Italian Private Radio Shake-Up

by David Sandeford

Rome - Italy's private radio sector faces a major shake-up if legislation recently approved by the government's Senate is passed by the full parliament. The most important aspects of the legislation include a redistribution of radio frequencies, changes to advertising restrictions and different regulations for networks and national broadcasters.

The redistribution of frequencies would see more airspace for non music-based community stations, which are operated by cultural and political groups. Under the legislation, they would be allocated 30% of the national frequencies, with 70% going to commercial broadcasters.

There has been no legislation covering radio in Italy which has about 4,000 private broadcasters, since the first station was launched in 1975. The number of frequencies available under the new laws has not been announced. And although each broadcaster will have to comply with a series of technical regulations, these still remain unclear.

Meanwhile, the proposed regulations governing advertising represent a major blow to private national broadcasters, who will be limited to national advertising only.

Alberto Hazan, head of private national stations Rete 105 and Radio Monte Carlo, says this aspect of the legislation is "stupid." Hazan: "We are being penalised. In the TV sector Silvio Berlusconi takes both national and local advertising!"

CONTENTS

Solo II Soul Launch New Decade At J&M&C 4
Piper foot in lead up for American conference

Luxembourg Delays Scandinavian Service 6
Discussions with performance rights source continue

Spectrum Poits Jackson 8
On Ethnic Playlist

AYRO Swaps Top 40 14
For Album Format

Mid-Price Product 19-21
A look at the deeper end of the market

An EPR publication in partnership with Billboard

MUSIC & MEDIA

Italian Private Radio Shake-Up

Bavarian Station Stops Programming CD-3

by Chris Fisher

Music - CBS Records persisting in servicing radio with CD-3 has provoked conflict with Bavarian public broadcaster Bayerischer Rundfunk (BR). According to Jim Sampson, programme consultant on pop channel Bayern 3 (BR3), CBS inability to provide CD-3 singles over CD-3 and vinyl will "seriously affect our playlisting of new CBS product!).

Due to a space-saving drive in the BR archive, the station is now loathe to accept vinyl singles or albums and seeks to become an all-CD operation. But BR has also decided not to play CD-3 singles, which CBS still services to stations across Europe in preference to CD-5. Other major broadcasters have ceased production of CD-3.

At CBS in Frankfurt, marketing director Hubert Wendjo says the company is concerned over BR3's action and will approach the station to "discuss ways around the problem". But he stresses it would not affect the company's general policy on CD-3. Sampson slams CD-3 as a "toy format which should go. The discs are difficult to handle and archive, easy to lose, the packaging is cheap and insufficient and can easily cause damage to the disc.

"The players we use are first generation Studer. They accept CD-3 adaptors, but unloading and reloading is a fiddly and time-consuming business. It can take over 20 seconds, about double that when using CD-5, and that is unacceptable within a fast-moving radio show. We have tried several different types of adaptor, one of which made loading simpler but was easily broken!"

New generation Studer machines will accept CD-3 without adaptors but are not compatible with BR3's master technical staff. Sampson continues on page 6
12 new songs from MADONNA

11 SONGS FROM OR INSPIRED BY THE FORTHCOMING FILM*

DICK TRACY

Plus the CONTEMPORARY SMASH HIT "Vogue"

Ships to dealers Friday May 18th
**Soul II Soul Launch New Decade at IM&MC**

By Hugh Fielder

Soul II Soul launch their second album, *Soul II Soul Volume 2*, on 1990 A New Decade, at the International Music & Media Conference (IM&MC) in Amsterdam on May 28. The band, whose Club Classics Volume 1 has sold 850,000 in the UK and $40,000 in Europe, will hold a press conference and conduct two days of radio and TV interviews leading up to the conference.

However, it is unlikely that radio stations will get any exclusive previews of the album, with bootlegging problems threatening a single, *A Dream's A Dream*. Pirated white labels of the single were found on E.U. radio in Italy a week before Virgin sent the official out.

"The two radio stations involved were not to blame but it makes it very difficult to give radio exclusive as a means," says senior international product manager Yemenne Fletcher.

Virgin has only got the single for one week before promotion for the band starts for the whole of promotion for the band starts for the whole of 1990.

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**59% Music on Melody Radio**

London's new easy-listening FM station, Melody Radio, claims its less talk, more music format will break the mould of UK commercial radio when it launches in July.

"One of the station's selling points is the avoidance of unnecessary talk and concentration on music, as a first class tool for people concerned," says station manager and programme controller Sheilla Poirier.

"We will be a continuous music station, with no celebrity DJs, no rotation, a rigid playlist system and are used to guarantee certain policies as the person programming them.

---

**Donington Rocks At BBC Radio 1**

BBC Radio 1 will broadcast the whole of this year's Castle Donington Monsters Of Rock Festival live on August 18. The station, which has secured UK rights to the show, has traditionally broadcast a live review on its 'Friday Night Rock Show' with DJ Tom Tom? Vance. He will now introduce headliners Whitesnake, special guests Aerosmith, Poison, The Quietude and Thunder from the Donington stage. Coverage will start at 1:00.

Radio 1 has already aired a series of major live broadcasts including coverage by U2 and U2 and the Who in Clapton. And on June 30 it will feature the Knobsworthy 1990 charity show with Pink Floyd, Phil Collins, Paul McCartney, Martin Koolpepper, Elton John and Tears For Fears. The station is also tipped to gain the rights to one of the Rolling Stones' UK concerts this summer.

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**PolyGram West Germany Aims For 600 Laser Titers**

Hamburg - Following PolyGram West Germany's decision to pull out of the 1990 Laser Disc market, the company is now concentrating on audio CD.

PolyGram's marketing manager, Dr. Dieter Arlotta, which did not participate in the first attempt to establish the CDV in the West German market, will contribute 20 to 30 pop titles to the CDV catalogue. Meanwhile, Sony Classical is currently transferring the Telekommunal catalog on CDV/LD and PolyGram will also offer some films on the format.

Schmidt-Walls says even if the format again fails to establish itself in Europe's largest record market, its final fate will not be decided before the end of 1990. He also stresses he needs to improve the visual quality of video and sound in order to produce an optimal material for CDV/LD releases.

