UK Radio Advertising Battle Heats Up

London - Capital Radio's planned launch of a separate company to sell advertising on independent radio is another indication of how business is booming for UK radio. Media Sales & Marketing (MSM), headed by Sales Director Paul Davies, will enter a market led by Independent Radio Sales (IRS), which is owned by the Crown Communications group, and Broadcast Marketing Services. Davies says MSM has already secured contracts with County Sound in Surrey, Rivieria Radio in Monte Carlo (majority-owned by Capital) and Dublin's Century Radio, although it is not officially in operation until October.

Davies: "At present more than £60 million in national advertising is going to independent radio each year and this figure will increase with the medium's expansion."

Why are the big advertisers using radio? See this week's article in Billboard, pages 22-25. "I JUST DON'T HAVE THE HEART" stock aitken waterman - "I JUST DON'T HAVE THE HEART" their next smash single!

CLIFF RICHARD

MUSIC

by Chris White

PolyGram Music Video (PMV) is expanding into Europe with new offices opening in Switzerland and Norway. PMV's total projected sales for Europe in 1989 are one million units, representing 6 million.

While the company's biggest European territory is the UK, where PMV expects sales to reach 700,000 units this year, sales in France will double this year to 120,000 units with West Germany remaining the West German market's leading soundcarrier with sales of 22 million, down 7% on the 23.7 million units sold in the first half of 1988. Singles sales, although it is important to keep up a regular flow of new product!"

Autumn titles include Tom Petty's 'Bunch Of Videos', Pink Floyd's 'The Wall: The Movie' (previously only available on rental). There are also plans to release videos by Sinad O'Connor and Janet Jackson under new licensing agreements with Chrysalis and A&M respectively.

This week's Billboard focuses on the music industry's expansion in Europe, detailing the growth in sales and advertising spend. The article also highlights the growing interest in CD formats, with CD sales overtaking LPs in Europe's largest album market, West Germany, where vinyl LPs are on the decline. CDs are also becoming more popular in the UK, with Capital Radio's live performance at the New Jersey Peace Festival to promote 'New Jersey'; the first ever Musk Peace Festival to promote 'New Jersey'.

The magazine covers various topics, including the future of vinyl LPs in the market and the increasing popularity of CDs. The article on PMV's European expansion discusses the company's growth and its plans for new offices in Switzerland and Norway.

The musician Cliff Richard's upcoming single, "I JUST DON'T HAVE THE HEART," is also mentioned, along with artist Stock Aitken Waterman and their next smash single.
Narrowcasting: The Future
How format radio will change the music industry

European TV and radio is undergoing fast changes. With deregulation moving fast, media companies are looking across national borders for partners to share investment and experience. Music & Media Editor Machgiel Bakker takes a look at the changing media scene and forecasts its effect on the music industry.

Although 1992 will not directly bring us a totally unified Europe, all the signs point in one direction - there will be a greater awareness of possible pan-European activities by broadcasters. The number of cross-border deals is already increasing.

* Although broadcasting is still government-controlled, Holland is in the middle of a commercial TV battle with TVO and RTV currently racing to go on air. Foreign partners are involved in the financing of both projects.

* Three private TV channels are to be launched in Spain for the first time and an announcement on who will win the franchise is due this week. Again, foreign investors are joining forces with Spanish groups.

* French subscription channel Canal Plus recently started a German service in co-operation with Bertelsmann.

* Atlantic 252 goes on air this week broadcasting to the UK from Dublin (see page 8).

* UK's Crown Communications has a 35% stake in France's Radio FM.

* London's Capital Radio has shares in France's Riviera Radio.

* Owen Oyston's Miss World Communications (now called Trans World Communications) in the UK has shares in Italy's Sunshine radio.

* CLT, the parent company of RTL, has firm European expansion plans. As well as being involved in private TV in Holland and Spain (see above), it is planning a relaunch of the recently acquired Paris FM network. Aventure FM, via Telecom satellite, CLT also has a 20-25% stake in West Germany's Telecome.

* One of the most interesting cross-border radio developments comes from Spain where SER's Los 40 Principales, the country's largest commercial pop network, has just finished the first series of the 'Gran Musical Europeu'. This involved SER linking up with a different European commercial station for each show, featuring one act from that country and one Spanish band.

The Variety Of Formats
It is clear that most of the planned new TV and radio stations are going to concentrate on music in their programming. So the need for music will increase. But there is more. The boost in media profits will also mean an increased need for a variety of formats.

* The recent split-frequency radio experiments in the UK is a good example (see pages 23-25). The programming is targeted towards a softer, older-oriented format while the straight pop format is catered for on the FM transmitter.

* Sky Radio is the most popular among the young audience. The station specialises in what it calls a Mellow Adult Contemporary format, aiming for the 25-40 age bracket.

* France has seen something of a revolution in the success of the oldies formats on radio. Europe 2, Cherie FM and Nostalgia have adopted an oldies format, aiming for the 25-40 age bracket.

* Europe 2, Munich's nationwide private station Antenne Bayern has achieved a 17% market share in the Bavarian region by sticking carefully to an Adult Contemporary format.

* One thing is clear - specialist radio is the key to success in a highly competitive market. With pay TV predominating in Europe, radio stations will have to seek other ways of reaching their audiences. Supported by thorough audience research, format radio will slowly emerge in Europe.

* However, whereas radio is going for specialisation - narrowcasting - the alternative is too true for television where more stations on TV are either decreasing their broadcast time, dropping in the ratings or simply changing after the air. With high start-up costs, TV entrepreneurs are going for the widest possible audience - broadcasting. With specialist music programmes in the minority, the prospects for artist promotion on TV are not fantastic.

* More than ever, radio will be the key to breaking new talent and the record companies will have to bear this in mind.

Specialist Promotion
The music industry may have less problems placing its specialised acts (country, hard rock, new age, etc) on the new radio formats that are emerging. But to take advantage of this growth in narrowcast radio, the industry's promotional staff has to adjust - specialists will be needed to cope with the variety of formats.

* These specialists will have to use completely different promotion tactics than the plunger of today. Radio surveys will become essential for an industry wanting to keep track of the ever-changing media landscape. Promotion will become more of a figures-driven business. Records will be judged on the basis of 'working' on a particular format or not. Quality will not directly be the first criteria.

Also, with competition getting stronger, radio inevitably becomes more professional. These days it is common for a radio station to employ outside marketing and survey bureaux. A list of the new commercial stations regularly updates updated jingles packages and work on their image by using advertising campaigns. Radio is slowly becoming an expert business, ruled by ratings and advertising revenue. The music industry should prepare for such an increased professional stance from the media.

* One thing is clear - that radio audiences are becoming older. Catalogue is therefore becoming increasingly important. There are regular surveys to stations who operate an oldies format. More and more stations are installing album playlists.

A booming media scene, specialist radio, oldies formats, TV, pop shows and older audiences are all developments that will have repercussions on the industry's existing and future promotion policies.
**E U R O C L I P S**

The most noted music videos clips throughout Europe that were prior to its publication. It includes more than 50 release to a large public. All covers are shown using a criterion from the quality of the video.

