For all info contact Angela Oppehr on 40-430104; tlx 2165987 issue 17

Dario

Get To Know The World (EM) Germany. For all info contact Walter Puts on 221-234165; tlx 8881499 issue 17

Flesh Quartet

What’s Your Pleasure? (LP) (Matiné) Sweden. For all info contact Hakan Lahger on 8-430220; tlx 15388 issue 17

Malachi

Under Your Spell (MI) USA. For all info contact 6565 Sunset Boulevard, Suite 419, CA 90028 (issue 15)

Mo

Smile (EM) Columbia Austria. For all info contact 222-59889 (issue 18)

Straten

Coral Love Dance (LP) (Phonag) Switzerland. For all info contact Urs Uhman on 1-2718820; tlx 823530 issue 17

Simon Rowe

Bird Of Joy (Mercury) France. For all info contact Marie-Helene Gontan on 4-256985; tlx 643125 (issue 18)

Bona-Riah

House Of The Rising Sun (Atoll) Germany. For all info contact Martine Moscovia on 1-43664922; tlx 215794 issue 18

Visitors

One Way Ticket (Virgin) Sweden. For all info contact Ola Gatby on 8-806340; tlx 33922 (issue 18)

FLORENCE

NO CURE NO PAY

For all info please contact Marianne Buuras on 2940 - 15321, tlx 14409.

SUPER DANCE RECORD

FLORENCE

NO CURE NO PAY

FLORENCE
**SINGLES**

**SINGLE OF THE WEEK**
Bruce Hornsby & The Range  
*Valley Road - RCA*

All set to put the European airwaves on fire, this steady and direct piece of up-tempo pop is the right follow-up to the smash hit single *The Way It Is*. With Hornsby's evocative vocals, uncannily like Jackson Browne, and the pumping beat, it is a sure contender for pop and rock formats. The production by Neil Doffman (Five Brains, Sting) is straight to the point and the sharp, extended piano solo in the middle is another strong asset.

Yann Andersen  
*Song For Nadia - Mercury*

Super sentimental song in a characteristically MOR mood. It's the profits of which will go to UNICEF. A Dutch production by Hans Van Hoorick.

Chris Norman  
*Broken Heroes - Hansa*

An atmospheric ballad produced by Dieter Bohlen (Modern Talking, Blue System) with a big chorus featuring Norman's attractive voice.

November 1  
*Big Boy, Little Boy - Epic*

Emphatically pop disco material from a new five-piece band from London. Good chorus with an attractive synth-brass line.

**ALBUMS**

**ALBUM OF THE WEEK**
Thomas Dolby  
*Alens Ate My Buck - Manhattan*

With his new LA-based band. The Lost Toy People, this versatile British pop wonder has created an utterly enthusiastic and intelligent sound on his third solo LP. Bepoppy, hot funk, jazz and rock combine into an intriguing and wide encyclopaedia of R & R. Infectious rhythms, sharp keyboard lines and wayward guitar lines are all wrapped up in an honest, close production. Don't miss Hot Sauce and Budapest By Blimp.

Ali B. Sure  
*In Effect Mode - Warner*

An album of smooth soul/funk featuring the fine debut single *Nine And Day*. This man has a spectacular voice that he uses to great effect on an album reminiscent of Marvin Gaye's later material. Check out *Rescue Me*, the cover of Roberta Flack's *Killing Me Safely And Naturally Mine*.

The Sugar Cubes  
*LIV Too Good - One Little Indian*

Punchy, alternative Icelandic pop sporting erratic song structures, sharp lyrics and Bjork's raucous, floating vocals. Very promising indeed. Don't miss it.

**PREVIEWS**

**SINGLES**

**SINGLE OF THE WEEK**
Bruce Hornsby & The Range  
*Valley Road - RCA*

**ALBUMS**

**ALBUM OF THE WEEK**
Thomas Dolby  
*Alens Ate My Buck - Manhattan*

Although probably not for a vast market, the British 'countryishly' quartet continue their highly tasteful blend of anthemic pop/ folk, country and rock. Alternating between rhythm and melody, there is a very good balance in the spirited recordings. Guitarists add instruments like pipes, trumpets and the indispensable fiddle. Check out *The Crest*, *Davy Hunter* and *Midnight Blues*. Lile somewhere between Hoover's and The Pogues.