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**Key Players Respond To 'Heartless' Radio Attack**

By Chris Fuller & Gary Smith

Prominent players from West German private radio have given a mixed reaction to comments from Udo Lange, MD of Munich-based Virgin Radio, in a speech to the computer-aided programming as 'heartless' at a recent press conference held by the international music industry association BPW.

Lange claims the prevalence of all-hit formats in private radio left little chance for new artists, doubted pop radio's ability to spot new musical trends and said heavy use of 'powerplays' decreased the whole of this year's Castle Donington festival.

The new album is expected to be heavily covered by MTV.

"If we had more then we would be much easier to give radio exclusive as a means," says Yemenne Fletcher.

"Research shows that a broad slice of listeners like standards and established artists and old hits from 25 or 30 years ago. Many of the listeners are not in the country but feel disenfranchised by the music on mainstream programming. But if we play mainstream material to cater instead of an informative and active presentation of pop music," he said.

---

**POWERFUL PEPE AHQVIST H.A.R.P.**

---

**Fotter:** We are looking to those people who grew up on the autumn. "It's impossible to fit in all these singles to talk with them," says Fletcher. "We'll probably have to ask jour- nalists from the newspapers to double up in interviews to accommodate them."

The new album includes two tracks that already have been hit singles - *Get A Life* and *A Dream's A Dream*. Pirated white labels of the single were found on E.U. radio in Italy a week before Virgin sent the official out.

"The two radio stations involved were not to blame but it makes it very difficult to give radio exclusive as a means," says senior international product manager Yemenne Fletcher.

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**D-Mob have just signed a management agreement with SBK and a publishing deal with BMG featuring Music from the classic punk.**

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**Available for your territory**

Contact: Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGram West Germany, Dieter Arlotta, PolyGr...
Luxembourg Delays Scandinavian Service

By Chris Fuller

Radio Luxembourg International's proposed satellite radio station for Scandinavia has been delayed because of protracted discussions with performance rights societies in the four Nordic territories. But Maurice Vass, MD of Radio Luxembourg (UK), which will operate the new station, expects clearance to be given later this month.

The daytime English-language service, carried via Astra satellite on the back of the signal used by parent company CLT for Dutch TV channel RTL-Nieuws, was intended to begin at the start of the year.

Vass: "Negotiations have been slower than expected but we are not worried. We're not the sort of organisation to just rush into a territory with a signal and then find ourselves in trouble. It's important that we establish a good relationship with the various copyright agencies from the start. They must realise that we are experienced international broadcasters who play by the rules." Vass criticises Dutch-based Sky Radio for "rushing into Scandinavia without gaining copyright clearance. Now they must withdraw. That approach is entirely wrong!"

At present, Luxembourg is running a non-speech "Music-Scan" service during the day, beginning at 6:00 hours. From 14:00-17:00 RTU's Luxembourg-based English-language service takes over and, from 20:00, the British service is also available on 208/1440 KHZ medium wave.

Vass aims to secure an initial audience of one million cable homes across Scandinavia and, in the course of the all-CD satellite station Star, also based in Munich, says the channel incorporates CD-3 into its programming though "in an ideal world we would not have to. In terms of handling and loading they make it a lot of extra work."

At West Berlin's public station Sender Freies Berlin (SFB), producer Jürgen Jürgens agrees: "We use them because we prefer CD over vinyl, but they are far more difficult and dangerous to work with than CD-5s. We find that using a CD-3 adaptor causes noise and, especially on the third or fourth track of the disc the laser is prone to skipping. They are also extremely awkward to store!"

Hubert Wandoje says CBS believes in the format and will persist with it indefinitely: "Recent figures from Media Control, in terms of West German national airplay, which indicates that other stations are having no problem with the format. We have had no other complaints."

Martins Schmitz, marketing director at West Berlin's commercial station Ocean Sound, praises the company for its support of the CD format: "We would not buy all the frequencies, we, and all other national broadcasters, will have to make an effort at airplay."

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with the switch of the 208 signal to the satellites in the evenings, he hopes for a number of new cable listeners in the UK. The station is planning promotional campaigns in both Scandinavia and the UK. The proposed Scandinavian service will feature 208 DJs plus Cass Jones, formerly from UK commercial station Ocean Sound.

Italian Private Radio

The legislation appears to interpret the word network as meaning programme syndicators, as in the US. Under the new rules syndicators would only be allowed to air programmes for a maximum of six hours a day.

Hazen: "The legislation states that to be classified as a national broadcaster, the company must own 80% of all its frequency stations. Rene 105 and Radio Monte Carlo are almost at that figure. But many of our competitors have a large number of affiliates. They will have to buy all the frequencies or be forced to broadcast only six hours a day!"

Radio Dimensione Suono, the Rome-based station national broadcaster, is an RNA member and works with many local stations who broadcast Dimensione Suono programmes, but air their own local advertising.

Programme director Bruno Pleyer: "There may be difficult times ahead. It is not impossible for us to buy all the frequencies, but in the face of the new local and national advertising laws we may choose to broadcast only six hours a day. That will be a choice we, and all other national broadcasters, will have to make!"
Music Key Competition

Radio (4.8%), 1152 (14.8%) but ahead of BBC Key 103 (17%), and Piccadilly. Manchester's Poly-launch, according to Manchester's Poly-launch, has gained a 13.6% don area. At least 80% of the main ethnic minorities in the London area. During the evening.

Spectrum Puts Jackson On Ethnic Playlist

Europe I, wrote to BBC director-general Michael Checkland suggesting the idea. Checkland says no decision over the future of GLR will be taken before the BBC's next 15-year plan for GLR, which is still in the process of having to maximise its audience, would not necessarily include relinquishing frequencies.