**V I D E O F A V O U R I T E**

**M I L L I  V a r i l i**

**B a m b i n  O n  T h e  M o o n**

**W I N D Y  &  L I U S**

**S a l s a  T i p s  H e l p**

**B o n  J o v i**

**L i s t e n  T o  M e**

**A l o x e  C o o p e r**

**P r e c k M a s s a p p a y**

**N e w s  C r e v y**

**K a n  O n  T h e  W i l d  W e a r**

**B e a u t i f u l  B o y s**

**H i g h  L a t t e s  W i t h o u t  I n t e r n e t**

**L i u s  S t a n f o r d**

**R i g h t  T i m e**

**P o o l  M c C a r t e r y**

**T h i n  C h a n d l e r**

**M a r i t h a**

**T h e  S e l f I n s t r u c t e d  M u s i c i a n s**

**W i t c h  S e t t l e s**

**K i c k  I n  T h e  W a n t**

**J i m  B i r r y  &  T h e  M a r t i n e r s**

**S e e n  T h e  M i l o n  P r e s s u r e**

**W E L L  A I R E D**

**R e d h e a d  K i g g a n  &  T h e  F e e l**

**D o  T h e  R i g h t  T h i n g**

**E n g i n e  TV**

**L i l l y  L a r r a d**

**F r e n c h  K i t**

**D o  O n e  C h a n t**

**G o o d  M N  R u n s**

**R e c o n s t r u c t i o n  -  H a n d g a i n s t r o k e d  R e d d**

**A l e x  E d g e s**

**N e w  M a t c h**

**S i m p l e  M i n d s**

**K i c k  I n  T h e  W a n t**

**J i m  B i r r y  &  T h e  M a r t i n e r s**

**S e e n  T h e  M i l o n  P r e s s u r e**

**M I D D L E  R O T A T I O N**

**T h e  B o x  -  I m a g e s t i c**

**M i c h a e l  J a c k s o n**

**L o s a n g h e l i C a l l**

**K i l l y  H i s h o w s c o e**

**W i l l i a m  A n d  T h e  E n t i t l e d  W o m e n**

**S h a k e s p e a r ' s  S i s t e r**

**W o u l d ,  C h a u l e  A  P e n g .  s e m  p r**

**T h e  B e s t  - n e e**

**T i n a  T u n e r**

**C o n s o l e  V i d e o**

**S o u l  I I  S o u l**

**S w i n g  T h e  M o o d**

**L i t t l e  B i n n y  &  T h e  M a r t i n e r s**

**S i m p l e  M i n d s**

**K i c k  I n  T h e  W a n t**

**J i m  B i r r y  &  T h e  M a r t i n e r s**

**S e e n  T h e  M i l o n  P r e s s u r e**

**E A S T - W E S T  C O N F E R E N C E**

Some 350 Western music industry executives and 150 Eastern European counterparts will attend a special conference in East Berlin aimed at finding ways to open up East European markets.

The privately-funded Looking East, the first event of its kind ever held in East Germany, is scheduled for November 7-9. It is organised by Private Productions.

Items for discussion will include tour rights, border deals, joint record ventures and radio/TV music exchanges. Panel chairman will include Robert Montgomery, Managing Director of MCPS London, William Roody Managing Director MTV Europe and Guy Marriott, Senior Chairman of Pan Media Europe.

**R A D I O  R A P**

**G i v e  U s  M o r e  C D s !**

"For us it is the 'cincinnati' comfort that is important. Some record companies tend to lose quality or damage CDs. Therefore it is better to supply us with CDs versions from the beginning - we ask for them anywhere afterwards!"

That is how Christine Goer, Manager at Belgium's Radio 21, RTBF's youth channel describes the advantages of the CD as a programming tool. She regrets the fact that CDs are not given out regularly by the Belgian record companies to the switch from vinyl to CD. But it's a shame that we receive the switch from vinyl to CD with the CD. Obviously, the high costs involved prevent the Belgian recording industry from distributing CDs on a large scale across the official radio stations.

In fact, members of local IFPI boards, SBEIA, stopped regularly servicing the private Belgian stations with CDs almost three years ago.

According to France Van, Label Manager with PolyGram, about 10% of PolyGram Belgium's new releases are distributed on CD. The company also uses CD to attract extra attention or more specific appeal. Van: "The five-track CD really focuses on the specific tracks on the album!" Research by Marc Maes.

**B M G  B u y s  C r o s s  C a t a l o g u e**

BMG Music Publishing World-wide has paid an undisclosed sum to Pop'n'Rock Music and Another Page, the publishing companies of award-winning writer/artist Christopher Cross. In addition, Cross has signed a worldwide co-publishing deal with BMG Songs in the US.

The Cross catalogue includes the hit Sailing (1980 Grammy Song Of The Year, Ride Like The Wind, Think Of Laura, Never Be The Same, Say You'll Be Mine and Arthur's Theme, which won the Academy Award for Best Song in 1981.

**P a n -  E u r o p e a n  N e w s**

**C D + G  - S o u n d  P l u s  G r a p h i c s**

Consumers just used to the idea of CD Video now have another CD product to master: CD+G. Launched by Warner New Media, a subsidiary of Warner Brothers in the US, CD+G combines music and graphics (not video) onto one disc.

"CD+G is an extension of existing CD technology which uses the 5% extra disc storage space that is not used on regular CDs. The graphics can be seen by simply connecting a CD+G player to a TV set. The CD+G allows consumers to sing along to song lyrics, play chord sequences, or read information about a particular track.

No CD+G players are yet available but they are likely to retail for some $150 each. WEA has already released CD+G of Lou Reed, Simply Red and Anita Baker as well as classical works from Beethoven, Liszt and Mozart, at normal CD prices.

YFC will initially be the only company manufacturing CD+G players, says Warner. The hardware is expected to be available in Europe in mid-1991.

**R I G H T  S H O W I N G S**

Queen

Inside Me - August TV

Fuzhou

Self - same Day

Art Of Noise

Max - Moshe Brothers

**C O M P A C T  D I S C S**

Schwartz Brothers, Inc. - Distributors of Distinction Since 1946 Efficient & Competitive Export Service Lanham, Maryland U.S.A.

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**A D V E R T I S I N G**

We made the difference in publishing
Radio Caroline, Europe's best-known pirate station, says it is "more determined than ever to get back on air" after a combined raid by British and Dutch government officials on the radio ship Ross Revenge on August 19.

Crew members say Caroline could be in action again within a month, and that the station's Canadian and US financiers may sue those responsible for damages. The ship's Captain, Peter Chicago, said a great deal of unnecessary damage was done in the raid, calling it "official vandalism".

Super Not Disappointed With PETAR

Super Channel says it is not disappointed with the fall in its audience share revealed by the latest PETAR (Pan European TV Audience Research) survey. Instead, the channel sees the survey as proof that it is developing in the right direction.

The figures show that although Super Channel had added 300,000 more viewers to the eight million it had last April, its percentage of the total European satellite audience fell from 25.9% in 1988 to 19.2%.

Michael Schlagman, Managing Director for Super's advertising sales house, New Media Sales, says, "The channel has consolidated its audience in the age range that we were aiming for - 16 to 40 year-olds. We have lost some of the under-14s but that's hardly surprising as we were carrying no packaged children's programmes at the time of the survey!"
**UK & IRELAND**

Two New Radios Launched In Ireland

**Dublin** - Two new commercial Irish radio stations, Atlantic 252 and Century Radio, go on air this week. Broadcast on longwave, Atlantic 252 will reach a potential audience of 30 million in Ireland and the UK. Meanwhile, Century Radio, initially only heard in Dublin, Cork and Limerick, will be available throughout Ireland within 18 months.

Atlantic 252's Station Manager, Travis Baxter is cautious about reports that the station can reach the Greater London area: "We do not want to make promises we can't keep. At the moment, we are still looking at 30 million. If we reach more people, fine. It does look possible that we will reach parts of the south and southeast of England, which we had not originally expected, but we don't know for sure until we get the results of signal test!"

Atlantic's format is totally pop, with no more than 90 seconds of speech between records. It will be on air for 13 hours daily from 06.00 hours and targets the 15-35 age group.

Baxter: "We will be playing some older music from the last 10 or 15 years. Album material will be assessed on merit and will go into a normal playlist rotation. For example, if there's a US single that is an album track in the UK which is really strong and right for us, we will introduce it into our normal playlist rotation. We are spending as much time as we can trying to determine what listeners like. If we are going to play album tracks we want to be sure we select the most appealing ones. We will not just ask presenters to choose their own favourites!" Atlantic's DJs include Charlie Wolf of former pirate Laser and Gary King (Luxembourg/Radio Radio).

Atlantic 252 is a joint venture between Ireland's state broadcaster RTE and Luxembourg's RTL. Century Radio is scheduled to go on air on September 4 and will broadcast 24 hours a day, targeting the 15-45 age group. Chief Executive Michael Laffan: "There will be a substantial amount of music, but not back-toback records! Century has spent £438,000 (UK £400,000) on an automated music selector which can be pre-programmed to select music for a particular show."