A-Ha  
*Say On These Roads - Warner Brothers*

Although sometimes too sweet, this follow-up to 1986's *Screwbread Days* is an LP with strong melodies, carried by impressive vocals packed in a well-shaped production. Also including a re-arranged version of *The Living Daylights*. Definite highlights include *Hurry Home*, *This Alone Is Love* and *Out Of Blue Comes Green*.

**THE BIBLE**
Eureeka - Chrysalis

A treat for 'real music' lovers. This very modern sort of rock album reminiscent of Thin Lizzy or *The Rainbirds*. Thoughtful, well-produced songs abound on a record that oozes good taste and intelligence. Especially good are Skeleton Crew, *Crystal Palace* and *Tiny Lights*.
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**Symbolic Investment In French Music**

French music has come of age. Production has improved and even the most strongly chauvinistic countries are introducing French-language songs to their retail stores and radio and TV shows. Vanessa Paradis, Guesch Patti and Desireless spring immediately to mind - but these are just the tip of the iceberg.

Even the French Minister Of Culture, Francois Leotard, is actively endorsing the promotion of French pop music. In February, France welcomed the 'Semaine De La Chanson Francaise (French Song Week)', during which radio stations employed various gimmicks to push local talent. And now the latest venture is a multi-million franc venture organised by the Communaute Des Télévisions Francophones (CTF), a consortium comprising French-language TV channels in France, Canada (SRC, TM, TV Ontario), Switzerland (TSR) and Belgium (RTBF).

'Export Chanson Francaise' will take the form of a gala organised by the CTF in Montreux on May 17, following the four Golden Rose Galas. A selection of top French artists has been drawn up by the heads of light entertainment from RTL Radio (Montique Le Marcis), France's youngest private TV station M6 (Catherine Regnier) and the other CTF broadcasters. The principal criterion for participation is an artist's appearance to ensure a smooth transition.

The 90-minute show will be filmed by eight TSR (Television Suisse Romande) cameras under the direction of Pierre Matteuzi. Both TSR and the Belgian channel, RTBF, will broadcast the gala live at 20.00 hours. France's third channel, FR3, will transmit the show the same evening but at the later time of 22.30 hours and M6 will programme it the next day at 14.30 hours and on May 21 at 24.00 hours.

RTL Radio will add its support with promotional on-air information and with a broadcast of the entire show.

Francois Leotard and SAC-EM (the French author's rights organisation) have brought to the show much valued symbolic and moral support as well as financial contribution.

The venture has a budget of around FFr 3 million. Catherine Regnier, Director of Light Entertainment M6: "The project is an investment for our culture and for French songs. It is not intended to be a money making venture."

Although CTF is looking for a sponsor, Regnier does not expect the project to break even if one is found...

The recorded show will be available to all countries belonging to the CIRTEF (International Council Of Francophone Radios & Televisions), as well as to all nations benefiting from cultural assistance from France, such as the Ivory Coast, Morocco, Haiti and Vietnam. The CTF has reached agreements with Brazilian and Japanese TV channels for the future transmission of the show and negotiations are under way with Latin American countries, Germany, the UK, Italy and Japan.

If 'Export, Chanson Francaise' is the success hoped for by the organisers, it will, says Regnier, become an annual event.

Desireless' "Voyage Voyage" was at no. 1 for five weeks in Germany.

"The project is an investment for our culture and for French songs. It is not intended to be a money making venture."

Chanson Française Gala

**Desireless** "Voyage Voyage" was at no. 1 for five weeks in Germany.
When licensing your songs in the States, consider the ASCAP Advantage; because, in fact, they are.

For information, please ring James Fisher in London on 44-1-930-1121.

AmericanRadioHistory.Com
Parlophone recently released the debut single and album of a new British duo: So. The single 'Are You Sure' climbed the American Billboard charts and is a slow burner in the European charts. Their LP 'Horseshoe In The Glove' was Music & Media's Album Of The Week. So, who are So?