Riverside Seeks BBC Frequency

Riverside, one of the unsuccessful applicants for the London FM franchise last year, has made a novel approach to the BBC to provide a full-time adult rock service on the FM band that the corporation tries to save £12.5 million in its regional services budget. The corporation has also been criticised by the IBA for "wasting" its FM frequencies. Riverside consultant Colin Walters, former MD of Piccadilly Radio and French broadcaster KRM Closes On Key Competition

New Manchester commercial station KRM has gained a 13.6% reach within two months of its launch, according to listener research by Manchester's Polytechnic's business studies department. The research puts KRM behind BBC Radio 1 (47.4%), Piccadilly Key 103 (17%), and Riverside 1152 (14.9%) but ahead of BBC Radio 2 (4.1%), BBC Radio 2 (9.1%), BBC Greater Manchester Radio (4.8%), Sunset (4.1%), Signal Radio (3.7%) and Atlantic (2.8%), in the UK's busiest regional radio area.

Commercial Radio Searches For National Pop Talent

Commercial radio stations across the UK are promoting their Young Britannia 1990 search for new rock and pop talent. Selected acts will get the chance to record a single and album, as well as appearing on a compilation LP coinciding with the FM Community's charter, but the BBC is allowed to contract out programming to independent producers.

Five New Regional Stations in GDR

East Germany's media council has decided to create five regional radio stations, each broadcasting for 20 hours a day, at the end of one of the country's four national stations, Radio DDR 2. In light of the decision, Wernfried Maltusch and Klaus Schmaus, vice-directors of Radio DDR, whose broadcasting time has been cut to 16 hours a day, have called for the 'rational development of a federal media infrastructure'.

MBG, PolyGram Launch GDR Distribution

MBG Ariola Munich has announced the opening of an East Berlin office for the Bertelsmann Music Group's distribution and marketing activities in East Germany.

BLM Offers Second State License

Munich - Bavaria's media authority BLM is accepting applications for a second statewide private radio licence. The only applicant to date is Radio Melodie, which is backed by telephones director publisher Gunther Oechsli's New Media Radio Marketing.

The selected acts have to sign a contract. Young Britannia 1990, which produces a list of the artists who have been appointed as BMG's East German distribution and marketing representative, said the company was forced to act. The IBA's decision on the future of GLR, which is still in the process of having to maximise its audience, would not necessarily include relinquishing frequencies.

This German/British duo, Andreas van der Kolk and ex-Academy of Motion Pictures Arts and Sciences Oscar-winner Nicholas Ray, has been appointed to create the station's new logo and branding identity.

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March Sales Drop 8% On 1989

Sales figures for the French music industry in March were 8.1% lower than for the same period last year, according to industry body SNDEF. Turnover for the month reached Fr 384 million (app. US$ 63 million) compared to Fr 393 million in March 1989, the first fall since the recovery of the industry in 1987. However, overall sales for the first quarter of the year show an increase of 13.6% to Fr 1.2 billion and SNEP predicts a 1990 sales figure of Fr 5 billion.

Vinyl singles and LPs registered the biggest decrease. Album sales dropped from Fr 45 million in March 1989 to Fr 16 million in 1990, a decline of nearly 65%. Meanwhile, cassette sales dropped 14.9% to Fr 95 million. CD sales increased by 12.9% to Fr 211 million. The CD now accounts for just under 60% of total turnover. The March dip has worried some industry observers, but others are confident that strong releases in May and June will help boost sales. The opening of the Marseilles Virgin megastore and a new FNAC store in Paris will also strengthen consumer interest.

WEA France international manager Jean-Paul Commim says the decline of single sales is accelerating: "At the moment there are no substitutes, such as the CD single, which can really replace the format. France is now living in a situation where the single is nothing but a promotional tool. Globally, if this movement continues, it would be very worrying for the industry, but let us wait and see if it is a lasting trend."

March Sales Drop 8% On 1989

French culture minister Jack Lang backs calls for music channel

French culture minister Jack Lang backs calls for a music channel. Lang was speaking to industry leaders at the launch of the government's scheme to promote video clip production. During the presentation SNEP president Patrick Zeltik, who is also president of Virgin France, renewed the call for an all music channel, saying there was no point in producing more clips if there was nowhere to see them.

Lang says the idea did have government backing: "We want a decision to be taken within the next six months. We want a real music channel to exist in France!"

Lang was backed by the minister of communication Catherine Texeira, who says video production standards have improved considerably during the last three years. "When the first music channel [TV6] was closed down in 1987, productivity was relatively feeble. The initiative has to be taken by producers and the TV channels. The new support mechanism for video clips contains elements which will help advance the cause of music channels."

Radio Mayak Strikes Fun Radio Deal

Fun Radio has concluded a deal with Soviet state station Radio Mayak, which will see the two exchanging programming featuring local repertoire. Mirjana Roben, who is responsible for development at Fun, says the agreement allows Fun to broadcast an hour of essentially French music on Radio Mayak every week. The show will be presented in Russian by a Radio Mayak presenter. In return, Fun will broadcast a weekly show featuring Soviet bands. The agreement is likely to be the first stage of a lengthy co-operation between the two stations, which will be developed later in the year.

The first show featuring French artists was broadcast on April 28, making "Fun the first French station to broadcast in the Soviet Union", according to Roben. Europe 2's Europa Plus Moscow station went on air on April 30 and Radio Nostalgia began its Soviet broadcasts on May 1.

Having already set up Fun Radio deals in Poland and Bucharest, Fun is currently working on the next stage of Fun's development programme in Eastern Europe. The station plans to begin broadcasting throughout Czechoslovakia in the coming months and is also looking at Bulgaria and Hungary as potential territories.

Meanwhile NRJ, which has until now disassociated itself from Franco-Eastern Europe radio activities, is involved in setting up a new station in Czechoslovakia. NRJ had previously said involvement in Eastern Europe provided too great a financial risk. Details of the scheme will be announced shortly.

Les Rita Mitsouko Named Act Of The 80s

Virgin act Les Rita Mitsouko have been awarded the Bus d'Acier by the Institute of French Music. The award was created to mark the 10th anniversary of the Bus d'Acier ceremony.

Another Virgin act, Mano Negra, received the Bus d'Acier for best band of the year, beating Negro, reciroed the Bus d'Acier for best album, the single's B-side Longe, the many collaborations on the album, written and composed by the Kalmery's debut for CBS, were

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Published by Yaba Music

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SIAE Welcomes New Home Taping Legislation

The Italian government is currently considering legislation to compensate artists, composers and producers for financial losses due to home taping. The law will direct a percentage of the retail price of blank cassettes and videotapes to SIAE (Italian Society of Authors & Publishers).