Laffan: "We hope to use music as a background to handle other issues of interest. We will try to be both entertaining and informative - with the emphasis on entertainment!"

Century's backers include Chris De Burgh and Terry Wogan, who will host a two-hour Saturday morning show. Among other presenters are Marty Whelan, Declan Mochan, Bob Gallico, PJ Curtis and newcomers Kan Hanahoe and Liam Quigley.

The stations hope to earn at least IR £2.2 million in advertising revenue in the first year - partly with the help of the newly established subsidiary of London's Capital Radio, Media Sales & Marketing, which will operate as a UK agent.

Laffan: "Quite a number of companies prefer to place advertisements directly from London. So we needed an agent in the UK - particularly in the London area - to attract business!"

Century is believed to have to pay up to IR £3 million in start-up costs and its own news service is expected to cost around IR £1 million a year. Its organizers say it is unlikely to make a profit during its first three years.

**BKO - Putting Soul Into Big Venues**

by Mike Nichols

Although there is no shortage of rock gigs in the UK, until recently only a few major soul artists could be seen in Britain's big venues.

Formed in 1982, the five-strong team of London-based BKO Productions has increased turnover every year since it started and now claims to be one of Europe's largest soul/dance promoters. Tours it has handled include Alexander O'Neal, Sister Sledge, The O'Jays, Anita Baker, Keith Sweat and more recently, Chaka Khan.

And in a new record for a black artist, BKO recently brought Bobby Brown to the Wembley Arena (capacity 11,000) for eight nights. BKO's Byron Orme thinks Alexander O'Neal may break this record when he tours the UK in December, with four dates booked in the rest of the UK & Ireland.

Atlantic 252 and Century Radio, on air this week, will do a short European promo visit in October with club appearances and radio and press interviews: "There are two ways we can go with this album - the club route and the radio route. Also, a 'Backbeat History Fact Sheet' will be distributed to retailers and media to remind people of the depth of talent that this man has!" Merge was recorded in a variety of studios in Paris, New York, Memphis and LA.

SBK Records

**SPOTLIGHT**

Arthur Baker - Artist In His Own Right

A well known producer and remixer, Arthur Baker has worked with artists such as New Order, Bob Dylan, Bruce Springsteen, Will Downing and Neneh Cherry. But now Baker wants to be acknowledged as an artist in his own right, signed to A&M UK. His solo debut LP, Merge (AM 5762), has just been released in Europe.

Credited to Arthur Baker & The Backbeat Disciples, Baker writes, produces, arranges and plays keyboards on the new LP. Behind him are some of New York's hottest dance session men and a remarkable selection of vocalists including Jimmy Somerville, Andy McCluskey (OMD), Martin Fry (ABC), Shirley Lewis, Etienne Daho and Al Green.

The album has already yielded one single, Talk It Over, released in the UK at the end of June. A&M has high hopes for the follow-up, Love Is The Message, featuring Al Green on vocals, which will be out in the UK on September 18 and in the rest of Europe the first week of October. The track is already being played in UK clubs.

A&M International's Janice Hague: "So far there has been great club reaction all over the UK. We'll be backed up by advertisements in style magazines The Face and Q and Soul Underground and all the music weeklies!"

And Brian Yates, Operations Director A&M Europe, says Baker will do a short European promo visit in October with club appearances and radio and press interviews: "There are two ways we can go with this album - the club route and the radio route. Also, a 'Backbeat History Fact Sheet' will be distributed to retailers and media to remind people of the depth of talent that this man has!" Merge was recorded in a variety of studios in Paris, New York, Memphis and LA.
Yorkshire Radio Buys Rediffusion Singapore

by Peter Jones

Yorkshire Radio Network, which partly operates independent stations in the north of England, has signed a deal. Group turnover in 1988 totalling £2.9 million to buy the Rediffusion Singapore group of companies.

Best known in Singapore as a cable operator, the group has a subsidiary which operates 10,000 cable television channels. It also provides audiovisual services such as in-house movies and background music for hotels.

Rediffusion Singapore has an advertising revenue of some £2 million.

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United Kingdom

Major media

Award-winning video maker Dollo Productions has just completed its sixth clip for Queen. Shown to the world at the Buenavista Beach Club on the Costa del Sol and the band Double. Dollo currently produces and directs the music video productions for The Police, Dire Straits, U2, INXS, and others.

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International

The other national act to chart is Harold's Sealed With A Kiss and the British group Rediffusion Singapore has an advertising revenue of some £2 million to buy the Rediffusion Singapore group of companies.

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Media & Music

The national schedule while ARD is the leading private channel with 23.9% of afternoo viewers watching. ZDF claims it leads the audience share. "The situation is not serious," they say. "But we just picked out bits that we didn't want to put in this exhausts all possibilities for the foreseeable future."

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Media Coverage For Munich Media Days

by Philip Roser

Munich - Commercial broadcasting in Europe after 1992 will be one of the main issues at the third Munich Media Days, to be held on October 14-15, hosted by Munich's ARD local Munich Tele. The first day of 10-12 hours will see the major media associations and Philips Classic labels plus music publishers Antenna. The group claims a 22% share of the West German music market.

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10th Bidder For Hessen Radio

Kassel - A 10th applicant has been allowed to bid for the private radio licence after the official bid deadline following a misunderstanding.

Hessen's licensing commission LP 1 originally chose the application submitted by Wibene.

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Antenna Changes Name

Hamburg - Antenna Musikverlag, PolyGram's Hamburg music publishing subsidiary, has changed its name to PolyGram Songs Musikverlag. The company's Managing Director, Dr. Rudi Kramer says the change is intended to make clear its affiliations to the PolyGram group. It will have no effect on the company's structure or personnel, he says. The company's Edition Antenna Musik will continue to serve the local market and publish original compositions and arrangements.

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ZDF Claims PM Lead

In the words of Phonogram Marketing Manager Jurgen Wockett, Nina Hagen, whose debut LP for the label has just been released, has "returned to reality. She has realised that it is dependable and that music can be an art form again." Accordingly, Phonogram has prepared a public relations campaign to accompany the release of Nina Hagen's (3850$-1). This includes the Guite/ photography designed album cover, national music press advertising and over 30-page spot-on spots on private channel TV. Retailers will receive point-of-sale displays and Hagen will make promotional visits to stores. TV appearances are also scheduled for numerous shows including "Die ZDF-Show" and "105.7".

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Spotlight

Nina Hagen - Return To Reality

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German TVs

In Top 100

Top 10 UK Music Videos

1. Push Over
2. Radio Active
3. Singing In The Rain
4. Homelessness Concert
5. Innocents
6. Galaxy
7. The Videos
8. Delicate Sound Of Thunder
9. In Concert
10. Video Anthology 1978-84

BPI Compiled by Gallup for BPI and Music Week. Based on sales.
More Regulation For Radios

Proposals for more regulation of Italy's 4,000 radio stations are gaining widespread political support. Franco Bassanini, MP for the Independent Left, wants to imitate the US system by making a clear distinction between commercial and community stations and setting up national associations to syndicate advertising.

Drawn up under pressure from the Association Of Radio Publishers (AER), the starting point of Bassanini's plan is to limit the proportion of airtime allowed to use for commercials. Commercial radio would have a 30% ceiling on advertisements and community radio a maximum 5% of airtime.

Community radio would receive additional funding from regional governments and their programming would be more geared to local concerns. Commercial radio would get no government support, but would be exempt from taxes. Bassanini wants commercial and community stations to form associations to syndicate advertising. It is which he feels would help them compete against national networks for bigger campaigns and could boost radio advertising in Italy. He points out that in the US, radio represents 10% of all advertising nationwide whereas in Italy it only has a 3% share.

The proposals have the support of most major parties and Bassanini is confident that this will be accepted although the Italian parliament will not discuss it before October.