Mark Long and Marcus Bell were in the reggae-oriented rock band The Opposition which recorded four albums (two independently and two on Charisma). They had been writing songs together for some time but only a small part of their work fitted into The Opposition repertoire so, in 1983, they split to form So. All eight songs on the new album were written by Long & Bell. All but one was produced by Walter Turbitt and recorded at the Livingston 3 Studio, London.

Capitol Hill, due for release in America, was produced by Julian Mendelsohn with So and recorded at Sarm West Studios, also in London. Long is lead vocalist and guitarist, Bell deals with the rhythm section and keyboards but is essentially a bass player. Several guest musicians collaborated on the LP, including Steve Ferrone on drums, Neil Tipton on guitar and Pete Vetesse on keyboards. One track, Dreaming, features backing vocals from a group of school children.

The SSL desk was ideal for the session. It had great difficulty playing live because of the amount of equipment involved and found that the sparkle was lost in the laborious overdubbing process that went to record their debut LP 'Under The Radar' live with a Solid State Logic (SSL) desk with NO overdubbing.

They enlisted the help of producer Rupert Hine and captured a live performance in Hine's Farmyard Studios by keeping the sound well-defined and clear but at the same time warm and, unlike much contemporary product, very human. The SSL desk was ideal for the job as it could reproduce all the adjustments made on the controls at the flick of a switch.

The idea of recording without overdubbing came as a reaction to the problems the band had when they were known as Freur. They had great difficulty playing live because of the amount of equipment involved and found that the spark was lost in the laborious overdubbing process that went with recording.

Freur's first single Door Door was a cult hit around Europe and reached no.1 in Italy but the band faded from public view as quickly as they had arrived. So they added a rhythm section, chose a new name and signed with a different record company (they moved from CBS to Sire, run by Seymour Stein). Stein signed Underworld after they auditioned in the keyboard player's bedroom. This change of label affected the music in a fundamental way. From the novelty electro-pop of Freur they have developed into a funky, direct and hard-hitting act.

Their influences vary from late 60s soul/funk bands like The Temptations and The Isley Brothers to The Beatles (circa Revolution) and Prince. Singer Karl Hyde also cites Miles Davis, Picasso and Prince as being inspirational by virtue of their attitudes. "They keep chipping away at ideas, trying to get down to the very basics. We respect them as much for the way they live as for what they have done."

No Overdubbing In The Underworld

by Gary Smith

The Beatles. As far as I was concerned they were all there was, so they’ve had a big influence on me. Mark was brought up in a reggae background and we both like Talk Talk. I think you should be a product of all your influences and we have never consciously avoided sounding like a particular band. There is a little bit of everything in there and hopefully that helps establish a character of our own.

"I think a type of music is starting now with a basis of atmosphere; music with a bit more integrity or character than what has been about recently. It is a sort of rebellion against all the Kylie Minogues and Rick Astleys and their really shallow, fast-produced, nothing-to-it music. Also, I think we are the first generation to really use computer sampling technology as a tool."

So also aim for intriguing lyrics. Bell: "All our lyrics are inconclusive, not so ambiguous as to be meaningless but there are alternate interpretations and enough is there for listeners to interpret them in their own way, I think this is important to any art form."

MUSIC & MEDIA May 14, 1988

By Peter De Bruyn Kaps

SPOTLIGHT

So Far So Good

NEW ALBUM

COMPACT DISC

CASSETTE

Produced by Dieter Dierks for Breeze Music

Savage

Amusement
HIGHLIGHTS

EUROPE

The Prince is back! The single Alphabet S has started to conquer the charts. It moves from 16 to 9 in the Airplay Top 50 and has highest entry at 31 in the Eurochart Hot 100 Singles. The single has created high expectations for the new album Lovesickness, which will be released this week. Top cult band New Order enters at 38 in the Eurochart Hot Singles with a Quincy Jones remixed version of their hit Blue Monday. No doubt that the single, from which the maxi single is the best sold 12" worldwide ever, will sell massively again. A big climber in this chart is foursome Fairground Attraction with Perfect, which could indicate the way they are taking Europe at the moment. (5-45). Greek artist Demis Roussos moves, thanks to France, from 16 to 7 with Quand je T'Aime. In the meantime, Pet Shop Boys' Heart rules both the singles and the airplay charts.