Mario Fabiani, legal adviser to SIAE, welcomes the move but says the complexities of the Italian parliament may mean that it is some time before the law is introduced. Fabiani says the exact percentage is yet to be finalised but he expects it to be 10% of the retail price on blank cassettes and 5% on video tapes.

Fabiani insists that it is not a levy. "A levy is a tax that goes to the state. We consider this as royalties which will be divided equally between composers, producers and artists."

Fabiani is also discussing the possibility of directing a percentage of the retail price of vinyl product, CD's and audiovisual equipment to SIAE for the same purpose.

Meanwhile, the government is considering introducing legislation that would result in harsher penalties for radio and TV stations who do not pay royalties to SIAE. Broadcasters are currently subject to a fine, but they could soon face the possibility of the courts confiscating sound recorders from their premises.

Fabiani says that local stations are the main abusers in the radio sector, and alleges the biggest TV offender is media magnate Silvio Berlusconi.

"State TV RAI pays about 4.5% of its total advertising and licence fee revenues to SIAE for royalty purposes. Berlusconi (who does not receive revenue from licence fees for his private network stations) only pays about 1%. The issue is now before the Tribunal Court in Rome."

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Music! Media. May

Previous release: De L’Amour

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Signed to Les Disques du

Klein celebrate the news.

- scheme . beens alone. BMG ANNA Belgium MD Ian Nuys says 3cm000

these new trends, net think there is

we want to keep in touch with

nated by doom records, a style of

mining the popularity of tracks.

of format is because the top 40

its Radio 3 playlist. Jan Steeman,

has decided to include more al-

been confirmed.

Nicolas Fiszman.

Roadrunner Starts Dancing

Van Zijl says Lafayette will be

handled separately from the

heavy metal repertoire. “Dance

needs a totally different edit-

ing approach. With heavy metal

you have to rely on press coverage

more of the time, while radio is

the more important medium for

dance. With Lafayette we will

start releasing singles and work-

ing with pluggers”

Dureco Signs New Distribution Deals

The Chicago subsidiary of Dutch

company Dureco has signed

everal new distribution deals,

following the loss of ECM earlier

this year.

Dureco’s head of promotion,

Elinor Rave: “The loss of ECM

was very painful for us, but

led to us being more

ber. We are moving

away from the more marginal

labels like Candleman and Crepus-

ule to attract a broader market.”

Among those to join Dureco are

eight jazz labels, which will

make up one third of Dureco’s

total sales. They include Candle,

Fremdon, Black Lion and RDC.

As Dureco’s Dutch headquar-

ters, international manager Hans

Natter confirmed that the company

is expanding its repertoire:

“we are a record company and

therefore we must be able to

cope with anything from

classical music to dance or hard

rock.”

“we have been pretty much

oriented in the last few years

but we need to widen our coat-

market. At the same time we are

facing a possible change in public
tastes.”

the following list refer-

quests, says Exterior’s director

Homesa Valencia, and will

mean a 5% increase in its

1990 budget. Spanish broadcasts
to Europe have also been increased,

in both Spanish and English.

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Fo

SGAE Strikes TV Deals

Spain’s authors’ rights associa-

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deals with all of the country’s

12 major state TV stations. The

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AMSTERDAM, HOLLAND May 27-30, 1990

SPECIAL EVENTS!
- Opening Concert - International Premiere: Guitar virtuoso Jan Akkerman performs selections from his upcoming album 'The Noise Of Art'.
- 'Amsterdam Rocks' - Dynamic live showcase programme featuring the world’s most promising new talent, along with special international guests.
- MTV Talent For '90s live club night to be taped for international broadcast.
- World Party’s Continental European showcase premiere.
- A full three day press conference schedule with top artists, video premieres and special industry announcements.
- Happy Hour! Hosted by Virgin and some of their hottest (new) artists.
- Demonstration of the revolutionary new airplay monitoring system B.D.S.
- Station-To-Station - The I.D.ea Exchange: The opportunity to share singles, popular music programmes etc. directly with international colleagues. Bring your ideas and airchecks on reel-to-reel, cartridge or cassette.

ARTISTS AT IM&MC TO DATE!

more to be announced soon!

THE ULTIMATE MUSIC & MEDIA CONFERENCE

THE PROGRAMME!
(subject to changes)

Sunday, May 27
- Registration desk open from 12:00
- IM&MC WELCOME PARTY!
- Welcome concert; special performance by Jan Akkerman
- 'Holland Welcomes You' and 'The French Invasion' showcases.

Monday, May 28
- KEYNOTE ADDRESS: 'NEW INVESTMENT OPPORTUNITIES IN EUROPEAN RADIO'
  Steve CRANE, President, EMMIS Broadcasting Corp.
- ENTERTAINMENT VISIONS
  The diversification of the entertainment industry over the coming decade.
- 'A SOUND APPROACH TO MARKETING RADIO'
  Developing effective marketing techniques and evaluating the key elements for successful competition.
- Lunchtime showcase concert: Colin James.
- KEYNOTE ADDRESS: 'RADIO EUROPE 2000'
  Colin WALTERS, Chief Executive, Laurel Benedict Ltd.
- 'IN THE FACE OF COMPETITION...PROGRAMMING RADIO'
  Keeping the audience tuned in and turned on.
- 'BROADENING MUSICAL HORIZONS'
  Exporting and marketing European talent to the world.
- Virgin Int. and their artists invite you to 'Happy Hour'.
- 'Spotlight on Scandinavia' showcase.

Tuesday, May 29
- KEYNOTE ADDRESS: 'WORLD RADIO: MIRROR IMAGE OF AMERICA OR AN ORIGINAL STATEMENT'
  A TELLER, Chairman, MCA Music Entertainment Group.
- 'THE PROMOTION COMMOTION'
  International managers discuss promoting artists across national borders.