Neuman Tops Tenko Awards

Randi Newman will receive the International Tenko Award during the 15th Rassegna Della Canzone D'autore to be held in San Remo next month (October 19-21). The three-day festival will be broadcasted by state TV and radio Rai and for the first time, it will include a forum for new songs.

The event is organised by the Tenko Club, formed in 1973 in memory of singer/songwriter Tenko who committed suicide in 1967. The international award is given to artists who the Club feels have produced records without thinking of commercial success. Prizes will also be given to Italian artists for Best Album, Best Song, Best Song In Italian, Best Interpretation and Best New Song.

The Italian music video market is taking off with the major distributors reporting encouraging sales for their biggest acts. PMV reports sales of 12,000 units for Tina Turner and 17,000 for Metallica over the three years it has been active in Italy. Fastest current seller is Prince's 'LoveShy', with 8,000 units sold since its release at the end of April.

CMV's top seller is Bruce Springsteen's 'Video Anthology 1976-87', which has sold 12,000 in the eight months the company has marketed its catalogue in Italy. CMV Marketing Manager Alberto Cripta says he expects consistent growth, although he does not see the Italian market becoming as big as that in the UK. There are now four million VCR owners in Italy, representing one machine for every five households. Although the Italian music video market is largely restricted to about 250 record shops, suppliers with their own sales teams are moving into other outlets in the home video front.

Thank You Italy

More Music On TV-G

TV-G, the independent TV channel based in Galicia, is showing several new music programmes this summer. The most important of these is 'Clan Clip', a 30-minute daily show with videos, pop news and gossip, which goes out at 18.00 hours and is presented by Isabel Vazquez, with an hour on Sundays hosted by Moneo.

For Commercial TV?

Athens - Antenna TV and the Mega Channel are targeting this month for the start-up of the country's first commercial TV transmitters (MAM Aug 19). Both groups are finalising their programming plans and maintaining a strict clampdown on information leaks as discussions with potential advertisers take place. How much advertising will be allowed on the new channels is not yet known; so fixed quotas are enforced on the state channels ERT 1 and 2. Last month Greece's two ruling political parties, the conservative New Democracy Party and the Communist-led coalition of the left, resolved a dispute over what legal forms the private television channels would take. A spokesperson for the government says the state-run channels will take a 5% slice of the commercial channels' profits.

SPAIN & PORTUGAL

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SPAIN & PORTUGAL

Row Over New Spanish FM Radios

Madrid - The recent allocation of 153 radio licences in Spain has raised a political row between the country's right-wing party, the Partido Popular (PP), and the Minister Of Communications, Jose Barrionuevo. The PP alleges that the distribution of the FM franchises (M&AM August 12) lack political objectivity and professionalism.

And the PP wants Barrionuevo to appear before the Industry Commission to answer its charges. Barrionuevo has hit back by saying the PP's Luis Ramallo should go before the board "to explain the motives by which frequencies had not been given to recognised professionals and some had gone to groups of dubious worth".

The PP alleges several licences were given to groups which have nothing or little to do with communication.
Free CDs will be given away to anyone who spends Dfl 49.50 (app. £ 28) at one of the new Dutch record industry and retail promotion campaigns. The annual 10 Days Of Records runs from October 4-14 and is costing the Dutch music industry (Discopress) about 800.000 (app. £ 280,000) this year. One thousand of the country's 1150 retailers are taking part.

The campaign will be widely publicised by all Dutch TV broadcasters including the new commercial channel RTV which is due to go on air in the first week of October. Holland's largest broadcast company Tele-Visio en is also producing a 90-minute TV special featuring 10 Days Of Records and the 25th anniversary of the Dutch Top 40.

US Deal For Belgian Act

EMI Publishing Belgium announced the signing of a licensing deal for the US and Canada with SBK Records in New York for the return of the Electra and Metronome ARS act Technotronic. The contract is for two singles and two albums.

Technorock enjoy lots of airplay in Belgium (distribution in the Benelux is through CNR) and the single Pump Up The Jam entered the Sibresa chart three weeks after its release (July 17).

CEAR Bloom: Publishing "We presented the band's Pump Up The Jam at the New Music Seminar, and now the record is one of the three best import records in New York." The single one, Sad Song, has already been released from the new album and although it did not do well in terms of chart success, it did receive some airplay.

ATTENTION

The second single is expected to be Centerfold Blues.

The Skylusters were formed by Building And Breakfast and Dave Weck in 1985. Soon starting toured the US as the support act for big acts like Jimmy Cliff, Black Uhuru and Ascend in 1987 saw the release of the live album The Dirty Dozen Are Alive And Well and a year later they released Living In Limbo.

"The biggest campaign for a fourth single to date," is how Adrian Berwick, Marketing Director PolyGram International, describes the company's promotion of "Lay Your Hands On Me" the latest single from Bon Jovi. Taken from their fourth LP, 'New Jersey,' it is expected to take the album's sales past the 10 million mark worldwide.

"This could almost be matched by the USSR where Bon Jovi have become the Western band to release an album in Canada only. The record company Melodia expects to sell some eight million copies of New Jersey in the Soviet Union.

In Europe all soundcarrier formats - 7", 12" and CD - come in for a boost as the album is expected to sell around 30.000 at fairs and 60.000 at record shops.

KATRINA & THE WAVES - No Heartbreak For SBK

Alaska - Since the debut album, Alaska, will be released on September 20, 1989, the band has played various shows in Norway and Sweden.

"We are seeing a lot of interest in our music here in Sweden," says band member Astrid Eriksen. "We have been on tour in Sweden and Norway, and we have been playing in several European countries. We are also working on our new album, which we will release in the autumn."

According to its co-author, UK/American hitmaker Bob Defensive, who wrote with Hawaiian band the Single "I Lost My Love" which was number one in the UK and Ireland, and with the famous group America, "This is a great song and I'm sure it will be a big hit."

The song was written by me and my wife, Astrid, in our hotel room in Stockholm," says Eriksen. "We had just arrived and we were waiting for our clothes to dry. We were discussing our new album and it just came out."

"We are very excited about the release of this song," says Eriksen. "We have worked hard on it and we are looking forward to seeing how it will do."

The single "I Lost My Love" was released in the US earlier this year and it reached number one in both the UK and Ireland. The band has also had success in Australia and New Zealand with their previous singles "The Mountain" and "Don't Let Me Be Lonesome Tonight."
PREIEWS

SINGLES

SINGLE OF THE WEEK

Janet Jackson
Miss You Much - A&M

Melissa Etheridge
No Sleevers - Interscope

Zeke Manyika
Runway Freedom Train - Some Boz
are/Frontline

Akasa
One Night In My Life - MCA

ALBUMS

ALBUM OF THE WEEK

Eurythmics
We Too Are One - RCA/BMG

Other tracks include

Arthur Baker
Arthur Baker & The Backbeat
Dedicates - A&M

Desireless
Francois - CBS

Malahathini & The Mahotella Queens
Parr - Soweto - Urban Music

Spandau Ballet
Be Free With Your Love - CBS

Desireless
Francois - CBS

SIN

The Del-Lords
From Of The River - Enigma

VH-1

The Del-Lords
Poem Of The Riser

The Del-Lords
DEL-LORDS

A dramatic straight-from-the-heart rock jewel by this outstanding US roots rock & roll band. The passionate vocals, ringing guitars and grabbing hooks make for a majestic song, crying for airplay.

Spandau Ballet
Be Free With Your Love - CBS

Starting off as a typical FM rock song, suddenly accelerating into a very fast pace, spiced up by energetic brass.

Lisa Lisa & Cult Jam
Just Git It Together - CBS

Electricity, house-titnged hit material, with a rap in the middle.

Geoffrey Williams
Lipstick - Awek

A funky, Motown dance number from this promising UK artist who had a big hit last year with Cinderella.

Brendan Croker & The 5 O'Clock Shadows
No Money At All - Interscope

Pleasant and gentle, back-to-basics pop rock, featuring the unmistakable finger-picking guitar style of Mark Knopfler.