UNITED KINGDOM

New Order's Blue Monday is already the best-selling 12" ever and with the release of the Quincy Jones remixed version it seems very likely that the single will beat its own record. The record enters straight at no. 3 of the UK charts (compiled from both the sales of 7" and 12"). In the meantime, S-Express remain firm on top. Fairground Attraction shoot from 12 to 2 with Perfect and Danny Wilson stick at no. 3, which means that we have a top 3 consisting of debut singles. There is a fast mover from Pat & Mick with Let's All Cry (11-15), the 78 by Michael Zager. Proocols issued from the Stock, Aitken & Waterman production will go to Help A London Child Appeal Star Turn On 45 Pints with Pump Up The Party, a parody of the biggest hit of the moment. A fast mover from New Order, there are also high entries for comedian Harry Enfield with Loadshmoney (a catchphrase from one of his characters), and an Alphabet S. Interesting to see Fleetwood Mac's Up Tango In The Night leading the albums chart again.

FRANCE

Iennis Medecres' Nothing's Gonna Change My Love. For you remains comfortably on the top of the Dutch charts for the 8th consecutive week. Florent Pagny follows in second and Greek singer Demis Roussos moves from 5 to 3 with Quand je T'Aime. The best moves this week are for: France's Gall's follow-up to Lost in Paradise with Stay On These Roads, which becomes the top track of the French pop programme 'Formel Eins'. Eighth Wonder are also flying high as their 'I'm Not Scared' shoots from 56 to 13. The last big move is for Dieter Bohlen's Blue System with My Bed Is Too Big (30-74). The highest new entries are: Cherelle's cousin Pebbles with Girlfriend, Mandy's Aswad and Tiffany with the Lennon/McCartney classic I Saw Her Standing There.

ITALY

The Italian contender at the Eurovision Song Contest, Luca Barbarossa, sticks firmly on top of the Italian charts for the consecutive week with Umore. Two Spanish acts enter the Italian charts next week. Guesch Patti's Etienne moves from 5 to 2 and Eighth Wonder stick at no. 3. A Cau' Des Garcons have highest entry at 8 with their self-titled single.

SPAIN

T he Pet Shop Boys are dominating the top 3: their Always On My Mind replaces Rick Astley's Together Forever, who is now in second position, and their Heart jumps from 8 to 3. Billy Ocean's Get Outta My Dreams are addition to the top 10. They move from 16 to 11 to 9 and from 15 to 10 respectively. There are high entries for: Desperate's John Sinfittas Cross My Broken Heart; and Bananarama's Love In The First Degree.

BELGIUM

Eddy Grant is enjoying his fifth week on top of the Dutch charts. Toto follow at 2. Mervyn Kante moves from 4 to 3. The best moves this week are for: George Michael (7-13); Pet Shop Boys (11-14); Glenn Medeiros (15-22); Iron Maiden (15-23); and Taylor Dayne (16-31). Ziggy Marley's 'Tomorrow People' is just one of the highlights of the week. Dutch Sham Toto follow at 2.

SWITZERLAND

Kylie Minogue moves from 2 to no. 1 and keeps the Pet Shop Boys from the first place, as they shoot from 30 to 21. Billy Ocean sticks at no. 2. Taylor Dayne's Tell It To My Heart falls to no. 9 but there is no need to worry as Prove Your Love has highest entry at 6. Mandy's Boys & Girls enters at 18. Both Eighth Wonder and A-Ha have a good move; they jump from 15 to 10 and from 17 to 13 respectively.

IRELAND

It took Michael George only two weeks to reach the no. 1 spot. Hazel Dean follows in second position and the Jackson 5 move from 7 to 3 with the re-released I Want You Back. Fast movers are: Patrick Swazey (4-8) and Danny Wilson (5-12). The highest debuting records this week are: S-Express; Daniel O'Donnell & Margo with Two's Company; Prince; Fairground Attraction; Johnny Logan's Heartland; and Will Downing (A Love Supreme). Irish band Hothouse Flowers, whose video to Don't Go could be seen during the Eurovision Song Contest, make a remarkable re-entry at 16.