THE SPEAKERS!
Confirmed speakers to date:

Martin Brasac (Europe 2); Robert Deddes (Broadcast Innovations); Alec Kenny (Saatchi & Saatchi); Nigel Sandiford (PolyGram International);
Steven Rock (Philips Consumer Goods); Bruno Leclose (MeftoPolYs); Andrew Economus (Radio Computing Services); Barry Matheson (Continental Consult); Ruud Jacobs (Broadcast Software Ltd.); Andrew Economus (Radio Computing Services);
Martin Brisac (Europe 2); Robert Dodds (Broadcast Innovations); Alec Kenny (Saatchi & Saatchi); Nigel Sandiford (PolyGram International);
Steve Knill (GMR); Jeff Pollack (Pollack Media Group); Martin Schmitz (Euro Car); Tony Uehara (Hit Studio Inc/Pat TV); Jay Trachman (CreeYada USA); Stuart Watson (MCA International); Brian Carter (IBC Records); Cascio Bakker (Mythic & Media); Rick Carson (Entertainment Marketing Group); Steve Saltman (Rock Over London); Peter Jackson (Capital Radio); Bo Berg (Radio Voice); Tim Blackmere (Unique Broadcasting Company); Rafael Revert (Danceteria); Ton Lathouwers (Sky Radio).

frontiers and the changing role of artist management.
- Coca-Cola Eurochart Coffee break.
- 'SEE THE MUSIC. LISTEN TO THE PICTURE'
  Are the priorities of the record industry and the television industry in tune when it comes to music programming?
- Lunchtime showcase concert with Jill Sobule.
- KEYNOTE ADDRESS: 'KEEPING YOUR MARKET SHARE ONCE YOU HAVE IT'
  Mike IANAS, Programme Director, Antenne Bayern
- 'RADIO 2001, A DIGITAL ODYSSEY'
  The impact of digital audio in radio, and the techniques of automated radio programming.
- 'THE BATTLE FOR INDEPENDENTS'
  Strategies for a fairer share of airplay.
  (Organised in association with Rock Affaire)
- 'German Night' showcase.

Wednesday, May 30
- 'A WORLD FULL OF EASTERN PROMISE'
  Does the opening up of Eastern Europe represent genuine investment opportunities for the music and media industries?
- Separating wishful thinking from realistic assessment.
- 'ARTISTRY IN PRODUCT PROMOTION'
  Determining the advantages and opportunities presented by sponsorship for advertisers, artists and the media.
- Lunchtime showcase performance with colours.
- 'BROADCASTING, NARROWCASTING OR TYPECASTING'
  Radio dynamics for the '90s: formats, presentation and on-air talent. What are viable new formats for Europe? Finding suitable on-air personalities and keeping them.
- MTV Talent For '90s TV show tapping - with very special guests!
- Swatch/MTV Roadshow premiere 'Let's Party' with international dance acts Twenty 4 Seven, Oh Well, Tony Scott and featuring LaToya Jackson!

Registration Fee: US$ 400. = /UK £ 240. = /Dfl. 700. =
O Please send me more information.
O I would like to register for the IM&MC:
Mr./Ms. __________________________
Company __________________________
Complete Address ________________________________
Tel. __________________ Fax. __________________
Wild and extremely enjoyable funk rock with eclectically inspired lyrics and a great dance groove. What more could you want?

Domino
Angel Don't Cry - Werg
Hard-hitting, hook-laden rock from West Germany. Big production, courtesy of Harold Faltermeyer.

Cabaret Voltaire
Keep On - Rough Trade
A smooth, sumptuous number with a swing feel from one of pop's true craftsmen. Very fine.

Webb Wilder
Hide Where It Hurts - Used
Foot-stomping, blues-based bar rock, more than a little half-hearted.

Patricia Kaas
Les Hommes Qui Passent (40-82)
With her previous LP Made-Me, Ms. Kaas' debut LP for CBS could boast that.

S zale's Drumming
Looking Outside - Sony
West Germany's answer to The Alarm have come up with an entertaining record of garage pop. Although their sound is generally fair, their singles occasionally produce some interesting ideas such as the keyboard and cello work on Show Me Love. A good record, helped by the larger-than-life production.

Lilac Time
All the Years and (for all for all)
A fresh and programmable piece of pop rock. The song and production are very reminiscent of 60s pop groups such as The Rolling Stones and The Hollies.

Billie Idol
Don't You Forget About Me - Virgin
It has been four years since his last LP of new material and in the meantime guitarist Stevie Stevens has left. The songs seem a touch tamer but basically Idol has stuck to the formula that has worked so well for him on his previous solo efforts. Again he has come up with a bunch of good songs, although it remains to be seen how much longer he can play the "enfant terrible." Check out Perfect Blue, Endless Sleep and Licensed To Thrill.

Jill Sobule
Things Here Are Different (MCA)
It includes recent releases still in need of support on European airplay.

Emerging Talent
Singles

ABC

Backstreet Symphony (63)
A new band from Ireland who make solid anthem-like rock with folk overtones. All their material has strong hooks and the languidly spinned up keyboards and violins, vocals and acoustic guitar, really make it work. Great songwriting, the material is very well executed and the absence of any tension makes this one for the collection.

Jill Sobule
Things Here Are Different (MCA)
A strong, mature and highly listenable LP. It's not another talented singer/songwriter LP. The material is for the most part laid-back and acoustic based but there are also some moments of pure pop. Sobule's voice is good but it is her lyrical strength that distinguishes her from much of the competition. Sophisticated AC material that would particularly well late night formats. Try Living Clover, Pillow, Too Cool To Fall In Love and Emm.

Psychedelicus
We Are The Young - A&M
A really wonderful pop one from a British band with a great singer songwriter and the subtlety of their musical arrangements. Stylistically Span for the 90s.

His Latest Flame
Love In The Neighborhood - EMI
First, no-nonsense pop by this all-female five piece from Scotland. Ringing guitars and nicely-voiced vocals reminisc of The Indigo Girls.

Mr. Lee
Pump That Body - Joe
Energetic hip hop material that should be a big hit this summer. A rapster with a future.

Martin Stephenson & The Nikes
Check To Be Seen (EMI)
To see how much longer he can last. Good songs, although it remains to be seen how much longer he can play the "enfant terrible." Check out Perfect Blue, Endless Sleep and Licensed To Thrill.