Babyface
It's No Crime - Intersolar

Solo debut from this much-wanted songwriter/producer sounds like a winner. Effectively bridging pop and dance and recalling the best days of Shalamar.

Melissa Etheridge
No Sleevers - Interscope

Etheridge's expressive voice lifts an average song to new heights.

Zeke Manyika
Runway Freedom Train - Some Boz
are/Frontline

An insistent rhythm is coupled with driving vocals, with lots of swing and emotion in the groove.

The Chimes
1-2-3 - CBS

A muscular, square beat, a house-oriented piano and a soulful vocal delivery typify this chart-record-chart record.

Akasa
One Night In My Life - MCA

This superb LP is filled to the brim with the infectious rhythms, cheerful melodies and delightful vocal styles that make up mbopango music. The Makgona Tshisle Band, who originated this genre in the early 60s serve as the artists' electrifying backing band.

Mona Lisa Overdrive
Vive La Ka Bum - Vertigo

No holds barred, smokery rock & roll by West German rock veteran Stefan Klein helped by a line-up from ex-members from Whiteman. Thin Lizzy, Rainbow, Gary Moore and Nena. Kihle's style often comes close to Southern boogie.

The Cure
Love Song - Fiction/Polydor

A simple and friendly track, likely to yield much radio play.

Redhead Kingpin & The FBI
A Shade Of Red - 16-Vyn

Young US rapper with a highly entertaining record where good hooks and clever arrangements are just as important as finding the right beat. Do The Right Thing is definitely a hit single and other good tracks include Pump It Hottie and Do That Dance.

Ted Hawkins
I Love You Too - Virgin

Although Hawkins comes from the traditional American south, his style owes more to Saim Cooke and Ray Charles than Muddy Waters or John Lee Hooker. Reggae, soul-blues or gospel, are all effectively mixed with heartfelt, simple and timeless songs. Try You've Changed, Nursery Rhymes and Who Do You Love.

Malathini & The Mahotella Queens
Parr - Soweto - Urban Music

This new, Anglo-Asian three-piece with a shamelessly commercial single. The fusion of Indo-Arabic music with Western dance beats forms the perfect backdrop for Sophiya's childish and sensual vocals. A must for top 40 programmers.

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PUBLICITY MATERIALS

The music market's fast food

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Editor Gary Smith
Contributors Peter De Bruyn Kops, Diane Munn and Michel Bakkert

AmericanRadioHistory.com
Domino Blue One is a classically trained vocalist who recently worked with Herbert Von Karajan at the Vienna City Opera and is also well known for her exclusive jewellery designs. This up-tempo single has a strong nostalgic atmosphere. Licensing and sub-publishing details please contact above mentioned persons.

Lucrezia
Hail I Wilhelm (Ricochet Records). Contact: Ricochet/Peter Swartling/ tel.46 8 60606 00/fax.606465

With its irresistible, elastic beat and attractively spare arrangements, this intimate dance track sounds like the Swedish answer to Prince’s Kiss. Like Prince, the singer has a sensual and highly expressive voice.

Mirage
That’s It (Her U Records/Austria). Contact: Peter Pigem/TEL.43 222 59986/fax.59336

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Jam
You Took My Heart (ROC Music/Holland). Contact: ROC/Gerry Badar/ tel.31.81.50662 67/fax.506843

A new Dutch band with a conventional, melodic rock sound in the best Foreigner tradition. The accessible and passionate melody makes it a very suitable track for daytime radio play. Licensing and sub-publishing free for the world except Holland.

Valentino
Corazon (My Heart Belongs To Daddy) (Torno/Bootheque). Contact: Bootheque/Fred Bovens/TEL.31 20 20 20 20/TELEX.2174668

A highly infectious, Latin-tinged house number, produced by Eddy De Clercq, DJ at The Razzmatazz, Amsterdam’s temple of house music. The opera-like vocals are delivered by New York singer Wendell Morrison.

Valentino
Shoulder and She Don’t Need You (cartel). Contact: Banco Yacht Onbekend/ TEL.46 898420/TELEX.95712

A Dutch trio with a potential dance-floor hit. The pulpy beat and the sparse, somewhat dark arrangements work very well. For licensing and sub-publishing details please contact ProMusic.

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Eltje Verloop - phone: 31.20 6628483, fax: 31.20 6649059 or your nearest Music & Media sales office.

ISSUE DATE: NOVEMBER 1989
ADVERTISING CLOSES: OCTOBER 1, 1989

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**From the airplay hit parade provided by Radio Stereo One.**

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### Holland

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### Spain

**The 20 best played records in Spain from Conciencia Principales, covering the weeks 1 to 5.**

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| 64 | The Eurochart Hot 100 is compiled by EMR in cooperation with Buma/Stemra. The chart is supported by the European Committee of CISAC. © EMR/Buma/Stemra - All rights reserved.

"We haven't got it. Try Marketing 6th. floor."

"If this is the kind of thing you often hear when looking for this week's copy of Music & Media, it's time you took out your own subscription. Fill in the coupon in this issue."
### EUROPEAN TOP 100 ALBUMS

**Week Ending September 2, 1989**

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**No. 1 in Denmark - No. 1 in Sweden - Speeding up the Eurochart Platinum In Denmark - Gold in Sweden - STILL EXPLOSIVE**

No. 1

- Guns N' Roses: "G N' R Lies" (Sony Music)
- Def Leppard: "Hysteria" (Epic Records)

No. 2

- Paul McCartney: "Back To The Egg" (Epic Records)
- Michael Bolton: " Soul Provider " (Columbia)
- Original Nautil Diso: "Familien-Bowon" (Virgin)
- Guns N' Roses: "Use Your Illusion" (Epic Records)
- The Pointer Sisters: "'80s" (S nº Record)

No. 3

- Simple Minds: "Once Upon A Time" (Reprise)
- Van Morrison: "Astral Weeks" (Reprise)
- Sting: "...Wards Of The Future" (A&M)
- Bon Jovi: "Slippery When Wet" (Columbia)
- U2: "The Unforgettable Fire" (Island)

No. 4

- Duran Duran: "Rio" (Warner Bros.)
- Dire Straits: "Brothers In Arms" (Cherry Red)
- Kraftwerk: "The Model" (EMI)
- The Dire Straits: "Brothers In Arms" (Cherry Red)
- The Clash: "LIVE...ENGLAND" (London)

No. 5

- The Police: "The Police" (A&M)
- Bruce Springsteen: "The River" (Columbia)
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**NEW ENTRIES**

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- Michael Bolton: " Soul Provider " (Columbia)
- Original Nautil Diso: "Familien-Bowon" (Virgin)
- Guns N' Roses: "Use Your Illusion" (Epic Records)
- The Pointer Sisters: "'80s" (S nº Record)

**UPDATE**

No. 1

- Guns N' Roses: "G N' R Lies" (Sony Music)
- Def Leppard: "Hysteria" (Epic Records)

No. 2

- Paul McCartney: "Back To The Egg" (Epic Records)
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No. 3

- Simple Minds: "Once Upon A Time" (Reprise)
- Van Morrison: "Astral Weeks" (Reprise)
- Sting: "...Wards Of The Future" (A&M)
- Bon Jovi: "Slippery When Wet" (Columbia)
- U2: "The Unforgettable Fire" (Island)

No. 4

- Duran Duran: "Rio" (Warner Bros.)
- Dire Straits: "Brothers In Arms" (Cherry Red)
- Kraftwerk: "The Model" (EMI)
- The Dire Straits: "Brothers In Arms" (Cherry Red)
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UK commercial radio is booming. The formation of Radiotrust, an investment company aiming to profit from deregulation and rapidly climbing revenues, is one sure sign that radio is moving into the big money league.

The major attraction for investors is that advertising revenue on independent radio (IR) is rising fast. In each of the last two years, IR has gained in increasing advertising revenue by over 20%. And the latest figures for the first quarter of 1989 show a rise of 25% on the first quarter of 1988. Incomes over the 12 months to the end of March 1989 amounted to £129.9 million, up 22.7% on the previous year. This is by far the fastest growing advertising medium in the UK. So who spends this advertising revenue on radio and why?