NORWAY

A Ha's Stay On These Roads remains the ruling single followed by Bros' Drop The Boy. The Guy Sebastian / Roxy Gun ruling Swedish duo's Take That's From There To Here; and Teenage Fanclub's Goo. Finland's Glados: Prince; George Michael and Norwegian band Redcar (Rødar Røster Smør) are new in the national top 10.

MUSIC & MEDIA • May 14, 1998

Weekly Update On The European Charts

By Chris Mauz

Wax: a new arrival on the world scene of underground music. It's a record label that specializes in electronic music and is based in Berlin, Germany.

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Ireland

Top 5 playlist:
- AD Al B. Sure. Nite 8 Day
- LP A-Ha- Stay On These Roads
- METRO RADIO - Newcastle
- LP A-Ha- Stay On These Roads
- RADIO CITY- Liverpool

Features singles:
- What Not Was The Freaks
- The Clash- London Calling

Sunshine "Hot Hits" 101
Colin Russell- Music Director
AD Belinda Carlisle- Circle
Heart- What About Love
Belinda Carlisle- Swing Out
Gry Before Dawn Forever
Rae Parker Jr.- Kips A Spare
DGBston- Out Of The Blue
Blue Brooks- Sallie Cheshire
Hothouse Flowers- Don't Go
Kim Wilde- Hey Mr. Heartache
Was Not Was The Freaks
Swimming With Sharks Love
LP A-Hi's Stay On These Roads
Nandina Divine Emotions

Metro Radio- Newcastle
Giles Squire- Program Director
TP Kim Wilde- Hey Mr. Heartache
Melanie C.- To Be Certain
Heart- What About Love
Melanie C.- Swing Out
Gry Before Dawn Forever
Rae Parker Jr.- Kips A Spare
DGBston- Out Of The Blue
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BRMB- Birmingham
Robin Valls- Head Of Music
AD All 8 Sure- Nite & Day
Olga Hat- In Mina
Jenny Jones- Swing Out
Melanie C.- To Be Certain
Heart- What About Love
Melanie C.- Swing Out
Gry Before Dawn Forever
Rae Parker Jr.- Kips A Spare
DGBston- Out Of The Blue
Blue Brooks- Sallie Cheshire
Hothouse Flowers- Don't Go
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Was Not Was The Freaks
Swimming With Sharks Love
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Germany

SWF- Baden Baden
LP Ultra Sounds Ltd.
AD Robert Stewart- Lost In You
Jaco Friezen- Swing Out
Jon Anderson- Hold On To Glass Tiger- Diamond Sun
LP Wowing
The Monochrome- Conscience
LP Lang- Shadow Land

NDR- Hamburg
Axel Lerche- DJ Prod.
LP Otto Albers- Wonder

Japan

Bassasonic- Radio: Nippon
AD Tatsuro Horiuchi- Head Of Music
AD Johno Ono- Music Director
AD Hideto Kanzaki- Program Director
Top 5 playlist:
- AR Robert Palmer- Addicted To Love
- AR Rod Stewart- Lost In You
- AR Bryan Adams- Swing Out
- AR A-Ha- Swing Out
- AR Ultravox- Swing Out

LP Tangerine- So Real

Japan

SR/EUROPAWELLE SAAR
Adem Hallem- DJ Prod.
PP Melissa Ederhage- Silver
Purple Schule- Blue
INXS- Deep Inside
AD Rod Stewart- Lost In You
SPK- Mietrotron
Helene Schneider- Soul Of
Hugh Cornwell- Another Kind
Anne Berrada- Quand J'Disais
TP New Order- Blue Monday '88
OL Drei- Aus- Eis- Bis- Rauch
Run DMC- Run's House
LP Bruce Hornsby- Swing
Zen- Touch My Heart- Swing
INXS- Swing Out

FFN- Hannover
Ulli Kniep- DJ Prod.
Top 5 Playlist:
They Might Be Giants
Woodsong- Wheels Geng
Glady's Kings- Lovein' On
SGamborg- Superstar
Mekonos- American Astronauts