Singles

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Things Here Are Different (MCA)
It includes recent releases still in need of support on European airplay.
<table>
<thead>
<tr>
<th>Week</th>
<th>UK</th>
<th>TITLE</th>
<th>ARTIST</th>
<th>ORIGINAL LABEL</th>
<th>COUNTRIES CHARTED</th>
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<td>1</td>
<td>6</td>
<td>Vogue</td>
<td>Marianne Faithfull</td>
<td>RCA</td>
<td>UK, FR, IT, ES, DE</td>
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<td>2</td>
<td>17</td>
<td>Nothing Compares 2 U</td>
<td>Sinead O'Connor</td>
<td>Warner Bros.</td>
<td>UK, CAN, AUS, NZ, NZ, SWE, FIN, DEN, NOR, AUT, IT, ESP, FRA, GBR, BEL, NLD</td>
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<td>Black Velvet</td>
<td>Ahnasan</td>
<td>Virgin</td>
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<td>4</td>
<td>11</td>
<td>The Power</td>
<td>Snap!</td>
<td>Virgin</td>
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<td>5</td>
<td>5</td>
<td>Opposite Attract</td>
<td>Paula Abdul</td>
<td>MCA</td>
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<td>9</td>
<td>Killer</td>
<td>Adventures Of SS VE</td>
<td>Virgin</td>
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<td>14</td>
<td>Dirty Cash</td>
<td>Adventures Of SS VE</td>
<td>Virgin</td>
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<td>Le Temps Des Yoyo</td>
<td>Luis Negrelo</td>
<td>Chrysalis</td>
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<td>Sacrifice</td>
<td>Enya</td>
<td>Virgin</td>
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<td>Enjoy The Silence</td>
<td>Depeche Mode</td>
<td>Virgin</td>
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<td>Words</td>
<td>David Arnold</td>
<td>Virgin</td>
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<td>12</td>
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<td>I Promised Myself</td>
<td>Nick Kamen</td>
<td>Virgin</td>
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<td>31</td>
<td>A Dream's A Dream</td>
<td>Soul II Soul</td>
<td>Atlantic</td>
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<tr>
<td>14</td>
<td>13</td>
<td>Infinity (1990's Time For The Guru)</td>
<td>Soul II Soul</td>
<td>Atlantic</td>
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<td>7</td>
<td>Kingston Town</td>
<td>UB40</td>
<td>Virgin</td>
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</tr>
<tr>
<td>16</td>
<td>14</td>
<td>Dub Be Good To Me</td>
<td>A Guy Called Gerald</td>
<td>Virgin</td>
<td>UK, CAN, AUS, NZ, SWE, FIN, DEN, NOR, AUT, IT, ESP, FRA, GBR, BEL, NLD</td>
</tr>
<tr>
<td>17</td>
<td>12</td>
<td>Better The Devil You Know</td>
<td>Kyle Monteiro</td>
<td>MCA</td>
<td>UK, CAN, AUS, NZ, SWE, FIN, DEN, NOR, AUT, IT, ESP, FRA, GBR, BEL, NLD</td>
</tr>
</tbody>
</table>
Hot Breakouts

National Hits Ready To Explode!

UK & Ireland

Kylie Minogue - "The One"
Bryan Adams - "Ti Vo"
Paula Yates - "The Last Time"

Germany, Austria, Switzerland

Tonon Hosen - "All Night Long (Gay's Got)
Blue System - "48 Hours (I'm Back An"
Chris Kamer - "That's What I Like"
Simone - "Here It Comes Again"

France

Patricia Kaas - "Je Ne Laisserai Pas"
Kashin - "Paris Est Doux (In My Dream"
Eleni Por - "Je T'aime (Papa"
Pauline - "Eyes (You've)

Italy

Eros Ramazzotti - "Se Non Ti Prenderà (000"
Marco Masini - "Dipende (Rico"
Gianluca Morandi - "Sola (412"
Anna Oxa - "Dàm ti Fare"

Spain

Brame Udén Band (Dedrynder)
Thomas Helmig (Don Bola)
Maend (1 Blatt)
Hon Ss (Brea, Stathon, Wel)
Anders Glenmark (Sour En Vim, 69Smne/
Edin-Adahl

Benelux

Les Rebeldes - "Ma"
Les Inhumanos - "No Problemas"
Los Coyotes - "Tal Vez de la Noche"

Scandinavia

BZN - "Help Me (Photograph)"
Clausnæs - "Løv (#825)
Vaya Con Dios - "What's A Woman (In My Song"

 Scandinavia

A Hot Hit! This Could Be Your Own Hot Breakout!

For All Info Call M&M's Sales Dept.
Amsterdam: 31.20.6919661

Music & Media

Eurochart Hot 100

Singles In Europe

Country

United Kingdom

Greece - "Nothing Compares 2 U"
France - "Le Temps Des Voeux"
Spain - "Vaya Con Dios"

Belgium - "Vanessa Amore"
Switzerland - "Nothing Compares 2 U"
Ireland - "The Power"

Norway - "The Power"

Portugal - "Pump Up The Jam"

Music & Top 3 Albums In Europe

Country

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Greece - "Nothing Compares 2 U"
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Music & A-Z Index

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There is a belief among large sections of the record buying public that mid-price and budget product is of inferior quality, that the cheaper price means cheaper product. But low cost music is big business, especially as it is a way to alternative outlets to increase sales. Chris White looked at Europe's biggest budget market - the UK and West Germany.

Last year in West Germany, budget and mid-price product accounted for nearly 56% of the total album market (146.6 million units). Although unit sales fell slightly from their 1988 figure, budget and mid-price cassettes take the lion's share with 40.4 million units, followed by budget CDs (19.6 million units) and the vinyl LP in third place (15 million units). Since taking over Miller International, BMG Ariola has led the German budget market with a share of about 49%, followed by Polygram among others.

BMG Ariola director of strategic marketing Europe, Klaus Schmalenbach, says mid and budget priced product is essential part of business but warms the market is getting sympathy with inferior quality. "A lot of companies produce very shabby product which can make fast money on. But disappointed customers soon spread the word and this affects the whole market."

"People have the right to expect good quality product no matter what price they are paying. Klaus Schmalenbach

Night Riding (solo artist rock albums) and releases covered easy listening and country music.