Top of the league in sponsorship and advertising revenue, which allocates some £1 million a year to sponsoring the 'Necsale-sponsored 'Chart Show' and another £1.1 million to sport airtime. Public Relations Manager Alan Libby: "We have two distinct strands to our radio strategy. The first is a mainstream campaign to mirror the coffee chain's national advertising, and breakfast time based on the 'Start The Day With Nescafé' campaign."

"The second targets 14-24-year olds and focuses on our sponsorship of the 'Chart Show', so important in its fourth year and carried on over 45 IR stations. The show contains two second commercials, plus five editorial mentions plus we have 14 promotional spots a week on each station carrying the programme."

We really pioneered the concept of sponsorship on IR stations and it wasn't easy. But the advantage of sponsoring the 'Chart Show' is that we reach a specific young audience. Radio works for us in total. It realises about 15% of our advertising budget. It's very immediate, very flexible and, in spite of recent price hikes, doesn't cost a fortune compared with TV. Research shows that over 60% of our target audience identifies with the 'Chart Show'."

The volume of advertising spent on radio continues to grow, as does the number of advertisers. The chart shows the top 15 spending agencies on radio for 1988. The table indicates the top 20 spenders on radio/1988 and the top 15 spending agencies on radio/1988.

Further down the list, but still accounting for £825,000 in 1988, comes Kienol toothpaste product manager John Eastall: "We spend about 25% of our advertising budget on radio. Our product has a very flat profile - everybody uses tooth paste - so for us it's a question of trying to build up the long-term brand awareness."

"We do use it very much in conjunction to use in the other medium creatively - our commercials are really a radio commercialised. The strategy was that the FM stations would reach the youth market, whereas the AM stations would be used to launch a separate service for older people."

"We spend about 25% of our overall budget on radio - to produce. We spend maybe £4 million of our overall budget exactly."

Anthony Jones, Marketing Executive for the Radio Marketing Bureau (RMB), sums up advertisers' current attitudes to radio as "the result of a learning process. Over the last four or five years, advertisers and agencies have been faced with increasing expensive TV rates. TV is also finding it difficult to reach the youth market - our research shows that only 18% of 15-34-year-old IR listeners watched TV on a particular day."

"So we have moved into a multitude of media campaigns, tried radio, and found that really it does a job for them. The proof of that is that we're getting more and more really major corporate spending. That's one fifth of the target audience TV is missing and radio is reaching."

"So advertisers have moved into..."

"The use of separate AM/FM programming is seen as a way of expanding the demographic market."

"The first station to operate a separate service in the north east in completely reverse order - the station is to be..."
"ORDER OF THE UNIVERSE"

"It is impossible to try and programme for a specific audience from the 'Guinness Book Of Hit Singles', or by a slavish devotion from the 'Guinness Book Of Hit Singles', or by a slavish devotion from the 'Guinness Book Of Hit Singles', or by a slavish devotion from the 'Guinness Book Of Hit Singles'.

"Our auditorium testing proved both of these methods unreliable. Baby I Need Your Lov- ing by the Four Tops was the 12th most popular record in our tests, yet it was never a UK hit single. On the other hand 41.

Lycett: 'When people such as Miss Lycett finds it hard to assess the standard of IR collectively ('there are good and bad stations') though he praises Capital as a "very good metropolitan service". And he sees dangers in local stations being bought up by em-

BBC Radio WM, which has been operating Heartland 1458 during

Looking at Atlantic 252, Lycett is critical of the Dublin station's decision to broadcast on long- wave. "Quality of sound plays a big part in today's market and I would consider the step to longwave a very strange and backward move. They are creating a hurdle for themselves that they may find very difficult to get over."

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Lycett says Radio 1 welcomes increasing competition from independent radio (IR): "The more choice in the marketplace for the

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ROLL CALL

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MMA Music is proud to announce that we now represent Momentum Music in Australasia.

**Australian music has come of age in overseas markets with acts like INXS, Midnight Oil, Icehouse and Kylie Minogue achieving huge international sales. But who are the new acts with international potential?**

International success has not always come overnight to Australian acts. For Midnight Oil and INXS, it is the culmination of years of struggle in the international arena. Despite success at home, neither band made any major impact until they released their sixth album, Kick and Diesel & Dust, respectively. But recently others have had an easier ride. First Kylie Minogue and then Jason Donovan posted huge sales in the UK and Europe with debut LPs.

Few Australian record companies have ignored the signs that Australia has rich potential. Most have increased their A&R activities in the last year, particularly BMG and PolyGram, whose previous catalogues did not feature much national repertoire.

Independent labels have also proven a major force in promoting domestic acts abroad, securing lucrative worldwide deals for their artists. Along with the long-established Mushroom label (Kylie Minogue and Jason Donovan) and Regular Records (Kool & the Gang), newer companies such as True Tone and rooArt have expanded new Australian repertoire for their distribution companies. True Tone is distributed through EMI, rooArt through PolyGram.

And following recent massive international sales, the Australian government now sees the music industry as an important export business. Music is recognised as one of Australia's fastest growing industries; export earnings are predicted to reach A$400 million this year, a jump from just A$15 million in 1985. The industry is estimated to have an annual turnover of over A$1.6 billion and it employs over 60,000 people.

In line with this new recognition, two new industry associations have been set up this year. Export Music Australia is an industry-funded and managed body which helps encourage exports of Australian music and presents a corporate marketing image to the rest of the world. It is funded by the Australian Recording Industry Association (ARIA), the Australian Performing Rights Association (APRA) and the Australian Mechanical Copyright Owners Society (AMCOS).

The second group is Ausmusic, a joint venture between the government and the Australian music industry. Ausmusic is a non-profit organisation set up to provide support for young Australian performers and others involved in music. When Australian Prime Minister Bob Hawke officially opened the Ausmusic centre in Melbourne earlier this year, he said: "Contemporary music in this country is an industry of world class. Increasingly it provides exports. Australian artists are enthusiastic, hard working and self sufficient and many have met the challenge of succeeding in the hard schools of the European and American music industries."

Ausmusic is the culmination of years of struggle for Australian performers and others involved in music. When Australian Prime Minister Bob Hawke officially opened the Ausmusic centre in Melbourne earlier this year, he said: "Contemporary music in this country is an industry of world class. Increasingly it provides exports. Australian artists are enthusiastic, hard working and self sufficient and many have met the challenge of succeeding in the hard schools of the European and American music industries."

BMG

BMG is still enjoying the success of John Farnham's Whispering Jack album which sold over one million copies, making him the best-selling national artist ever in Australia. International sales also passed the million mark and the album made top five in Sweden, Denmark, West Germany and Switzerland. Farnham's second album, Age Of Reason, has so far topped 500,000 domestically and 250,000 internationally.

With the success of Farnham and the BMG takeover of RCA in 1986, it has been giving more support than ever to national repertoire. Stuart Ralph, BMG General Manager Artist Development: "BMG wants national companies to sign acts and develop their local market. Wherever possible, the international office in New York will support the international release of any product!"

A recent example of this was BMG's signing of a number of acts that have proven track record in Australia but have yet to make an impression on the international market. These include Dragon, Mondo Rock and The

**WEA**

WEA's best selling Australian act is INXS, who are distributed in Australia with a band called QED before joining INXS as a backing vocalist for their Listen Like Thieves world tour in 1987.

The New Acts Ready To Come Up From Down Under

by Katherine Talch

**AUSTRIA**

**AUSTRALIA**

WEA's other major hope for international release is the band 1927, whose debut album, Jack, went quadruple platinum in Australia. Their first single, That's When I Think Of You, made the top 50 in the UK, but Mortlock expects better things when their second, If I Could, their largest selling single so far in Australia, is released along with the debut LP. The band made showcase appearances in the UK in July to support the release.