RSH- Kiel
Sahina- New Head Of Music
PP Edy- Grunemeyer
AD Baranovas- I Was Back
Prince- Alphabet St
Gerry Rafferty- Stepped
Fazzy- Flames Of Love
Napoleon Cole- Cadical
INX- Das Elektrische
Hip Hop- Verzweiflet
AD A-Ha- Swing Out
LP The Madness

Radio Gong 2000- Munich
Walter Freiwald- Music Dir.
LP Howard Carpendale- Bridge
PP Bros- Drop The Boy
Mats & Chris Garden- Led
AD Jule Nielsen- Superstar

Radio Gong- Nuremberg
Arno Menich- Music Dir.
AD Bruce Hornsby- Vixen
Johannes Grunemeyer- Head Of Music
AD John C. Mellencamp- Check
Bauhaus- Stepped
Fazzy- Flames Of Love
INX- Das Elektrische
LP The Madness

Radio MIL- Munich
Armando Frassino- Prog. Coord.
TP Robert Sollan- Sollan
Scorpions- With Me
ART Garfunkel- When A Man
TP Purple Schule- Blue
Eric Carmen- Love Control
Belinda Carlisle- Circle
LP Glass Tiger- Diamond Sun

Radio Hamburg
Michael Mindy- Music Director
PP Rod Stewart- Lost In You
SPK- Mietrotron
Helene Schneider- Soul Of
Hugh Cornwell- Another Kind
Anne Berrada- Quand J'Disais
TP New Order- Blue Monday '88
OL Drei- Aus- Eis- Bis- Rauch
Run DMC- Run's House
LP Bruce Hornsby- Swing
Zen- Touch My Heart- Swing
INXS- Swing Out

Radio Charvari- Munich
Bernard Zigler- DJ Prod.
AD Bros- Drop The Boy
Fat A Faire Spuren
EBPC- Goodbye Sandy
H. Gronemeyer- Kanzo Heimatt
Franz Bensow- Providence

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**Weekly Programming Guide**

**EUROPE'S MOST HIT MATERIAL**

**SINGLES**
- Pet Shop Boys Airplay
- Pet Shop Boys Sales

**ALBUMS**
- Dirty Dancing Airplay
- Dirty Dancing Sales

**EXPLOSIVES**
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**
- Bruce Hornsby & The Range - The Valley Road (RCA)
- James Brown - The Payback Mix (Uptown)

**SURE HITS**
- Chris Norman - Broken Heroes (Hansa)
- Cry Before Dawn - Gone Forever (Epic)
- Chris Jasper - One Time Love (Hansa)

**EURO-CROSSOVERS**
- Yann Anderson - Song For Nadim (Mercury)
- Jean-Louis Murat - Le Garcon Qui Maudit Les Filles (Virgin)
- Blue System - My Bed Is Too Big (Hansa)

**DESIRELESS**
- Desireless - Voyage Voyage (remix) (CBS)
- Modesty - Too Late (CBS)

**EMERGING TALENT**
- November One - Big Boy, Little Boy (Epic)
- Well, Well, Well - Back To You (Arista)
- Two To Go - Blue House (EMI)

**ENCORE**
- Yello - The Race (Vertigo)
- Toni Halliday - Weekday (Arista)
- Aztec Camera - Some-here In My Heart (WEA)

**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**
- Narada - Divine Emotions (24) (Reprise)
- Gerry Rafferty - Shipyard Town (38) (Polydor)
- Let Be Most The Queen - Guesch Patz (77) (Columbia/EMI)

**Hot 100 Singles**
- Prince - Alphabet St. (31) (Polydor)
- New Order - Blue Monday '88 (38) (Factory)

**Hot 100 Albums**
- Renaud - Putain De Camion (12) (Virgin)
- Scorpions - Savage Amusement (27) (Warner)
- A-Ha - Stay On These Roads (15-21) (Warner Brothers)

**FAST MOVERS**
- A-Ha - Stay On These Roads (2-3) (Warner Brothers)
- Taylors Dayne - Prove Your Love (6-10) (Arista)
- Prince - Alphabet St. (9-36) (Polydor)

**HOT ADDS**
- Breaking Out On European Radio
- New Order - Blue Monday '88 (Factory)
- Billy Ocean - Calypso Crazy (Arista)