Bargain Buys And Back Catalogue

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importance to have back-up point
have to target the right stations
of sale material and displays!'
name checked which is why it is
company or label is not always
product to the full. Even when the
radio could pay more attention to
exploiting
to them,
par-
guarantees first quality and quick delivery time
offers full service from tape through
glassmaster to packaged product
runs an efficient plant for mastering and
manufacturing CD Audio and CD-ROM
offers full service from tape through
glassmaster to packaged product
guarantees first quality and quick delivery time
COMPACT DISC Tonträger GmbH
Gustav-Meyer-Allee 25, 1000 Berlin 65
Phone: (0 30) 4 63 50 95 Telex 185 825

manager Ian Ramage feels that
radio could pay more attention to
the product but adds: "It is really
down to record companies paying
more attention to them, parti-
cularly the commercial stations,
exploiting their mid-price
and programmes and not just do
released. If Melody Radio does
job properly, then I would ex-
pect to see an increase in sales!"
MCA does not automatically
service radio stations with mid-
price product either. "We take the
view that, as most of the product
has already been available at full
price, they do not need another
copy of the same recording," says
Fisher. "It is also difficult to say

"Since the launch of jazz FM there has
been increased interest in the back
catalogue of various top names like Ella
Fitzgerald,"
Gareth Harris
whether airplay helps mid-price
sales because, unless a name-
check is given, the listener can be
unaware that it is a mid-price re-
issue!
However, Melvin Simpson,
group marketing manager at
Pickwick, argues that this is not
necessarily so. "Radio stations
like Capital Gold help a company
like Pickwick, specialising in low-
price product, to target its market
better. There are, of course, many
times when no mention is given
on-air of what label the record ap-
ppears on, but it can stimulate in-
terest among the listeners who
may then come across one of our
albums while browsing in a store!"
Recent low-price releases from
Pickwick have included titles
from such international names as
Barbra Streisand, Barry Manilow,
Neil Diamond and Billy Joel
alongside Bread, Culture Club
and Elaine Paige. Simpson, "We
liaise very closely with major
record companies like CBS and
are always pushing for stronger
material. Generally, we get the
product when the company con-
cerned realises that the royalty
they will earn is higher than the
one they have been getting for
something that has been in cata-
logue for years!"
Malcolm McGlynn, Stylus Re-
cords general marketing manager,
says the timing of mid-price pro-
duct is crucial as well: "At Stylus
we put out some titles that have
previously been TV advertised in
the mid-price category. Because
we licence in most of the material
anyway we do not always have the
equity to put out the product at
mid-price, but where it has been
possible sales have been good. It is
to the artist and the product.
The classic rock albums do very well, but something like
dance music collection probably
would not because it is too recent
for nostalgia, and the kids are
more interested in buying current
singles anyway!"
BMG launched Ariola Express
in March 1986 in West Germany,
Austria and Switzerland, and
sales have now reached 30 million
units. Last year, the Ariola Ex-
press was launched in the Benelux
and the label has now attracted an
additional market of impulse
buyers in non-traditional outlets
like supermarkets, chain stores,
shopping malls and petrol sta-
tions. Schmalenbach says this
creates extra business without
detracting from regular sales or
having a negative effect on the sa-
pers who buy in a supermarket or
petrol station are not the type who
would normally go into a record store,"
Bob Fisher

"Consumers who buy in a supermarket
or petrol station are not the type who
would normally go into a record store,"
Simpson agrees non-traditional
outlets are playing an increas-
ingly important role, mainly as an
adjunct to traditional outlets, but
they are also becoming a partial
replacement to the multiples who
do not carry the full range of mid-
price product that is available!"
It is generally agreed that non-
traditional outlets do not take
away business from the retail
trade because the people who buy
at supermarkets or petrol stations
are unlikely to visit record shops
ever. Fisher: "Non-tradition-
outlets are useful because they
do not affect regular business in
the conventional outlets. Consu-
ers who buy in a supermarket or
petrol station are not the type who
for a company like Pickwick.
"Most low-price product is an im-
pulse purchase. It is bought by
good who would not go into a
store looking for a particular title
or artist but are very much
consumers."
While West Germany and the
UK are the most important ter-
ritories in Europe for budget
and mid-price product, the size of
the market, especially in non-tradi-
tional outlets, is still growing.
Schmalenbach: "While we re-
recognise the local priorities of our
markets we encourage the per-
ception of one common market-
place, especially in the light of the
exciting political economic and
social developments taking place
in Europe. With this in mind we
are creating marketing tools with
crossover potential and develop-
ing long-term marketing plans for
an international standard!"

the sensational
SANNE
ROXY - AMSTERDAM - 28.5.90
**MUSIC MEDIA**

Tony Carrasco
N-B-G Remix (Deomagic Italy)
Contact: Tony Carrasco
Tel: 031 2680040 or Discos Spinach
This new Swedish band is from the far north of the country and the song is about their fondness for their home town of Skelleftea. Their debut LP will be out in mid-August and will be followed by an extensive tour. Definitely one to watch. Licence and sub-publishing free except Scandinavia.

Talismen
Just Between Us (Airplay Sweden)
Contact: Vinyl Man/Per Lonnstrom
This driving and insistent house number with a sultry vocal over this highly attractive house beat. It is a well-produced track, done by Quim Tabu and sub-publishing free except Scandinavia.

Bianca
Tabu (Blanco Y Negro/Span)
Contact: Bianca Y Negro/Paul Buge/Paul Buge/just 31.29070/12052878
Bianca, who is of French origin, mumbles her vocals over this highly atmospheric house beat that will get produced and remixed by Quincy Quer - author of the songs on Raul Ozellana's Guitarra album. Good club music. Licence and sub-publishing free except Spain.

Espontaneos
La Gira (Spain)
Contact: CBS/Adrian Voge/31.1.5535485/5535462
A driving funk rock track from this quartet from Madrid, taken from their album Espontaneos, which, overall, sounds like a pop mix of The Pet Shop Boys' Scandal, this track could do well in the clubs, and sub-publishing free except Scandinavia.

Michael Blandford
A Moment In Time. Licence and sub-publishing free except Scandinavian.