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CBS Records Australia Limited, 11–19 Hargrave Street, East Sydney N.S.W., Australia. Tel (02) 339 0255. Fax (02) 331 1377.

AUSTRALIAN ACTION

CONTINUED FROM PAGE 27

International Marketing Manager for Australian artists. The band are currently recording a new LP. Other acts that have brought new and has done well in some European territories, particularly in Scandinavia. The Sorrows have also recently toured Europe.

THE BLACK SORROWS
DARYL BRAITHWAITE
MIDNIGHT OIL
NOISEWORKS
WILDLAND
WA WA NEE
COLLETTE

JANZ
TALL STORIES
EUROGLIDERS
THE PARTY BOYS
JOHN SCHUMANN
MARGARET URLICH
DE MONT (ALBERTS)
MENTAL AS ANYTHING
KEVIN “BLOODY” WILSON

Sunny Boys. BMG Australia has already guaranteed release for Dragon’s album, Bondi Road, in Scandinavia, West Germany, Holland and Italy. Dragon established themselves as one of the most popular rock bands in Australia in the late 70s and have continued their success there. So far, their exposure overseas (under the same Hunter) has been limited, although they have done some support tours with major acts like Tina Turner. The Hoodoo Gurus are another recent BMG signing. Their brand of brash guitar music has already won them a following in the US and Europe, and BMG expects their current album, Magnum Cum Louder, to do extremely well in all territories. The band are touring the US and Europe this month.

CSI

Diesel & Dust, the last album of CBS’ major act, Midnight Oil, has sold 3.2 million copies worldwide, including over 350,000 in Australia. As with INXS, the UK market eluded Midnight Oil until recently, when Diesel & Dust made the top 40, having been out for two years already. Their single, Beds Are Burning, made the top 20 on its second release. “They had a powerful reputation from Australia, but people were cautious, they didn’t know how radical they would be, or whether to encourage that kind of politicking. But bands like U2 came along which were very strong in their views and politics and probably eased the way for the Oils,” says Chris Moss, CBS International Marketing Manager for Australian artists. The band are currently recording a new LP. Other acts that have brought

EMI's most successful national act is Crowded House, through a 50/50 deal with Capitol in Australia; the band are signed to Capitol worldwide. While their first album went gold in the US with two top 10 hits, their second, Temple Of Low Men, did not chart as well. A new album is expected early next year. EMI tends to work through subsidiaries and third-parties in Australia, but are signed directly to Chrysalis, and until July were distributed by Festival records.

Hoodoo Gurus - on tour in Europe this month

Another CBS artist with priority in Europe is Daryl Braithwaite. Formerly lead singer of the popular 70s band Sherbet, he recently made a spectacular comeback with the debut solo album, The Edge, which held on to the no. 1 position for five weeks. Braithwaite did a four-week European tour with Chris De Burgh earlier this year.

EMI

EMI has also recently acquired distribution of an act seen as one of Australia’s hottest: Johnny Diesel & the Injectors. Their self-titled debut album went to no. 2 in

NEW ACTS

CONTINUED FROM PAGE 31

Crowded House - EMI's major Australian success

Australia. The band are signed directly to Chrysalis, and until July were distributed by Festival records.

AUSTRALIAN MUSIC FOR THE WORLD.
PolyGram

Until this year, PolyGram was not active with domestic A&R. The company only released two Australian acts in 1988, but its national repertoire has increased and this year PolyGram expects to release 14 albums. Like EMI, PolyGram has opted to distribute an independent as a means of securing market share while limiting the risk. Most new product will come through independent label rooArt, which PolyGram distributes. rooArt and PolyGram International recently signed a worldwide distribution deal - unprecedented for an Australian label.

"We weren't up there with the big ones before," says Australian Marketing Manager Paul Krige, "but the rooArt deal gives us a national roster and makes us competitive. The rooArt catalogue is very fresh and not mainstream at all, yet we've proven we can get national airplay on FM stations around Australia with these debut acts."

PolyGram has also signed new bands like Scary Bill, 3/2 Soul and Go 101. The company's current international hopes focus on dance-oriented Go 101, whose new (as yet untitled) album will be mixed in the UK for European release and in LA for the US.

Licensee of other independent companies such as Mushroom Records and Regular Records. So in Australia, Festival represents Kylie Minogue and Jason Donovan (Festival) and Icehouse (Regular Records).

...should be ready for October

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National Acts Rule The Stage
Promoters discuss the Australian tour scene

by Jeff Jenkins

MEt1A

33

Promoters discuss the Australian tour scene

year, Australian promoters look

Mick Jagger in 1988. And next

attracted larger audiences than

"is the box office recognition for

concert-goer. With bigger

venues and corporate

increase, the concert

sponsorship on the

acts.

Thhe

change in the Mona -

national talent is

9 Dundee Lane

Alban- Park

Australia

or Alistair <draw

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Cassettes And Compact Discs To All Comers Of The World.

AUSTRALIAN ACTION

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SCOTT MURPHY
General Manager

AUSTRALIAN ACTION

Paul Dainty - no control on ticket

prices

4.50 each on T-shirts, posters and programmes at each concert.

"You can reach $Aus 10 on the very-limited acts," he adds.

Michael Gudinski, head of Australia's biggest concert pro-

moter Frontier Touring Co, agrees merchandising is important in a

competitive market for pro-
moters: "On tours by acts like

Bon Jovi, merchandising can turn

$Aus 10 million!" Most major international tours

include Australia - the only big
tours that I

were not unreasonably high.

The public are continually

paying up to $Aus 40 - almost

a very high proportion of the

population. The market really

hasn't expanded in the recent

years. There aren't more people

going to concerts."

One possible reason for the

relatively small crowds is the high

price of concert tickets. Austral-

ians pay up to $Aus 40 - almost

£ 20 - to see an international act

and ticket prices have surged in re-

cent years. Recent depreciation

of the Australian dollar increased the

price of a concert ticket by about

$Aus 10. Dainty: "That definitely

has an effect. $Aus 40 is very ex-

pensive, but unfortunately the

promoter doesn't have a lot of

control over that - it's dictated by

what the act needs and the cost of

putting the shows on! A govern-

ment inquiry into concert tickets

prices last year ruled that they

were not unreasonably high.

Perhaps because margins on

ticket prices are tight, merchan-

dising seems an important source

of revenue. Dainty says the average

concert-goer spends $Aus

optimistic about the U2 tour: "I

think it will be limited only by the

amount of time they want to

spend here," he says.

But what interest is there in

Australia for European acts

beyond the big names? According

to Coppel, it is "exceptionally

marginal - except for the bands

from the UK. The UK is very im-

portant, but the rest of Europe

has a marginal influence. The

problem

is that English speaking pop

and rock dominates the world

charts and especially Australian

charts. Very rarely does a non-

English speaking act build a
career big enough to justify an

Australian tour - ABBAs was an

exception - a one-time

phenomenon."

try to break new acts, it's very

tough. The public are continually

telling them they don't want to see

behind the $30 million tour by

Frank Sinatra, Sammy Davis

Jr. and Liza Minnelli earlier this

year. He has also recently

toured Guns N' Roses, Poison,

REM and Iggy Pop.

But even though the competi-

tion is stiff, Gudinski says he is

not interested in bidding wars.

"Most of the artists' managers or

agents are looking for big money.

With the deal they're offering,

there are some bigger tours that I

wouldn't want. If that means that

we don't have a tour for three

months, then fine."

Coppel has so far toured The

The, Toni Childs, UB40 and

Metallica. Later he will bring U2,

Simply Red, Simple Minds and

the Eurythmics. He is particularly

Australia's newest

most vibrant

independent

music company

Labels:

Central Station

Dance Trax

Metal for

MELBOURNE

Central Station

RECORDS & TAPES PTY LTD

CENTRAL STATION RECORDS

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LOOKING FOR MUSICAL TALENTS IN AUSTRALIA?

FOR THE BEST IN AUSTRALIAN DISTRIBUTION

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32

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In November, the Swiss are to vote on whether they want an army or not. A remarkable CD has been released in support of the army's abolition. Twenty-three of Switzerland's most popular artists, including Andreae Volkswagen, have contributed a song to the CD, "Stop the Army Vol. 1." The profits from which will be donated to an anti-army protest group. A second volume, involving musicians from all over Europe, is currently in preparation. At press time, artists confirmed for this CD include Udo Lindenberg and Pablo Mancebo.

Cocktau Twin singer Liz Fraser can be heard on the title track of the forthcoming solo LP, Candied Rain by ex/Echo & The Bunnymen singer Ian McCulloch.

Norway has released a promotion single featuring a duet between upcoming Norwegian star Bjørn Eidsvag and A-Ha's frontman Morten Harket called "Del Er Enna Tid, (There Is Still Time)." The single, which is Harket's first in his native language, was recorded for a boy scout convention in Norway.

New album out from Italy's Milva

which will deal with environmental problems. Since the single is not commercially available (circulation 500 copies), it will probably become a collector's item. September will see the release of an extraordinary single album. The LP will contain pieces from Bertold Brecht's "Threepenny Opera.

4AD has just released four CDs by The Birthday Party, containing the group's entire works and including previously unrelease material.

Under the name of Big Louis, Simon Harris has recorded a cover of French kiss, the popular single by Detroit DJ Liz Louis. The new Milva LP, Una Storia Inevitabile, was produced and partly written by Italian superstar Franco Battiato.

The new Robert Palmer single is a remake of Peggy Lee's "I Could Happen To You." Producer/songwriter Desmond Child (Bon Jovi, Alice Cooper)

B List:
AD: Michala- Happy Radio
Kashine/Waves-Thats The Jackson-2300 Jackson St.
The Chimes- I.J.J
Rolling Stones-Mixed
Damey Wilson-Never Gonna Be
Juno Bash-Lock & Key
Mysterious Ann-Owen

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Kashine/Waves-Thats The Jackson-2300 Jackson St.
The Chimes- I.J.J
Rolling Stones-Mixed
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Juno Bash-Lock & Key
Mysterious Ann-Owen

 stationed reports and playlists additions from the major radio & re stations from 16 European countries

PP: Powerplay
AD: Additions to the playlists
TP: Tips
LP: Album of the week
CL: Clip
ST: Studio
LT: Live report

UNITED KINGDOM

Bbc Radio 1 - London
Chris Lyttel - Sen. Prod. & Air
AD: Madonna-Cherish
Lil
AD: Aden-Warning
Gun N' Roses-Night Train
NanBeginInits-Loving Sunlight-Numbers Uno
LP: Alice Cooper- Trash
Shakespeare's Sister-Sacred Sun
Bon Jovi- New Jersey
Capital Radio - London
Richard Park - Prog. Con.
AD: Richard Marx- Right Here
Donna Summer-Love's About
NanBeginInits-Loving Sunlight-Numbers Uno
AD: Madonna-Cherish
Kashine/Waves-The Way

Michala- Happy Radio
Rolling Stones-Mixed
Team For Fears-The Seeds
Jonas Jackson-Mix You
Lp: Boldly Brown-Don't Be Cruel
NanBeginInits-Loving Sunlight-Numbers Uno
AD: Madonna-Cherish
Kashine/Waves-The Way

GREATER LONDON RADIO - London
Trevor Dann- Head Of Music
AD: Tears For Fears-The Seeds
Gloria Estefan-Nothing New
Hugh Hurralls-Alice
Sandu Balls-Be Free
One-11 Ways
Life Lovers-Rock Is Everything
Everythings Rival
Tina Turner-The Best
Danny Wilson-Never Gonna Be
Jonas Jackson-Mix You
Hands-Love's About

RADIO CITY - Liverpool
Tony McKenzie- DJ/Prod.
AD: The World
Red Hot Chili Peppers-Right
Right Team For Fears-The Seeds
Elton John-Hiding Hands

RADIO HALLAM - Sheffield
Dean Pelle- Head Of Music
AD: Dean Pelle- Everyday
Dance- Time Warp
Life Lovers-Rock Is Everything
NanBeginInits-Loving Sunlight-Numbers Uno
AD: Tears For Fears-The Seeds
Donna Summer-Love's About

RADIO ALTERNATIVE - Sheffield
Red Hot Chili Peppers-Right
Right Team For Fears-The Seeds
Elton John-Hiding Hands

RADIO CLYDE Glasgow
Phil Bower- Head Of Music
AD: Tears For Fears-The Seeds
Gloria Estefan-Nothing New
Hugh Hurralls-Alice
Sandu Balls-Be Free
One-11 Ways
Life Lovers-Rock Is Everything
Everythings Rival
Tina Turner-The Best
Danny Wilson-Never Gonna Be
Jonas Jackson-Mix You
Hands-Love's About

RADIO ALTERNATIVE - Sheffield
Red Hot Chili Peppers-Right
Right Team For Fears-The Seeds
Elton John-Hiding Hands

GWR - Swindon
Dave Bowes- Head Of Music
AD: The Jacksons-2300 Jackson St.
FNC-Don't Look Back
Donna Summer-Love's About
NanBeginInits-Loving Sunlight-Numbers Uno
AD: Tears For Fears-The Seeds
Donna Summer-Love's About

RTF 25 - London
Jeff Graham - Prog. Dir.
AD: Guns N' Roses-Night Train
Jonas Jackson-Mix You
Michala- Happy Radio
XTC-The Living
Adalena-Cherish
Rolling Stones-Mixed
Eurythmics-Relate
Lp: Icy Brothers- The Night
Deaf Of Alive-Haste
Jericho-Tuff-Roade

BRMB - Birmingham
Robin Valk- Head Of Music
AD: Tears For Fears-The Seeds
Gloria Estefan-Nothing New
Hugh Hurralls-Alice
Sandu Balls-Be Free
One-11 Ways
Life Lovers-Rock Is Everything
Everythings Rival
Tina Turner-The Best
"H" Wilson-Never Gonna Be
Jonas Jackson-Mix You
Hands-Love's About

RED ROSE RADIO Preston Blackpool
Paul Fairburn- Head Of Music
AD: Tears For Fears-The Seeds
Gloria Estefan-Nothing New
Hugh Hurralls-Alice
Sandu Balls-Be Free
One-11 Ways
Life Lovers-Rock Is Everything
Everythings Rival
Tina Turner-The Best
"H" Wilson-Never Gonna Be
Jonas Jackson-Mix You
Hands-Love's About
MUSIC & MEDIA - September 5, 1989

MARKUS HERDE - DJ/Prod.

LP Henry Lee Summer - Everything
LP Rein People
TP Jelly Roll - Blue Murder

RIAS
TP Beach Bond - Cruisin'

AXEL LERCHE - DJ/Prod.

AD Queen - The Invisible Man
AD LBW - Soul Limbo '89

SHAKESPEAR'S

AD Madonna - Cherish
TD Tina Turner - The Best

KAOMA - Lambada
LAUNCESTON
LP Paula Abdul - Cold Hearted

ROLLING STONES - Mixed
LP Menne Lustbouse - Reedy
EP Elton John - Healing Hands

RADIO LORIENT
TP Thomas Anders - One Thing

RADIO KISS KISS
AD Dance Classics - The Mix
TP John Turner - The Best

STATION REPORTS

Lisa Minelli - My Mind
1927 - If I Could

Tom Mulder - Head Of Music
CABLE ONE Hilversum

VP Lou Rowland  Music Dir.

AMERICAN RADIO HISTORY

AmericanRadioHistory.Com

RADIO MADRID - SER
RUBEN GONZALEZ - DJ/Prod.
TP Queen - Breathless

RADIO FICTION

JANET JACKSON - Miss You

RADIO SUIZA
LP Ute Lemper - One Night

RADIO ROLLING STONES

Guitar - Prog. Dir.

RADIO SHOUT - Bussum
LP Tiens Les Trousseaux - The Mix

RADIO SKELETON - BUSUM

JANET JACKSON - Miss You

JANET JACKSON - Miss You