The Wannadies
My Home Town (MNW/Sweden)
Contact: MNW/Paul Spencer/26.76633046/266663
This new Swedish band are from the far north of the country and the song is about their fondness for their home town of Skelleftea. Their debut LP will be out in mid-August and will be followed by an extensive tour. Definitely one to watch. Licence and sub-publishing free except Scandinavia.

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**TOP 20 U.K INDEPENDENT CHARTS**

<table>
<thead>
<tr>
<th>Singles</th>
<th>LPs</th>
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<tbody>
<tr>
<td>1. My Bloody Valentine</td>
<td>1. Love</td>
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<tr>
<td>2. New Order</td>
<td>2. The Good Son</td>
</tr>
<tr>
<td>4. Happy Mondays</td>
<td>4. Square</td>
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<tr>
<td>5. Pro-Test</td>
<td>5. Buzzard</td>
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<tr>
<td>6. The Breeders</td>
<td>6. Can We Let</td>
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<tr>
<td>7. Ride</td>
<td>7. The Love Of</td>
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<tr>
<td>8. Apollo 4000</td>
<td>8. Pink Floyd</td>
</tr>
<tr>
<td>10. Tricky</td>
<td>10. My Bloody Valentine</td>
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**RECOOMENDATIONS**

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**FOR FURTHER INFORMATION PLEASE CONTACT:**

VINYL MANIA, Per Lonnstrom
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**THE HORIZONTAL GRADUATION FOR NEW TALENT!**

**NEW TALENT! BOOK YOUR SPECIAL TALENT TRACKER!**
**Spotlight**

Patricia Kaas - Looking Beyond France

Patricia Kaas has established herself as a major star in French Varieties. The combination of a powerful, expressive voice, a wide repertoire that takes in jazz, blues and cabaret and sheer hard work (she is almost constantly on tour) have resulted in French record sales of three million since her first release in 1987.

Kaas has just moved from Polydor to CBS, released her second LP, Some De Vie, and now her manager Cyril Prieur is determined to make her career as big internationally as it is already at home. Although Kaas is only 23 years old, her style of music and her audience are best described as timeless; she has never been in fashion, therefore, she can never be out of fashion.

**Oingo Boingo - Light At The End Of The Tunnel?**

Danny Elfman is best known for his film scores for movies such as 'Batman', 'Beetlejuice' and 'Peeewee's Great Adventure'. It is a lucrative business, but his main priority is as the lead and main songwriter for the band Oingo Boingo. They have just released their seventh album, 'Dark At The End Of The Tunnel', on MCA and it seems that they are finally getting some recognition in Europe.

Mike Gorman's, the band's Los Angeles-based manager, has conflicting feelings about the success of Elfman's film scores. "It has been a mixed blessing. On the one hand it has focused attention on his talent as a composer, which was long overdue, and on the other hand, the money is outrageous." On the other hand, some sections of the industry perceive Elfman's film scores. "It has been a mixed blessing." 

According to Prieur, one of the best marketing tools for Elfman's music is his ability to stage, and one of the first moves in CBS' international campaign will be a short tour of the major German cities. But no matter how talented Kaas might be, all her recorded material is in French and that must be a limiting factor.

Prieur: "I'm not dreaming. I don't believe an artist singing in French will ever really break through internationally, especially in the US (in February, Kaas did some well-received dates on the East Coast). On stage she does three songs in English and one in German. On the record side, we are considering a compilation LP of all her singles in English and recording an album of new material with one side in English and one in French.

After West Germany, Prieur regards Switzerland and Austria as a natural progression and on the French-speaking side, Belgium. He has reservations about her suitability in southern Europe, with the exception of Spain: "I think she would go well there. We already get good press, so now we are looking for a major TV opportunity, something that would be long special to maximise what we have already achieved."

The next nine months will see Kaas looking further afield. In June she will do eight dates in the Soviet Union, performing in front of 10,000 people each night. Prieur: "She did some TV there last April and the reaction was very positive. We regard this visit as an investment in the future. We are not concerned about the short-term financial implications at all." Kaas will also visit Japan and the Soviet Union in September/October of this year. She has already performed in Japan, accompanied only by a pianist, for an audience of invited journalists and the response was enthusiastic enough to warrant a return visit. There will be more gigs in the US as well, followed by a well-rewarded rest. Kaas has worked without a break for three years. By the time she finishes her tour in January 1991, she will have been on the road for a year. The next tour starts again in February 1992 and continues for another 12 months.

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AD: Suzanne Vega - Book Of Dreams

FOX FM - Oxford

AD

PP

AD

A List:
RTL 211 - London

AD

Paul Kavanagh - Head Of Music

ATLANTIC 251 - Country Music
Paul Raymond - Head Of Music

Playlist:

PP

AD

The Pretenders- Never Do That

Suzanne Vega - Book Of Dreams

Restless Heart - Fast Moving

BJ, The Blues Band, Everything Is

Brenda & The Tabulators, Nothing

De Kreuners, Like Willy Le

Lisa Fontaine, Ik Willy

Lothar Engel - Head Of Music

Jesse Jackson - Book Of Dreams

Elton John - Club At The End

Andrew Ridgeley - Shake

Phil Collins - Something

Phil Collins, Do You Remember

Radio Putura, Veneno En La
tanqui,

Antenne Austria - Maria

Suzanne Vega - Book Of Dreams

Vera Neumann, Last Of My Breed

Lea Bendi, Mama Gives

River City People, Walking On

BBG, Snoop Dogg - Makin' Love

Radio 2000, Mama Gives

Beats International, Dub

Sacco & Mancet

TPS, Simon "Kidd" Kravitz - I

Vaya Con Dos, What's A Woman

Vitamina, Louie Louie - Standin'

Royce Adams, Rhythm Inn

Stevie Wonder - Do You Know

Jordin Sparks, This Is How

Matthew Galler - Head Of

PP - Arnold, Dynamite

PP - Francois Feldman, Les Valses

Maurizio Plantry, BuSaveog

Raul Merchant, Progr. Dir.

AD: Queen Latifah - Mama Gives

Pink Fountains, The

Teenage Fan Club, Too Much

Pineapple Cafe, Fridge

Mr. Jones, The Pretenders- Never

The Beach Boys - That's Why

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